



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

### UEDA Annual Membership Renewals out soon...

January and February were busy months at UEDA, so we are a bit behind in sending out the annual membership appeal. Look for your 2010 membership invitation and forms in the mail over the next few weeks. **We hope you once again join the UEDA Community, and get engaged in issues such as housing & homeownership, real estate development, public transportation, economic education and more.** There are many opportunities to take part in the efforts to grow Wisconsin! From our Annual Community Development Summit, quarterly gatherings, the UEDA listserv, Carnival Milwaukee, the Coalition for Advancing Transit and Money Smart Week Milwaukee, you too can be part of it all. Feel free to download a membership form by visiting <http://www.uedawi.org/9member.htm> and sending it in ahead of time as well. Questions? Contact us at (414) 562-9904.

### UEDA COMMUNITY NEWS

- **Carnival Milwaukee a huge success!** A special thanks to those of you who participated in and/or attended this year's Carnival Milwaukee, held on Saturday, February 27. Over 240 people enjoyed delicious cuisine provided by 18 local restaurants and caterers and music by De La Buena – this year's event was a huge success and helped raise funds to support UEDA's activities in foreclosure prevention. **Please visit our website** (look under "Events") **for a list of all participating restaurants and caterers – we encourage you to patronize them and thank them** for supporting UEDA!
- **Free Tax Preparation Services are now available!** Milwaukee Asset Building Coalition (MABC) is a private/public partnership and is coordinated by the Social Development Commission (SDC) and coordinates the VITA (Voluntary Income Tax Assistance) program. From January 19 – April 15, 2010 VITA sites will be located throughout the Milwaukee County to prepare low-income resident's taxes and file them electronically for free. The household income limit for free tax preparation is \$56,000. To learn more, [access the flyer](#).
- Each year the **Wisconsin Collaborative for Affordable Housing honors someone who has impacted the world of affordable housing with the Charles M. Hill, Sr. Award for Housing Excellence.** Criteria for consideration include people who a) Are in a leadership role within a state or local agency promoting affordable housing (staff or volunteer), or b) Engaged in advocacy related to affordable housing, or c) Engaged in the development of affordable housing and have made a significant lasting contribution either in terms of number of units or creativity, or d) Engaged in the creation of housing opportunities for the homeless or low and moderate income populations within the state. **If you know someone who meets these criteria and who you would like to see considered for the Charles M. Hill, Sr. Award for Housing Excellence, please complete this brief survey** <http://www.surveymonkey.com/s/P337HBY> (it will take less than 5 minutes to complete.) You may fill out the survey more than once if you have more than one person that you would like considered. They will collect names of people for consideration **through March 31.**
- **The Public Policy Forum releases a report on Milwaukee's transitioning economy:** *Pursuing Innovation* describes Milwaukee's transition from a manufacturing-based economy to a knowledge economy as a "work in progress," saying the city lags behind comparable metro areas despite improvement in many economic indicators. Significant groundwork has been laid to grow our region's innovation capacity. But sustaining these efforts requires continued evaluation and assessment to ensure that our economy is moving in the right direction," the report says: <http://www.publicpolicyforum.org/pdfs/InnovationIndex.pdf>.
- The City of Milwaukee announced in the last month that it is close to **finalizing agreements with Ingeteam and Talgo**, two Spanish companies that have selected Milwaukee to be the headquarters for their North American manufacturing operations. For more details on these two exciting developments, visit the Mayor's website: <http://www.city.milwaukee.gov/mayor>.
- **HUD releases its 4<sup>th</sup> Quarter report on Housing Market Conditions for 2009.** This analysis includes profiles of economic and housing market activity in each of HUD's 10 regions, and updates historical trends in national and regional housing markets. During this time, increases were recorded in production and market

indicators, as well as in housing affordability. Performance in the multifamily sector continued to be weak, but showed signs of improvement. Download at [www.huduser.org/portal/periodicals/ushmc/winter09/index.html](http://www.huduser.org/portal/periodicals/ushmc/winter09/index.html) or order free print copies by phone at 800-245-2691, option 1.

