



Small Business Beat

News from the Michigan SBA Office

Spring 2010

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Save the Date

June 16 -Veterans Business Conference

VetBizCentral is hosting its annual Entrepreneurial Spring Conference on June 16 at the M-Tech Center in Lansing. Topics such as procurement, starting and financing a business, marketing your business and veteran benefits will be covered in the breakout sessions. The event will run from 8:00 a.m. until 4:00 p.m. Early registration fee is \$25.00. Check the VetBizCentral Web site for more information at: www.vetbizcentral.org

VetBizCentral is a nonprofit organization dedicated to helping veterans, active duty military personnel, all members of the National Guard and Reserve, and spouses of veterans achieve their entrepreneurial dreams.

VetBizCentral serves all of Michigan as well as other states in the Midwest and

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From the Director

Dear Colleague,

SBA programs continue to provide assistance to small businesses to help support recent improvements in our economy. What follows is a summary of SBA loan activity in Michigan, some initiatives to celebrate the contributions of small business, and additional sources of information.

Loan Update

As of April 30, the number of SBA loans approved in Michigan is almost double last year's total, with more than two and a half times the dollar volume. The continuation of provisions provided by the American Recovery and Reinvestment Act has helped to sustain this upward trend, as the temporary increase to 90% of the amount that SBA can guarantee to the lender and the waiver of borrower fees have been extended until the end of May. It is anticipated that Congress will further extend these provisions. Listed below is a summary of loan statistics through April 30, as compared to the totals for Fiscal 2009.

	Year to Date	Fiscal 2009
Total 7(a) Loans + ARC loans	954	500
504 Loans	126	58
Total Loans	1,080	558
Total \$ (000)	\$324,958	\$123,529

Although we are encouraged by this improvement, we also know there is much work to be done to move our state forward into a new economy. We will continue to work with our lending partners

is designated as an SBA Veteran Business Outreach Center.

Lender Awards Presented At SBA Lender's Conference

The 12th annual SBA Lender's conference was held in Lansing on March 23. The event attracted lenders from across the state who participated in 12 workshops designed to help lenders become more comfortable using SBA programs to increase access to capital for small businesses.

As part of the luncheon program, the following awards were presented to lenders who excelled in the various SBA loan guaranty programs in fiscal 2009:

Huntington National Bank was named Michigan Lender of the Year, SBA's award for the best overall performance. Huntington National Bank approved 184 SBA loans worth more than \$24 million in fiscal 2009. "Although it was difficult to select only one lender, Huntington National Bank did a very good job of marketing our loan programs in a difficult year," said Richard Temkin, SBA Michigan District Director. "Huntington also was awarded the SBAExpress Lender of the Year, and was a contender for several other awards."

to improve access to capital for small businesses, and with our resource partners to assist small businesses to plan and grow.

New Initiatives

Tools for Online Success

"Tools for Online Success" is a new series of Web videos developed in partnership with Google. The videos show small business owners how to create a Web presence and build a brand online, how to take advantage of free online marketing and paid advertising, and how to use Web analytics. To access the videos go to www.google.com/help/sba

Health Care Reform Resource Page

The SBA now has a Small Business and Health Care Reform Resource page at: www.sba.gov/healthcarereform. This site affords small business owners access to information and links to resources pertaining to the affects of the new Health Care Reform Bill on small businesses. Key points include:

What's in the healthcare reform for small businesses?

How to determine if you're eligible for the tax credit that is effective this year.

Several hypothetical scenarios of small businesses and how the new law affects them.

Online Training Course: Winning Federal Contracts - A Guide for Women Entrepreneurs

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/fedcontractingtraining

National Small Business Week May 23-29

Every year since 1963, the President of the United States has proclaimed National Small Business Week to recognize the contributions of small businesses to the economy of our country. As part of National Small Business Week, the SBA recognizes outstanding small business owners and entrepreneurs, as well as champions of small business across the country. A special conference is being held in Washington D.C. May 23-25 to honor award-winning businesses, economic development organizations, lenders and small business advocates. For details, go to the National Small Business Week Web site at:

www.nationalsmallbusinessweek.com/index.php

We will keep you informed of any changes to the provisions of the Recovery Act, as well as new resources that are developed to assist businesses.

In the meantime, we will continue to work with our resource partners and lenders on behalf of Michigan's small businesses.

