

# SMALL BUSINESS WORKS!



Small Business  
Development Center  
A GLI AFFILIATE

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The Small Business Development Center (SBDC), a GLI affiliate, is now in its 24th year of providing emerging and existing businesses with:

- **FREE one-on-one management consulting**
- **Assistance with development of business plans and marketing plans**
- **Entrepreneur training programs & seminars**
- **Resources including small business publications and reference information**

The SBDC is part of a statewide network consisting of 14 service centers. The SBDC serves the following nine counties: Bullitt, Carroll, Henry, Jefferson, Oldham, Owen, Shelby, Spencer, and Trimble.

The Small Business Development Center is a cooperative agreement between:

- **Bellarmine University**
- **Greater Louisville Inc.-The Metro Chamber of Commerce**
- **The Kentucky Small Business Development Center**
- **Metro Development Authority**
- **The University of Louisville**
- **The U.S. Small Business Administration**

plus:

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**SCORE**  
Counselors to America's Small Business



**PNCBANK**

This issue sponsored by:



## PNC BANK COMMERCIAL BANKING

PNC Bank Commercial Banking is pleased to have the opportunity to sponsor this edition of the SBDC Newsletter. Our Client Relationship Managers can help you with a variety of deposit, cash management, and loan services for businesses in our community, as well as all your other banking needs. A member of our team would be pleased to meet with you to explore ways we can help your business succeed and grow. A few of our products are outlined below. We look forward to hearing from you.

**-John Anders, Senior Vice President, Market Manager**

### Deposit Products:

PNC Bank has a Business Checking Account that will work hard for your business. Selecting the right checking account can have a positive impact on the efficiency and effectiveness of your business. Products designed to meet your business needs are based on activity, cash needs, and other criteria. We also offer online banking services that allow you to access your account on a daily basis. Plus a variety of interest-bearing accounts that allow you to benefit from excess balances.

### Treasury Management:

Chances are, five or ten years ago your business processes looked very different than they do today. With exponential growth in the use of computers, email and the Internet, you are now doing more work, faster and with a more geographically dispersed workforce than ever before.

How do you manage it all? By utilizing the most powerful tool of business – the Internet. We first introduced our Internet Service Center as an online tool for customer service. Quickly, however, we began to fulfill our vision of the Internet Service Center by expanding into online information reporting and transaction initiation.

The Internet Service Center today provides an integrated point of access to PNC Bank Treasury Management's online services. These include A/R Advantage, which provides same day access to receivables information via your own computer, and as well as Previous and Current Day Reporting. In addition, there is access to ACH initiation and tracking, Card Services, Check Images, Check Inquiry, Positive Pay, Stop Pay and Account Transfer.

### WorkPlace Banking:

Now there's a way to provide employees with new banking benefits – at no cost to your company and with no additional administrative burden. It's Workplace Banking from PNC Bank.

When your company participates in WorkPlace Banking, your employees can take advantage of a new level of financial savings and convenience from PNC – including direct deposit and a choice of banking plans to meet their needs, free Account Link By Web bill payment, interest rate discounts on selected loans, and ongoing seminars and education on popular financial topics.

Best of all, because the centerpiece of WorkPlace Banking is direct deposit, your company can simplify its payroll processing and distribution. And perhaps even lower its cost. No wonder over 7,000 employers-with over 150,000 employees-participate today in PNC Bank's WorkPlace Banking Program.

### Government Sponsored Lending:

We provide funding alternatives for special business needs. Most business owners have heard of the U.S. Small Business Administration (SBA), the federal agency that works with banks and other lenders to assist small businesses with financing. Along with other federal and state government loan programs, SBA programs can provide the needed financing to qualifying businesses that, for a number of reasons, may not be able to obtain traditional financing to meet all or part of their borrowing needs. Both early stage businesses and established companies may be able to benefit from government sponsored loans. Our experienced professionals can assist you in obtaining acquisition financing, refinancing, and equipment financing for your new or existing business.\*

### Insurance Services:

Through a relationship with a local well established insurance broker, PNC Bank can offer a comprehensive array of financial, insurance and employee benefit services that includes Property and Casualty, Worker' Compensation, Risk Management, Group Health, Personal Insurance, and Loss Control and Engineering coverages.

We work closely with you to acquire a full understanding of your business – then work with the insurance broker to develop a competitively priced package of insurance services tailored to meet your specific needs. In addition, our insurance partner can effectively leverage its position with well-known and respected insurance carriers to your company's advantage. Throughout the process, your company is supported by a team of experts dedicated to delivering superior products and outstanding customer service.

