

**OCTOBER 2009**

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!

**UEDA MEMBERSHIP EVENTS**

Join us for the **UEDA CD Brown Bag Autumn Gathering!** Held **Friday, October 30th at Noon** at the Nonprofit Center of Milwaukee Conference Room, 2819 West Highland Avenue (parking available in lot). Bring your lunch and we'll bring assorted beverages. **Our guest will be Amy Koltz, of the Milwaukee Foreclosure Mediation Program.** Marquette University Law School has instituted a foreclosure mediation program at the Milwaukee County Courthouse. With seed money from the City of Milwaukee and funding contributed by Attorney General Van Hollen, Marquette University Law School will administer the mediation program. The program is involved in daily mediation sessions and works with other volunteer mediators to serve the parties in foreclosure requesting mediation services. **COME LEARN MORE ABOUT THIS VERY IMPORTANT PROGRAM AND HELP HOMEOWNERS IN YOUR NEIGHBORHOOD! PLEASE RSVP** to Julia O'Connor at 414-430-4711 or [trriage444@gmail.com](mailto:trriage444@gmail.com).

We look forward to seeing you.

You are invited to the **UEDA Annual Membership Meeting on Wednesday, November 4, 2009 from 5:00 – 7:00PM.** The Board of Directors and Staff of the Urban Economic Development Association of Wisconsin invite our members and partners to join us in celebration of another successful year at UEDA. **Your participation is important to us as we continue serving our membership!** Join us as we recognize our out-going Board members, socialize, and introduce our new Board members. Location details to follow – stay tuned! Refreshments and light appetizers will be served. **PLEASE RSVP** to Kristi Luzar at (414) 562-9904 or [Kristi@uedawi.org](mailto:Kristi@uedawi.org).

**UEDA COMMUNITY NEWS**

- **Teachers present alternative to mayoral takeover of MPS.** Wisconsin and Milwaukee teachers announced a collaborative plan built on teacher, parent and community input as an alternative to a proposal for Milwaukee Mayor Tom Barrett to take over control of Milwaukee Public Schools (MPS). The "Milwaukee Opportunity Plan" was unveiled by members of the Wisconsin Education Association Council (WEAC), the Milwaukee Teachers' Education Association (MTEA) and community representatives. The plan also embraces several concepts recently tested by Gov. Jim Doyle at statewide news conferences earlier this week, such as implementing a longer school day and year, and improving school safety. According to supporters, the Milwaukee Opportunity Plan is the type of blueprint for success that the federal government and its "Race to the Top" initiative expect from states that are committed to serious change and school improvement. For more information on the plan, visit [www.weac.org/Milwaukee](http://www.weac.org/Milwaukee).
- **Zilber unveils ambitious plans to redevelop Milwaukee neighborhoods:** The Zilber Neighborhood Initiative, a \$50 million project by Zilber Ltd. founder Joseph Zilber to improve neighborhoods in the city of Milwaukee, announced its quality-of-life plans for the first two neighborhoods in the project: Lindsay Heights and Clarke Square. "Joe really sees the possibility for the future, which holds very prosperous neighborhoods for the city of Milwaukee," said Susan Lloyd, executive director of the Zilber Family Foundation Inc. Zilber is hoping that his contributions for the neighborhood improvement initiative will attract contributions from others. "To have everything, one must give everything," Zilber said in a pre-recorded video filmed at his Hawaii home. "That's what I'm doing, and I hope others will join me."
- **UW-Oshkosh building will be green.** The University of Wisconsin-Oshkosh broke ground on its new academic building, a \$37 million construction project. The building is the first new academic construction project at the university in more than 35 years. The project is estimated to create more than 2,000 jobs over the next three years, and the new building also takes strides toward achieving Gov. Jim Doyle's goals for energy efficiency in state-owned buildings. It will house 14 academic departments and will incorporate clean energy sources and gold LEED (Leadership in Energy and Environmental Design) energy efficiency standards, which are estimated to reduce energy use by 45 percent, saving UW-Oshkosh more than

\$182,000 annually. The building design also uses recycled and renewable materials and incorporates water efficiency and solar collector technologies. Governor Doyle also announced that as a result of the competitive bidding process, the building came in more than \$10 million under budget. The state will invest some of the savings in additional renewable energy projects, including a rooftop photovoltaic system, ground-mounted photovoltaic collectors and wind turbine generators. In total, 14 percent of the building's energy will from renewable sources.

