



July 2010

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. The bulletin is also available at our website on the "UEDA News" page. We hope you find this membership service informative and useful!

CARNIVAL MILWAUKEE PARTNER FEATURE

Each month we will be featuring two of the restaurants or catering partners that participated in our 2010 Carnival Milwaukee this past February. Each and every one of them offers flavorful cuisine, is locally-owned and operated, and contributes to the health and vitality of our community. We encourage you to visit them or have them cater your next event!

Cubanita's: Located at 728 N. Milwaukee Street, Milwaukee, WI 53202 – Phone: 414.225.1760 or visit www.getcubanitas.com. *Milwaukee's First Cuban Restaurant*

Dolce Burns Desserts: Visit www.dolceburns.com for more information. *Dolce Burns is a European American dessert producer that creates some of the world's finest desserts for retail and wholesale consumption. All products are hand-made using the finest natural ingredients; order them today for your next special event – weddings, birthdays, dinner parties, bar mitzvahs and more.*

UEDA COMMUNITY NEWS

- **It's Not About How Your Message Is Delivered...** In a focus group comprised representatives from the financial sector, was a target audience this particular national nonprofit was most interested in cultivating through its messaging. One or more of the messages we were about to test had the words "partners" and "partnership" in them, which we thought were no-brainers. After all, they are simple, easy-to-understand words that convey affiliation, cooperation, collaboration, alliance, all the good stuff, right? Wrong! As the messages came up for the group's reaction, two bankers immediately raised their hands...[Learn more>>>](#)
- **The Wisconsin Children's Trust Fund and the Wisconsin Council on Children and Families recent survey, "What It Will Take,"** has suggested several policy changes the following policy changes to improve the scope, effectiveness, and coordination of child maltreatment prevention services in Wisconsin. They include: Develop a statewide prevention agenda that is informed by state departments, counties, tribes, and private partners; increase financial resources for prevention efforts in Wisconsin; strategically reinvest funds saved through prevention efforts demonstrated to be effective; increase access to education and technical assistance on evidence-based programs and more. [Access the full report.](#)
- **Interested in the state of health among Milwaukee families?** View the 2009 Annual Report of the Center for Urban Population Health at the University of Wisconsin - Milwaukee. The report covers the current situation, with projections for the future, showing health disparities in which people of color and in poverty are particularly affected, including women's health and how they lack mammograms, and high rate of teen births. To view the entire report, sponsored also by the University of Wisconsin School of Medicine, the University of Wisconsin - Milwaukee and Aurora Health Care, [click here.](#)
- **The City of Milwaukee is updating its Downtown Master Plan** to guide development over the next decade, and held a public open house to review the Plan on June 30 at City Hall. Materials and information from Open House as well as a comment link are now on the plan website. The Draft plan document will be posted soon. For more information and to view the "virtual" Open House [click here.](#)
- In a live webcast from the White House on June 22, 2010, the United States Interagency Council on Homelessness (USICH) announced **the release of the nation's first comprehensive strategy to prevent and end homelessness.** Mandated by the HEARTH Act, USICH worked with key stakeholders and experts around the country to develop an action plan to solve homelessness for veterans, adults, families, youth, and children. The full report, titled *Opening Doors: Federal Strategic Plan to Prevent and End Homelessness*, is [available at their website.](#)
- **The Immigration Debate...** A perennial concern for Congress, immigration has come to the forefront as a major domestic policy issue in the past few weeks. Next American City talked with Audrey Singer of the Brookings Institution's Metropolitan Policy Program about immigration reform on the very day the U.S. Department of Justice filed a lawsuit against Arizona, calling its new immigration policies unconstitutional.

