

Monthly Connection

Illinois Small Business Development Center (SBDC) &
International Trade Center (ITC)

at

Southern Illinois University Edwardsville

SBDC—Year in Review



We are coming to the end of another great year at the Illinois Small Business Development Center! We have been introduced to some new clients with great potential and kept in touch with existing clients who are continuing to expand their businesses. Our Fall Workshop Series was a big success and we would like to thank all of our presenters and all of our clients who joined us for the workshops! Useful information regarding social media, internet marketing, lending basics and much more was shared at these workshops and we are looking forward to another year and series of great workshops! Please let us know of any topics or suggestions for upcoming workshops. Our greatest resource is our clients! We wish everybody a safe and happy holiday! We know things can get hectic through a busy holiday season and end of year business so keep in touch for any of your small business needs! We look forward to another great year!

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Workshops

Starting a Business in Illinois Workshops

This workshop is highly recommended for any prospective business owner and encouraged for any existing business. It covers the following topics: an orientation to Illinois SBDC services, financing options, business plan development, organizations in our area that assist with taxing and licensing, and overview of other requirements for starting a business in Illinois.

After you attend the Starting a Business in Illinois Workshop, you may continue your relationship with the Illinois SBDC at SIUE by setting up an appointment with a counselor. For more information or further assistance, please call 618-650-2929 or 618-482-8330, or visit: <http://www.siue.edu/business/sbdc>



Preregistration is Required for Workshops

Edwardsville: The Edwardsville workshop will be held in the Willow Room of the Morris University Center.

Attendees should park in Lot B to avoid tickets.

East St. Louis: The East St. Louis workshop will be held in Building B Room 2083. Attendees should park in Visitor Parking Lot to avoid tickets.

Workshops require a \$10 fee payable at door.



Scan the QR code with your smart phone to register for the [Starting a Business in Illinois](#) workshop

Workshop Dates

"Starting a Business in Illinois" in East St. Louis

Wednesday, December 12th (3:00pm—5:00pm)

Wednesday, January 16th (3:00pm—5:00pm)

"Starting a Business in Illinois" in Edwardsville

Thursday, December 13th (3:00pm – 5:00pm)

Thursday, January 9th (5:00pm – 7:00pm)

People in Business



Business Network Invites New Attendees

The story of People in Business: Once upon a time, small towns had places where the unofficial town leaders met for coffee once a week to establish plans and decide about projects to help their businesses and their town grow and become profitable. In today's more populous locales, this has often been lost - a real piece of Americana that benefits everyone. People in Business was established to offer this experience to anyone who wishes to become part of something bigger than themselves...something helpful...and important.

By greeting newcomers with a handshake, helping small businesses grow, scheduling a coffee later in the week after the meeting, and taking the calls from your PIB associates, you become part of the group. This is not a sales club, a forced-referral concept, or a guaranteed sales club; it is a place where people can help people, become life-long friends, solve problems, plan joint strategies, and YES, do business together.

Mission Statement

People in Business provides a community of like-minded businesses striving to create a positive relationship-based marketing environment. It also provides a personal resource network for information, friendship, corporate coordination, and education.

Membership Pledge

All members pledge to hold their work relationships to the highest standards of conduct, work together toward common goals, discover opportunities by building long-term relationships, and bring their full commitment to the ideal of helping one another succeed in business.

People in Business groups meet on-

- 1st Tuesday: O'Fallon/Shiloh, IL
- 1st Tuesday: Springfield, IL
- 2nd Wednesday: Highland, IL
- 2nd Thursday: Alton, IL
- 3rd Monday: Waterloo, IL
- 3rd Tuesday: Collinsville, IL
- 3rd Wednesday: Ballwin, MO
- 4th Tuesday: Edwardsville, IL

Would you like to be known as a leader? Leaders are seen as the people we like to associate with in business. To be a PIB Leader is so easy! Just help your group grow by volunteering to greet at meetings, send out press releases for your group, facilitate, or become a co-coordinator to fill in if your coordinator is absent.

People in Business networking is designed to help build a support system and outreach connection for self-employed, local, and mid-sized companies. It provides an informal networking format and a convenient meeting place to foster business relationships.

Membership and a website page are free. For additional information see the website peopleinbusiness.ning.com.



Cyndi Brown greeting attendees at the Collinsville PIB meeting.

Success Story: The ROHO Group Inc.

The ROHO Group Inc. specializes in the manufacturing of personal cushioning products for medical and transportation applications. One of ROHO's latest products is the AIRHAWK Comfort Seating System for motorcycles.

The ROHO Group invests heavily in international business development and export activities. Approximately 55 percent of total company revenues are the result of export sales, and this figure increases annually as new export markets are opened. In 2010, ROHO products were exported to more than 60 international markets, with increasing focus on developing markets in Eastern Europe, Asia, the Middle East and Latin America. ROHO received the Governor's Export Award in 2011.

