



October 2011

Each month UEDA sends out an electronic bulletin to all current members, which features shorts articles, upcoming events and activities of interest to our members. It is intended to be a useful 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!

CARNIVAL MILWAUKEE PARTNER FEATURE

Visit the UEDA Events site at www.carnivalmilwaukee.com to link up to the many partners who participated in our Carnival Milwaukee event on 3/5/11. Each month we feature two of the restaurants or catering partners that participated. Each 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! Find out more about them [here](#).

Stubby's Pub & Grill: 2060 N. Humboldt Avenue, Milwaukee, WI 53202 * Phone: 414.763.6324 www.stubbyspubandgrub.com
Stubby's offers guests an experiential atmosphere that boasts an eclectic and affordable menu and an energetic bar environment featuring 53 craft beers on draft. Large format catering portions also available for parties and off-site events.

Thai Lotus: 3800 W. National Avenue, Milwaukee, WI 53215 * Phone: 414.431.8489
Specializing in Thai, Chinese and Laotian food.

UEDA COMMUNITY NEWS

- **Save the Date! 10th Annual UEDA Community Development Summit: Tuesday, November 29th, 2011 from 8:00am till 3:00pm.** This years topic is: **"Food for Thought: New Recipes for Job Growth"** Participants from throughout Southeast Wisconsin will gather to discuss how the regional food economy can become a driver for job creation. Help us forward a more collaborative approach that includes partners from food production, manufacturing, distribution and urban agriculture to support economic growth. **A full agenda and registration details will follow – stay tuned!**
- **The Northwest Side Community Development Corporation: Transforming the approach to creating positive economic impact in distressed communities.** In this issue of Profitwise a Milwaukee community development organization talks about its business model. Other points of interest include the Legacy Project in Indianapolis and an overview of a series that dealt with inner city workforce development that took place in Chicago earlier this summer. [Learn More>>>](#)
- **Message on Strong Cities, Strong Communities** The Obama administration, acknowledging both the depth of need in many struggling localities and the breadth of local circumstances, has developed the Strong Cities, Strong Communities (SC2) initiative to help cities make progress in building capacity. Led by the White House Domestic Policy Council, SC2 is a partnership of 13 federal agencies that will help cities get more from their existing federal funding, reduce barriers to assistance, and reshape how the federal government partners with local communities. [Learn More>>>](#)
- **However, a new report from the National League of Cities** takes a close look at how the recession has shrunk city budgets, forcing them to make layoffs, roll back infrastructure projects, and make cuts to public services. Budgets have shrunk through two channels. Cities have lost revenue in a number of key ways: the depressed housing market reduced property tax collections, declining wages have affected income taxes, and depressed consumer spending has curbed sales tax revenue. [Learn More>>>](#)
- **Cutting the budget without hitting an artery...** Given the anemic economic environment, organizations need to keep accountability and transparency in mind as they decide what to cut - and not cut - from their budgets. Long-term organizational survival in this economic environment is rooted in the trust the public has in your good name. This article (which applies to small businesses as well) informs you what to cut and what to keep in your budget in these tough economic times. [Learn More>>>](#)
- **The Gift of Detroit: Tilling Urban Terrain** Detroit is a surprisingly green landscape during the spring and summer months. The site of many houses that are crumbling, boarded up or missing altogether is tempered by community gardens and even some urban farms. This article talks to some of these urban gardeners to give a portrait on how vacant space is being used for positive change. [Learn More>>>](#)

NONPROFIT NEWS

- See our **Upcoming Events** section for events and training opportunities with the Nonprofit Center of Milwaukee!
- **Charitable deduction cap pulled from bill...** A proposed cap on charitable deductions for people earning more than \$200,000 annually was removed from the American Jobs Act by the Senate majority leader. Earlier this month in an email to supporters Independent Sector (IS) President & CEO Diana Aviv reported that Senate Majority Leader Harry Reid (D-Nev.) announced late yesterday that he has removed the charitable deduction cap from the American Jobs Act. [Learn More>>>](#)
- **Nonprofits are using technology to find donors** but, the question becomes how many are using technology to **thank donors**? This article from the Non-Profit Times discusses how traditional forms of thanks translate well to online or technology-enhanced techniques and can save staff time on fundraising. Here are eleven ways in which to thank your donors using technology. [Learn More>>>](#)
- **Six Dos and Six Don'ts with Social Media:** Understanding yourself and your audience is more central to a successful social media presence than mastering the minutiae of Facebook, Twitter, and YouTube. Nevertheless, there are guidelines that can help you maintain good social media practices and avoid distractions [Learn More>>>](#)
- **Display, analyze, and map information** with Esri's geographic information system (GIS) software. Maps can reveal significant data relationships that are difficult to comprehend otherwise. Layering data on top of a map and representing it visually can be a useful tool to help donors and constituents understand it more easily. Want to learn more? Explore how Esri & GIS can help your organization tell its story [here](#).
- **New social network for nonprofits launches at Nonprofit Center** The Helen Bader Foundation founded MKE123 as a way for the nonprofit sector to collaborate. [MKE123](#) is an "online platform designed to meet the needs of the nonprofit community in the Greater Milwaukee area," said Matt Brown, project director of MKE 123. Friends of nonprofits as well as donors, other supporters and clients can be a part of MKE123. The platform is structured similar to Facebook where individuals can sign up for personal accounts and can then create pages for various nonprofits. Organizations have the ability to post password protected discussions including meeting agenda, board minutes, committee meetings or collaborative projects. [Learn More>>>](#)