Richard Temkin
District Director

Additional awards were presented as follows:

Citizens Bank

PLP Lender of the Year

mBank

Business Development Lender of the Year

mBank

Community Lender of the Year

Chase

504 Lender of the Year

Chase

New Markets Lender of the Year

SCORE Spends Quality Time at the SPA

The Bellanina Companies in Ann Arbor

Nina Howard is a multi-talented entrepreneur who turned a life-changing event into a successful group of related businesses. After graduating from the Fashion Institute of Technology and New York School of Design, she began her professional life as an interior designer in New York. She is also an artist, a writer and an inspirational speaker. A severe auto accident caused her to reevaluate her career path. While searching for alternative treatments to heal her damaged body, she found a passion for polarity and therapy massage.

After formal training, and with her new found passion, Nina opened Nina Howard Studio and Day Spa in Ann Arbor in 1994. Her design skills came into play as she created a

Michigan Celebrates Small Business Entrepreneurs are Building Michigan's Future

The sixth annual Michigan Celebrates Small Business Awards Ceremony, held April 29 at the Lansing Center, attracted over 800 attendees. This event honored small businesses and small business leaders across the state. Governor Jennifer Granholm provided a welcoming address to the group, thanking the awardees for paving the way to Michigan's new economy.

Maria A. Thompson, co-founder of TJ Technologies, a leading supplier of lithium ion batteries, was the keynote speaker. She told the story how she and her husband founded TJ Technologies in 1991, and grew the company until it was acquired by A123 Systems in 2006. Ms. Thompson credits the success of her company to the hiring of excellent employees, and the cooperative efforts of state, federal and local public and private resources. Ms. Thompson, who now runs the Government Solutions Group at A123, says she is most proud of being able to build a battery manufacturing facility in Michigan which will begin production of batteries by early 2011.

SBA's Annual Awards were presented as follows:

Michigan Small Business Person of the Year

Charles Reid

President
Charter House Innovations, Holland

Michigan and Midwest Region Young Entrepreneur of the Year

Steward W. Beal

President
Beal, Inc., Ann Arbor

Michigan Jeffery Butland Family-Owned Small Business of the Year

DeWitt Barrels, Inc., Marne
Michael DeWitt, President
Peter James DeWitt, Vice President
Timothy DeWitt, Secretary and Treasurer
Peter Jason DeWitt, Plant Manager

Michigan Financial Services Champion

Derek Edwards, Vice President
Huntington National Bank, Mt. Clemens

Michigan Minority Business Champion

William T. Ross, President
Booker T. Washington Business Association, Detroit

Michigan Women in Business Champions

Carrie Hensel, Co-president
Debra Power, Co-president
Women's Exchange of Washtenaw, Ann Arbor

Michigan Veteran Small Business Champion

Daniel P. Whisnant, Government Sales Specialist
Stryker Medical, Portage

Michigan Small Business Counselor

James D. Beauchamp, Senior Business Consultant
Michigan Small Business & Technology Development Center, Escanaba

beautiful and therapeutic setting for her spa, which features some of her original art.

With a goal to "help people feel good," Nina built her business while overcoming some of the usual difficulties of business ownership. In 2002, she wanted to expand her business to meet the growing demand. She knew her strengths were in the creative and healing therapies, but she also knew she needed some solid business advice to reach her objectives.

The Ann Arbor chapter of SCORE offered Nina the ideal mix of services to guide her in formulating her efforts. In a series of sessions, SCORE worked with her to create a business plan and determine her financial requirements. With her business plan in hand, Nina was able to secure a loan and successfully grow her business.

Today, Bellanina Companies has three separate units: the day spa, a spa training business, and a branded skin care product line. Creativity, forward thinking and determination have helped Bellanina to weather difficult economic conditions in Michigan.

Nina advises budding and experienced entrepreneurs to take business courses, particularly accounting, hone people skills, and know when to seek outside help.

Michigan Small Business Journalist

Lucy Ann Lance, Host

Lucy Ann Lance Business Insider, Ann Arbor

In addition, the Edward Lowe Foundation honored its 50 Companies to Watch. These second-stage companies were spotlighted for their outstanding contributions to the Michigan economy and their potential for growth. The premier small business event ended with an afterglow reception, featuring music provided by the jazz group, Trapped on Mars. See www.michigancelebrates.biz for more highlights and to submit nominations for next year's awards.

National Export Initiative Established To Double U.S. Exports

President Obama signed an executive order recently announcing the National Export Initiative to improve conditions that directly affect the private sector's ability to export. The NEI is intended to help meet the administration's goal of doubling exports over the next five years by working to remove trade barriers abroad, by helping firms - especially small businesses -- overcome hurdles to entering new export markets, by assisting with financing and by pursuing a government-wide approach to export advocacy abroad.

