



## APRIL 2009

Each month UEDA sends out an electronic bulletin to all current members, which features short 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!

## UEDA UPDATES

Thanks to those who have renewed their UEDA membership in the last month! Also, welcome to the following new members: Consumer Credit Counseling Services of Greater Milwaukee (CCCS), the Greater Milwaukee Committee, Mueller Communications, Milwaukee Christian Center, The Gateway to Milwaukee, Wisconsin Community Services and a number of community-minded individuals. We are glad to have you all in the UEDA Community!

UEDA is calling on our members to assist with a few things as we move forward with our activities and projects for 2009. First, the staff and other partners have been busy over the past six months with the transit outreach and education work that came out of last year's Summit. Because the intensity of that work has maintained its pace for the past few months, the UEDA Board and Staff have decided to postpone **the 2009 Community Development Summit** until this September, rather than rush to have it in June or July. We are currently developing ideas for topics for this year's Summit; please let us know if you have any ideas for us to consider or would like to join the Planning Committee.

Additionally, our Board Nominating Committee is starting its work to fill some slots on UEDA's Board of Directors. Our by-laws stipulate that this ad-hoc committee should have at least 1 member representative who is not a Board of Director. If you are interested **in serving on the UEDA Board Nominating Committee**, please contact Bill Johnson at [bill@uedawi.org](mailto:bill@uedawi.org) or 414.562.9904. This Committee is not permanent and forms only when slots are open and need to be filled.

Last but not least, **UEDA is looking for volunteers!** With our small (but of course capable) staff, we can always use some extra help with membership-related tasks such as putting together these monthly bulletins and information for our listserv. We will also need program assistance for the upcoming Community Development Summit. If you have basic office and computer experience and a few hours of time to donate each week, give us a call at 414-562-9904 or email [Kristi@uedawi.org](mailto:Kristi@uedawi.org) and we can match you up with something that interests you.

## Join us at these upcoming UEDA EVENTS ~ Community Development Brown Bag & Quarterly Gathering

- **Spring CD Brown Bag: Friday, May 1<sup>st</sup> at Noon** at the Nonprofit Center of Milwaukee, 2819 W. Highland Blvd, Milwaukee. Join us at this quarterly event, where UEDA members can welcome new staff and partners to the Community and Economic Development field and provide them with information about the exciting work that is being performed by various organizations. It also provides an opportunity for veterans to reconnect and learn the W.I.G.O. (What Is Going On). Our guests for this session will be Michelle Barnes, Assistant Vice President of the M&I CDC and Daniel Sweeney, M&I Bank Community Education, who will cover M&I's efforts to make significant investments to benefit low-and moderate-income individuals throughout M&I's service areas. Currently, the M&I CDC investment portfolio includes investments in low-income tax credits, equity equivalent investments, small business investment corporations and community development venture funds. **PLEASE RSVP to Julia O'Connor** at 414-430-4711 or [triage444@gmail.com](mailto:triage444@gmail.com).
- **Quarterly Gathering: Thursday, May 7<sup>th</sup> at 8:00AM** at the United Way of Greater Milwaukee, 225 W. Vine Street, Milwaukee. Join us for this year's FIRST Quarterly Gathering as we learn basic strategies and tips on how to market your nonprofit organization or small business more effectively. **Gary Mueller, founder of Serve Marketing**, will make a presentation on tactical issues related to marketing and raising awareness about organizations and their work, discuss common misconceptions of nonprofit organizations and marketing, and share success stories. Attendees should come prepared to present one common public relations/marketing problem they would like to have addressed.

**Registration, continental breakfast and networking will begin at 8:00 a.m.** The program will begin promptly at 8:30AM. This event is free and open to the public. **Space is limited, so an [RSVP is required](#).** Contact Kristi at (414) 562-9904 or [Kristi@uedawi.org](mailto:Kristi@uedawi.org) to reserve your spot for this exciting and timely topic!

