



## May 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!

## Remember to return your UEDA Annual Membership renewal!

This e-bulletin is just one of the many benefits you receive as a UEDA member. The May edition will be the last one that will go out to our 2010 members, so **now's the time to renew and keep getting this great information** delivered to you each month. Other opportunities for you to as a UEDA Member include the Annual Community Development Summit, quarterly gatherings, the UEDA listserv, Carnival Milwaukee and more. Feel free to download a [membership form](#) and send it in ahead of time as well. Questions? Contact us at (414) 562-9904.

**Welcome to the following new and returning UEDA Members...***Administrative Triage, Aurora Family Services Center for Financial Wellness, City of Racine Fair Housing Department, Community Development Advocates, Forward Community Investments, The Gateway to Milwaukee, Greater Milwaukee Committee, Guest House of Milwaukee, Hispanic Chamber of Commerce, Independence First, Layton Boulevard West Neighbors, M&I Community Development Corporation, Milwaukee Area Workforce Investment Board, Milwaukee Downtown BID #21, Mueller Communications, Nonprofit Center of Milwaukee, Rebuilding Together Greater Milwaukee, Reilly Penner & Benton LLP, Riverworks Development Corporation, Select Milwaukee, Inc., Southeastern Wisconsin Regional Planning Commission, U.S. Bank, UW-Milwaukee Center for Urban Initiatives & Research, WHEDA, Wisconsin Community Services, Inc., WI Partnership for Housing Development, WI Women's Business Improvement Corporation and 10 individuals*

## CARNIVAL MILWAUKEE PARTNER FEATURE

Each month we feature two of the restaurants or catering partners that participated in our Carnival Milwaukee event on 3/5/11. 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!

**Birdie's Café:** Located at 4110 W. Martin Drive, Milwaukee, WI 53208 Phone: 414.933.9303 \* [www.birdiescafe.com](http://www.birdiescafe.com)  
*Birdie's Café is owned and operated by a wonderfully friendly family, this cafe is a must for anyone looking for a cute hideout to get some work done or just enjoy the atmosphere. Along with great coffee, deserts, sandwiches and soup, they also have very creative hand made jewelry.*

**Cempazuchi Comida Brava:** Located at 1205 E. Brady Street, Milwaukee, WI53202 Phone: 414.291.5233 or [www.cempazuchi.com](http://www.cempazuchi.com) From *On.Milwaukee.com*: "A longstanding staple to Brady Street's ever changing shopping and eating district, Cempazuchi combines regional art and authentic food for a true Mexican experience. The menu embraces regional specialties, and while they offer the common American choices like tacos and quesadillas, they cross into true authenticity with attention to traditional ingredients and preparations. Daily changing margaritas, moles from Oaxaca, corn masa cakes and two styles of tamales replicate Mexican tradition."

## UEDA COMMUNITY NEWS

- **UEDA has one office space still available for lease** within existing office suite. Ability to share copying, internet, janitorial and other services. Excellent access to conference room and/or shared meeting space. Ideally looking for long-term tenants. Reasonable rent rate. Office Location: 2212 N. Dr. Martin Luther King Jr. Drive, Milwaukee, WI 53212. For information, call (414) 562-9904 and ask for Bill.
- **"Green" Community Aids Prove Their Political Mettle...** Does the rightward swing in national politics "spell curtains" for the Obama administration's push for "green" agendas, and for sustainability in America's cities and neighborhoods? Citiwire.net argues that the hard-fought budget compromise for 2011 protects two stellar programs of the new push that have triggered two of competitive applications: One is the Sustainable Communities Initiative and another, the highly popular "TIGER" program. [Read More>>>](#)
- **The decline of the working man** is one of America's biggest economic problems. In this article The Economist shows that of all the Group of Seven (G7) economies, America has the lowest share of "prime age" males in work: just over 80% of those aged between 25 and 54 have a job. In the late 1960s 95% worked. This collapse of work partly reflects the recession of 2008-09, which drove America's unemployment rate into double digits. It is still high—9.3% for men—and almost half of the jobless have been out of work for more than six months. [Read More>>>](#)

