

**"Celebrating 30 Years of Small Business Success"**

	<p>The Illinois Small Business Development Center Network <b>WEEKLY CONNECTION</b> Entrepreneurship ~ Innovation ~ Technology</p>
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**August 25, 2014**

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### **Illinois SBDC State Star**

The Illinois SBDC is proud to announce that Harriet Parker, the Director of the Illinois Small Business Development Center at Waubensee Community College will be recognized as the Illinois State Star for 2014. Harriet will be recognized at a special V.I.P. State Star Reception at the Association of Small Business Development Centers Annual Conference at the Gaylord Texan Hotel and Resort in Grapevine, TX on Tuesday, September 6, 2014. Congratulations, Harriet !!!



### **Celebrating 30 Years of Small Business Success**

The Illinois Small Business Development Centers have been providing business assistance to new and existing businesses throughout the State of Illinois since 1984. The group is celebrating the anniversary with the theme "Celebrating 30 Years of Small Business Success." Since its inception, the Illinois SBDC Network has served over 1,063,416 pre-venture and existing small businesses and has assisted clients secure access to over \$3.25 billion in debt and equity business financing.

Small businesses significantly impact the Illinois economy. Defined as those with fewer than 500 employees, these businesses represent 98.3% of all employers in the state and

employ 48% of the private-sector labor force. Small businesses are crucial to the fiscal condition of the state and numbered nearly 1.2 million in 2011.

The Small Business Development Center (SBDC) program was created by the federal Small Business Act of 1980 and the first centers were opened in Illinois in 1984. The Illinois SBDCs are funded through a partnership with the U.S. Small Business Administration (SBA), the Illinois Department of Commerce and Economic Opportunity (DCEO) and a cross section of local/regional hosts focused on education and business development including universities, community colleges and non-profit organizations.

The program provides no-cost one-on-one, confidential business consulting services to businesses at all stages of development. Individuals considering a business start-up can contact their local SBDC for help with organization, business structure and financial projections. Existing businesses may also utilize the program's services as they relate to operations and customer relations. Small business owners even consult with an SBDC when transitioning their business to a new generation of ownership.

To find out more about Illinois SBDC's, call (1-800-252-2923), visit our website at [www.ilsbdc.biz](http://www.ilsbdc.biz), or follow @IllinoisSBDC on Twitter, The Illinois SBDC is an accredited member of America's SBDC.

## **Small Business Contracts**

By Brianna Ehley on *thefiscaltimes.com*, 8/19/14 - Behemoth corporations like Apple, Bank of America and General Electric are scooping up federal contracts that are intended for small businesses, an advocacy group maintains. The American Small Business League reviewed procurement data for 2013 and found that only 16 of 100 companies receiving the highest valued contracts were actually small firms, Government Executive [first reported](#). Meanwhile, 79 of the 100 companies receiving the largest contracts were huge corporations, including defense contractors Lockheed Martin, General Dynamics and Boeing. Other companies taking federal small business contracts include Citigroup and Bank of America, as well as Apple and Oracle. Five companies were anomalous, the group said. "Once again, large companies are the fraudulent recipients of a large portion of federal small business contracts," the group's president, Lloyd Chapman said in a statement. "This practice is disastrous to our economy and hurting the American people."

The government is supposed to award 23% of total contracts to small businesses – though it's not required to do so by law. And according to the Small Business Administration (SBA), it has missed that target every year since at least 2006. In 2012, for example, the government awarded \$89.9 billion in contracts to small businesses, or roughly 22% of total contracts, Bloomberg noted. The government awarded small businesses just 21.6% of total contracts in 2011. The SBA, however, argued that in some instances, small businesses might not be identified that way in the Federal Procurement Data System. John Shoraka told GovExec that if a contract was awarded to a large business, it doesn't mean it was taken away from a small business "or that small businesses suffered." "Unless a contract was set aside for a small business, the designation as a small business does not benefit that business in receiving the award," Shoraka said. He added that the designation could be the result of a mistake on the part of the contracting officer, who actually enters the designation in the database, or the firm "when filing its representation for that contract."

The SBA offers a "protest" process in case businesses were inaccurately identified. "SBA cannot alter the federal procurement data that has been [entered] into FPDS," Shoraka said. "However, we are continuously taking steps to improve data integrity. Each agency is responsible for ensuring the quality of its own contracting data."

The concern of big firms snatching small business contracts is nothing new. Last year, Congress approved legislation within the National Defense Authorization Act aimed at reforming how contracts flowed to small businesses. The measure, signed into law by President Obama, changes the way contractors can count the amount of subtracting dollars they pass onto smaller firms. House Small Business Committee Chairman Sam Graves (R-MO) applauded the passage of his committee's legislation at the time, saying, "The purpose of the federal contracting goal is to ensure small businesses get a fair opportunity." However, a spokesperson for the House Committee on Small Business said the SBA is "dragging its feet on finalizing the rule."

In the interim, the Defense Department, General Service Administration and NASA have all issued a rule saying the contracting guidelines are at the discretion of federal agencies. "The interim rule is nothing more than an egregious attempt on the part of federal regulators to grant federal agencies the authority to decide whether or not to recognize the constitutional rights of small business concerns," the American Small Business League said in a statement.

See more at: <http://www.thefiscaltimes.com/Articles/2014/08/19/Small-Business-Contracts-Flow-Mega-Corporations#sthash.8ZHRZwt6.dpuf>

### **Program Success of the Week – Gameplan Creative**

Gameplan Creative, a sports branding, marketing and video production agency, and client at the Illinois Small Business Development Center at the Illinois Hispanic Chamber of Commerce (IHCC) recently won the prestigious CLIO Sports Design Bronze Award. The CLIO Awards is the world's most recognized international awards competition for advertising, design, digital and communications.

