



January 2012

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!

Join us! Party with a purpose at Carnival Milwaukee on Saturday, February 25th, 2012. *Carnival Milwaukee* highlights Milwaukee's cultural treasures, including food, music and cultural entertainment. [De la Buena](#) will treat guests to their unique brand of Afro Cuban and Latin Jazz music. Local restaurants and caterers will showcase their food selections as part of the Food Tasting. The event features activities representative of Carnival celebrations from around the world. Through this fundraiser, UEDA aims to provide the Milwaukee community with the opportunity to celebrate our diversity with a night of entertainment and fun. For event and ticket information please visit www.CarnivalMilwaukee.com.

UEDA COMMUNITY NEWS

- Every year the **Milwaukee Area Neighborhood Development Awards (MANDI's)** select projects that have impacted Milwaukee neighborhoods in a significant way. This year is no exception as numerous organizations from the greater Milwaukee area have been selected to potentially receive an award for their part in developing the area. The MANDI's will be held March 28, 2012 from 5-8 pm. To view the MANDI nominees for 2012 please click [here](#).
- **Marquette student's class project evolves into a valuable service...** A student-run consulting business that began as a class project at Marquette University aims to give homeowners and businesses personalized information that can help them change habits, conserve water and save money. Developers of the start-up Web business, www.h2oscore.com note that a typical water bill doesn't inspire water conservation because it reports water use by an obscure measure of 100 cubic feet. It doesn't explain how many gallons of water a household averages daily, and whether the household's water use is above or below average, compared with similar households in the neighborhood. [Learn More>>>](#)
- **Real estate housing market continues on an unsteady path...** While everyone else was slowing down in December, it turned out to be a busy month for housing market news. First, we learned that the [FHA's financial condition worsened in October](#) when its delinquency rate topped 17 percent. Soon thereafter the results of Fannie Mae's November National Housing Survey were released, with news that homeowners were optimistic that their home values will rise in 2012. The most recent edition of the S&P/Case Shiller Index indicated that home prices fell roughly one percent in October in both the 10- and 20-city composite indices. 19 of the cities posted price declines in October over September. That's bad news if you're a homeowner looking to make even a little money on the sale of your home. [Learn More>>>](#) However, the Biz times reports that home sales jumped 21.6 percent in December in the four-county metropolitan marking the sixth month consecutive month of sales increasing by double digits according to the latest monthly report by the Greater Milwaukee Association of Realtors(GMAR) [Learn More>>>](#)
- **Wisconsin leads in government job cutting...** Wisconsin shed a larger share of state government jobs than any other U.S. state in the second quarter of last year, according to the most accurate and comprehensive data that exists, released Tuesday. State government employment in Wisconsin declined 10.1% or 7,987 jobs from April through June compared with the same three months a year before. That time frame marks the second quarter of the term of Republican Gov. Scott Walker, who vowed to cut the state's deficits and spending. The runner-up is Louisiana, where state employment decreased by 5.8%. [Learn More>>>](#)
- **White House, Nonprofits, Business to Create Summer Jobs...** The White House announced Summer Jobs+, a call to action for businesses, nonprofits, and government to work together to provide pathways to employment for low-income and disconnected youth during the summer of 2012. American youth are struggling to get the work experience they need for jobs of the future. This program is similar to a program Mayor Tom Barrett has sponsored in Milwaukee since 2005, the [Earn and Learn" Program](#). [Learn More>>>](#)
- **Milwaukee County Parks looking to bring back beer gardens...** Long before Summerfest, people in Milwaukee went to beer gardens in the summer. Locations like the Boathouse at Brown Deer Park host events and celebrations and now county park staffers want to bring back an old cultural tradition, places for people to have a drink and a good time. Milwaukee County Parks Director Sue Black said breweries are interested in bringing the gardens back and she's listening. According to Sue Black I think it's just bringing the parks back to life." Bids are being accepted for vendors to launch a pilot program at Brown Deer, Estabrook, Kletzsch, and Wilson Parks offering food, drinks, and merchandise. [Learn More>>>](#)

- **Are you ready to get Financially Fit in 2012?** If so, Wisconsin Saves can help! By signing up for this NO COST program, you will receive online financial tools, newsletters and information on workshops in your area to attend. Please go to www.wisconsin-saves.org for more information or contact your local Wisconsin Saves Project Manager, Amber Miller, at 414-263-5450 or amber.miller@wwbic.com. You can also follow us on [Twitter](#) and [FaceBook!](#)
Employers: Find out how this NO COST program can benefit your employees! Contact Amber Miller, 414-263-5450 for more information.

NONPROFIT NEWS

- See our **Upcoming Events** section for events and training opportunities with the Nonprofit Center of Milwaukee!
- **Non-profit I-Phone Application developed in Milwaukee.** The Smartphone Application (App for short) provides tips and suggestions on improving a Nonprofit's operations and other general helpful advice to anyone who purchases it. The App is currently available for I-Phone only, however an Android version is expected to launch soon! To view the App in the Apple store please click [here](#). or visit the [website](#).
- **Managing and Growing Your Donor List:** Nonprofits depend on their donors, so managing and growing a list of contributors is an important function. Whether the function is performed by the leadership of a small organization or a full-time development department, it is important to recruit and retain strong donors. The work involved with maintaining and improving your donor list can sometimes seem overwhelming, but there are some good practices to follow in order to keep your organization on track. [Learn More>>>](#)
- **Realizing the Full Potential of Your Events:** In this article by Non-Profit Quarterly, a consultant was invited to a non-profit organization's event and asked to observe what could possibly be changed. He noticed that the majority of staff was so focused on logistics that interacting with donors was almost ignored. The article also describes various ways organizations can make their event run smoothly, but ensure that the guests are also taken care of. [Learn More>>>](#)