- **The Urban Omnibus** has developed a website showcasing **interesting and appealing ways to improve the future of cities** using New York City and its boroughs as an example. Each clickable link includes the implementation and the notable person who brought the idea to attention. Visit it [here](#) and start gathering ideas!
- **The gateway to a high-speed future is bypassing Wisconsin.** In a recent BizBlog authored by Tom Rave from The Gateway to Milwaukee, he argues that by refusing the money which was offered to the State of Wisconsin by the federal government earlier has left us with a refusal from the Department of Transportation for 200+ Million worth of funds to improve the Chicago to Milwaukee Amtrak route. This has put the City of Milwaukee behind other urban areas. [Read More>>>](#) And [follow up here](#) with a recent Milwaukee Journal Sentinel article on the Hiawatha line.
- **Three Traits Every CEO Needs...**No matter how successful or seemingly secure any business appears, there are no longer periods of calm seas for leaders in any industry. A broad statistic reinforces this fact: More than half the companies that were industry leaders in 1955 were still industry leaders in 1990. Leaders today must remain highly effective in an environment of extraordinary, ongoing stress. This article from the Harvard Business Review goes over three important traits that study found that were shared by successful CEO's. [Read More>>](#)
- The Consumer Financial Protection Bureau (CFPB) wants **consumers to help decide the best way to let potential home buyers know how much they'll owe on a mortgage before they sign** on the dotted line. Let the CFPB know what you think by visiting this site: [www.consumerfinance.gov/knowbeforeyouowe](http://www.consumerfinance.gov/knowbeforeyouowe).
- **Project Milwaukee: Southern Connections** will focus on the benefits and drawbacks of cultivating a regional corridor from Milwaukee to Illinois. WUWM will report on the history of the region and take a snapshot of development and economic opportunities. **Listen to the series starting Monday, June 6th during Morning Edition and Lake Effect.** Throughout the week, WUWM News journalists and *Lake Effect* producers will examine which communities are growing, and why. They will also explore transportation concerns, the political will needed to work together and environmental assets and challenges. [Learn More>>>](#)

## NONPROFIT NEWS

- **Wednesday, May 25 – 7:30am: Young Nonprofit Professionals Network (YNPN) Greater Milwaukee Chapter Event – Data Driven Programming.** This panel discussion will feature individuals representing four perspectives about the role data plays within nonprofits. Topics that will be addressed include: what drives decisions about data a nonprofit collects and/or a funder or government requires, how data collection and outcomes reporting has changed in recent years, and the benefits of data collection and outcomes reporting. Held at the United Way, 225 W. Vine Street, Milwaukee; if you plan to attend this breakfast event, please [register online here](#).
- **Co-Habitation Leads to Savings, Collaboration:** Some 45 percent of organizations in nonprofit centers saw an improvement in their organizations' revenue and similarly, 55 percent reported their co-location resulted in a significant improvement in quality of services to clients. These are among the results from a report by The Nonprofit Centers Networks, Tides and Mt. Auburn Associates called "Measuring Collaboration: The Benefits and Impacts of Nonprofit Centers," examining the effectiveness and community impact of nonprofit centers. [Read More>>>](#)
- **Nonprofit Spending On Technology Is Steady.** Despite a shaky economy, nonprofits' investments in information technology (IT) staffing and other areas stayed remarkably steady and even saw some year-over-year growth in some areas this article from Nonprofit Times. Nearly 1,200 nonprofit professionals filled out the 5th annual "Nonprofit IT Staffing & Spending" survey; this report benchmarks salaries, outsourcing, recruiting, organizational structure, and other aspects of Information Technology practices in the nonprofit sector. [Read More>>>](#)

## SMALL BUSINESSES / ENTREPRENEURS

- **10 Business Investments to Make Now.** Salaries, technology, supplies. Every day, you spend money and time on your business. But do you know which investments are giving you the most bang for your buck? Taking a close look at what is actually helping your business grow and generate revenue can help you make wiser decisions that pay off for your company. This article from *Entrepreneur* shows 10 of the top investments in which business owners can get the best return for their money. [Read More>>>](#)
- **Why would you write a business plan?** A business plan is a working document that identifies your goals. Without a business plan, how do you know where you are going and how you are going to get there? [This](#) informational PDF gives a short description on why writing a business plan is a good idea.
- **The Wisconsin Women's Business initiative Corporation holds interesting and exciting classes every month!** Topics include the Start Smart Business Planning Series, Small Business Discussion Circles, Financial Education series, Certification for Women and Minority-Owned Businesses, QuickBooks training and more. All 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](http://www.wwbic.com). Upcoming classes include:

