

"Celebrating 30 Years of Small Business Success"



September 22, 2014

In Today's Weekly Connection:

- + Why You Should Not Ignore Apple Pay For Your Business**
- + Meet the Lenders – Carbondale**
- + ISTC Releases S&T Roadmap**
- + Program Success of the Week – The Winery at Shale Lake**
- + Resource of the Week – Nolo.com**
- + Neoserra Update**
- + Moves and News – Illinois SBDC Network Celebrates 30 Years**
- + America's SBDC Network Connect**

Why You Should Not Ignore Apple Pay For Your Business

By Nicole Reyhle on *retailminded.com*, 9/11/14 - The Apple Pay announcement this week, poses the question should your retail business now be offering "contactless" payment technology?

Contactless payment technology is nothing new. In fact, for once Apple aren't the innovators with this one. What they have done though is bring it to a wider audience... these days it is almost impossible to walk down a street without seeing someone with an iPhone. Apple technology is technology that many people already have and Apple is a brand that many people are captivated by, following it almost religiously. It is for this reason that Apple Pay is destined to have appeal that many consumers won't be able to resist.

Instead of swiping a credit card, Apple Pay enables users of the service to swipe their iPhone (or their Apple Watch, once it has been released), which has been preloaded with details about their debit and credit cards. Allowing customers to ditch their wallet or pay for goods when they have left their cards at home, Apple Pay relies on a form of technology called near-field communication or NFC.

Speaking about Apple Pay, Apple chief exec Tim Cook said this week that the mobile payments service "will forever change the way we buy." But is this the case? Currently only 220,000 stores in the US will accept Apple Pay upon its release. That breaks down as being just 2.4% of around 9 million merchants that offer the ability to use a credit card as a form of payment. The rest of these businesses won't be able to utilize Apple's latest service simply because they don't have the near-field communication (NFC) technology to support it. So as a retailer, is it time to upgrade your checkout facilities? If you are a retailer providing **multi-channel retail solutions** to your customers, the answer should probably be yes.

What technology of this type will do is blur the lines between online and offline retail. Apple Pay isn't just a way to pay for items in retail locations; it is also a new way to pay for in-app purchases too. So if you are a groceries retailer offering a home delivery service, customers

will be able to purchase groceries through the app using this contactless payment service and they will be able to use the same payment method for goods in your retail store. Major retailers already on board with the technology include McDonalds, Bloomindale's, and Macy's.

Of course, Apple Pay isn't the only option when it comes to contactless payment. Near-field communication has been around for almost ten years and in that time a number of rivals emerged prior to Apple Pay's arrival. The likes of Google Wallet, MasterCard PayPass wristbands and LoopPay are a few to name. With the trend not escaping us, just what are the benefits then?

Benefits that adopting contactless payment can bring to your business include:

An edge over the competition – you will be seen as an innovator, someone who is in touch with the latest technology and offering your customers something others can't

More efficient checkout services – no longer will big queues put off potential customers, nor will they slow down your business and have an impact on customer service. Industry research from P. Dennison's study "Contactless Payments Merchant Accounts" in 2011 found that contactless transactions are faster than both cash and conventional card transactions – averaging 12.5 seconds, compared to 26.7 seconds for conventional card transactions and 33.7 seconds for cash transactions.

The ability to integrate further technology into your business – Encouraging customers to purchase using their smartphone will also open up opportunities to utilize further technology in offering loyalty programs, personalized coupons and location-based marketing.

More business opportunities – If paying for something just requires a swipe of their phone or even simpler a swipe of their wrist, more and more people will be tempted to make a purchase.

Meet the Lenders - Carbondale

If you are a business owner who is looking to expand your current operation or if you are an entrepreneur who wants to start your own business, please join us for our upcoming "Meet the Lenders" program. The Illinois Small Business Development Center Network is happy to partner with the Small Business Administration and the Delta Regional Authority to bring regional lenders together to discuss their lending products and meet one-on-one with business owners. Finance opportunities are alive and well in our region and we are excited to bring lenders and entrepreneurs together—all with the common goal of increasing the economic climate and growing companies in our area.