### Loans:

Experienced lenders can work with you to help you determine the right financing package to meet your borrowing needs. Lines of credit, term loans for real estate or equipment acquisition, and other business purpose loans are but a few of the types of lending facilities we can provide.\* You'll receive a decision on your loan request in a timely manner, with many requests reviewed and approved locally. Your relationship team will work diligently with you to help you position your business for success now and in the future.

For more information contact **Misty Stump** at **502-581-4790**.

\*All loans subject to credit approval





# About the SBDC

## SMALL BUSINESS IS BIG BUSINESS IN KENTUCKY!

The SBDC, a GLI affiliate, is a member of a federally funded network providing FREE one-on-one consulting services, market analysis and training programs for existing for-profit small businesses and start-up ventures. We are in our 24th year of support for growing and emerging businesses in the Greater Louisville area.

### CONSULTING

Our management consultants assist clients with business planning, cash flow analysis and financial projections, business financing, record keeping and accounting practices, marketing issues and many other small business concerns.

The SBDC provides clients with information about financing options and programs for business needs from area banks, as well as from non-banking funding institutions. These services include financing for a particular project in an existing business or for start-up expenses for a new venture. Last year, we facilitated client loans and grants worth more than \$3.9 million.

### PLANNING

The SBDC staff advises clients in the development of business plans, strategic plans, and/or marketing plans. A well-designed plan provides entrepreneurs with a guide to help control some of the complex elements of operating and managing a small business.

### TRAINING

Seminars and workshops are offered each week on a wide variety of topics of interest to the small business community. Programs cover topics such as start-up, legal, marketing, sales, financing bookkeeping, taxation, expansion, as well as many other issues. Industry experts and SBDC consultants teach these classes. Last year, more than 1200 attendees participated in SBDC training events.

### RESOURCES

We offer business resources such as small business publications, demographic information, entrepreneurial start-up guides, Internet access, and more.

Call 502-625-0123 to schedule your free consulting appointment or to register for seminars and workshops. Visit our web page, [www.LouisvilleSmallBiz.org](http://www.LouisvilleSmallBiz.org), for small business links on the World Wide Web, or to register online!

The Small Business Development Center (SBDC) has a new location. You can find us at 123 East Main Street in Louisville on the first floor of the newly renovated Clocktower Building. We have moved in order to better serve our small business clients and share space with the Enterprise Corporation, the entrepreneurial arm of Greater Louisville Inc (GLI). For more information about the building, go to [www.emainusa.com](http://www.emainusa.com), or contact us at our new phone number, **502-625-0123**. You can also contact us at our web site: [www.LouisvilleSmallBiz.org](http://www.LouisvilleSmallBiz.org).



**Parking Suggestions**  
Meter Parking on Main Street.  
Parking garage on corner of 1st Street and Main (about one block from office).



## Marketing for Small Business

Marketing is the key to business success. This seminar will provide an overview of marketing as well as how to conduct market research and do a competitive analysis. There will also be a discussion of advertising terminology as well as advertising and promotional considerations for your small business. Low cost or no cost ways to promote your business will also be covered. Taught by Nick Gardner, Convergence. **Cost - \$25.00**

## Advanced Marketing: Marketing as an Investment for Your Business

Why is marketing important? Attend this workshop to learn how marketing can enhance your sales and inspire business growth. The workshop will provide some basic instructions on assessing your company's budget while discussing some basic facts you should know before you consider your logo, letterhead, or other printed materials. Marketing, public relations, and networking tactics will be discussed as well as measurement tools that will impact the overall effectiveness of your marketing strategy and projects. Taught by Wendy Schoeppner, President of Vesper, Inc. **Cost - \$25.00**

## Human Resource Essentials

This seminar covers the "must haves" to help small business owners align their human resource practices with their overall business objectives. Topics include staffing, compensation and benefits, government compliance and implementing policies that retain and safeguard workers while protecting company interests. Taught by Steve Kraus, Human Resource Advantage. **Cost - \$25.00**

## Advanced Human Resources: Maximizing your Human Capital Investment

With a sluggish economy, the increased workload demands placed on employees, and possibly the inability to provide monetary awards, you may be looking for ways to improve morale and enhance productivity. This session provides tools to help you implement effective human resource practices and manage the workforce to maximize your human capital investment. Topics will include: complying with employment laws; sourcing and staffing hard-to-fill positions; effective interviewing techniques; components of an effective orientation program; maximizing your performance management system; implementing a market-based pay program; communicating to enhance morale; effective techniques for separating employees. Taught by Sherri Schuenemeyer, HELP – Your HR Partner. **Cost - \$25.00**