- **Milwaukee's 2010 Earn & Learn Program underway...** Once again this summer, businesses will play a critical role in preparing Milwaukee teens for success in the workforce. Real-world experience, gained on-the-job, is an essential step in developing job skills and behaviors that last a lifetime. Efforts to recruit business partners are being led this year by John Kissinger, Regional Vice President of GRAEF-USA and Giacomo Fallucca, CEO of Palermo Villa. Having hired youth in previous summers, they know first-hand the value of bringing young workers into their business and the role Earn & Learn can play in identifying and nurturing future talent for their companies. If you'd like to learn more about Earn & Learn, contact William J. Malone, DCD Youth Development Coordinator, at 414-286-5894 or [William.Malone@milwaukee.gov](mailto:William.Malone@milwaukee.gov) or Chytania Brown, MAWIB Youth Services Manager, at 414-270-1714 or [Chytania.Brown@milwaukee.gov](mailto:Chytania.Brown@milwaukee.gov).
- **Nominees are being sought for the 2010 Frank P. Zeidler Public Service Award...** City of Milwaukee Alderman Bauman, a member of the award's selection committee, hopes that individuals and organizations will again submit nominations for the award. "It is important for our city, for our community, to recognize the contributions of those who give of themselves for the greater good of the community and our society," he said. Nomination forms are available on the city website at [www.city.milwaukee.gov](http://www.city.milwaukee.gov); scroll down the main page to find the form, or contact 414-286-2232. Anyone can nominate themselves or others, but nominees must be city residents who are not publicly elected officials. Nominations are due by June 30, 2010.
- **The City of Milwaukee wants Google to bring its super-fast fiber optic network test project here** – Mayor Tom Barrett and Common Council President Willie L. Hines, Jr. are joining forces in seeking residents' help with the bid. Visit [www.city.milwaukee.gov](http://www.city.milwaukee.gov) to learn more about how to nominate Milwaukee and get involved, as well as Google's Fiber for Communities project.
- On March 19, 2010, the skill and dedication of those who create and drive positive developments in Milwaukee's neighborhoods was honored with awards in front of an audience of 500 at the Pfister Hotel for the **11<sup>th</sup> Annual Milwaukee Awards for Neighborhood Development Innovation (MANDIs)**. The awards program, themed "The Art of Opportunity," honor non-profit community groups and their partners involved in revitalizing Milwaukee neighborhoods and were presented by U.S. Bank. For a list of winners click [here](#) and for a full list of the nominees click [here](#). The 11<sup>th</sup> Annual MANDI Awards Program **will air on City Government Channel 25** (Time Warner Cable in Milwaukee) **on April 22, 2010**.

## NONPROFIT NEWS

- **State Budget Advocacy Training Session – Wednesday, April 14** from 8:30 to Noon in Milwaukee at the Hunger Task Force of Milwaukee. Long-time policy analyst and lobbyist John Keckhaver will give an intensive three and a half hour training session covering the state budget process and advocacy best practices. Appropriate for non-profit leaders and others interested in engaging and influencing state decision-makers through the biennial state budget process. Cost is \$25.00; for details visit <http://statebudget.eventbrite.com>
- **WomenOnCall.org uses a FREE, online network to connect professional women from every field with nonprofits** where they can offer their expertise to fill the specific, immediate needs of local organizations. Their volunteer members perform specialized activities... an accountant who can develop a budget... a lawyer who can review contract agreements... a writer who can help draft or review a grant application... or a graphic designer who can develop a flier for an event. This online network is customizable (create your profile and search for volunteers/opportunities by category), skills-based (join a diverse group of professionals from every field, helping fill the specific needs in the nonprofit sector) and FREE (all matches occur online through our free network). To learn more visit [www.womenoncall.org](http://www.womenoncall.org).
- **Wegner CPAs & Consultants Nonprofit Roundtable: April 13 & 27: "Marketing as the Key to Survival for Non-Profit Organizations"** will be held twice in April in both Waukesha and Milwaukee from 11:30AM to 1:00PM. In a time of increasingly scarce resources, it's more important than ever to become marketing-savvy. Marketing should not be a marginal activity, but a strategic tool that allows organizations to thrive. Join discussion leader Dr. Moses Altsech, Marketing Department Chair at the Edgewood College MBA program and CEO of callmoses.com, a private Madison-based consulting firm. Dr. Altsech's research has been presented at conferences around the world and published in several prestigious marketing publications. Networking and registration begin at 11:00AM, lunch is provided at no charge. To register, please visit [www.wegnercpas.com](http://www.wegnercpas.com), email [christin.biermeier@wegnercpas.com](mailto:christin.biermeier@wegnercpas.com) or call 608-356-3966.