SMALL BUSINESSES / ENTREPRENEURS

- **5 Interview Questions Every Small Business Owner Should Ask.** Hiring is one of the most important tasks for any small business owner. But how do you know who the good people are? And how do you determine which candidates will perform to your expectations? This article from American Express open forum offers five questions to ask potential candidates to see if they will allow your business to succeed. [Learn More>>>](#)
- **Entrepreneur Connect** is a service which allows you to connect and create a comprehensive profile for your business where you can exchange ideas and advice among your peers as well as establish meaningful business connections! You can even use your existing Facebook membership! Best of all it is free to use. [Learn More>>>](#)
- **WisBusiness: Other states looking at Wisconsin's biofuels industry.** Wisconsin has been a good place to start an innovative biofuels business, but competition from other states for the chance to build the first plants could draw away the industry; However, the alternative fuels business carries enormous risks ranging from weather that affects crops and the high cost of building commercial plants. But other states are beginning to see the long-term economic advantage of supporting the industry. [Learn More>>>](#)
- **The Wisconsin Women's Business Initiative Corporation holds interesting and exciting classes every month!** Topics include business planning, small business discussion circles, financial education and certification for women and minority-owned businesses, QuickBooks training and more. Classes are held in various locations and times; Fees may vary and scholarships are often available. To register or to learn more, please [visit their class calendar online](#), call 414-263-5450 or visit www.wwbic.com. Upcoming classes at the Milwaukee WWBIC office (2745 N. Dr. Martin Luther King Jr. Drive) include:
 - **Will My Biz Idea Work? Thursday, November 10, 2011 - 1:00pm - 3:00pm** Have you made the decision to go into business? The next step is to explore the potential of your business idea. We will focus on examining the feasibility of your business idea, exploring ways to market the product or service, and identify resources for starting your business including an introduction to the business plan. *No Fee, Pre-registration is required.*

UPCOMING EVENTS

- **The Nonprofit Center of Milwaukee offers many opportunities for those who have a desire to learn!** All courses are held at the Nonprofit Center, located at 2819 W. Highland, Milwaukee unless otherwise noted. [View their course calendar](#). To register see below or call 414.344.3933 for more information.

- **Tuesday, November 1, 11:30am-1:00pm: Increasing Fundraising with Social Media.** Social media is changing the way nonprofits interact with their constituents, allowing them to connect with potential supporters, and keep them motivated and informed. Learn about this shift in communication and how social media such as Facebook, Twitter and interactive video can maximize your donor base. Fee: \$15 Nonprofit Center members & CDBG agencies: Free. [Register Here](#) *Bring a brown bag! Beverages will be provided.*
- **Community Development Symposium Friday, October 28, 2011. 8:30am-2:00pm** Hosted by LISC, this event will bring together community leaders –from the “grasstops” to the “grassroots” – for a discussion of three reports that impact the well-being of Milwaukee’s neighborhoods. At the event, community leaders are invited to consider this information as it relates to the future of community development in Milwaukee. Held at the Marquette University Law School, 1215 W. Michigan Street, Milwaukee, WI [Click here to learn more and to register!](#)
- **Silver City's Annual Trick-or-Treat Street. Saturday, October 29th 3:00pm - 5:00pm** Boys and ghouls will be taking over National Avenue at the end of October and over 20 local businesses will be handing out candy to all of the little goblins. This event features a Canadian Pacific Kiddie Rail, Costume Contest, and family friendly activities. All neighborhood children accompanied by an adult are invited to participate. Held at 3100-3900 W. National Avenue, Milwaukee WI. For more information or to volunteer Call Lovie at 414-383-9038 ext.5247 or email lovie@lbwn.org
- **Ethics and Values in the Nonprofit Sector Wednesday, Nov. 2, 2011 8:30am-3pm** Explore key issues and approaches to promoting ethical conduct among nonprofit employees. Learn how to promote proper conduct, how to manage ethically and how to handle potential problems in enforcing philanthropy rules. Fee: \$165 Held at: 161 West Wisconsin Ave, Suite 6000. For more information on the course click [here](#). For the registration form click [here](#).
- **Layton Boulevard West Neighbors Annual Gathering! Thursday, November 3, 5:30pm to 8:30pm** Our Annual Gathering is an opportunity for us all to stop and recognize the progress that has been made and to salute the people who have made it happen. This year's event plans to be bigger than ever. Held at: St. Joseph Center 1501 South Layton Boulevard. More information at the LBWN website located [here](#).
- **2011 WWBIC Luncheon November 8, 2011.** The growing Hispanic community has become a force to be reckoned with in our cities, state and nation. With that in mind, the First Lady of the Dominican Republic will be this year's keynote speaker. Dr. Cedeño de Fernández is committed to the most vulnerable sectors of her country's population, working steadfastly to reduce poverty, improve education and more. Held at the Pfister Hotel 424, East Wisconsin Avenue, Milwaukee WI. [RSVP here](#). Questions: call 414.263.5450 or email lisa.sullivan@wwbic.com Individual seating is \$50, Corporate seating (8 guests) is \$600.

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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