The event takes place on [Tuesday, September 30, 2014](#) from [1:00pm](#) – [4:30pm](#), followed by a networking reception. This reception will provide an extended, informal opportunity to talk with lenders, technical assistance providers, and other area entrepreneurs and to also assist you to discover the no-cost services that are available to southern Illinois businesses.

More information about this event can be found here - <http://tinyurl.com/mknbu2u>

There is no cost to attend, but seating is limited. Please RSVP to the Illinois Small Business Development Center at Southern Illinois University by September 25 at sbdc@siu.edu or [618.536.2424](tel:618.536.2424).

ISTC Releases S&T Roadmap

The Illinois Science and Technology Coalition (ISTC) recently released a first-of-its-kind [Illinois Science and Technology Roadmap](#). See the full press release [here](#). The Roadmap

uses a unique data and analysis approach to identify **high-impact technology areas** where Illinois' innovation strengths can improve business competitiveness across the state's diverse industry base. The Roadmap also includes a number of policy and program recommendations to help realize the potential of these areas.

Program Success of the Week – The Winery at Shale Lake

Winemaking requires a dedicated commitment and vision. In 2006 David and Susan Wesa bought 212 acres once owned by the Boy Scouts in Madison County near Staunton to pursue their vineyard dream. Since that time the couple has developed the Winery at Shale Lake into a complete getaway destination.

In 2007, the Wesa's planted more than 5,000 grape vines, launched their fishing membership program and opened Shale Lake's premium horse boarding stables. They added pasture boarding in 2009 and opened the winery and tasting room in 2010. Other amenities include four fully equipped, air-conditioned log cabins and six deluxe cottages with open floor plans and screened-in porches. Shale Lake offers several event/reception areas and is adding more. A 78 site campground is also being completed.

The couple first met with Small Business Specialist Jo Ann Di Maggio at the Illinois Small Business Development Center at Southern Illinois University at Edwardsville in late 2013. Giovanna and SBDC Director Patrick McKeenan "were really helpful in helping us retain the services of a good appraiser within a short period of time," Ms. Wesa said. "Due to the economy, we had been to several different banks to try to get that done. The SIU/E SBDC's clout opened a door for us that enabled us to continue moving forward." "Our extensive network of partnerships made this success possible," explained Giovanna. "In this case, the Illinois Department of Commerce and Economic Opportunity was extremely valuable in identifying an appraiser, ultimately securing the needed financing."

Building The Winery at Shale Lake has been a challenge filled with long hours and hard work; but also rich rewards. "While some improvements haven't happened within our anticipated timeframe, we've never stopped moving forward," shared Ms. Wesa. "We do most of the work ourselves with the help of incredible friends and family members. We lead exciting, exhausting lives ... and we wouldn't have it any other way."

Learn more about The Winery at Shale Lake check out the website www.shalewine.com or call (618) 637-2470.

Resource of the Week – Nolo.com

The website provides legal information and a list of small business tax deductions at: <http://www.nolo.com/legal-encyclopedia/top-tax-deductions-small-business-30176.html>

Neoserra Update – No Impact Survey in September, New Impact Form on Center Connect & Job Impact Detail

We will not send an electronic impact survey to clients in September. Feedback suggests sending a quarterly impact survey may be too often. The next impact survey will be sent late in 2014. We urge you to follow up with clients and collect impact data with the new paper form now found on Center Connect to insure that you do not miss impact being created by your clients. The new impact form mirrors the electronic survey for consistency. Remember, you **MUST** include the **Job Title** and **Job Type** information for these milestones to be counted. Ideally the client will also provide an employee identifier, annual salary and starting date.

Moves and News – Illinois SBDC Network Celebrates 30 Years

The Illinois Small Business Development Centers, which have been providing business assistance to new and existing businesses throughout the state of Illinois since 1984, are recognizing the milestone 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. Please [CLICK HERE](#) to read more about the Illinois SBDC Network at the College of Lake County in an article that recently appeared in the Chicago Tribune suburban online edition.

America's SBDC Network Connect

Please [CLICK HERE](#) to see the September 18, 2014 edition of [America's SBDC Network Connect Newsletter](#).

=====

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. Please feel free to forward this update to other interested resource providers and key stakeholders.

=====



Celebrating 30 Years of Small Business Success

