

# NewsWire

September 22, 2009

**HELPING ENTREPRENEURS AND BUSINESSES GROW AND SUCCEED**

A joint program of the Labovitz School of Business and Economics, Natural Resources Research Institute, and Swenson College of Science and Engineering.

## GOOD READING

### Steer Clear of the “Dirty Dozen” Tax Scams

*Courtesy of Wells Fargo Bank, N.A.*

“Taxpayers should be wary of scams to avoid paying taxes that seem too good to be true, especially during these challenging economic times,” IRS Commissioner Doug Shulman says. “There is no secret trick that can eliminate a person’s tax obligations. People should be wary of anyone peddling any of these scams.”

For more information:

[http://a676.g.akamaitech.net/f/676/773/90m/images.m0.net/cm50/content/wellsfargo/bis\\_hosted\\_pages/091509\\_BBR/taximplication\\_s1.htm](http://a676.g.akamaitech.net/f/676/773/90m/images.m0.net/cm50/content/wellsfargo/bis_hosted_pages/091509_BBR/taximplication_s1.htm)

### Short-Term Financing: Filling Cash Flow Gaps

*Courtesy of Wells Fargo Bank, N.A.*

Short-term financing can be a smart tool to help build your business. Its relatively speedy access to funds and flexibility can allow you to cover needs and opportunities when cash flow can’t bridge the gap, covering everything from payroll and accounts payable to inventory and expansion needs. For more information:

## BUSINESS BREAKFAST SERIES



### TRUST STIMULATION PLAN: Why More Trust = More Business!

9/30/09

7:30 AM – 9:00 AM

\$10.00

*Presented by: Lisa Jemtrud, Better Business Bureau of Minnesota and North Dakota*  
Attendees can expect to understand:

- Trust Trends
- Factors Affecting Trust
- Company Actions to Improve Trust
- Public Policy Actions to Improve Trust
- Negative Trust Factors

To register: [www.umdced.com/workshops](http://www.umdced.com/workshops) or 218-726-7298.

## THE WEEK AHEAD

### Computer Workshops

<b><u>Access II - Beyond the Basics of Database Management</u></b>	09/29/2009 (9:00am-12:00pm)	\$60.00
<b><u>Access III - Database Relationships and Queries</u></b>	09/29/2009 (1:00pm-4:00pm)	\$60.00
<b><u>Excel III - Macros and Functions</u></b>	09/30/2009 (9:00am-12:00pm)	\$60.00
<b><u>Word I - Basics of Word Processing</u></b>	09/30/2009 (1:00pm-4:00pm)	\$60.00

### Business Workshops

<b><u>Business Breakfast Series: Trust Stimulation Plan</u></b>	09/30/2009 7:30am-9:00am	\$10.00
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All scheduled business and computer workshops can be seen on our website at: [www.umdced.com/workshops](http://www.umdced.com/workshops). To register: click on the interactive links in workshop listing or call: 218-726-7298

## GOOD READING *(cont.)*

[http://a676.g.akamaitech.net/f/676/773/90m/images.m0.net/cm50content/wellsfargo/bis\\_hosted\\_pages/091509\\_BR/feat1.htm](http://a676.g.akamaitech.net/f/676/773/90m/images.m0.net/cm50content/wellsfargo/bis_hosted_pages/091509_BR/feat1.htm)

### Gauging Return on Marketing Dollars (ROMD)

*Courtesy of Wells Fargo Bank, N.A.*

We often think of any business function that involves use of time and expertise in terms of return on investment (ROI). If you break the functions down by discipline, it may be worthwhile to measure your customer and prospect outreach activities based on ROMD, or return on your marketing dollar. For more information:

[http://a676.g.akamaitech.net/f/676/773/90m/images.m0.net/cm50content/wellsfargo/bis\\_hosted\\_pages/091509\\_BR/revenuegen1.htm](http://a676.g.akamaitech.net/f/676/773/90m/images.m0.net/cm50content/wellsfargo/bis_hosted_pages/091509_BR/revenuegen1.htm)

### The Lease You Can Do

*Courtesy of Wells Fargo Bank, N.A.*

As the economy continues to tighten, cash flow concerns mount for any business owner. If you're thinking of sinking significant capital into any technology, communications or other office equipment, it might make sense to weigh the benefits of leasing.