- **Roundy's helps out local food pantries.** The Roundy's Foundation recently delivered more than \$46,000 in food and money to food pantries in Milwaukee and Waukesha Counties as part of its bi-annual food tour in which the foundation delivers thousands of pounds of food to 50 food pantries in five days. Each pantry on the tour received nearly 3,000 pounds of food valued at \$4,100 and a \$500 check to purchase perishable food items. Local food pantries that were helped included: New Horizon Center, Bethany Church, Florist Avenue Lutheran Church, Hope Lutheran Church, Emmaus Lutheran Church, Unique Social Concern Services, Oconomowoc Food Pantry, Hartland Area Food Pantry, Pewaukee Food Pantry, and Holy Assumption Church Food Pantry.

## NONPROFIT NEWS

- **Easter Seals completes second merger:** Easter Seals Southeast Wisconsin recently partnered with the Waukesha Training Center to merge the two agencies and bring together over a century of service experience. "This is a merger with a broad vision for the future and is about expanding and redefining services to create opportunities for the people we serve to have more independent lives. It is about providing more opportunities to our area," said Bob Glowacki, CEO of Easter Seals. This will be the second merger in five years for Easter Seals Southeast Wisconsin, under Glowacki's leadership. In 2004, Easter Seals merged with Kindcare. "As we approached our 75th year, our agency's leadership, board and staff alike, were not focusing on celebrating our past achievements, but looking forward to our future. The completion of this merger is a testament to our continuing effort to be a responsive, forward-thinking service agency," said Easter Seals board chair Melissa Koeppel.
- **Giving donors a chance at prizes to win their support:** There seems to be a certain stigma against sweepstakes and raffles in the nonprofit fundraising sector, according to George Whelan, development manager at Consumer Reports Foundation (CRF) based in Yonkers, NY. "It's not mission-oriented. It's more transaction based, and based on the donor wanting to win something," said Whelan. But CRF was the one winning big in its raffle mailing this past November, with revenue lift of more than \$200,000, including lapsed and active donors. The winning number was really 285,000. That's the number of fewer mail pieces sent to get that result, by separating the raffle donors from the mission donors. CRF introduced raffle mailings during the mid-1980s as an additional revenue stream outside of subscriptions. And now raffles make up 40 percent of the revenue that the fundraising department takes in, with 90,000 subscribers who are considered "raffle-only" donors. To read more on this story [click here...](#)
- **Are you in need of accurate, detailed information about nonprofit sector employee compensation and benefits?** The Agency Executives Group, in collaboration with the Nonprofit Center of Milwaukee and MRA-The Management Association, recently conducted the biannual Salary & Benefits Survey. Results are now available online through the Nonprofit Center website. The survey includes salary data for 53 jobs, and provides a wealth of useful statistical breakdowns on wage ranges, benefits and more. Pricing is as follows: \$65 for 2009 AEG members paid as of September 1, 2009; \$125 for AEG members paid after September 1, 2009 and \$250 for non-AEG members. To purchase access to the Survey, please contact the Nonprofit Center at (414) 344-3933 or [rsanchez@nonprofitcentermilwaukee.org](mailto:rsanchez@nonprofitcentermilwaukee.org) and we will send you an order form.

## SMALL BUSINESSES / ENTREPRENEURS

- **Obama launches plan to help small businesses get loans.** President Barack Obama announced new efforts to help American small businesses, including proposals to boost limits on government loans and to make it easier to gain access to funds from the Troubled Asset Relief Program (TARP). He will ask Congress to increase the maximum size of three types of Small Business Administration (SBA) loans to make it easier for struggling companies to get credit. Through the TARP, the White House also will make it easier for community banks to lend to small businesses. The Obama administration plans to reduce the 5-percent dividend that financial institutions must pay to the government to 3 percent. The program will be open to banks with less than \$1 billion in assets. They are seeking to boost the maximum size of the SBA's 7(a) loans from \$2 million to \$5 million, to help businesses buy machinery, buildings and other capital equipment. He also wants to raise the limit on the SBA's 504 loans to \$5.5 million to help support businesses' real-estate

purchases and is aiming to boost the maximum size of microloans to \$50,000 from \$35,000 in order to help start-up firms. For more information about this plan, view the [White House summary](#).

