



MARCH 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 QUARTERLY GATHERING ~ Nonprofit Marketing 101

Join us on **Thursday, April 30 from 8:00 to 11:00AM** as we learn basic strategies and tips on how to market your nonprofit organization or small business more effectively. **Gary Mueller, co-founder of Serve Marketing**, will present on the tactical issues related to marketing and raising awareness about organizations and their work, discuss common misconceptions of nonprofit organizations and marketing, and share some success stories. Attendees should come with ready ears and have one common public relations/marketing problem in mind for feedback! Networking and continental breakfast will begin at 8:00AM, with the program to start at 8:30AM. There will be time for Q&A. The session will be held at the United Way, 225 W. Vine Street, Milwaukee. **An RSVP is required**; please contact UEDA at 414.562.9904 or Kristi@uedawi.org if you plan to attend.

UEDA COMMUNITY NEWS

- The U.S. Department of the Treasury and the Department of Housing and Urban Development (HUD) has **launched a new website for consumers seeking information about the Obama Administration's Making Home Affordable loan modification and refinancing program**. MakingHomeAffordable.gov offers features including interactive self-assessment tools that will empower borrowers to determine if they're eligible to participate and calculate the monthly mortgage payment reductions they could stand to realize under the Making Home Affordable program. First announced by President Barack Obama in February, Making Home Affordable will offer assistance to as many as 7 to 9 million homeowners making a good-faith effort to make their mortgage payments, while attempting to prevent the destructive impact of the housing crisis on families and communities. The website, www.MakingHomeAffordable.gov, is a joint effort of the Department of the Treasury and HUD. To view the entire press release, click [here](#).
- Also, **the City of Milwaukee has launched an interactive website, Milwaukee Strong**, which has links to reputable resources for consumers facing foreclosure, opportunities for homeownership or investment, links to homeownership counseling, and assistance for neighbors dealing with foreclosed homes in their neighborhood. Help contribute to building strong neighborhoods in Milwaukee! Visit www.mkedcd.org/milwaukeestrong/ and share this resource with colleagues, friends and neighbors!
- **The FDIC has partnered with the White House, the U.S. Department of the Treasury, the Commerce Department, and other federal offices** to produce a Web site that focuses on how Americans can protect their savings. Financial educators and their students can learn more by visiting www.economicrecovery.gov.
- **Interesting...consumer credit scores rise in all geographies and age groups during February:** Credit Karma (www.creditkarma.com), a pro-consumer credit score tracking and management service, today released its U.S. Credit Score Climate Report with trend data for February 2009. During the November 2008 to February 2009 time period, Credit Karma saw an increase in credit scores across all geographies and age groups. 39% of consumer credit scores have gone up, 29% have gone down, and 32% remained the same. [Click here](#) to read the entire article.
- **March 30: "America the Bountiful" Discussion** Economist Renee Irvin (University of Oregon) will discuss a book she is writing about *the importance of wealth and accumulation of assets* as a neglected yet critical method for lifting low-income populations out of chronic poverty. The program will be held from 4-5:30 at the UWM Zelazo Center, Room 171. Click [here](#) for more information.
- **Debate begins over union card check law:** While it was introduced in both the House and Senate less than one week ago, The Employee Free Choice Act (EFCA), which would make it easier for employees to organize unions in the workplace, has inspired debate. The bill would dramatically reform labor laws by allowing workers to form unions by simply signing a card or petition, removing an employer's right to demand a secret ballot vote of employees. The bill pits labor interests against business interests in a hot-

button issue that could have impact on employers in all industries. Several Milwaukee-area elected officials already have voiced opposition and support for the bill. [Click here](#) to read more.

NONPROFIT NEWS

- The historic economic downturn of the past several months has altered the business decisions of individuals, corporations, and yes, nonprofits. One question that some organizations might be asking is whether it's worth it to put together a gala/fundraiser when corporate support is expected to dwindle and there's plenty of anxiety about individual giving. **Unhappy Galas: Cutting back on everything, including the event.** Read the article by [clicking here](#).
- **52% of Donors Plan No Decrease in Giving in 2009.** Their investment portfolios may be slumping and their jobs less secure, but a majority of Americans who give to charity still plan to donate as much this year as they have in the past, according to a new survey. More than 52 percent of donors said their gifts would be on par with 2008, while just 17.5 percent planned to give less. [Click here](#) to continue reading.
- **Guiding Principles and Effective Practice Options- A concise resource for Wisconsin Grantmakers.** The Donors Forum of Wisconsin (DFW) presents Guiding Principles and Effective Practice Options, a concise resource for Wisconsin grantmakers. This booklet was developed by DFW's *In the Public Trust Taskforce*, comprised of corporate, family and independent foundations. The intent of this booklet is to help grantmakers become more successful in fulfilling their missions. To view the recently published resource [click here](#).