Listen to Next American City's editor in chief Diana Lind talk with Singer about this turning point in the immigration debate, what comprehensive reform might look like and how immigration affects American metro areas. [Learn more >>>](#)

- **Study: Milwaukee County faces huge deficits...** A new study from the Public Policy Forum commends Milwaukee County for taking steps to reduce health care and incarceration costs while pursuing public-private partnerships. However, the study still finds the county faces a potential \$20 million to \$45 million deficit, a gap that could balloon to as much as \$126 million by 2016. After successive years of trimming staff and discretionary and administrative expenditures, there is "little to cut in those areas," the report says. For a long-term solution, the county may have to look at a combination of tax increases, program cuts and reductions in fringe benefits for employees, the report says. [Click here to access the full report](#)

NONPROFIT NEWS

- **Take Advantage of the August Congressional Recess...** Representatives and Senators are taking a long August recess from Washington to reconnect with constituents and learn their concerns. This is the ideal time to *introduce* your organization to your federal officials, *impress* them with the impact of your work, and *influence* their thinking in your favor. The House is in recess August 1 through September 13 and the Senate is in recess August 7 through September 12. [Learn more about how to maximize this opportunity as a nonprofit.](#)
- On May 17, 2010, the IRS began revoking tax-exempt status from nonprofits that failed to file three consecutive annual returns (Form 990-N, 990-EZ, 990, or 990-PF). As a result, as many as 300,000 nonprofits may lose their tax-exempt status, **effectively shrinking the nonprofit sector by 25%**. Which nonprofits are at risk? What happens to a nonprofit that loses its exemption? What happens if a donor gives to a charity that has lost its exemption? GuideStar's new report, "Automatic Revocation of Nonprofits' Tax-Exempt Status: What Nonprofits, Grantmakers, and Donors Need to Know," answers all of these questions, and more. Written by Linda M. Lampkin of ERI Economic Research Institute, it is a no-nonsense overview of the impact of this earthshaking development in the nonprofit world. [Learn more>>>](#)
- **Five Effective Ways Nonprofits Can Use the Internet to Communicate and Market to Their Audiences...** Today marketing isn't so much about the "big sell" as it is about the way in which you communicate with your audiences. Realistically, most nonprofit organizations do not have the budgets to invest in traditional advertising, let alone any other kind of costly marketing campaigns. Through technology, marketing has grown another branch that involves establishing and maintaining ongoing conversations rather than a one-way push of messages. This shift presents more cost-effective and do-able ways for your nonprofit organization to promote your cause while actively engaging your audiences in the process...[Learn more>>>](#)
- **Non-Profit Roundtable in August: Disastrous Wage & Hour Mistakes...** Wegner CPAs will discuss how to avoid a costly wage/hour classification mistake! Join us for Wegner's next non-profit roundtable where we will educate you on: Understanding federal labor standards for exempt and non-exempt job classifications, applying Fair Labor Standards Act exemption and payment tests, understanding minimum wage requirements, and correctly defining independent contractor and intern status. Held on August 10 in Waukesha and on August 17 in Milwaukee, both from 11:30AM to 1:00PM. For more details and to register, [visit Wegner CPAs online calendar](#)

SMALL BUSINESSES / ENTREPRENEURS

- New U.S. Census data show **a dramatic increase in the number of minority-owned businesses and the revenue they take in nationally** – but a *Milwaukee NewsBuzz* analysis shows the increases were even greater in Wisconsin. U.S. Census Bureau's 2007 Survey of Business Owners found that nationally, the number of minority-owned businesses grew 45.6 percent between 2002 and 2007. In Wisconsin, they grew at a slightly faster rate, 47.9 percent – but the revenue generated by minority-owned businesses in state rose much more quickly. It grew 76 percent, the ninth highest rate in the country (out of the 41 states that yielded enough data for consideration). The national average was 55.5 percent. [Learn more>>>](#)
- **"Start Smart: Business Planning Series"** to launch on August 30 by the Wisconsin Women's Business Initiative Corporation (WWBIC). This series provides in-depth learning for starting and running a small business. Extensive information will be provided on business financing and ownership, market research, marketing strategies, record-keeping, cash flow, business operations and management. Fee: \$300 (reduced scholarships available). The series will be held Monday, August 30-December 13 from 6-9PM in Milwaukee OR Tuesdays from September 21-December 14 in West Allis. For more information and to register visit www.wwbic.com or call 414-263-5450.

