



"Professional Guidance for Business Growth"

May 11, 2015

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Spotlight on Success – Neveah Spa and Salon

In 2008, Casey Buretz, an 18 year old cosmetology school graduate, opened Neveah Spa and Salon in Nashville, IL. Ms. Buretz said she would have never obtained startup financing if not for the help of the **Illinois Small Business Development Center at Kaskaskia College**. She indicated she had lost hope for launching her business several times and would have quit without SBDC & family encouragement.

The **Kaskaskia SBDC** recently reconnected with Ms. Buretz and she reiterated her gratitude for the advising she received and how it made her entrepreneurial dream possible. The Neveah Spa & Salon is now a few short years away from a wholly-owned building that is appreciating in value. Ms. Buretz feels secure in sustaining positive cash flow and about managing her business. As Neveah Spa & Salon's debt is paid down, the owner is starting to look harder at long term plans. One survive and thrive strategy she employs is adding a new service or product every year. Not all new ideas prove successful, but Ms. Buretz claims that "you just have to keep trying new things."

When asked about lessons learned "the hard way", she learned to be selective about employees and renters. Ms. Buretz's advises others to "be yourself, follow your dream and maintain balance in your life". She also advised to never get complacent- "when things are going well, don't slow down...push harder."

Learn more about Naveah Spa and Salon at: <http://www.nevaehspasalon.com/>

SBDC's In The News – SBDC International Trade Center at ICNC

Below you will find a brief note from Laura Flamm, the outgoing director of the Illinois SBDC International Trade Center at ICNC. Laura has been a tremendous member of our ITC team and she will be deeply missed. All of us in the Illinois SBDC Network wish Laura the very best and tremendous success in her new position. Please join me in congratulating Laura on her new opportunity and also in thanking Laura for her fantastic service to the ITC program. Laura - - Congratulations and Thank You ! ! !

Also, if you know of any strong potential candidates for the Illinois SBDC ITC director position at ICNC please share the link below.

Dear Colleagues and Friends,

I'd like to inform you of some changes taking place here: after much consideration, I accepted an opportunity to move on to a new position leading international reseller network development for a tech company here in Chicago. This Friday, May 8th will be my last day as Director of the Illinois SBDC International Trade Center at ICNC.

It has been a pleasure getting to know and work with many of you over the past two and a half years. I've had a fantastic experience here at ICNC and within the Illinois SBDC network (of which I hope to make my new company a client!) and have truly enjoyed contributing to international growth for our local small businesses.

If you know of anyone who may be a good fit to head ICNC's SBDC International Trade Center, please feel free to spread the word about the open position: <http://www.industrialcouncil.com/itc-director.html>.

My very best wishes and I hope we can keep in touch via LinkedIn or at international trade functions around Chicago.

Best regards,
Laura

Maximizing Neoserra – Counting Jobs Retained

Important Reminder – when collecting and recording jobs retained by Network clients as a result of assistance provided by your a job retained may only be counted once every 2 years for the same company. Please be careful when entering information on jobs retained. If you have any questions or need additional information please contact your Network Coordinator.

Valued Resources – Mobile Payment Apps

Open the link below to see reviews on mobile payment systems for small business.
<http://www.merchantmaverick.com/review-category/mobile-payments/>

America's SBDC Videos

Please click on the following link to see one of the brief [SBDC introduction video produced by America's SBDC](#). Feel free to link to the video or use it in conjunction with your own videos to help promote the services and programs of our Illinois SBDC Network. Also please click on [the America's SBDC YouTube Channel](#) to find additional short videos you may want to utilize to help promote your SBDC services.

IESBGA News – Conference Program

Attached you will find a copy of the program booklet for the 2015 IESBGA Annual Conference supporting the members of the Illinois SBDC Network. This year's annual professional development conference is being held at the State Farm Hall of Business on the campus of Illinois State University in Normal. Many thanks to Elizabeth Binning and her team at the Illinois SBDC at ISU for once again arranging for the fantastic meeting space. See you all soon at IESBGA 2015.

Network News and Moves

Small Business Market Facts Provided by [NewGround Publications](#).

1. Small business owners are more optimistic now than at any time since 2008.
2. Small businesses created 2 of the 3 million jobs generated in 2014.
3. The number of women-owned businesses grew by 36%. Their average revenues rose by 39%.
4. The SBDC celebrated its 35th anniversary. Every federal dollar spent on SBDCs helped small businesses access \$46.25 in new capital. SBDC clients reported their businesses increased sales by \$5.9 billion in 2014.
5. The number of sole proprietorships, S corporations, LLCs, and partnerships has tripled since 1980.
6. More than 50% of all workers will be self-employed by 2020. Now 34% or 53 million are self-employed.
7. 3.2 million Latino-owned businesses put \$500 billion into the economy annually.

SBIR Logo Competition

On May 4th, after about year of work and thousands of man-hours, SBA unveiled a new and improved www.sbir.gov. It's a pretty and functional website with amazingly more robust and useful information underlying it. Not only do incredibly savvy innovators demand a better interface, they needed it badly. It is much more sleek and its 2-click user interface and smart connectivity engages with the greater innovation ecosystem, more deeply and meaningfully. To match the bleeding-edge innovation crowd, SBA decided to engage the equally amazing American creative community to get a new official logo of America's Seed Fund, aka, SBIR/STTR. The theme is 12 Agencies...1 Vision: Seed The Future.

The logo design competition will run pursuant to the America Competes Act, and encourages the amazingly creative community in the United States to create a thoughtful and imaginative visual representation of the government's largest innovation effort focused on research-driven, innovative and cutting-edge small businesses. All details, rules, registration and submission instructions about the logo competition are available until May 29 at <https://www.challenge.gov/challenge/americas-seed-fund-logo-design-competition-for-the-sbirsttr-programs/> The winning submission will serve as the official logo for the programs and will be used for promotional and educational information, including but not limited to, SBA's websites including www.sba.gov and www.sbir.gov , participating federal agency websites, conferences, events, television, print, and other traditional and digital media outlets.

The winning logo will premiere, and the winner will be recognized, the week of June 15 at the 2015 Tibbetts Awards in the White House and feature at the National SBIR/STTR Conference. Oh yeah, there is also a \$2,500 prize to the winner! Check it out: <https://www.challenge.gov/challenge/americas-seed-fund-logo-design-competition-for-the-sbirsttr-programs/>

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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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