## UEDA COMMUNITY NEWS

- **WHEDA has a new Low Income Housing Tax Credit (LITC) online, on-demand training presentation** available now. This new online training features an overview of WHEDA's LIHTC program and its application process. The training is accessible on your computer 24 hours a day, 7 days a week so you can learn at your own pace as you can pause, replay and ask questions throughout the training. Take advantage of this FREE on-line training. Go to [www.wheda.com/Cat\\_TCA/tca.asp](http://www.wheda.com/Cat_TCA/tca.asp) to get the tools and knowledge you need to succeed with WHEDA's LIHTC Program.
- **JPMorgan Chase has a Unique Strategy to Reach Troubled Borrowers.** Attempting to show its gentle side to troubled homeowners, JPMorgan Chase is offering rare face-to-face counseling from trained advisors in 24 "homeownership" centers around the country. The initiative is intended to counter the allegation that lenders give short shrift to such borrowers. At a recent congressional hearing, banks were criticized for funneling struggling homeowners to call centers, where service was poor and waits were long. JPMorgan Chase also hopes the strategy will avoid one of the biggest obstacles to loan modifications: distressed borrowers' reluctance to contact them.
- **Do you or someone you know need help with heating their home? The Energy Assistance Program** helps individuals and families pay their home heating and electric bills during the winter, and pays for improvements to homes and apartments to make them more energy efficient (i.e. weatherization). Energy grants depend on family size, income level and energy costs and change each year. Applicants for energy assistance must provide copies of their utility or heating oil bills, proof of income for all adult family members 18 and older and social security cards for everyone in the household. Energy assistance applications are taken at the 2009 Energy Locations operated by the Social Development Commission (SDC) and are available **until May 15th, 2009**. For more information please call SDC at (414) 906 – 2800 or visit this link: [SDC](#).
- **Mayor Tom Barrett announced the launch of the City of Milwaukee's economic stimulus website at [www.city.milwaukee.gov/arra](http://www.city.milwaukee.gov/arra).** The "American Recovery and Reinvestment Act - Economic Recovery and Reinvestment in Milwaukee" page of the website provides information on upcoming stimulus events, summaries and reports, links to federal and state websites and resources for businesses and residents seeking employment. "Stimulus spending will not be effective without transparency," Barrett said. "I believe this website is just one way we can ensure an open process."
- **Many investors now dread their investment account statements, and some choose not to open them.** While ignoring your investments may avoid costly knee-jerk reactions, lack of attention could cause you to miss the opportunity to prepare your portfolio for recovery. To read the entire article, **On the Money: Core-and-satellite Strategy**, visit this link: [Money](#)
- **The 2009 HOME Rent and Income Limits have been published by HUD**, and are effective April 27, 2009. You may access the rent and income limits from the following links: [Income](#) and [Rent](#)

## NONPROFIT NEWS

- **The Nonprofit Center of Milwaukee's New Training Calendar is here!** [Click here](#) to see full calendar.
- As the nonprofit sector continues to feel the impact of our turbulent economy, it is critical that organizations be able to rely on their boards for leadership and stability. The BoardSource web site offers board and staff important resources for navigating these challenging times, such as **10 smart things your board can do NOW to address the financial crisis**; click [here](#) to read the full article.
- **New research shines a light on ways to strengthen your management and hiring practices.** The recent survey uncovered some areas of nonprofit management that need to be strengthened. Five important conclusions can be drawn from the survey results. Click [here](#) to read more.

## SMALL BUSINESSES / ENTREPRENEURS

- **BizTech Conference Expo - Wisconsin Expo Center \* State Fair Park** Be a part of one of Wisconsin's largest business-to-business trade shows! During the two-day show, April 29<sup>th</sup> & 30<sup>th</sup>, businesses and entrepreneurs will have the opportunity to network with thousands of business executives. Attend any of the business strategy seminars; Research 200 of the areas leading product and service providers;

Network with the region's business leaders; Register for the CEO Strategies Breakfast, IQ & Bravo! Entrepreneur Awards; Manufacturing Summit and Expo AfterHours Events and more! FREE advanced registration, use discount code: 889. For more information please visit. <http://expo.biztimes.com/>