Perhaps the chief benefit of leasing is the tax advantages it offers. "With a fair market value lease, or true lease, you can write off the entire amount of your lease payment," Gilbert says. "With a loan, you'd end up depreciating the amount over a period of years." For more information:

[http://a676.g.akamaitech.net/f/676/773/90m/images.m0.net/cm50content/wellsfargo/bis\\_hosted\\_pages/091509\\_BR/lineitems1.htm](http://a676.g.akamaitech.net/f/676/773/90m/images.m0.net/cm50content/wellsfargo/bis_hosted_pages/091509_BR/lineitems1.htm)

**WELLS  
FARGO**

## Workshop in International Falls WRITING A BUSINESS PLAN

Tuesday, October 6, 2009

1:00 pm – 3:00 pm

Rainy River Community College, International Falls, MN

Cost: \$25.00

To register: 218-285-7722

[www.rrcc.mnscu.edu](http://www.rrcc.mnscu.edu)

## SBA NEWS RELEASE

### SBA Administrator announces availability of H1N1 Preparedness Guide for Small Businesses

Small Business Administration Administrator, Karen Mills, and Department of Homeland Security Secretary, Janet Napolitano, today announced the availability of a preparedness guide designed to assist small businesses in planning for the possibility of an H1N1 flu outbreak this fall.

During a call with reporters Mills made clear the importance of flu preparedness for small businesses.

"Small Business owners should take the time to create a plan, talk with their employees and make sure they are prepared for flu season," said Mills. "For countless small businesses, having even one or two employees out for a few days has the potential to negatively impact operations and their bottom line. A thoughtful plan will help keep employees and their families healthy, as well as protect small businesses and local economies."

Outbreaks of H1N1 flu are occurring now across the country and will likely coincide with the return of seasonal flu this fall and winter. The preparedness guide offers small business employers tools and information to help them plan for and respond flexibly to varying levels of severity of an H1N1 outbreak—which may lead to increased absenteeism, and, if the outbreak becomes more severe, may include restricted service capabilities and supply chain disruptions.

Employers are encouraged to put strategies in place now to protect their employees and their businesses in advance of the fall flu season. Included in the preparedness guide are tips on how to write a continuity of operations plan, steps for keeping employees healthy, frequently asked questions about the 2009 H1N1 flu and a list of additional resources that employers can access online.

To download the booklet from the Department of Homeland Security, please visit [www.sba.gov/flu](http://www.sba.gov/flu).

## 7<sup>TH</sup> ANNUAL DULUTH SENIOR EXPO

TUESDAY, OCTOBER 20, 2009

9:00 AM – 3:00 PM

DULUTH ENTERTAINMENT AND CONVENTION CENTER

The Expo, an annual gathering of over 4,000 regional attendees and exhibitors, will feature exhibitors, live entertainment, keynote speakers, seminars, workshops, and more.

## SENIOR EXPO (cont.)

Attendees can expect to get information about nearly everything from the latest advances in healthcare to insurance, independent and assisted living, reverse mortgages, transportation, travel and more.

Admission is \$6.00 at the door, but soon, seniors will be able to pick up free tickets from exhibitors and sponsors. Tickets are available now by mail order. Just include a self-addressed, stamped envelope along with a \$3.00 handling charge to: Duluth Senior Expo, 2828 Piedmont Ave., Suite B, Duluth, MN 55811. Include the number of tickets needed.

For additional information: Tracy Lundeen at 218-727-1177 or:  
[www.seniorexpoduluth.com](http://www.seniorexpoduluth.com).

The University of Minnesota Duluth Center for Economic Development offers numerous workshops to help entrepreneurs and employees operate more efficiently. **All workshops are held at the Duluth Technology Village, 11 E. Superior Street, Suite 210, unless otherwise noted.** To register call: 218-726-7298, 888-387-4594 or register online: [www.umdced.com/workshops](http://www.umdced.com/workshops).

**The mission of the University of Minnesota Duluth Center for Economic Development is to assist entrepreneurs and businesses to grow and succeed.**

*Funded in part through a cooperative agreement with the U.S. Small Business Administration, Minnesota Department of Employment and Economic Development and sponsoring centers. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. For arrangements, contact: UMD Center for Economic Development, 11 E. Superior Street, Suite 210, 218-726-7298*

**1986 – 2009** Celebrating 23 years of excellence and also recognizing UMD's 25 year partnership with the Minnesota Small Business Development Centers

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