- **Virtual Conference Rooms can reduce business travel budgets:** Shift Worldwide, a virtual communication consulting firm, announced the launch of Virtual Conference Rooms, a new browser-based platform that fills the visual void existing in conference calls and virtual presentation tools, while reducing the high costs of business travel and office-based videoconferencing systems." Virtual Conference Rooms are built for ease of use: one-click entry, no software to download and no hidden costs. Using our virtual conference rooms, you interact with an ease equivalent to that of a face-to-face meeting," says Paul Trout, chief executive officer of Shift Worldwide, which is based in Chicago. "By seeing one another, participants stay engaged and are more motivated to participate. Our platform creates an active audience focused on live conversation, not just passive presentation." Amy Westrup, chief marketing officer of the company, has established a Milwaukee office for the firm. Additional information is available at [www.virtualconferencerooms.com](http://www.virtualconferencerooms.com).
- **The following classes will be held by WWBIC-Milwaukee:**
  - **Thursday, November 5 from 6:00 to 8:00PM – Fundamentals of Internet Marketing:** Learn the keys to building a successful web marketing strategy. We'll discuss the primary ways that businesses generate qualified website visits focusing on search engine marketing. Whether you already have an online strategy, or just getting started, you will leave with actionable information to grow your business. Fee: \$10. Held at WWBIC-Milwaukee, 2745 N. Dr. Martin Luther King Jr. Dr., Milwaukee.
  - **Wednesday, November 11 from 6:00 to 9:00PM – Pricing for Profit:** Practice several easy-to-use methods that can help you set prices at profitable levels. Learn techniques for introducing these new pricing levels to your customers while identifying ways to reduce your own costs to remain competitive. Fee: \$10. Held at Heartland Information Research, 6434 W. North Ave., Wauwatosa.
  - **Thursday, November 12 from 6:00 to 9:00PM – Marketing in a Tough Economy:** This hands-on workshop explores a wide range of marketing strategies used to get the word out, attract and retain new customers, operate in a competitive marketplace, and fuel business growth. Topics include: low-cost promotion ideas, three steps of a cost-effective marketing plan, and how to obtain free publicity. Fee: \$10. Held at WWBIC-Milwaukee, 2745 N. Dr. Martin Luther King Jr. Drive, Milwaukee.
  - **Wednesday, November 18 from 6:00-7:30PM – Business Financing Seminar:** Learn about a variety of financing options and the steps necessary to apply for a loan. Participants will meet representatives from several traditional and alternative financing agencies to learn which program will best suit their business financing needs. NO FEE. Held at National City Bank, 9330 W. Greenfield Avenue, West Allis.
  - **WWBIC Orientation:** Monday, November 30 at 9-10:30am AND Wednesday, December 16 at 1-2:30pm. Are you interested in starting a business or looking to expand your business and don't know where to start? Attend the Orientation session and learn about services such as business & financial education classes as well as ways of which to obtain financing through WWBIC's loan program. NO FEE. Held at WWBIC-Milwaukee, 2745 N. Dr. Martin Luther King Jr. Drive, Milwaukee.

**To register or learn more about other WWBIC services**, please contact Ryan Broderick at (414)263-5450 or visit our website at [www.wwbic.com](http://www.wwbic.com).

## UPCOMING EVENTS

- **The Adult Learning Center would like to invite you to their Book Sale and Open House on Saturday, October 24th, 2009 from 10:00AM – 2:00PM.** This event will be held at their new location: 1916 N 4th Street between Brown St and Reservoir St. All proceeds benefits ALC's Adult Education Program. The Book Sale continues through November 5th. For more information about ALC and their programs call (414) 263-5874.
- **Using the Media for Change on Tuesday, October 27 9:00AM to 11:00AM** at the Nonprofit Center of Milwaukee. Join Sangita Nayak, 9to5 Milwaukee's Lead Organizer, to learn about how to raise the visibility of your cause and use the media to change policy to create a better Milwaukee. Sangita will share non-traditional techniques and insights to increase earned media and low budget paid media. Fee: \$50; \$35 Nonprofit Center members and CDBG agency attendees.
- **"Foreclosures in Wisconsin: Responses and Resources for Living Beyond the Bubble,"** will be held on **Thursday, November 5**, at the Clarion Hotel and Conference Center in Milwaukee. This daylong conference features opening remarks by Milwaukee Mayor Tom Barrett; luncheon keynote address by HUD Deputy Secretary Ron Sims; and panel discussions focusing on the lessons learned from the first round of Neighborhood Stabilization Funds; court-referred foreclosure mediation; the social impacts of foreclosure; and

the future of housing finance. The registration fee for this event is \$45.00 (\$35.00 for nonprofit organizations), and includes continental breakfast, lunch and conference materials. For more information, including the draft agenda and how to register, visit the conference web page by [clicking here...](#)