SMALL BUSINESSES / ENTREPRENEURS

- **Why Your City Matters to Your Business...**We all hear about the critical role that businesses play in the competitiveness and economic growth of our cities. But it's important to note that the reverse is also true: Your city has a tremendous impact on your bottom line. Your location means more to your business than just an address on the front door. Your company's location drives business formation, strategy and performance. It's called economic geography – and it's a two-way street. [Learn More>>>](#)
- **Microloans 101...**Micro loans, which are defined by the [Small Business Administration](#) as \$50,000 or less, can be a source of capital for those finding it difficult to acquire needed funds from credit markets that are still extremely tight. Because of their less rigid requirements, micro loans have a broader range of possible applicants who are either lacking credit or deemed too risky of an investment by traditional financial institutions. To see if a micro loan would potentially be good for your business [click here](#).
- **UWM School of Continuing Education Webinar: Tax Concerns for a New Milwaukee Area Business...**Do you understand how taxes affect your business? Learn about payroll taxes, how to calculate your business' sales tax, and more. All new or future business owners should familiarize themselves with these issues in order to avoid problems with IRS, city and county mishaps. Webinar includes resources and spreadsheet tools to download. **Open enrollment;** register at any time. Instructor: Tim Nolan, Nolan Accounting No Fee - [Click here to register](#)
- **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 call 414-263-5450 or visit www.wwbic.com to see their class calendar. Upcoming classes include:
 - **Researching Your Business Idea: February 7th, 2012 from 5:30-7:30pm.** In partnership with the Milwaukee Public Library, learn how and where to research your idea and turn it into a small business! Now that you have decided to go into business, explore the potential of your business idea. Learn how to market your service/product identity, customer demographics and more! *Location: Milwaukee Central Library, 814 W. Wisconsin Avenue, Milwaukee, WI 53223.* No cost class.
 - **HP: Strengths & Opportunities-A Roadmap to a Successful Business Plan: February 8th, 2012 from 12:00-2:00pm:** Discover your strengths, weaknesses, opportunities and threats while using interactive tools in class and throughout your business. *Location: WWBIC Milwaukee Offices, 2745 N. Dr. Martin Luther King Jr. Drive, Milwaukee, WI 53212.* No cost class.

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.
 - **Nonprofit Legal Clinic: Thursday, February 9 from 12:00pm – 3:30pm.** Free legal advice for Wisconsin 501(c)(3) organizations is available through the Marquette Legal Initiative for Nonprofit Corporations. M-LINC's attorney and attorney volunteers provide guidance and help with annual filings, fundraising registration, bylaws updates, contracts and leases, employment law compliance, property tax exemptions, copyright and trademark protection, and more. Held Thursdays / Noon-3:30 p.m. January 19, February 9, March 8, April 12 at Marquette University Law School, 1215 W. Michigan St., Milwaukee, WI 53233. For Appointments contact Karin Holmberg- Werner, JD, Director, M-LINC at karin.werner@marquette.edu or 414-288-5536. [Registration Information](#)
 - **Building Racial Diversity in Agency Leadership: Thursday, February 16 from 8:30am – 11:00am.** Upper management and leadership roles held by people of color within nonprofits are increasing, but not at the pace most would like to see. Learn strategies at agency and system levels to overcome the challenges of diversifying an organization's pool of talent. Hear the latest findings from a recent baseline designed to gauge diversity in area nonprofits, conducted by the Planning Council for Health & Human Services in partnership with the Helen Bader Institute for Nonprofit Management at UWM and the Social Development Commission. Fee: \$50; \$35 Nonprofit Center members and CDBG agency attendees. *Co-presented with Milwaukee Center for Independence.* Held at the Milwaukee Center for Independence, 2020 W. Wells St., Milwaukee, WI 53233. For a list of presenters and registration information [click here](#).
- **Wisconsin Business Development 2012 Seminar Series:** Each year, WBD offers a series of financing seminars to assist lending partners to stay current on credit structuring strategies and solutions. Recent changes have provided new opportunities to use the SBA 504 program for refinancing existing debt and allowing for “cash out” for businesses and equity in real estate and equipment. In addition to a thorough update on the regular SBA 504 and 7(a) programs, this year's session will include an in-depth presentation on the expanded and improved 504 refinance program, including case studies. They will also review how higher loan limits and increased size standards have allowed more businesses to qualify for SBA financing. Seminars are held throughout the state; [click here to register](#). Upcoming seminars in the area include: **Tuesday, February 21, 2012** from 8am to 11:45am at the Brookfield Sheraton Hotel and **Wednesday, February 22, 2012** from 8am to 11:45am at the UWM School of Continuing Education
- **2012 Governor's Conference on Economic Development: February 8-10, 2012.** Hear from companies and individuals who have learned from deliberate practice. Register today! The 17th annual conference will focus on these key areas: Mature and Emerging Clusters: Forestry, Water, & Energy; Marine, Aeronautics & Defense; Cheese, Wine, and Beer... Local Artisan Food and its Opportunity for Economic Impact; and Insights on Foreign Direct Investment and EB5. This event will be held at the [Monona Terrace Convention and Community Center](#) in Madison, WI. [Learn More>>>](#)
- **Save the Date! 2012 LBWN Executive Breakfast: March 22, 2012 from 7:15am to 9:00am.** Join them at the corner of “Vision” and “Investment” and hear from keynote speaker Ellen Gilligan from the Greater Milwaukee Foundation. Held at the NYCE Stadium Club at Miller Park. For more information on the Executive Breakfast, additional sponsorship opportunities, or to register please [click here](#) and add your information or contact Dan at daniel@lbwn.org.

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:](#)

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