## Basic Recordkeeping

This three-night session will cover the basic principles of accounting and bookkeeping for your small business. Nights one and two will cover start-up capital, various legal structures, basic tax information, applying for ID numbers and steps to becoming an employer. They will also include a discussion on payroll taxes and employee vs. contractor issues, the basics of setting up your books, including an explanation of balance sheets vs. profit and loss statement, assets vs. expenses, deductible vs. non-deductible items, taught by Terri Cummings, CPA, Strothman & Company. The third night will help you with understanding the financial projections and reports, taught by Mike Jones, CPA. Price includes the step-by-step accounting reference book, Small Time Operator, and handouts. **Cost - \$35.00**

## Developing Your Business Plan

At the heart of every successful business is a good business plan. Taught by the Greater Louisville SBDC consultants, this seminar will take you step-by-step through the complex process of writing your business plan. Participants will learn the importance of market research and competitive analysis for business success. Financial projections will also be covered. A business plan workbook will be provided to participants for use in writing a business plan. **Cost - \$30.00**

## Financing Your Business

This seminar includes a review of institutions and agencies that provide funding and loan guarantees for businesses. Participants will be familiarized with the prerequisites and documents that are required to apply for various loan and guarantee programs. Participants will learn the details about venture capital and angel funding, bank loans, and grants. Taught by Don Gossman, PNC Bank, Bill Fensterer, Capital Access Corporation and an SBDC Consultant. **Cost - FREE**

## How to Create High Performance in Your Business

Suppose your operation ran on an infrastructure that eliminated paperwork, mistakes, workflow issues, and duplicate data-entry. How much time could your team save? How much more \$ could your enterprise keep? Systems are available today that will make your business data securely accessible with all updates available real-time. It can add an amazing new dimension of improved management decision making for ANY size company, in ANY field. Taught by Pat McIntyre, Ganote & Company. **Cost - \$25.00**

## Introduction to QuickBooks

This six hour, computer-based, interactive seminar covers the basics of QuickBooks Bookkeeping software. You will learn how to set up a new company; compile charts of accounts; and enter invoicing, purchasing, inventory, and checking and credit card entries; as well as how to set up budgets, reports, payroll and payroll taxes. A basic knowledge of Windows software and computers is required. Instructors are: Kevin Cornwell, Cotten Allen, Lori Jones, Monroe Shine and Mike Pantoja, Pantoja Consultants. **Cost - \$50.00 and must be pre-paid. Space is very limited.**

## Legal Issues for Small Business

The two-night course will provide insight on the basic legal problems small businesses face including: Deciding to start a new business, non-tax aspects of forming and organizing a new entity, tax aspects of forming and organizing a new entity, tax reporting and compliance, technology and intellectual property rights, financing the business, product development and distribution, human resources, the Internet and online business activities, growing the business and purchasing and selling businesses. Taught by Robert Brown, Greenebaum, Doll & McDonald. **Cost - FREE**

## Owning Your Own Business

This extensive three-night course will introduce you to various aspects of owning a small business. Learn about the importance of business plans, recordkeeping, accounting, taxes, marketing, insurance, and money management. Taught by Service Corps of Retired Executives (SCORE), business professionals and SBDC Consultants, this workshop will also discuss sources of capital and legal issues for small businesses. **Cost - \$35.00**

## Payroll Taxes for Small Business

This information packed seminar will cover many of the questions you may have as you start your new business. Topics will include: basic payroll liabilities, basic steps in determining payroll tax obligations, procedures required to determine who is an employee, specific employer and employee payroll tax obligations and good payroll record keeping practices. Taught by Lynley Flener with Paychex, Inc. **Cost - \$25.00**

## Pre-Business Orientation

Taught by an SBDC consultant, this workshop will go over the basics in getting your business started, including how to develop your business plan and developing your financial statements. **Cost - FREE**

## Protecting Your Company's Financial Future

What if you could add \$ to your bottom line without working any harder? Managing financial issues is critical, yet they are often overshadowed by the day-to-day emergencies. What if your business could earn just 1% more on cash balances? Are you missing tax deductible \$ available from retirement plans? Have you thought about what would happen to your business if you lost a co-owner or key employee? The answers to these questions can put more of the company's income in your pocket. Your business can't afford for you to miss this free class. **Cost - FREE**

## Using the Internet to Grow your Business

No matter what your business is, the Internet is a vital part of today's marketing strategy. This seminar, taught by Susan Chapman, Personal Success and Web Coach, covers the vital tools and skills needed to help small business owners effectively use computers and the internet to build their businesses. Topics include staying in touch with your potential clients via email, building a network online, smart website design and e-commerce (shopping carts/merchant accounts). **Cost - \$15.00**



