



Providing Professional Guidance for Business Growth

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Spotlight on Success – Riverbank Laboratories

Riverbank Laboratories started working with Zach Person at the Illinois Small Business Development Center International Trade Center at the College of DuPage in March 2015. Zach helped them obtain the CE Mark - a mandatory conformity mark for selling medical instruments in the European Union. This designation opens the door to additional markets and customers who require the CE Mark to do business.

From a marketing perspective, the CE Mark also gives Riverbank Laboratories a competitive advantage in their industry as a number of their US competitors do not possess the Mark. In order to leverage this advantage even more, Zach also worked with Riverbank Laboratories to apply for and win a Metro Chicago Exports Grant and embark on a rebranding project. This elevated brand incorporates the CE mark into a multilingual website and overall company narrative – strengthening their global image and exporting potential.

Learn more about Riverbank Laboratories at: <http://riverbanklabs.com/>

SBDC's In The News – Main Street's Best Kept Secret

Check out the recent column from Bob Coleman from the Coleman Report - [Hot Topic Tuesday -- Your Local Small Business Development Center is Main Street's Best Kept Secret.](#)

By Bob Coleman
Editor, Hot Topic Tuesday

Who is credited with creating a new job every seven minutes, a new business every 33 minutes, \$100,000 in sales every four minutes and access \$100,00 in capital every 15 minutes?

America's Small Business Development Centers!

Tomorrow, I will speaking at their annual conference in San Francisco about loan fraud, so call this my annual pitch to encourage you to reach out to your local SBDC.

SBDC counselors do outstanding work by partnering with colleges, local governments and the private sector -- 1,000 centers provide training to over 1 million aspiring and seasoned entrepreneurs annually.

So, why my ask? You should use the SBDC network to help your loan clients become better entrepreneurs. Also, don't simply deny a loan request. And, this is the key takeaway. Refer those entrepreneurs to your local SBDC.

One-on-one counseling is augmented with every type of small business training imaginable.

Check out some of these class offerings:

- Managing your Business Effectively
- Access to Capital
- QuickBooks Levels 1 through 4
- Marketing 101
- Facebook for Small Business
- Should I Incorporate?
- Hands On Content Marketing
- Employee Development

Simply stated, SBDCs create MBA-trained entrepreneurs at a fraction of the cost.

To find out more information about the Coleman Report please [CLICK HERE](#).

What You Need to Know About Exporting to Cuba

The Bureau of Industry (BIS) under the U.S. Department of Commerce has scheduled monthly call-in programs to field questions from the exporting community concerning the Cuba rule published on January 16, 2015. The calls are scheduled at 2:00 pm ET on the following days:

- October 13
- November 10
- December 8

Toll Free Number: 1-888-889-0538

Participant passcode: CUBA

For more information on these calls please click on [>>Read more](#)

Maximizing Neoserra – Including an Attachment Using Neoserra Email

You can include attachments when sending emails using Neoserra, but there are limits on size, number of recipients and operating systems. Learn the details at:

<https://support.outreachsystems.com/resources/help/neoserra/faq.jsp?id=n15>

LAST CHANCE - Valued Resources – Venture Connects – FUND Conference

Venture Connects Founder and CEO RJ Pahura and the other partners involved in the upcoming [FUND Conference www.fundconference.com](http://www.fundconference.com) at the UIC Forum in Chicago on October 6-7 have provided the Illinois SBDC with a very generous offer. FUND Conference is offering a limited number of admissions at NO COST for Illinois SBDCs, center clients and also students involved with your SBDC. Please help us promote this tremendous offer.

In order to take advantage of this outstanding value please go to the tickets link at <https://fund2015.eventbrite.com> to register. Select General Admission ticket and then enter promotional code: "ILSBDCFUNDME". The regular cost for FUND Conference is \$195 but with this special code the cost of registration for this conference is: \$0.

Please offer this great value to interested clients, students involved with you SBDC and also SBDC staff. Take care and enjoy FUND Conference. map

Network News and Moves - SBA Empowers Small Businesses to Be Cyber Safe

SBA Launches Online Resources to Help Entrepreneurs Identify Risk and Guard Against Cyberthreats

WASHINGTON – The U.S. Small Business Administration unveiled today a new cybersecurity webpage for small businesses at www.sba.gov/cybersecurity on the 12th Anniversary of National Cybersecurity Awareness Month. The SBA launched the online tools and resources to highlight Cybersecurity at Work from October 5-9th and in recognition of President Obama’s annual proclamation to educate Americans about cyberthreats and cybersafety.

“Cybersecurity is one of our nation’s most pressing national security priorities, and America’s 28 million small businesses, which create two out of every three new jobs in the U.S., are especially at risk. Small employers are quickly becoming a larger target for criminals looking to access sensitive data because small businesses typically have limited resources for information systems security,” said SBA Administrator Maria Contreras-Sweet. “In an effort to combat cyberattacks against small businesses, the SBA’s online tools will help employers identify information security vulnerabilities that put their companies at risk.”

A 2013 survey by the National Small Business Association indicates that 44 percent of small businesses reported being the victim of a cyberattack, with an average cost of approximately \$9,000 per attack. Small businesses have valuable information cybercriminals seek, including employee and customer data, bank account information, access to business finances, and intellectual property. Small business employers also provide access to larger networks such as supply chains.

The SBA cybersecurity webpage is a resource for small business owners to discover online courses, training opportunities, blogs and webinars, as well as learn cybersecurity information tips, including how to:

- Protect against viruses, spyware and other malicious code;
- Educate employees about cyberthreats;

- Safeguard Internet connections by using a firewall and encrypting information;
- Use best practices on payment cards, including shifting to more secure credit card payment technology known as “EMV.”

The website at www.sba.gov/cybersecurity also includes key steps to take if a firm is the victim of a cybersecurity attack, as well as links to tools from the Department of Homeland Security, the Federal Communications Commission, and the Department of Commerce’s National Institute of Standards and Technology.

The SBA encourages small business employers to take the [Cyber Security for Small Businesses](#) web course for best practices on protecting businesses and customer information, and to visit www.sba.gov/cybersecurity for tips and resources on safeguarding data against cyberthreats.

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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