



CENTER FOR ECONOMIC DEVELOPMENT

NewsWire

January 20, 2010

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.



REMINDER

You can still nominate a deserving entrepreneur for a Joel Labovitz Entrepreneurial Success Award before March 1, 2010.

To nominate a business or entrepreneur:

<http://www.umdced.com/labovitz>

NEW WORKSHOP



MARKETING TO YOUR "BEST CUSTOMER"

Jan Zigich, Professional Business Consultant with the UMD Center for Economic Development, will begin holding workshops designed to teach basic skills to identify best

LUNCH WITH THE BETTER BUSINESS BUREAU GOOD NEWS FOR BUSINESSES

February 22, 2010
11:30 am – 1:30 pm
\$25.00

To register: 218-726-7298 or
www.umdced.com/workshops



There are reasons to be optimistic about the future, your business plans, your competitors, your employees, and your vendors. Lisa Jemtrud, Director of Outreach and Industry Services at the Minnesota Better Business Bureau, will talk about some key factors that are sometimes overlooked and share real world examples. She will also share best practices and success stories. Attendees will leave with new ideas on how to adjust their business plan to encourage and reward progress. This workshop is presented by the UMD Center for Economic Development in partnership with the Better Business Bureau. Lunch is included.

FREE FILE NOW AVAILABLE TO ALMOST ALL TAXPAYERS

Software Can Help Find New Economic Recovery Tax Breaks that Could Be Overlooked

The Internal Revenue Service and its private-sector partners are making Free File available starting today. Most taxpayers can have free use of helpful tax preparation software and free electronic filing of the federal tax returns.

There are many new tax breaks this filing season and Free File software can make it easier for people to find all the credits and deductions they are due. Taxpayers must go through www.IRS.gov homepage or www.IRS.gov/freefile to access the free options.

People who are interested in reviewing more information about Free File can visit www.freefile.IRS.gov. Videos on these topics also are available at www.youtube.com/irsvideos.

Marketing to Your Best Customer
(cont.)

customer potential as well as techniques to attract and capture your market. Identifying "best customer" potential is key to any business success. **\$25.00**

2/17/2010

2:00 pm – 4:00 pm To register:

www.umdced.com/workshops



**2nd Annual
Building Green
Conference
February 25, 2010
7:00 am – 5:30 pm**

This conference focuses on economic development in the green economy, regional building, testing requirements, and green building standards and codes.

General Registration \$79
(increasing to \$105 after 2/5/10)
Student Registration \$50

There are also opportunities to be a conference sponsor and/or vendor. For more information:
http://www.buildinggreenduluth.com/Home_Page.html



IRS e-file: It's Safe; It's Easy; It's Time

"Electronic filing is more and more popular every year, and most taxpayers now e-file. IRS e-file means faster refunds. It means the option to file now and pay later if you owe additional tax. It means peace of mind knowing the IRS received the return because we send an acknowledgement. should try it."

Those are the reasons this has been a popular service," said Doug Shulman, IRS Commissioner. "IRS e-file is safe, it's easy and everyone

Everyone can use Free File Fillable Forms. This service, now in its second year, provides free online tax forms that can be completed and filed electronically.

People must access Free File through the IRS Web site at www.IRS.gov and click on Free File or www.IRS.gov/freefile. People can read more about Free File at www.freefile.IRS.gov.

DO YOU NEED INFORMATION ABOUT RETIREMENT INCOME?

If you know people nearing or slightly in retirement, Laura Zahn is holding a seminar twice next week that is from the Met Life "Retirement Income IQ Survey." In 2003, Met Life surveyed 1200 folks ages 56-65 about retirement income, and repeated it with new folks in 2008. Results were better, but still really, really bad (averaging 6.4 right out of 15 questions, up from 5 out of 15 in 2003).

