



WORKFORCE & ILLINOIS SMALL BUSINESS DEVELOPMENT CENTER
AT
SOUTHEASTERN ILLINOIS COLLEGE

SMALL BUSINESS NEWS

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SBA Expands Outreach to Small Business Owners, Establishes Alliance with CompTIA to Increase Small Business Awareness

The U. S. Small Business Administration and the Computing Technology Industry Association (CompTIA) have signed an agreement that will strengthen outreach efforts and expand small business development opportunities for small businesses in the information technology industry.

CompTIA is the non-profit trade association advancing the global interests of information technology (IT) professionals and companies including manufacturers, distributors, resellers, and educational institutions. CompTIA provides education and training to individuals underrepresented in the IT industry through its education foundation. The SBA and CompTIA Strategic Alliance Memorandum will expand small business development for such businesses.

The strategic alliance is part of SBA's ongoing effort to support small business development initiatives in critical business sectors. SBA will provide CompTIA with up-to-date information about the agency's programs, services and resource partners, provide speakers to participate in trainings, seminars and conferences and advise them on events that may impact their mission.

CompTIA will cooperate with SBA and its resource partners to provide information to members about its business development services, and share current SBA news and information.

SBA and CompTIA will coordinate efforts to support entrepreneurs in the technology industry, to assist small business start-ups and established businesses to access technical experts for business counseling and information about SBA programs and services. The two-year alliance will include joint training and outreach activities to benefit businesses in the technology community, and promote small business initiatives.

Our newsletter is now in email form. Please confirm your email address by contacting Lori Cox at (618)2525001 Ext. 4 or email: lori.cox@sic.edu

Online Resources for Small Businesses

The SBA now has new Online Resources for Small Businesses to help with economic recovery. Entrepreneurs can take advantage of new, free online training and other resources offered by the U.S. Small Business Administration to assist them during this period of economic recovery.

The SBA offers a variety of online courses to assist small businesses in more effectively managing their firms in the current economy. The new course topics, available at www.sba.gov/services/training/onlinecourses include revising business to reposition with current conditions, winning customers in a slowing economy, reconstructing existing debt, and diversifying your customer base with federal contracts.

The most recently added course is "Downshifting in a Slowing Economy: A Business Planning Guide." This course is designed to help business owners reorganize and streamline their business strategies guide for surviving in a slowing economy. In addition, SBA offers a variety of resources and referrals to small businesses uncertain about what to do in the current economy on its web page on Economic Recovery at www.sba.gov/helpingmainstreet.

Each free course is self-paced, and provides practical guidance on how to stay on top of economic conditions. These and other courses can be accessed from the SBA's web site at www.sba.gov/training. To access the, click on "Free Online Courses," then make a selection under the header "Surviving in a Down Economy."

U.S. Small Business Administration



In rural Southeastern Illinois the Workforce & Illinois Small Business Development Center is a "one stop shop" for economic development assistance. The Workforce & Illinois Small Business Development Center at Southeastern Illinois College has been developed through a partnership involving the US Small Business Administration, The Illinois Department of Commerce & Economic Opportunity (DCEO), and SIC as a service to Illinois small business. Our office has a full time staff of four. Additional assistance is obtained through the cooperation of other organizations such as the Service Corps of Retired Executives (SCORE), the Illinois Manufacturers Extension Center (IMEC), the Illinois Procurement Technical Assistance Center, International Trade Center

(ITC), Chambers of Commerce, Southeastern Illinois Regional Planning & Development Commission (SIRP&DC), and public/private sector economic/business development consultants.

The Workforce & Illinois Small Business Development Center At Southeastern Illinois College service area covers the counties of Gallatin, Hardin, Pope, Saline, White, and portions of Hamilton, Johnson, and Williamson. These counties are rural in nature and cover over 1,700 square miles.

The goals of the Center are to provide assistance that will lead to the retention and creation of jobs through business expansion and start-ups as well as expanding opportunities for access to capital funds.

The Center provides business counseling, business training, women and minority business outreach, financial management, and technical assistance. Special emphasis is placed on minority and women-owned businesses, revitalizing rural downtown shopping areas, increasing sales of Southeastern Illinois products and services, and improving and increasing employment and business ownership opportunities for the economically disadvantaged through a self-employment training program.

To enhance the services of the center without adding additional staff, members of the business community have been recruited on a pro bono basis to lecture and counsel clients on an as-needed basis.

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This publication is produced by the staff of the Workforce & Illinois Small Business Development Center at Southeastern Illinois College. If you have questions or comments please contact us at:

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Monday thru Friday
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