- **Classes and opportunities offered by WWBIC:** To register or learn more about other services, please contact Ryan Broderick at 414-263-5450 or visit their website at [www.wwbic.com](http://www.wwbic.com).
  - **Small Business Discussion Circle, Tuesday May 5 from Noon to 1pm.** Talk with a WWBIC representative in an informal group setting about business classes, assistance programs, and information exchange. Explore a wide range of business topics such as business idea feasibility, marketing research ideas, and business planning. This class is FREE and will be held at the WWBIC office.
  - **Designing Websites & Developing Online Strategies for your Business, Saturday May 9 from 10am – 3pm.** Explore the issues related to designing websites for your small business and discuss business strategies behind the use of websites. There is NO fee to attend; **to register, call 414-229-6297.** The class will be held at UWM: Lubar Hall, N333, 3202 N. Maryland Avenue, Milwaukee, WI 53211.
  - **Keeping the Books, Thursday, May 21 from 6-9pm.** Experienced business owners and start-ups alike will learn how to keep accurate business records and will be introduced to basic bookkeeping techniques including QuickBooks™. Learn to recognize patterns in financial records for better planning and management of your business. Cost is \$30 to attend (Reduced Scholarships Available) and will be held at WWBIC-Milwaukee.
- **24<sup>th</sup> Annual Small Business Awards Presentation.** Join featured guest speaker, Joe Bartolotta of The Bartolotta Restaurant Group and others to recognize Wisconsin small businesses **on Friday, June 17<sup>th</sup>, 2009, 7:00AM to 9:00AM** at the Country Springs Hotel in Pewaukee, WI. *Registration deadline: May 29<sup>th</sup>, 2009.* \$30 for individuals; \$300 Corporate Sponsorship Table (up to 10 guests). For more information contact Theresa Brazala at (414) 298-8652.

## UPCOMING EVENTS

- **Tuesday, April 28<sup>th</sup>, 11:30AM to 1:00PM: Adapting Large Fund Raising Events.** Some organizations have chosen to cancel single fund raising events, rather than risk low participation in today's economic climate. What is essential to a successful fund raising event? What tactical changes may be appropriate to help these events work today? Join a discussion of how other organizations are approaching this dilemma. Held at Aurora Family Service, 3200 W. Highland Boulevard. To sign-up for this session, please call 414-344-3933.
- **Wednesday, May 6<sup>th</sup>, 8:30AM to 10:30AM: When Downsizing Becomes a Reality.** A reduction in workforce often results in redefined roles, restructured work practices and changing work assignments. Providing support and resources to those being laid off and taking good care of those who remain on the payroll are both crucial to sustaining organization effectiveness and employee morale. We will discuss the essential elements to consider when downsizing is imminent, including: creating a plan that is fair and allows your organization to thrive, communicating the news to staff, etc. Led by presenter Mavis Luther of People Systems Consulting, WIPFLI, LLP, and will take place at the Nonprofit Center. Fee: \$40; \$25 Nonprofit Center members/CDBG agency attendees. Call 414.344.3933 to register.
- **Wednesday, May 6<sup>th</sup>, 2:00PM to 4:00PM:** Cost allocation is necessary for every organization receiving private and/or government grant funding. Costs incurred must be related to activities and programs and services through cost assignment and allocation. This workshop will include an introduction to cost allocation requirements and will review basic methods including indirect cost rates and direct costing. The discussion, **Understanding Cost Allocation & Making It Work**, will move beyond the basics of compliance and will introduce ways to increase your effectiveness to assess and analyze your organization's activities and develop a cost allocation plan that fits the work of your organization. Presented by Andy Holman, Partner, RitzHolman CPAs, in two sessions, Part 1 starts Wednesday, May 6<sup>th</sup>, at 2:00PM and Part 2 concludes the series on Wednesday, May 13<sup>th</sup>, from 2:00 to 4:00PM. Fee: \$75; \$50 Nonprofit Center members and CDBG agency attendees. Call 414.344.3933 to register.

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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](mailto:Kristi@uedawi.org).

**Questions or Suggestions? CONTACT US AT:**

**Urban Economic Development Association of WI (UEDA)**

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