



NEWS & VIEWS WISCONSIN DISTRICT OFFICE Issue 1 - FY 2010

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Eric Ness, District Director



Wisconsin SBA FY 2009 Statistics and Updated Recovery Information

In FY 2009 that ended September 30, 2009, Wisconsin SBA approved 1,961 loans for \$417,243 million. Since President Obama signed the Recovery Act on February 17, 2009, Wisconsin SBA approved 1,486 loans for \$320,795 million in FY 2009.

America's small businesses are the key to our nation's economic recovery and, as of November 2, 2009, SBA has approved 1,273 7(a) and 504 loans supporting \$448.6 million in lending to Wisconsin small businesses since the Recovery Act was signed into law. Since March of 2009, average weekly loan volume in Wisconsin has increased by 173% in dollar volume compared to January and February volumes (from \$3.960K per week to \$10,818K per week). As of November 2, 2009, Wisconsin's District Office has approved 321 ARC loans totaling \$10,885,881. The SBA is using every tool in our toolbox—and creating new ones when necessary—to help small businesses lead us out of these tough economic times.

Wisconsin SBA District Director Eric Ness said, "Small businesses are vital to our economy's recovery efforts and it is important that small businesses get access to needed credit and the numerous other services SBA has to offer. SBA's mission is to help Americans start, build, and grow businesses and Wisconsin's SBA district office is proud to play its part in fulfilling that mission to Wisconsin's small businesses."

Through the Recovery Act, SBA has already taken important steps to get credit flowing again to small businesses and to encourage job growth and those efforts have produced credible results not only in Wisconsin but throughout the Nation. However, there is still a long way to go. On October 21, 2009, President Obama announced new measures as part of an ongoing effort to help small businesses access credit and create jobs.

Taking Further Steps to Provide Small Businesses with Access to Credit by Supporting Community Bank Lending Through the Financial Stability Act

- ✓ Improving access to credit for small businesses by providing lower cost capital to community banks that submit a plan to increase small business lending.
- ✓ Supporting small business lending in the hardest hit rural and urban communities by making low-cost capital available to Community Development Financial Institutions.

Seeking Legislation to Increase Maximum SBA Loan Sizes—Allowing More Businesses to Access Credit They Need to Expand and Create New Jobs

- ✓ Raising lending limits on SBA's 7(a) and 504 programs:
- ✓ From \$2 million to \$5 million
- ✓ Up to \$5.5 million for manufacturing companies under the 504 program
- ✓ Raising lending limits on the Microloan program from \$35,000 to \$50,000.

Convening a Treasury-SBA Small Business Lending Conference to Work With Regulators, Lenders and Congress to Ensure Credit is Available to Small Business

NEW REGION V ADMINISTRATOR

SBA's new Region V Administrator is Marianne O'Brien Markowitz who will oversee SBA's programs in Illinois, Indiana, Michigan, Minnesota, Ohio, and Wisconsin.

The Region V office, headquartered in Chicago, oversees the SBA's district offices in Chicago and Springfield, IL; Indianapolis, IN; Cleveland, Columbus, and a satellite office in Cincinnati, OH; Detroit, MI; Madison and Milwaukee, WI; and Minneapolis, MN.

Markowitz recently served as the CFO for Obama for America and was previously a financial operations consultant for the campaign. She was an international treasury/financial operations consultant for Syngenta, Inc. from 2000-2002 and prior to that, served as a treasury and risk manager for Express Scripts, Inc. for two years. Markowitz has an extensive history as a treasury and risk analyst for Midwestern based companies.

Markowitz received her B.S. in business administration from the University of Missouri and MBA from DePaul University. She and husband Jeffrey are the proud parents of Maura, 7.

H1N1 PREPAREDNESS GUIDE FOR SMALL BUSINESSES

Department of Homeland Security (DHS) Secretary Janet Napolitano joined with Small Business Administration (SBA) Administrator Karen Mills and Centers for Disease Control and Prevention Influenza Division Deputy Director Daniel Jernigan to announce a preparedness guide to assist small businesses in planning for the H1N1 flu.

"Small businesses play an essential role in our national effort to prepare for all disasters and emergencies—including the H1N1 flu," said Secretary Napolitano. "This guide will help America's small businesses maintain continuity of operations and resiliency as the fall flu season approaches.