If you know friends, co-workers, neighbors or family who need information about taking income to support themselves in retirement, the classes are Tuesday, Jan. 26, at Woodland Middle School, or Thursday, Jan. 28, at Central High School. Cost is \$10 (all of which goes to the schools). Registration is at www.duluthcommunityed.org, or call for more info at 336-8708.

REGIONAL WORKSHOPS

QUICKBOOKS – GRAND MARAIS

Cook County Schools
January 25, 2010
9:00 am – 3:00 pm
\$99.00

Covers the basic functions of this number one selling small business accounting program. In addition to this day-long workshop, receive the QuickBooks learning guide.

To register: 218-387-2000 x 614

or www.cookcountyschools.org/cookcounty/cmcd

REGIONAL WORKSHOPS (cont.)

QUICKBOOKS – EVELETH

Mesabi Range Community and Technical College (Rm. 208)

January 22, 2010 &

February 5, 2010

10:30 am – 5:00 pm (corrected time)

\$99.00

To register: 218-742-3438 or

1-800-657-3860 (ask for Continuing Ed)

BUSINESS WORKSHOPS

<u>Tax Saving and Recordkeeping Tips for Your Small Business</u>	01/26/2010 (1:00pm-4:00pm)	\$25.00
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Information-packed workshop covers recordkeeping and tips on what to track throughout the year to be organized making tax time smoother.

<u>Writing a Business Plan</u>	01/27/2010 (2:00pm-4:00pm)	\$25.00
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Don't know how or where to begin writing a business plan? This workshop covers the components needed to write an effective business plan.

COMPUTER WORKSHOPS

<u>Access III - Database Relationships and Queries</u>	01/26/2010 (9:00am-12:00pm)	\$60.00
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(Prerequisite: experience using Access on a daily basis) Covers database terms and concepts. Build a relational database from scratch and create tables. Define relationships between tables and understand some rules for building a relational database. Write queries using the design view, SQL view, and query wizard. Create and understand indexes. Understand the basics of data model normalization and build a relational database from scratch.

<u>Illustrator I - Basics of Graphic Design</u>	01/26/2010 (1:00pm-4:00pm)	\$60.00
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Illustrator is a vector based drawing program developed by Adobe. This workshop covers creating basic primitive shapes and how to manipulate and transform them. With these shapes, the workshop then adds grouping to make manipulations easier. Concepts like stroke, fill, z-order, duplications, alignments, distribution, and text are also covered.

<u>InDesign I - Basics of Desktop Publishing</u>	01/27/2010 (9:00am-12:00pm)	\$60.00
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Design and produce professional page layouts. Adobe® InDesign® CS3 software delivers powerful new features that allow you to explore more creative possibilities, experience greater productivity, and streamline repetitive tasks.

<u>InDesign II - Beyond the Basics of Desktop Publishing</u>	01/27/2010 (1:00pm-4:00pm)	\$60.00
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This workshop builds on the skills learned in InDesign I going more in-depth. The workshop will cover layers: how they are used, and how to create different ones in the program. It also covers using tables in the document along with creating a Table of Contents automatically using defined text styles. There will also be discussion about different publishing decisions for the document.

COMPUTER WORKSHOPS (cont.)

Computers 102 - Desktop Productivity

01/28/2010
(1:00PM-4:00PM)

\$60.00

Know the very basics of working on a computer but want to know more? This workshop covers how to operate a computer, manage the computer desktop, save, delete, store, copy, and move files. Get an introduction to the Microsoft Office Products.

QUICKBOOKS

QuickBooks

02/09/2010
(9:00am-4:00pm)

\$99.00

Covers the basic functions of this number one selling small business accounting program. In addition to this day-long workshop, receive the QuickBooks learning guide.

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

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.

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

The University of Minnesota shall provide equal access to and opportunity in its programs, facilities, and employment without regard to race, color, creed, religion, national origin, gender, age, marital status, disability, public assistance status, veteran status, sexual orientation, gender identity, or gender expression.

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