- **“Lunch with a Loan Officer”** held on Tuesday, September 21st from 12-1:30PM at Tri-City National Bank in West Allis. Have you ever wondered what to expect when applying for a business loan? Meet a WWBIC loan officer and find out the answers to your questions. Learn how to apply for a WWBIC loan and find out what loan officers and financial institutions are looking for in a good business plan. Gain a better understanding of what your strengths and weaknesses are so you can prepare yourself to apply for a loan. Bring your own lunch and your questions! NO FEE – for more information and to register visit www.wwbic.com or call 414-263-5450.

OTHER UPCOMING EVENTS

- **Thursday, July 29 / 9:00 - 10:30AM: Workplace Wellness...** Learn how to start a wellness program in your organization that is results-oriented, easy to implement and affordable. The Wellness Council of Wisconsin, local affiliate of Wellness Councils of America, will present the Well Workplace framework for small business, a 10-step process that has proven successful in organizations with less than 50 employees. Many employers want to get involved in workplace wellness, but don't know where to start. Presenter: Theresa Islo, Director of Operations, The Wellness Council of Wisconsin. Fee: \$15; FREE to Nonprofit Center members and CDBG agency attendees. To register call the Nonprofit Center of Milwaukee at 414-344-3933.
- **Saturday, August 14: Hank Aaron State Trail 5K run/walk...** This is the 11th Anniversary of the Hank Aaron State Trail 5k run/walk. The course begins at Miller Park, winds its way through the Menomonee Valley and wraps around to end back again at Miller Park. There are prizes for the fastest times and the fastest teams. **Registration is from 7:00- 8:15AM, the race starts at 8:30AM.** If you are interested in registering or for more information please check out [this website](#) or call 414-643-4150. If you are interested in joining a team from the LBWN neighborhood (Silver City, Burnham Park, and Layton Park) contact Jeremy at (414)383-9038 ex. 2515 or jeremy@lbwn.org.
- Join the **Silver City Main Street for some summer fun at our annual Concerts in the Park music series.** The Concerts in the Park music series is held from 6:30-8:30PM the third Wednesday of every month from May-September at Arlington Heights Park. The park is located just under the 35th Street bridge at 3429 W. Pierce Street, Milwaukee. On **August 18th**, *Grupo Incomparable* will bring their authentic Mexican folk songs to the stage and on **September 15th**, *Pieces of Buena* (An ensemble of De la Buena) will showcase the Afro-Cuban and Latin jazz beats of one of Milwaukee's most popular bands. Contact Beth at the Silver City Main Street District at 414-380-4680 for volunteer opportunities, sponsorship, or more information.
- **8th Annual Guest House Open - August 24, 2010...** Grab your golf clubs and join us for a day on the links at Mequon Country Club. Individual golf fee is \$175, and includes lunch, golf and dinner. Don't golf but want to participate? Join us for Dinner and Silent Auction only \$50. For more information and to register [visit the Guest House website](#).
- **Wednesday, August 25, 2010: Hispanic Chamber of Commerce of Wisconsin 30th Annual HCCW Jalapeno Golf Classic...** 10:00AM Shotgun Start Scramble, held at Grand Geneva Resort and Spa, Lake Geneva, WI. 4 Great Hole-in-one opportunities, raffle prizes and more. Contact Evelyn Agosto at 414--6963 or eagosto@wi.rr.com for more information.
- **Save the Date! Thursday, September 30, 2010 for the Nonprofit Center of Milwaukee 2010 Fall Conference.** “Stronger Together: *The Power of Collaborative Solutions for Building Healthy Communities*,” will be a day of learning and interaction focused on building healthy communities through the power of collaborative solutions. The event will feature a keynote address and hands-on workshops presented by Tom Wolff, author of the groundbreaking new book *The Power of Collaborative Solutions - Six Principles and Effective Tools for Building Healthy Communities*. The gathering is for all organizations, large and small. Everyone's invited - nonprofit, for-profit, government and funding leaders will all have a role to play. Continental breakfast and lunch are included in the \$75 registration fee - \$100 day of event. Nonprofit Center member groups and CDBG agency attendees receive a 20% discount on total fees. For more information call 414-344-4933 or watch your mail for the conference brochure with more details.

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@uedawi.org.*

Questions or Suggestions? CONTACT US AT:

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