"Small Business owners should take the time to create a plan, talk with their employees and make sure they are prepared for flu season," added Administrator Mills. "For countless small businesses having even one or two employees out for a few days has the potential to negatively impact operations and their bottom line. A thoughtful plan will help keep employees and their families healthy as well as protect small businesses and local economies."

Outbreaks of H1N1 flu are occurring across the country and will likely coincide with the return of seasonal flu this fall and winter. The preparedness guide offers small business employers tools and information to help them plan for and respond flexibly to varying levels of severity of an H1N1 outbreak—which may lead to increased absenteeism, and, if the outbreak becomes more severe, may include restricted service capabilities and supply chain disruptions. Additional preparations may be necessary if a more serious outbreak evolves during the fall and winter.

Employers are encouraged to put strategies in place now to protect their employees and their businesses in advance of the fall flu season. Included in the preparedness guide are tips on how to write a continuity of operations plan, steps for keeping employees healthy, frequently asked questions about the 2009 H1N1 flu and a list of additional resources that employers can access online.

For more information and to view the preparedness guide, visit www.flu.gov.

SBA PARTICIPATES IN MARKETPLACE 2009

On September 16th, SBA Deputy District Director, Julious Hulbert, Business Development Specialists Linda Krysiak and Cheryl Jordan participated in Marketplace 2009, the Governor's Conference on Minority Business Development at Country Springs Hotel & Conference Center in Pewaukee. The conference focused on small business growth, business opportunities, and businesses thriving in a new economy. The "Conference" was attended by over 350 people.

The Governor's lunch was the highlight of the day where SBA and the State of Wisconsin presented awards. SBA awards were given to the SBA 2009 Minority Small Business Person of the Year, Jorge Lopez of Nuvo Construction and SBA 2009 Minority Small Business Champion Wallace White of W2Excel, LLC.

Nuvo Construction is a general contracting business that provides general construction, rough carpentry, finish carpentry, roofing, drywall, demolition, construction management, masonry, and ready-mix concrete. Nuvo is a participant in SBA's 8(a) Business Development Program.

W2Excel, LLC provides private-sector consultant services in business development, management training, and executive coaching and public-sector consultant services in the areas of management assistance, conflict avoidance, and resolution and crisis intervention.

The Governor's Conference "Marketplace 2009" also honored Oneida Total Integrated Enterprises (OTIE) with the "Rising Star Award" that recognizes the most exciting and promising young company. OTIE was established in 2007 and is owned solely by the Oneida Tribe. The company was established to create a diversification to the tribe's revenue stream. OTIE is a professional services company focusing on providing environmental engineering services. OTIE is also a participant in SBA's 8(a) Business Development Program. Tom Wilbur, OTIE's Managing Board Member said, "For any business, whether minority or not, it's important to achieve and be recognized for its efforts." "For OTIE, as a minority firm, it proves we can compete with the majority of companies on the same level."

SBA PROPOSES REVISION OF SIZE STANDARDS TO EXPAND OPPORTUNITIES FOR SMALL BUSINESSES

The U.S. Small Business Administration is proposing increases in the size definitions for three broad commercial sectors. The proposed increases cover size standards for 71 different types of businesses, two-thirds of them in retail trade sectors. The rest are in accommodations, food services, contracting, and other programs.

The changes, if adopted, will expand eligibility to small businesses and help them gain access to SBA's financial assistance, contracting, and other programs.

"SBA has undertaken a comprehensive review of our size standards to ensure they are current and reflect changes in the economy and the marketplace," SBA Administrator Karen Mills said. "SBA's lending and government contracting programs provide effective opportunities for small businesses to help them expand and create jobs, especially during these tough economic times. This review and proposed changes will help make these critical programs available to more small businesses and ensure SBA is in a position to be a real partner in helping our nation's entrepreneurs and small business owners succeed."

SBA recognizes that in some industries, existing size standards have been affected by changes in industry structure, market conditions, and business models. SBA is therefore conducting a comprehensive review of all its small business size standards, and these three proposed rules are the first in the series. SBA is examining every industry to ensure that existing size standards are based on current economic data and SBA will propose to revise those where it believes it is necessary. The newly proposed rules give the public an opportunity to review and comment on SBA's proposed standards as well as on the data and methodology that SBA uses to evaluate and revise size standards.

Before this comprehensive review, the last overall review of size standards occurred more than 25 years ago. Since then, most reviews of size standards have been limited to in-depth analyses of specific industries requested by the public and federal agencies. The SBA also makes periodic inflation adjustments to its dollar-denominated size standards. The latest inflation adjustment to size standards was published in the Federal Register on July 18, 2008.

