

"Celebrating 30 Years of Small Business Success"



September 29, 2014

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Spotlight on Success

Homewood native Dr. Josh Zumstein returned to his hometown to start his new business. "I had connections and contacts in the community so it made sense to start in Homewood," Dr. Zumstein says. He was welcomed home with a large turnout for the grand opening of his new business, The Back Safety & Wellness Center. Homewood Mayor Rich Hofeld helped with the ribbon cutting ceremony.

After focusing on consulting and promoting his book, *Secrets to Preventing Back and Neck Pain: 60 Ways to Protect Your Spine*, Dr. Zumstein was excited to start a business dedicated to preventing, reducing, and eliminating back and neck pain. The Back Safety & Wellness Center offers chiropractic services that combine acupuncture, massage, rehabilitation, education and nutrition.

Like many start-up business owners, Dr. Zumstein experienced financing challenges. Unable to provide him with a small business loan, Charter One Bank referred Dr. Zumstein to Accion where he received customized business support and a loan for working capital. "My Accion Loan Officer was great and very helpful. The process could not have been any easier."

Accion connected Josh to the Illinois Small Business Development Center (SBDC) at Governors State University for additional business support. Josh worked closely with Small Business Specialist Fatmah Tommalieh at the GSU SBDC on marketing strategies and strengthening his entrepreneurial skills. Dr. Zumstein says "The SBDC provided me with some great contacts, specifically the Mayor's office in Homewood and the Downtown Homewood Business Association, both of which were integral to the start of my business."

When asked about his favorite moment as an entrepreneur, Dr. Zumstein quickly responds, "Driving by the front of my business and seeing that sign was one of the best moments of starting my own business." To learn more go to: www.backsafetyandwellness.com.

Maximizing Neoserra

Policy Note: Look for a new policy note regarding Neoserra to arrive in your email explaining the new impact recording requirements and other important Neoserra updates.

Please See Center Connect for the following important documents:

SBDC Economic Impact Form (revised)
ITC Economic Impact Form (revised)
PTAC Economic Impact Form (revised)
Neoserra User Guide

The revised impact forms more closely mirror the Neoserra impact page.

Valued Resources

GrowthWheel - Meet with David Madié and other GrowthWheel Certified Advisors for an OnTrack Webinar on October 10, 2014 - 9:30 am EDT (8:30 am CDT) or October 10, 2014 - 2:00 pm EDT (1:00 pm CDT).

Register Here: www.growthwheel.com/on-track For GrowthWheel Certified Advisors, the OnTrack Webinar is an opportunity to stay on-track or get on-track with GrowthWheel®. We strongly urge our Illinois SBDC GrowthWheel Advisors to take advantage of the upcoming OnTrack Webinars.

Network News and Moves

- **Satellite Office** - The Illinois Small Business Development Center International Trade Center at Governor's State University announces the opening of a satellite office in Naperville. As part of working group of the White House Initiative on Asian American and Pacific Islanders (AAPI), the new ITC office is committed to promoting U.S. exports to the Asia Pacific market and providing more services and outreach programs to the Asian American business community.

More international trade training programs will also be offered. The upcoming Go Global workshops will be hosted on [Oct 9](#) and Oct 23 at the new Naperville office.

Please feel free to contact the Illinois SBDC ITC at GSU Naperville satellite office.

GSU Naperville Education Center,
Add: 2244 West 95th Street, Naperville, IL 60564
Tel: 708-235-2158, Email: hma@govst.edu
Office hours: 9:00am-5:00pm, Mondays and Wednesdays

- **Save the Dates – Planning Session** – The next Illinois SBDC Network strategic planning session will be held in Springfield on December 3-5, 2014. Please save the dates and look for additional information and details in the coming weeks.

America's SBDC Network Connect

Please [CLICK HERE](#) to see the September 25, 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. Please feel free to forward this update to other interested resource providers and key stakeholders.
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