

	<p>Illinois Small Business Development Center Network</p> <h1>WEEKLY CONNECTION</h1> <p>N</p> <p>Entrepreneurship ~ Innovation ~ Technology</p>	
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Providing Professional Guidance for Business Growth

September 21, 2015

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Spotlight on Success – Rule of Pie Bakeshop

Thursdays and Fridays are pie days in the Murphysboro area. Those are the only two days of the week that Rule of Pie Bakeshop is open. The unique shop was recently recognized as having the second best pie in Southern Illinois and mid-Missouri by *Feast Magazine*. *Feast* features dining establishments from Kansas City, St. Louis and across the Midwest.

Rick Stapel said the idea for the business started in the summer of 2013 at the Cannon Park Community Market in Carterville. He often told his wife, Miranda, that he enjoyed her desserts, but she always told him that he had to say that. To prove it to her, he asked that she bake a few pies for the market. They sold quickly and word spread about Mrs. Stapel's excellent pies.

The pair first sought advice from **Aimee Wigfall at the Illinois Small Business Development Center at Southern Illinois University at Carbondale** in February, 2014. Aimee helped with business planning and financial analysis.

A few months later the couple found a space in downtown Murphysboro. Originally, the space was supposed to house their catering business. However, people kept clamoring for a place to enjoy a slice of pie and cup of coffee. "We used Cannon Park as the test market and took the leap of faith off the community enthusiasm," he said.

The Stapel's are a bit stunned by their success. "It is way more popular than I ever thought it was going to be," he said. "It has blown us away."

Strict quality control is one reason for their products' high quality. "We put out at least 130 to 150 pies a week," Mrs. Stapel said. She spends Wednesday through Friday, about 10 to 14 hours a day, in the kitchen baking with her mother, Tammy Hines. "My mother and I are the only ones allowed to touch the pie crusts," she said. "There is not a pie in the entire store that me or my mom has not made."



The shop is only open from 8 a.m. to 5:30 p.m.
Thursdays and Fridays; a day more than originally

planned. Mr. Stapel hoped to create a demand for pie, thinking consumers wouldn't pay for it every day. "That worked probably too good," he said. "Then we decided to open up on Friday. Could we be open more? Probably, and I understand the goal of business is to make money, but our goals isn't to make the most money at all costs. We like to have family time to ourselves."

Saturdays are reserved for time with their two young children. He works full-time at Southern Illinois University's extended campus, so Mrs. Stapel spends most of the time at the shop baking and getting ready for the two-day madness that is Thursday and Friday.

Mr. Stapel said if the business continues to prosper it could be open longer. But, right now, the couple is happy being part of an emerging downtown. "I wouldn't call us a destination town, yet, but when we get there, we would like to be one of reasons why," he said. "We think Murphysboro has a lot of potential. There will come a time where we pull from Carbondale, and not the other way around."

Learn more at: www.ruleofpie.com

SBDC's In The News - Forbes and USA Today Articles

As a follow up to the outstanding America's SBDCs National Conference a couple of weeks ago check out these two articles about our Network. The first is a [Forbes article by Ty Kiisel](#), about small businesses leveraging the resources of the SBDCs and the second article, appearing in [USA Today, is by Rhonda Abrams](#), one of our SBDC Champions. Check them out.

[Forbes Magazine – Ty Kiisel](#)

[USA Today – Rhonda Abrams](#)

Last Chance !! Maximizing Neoserra – Neoserra - Beyond the Basics Training

Advanced Neoserra Training - Beyond the Basics will take place on 9/22/15 at Joseph Center. Each attendee will work from a computer so bring your Neoserra Log in & Password. The Joseph Center has 24 computers available. Those registering later may need to bring their own laptops.

Register at: <http://ilsbdc.ecenterdirect.com/ConferenceDetail.action?ID=27241>

Date: Tuesday, September 22, 2015

Time: 10:00 AM - Noon

Place: Joseph Center SBDC

7600 West Roosevelt

Forest Park, IL 60130

[Map It](#)

Valued Resource – Census News Release – New Tool

Check out this U.S. Census Media Release which announced the new tool [Census Business Builder: Small Business Edition](#) during the America's SBDCs Annual Conference in San Francisco on September 9, 2015.

NEWS RELEASE: CB15-156 - New Census Web Tool Helps Business Owners Make Data Driven Decisions

SEPT. 9, 2015 — The U.S. Census Bureau today released [Census Business Builder: Small Business Edition](#), a new Web tool that allows business owners and entrepreneurs to easily navigate and use key demographic and economic data to help guide their research into opening a new business or adding to an existing one.