Michigan's strategy to diversify our industrial base includes increasing exports. Many small businesses may be potential exporters but do not know how to access global markets. There are some very useful resources available to assist companies who are looking to export products and services to other countries.

The International Trade Administration's Commercial Service Division, part of the U.S. Department of Commerce, is a good place to begin. The combined resources of 19 federal agencies, including the SBA, are brought together in the **Export.gov trade portal**. A wealth of information and assistance can be accessed through the portal at www.export.gov. Businesses can receive help with market research, trade leads, events, financing information, licensing and regulation, and trade problems.

A nationwide network of **U.S. Export Assistance Centers**, staffed by SBA, U.S. Department of Commerce and the Export-Import Bank, can assist businesses in identifying markets, sales opportunities, and financing. Additionally, they conduct training sessions covering various aspects of the exporting process. In Michigan, there are USEACs offices in Detroit, Grand Rapids, and Pontiac. For contact information go to www.buyusa.gov/greatlakes/offices.html

Businesses can become "export ready" by working with SBA resources partners to develop business and financial plans. Our partners include the **Michigan Small Business and Technology Development Centers** and **SCORE, Counselors to America's Small Business**. The MI-SBTDC and SCORE can provide free one-on-one counseling to identify the steps necessary to enter foreign markets. Visit the MI-SBTDC at www.misbtdc.org, and SCORE at www.scoremichigan.com.

The SBA Office of International Trade has numerous links, resources and events related to exporting. Learn more by visiting: www.sba.gov/aboutsba/sbaprograms/internationaltrade/exportlibrary/index.html.

Most often, a small business will need financial support when selling to an overseas market. The SBA has three loan programs designed specifically to assist companies in accessing trade finance. These include the Export



Conrad Valle Retires From SBA

Conrad Valle, Assistant District Director for Minority Enterprise Development, retired on March 1st after 25 years of service. In his role at the SBA, Valle helped secure several multi-million dollar contracts for small businesses in Michigan. Focusing heavily on 8(a) and HUBZone certification, he assisted hundreds of businesses to secure necessary certifications.

"Business owners constantly commended Conrad for his passion and expertise in helping them secure government contracts to grow their businesses." said Richard Temkin, SBA District Director. "We miss him and wish him a very happy retirement."

His dedication and commitment to the small businesses he served was an inspiration to all who had the privilege to work with him. That dedication was acknowledged recently in December, when Valle was honored by the Society of American Military Engineers with the prestigious 2009 Government Business Advocate Award in Dallas.

Working Capital Loan Program for loans up to \$2 million, the Export Express Loan Program for loans up to \$250,000, and the International Trade Loan Program for term loans up to \$2 million.

For more information about the loan programs, contact John O'Gara, Regional Manager, Export Solutions Group, SBA Office of International Trade at John.O'gara@mail.doc.gov or call (313) 226-3670.

CEED Holds 26th Annual Awards Celebration

The Center for Empowerment and Economic Development hosted its 26th Annual Outstanding Achievements Awards Celebration on April 22 in Detroit at the Motor City Casino. CEED is committed to empowering women and minorities economically through business development training, vendor certification, business-to-business networking and capital assistance programs. The SBA partners with CEED by supporting its Microloan program, and through CEED's designation as an SBA Women's Business Center.

The awards celebration is an opportunity to recognize those that have empowered others or received empowerment from CEED. Carol Cain, Senior Producer at WWJ-TV served as mistress of ceremonies for the program. A keynote address was given by Denise Ilitch, who is "Of Counsel" at Clark Hill PLC, owner of Ilitch Designs, and publisher of the Ambassador Magazine. Awards were given to the following:

Awards for Business Training and Professional Development

Jackie Lovejoy, Davenport University - Outstanding Volunteer
Regina Ragland, Owner, Essence Upscale Promotions, LLC, Outstanding Achiever

Awards for Women's Enterprise Council - Great lakes

Anntreal Hemmingway-Smith, Crestmark Bank, Outstanding Volunteer
M. Delois Strum, CEO, MDStrum Housing Services, Inc., Outstanding Achiever

Awards for Small Business Detroit Microloan

Akila McAllister, Senior Consultant, A&M Strategic Consulting, Outstanding Volunteer
James Walls, Owner, In-Step Solutions, LLC, Outstanding Achiever

Awards for CEED Microloan

Green Electrical Supply, Outstanding Achiever
Ronnie Peterson, Washtenaw County Commissioner, Outstanding Volunteer

Award for Michigan Women's Marketplace

Sheila Hawkins, President and CEO, Third Eye Group

Award for Outstanding CEED Volunteer

Theresa Thompson, President, Tea Time Events and Team Films

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