



Department of Commerce and Economic Opportunity  
**Illinois Small Business Development Center**

500 East Monroe - Springfield, IL 62701  
800-252-2923 - [www.ilsbdc.biz](http://www.ilsbdc.biz)

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Pat Quinn  
Governor

Warren Ribley  
Director

September 30, 2010

Ms. Erika Fischer  
Office of Small Business Development Centers  
U.S. Small Business Administration  
409 Third Street SW, 6<sup>th</sup> Floor  
Washington, DC 20416

Re: Cooperative Agreement # 9-603001-Z-0644-01  
Project Period 6-01-09 to 8-31-10

Dear Ms. Fischer;

Attached, please find the Quarterly Performance Report for the period of June 1, 2010 through August 31, 2010 from the Illinois Small Business Development Center for the supplemental funding received for the Disaster Assistance and Recovery initiative.

Should you have questions or need additional information, please let me know.

Sincerely,

Mark A. Petrilli  
State Director  
Illinois Small Business Development Center



**ILLINOIS SMALL BUSINESS DEVELOPMENT CENTER**

# **Disaster Assistance and Recovery**

**Report on Supplemental Funding for the Period  
June 1, 2010 - August 31, 2010**

**submitted to the U. S. Small Business Administration  
by the  
Illinois Department of Commerce and Economic Opportunity  
Mark Petrilli, Illinois SBDC State Director**

**U.S. Small Business Administration**



**Your Small Business Resource**

## **Illinois SBDC Disaster Assistance and Recovery Initiative - Performance Report**

In June of 2009 the Illinois SBDC entered into an agreement with the U. S. Small Business Administration to provide information, guidance and training in the Illinois counties that were impacted by federally declared disasters in 2008. The Illinois SBDC is receiving supplemental funding through the SBA Office of SBDC to provide these targeted services.

Due to a state budget crisis during the June - September 2009 period the Illinois SBDC experienced unavoidable delays in getting agreements executed with 6 Illinois SBDCs to provide assistance to the 27 counties impacted by this initiative. Efforts on this initiative did not get started until September 2009. Much of the previous activity has been directed at marketing, outreach, materials development and planning. Currently these disaster efforts are being fully deployed throughout the targeted areas in Illinois.

The Illinois SBDC has received a no-cost date extension revising the end date of this agreement to December 31, 2010.

As indicated in the initial proposal the Illinois SBDC plans to provide direct guidance and training to 1200 businesses during the course of this agreement. As indicated above early challenges delayed the kickoff of the program. Through August 31, 2010 the programs have provided assistance to 894 counseling and training clients.

Listed below are brief summaries of the efforts of the six Illinois SBDCs that are directly participating in this special initiative, covering the time period from June 1<sup>st</sup> through August 31<sup>st</sup>, 2010.

### **Illinois SBDC at Harper College, Palatine Activities June 1, 2010 through August 31, 2010**

1. Successful in conducting and scheduling four (4) additional outreach activities, including 1-1 meetings with service providers; seminars and presentations with Chambers, Libraries, Villages, and economic development agencies.
2. Conducted five (5) training event workshops for forty five (45) attendees. Since inception of the program, we have conducted a total of fifteen (15) training event workshops with one hundred forty five (145) attendees.
3. Updated the *Business Continuity Toolkit* for 1-1 client sessions, which is bound, and is a FREE give-a-way item valued at \$39; this has sparked an increase in 1-1 advising activity.
4. Have had ongoing email promotion campaigns, used to promote 'Survive and Thrive' seminars, to pull people in for 1-1 sessions, and promote the FREE business continuity planning tool kit.
5. Conducted one (1) 1-1 DAR client sessions and a total of two (2) total client hours. Since inception of the program we have conducted forty five (45) DAR client sessions and a total of sixty eight (68) total client hours.

### **Future Planned Activity**

1. Continued Outreach meetings scheduled with local communities and organizations including session to be held October 21, 2010, with Greater O'Hare Association and Elk Grove Chamber of Commerce, titled, "Rising from the Ashes-A Triumphant Business Story."
2. Direct mail campaign to over six hundred (600) local manufacturing businesses, promoting 1-1 services and free toolkit began in August, and will continue through October.
3. Conduct a 4-part workshop series on Business Preparedness. This series will include industry presenters discussing various topics and will be marketed to their network list. Topics include:
  - a. Protecting Your Customer/Client/Patient Information
  - b. Protecting Your Employees
  - c. Protecting Your Computer Environment
  - d. Protecting Your Bottom Line

The intent of these workshops is to leverage guest speakers' contact lists, to expose more business owners to disaster preparedness, to drive 1-1 sessions.

We are anticipating that as awareness of the disaster assistance and recovery program increases, so will the number of clients served in our geographic region through training and advising activities.

### **Illinois SBDC at Black Hawk College, East Moline Efforts this past quarter (June 1, 2010 to August 31, 2010)**

- 1) We continued to work on trying to sign-up businesses for a Disaster Planning Symposium for September 21, 2010.
- 2) We have lined up 4 keynote speakers.
- 3) Weekly meetings were held to plan this event.
- 4) A save the date flyer was emailed to 4 different area Chambers and the businesses associated with each Chamber.
- 5) Counseling on disaster planning was conducted
- 6) A vehicle disaster kit was prepared for attendance give-a-way for the Symposium

Future planned activity.

