

# Monthly Connection

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

at

Southern Illinois University Edwardsville

## SBDC Hosts Internet Marketing and Social Media Workshop



The Illinois Small Business Development Center hosted an Internet Marketing and Social Media workshop in October that was presented by Dick and Lynn Slackman of Tenby Technologies. Tenby Technologies focuses on internet-based advertising solutions for small businesses and organizations, so Dick and Lynn came to SIUE to help other entrepreneurs improve this aspect of their business. Dick and Lynn talked about improving a company’s visibility and presence online to reach more customers and helped the attendees learn how to analyze their website’s effectiveness. The Slackmans also discussed methods for small business owners to advertise on various social media platforms such as Pinterest, Facebook, Twitter, and Youtube. The SBDC would like to thank Dick and Lynn for presenting the workshop and thank all of the attendees for coming as well!

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## Upcoming Workshops

### Lending 101:

This course will be taught by Susan Bailey, Senior Vice President and Commercial Loan Officer for National Bank. Susan will discuss the basics of how small businesses can obtain loans to help finance their business and the overall process of how lending works. For more information or further assistance, please call 618-650-2929.



### 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.siu.edu/business/sbdc>

### Legal Formations:

This course goes hand-in-hand with the Small Business Basics workshops. It is presented by Todd Sivia, a local attorney, and will focus specifically on the forms of business ownership in the state of Illinois. This is a great opportunity to learn about the pros and cons of different legal formations in regards to your small business.

### Workshop Cost

The cost of attending these workshops is \$10. We accept cash or check, and attendees can pay upon arrival.



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 Edwardsville

Thursday, November 1<sup>st</sup> (3:00pm – 5:00pm)

Thursday, December 13<sup>th</sup> (3:00pm – 5:00pm)

### “Starting a Business in Illinois” in East St. Louis

Thursday, November 15<sup>th</sup> (10:30am – 12:30pm)

Wednesday, December 12<sup>th</sup> (3:00pm – 5:00pm)

### “Lending 101” in Edwardsville

Thursday, November 8<sup>th</sup> (3:00pm – 5:00pm)

### “Legal Formations” in Edwardsville

Tuesday, December 4<sup>th</sup> (6:00pm – 8:00pm)

## SBDC Client Celebrates Relocation



**pen2paper** Art Studio in Columbia, Illinois, has just celebrated the recent re-location of the studio to Columbia with a Ribbon Cutting and Open House.

**pen2paper** has a stellar line up of professional artists who will be teaching a variety of art classes in the studio's two classrooms. The studio also features works of art and art supplies for sale.

**Sue Hezel** founded **pen2paper** in an effort to support and expand local interest in the visual arts for adults and children. For adults this means an opportunity to find a creative outlet or learn new artistic techniques on this side of the river. For children, the studio supplements an important academic area that is currently being reduced or eliminated due to budgets in our local schools.

**Sue Hezel and the pen2paper's** artists are all local and you will be amazed at their talent and the variety of classes offered for adults and/or children – from morning, afterschool, evenings and weekends. The accomplished teaching artists include Nancy Spence, Sara Schoenborn, Liz Sawyer-LeSaulnier, Matt Dossett, Hal Blake, Cheri McCartney, Jeff Zarinelli, Donna Coats, Patrick Weck, Dee Wolf, David Counts, Lolita Murray. You can find out more about each artist on the pen2paper website along with the calendar of classes. Classes include instruction on the **eduArts** method of drawing, illustration, watercolor, acrylic painting, oil painting, clay, polymer clay, fused glass, photography, charcoal, puppet making, pen and ink, cartoon character development and much more! We also host Birthday parties, provide Scout Projects for Badges and Gift Certificates. The new Friday Fun Nights for Kids, Adults and Families starting in October are expected to be a big hit especially before the holidays when the studio turns into Santa's Secret Workshop!

Visit the [www.pen2paper.org](http://www.pen2paper.org) website to register for the newsletter and like **pen2paper** on Facebook.