# Seminar and Workshop Calendar

DATE	SEMINAR	TIME	LOCATION	FEE	INSTRUCTOR
<b>april</b>					
3	Using the Internet to Grow Your Business	6:00-8:00 pm	SBDC	\$15	Susan Chapman
8	Pre-Business Orientation	9:00-11:00 am	SBDC	Free	SBDC Consultant
8-10	Owning Your Own Business	7:00-9:00 pm	iTRC	\$35	SCORE
15/17	Legal Issues for Small Business	6:00-8:00 pm	SBDC	Free	Robert Brown
16	Pre-Business Orientation	1:00-3:00 pm	SBDC	Free	SBDC Consultant
16	Financing Your Business	5:30-8:30 pm	SBDC	Free	SBDC, PNC Bank, CAC
21/23	Introduction to Quickbooks	5:30-8:30 pm	SBDC	\$50	Kevin Cornwell
22	Developing a Business Plan	4:00-8:00 pm	SBDC	\$30	SBDC
24	Pre-Business Orientation	3:00-5:00 pm	NIA Center	Free	SBDC Consultant
24	Marketing for Small Business	6:00-8:00 pm	SBDC	\$25	Nick Gardner
<b>may</b>					
6	Pre-Business Orientation	9:00-11:00 am	SBDC	Free	SBDC Consultant
6	High Performance	6:00-8:00 pm	SBDC	\$25	Pat McIntyre
8	Human Resources Essentials	6:00-8:00 pm	SBDC	\$25	Steve Kraus
13-15	Owning Your Own Business	7:00-9:00 pm	iTRC	\$35	SCORE
14	Pre-Business Orientation	1:00-3:00 pm	SBDC	Free	SBDC Consultant
19/21	Introduction to QuickBooks	5:30-8:30 pm	SBDC	\$50	Lori Jones, Monroe Shine
20	Financing Your Business	5:30-8:30 pm	SBDC	Free	SBDC, PNC Bank, CAC
22	Pre-Business Orientation	3:00-5:00 pm	NIA Center	Free	SBDC Consultant
27	Developing a Business Plan	2:00-6:00 pm	SBDC	\$30	SBDC
28	Protecting Your Companies Financial Future	6:00-8:00 pm	SBDC	Free	Patrick Strehl
29	Advance HR Issues	6:00-8:00 pm	SBDC	\$25	Sherri Schuenemeyer
<b>june</b>					
3	Pre-Business Orientation	9:00-11:00 am	SBDC	FREE	SBDC Consultant
3-5	Basic Bookkeeping	6:00-8:00 pm	SBDC	\$25	Terri Cummings, Mike Jones
10	Pre-Business Orientation	11:00-1:00 pm	SBDC	Free	SBDC Consultant
10-12	Owning Your Own Business	7:00-9:00 pm	iTRC	\$35	SCORE Im 2-19-03
17	Advanced Marketing Issues	6:00-8:00 pm	SBDC	\$25	Wendy Schoeppner
18	Pre-Business Orientation	1:00-3:00 pm	SBDC	Free	SBDC Consultant
18	Developing a Business Plan	1:00-5:00 pm	NIA Center	\$30	SBDC
19	Financing Your Business	5:30-8:30 pm	SBDC	Free	SBDC, PNC Bank, CAC
23/25	Introduction to Quickbooks	5:30-8:30 pm	SBDC	\$50	Mike Pantoja
24	Payroll Taxes for Small Business	6:00-8:00 pm	SBDC	\$25.00	Pay Chex, Lynnley Flener
26	Pre-Business Orientation	3:00-5:00 pm	NIA Center	Free	SBDC Consultant

april							may							june						
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20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28
27	28	29	30				25	26	27	28	29	30	31	29	30					

## LOCATIONS

### SBDC

123 E. Main St.

### iTRC

U of L Shelby Campus  
9001 Shelbyville Rd.

### NIA

2900 W. Broadway

To register or for more information: **502-625-0123** or visit **www.LouisvilleSmallBiz.org**



### JUMP START YOUR MARKETING!

You hear it all the time. When the economy's bad, businesses cut back on marketing. No good business owner would admit to that, but you hear it anyway. If you think about it, businesses should really do more marketing in a down economy.

Look at it this way; if you were in a drought, you wouldn't make your gutters narrower would you? No way! You'd make them wider. You should increase your marketing efforts when business is down.

Here's an easy way to jump-start your marketing efforts in a down economy, for very little expense.