- 1) 8 businesses have signed up for the Symposium and outreach will be made to conduct disaster planning advising sessions.
- 2) SBDC Director will speak at a Federal Bank Seminar on October 6, 2010 in regards to disaster planning for the small business.

### **Illinois SBDC at Western Illinois University, Macomb ACTIVITY FROM JUNE 1, 2010 – AUGUST 31, 2010**

- Advocacy/promotion of the ISBDC/WIU disaster preparedness/business continuity services available through workshops and individual business counseling:
  - 6-3-10 planning session with director of the Historic Quincy Business District and the manager of the Quincy Mall to strategize ways to encourage business owners

to work with the ISBDC in considering disaster planning and preparation of a business continuity plan

- 6-10-10 presentation at Lamoine Valley Human Resources Association (Macomb area) monthly meeting
  - 6-14-10 presentation at Industrial Association of Quincy annual meeting
  - 7-20-10 discussion at Economic Development Network meeting for Galesburg and regional partners
  - 8-3-10 discussion with Director of Spoon River Economic Development (Canton & Fulton County)
  - 8-20-10 discussion with Knox County Extension staff about continuation of disaster preparedness workshops in Galesburg area -- particularly customization of workshop presentation for special interest groups
  - 8-27-10 presentation at Rural Economic Development Consortium (Quincy & Adams County) monthly meeting
  - Routine promotion when conducting individual counseling sessions
- Training events and activity
    - initial planning for ReadyBusiness workshops using national Extension curriculum for additional workshops in Quincy, Macomb, and Galesburg during October
    - contacted presenter Rick Atterberry, University of Illinois, to set dates. See proposed activity comments.
  - Counseling activity
    - ISBDC counselors continue to use disaster preparedness brochures and training materials in counseling new and existing clients about the importance of disaster preparedness and availability of ISBDC assistance in developing a business continuity plan.
    - Ted Bartlett, ISBDC contractual counselor, is personally canvassing businesses in communities throughout the ISBDC 12-county service area to discuss business continuity planning.

#### PROPOSED ACTIVITY

- The ISBDC will hold three additional ReadyBusiness workshops with University of Illinois instructor Rick Atterberry.

Schedule for the 2.5 hour evening workshops:

- October 26 Quincy
  - October 27 Macomb
  - October 28 Galesburg
- Counseling efforts will continue.

**Illinois SBDC at Illinois Eastern Community Colleges, Olney  
Quarterly Report ending August 31, 2010**

**Training**

Conducted a workshop in Newton, IL for local businesses on June 17, 2010. Covered the essentials of disaster preparedness including identification, planning, and resources available through the ISBDC @ IECC to assist in their preparedness needs. Outcome of this meeting was signing a large employer in Newton as a client and assisting their company develop a Disaster Plan along with their sister facility in Greenup, IL.

**Outreach efforts**

Was a feature program at the quarterly SAIL (Southeaster Alliance of Illinois) in Olney, IL on July 15, 2010. SAIL is a leading regional economic development consortium in Southeastern Illinois. Gave their membership an overview of the DAR program and resources available through the ISBDC @ IECC to assist in disaster preparedness.

Make monthly contact with key Economic Development managers in the FEMA disaster area of IECC's district which includes:

- Ken Larimore, University of Illinois Extension, Newton, IL
- Bob Berty, Crawford County Development Association, Robinson, IL
- Nicole Weigand, Casey Industries, Inc., Casey, IL
- Julie Bounds, City of Marshall, Marshall, IL
- Tiffany Macke, University of Illinois Extension, Clark County, IL
- Mary Wetzels, Mattoon Chamber of Commerce, Mattoon, IL
- Carol Jo Fitts, First Neighbor Bank, Toledo, IL
- Billie Chambers, Toledo Democrat, Toledo, IL

Send out monthly emails through Constant Contact to previous workshop attendees identifying the ISBDC@IECC resources in assisting with their disaster preparedness needs. Email links to SBA.gov disaster loan programs and Ready.gov planning forms and checklists with assurances the ISBDC@ IECC will work with their company in their preparedness needs.

**Other Activity**

Contracted with a video producer JayeliTV owned by Dan Swainey and former CNN Sports Broadcaster, Larry Smith, to produce a Disaster Preparedness video that can be distribute via DVD or public domain on the internet. Mr. Smith will lend his credits and voice to the video. JayeliTV is a client of the ISBDC@IECC and local to Mattoon, IL. It will be a useful tool for SBDC's in Illinois and their clients in guiding them through the disaster preparedness planning. Along with the video footage collected from various TV stations throughout IL, we have contacted and started filming inside companies who have experienced disaster or actively involved in the preparedness process. We will be developing the video in "DVD chapters" which will include:

1. Identify Disaster both Natural and Economic
2. Why Prepare?
3. Interviews with key staff of Parson's Manufacturing (Roanoke, IL) that properly prepared and survived an F4 tornado saving the lives of 150 employees
4. Interviews with Statefarm identifying proper insurance checklists for small business
5. Interviews with key staff of EVAPCO, Inc. (Newton, IL) as they initiate the preparedness process.
6. The planning process and outlines for action
7. ISBDC & SBA resources

### **Future activities**

Increase counseling hours with clients that have attended workshops by setting up face-to-face visits to go over the preparedness workbook and through word of mouth referrals. Workshops are to be scheduled in Mattoon and Toledo, IL in 4<sup>th</sup> quarter, 2010. Will be contacting Rotary, Chambers, and other economic development entities in the targeted region to offer guest speaking services on the program.

