MEMBERSHIP BULLETIN ***Stay in touch with the UEDA Community!***

November 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!

Welcome to these new and returning UEDA Members since September!
Goyke & Associates, Evergreen Partners, Helen Bader Foundation, Milwaukee Urban League, LISC Milwaukee, SmartWave, and three individuals

10th Annual UEDA Community Development Summit: Tuesday, November 29th, 2011 from 8:00am to 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 to bring jobs to SE WI. Participants will include: partners from food production, manufacturing, distribution and urban agriculture.

Here's why you should join us:

- 8 food companies have global headquarters in Milwaukee. **SE WI has the highest concentration of workers in the food industry**. At this year's Summit you'll hear from individuals that operate businesses and initiatives in areas such as production, manufacturing, distribution, retailers. They are **innovators in our food system** and you'll learn why.
- **Our keynote speaker, Dr. Jeffrey O'Hara**, is an Agricultural Economist in the Food and Environment Program at the Union of Concerned Scientists. They recently released this report that discusses the market forces that impact local food systems. O'Hara will be discussing the impacts of federal policy and 2012 Farm Bill.

To learn even more about this exciting event and to register please visit our Events Website.

UEDA COMMUNITY NEWS

- **Planners rejected seven other routes for the Milwaukee Streetcar** before settling on the current plan, environmental documents show. The $64.6 Million streetcar line's initial route would link the lower east side to the downtown Amtrak/Greyhound station. It would be funded by $54.9 Million in long-idle federal transit aid and $9.7 million in tax-incremental financing, rider fares, parking fees and sponsorships will cover the $2.65 million annual operating cost. Learn More>>>
- **32 Ways of Looking at Unemployment, in One Chart!** In this chart created by NPR's Planet Money team allows you to explore the difference between age and education in detail. You can see how the unemployment rate has changed over time for different groups of people. While the rate varies from group to group, the same trend holds constant for almost everyone: Unemployment shot way up in 2008 and 2009 and is still far higher then it was before the recession. Learn More>>>
- **Do you have questions about Wisconsin's new conceal and carry law?** The Wisconsin Department of Justice website contains information and links to FAQ's for those who have questions or concerns about this new law. The Oak Creek Patch website has also created a page that includes a video seriese and more information: Learn More>>> Recent articles about this new law have reported that small firearm purchase is up. Lastly, if you are interested in attending a course to obtain certification please click here.
- **Metro area existing home sales in the Metro Milwaukee area** rose 24.3% last month. Realtors sold 1,044 homes in October 2011, compared with 840 in October 2010, according to Metro MLS Inc. However, the comparison may be skewed because last year's federal homebuyer tax incentive program pulled many 2010 home sales into the first part of 2011, leading to a drop-off in home buying afterwards. Mike Ruzicka, president of the Greater Milwaukee Association of Realtors, said the housing market is still bouncing along the bottom, but he was encouraged by the October sales figures. Learn More>>>
- **New Public Policy Report available.** In 2006 the Public Policy Forum suggested that a comprehensive economic plan was needed to mobilize the city's business, community, and public sector leaders behind a unified agenda. Five years later, those leaders now appear fully mobilized. City government recently completed a comprehensive plan to guide policy, land use, and development decisions – the first such plan to cover every square mile of Milwaukee. In this report, the Forum re-examines Milwaukee's economic development landscape.

- **Common Ground marks first sale of foreclosed, rehabbed house.** Brenda Washington has moved into a restored, previously foreclosed home in the Sherman Park neighborhood of Milwaukee. And is the first homeowner to do so as part of the "Milwaukee Rising" project, spearheaded by the community group Common Ground. Common Ground plans to rehab 100 foreclosed and vacant houses in Sherman Park over the next four years and sell them to qualified buyers. Its part of an effort to revitalize an area that's been hit hard by the foreclosure crisis. Learn More>>>

NONPROFIT NEWS

- See our **Upcoming Events** section for events and training opportunities with the Nonprofit Center of Milwaukee!
- **Postal Bill Would Save 6-Day Delivery, Nonprofit Rates:** Another postal reform bill could have an easier passage than other attempts this year thanks to bipartisan support from members of a key Senate committee. Four members of the Senate's Committee on Homeland Security and Governmental Affairs held a press conference earlier this month to back the 21st Century Postal Service Act of 2011. Learn More>>>
- **Fundraising growing but more slowly…**Overall charitable revenue grew 6.8 percent in the three months through August, compared to the same period a year ago, while online revenue grew 6.1 percent, although growth in overall charitable revenue slowed in July and August. Various sectors experienced different levels of growth. Learn More>>>
- **Evaluating Your Organization's Web Site Needs:** Nonprofits benefit from having a web site, but getting one up and running can be a daunting prospect. In most cases, there isn't a lot of money in the budget for such things, especially when money is earmarked for the important work your organization does. No matter what approach you're planning to take, you can make your site more valuable, and potentially save money by taking the time to do an evaluation of your needs. Learn More>>>
- **Start me up: Financing the new nonprofit.** Are you seeking help in getting your first round of funding to begin your work? If you are struggling to obtain funding for your up and coming Non-Profit. Here are some sound ways to begin bringing in money and other resources. Learn More>>>