The Census Business Builder was developed with user-centered design at its core and incorporated feedback from customers and stakeholders, including small business owners, trade associations and other government agencies.

The tool combines data from the American Community Survey, the economic census, County Business Patterns and other economic surveys to provide a complete business profile of an area. Business statistics include the number of establishments, employment, payroll and sales. American Community Survey statistics include population characteristics, economic characteristics and housing characteristics. The new tool also combines third-party consumer spending data with the Census Bureau economic and demographic data.

"Census Business Builder brings together demographic and economic data, which are invaluable resources for those looking to start or expand a small business," Census Bureau Director John H. Thompson said. "The combination of these data sets give business owners a detailed portrait of both the consumer and economic environments. Our new tool is also helpful for anyone interested in learning more about their community."

Users can easily navigate through the tool based on what type of business they want to open or research and where they want to open it. Once users have identified the information they need, they can download a report for the final business type and location.

Census Business Builder features include:

- Easy-to-use menus to select type of business and potential locations.
- An interactive map that allows selection of the area to explore for business opportunities, including comparisons to neighboring areas.
- Dynamically generated, downloadable and printable county- and city-level reports, including trend charts that can be used for business plans, loan applications and other business needs.
- Demographic, economic and housing characteristics, employer and nonemployer business statistics, and consumer spending data.

Census Business Builder allows users to search for information on 49 industries, including:

- **Construction:** Electrical, flooring, painting and plumbing contractors.
- **Food services:** Caterers, drinking places, restaurants and fast food.
- **Health care:** Chiropractors, dentists, doctors, therapists and optometrists.
- **Personal services:** Auto repair, beauty salon, daycare, landscaping, taxi services, travel agencies.
- **Professional services:** Accountants, consultants, insurance agents, lawyers and real estate agents.
- **Retail:** Liquor stores, convenience stores, florists, gas stations and used-car dealers.

The tool includes statistics at the county, city/town, ZIP code and neighborhood (census tract) level from the American Community Survey. The economic data are available by county and city/town.

To launch the tool, a [live demonstration](#) will be conducted today at America's Small Business Development Centers conference.

[Press Kit](#) [Blog](#) [Graphic | JPG | PDF](#) | Public Information Office pio@census.gov 301-763-3030 / pio@census.gov Connect with us on [Social media](#)

Network News and Moves – GrowthWheel for Workshops – Roundtable Discussion

Who: GrowthWheel Advisors and Center Directors in the Illinois SBDC Network

What: **GrowthWheel for Workshops – Roundtable Discussion**

When: **Thurs Oct 15, 2015; 10 am to 12:30 pm (Lunch will be provided)**

Where: IL SBDC at [WBDC](#) | [8 S. Michigan Ave](#), 4th Floor | Chicago, IL 60603

Hosted by: Illinois SBDC at Women's Business Development Center Chicago and GrowthWheel International

A growing number of centers in IL and many states including OR, TN, OH, VA and AZ are using GrowthWheel for Workshops which is a great way to generate program income, promote your Center's services, and of course add value to entrepreneurs and owners.

GrowthWheel was designed around the observation that all businesses – in all industries and life stages – have four lasting challenges in common: They must create an attractive **Business Concept**, build a strong **Organization** behind it, develop lasting **Client Relations**, and do so while maintaining profitable **Operations**. At his Roundtable moderated by GrowthWheel's Vice President of Sales & Training, Tim Montague, we will explore different ways you can give a 4-part workshop series using the 4 work areas (and 20 focus areas) of GrowthWheel. We'll hear some best practices from around the country and some of the most active GrowthWheel Certified Advisors in Illinois.

Lunch will be provided.

For more information please contact Tim Montague, tim@growthwheel.com | 217.722.0429

Going Global – SBA Webinar

On Wednesday, September 30, at 10 a.m. CDT the [Illinois District Office](#) of the U.S. Small Business Administration will host a webinar to introduce you to international markets and educate you on how to use our network of government resources for exporting goods and services.

The free webinar will help you:

- Determine your firms export and market readiness for the global marketplace,
- Highlight training available to prepare for entering foreign markets, and
- Introduce you to financial assistance that supports expanding your business abroad.

Contact Stephen Konkle at Stephen.konkle@sba.gov or 312-886-4208, by Monday, September 28, to register

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

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Bruce Rauner, Governor



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