- **QuickBooks Advanced** (Milwaukee) **Wednesday May 25th from 6-9pm** This Class will teach you how to create estimates, invoices, receive payments and pay bills. Fee: \$75 held at WWBIC, 2745 N. Dr. Martin Luther King Jr. Drive, Milwaukee. Contact WWBIC to register.
- **Fundamentals of Internet Marketing** (Milwaukee) **Thursday May 26th from 6-8pm** learn the keys to building a successful web marketing strategy. Fee: \$20 Held at WWBIC, 2745 N. Dr. Martin Luther King Jr. Drive, Milwaukee. Contact WWBIC to register.
- **Start Smart: Business Planning Series Boot Camp** (Milwaukee) **Starts Saturday June 11th (9am to 4pm)**. This accelerated, four-part series provides students the knowledge to write a complete business plan. Additional sessions held on June 14, June 25 and June 28. Fee: \$150 Held at WWBIC, 2745 N. Dr. Martin Luther King Jr. Drive, Milwaukee. Contact WWBIC to register.

## OTHER UPCOMING EVENTS

- **Tuesday, May 24, starting at 5:00pm: IndependenceFirst Power Dinner.** Help IF celebrate the 10<sup>th</sup> anniversary of the “power lunch” at this evening gala, featuring Ted Kennedy Jr. as the guest speaker. The event also includes a VIP reception, silent auction and dinner. Cost is \$85/person or \$125/VIP. For reservations, call 414-291-7520 or visit [www.IndependenceFirst.org](http://www.IndependenceFirst.org).
- **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 please fill out a form located [here](#) or call 414.344.3933 for more information.
  - **Thursday, June 16<sup>th</sup>: 9-10:30am – Communication Coaching for Professionals.** Learn key coaching program components to benefit you and your employees in areas of articulation and pronunciation. Presenter: Fiona Abbott, Fee: \$15
  - **Wednesday, June 22<sup>nd</sup>: 9- 11:30am – The Road to Financial Sustainability: Engaging the Community in What You Do.** Learn a proven formula for sustainability that truly empowers nonprofits so that your nonprofit not only survives these tough times but thrives as well. Presenter: Deborah Lukovich, Fee: \$60; \$40 for Nonprofit Center members and CDBG agency attendees.
- **Tuesday, June 7<sup>th</sup> 8am-10:30am: Annual Forward Community Investments Fundraiser. “Convergence: 5 Trends That Will Shape the Social Sector”** features David La Piana and will summarize the changes that lie ahead for the sector as it adapts to 21st century demands shaped by a new economy. Held at the Monona Terrace Community & Convention Center in Madison. Cost is \$60/person or \$500 per table of eight: [Register here](#). Special pricing for nonprofits with budgets less than \$5 million, the cost to attend is \$30 per person - please contact [jillm@forwardci.org](mailto:jillm@forwardci.org) for a separate registration link.
- **Friday, June 10th 6-8pm: A Book Signing with Author, Kate Levinson, PhD.** In her book titled “**Emotional Currency: A woman’s guide to building a healthy relationship with money**” Doctor Levinson discusses how women handle money and offers steps to change attitudes which limit financial success. Held at the Milwaukee Public Market 400 North Water Street Milwaukee. Questions? Contact Amber at 414-263-5450 or [amber.miller@wwbic.com](mailto:amber.miller@wwbic.com)
- **Saturday June 11<sup>th</sup>: 25th Annual Fiesta Tailgate.** Held by the Hispanic Chamber of Commerce of Wisconsin (HCCW), in conjunction with the Milwaukee Brewers Baseball Club’s “Cerveceros (Brewers) Day... A Tribute to Hispanic Baseball” featuring special attractions and honored guests. Set in a fiesta atmosphere where attendees feast on authentic Mexican food while enjoying the sounds of live Mariachi music. Guest appearances of the Hispanic Brewer players and a fabulous raffle including a Caribbean trip for two. Fee: \$50 (everything included). Held at Helfaer Field located inside Miller park. To order tickets call 414-643-6963 or visit [www.hccw.org](http://www.hccw.org) for an order form.

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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:**

**Urban Economic Development Association of WI (UEDA)**

2212 N. Dr. Martin Luther King Jr. Drive, Milwaukee, WI 53212

Telephone: (414) 562-9904 \* Fax: (414) 562-9906 \* [www.uedawi.org](http://www.uedawi.org)