# Featured Online Resources

## SBA's New SizeUp Tool



The SizeUp tool is a new resource SBA has available free of charge on their website. You enter in your small business's information including location, industry, and other information specific to your business and receive free customized reports.

SizeUp provides data analysis in three key ways:

- Benchmarking an existing business to see how it sizes up by comparing performance to all other competitors in the same industry;
- Mapping competition to see where competitors, customers, and suppliers are located and;
- Finding the best place to advertise by choosing from pre-set reports to discover areas with the highest industry revenue and the most underserved markets. Custom demographic reports can also be created.

**The SizeUp tool is available at:**

<http://www.sba.gov/sizeup>

U.S. Small Business Administration



Your Small Business Resource



**Illinois Get Your Business Online** with Google is a new tool offered by Google to help small businesses in Illinois get a website up and running. According to GYBO's website, 58% of Illinois small businesses do not have a website.

Small business owners receive:

- Free, easy-to-build Intuit Website
- Free customized domain name
- Free website hosting for one year
- Free online tools and training

Visit Google's website for more information and FAQs regarding what the package includes, small businesses with current domain names, and the cost of services after your free year expires.

<http://www.gybo.com/illinois/>

## Is your Small Business in a Holding Pattern?

Is your small business investing in new equipment, expansion efforts or business development? If not, you're not alone. Small businesses nationwide seem to be in a holding pattern when it comes to capital spending and investment, according to two recent economic surveys of small-business owners.

**Watch and Wait** - In the most recent quarterly Wells Fargo-Gallup Small Business Index survey, just 41 percent of small-business owners say they plan to make capital investments in the next 12 months. Why are these entrepreneurs holding back? The number-one reason (cited by 63 percent) is uncertainty about the overall state of the economy, followed by uncertainty about their business's future (56 percent). More than half (53 percent) say they don't have the money to make capital investments. On a more positive note, 54 percent say their business doesn't need capital investments at this time.

Capital One Bank's quarterly Small Business Barometer shows a similar holding pattern. Even though nearly 85 percent of small-business owners in that poll say economic conditions their businesses face, are the same as or better than last year, and nearly half say their business's financial condition is better than last year, 70 percent of small businesses surveyed report that they plan to keep spending levels—both business development and investment—for the next six months.

What would make small-business owners change their minds about investing in their businesses? The top responses in the Wells Fargo-Gallup survey were higher sales (cited by 80 percent) and more certainty about their business's operating environment (73 percent). Unfortunately, in the current economy, neither of those is likely to happen in the near future.

**Smart Money Moves** - Still, there is some good news in this economic picture. For one thing, small-business owners aren't relying on outside sources to determine what they do. Instead of waiting for tax credits or other outside assistance, the majority of entrepreneurs are relying on their sense of their own business's stability, prospects and future to decide whether or not now is the time to invest. What's more, those small-business owners who do plan to make capital investments are not relying on bank loans or other outside financing to do so. Nearly all (93 percent) say they will finance capital expenditures internally from the business's profits. In contrast, only 14 percent planned to seek outside investors, and 14 percent said they would apply for any new form of credit this year.

Self-funding is not the only way small-business owners are being smart about capital expenditures. They're also picking capital investments that will have a big impact on their businesses. Wells Fargo-Gallup found the top areas where small-business owners plan to invest are new equipment and machinery (64 percent), new computers (61 percent), new software or a new website (56 percent), and new mobile devices (52 percent). Also heartening: Some 41 percent will invest in business expansion or developing new products.

Of course, the number of small-business owners who do make capital expenditures could increase beyond these predictions. After all, in the past 12 months, Wells Fargo-Gallup found more than half (53 percent) of small-business owners did make capital investments despite an equally uncertain economy.

To read this entire article written by Anita Campbell, please visit: <http://www.openforum.com/articles/is-your-small-business-in-a-holding-pattern> .

# Contact Information

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[www.facebook.com/il.sbdc](http://www.facebook.com/il.sbdc)

SBDC Website

<http://www.siu.edu/business/sbdc/>

ITC Website

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