SMALL BUSINESSES / ENTREPRENEURS

- **Additional reemployment funds available to help dislocated workers.** Governor Jim Doyle and Department of Workforce Development Secretary Roberta Gassman announced that nine local Workforce Development Boards have been granted additional funds to expand reemployment and retraining services to workers laid off from several companies across the state. The grants, totaling \$1.8 million in federal dislocated worker funds, are being awarded to in nine regions of the state for workers being laid off at 37 different companies. This funding is in addition to \$4.1 million awarded since July 1, which will assist more than 4,000 workers. [Read more...](#)
- **Understanding Our Lean Economy: Come join the best Multicultural Small Business Marketplace on April 2, 2009 from 6-8pm at the Italian Community Center.** Our current, lean economy, presents opportunities for small business owners and entrepreneurs who pursue innovation, maintain cost control, market their organizations strategically and consistently connect for growth. This conference aims to increase our understanding of the lean economy while providing us with valuable business tools for the new economy in 2009 and beyond. For more information visit <http://growurbiz.org/room.html>.
- **What is your company doing to survive the recession, and what advice is available for survival?** In this economy, it's the question every southeastern Wisconsin company must ask every day: *How will we survive the recession?* Some of the sharpest company leaders in the region are members of the Metropolitan Milwaukee Association of [Commerce's Council of Small Business Executives](#) (COSBE) board of directors and will share their best practices. Click the following link to read more on the [Recession Survival Kit](#).

UPCOMING EVENTS

- **Tuesday, March 31st from 11:30AM to 1:00PM: What About the Women? The Impact of the Financial Crisis on Milwaukee Mothers in Poverty.** Sponsored by the University of Wisconsin-Milwaukee, this discussion will focus on what is happening to mothers, children and students in Milwaukee as a result of the financial crisis, and will explore public policies that can make a difference. *The event will be held at the UWM Union, Room 240.* Panelists include: Deborah Blanks (Social Development Commission), Kathryn Crumpton (Consumer Credit Counseling Service), Lois Quinn (UWM Employment and Training Institute), Natalie Reinbold (UWM Life Impact Program), and Dr. Mariana Rincon (Sixteenth Street Community Health Center). Students and the community are encouraged to participate and share their views.
- **Tuesday, March 31st, 1:00 to 4:00PM: Mediation Skills for Supervisors: Helping Your Staff Work Through Conflicts Productively.** Mediation is the process of people in conflict working together to find a mutually satisfying agreement with the help of a third party. Come to this session with Kerry Egdorf, Ph.D., Marquette University's Ombudsman, to discover how you, as a supervisor, can identify the early stages of conflict and help your employees to transform their conflict into an opportunity for creative problem solving. Fee: \$80; \$50 Nonprofit Center members and CDBG agency attendees. The registration form can be printed from this website: [Nonprofit Center](#)

- **Mark your calendar for the upcoming Wisconsin Economic Development Association (WEDA) Spring 1/2 day meetings.** The focus will be on Regional Best Practices from around the state. The meetings will kick off with a Keynote Speaker from different regions highlighting one of four growing industries: Water Technology, Wind, Bio-Tech, and Hi-Tech. Two Workshop sessions, a Legislative update, plus networking! Registration and Agendas will be available at www.WEDA.org on Monday, March 23, 2009.
- **Friday, April 3rd, Noon to 3:00PM: A Dialogue on Economic Policy – A lunch meeting with Gar Alerovitz, author of *Unjust Deserts* and *America Beyond Capitalism*.** The UW-Milwaukee Center for Economic Development and the Institute for Wisconsin's Future invite you to a luncheon to discuss the economic crisis, tax policy and rebuilding the American dream. The event will be held at the UW School of Continuing Education, Plankinton Building (161 W. Wisconsin Avenue, Room 7330, Milwaukee). Fee is \$10.00; please RSVP to the IWF by calling (414) 967-1682.
- **Thursday, April 23rd, 11:30AM to 1:00PM: 27th Annual Volunteer Celebration Luncheon.** This annual awards luncheon will be held at the Italian Community Center, and will include awards for volunteers who "Inspire by Example." For ticket information or sponsorship opportunities, contact Debbie Knepke at the Volunteer Center of Milwaukee, (414) 273-7887.
- **May 18th, 9:00AM to 4:00PM: 2009 ENTECH Nonprofit Technology Conference – Creating Dynamic Communities.** Contemporary information and communication technologies are contributing to a new period of rapid social innovation. This conference will focus on opportunities for social collaboration afforded by these new technologies, and will present ideas on how organizations can adopt technology strategies to better reach their communities, both traditional and new. The cost is \$40/person; for more information please visit www.entech.org/symposium2009.
- **May 27-29: Fundraising and Development for Nonprofits.** This 15th annual conference, Fundraising and Development for Nonprofits, is sponsored by the UW-Madison School of Business. Space is limited, so register early by visiting this link: <http://exed.wisc.edu/devconf/>.

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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