## SMALL BUSINESSES / ENTREPRENEURS

- **Nine Helpful Tips for Business Blogging:** It's one thing to create a blog – it's another to create a blog that readers want to visit again and again. If you're serious about using blog hosting to meet your business goals, we have nine tips to follow when developing a business blogging strategy. [Read the full article >>](#)
- The **UW-Milwaukee School of Continuing Education Small Business Development Center** is offering its “To Market, To Market” series this spring. The **Strategic Marketing series** runs from April 7-28 and covers topics such as *Marketing Essentials*, *Cost-Effective Marketing*, *Building an Effective Sales & Marketing Plan* and more. The **Electronic Marketing series** runs from May 5-26 and covers topics such as *Successful Small Business Websites*, *Using Web Advertising to Build Sales* and more. Registration fees apply; visit [www.sce-sbdc.uwm.edu](http://www.sce-sbdc.uwm.edu) and click on “Courses & Programs” or call 414-227-3200 for more details. The UWM SBDC is funded in part through a cooperative agreement with the U.S. Small Business Administration.
- **Business Financing Seminar, Thursday March 25 from 6:00 to 7:30PM:** 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 Landmark Credit Union of West Allis, 9515 W. National Avenue, West Allis, WI 53227. To register Call (414) 263-5450 to register or visit [www.wwbic.com](http://www.wwbic.com)
- **Marketing in a Tough Economy, Wednesday, March 31 from 6:00 to 9:00PM:** This hands-on workshop explores a wide range of marketing strategies and tips used to get the word out about your business, attract and retain new customers, operate in a competitive marketplace, and fuel business growth. Topics include: low-cost promotion ideas, the three steps of a cost-effective marketing plan, and how to obtain free publicity. FEE: \$10.00. Held at WWBIC-Milwaukee, 2745 N. Dr. Martin Luther King Jr. Drive, Milwaukee, WI 53212. To register Call (414) 263-5450 to register or visit [www.wwbic.com](http://www.wwbic.com)

## UPCOMING EVENTS

- **Tuesday, March 30 – Public Informational Meeting on the review and update of the 2035 Regional Transportation Plan from 4:30-6:30PM.** At this “open-house” meeting you can learn more about the planning effort and discuss it with staff from the Southeastern Regional Planning Commission (SEWRPC), as well as have the opportunity to leave written comments. Held at the Milwaukee Downtown Transit Center, Harbor Lights Room, 909 E. Michigan Street, Milwaukee.
- **Wednesday, March 31 – Webmapping 101: Make Your Own Maps from 1:00-4:00PM.** Mapping has moved to the web along with a host of easy to use mapping tools. From personalized Google maps to geographically enabled social networking sites, map-making has become democratized. Presenters: Todd Clausen, Data Center Coordinator & Jeff Arp, Data Center Specialist, Nonprofit Center of Milwaukee. **Fee:** \$75; \$50 Nonprofit Center members & CDBG agency attendees. To learn more/register, call 414-344-3933.
- **April 8 and 9, 2010 – Small Business Conference: Growing Your Business in a Green Economy.** Hosted by the Latino Entrepreneurial Network, explore ways to innovate your business practices and learn about incentives and practices available for small businesses in the green economy. Connect with agencies providing subsidies, guarantee and financial programs for entrepreneurs. Held at the Wyndham Hotel, 4747 S. Howell Avenue, Milwaukee. To register visit [www.growurbiz.org](http://www.growurbiz.org) or call 414-383-4633.
- **Save the Date – May 1, 2010 the Guest House of Milwaukee will hold their 11<sup>th</sup> Annual Walk-A-Mile in my shoes event.** The Guest House is a local 501(c)(3) that provides shelter, housing, education and services to Milwaukee’s homeless who seek to transform their lives with dignity and purpose. The event starts at 10:00AM with registration; \$15 per walker or Group rate of \$10 per walker for a group of 20 or more. To register visit [www.guesthouseofmilwaukee.org](http://www.guesthouseofmilwaukee.org)

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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@uedawi.org](mailto:Kristi@uedawi.org).*

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

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