The International Trade Center has been working with ROHO since 1999 helping them expand their overseas presence. ROHO has participated in numerous seminars as well as student research projects organized by the ITC and the School of Business at SIUE.

This past August, Scott Parman, ROHO's Manager of International Development, contacted the International Trade Center at SIUE via the U.S. Department of Commerce expressing strong interest in participating in a major trade show in Germany, INTERMOT 2012. INTERMOT Cologne is an important international trade fair for motorcycles, scooters, and bicycles, attracting over 200,000 visitors from 40 countries. ROHO and its AIRHAWK brand's main goals are to acquire additional distributors throughout the European Union as well as improve support and marketing services to their existing distributors.

The ITC recommended Mr. Parman to apply for STEP funding to participate in the German show and assisted ROHO with the application process as well as the coordination of activities for their participation in INTERMOT. The ITC worked closely with its partners of the U.S. Commercial Service.

From October 3-7, The ROHO Group participated in the INTERMOT Motorcycle Exhibition in Cologne, Germany. During the show, Mr. Parman received matchmaking services as well as key market intelligence that have enabled ROHO to make better short and long term decisions for their international business planning. ROHO anticipates sales of over \$500,000 as a result of their participation in this show and the assistance received.

Mr. Parman expressed great satisfaction with the trip and the whole experience—"The Match making service was very useful not so much because of the appointments it created but because of the market intelligence/ information that was discovered during the matchmaking process. We were already exporting actively in Germany prior to INTERMOT but the matchmaking service brought to light a number of problems we were previously unaware of as well as new opportunities. Also, the STEP funds allowed us to stretch our 2012 international budget so that several key ROHO / AIRHAWK managers could also attend the show. The DCEO-OTI-ITC managers of this program were very professional and a pleasure to work with. INTERMOT was a great show and we are pleased with the results. Thanks so much for all your help and assistance. It was great. Regards, Scott Parman, The ROHO Group, Inc."

Mr. Parman is now preparing to participate in the EICMA International Motorcycle Exhibition to be held in Milan, Italy on November 13-18 of this year with the support of the ITC and the U.S. Commercial Service Offices in St. Louis and Italy.

Tax Reform a Priority for Small Business

Tax Reform a Priority for Small Business OwnersAs tax reform hangs in the balance, many self-employed and small business owners are hoping for a wide-ranging deal that focuses on both corporate and individual taxes. According to results of a tax reform survey released yesterday by the National Association for the Self-Employed (NASE) 82 percent of respondents feel it is "very important" for Congress to address comprehensive individual and corporate tax reform. What's more, 78 percent said both these areas should be the highest priority. The results are based on roughly 300 surveys completed between September and Election Day by NASE members who are self-employed or own businesses with 10 or fewer employees.

The survey results come as efforts to avert the so-called fiscal cliff are underway. More than \$600 billion in tax hikes and spending cuts are set to go into effect on January 1st, if President Obama and lawmakers don't strike a deal.

If a compromise is not reached, the self-employed community will be hit particularly hard, according to Katie Vlietstra, director of government affairs at NASE, a trade group for entrepreneurs. A self-employed individual making \$60,000 to \$88,000 a year will see a tax hit of \$2,700 to \$3,700 if nothing is fixed by the end of the year. "That's a full pay check, and for some individuals it's a full month's business," Vlietstra says.

Nearly half of survey respondents favor a one-year extension of current tax rates for households making less than \$250,000. Thirty-four percent support a one-year extension for all income brackets. Only 7.6 percent of respondents do not support a one-year extension. Sixty-one percent of respondents indicated they would be amenable to giving up a significant number of deductions, if the individual tax rate were dropped to an acceptable level.

There are many ideas being floated to avert the fiscal cliff, and it remains unclear what the final outcome will be. One idea is to lower individual income tax rates but eliminate deductions. Under this scenario, respondents were asked to choose three deductions that should remain in place. Health care deductions received 63.7 percent of responses, followed by the mortgage interest deduction at 58.7 percent and contributions to retirement accounts at 41 percent.

Business owners were divided on increasing the corporate tax rate in an effort to reduce the individual tax rate: more than a third said it would depend on the level of increase and decrease. Thirty-five percent were against the proposal and twenty-six percent were for it.

This article, written by Cheryl Winokur Munk, can be found at: <http://www.entrepreneur.com/blog/224965> and was published in the Small Business Development Center Network Weekly Connection on November 26, 2012.

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SBDC Website

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ITC Website

<http://www.siue.edu/business/itc/itcnocpointsofcontact.shtml>