Comments can be submitted on this proposed rule on or before Dec. 21, 2009 to www.regulations.gov, where they will be posted or mailed to Khem R. Sharma, Chief, Size Standards Division, 409 3rd St. SW, Mail Code 6530, Washington, DC 20416, or via e-mail at: sizestandards@sba.gov. For more information about SBA's revisions to its small business size standards visit www.sba.gov/contractingopportunities/officials/size/index.html and click on "What's New" at the bottom of the page.

Would Exports Help Your Bottom Line?

Export Import Bank of the U.S., in cooperation with the U.S. Small Business Administration and four other federal agencies is hosting a trade development workshop in Chicago on November 10, 2009.

The CEO of Boeing Aircraft will give a keynote speech. Several small business owners will explain how their companies added exports successfully to their firms' performance. The federal agencies will recap the services available to help you gain a share of lucrative foreign sales. Lunch is included with the registration and after lunch, the federal agencies and other service providers will be available for one-on-one meetings to discuss details.

For an agenda or to register, go to www.export.gov/exports_live or call 888.966.2009. For a special rate, enter **FLYR** in the discount code on registration page two.

TWO NEW ONLINE TRAINING COURSES: How to Win Federal Contracts

The SBA has a new online training course to help strengthen access to contracting opportunities for small businesses, including those owned by women, minorities, disadvantaged individuals, and veterans.

The training course, "**Recovery Act Opportunities: How to Win Federal Contracts**," is part of a federal government-wide initiative announced by President Obama and being led by SBA and the Department of Commerce.

In announcing the government-wide initiative, President Obama reiterated his Administration's commitment to providing "our Nation's small businesses with maximum practicable opportunity to participate in federal government contracting." Additionally, SBA and Commerce are expanding their outreach to contracting officials across the federal government to ensure they have the tools to meet their annual contracting goals and increase opportunities to small businesses, including those owned by veterans, women and minorities, as well as those in designated HUBZones.

As part of the outreach to small businesses, the comprehensive online course uses both audio and script to provide information about the federal marketplace, contract rules and, most importantly, how to sell to the government and where to find contract and Recovery Act opportunities. The new training portal is a free online training course designed to assist entrepreneurs during this period of economic recovery. This self-paced, instructional guide provides an overview of the federal procurement process.

The **Recovery Act Opportunities** course is available on SBA's Web site at www.sba.gov or directly at www.sba.gov/fedcontractingtraining. The course is indexed by subject matter to allow ease of use and, it includes multiple direct links to additional contracting resources.

The **Recovery Act Opportunities** course includes direct links that highlight the best contracting resources and engages small business owners in the contracting process. The course also includes practical and fundamental steps to engage business owners in the federal contracting arena.

It is one of more than 24 online tutorials offered by the SBA and is available 24/7. For more information, please visit www.sba.gov.

Winning Federal Contracts A Guide for Women Entrepreneurs

Women who own small businesses will be able to use a new online U.S. Small Business Administration training course to learn how to identify and take advantage of federal contracting opportunities.

This free online tutorial is a practical and easy to use guide that walks a woman-owned small business through the contracting process. SBA is committed to ensuring that women-owned businesses receive at least 5 percent of federal contracts and believes better training opportunities are central to meeting this government-wide goal.

The SBA's Office of Women's Business Ownership oversees a national network of more than 100 Women's Business Centers (WBCs) that provide education and training to help women start and grow small businesses. In addition, the SBA has 68 district offices and other resource partners throughout the country available to train and counsel women-owned small businesses and entrepreneurs seeking government contracts.

The **Winning Federal Contracts** course is designed to help women entrepreneurs learn about the federal procurement process and to prepare them to compete for contracting opportunities. The self-paced guide uses audio and script to provide information about contract rules, how to sell to the government, and where to find contracts.

The **Winning Federal Contracts** course is available on SBA's Web site at www.sba.gov or directly at www.sba.gov/fedcontractingtraining. It is indexed by subject matter and includes direct links to additional contracting resources.

FY 2009 YEAR-END LENDER TOTALS

We will not be adding the Lender Year-End totals to the Newsletter. If you wish to have a copy of the Lenders Year-End Totals, please visit our website at www.sba.gov/localresources/district/wi/news/index.html and click on **FY 2009 Loan Approvals Year to Date**.