



MAY 2008

Each month UEDA sends out an electronic bulletin to all current members, which features shorts articles and a list of upcoming events and activities of interest to our members. It is intended to be a quick and easy way for you to gain insight into the UEDA Community, and is also available at our website on the "UEDA News" page. We hope you find this membership service informative and useful!

A special **"thanks"** to Eldeen Carpenter, who put this month's e-bulletin together as part of her recent decision to volunteer at UEDA! As we move forward, her assistance with membership communications will help you stay in touch with the UEDA Community and access resources and opportunities more often.

Save the Date! UEDA's 7th Annual Community Development Summit is scheduled for **Wednesday, June 25th at the Italian Conference Center**. This year's Summit will focus on the critical need for regional cooperation and collaboration on some of the large-impact issues facing Southeast Wisconsin. With the challenges and opportunities that are inherent in a rapidly changing economy, a regional approach will allow us to capitalize on its assets and foster economic growth. Attendees representing federal, state and local government, elected officials, community-based organizations, corporations, nonprofit organizations and private citizens will all participate in a discussion on how to make Southeast Wisconsin a healthy and wealthy region – this is your chance to be a part of the solution! *Registration information will be available at the end of May so stay tuned!*

MEMBER FEATURE: 30th Street Industrial Corridor Corporation

The 30th Street Industrial Corridor Corporation (ICC) is a nonprofit organization dedicated to restoring and maintaining the economic vitality of Milwaukee's 30th Street Corridor by promoting the mutual interests of companies and stimulating economic growth in the community. Established in 1991, the ICC service territory includes the area along the rail line and surrounding neighborhoods, roughly bordered by Congress Avenue on the north, Highland Boulevard on the south, 35th Street on the west and 27th Street on the east.

The ICC provides a wealth of services to businesses in the 30th Street Industrial Corridor. Areas of programming include business retention and attraction, planning and redevelopment, safety and security, workforce development, and technical and financial assistance. Recent projects include the development of conceptual streetscape designs for the Corridor. The ICC hopes to begin implementation of the streetscape improvements along Capitol Drive in 2008. Also, the ICC recently hired a consultant to assist with creating a brand for the Corridor that will help the area retain and recruit businesses.

The ICC has two staff: Brenna Holly, Executive Director; and Maurice Williams, Jr., Program Coordinator. In addition, the organization has a dedicated Board of Directors and a number of volunteers who assist with projects and initiatives.

For more information on the ICC and the area's Business Improvement District (BID #37), please visit www.30thstreeticc.org. The website includes images of the proposed streetscape enhancements, an interactive mapping feature and additional information on the 30th Street Industrial Corridor.

UEDA COMMUNITY NEWS

- The Nonprofit Center of Milwaukee has a great workshop lined up: **Accepting the Racial Equity Challenge, Thursday, June 5, 2008**, 7:45 am to 3:30 pm, at Alverno College Conference Center, 3400 South 43rd Street, Milwaukee. This is an exciting opportunity to learn why racial equity is critical to an organization's success. The conference will include a Morning Keynote Presentation and Panel Discussion, a Luncheon, and Afternoon Roundtable Discussions. Join us and share your personal stories and organizational perspectives on racial equity. For more information, visit the home page at <http://www.nonprofitcentermilwaukee.org>

The Racial Equity Blog is now live. Do you have a story to tell related to developing racial equity in your organization? If so, please join the conversation, learn from your peers. To get to the blog, click visit the website above and select the Racial Equity Blog link on the home page.

- **Engaging the public on tough budget issues:** Instead of struggling in private with budget decisions, officials in Phoenix took the budget process public, informing citizens about the causes and nature of the challenges officials face. The result was a rational debate that was high in public empathy and low on friction. For a **report** on this creative way of city budgeting, see <http://milwaukeetalkie.blogspot.com>

- A summary and presentation materials from **UEDA's March Quarterly Gathering** are now available at our website! If you attended or were unable to, now you can access a summary of the conversation, and copies of "Development 101" and "30th Street Industrial Corridor Reinventing Industry – Revitalizing Neighborhoods" Click [here](#) to visit the UEDA Events page, and scroll down!
- LISC has announced the release of **The Green Rehab Guide for Multi-family Properties**. This new publication provides guidelines to help affordable housing developers to make projects green and energy efficient. The Green Guide for Rehab explains the technologies and shows the opportunities for existing properties to 'go green.' The guide is designed to be used in tandem with an energy audit, building walkthrough, or site assessment that occurs at the outset of any rehabilitation project. To access the guide, visit www.lisc.org.
- **Fair Housing Accessibility Training on June 19** offered by local HUD Office...This 6-hour training program is designed to inform participants about the some of the technical requirements in complying with the design and construction requirements for accessibility under the Fair Housing Act for multi-family housing. Who should attend? Architects, developers, builders, contractors, building engineers, code reviewers, disability and fair housing advocates, and others. This training will be held at UW-Milwaukee and is FREE, registration is on a first-come, first-serve basis. To register, visit www.fairhousingfirst.org and click on the "Calendar" link at the bottom of the page.
- **America's Forgotten Middle-Skill Jobs: A recent paper** states that employment and wage trends show an increasing demand for workers in "middle-skill" jobs, requiring more than secondary school but less than a bachelor's degree. The market for these workers will take off as "baby boomers" retire. Thus, education and training programs that help less educated workers gain these skills remains a good investment. Check out this Urban Institute paper at <http://www.urban.org/publications/411633.html>.