The Illinois SBDC at the IHCC started assisting co-owner Patricia Aguilar in January 2014. Advisors at the SBDC worked on developing a public relations strategy to broaden the firm's exposure in Chicagoland media outlets. The Illinois SBDC at the IHCC has also facilitated introductions for the firm with other sports teams.

One key suggestion made by SBDC advisors was that Gameplan Creative enroll in the 10,000 Small Businesses program funded by Goldman Sachs. With the help of IHCC, Gameplan Creative was accepted into this competitive program where they are learning practical skills such as negotiation, employee management and marketing. On acceptance, Ms. Aguilar told the SBDC, "This is going to be exciting and I'm looking forward to working with you in the coming months. Thanks again for all your support!"

Gameplan Creative works with the Chicago Cubs, Blackhawks and Fire as well as other teams from across the nation. You can also see examples of Gameplan Creative work in promotional items for the IHCC 2014 Make the Connection! Hispanic Business Expo.

Congratulations to Gameplan Creative for their recent CLIO. To see more of their work visit: <http://www.gameplancreative.com/>.

### **Resource of the Week – Gift List Media**

Whether you are launching a new product or trying to get your product in holiday gift guides, I'll bet you're asking yourself these questions...

Looking for holiday gift guide editors?

Want to know which publications are doing gift guides?

Need to know what types of products they are interested in featuring?

Need current media contact information?

Want accurate publication deadlines?

Want to know the answer? It's Gift List Media.

Learn more at: <http://www.giftlistmedia.com/>

## **Neoserra Update – Training Event Contacts & Pre-Clients**

If your center accepts people sign up for training events through eCenter Direct as PRE-CLIENTS they will need to complete a paper RFC form. However, if you accept them as a CONTACT they can still log into eCenter and use the client registration link on the left hand menu to request advising.

You can delete the pre-client record but any saved company information and activity will be deleted. By deleting the pre-client record, you free up the contact to use the registration link again when they are logged into eCenter.

## **Moves and News**

### **Illinois SBDC Research and Marketing Assistant – Trevor Lawson**

Join us in welcoming Trevor Lawson as our new Research and Marketing Assistant here at the Illinois Small Business Development Center. He joins us a part of the Graduate Public Services Intern (GPSI) program at the University of Illinois at Springfield (UIS). Trevor completed his undergraduate studies at Saint Louis University and received a degree in History and American Studies. He is pursuing his M.A. at UIS in Public History, and he hopes to go on to get his doctorate in American Studies. His ultimate goal is to work in historical preservation or curating exhibits at museums. He is a member of the Phi Kappa Theta fraternity. His hobbies include working out, hanging with his Chiweenie (Dachshund-Chihuahua) named Finn and causing trouble on the weekends. You can reach Trevor at [Trevor.Lawson@illinois.gov](mailto:Trevor.Lawson@illinois.gov) or (217)524-8452. Welcome, Trevor!

### **New Staff at Illinois SBDC at SIU-C**

Please join us in welcoming Ted J. Gutierrez, the most recent addition to the staff at the Illinois SBDC at SIUC. Ted joins the staff with over 15 years of successful business results including the last two years with a local financial institution. He earned his MBA from the University of Redlands and his undergraduate degree from the University of New Mexico. Gutierrez and his wife, Jennifer, live in Carbondale, and they have a 16-year-old son, Reese. Welcome to the Illinois SBDC Network.

Also please welcome Shant Alexanian, Elizabeth Zinchuk and Garrett Kinkelaar to the SIU-C team.

Shant will be an undergrad assistant, working with the Illinois SBDC Technology, Innovation and Entrepreneurship Services clients, primarily with Ken and Greg in our new 3D printer/prototyping lab. He is an engineering student. Elizabeth is also an undergrad assistant who will be helping to develop and create client success stories. She is a journalism student. Garrett is a new DeMuzio Intern and he will be assisting the center the development of a Standard Operating Procedures Manual. Welcome to Shant, Elizabeth and Garrett.

### **Small Business Workshop**

Please join Congressman Schneider and local business owners and entrepreneurs to learn more about resources pertaining to Access to Capital, Contracting, Tax Credits/Incentives, Best Tax Practices, and On The Job Training Funds.

Date: Friday, August 29<sup>th</sup>, 2014

Time: 11 AM to 11:30 AM – Registration/Networking; 11:30 AM to 1 PM - Program

Location: Deerfield Public Library  
920 Waukegan Rd.  
Deerfield, IL 60015

Presentations: U.S. Small Business Administration: Dennis Foldenauer  
U.S. General Services Administration: Shannon Banks  
Illinois Department of Commerce and Economic Opportunity: Joseph  
McKeown  
Internal Revenue Service: Michael Mudroncik  
Illinois SBDC at the Alliance for Illinois Manufacturing: Nisha Floyd

To RSVP (required as space is limited), please register at:  
<http://schneider.house.gov/services/small-business-workshop>.

### **America's SBDC Network Connect**

Please [CLICK HERE](#) to see the August 21, 2014 edition of [America's SBDC Network Connect newsletter](#).

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The **WEEKLY CONNECTION** is distributed by the Illinois SBDC and DCEO Office of Entrepreneurship, Innovation & Technology each Monday to members of the DCEO Illinois SBDC Network to provide the service delivery partners with regular updates on small business issues, opportunities and resources. You may send any information to share with the Illinois SBDC Network to [Tom.Becker@illinois.gov](mailto:Tom.Becker@illinois.gov). Please feel free to forward this update to other interested resource providers and key stakeholders.  
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