SMALL BUSINESSES / ENTREPRENEURS

- **Milwaukee 7 makes bid for W Solar plant…**Wausau is competing not just with Eau Claire to land a valuable, high-tech manufacturing center planned for the state, but also with Milwaukee and other Wisconsin municipalities. Milwaukee 7, a regional economic development group charged with the task of attracting new businesses to the Milwaukee area, was in touch early this year with California-based W Solar, which plans to relocate to Wisconsin and create more than 600 jobs by 2015, according to emails between company leaders and state officials obtained by the Wausau Daily Herald through open records law. Learn More>>>
- **Small businesses in the United States** grew confident in the economy's future for the second straight month during October as their outlook for business conditions improved, according to a survey released earlier this month. The increase was largely because fewer small business owners expect business conditions to deteriorate over the coming months. Learn More>>>
- **Thanks to the Internet, marketing has evolved over the years.** Consumers no longer rely on billboards and TV spots (outbound marketing) to learn about new products, due to the web. Alternative methods are available for finding, buying and researching brands and products. The new marketing communication (inbound marketing) has become a two-way dialogue, much of which is facilitated by social media. Learn More>>>
- **Thinking of starting a business? It won't be easy.** The economy is weak and consumers aren't spending freely. But here's the good news: There are small business sectors that are growing and the chances of success are higher; this article from CNN explains these trends in the small business world. Learn More>>>
- **The Wisconsin Women's Business Initiative Corporation offers 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 at 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:
    - **How New Managers Become Great Managers. Wednesday, November 30, 2011 - 12:00pm - 2:00pm** Learn skills to turn you from a good manager to a GREAT manager! Designed for new managers and managers that have been in business a few years wanting to encourage and help employees and your company grow! *Fee: 10.00 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 29, 3:00pm-5:00pm: Orientation to Starting a Nonprofit: To Be or Not to Be?** Assess your readiness to start a nonprofit, including experience, available finances, intended mission and vision, and access to resources to support the process. Examine the importance of financial accountability, board development, fundraising, and developing by-laws. Review a "things to be done" checklist. Recommended prerequisite to "Starting a Nonprofit and Beyond: Legal Issues and Documents." Fee: $20 Nonprofit Center members & CDBG agencies: $20. Register Here
- **"Arts and Culture as an Economic Engine" Wednesday, Nov. 30 from 5-8 p.m.** A number of groups have begun to coalesce around the energy and potential present in this sector, seeking to align it with other economic assets in the region. This event, hosted by YNPN Greater Milwaukee will feature a panel discussion with representatives of this segment of Milwaukee's nonprofit community. They'll share their thoughts about arts and culture at an industry level, as well as how these higher-level trends impact local efforts here in Milwaukee. Held at the Milwaukee Institute of Art and Design. For event information and to register visit the YNPN Milwaukee website.
- **Holiday Celebration of Diversity: Spirit of the Nonprofit Sector, Thursday December 1st, 5:30 to 8:30PM.** Join friends and colleagues at the 17th sector-wide celebration of Milwaukee's wealth of cultural and holiday traditions. Enjoy good company, a holiday gift boutique, great food and wonderful entertainment. This year's lineup includes Music Makers Strolling Strings, Milwaukee Ukulele Club, Ton Ko-Thi Children's Dance Ensemble, Milwaukee Mandolin Ensemble, Trinity Academy of Irish Dance, and Adekola & Friends. For more information on this exciting event please click here.
- **YWCA's An Evening to Promote Racial Justice: Wednesday, December 7, 5:00– 8:30pm.** Rebecca Skloot, author of The Immortal Life of Henrietta Lacks, will keynote the event. To register, fill out the registration form found here or call 414-267-3222. Individual tickets are $50 each or $20 for students ($15 for groups of 10 or more students). Held at the Marcus Center for the Performing Arts 929 North Water Street, Milwaukee, WI Learn More>>>
- **Save the Date! 2012 Governor's Conference on Economic Development: February 8-10.** The 2012 Conference agenda and registration will be available mid-November. Held at Monona Terrace Convention and Community Center located at 1 John Nolen Drive in Madison, WI Learn More>>>

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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