The IL Disaster Preparedness video is expected to have the first draft available by October 1 with final cut being ready for distribution by the end of October.

## **Illinois SBDC at Rock Valley College, Rockford JUNE 1ST THROUGH AUGUST 31ST, 2010**

**1. Provide a brief description of your efforts during the past quarter (June 1, 2010 – August 31, 2010) related to this Disaster Assistance initiative. Please include information on staffing, outreach efforts, training and other activity.**

### **Information on Staffing**

To date Sheila has completed more than 90 percent of the program requirements. This quarter she has met with 18 clients a total of 39 client hours and held a stakeholder workshop with State Farm Insurance agents. YTD she has met with 54 clients with a total of 178 hours and completed 16 workshops. It is expected that our DAR program will be completed by Oct. 31, 2010

### **Outreach Efforts**

Attended the following meetings or events to network and meet potential clients.

- NIMCA meeting
- Chamber of Commerce meeting
- Local Emergency Planning Committee event on Workplace Disasters

### **Training**

The ILSBDC at Rock Valley College workshops are approximately one and half hour which consist of a presentation and evaluation. Interested participants will continue to the next phase preparing their Business Continuity Plan during a one-on-one session. There was one stakeholder workshop offered during this quarter with State Farm Insurance agents on June 24.

**2. Provide a description of the future planned activity related to the Disaster Assistance initiative, including upcoming training, outreach efforts and other planned activity.**

**Upcoming Training:**

There will be a workshop offered on October 21, 2010 at 1:00 p.m. at the Eigerlab.

**Outreach Efforts**

To continue to meet with established SBDC clients to complete disaster preparedness plans. Also, we are doing a radio ad campaign beginning Sept. 20<sup>th</sup> to get as many interested individuals into the program as possible by the end of October so our goals can be reached.

**Other Planned Activity**

The focus for the upcoming quarter is to obtain additional success stories.

**Illinois SBDC at the College of DuPage, Glen Ellyn  
Activity Report  
June 1, 2010 through August 31, 2010**

**Activities Performed:**

The Disaster Assistance Program at College of DuPage was in a holding pattern during this quarter. Kris Fay, Coordinator of the program assumed a new full-time position at College of DuPage as Associate Dean; Business and Technology. She started in this capacity effective June 1.

Prior to Kris' departure and during the first few weeks of June, all files were assembled and organized to provide complete information on the program, clients, courses and contacts for her successor. Kris also made sure all documents, contact lists, marketing materials and related documents were maintained in a disaster assistance file on the college's main server for easy access by all SBDC staff and disaster assistance contractors.

Due to reduced client activity that traditionally occurs during the summer months, replacing the coordinator position was delayed until August, 2010. Discussions were held with the college's human resources department to convert the coordinator position from part time (employee) position to seeking independent contractors. This was finally approved in late August, 2010.

A search for qualified consultants was undertaken, “interviews” and negotiations held and we are currently preparing contracts for two consultants to perform DAR activities in fulfillment of the grant during the fourth quarter of 2010. The two consultants selected are:

- Marcia Kittler of MK Business Solutions, Inc. Marcia is a Chicago-based consultant that specializes in risk management, disaster preparedness and has strong contacts throughout this field. With further strengths/expertise in marketing, sales and programming, Marcia will be the lead consultant spearheading the DAR program.
- Robert Fairbairn of Smarter Computing and Technology Services is a computer/tech consultant based in Winfield. Bob is the Emergency Management Coordinator for the village of Winfield and is active with the DuPage County Emergency management team. He is well versed in disaster avoidance, systems redundancy and preparation. Bob will bring his contacts with FEMA, DuPage Mayors and Managers and EMS into the program and will develop mechanisms to store DAR content for use by the center and DCEO after this program has wrapped up.

**Activities Planned for September – December 2010:**

- Finalize contracts with MK Business Solutions and Smarter Computing and Technology Services.
- Consultants will review all materials prepared by Kris Fay related to contacts, information sources, contacts, programming and marketing materials.
- Prepare and deploy “outreach and awareness campaign” to and for FEMA, DuPage Mayors and Managers, EMS, local economic developers and personal contacts of the consultants.
- Present disaster preparedness outreach presentations to parties identified above.
- Promote and conduct webinars in September, October and November.
- Prepare systems to archive and preserve DAR programs, information, web links and contacts for access by DCEO and the IEN network.
- Prepare interim (monthly) status reports and final program activity report.