NONPROFIT NEWS

- **The Nonprofit Almanac 2008** assembles information on the place of non-profits in the national economy, along with trends in wages, employment, private giving, volunteering, and finances. Reviewers have called the almanac an "accessible, reader-friendly bible of data on America's extraordinary and rapidly growing civic sector." The almanac is available for purchase from the Urban Institute Press. For more information visit www.urban.org and type in the title of this document on the search bar.
- GuideStar has posted some great tips for keeping your website current. With the advances in technology, specifically Web 2.0 functionality, nonprofits should revisit their Web sites and determine whether they are up to par with today's savvy standards for web site design. In **Web Site Essentials: Back to Basics**, invaluable suggestions are offered, such as: organizing contact information, easy scrolling for visitors to reach information quickly and without clutter, highlighting what you want people to see right away, and more. See http://www.guidestar.org/news/features/web_essentials.jsp
- **Further Your Nonprofit Skills & Knowledge in Spring-Summer 2008** with the Professional Certificate in Nonprofit Management program. Workshops on topics such as assessing organizational and managerial effectiveness, external relations, leadership, fundraising, finance, and conflict resolution are offered beginning May 14th and continue throughout the summer. For more information, visit their website at www.ProfDevNonprofitCert.uwm.edu.

SMALL BUSINESSES / ENTREPRENEURS:

- A **new web tool** is available for Wisconsin companies to identify specific opportunities for doing business with the federal government. The web site, www.B2Gconnect.org is part of the continuing work of the Wisconsin Procurement Institute, to return more federal dollars to the state via business contracts.
- Are you or a colleague of yours thinking of starting a small business ? Check out a great website called "**Entrepreneur's Toolkit**" which will link you to many practical resources for business planning. Topics include getting started, finding money, locating your business site, education and technology, regulations and more. This site can be reached on the website for the Wisconsin Department of Commerce at www.commerce.wi.gov, see the first page and click on "toolkit." You can also click directly on <http://toolkit.wi.gov/>
- The Wisconsin Women's Business Initiative has just added the following classes to their summer schedule for various locations in the Milwaukee and West Allis areas: **Successful Internet Marketing on June 7th**; **What is Predatory Lending? on June 14th**; **Networking for Small Business Success on June 18th**; and **Projecting Your Cash Flow on June 19th**. Various fees apply; scholarships may be available. For more information, visit www.wwic.com or call (414) 263-5450.
- Wisconsin Women's Business Initiative has also added the following courses for the Racine/Kenosha areas: **Personal Money Management for Entrepreneurs on June 4th**; **Projecting Your Cash Flow on June 4th**;

Should Your Business Be Certified on June 19th; Are You an Entrepreneur? on June 20th. Various fees apply; scholarships may be available. For more information, visit www.wwbic.com or call (262) 654-1234 x114.

UPCOMING EVENTS

- Recognize the **2008 Small Business Persons of the Year** on **Friday, June 6th** at the Country Springs Hotel in Pewaukee. The event will consist of an awards breakfast from 7:30 – 9:00am, with registration at 7:00 am. Fourteen business persons who have made notable contributions will be honored. For more information, contact Tracey Hanson at 414-298-8522. This event is sponsored by the U.S. Small Business Administration.
- The **Wisconsin Nonprofit Association** will hold their **2008 Summit** on **June 10th** at the Sheraton Hotel, Madison, WI. Help to set the agenda for Wisconsin nonprofits. Create one voice for the nonprofit sector on economic, educational and civic issues! Learn about tools to make nonprofits stronger, technology, boards, fiduciary issues, financial options, advocacy and more. Registration begins at 7:00 am and the program opens at 9:00 am with a welcome from Lt. Governor Barbara Lawton. Visit www.wisconsinnonprofits.org for more details and to register on line. The event brochure can be found in the attachment on the bottom of the main page.
- **Monday Morning Leadership....an Interactive Book Discussion:**
Part 1: Tuesday, June 10, 9:00 am to Noon, and **Part 2: Thursday, June 19,** 9:00 am to Noon --with David Cottrell. Join us in lively discussion about leadership skills, qualities and characteristics that are important for any leader: Coaching, Accountability, Prioritizing, Doing the Right Thing, Mentoring, Recognition, Retention and more. This class is designed for new/relatively new Supervisors and Managers and Directors. A copy of the book is included in the registration fee (\$95), or \$65 Nonprofit Center Members and CDBG agency attendees. Call the Nonprofit Center at (414) 344-3933 to register.
- **Volunteer Center Services Orientation, Wednesday, June 11,** 1:30 pm to 2:30 pm. Learn about all of the services available through the Volunteer Center. This orientation is for coordinators new to their position and agencies new to the Volunteer Center services of the Nonprofit Center. Fee: Free. Call 414-344-3933 to register.
- **Save the Date! June 17th – for the Arts, Culture and the Community: Building a Greater Milwaukee Together** conference. This event be held at the Italian Community Center from 8 am to 4 pm. This one-day conference is organized by the UWM Center for Urban Initiatives and Research, and will cultivate conversations about how arts and culture organizations' programs support community vitality and development. An opening keynote will be delivered by Arnold Aprill, the Founding and Creative Director of the Chicago Arts Partnerships in Education (CAPE). Breakout sessions will follow. For more information on how to register and a full agenda, contact Jarad Parker at (414) 229-6616 or email at jparker@uwm.edu.

This bulletin is a service for our members. If you would like to know how you can become a UEDA Member, contact us at the phone number below or visit our website's membership page for details.

If you have a suggestion for an upcoming UEDA Member Bulletin, please contact Kristi Luzar, Program Manager, at Kristi@uedawi.org.

Questions or Suggestions? CONTACT US AT:

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