- **Wisconsin Saves, Tuesday November 10 from 6:00 to 7:30PM:** Wisconsin Saves is a social marketing campaign encouraging people to Build Wealth and Not Debt. What vehicles are available to save money? Am I an aggressive investor? These questions and more will be answered when you attend a Wisconsin Saves session. We will help you determine how and where to start saving your money whether it be for educational costs, retirement, emergency savings or a special occasion. NO FEE. Held at WWBIC's Milwaukee office, located at 2745 N. Dr. Martin Luther King Jr. Drive, Milwaukee.
- The **Coalition for Advancing Transit (C.A.T.)** will hold their next meeting **on Wednesday, November 18 at 9:00AM** at Manpower International Headquarters in Milwaukee. Transit plays a pivotal role in our growth as a vibrant economic region and state, and our success in competing in the global marketplace. C.A.T. advocates for a permanent regional transit authority with a dedicated funding source to improve and enhance our current transit systems and create a dynamic, multimodal network in southeast Wisconsin. Without dedicated funding, existing local transit systems will face severe service reductions in 2010, continue their steep decline and important transportation system improvements will not become a reality. This is our best opportunity to gain dedicated transit funding and regional coordination. **Interested in learning more getting engaged in the issue?** Contact UEDA at (414)562-9904 or [Kristi@uedawi.org](mailto:Kristi@uedawi.org) for more information or to RSVP for the meeting.
- **Save the Date! The WWBIC 2009 Annual Luncheon** will be held on **Wednesday, November 18** at the Harley Davidson Museum with keynote speaker, photographer Chris Jordan. Jordan's industrious passion for conservation and awareness has brought much attention to his photography. He uses everyday commonalities such as a plastic cup and defines the blind awareness involved in American consumerism. His work, while often unsettling, is a bold message about unconscious behaviors in our everyday lives, leaving it to the viewer to draw conclusions about the inevitable consequences which will arise from our habits. Individual seats, \$50; Corporate Seating of eight, \$600. RSVP by calling 414-263-5450 ext. 113 or emailing [patricia.bobber@wwbic.com](mailto:patricia.bobber@wwbic.com).
- **Surviving the Meltdown Without Having One**, a webinar conducted by the Society for Nonprofit Organizations (SNPO) will be held on **Wednesday, November 18 from 12:00 to 1:30PM**. We will be viewing the webinar from Wegner's offices in Madison and Pewaukee, and you are invited to join us for lunch and to view the webinar, free of charge! Learn how marketing can keep your organization strong and sustainable - even during a recession. Katya will share how to stand out from the competition for visibility and resources. You'll also learn the four key questions you must answer to win funding from donors and corporations. Lunch starts at 11:30AM and from 1:30-2:00PM, Melanie Schmidt, Principal, Timpano Group will facilitate a discussion. *To attend free of charge, you must join Wegner CPA at their office.* Register by contacting Christin at (608)356-3966 or [christin.biermeier@wegnercpas.com](mailto:christin.biermeier@wegnercpas.com).
- **Looking for a good place to invest your money? Look to your community!** Derivatives, interest rate swaps, Ponzi schemes, it's time to get back to basics. Forward Community Investments is proud to present a day-long seminar, the **2009 Community Investing Conference on Thursday, November 19th, 8:00AM to 4:30PM** at the Marriot Madison West in Middleton, WI. Industry leaders will discuss community investing as a viable, sound and sustainable way to align investment decisions with values. This conference offers information about different ways to access community investing options and to make investing decisions that align social impact with financial return. Please register by November 9th More information is available at [www.forwardci.org](http://www.forwardci.org) or by calling (866) 687-1468.

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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:**

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