The easiest place to market for more business is with your existing customers. Many companies ignore this strategy, but it's easy, inexpensive and it works.

**Step One**-prepare a strategy. Identify some goals you want to achieve by talking with your existing customers, such as:

- Cross sell all your products and services
- Pick up new business
- Get referrals for new clients
- Assess the value you provide to your customer

**Step Two**-Gather your list of contacts. Remember to put down key information, such as what types of products and services they buy from you, the amounts and how frequently, how long they have been a customer, any key information. Then prioritize the list with the best customer possibility first to get new business.

**Step Three**-prepare a script. Put together a short list of questions for your customer to answer, such as:

1. I noticed that you only buy one of our products (or services), do you ever buy any of our other products (or services) from other vendors?
2. We appreciate your company doing business with us. What

was it that made you do business with us in the first place? Why do you keep buying?

3. You seem satisfied with our products and service. What other companies do you know that could use what we sell? Can you give me a contact name and phone number? May I mention your name?

4. If we could do one thing better or add another product or service, what would attract you?

5. THANK YOU! What can I do to help you or make your job or company better?

**Step Four**-Schedule appointments with existing customers. Meet with the customers and ask them the survey questions. This will help you:

1. Get important information about your client.
2. Enhance your relationship with them.
3. Create a new sale based on the information you collect.
4. Provide new leads from their referrals.

**Step Five** - Collect the information from the survey questions.

**Step Six** - Craft a presentation addressing their new needs and make the presentation.

**Step Seven** - Contact the new referrals.

You can expect a 10% increase or better in new sales from this strategy, and you've only invested your time and very little direct expense.

**For more information about this strategy or other ways to improve your business, call Nick Gardner at CONVERGENCE (502) 589-2557.**



### REGIONAL MINORITY AND BUSINESS OWNERS CONFERENCE COMPLETES ANOTHER SUCCESSFUL YEAR

The Southern Indiana and Louisville Small Business Development Centers successfully completed our first regional conference, the Minority & Women Business Owners Conference. This collaboration of two regional offices and two separate conferences was created in an effort to better meet the needs of our clients, the community and the spirit of regionalism. In this challenging

economy, the event was very successful with nearly **300 attendees, 87 exhibitors and nine workshops**. We are grateful to many people and companies for their tireless dedication, hard work and support. Without the volunteers, staff members and sponsors, the conference could not have happened. Thank you again for making the conference such a great success!



## Small Business Spotlight - VESPER Inc.

Most entrepreneurs would agree that it takes self-discipline, determination, and a lot of long hours to start your own business. You've got to constantly consider your competition, the market, and changes in your industry as well as the economy in general. Your continual goal is to offer a more advanced product and better service than your competitor, to be better at your business, and to not get sidelined by all the setbacks that present themselves throughout the day. Vesper, Inc., the Louisville Marketing/Advertising firm owned by Wendy Schoeppner, is run by one dedicated entrepreneur.

Schoeppner's clients represent a wide range of businesses, from a small locally owned environment company to a corporate leader in the healthcare industry. What they have in common: all of them will attest to her marketing expertise and her constant attention to their businesses. In fact, they might not have noticed the formidable obstacles she's faced in the last year, which is one more testament to her professionalism. Schoeppner has juggled her client load along with the constant changes in her business, including the departure of her founding partner.

"This has been a challenge, but I looked at it as a chance for me to continue my focus on delivering quality service to my clients," says the eternal optimist Schoeppner.

Schoeppner's firm began with a meeting with the Small Business Development Center. They helped her to fine-tune her business plan, and to get the company, which incorporated in December 2001, open in January of 2002. Now, Vesper provides marketing, graphic design, video productions, and business card CD development and duplication services to companies across Louisville and surrounding areas.

"I believe strongly in the power of effective communication to boost a business's product or service. Yet many small businesses don't have the manpower or time to spend on good marketing. In fact, we work with our clients, giving them consultation, and, for example, developing six-month and twelve-month marketing/advertising plans." Schoeppner said. "We give them budgets, schedules, and instructions for implementation – a clear roadmap to great business promotions."

Vesper's range of services has been developed to allow clients flexibility. So, whether a client needs hourly consultation, graphic design work, brochures, newsletters, logos or entire marketing plans, Vesper can do it. "We offer a sort of a menu of options, so clients can decide what they need and what they can afford, and we can give them a customized service."

Vesper's latest capabilities includes video productions for projects ranging from in-house promotional videos, to commercials, to presentation or training videos. In addition, they offer a high-tech spin on the old business card: business-card sized data CDs with your business's information, enhanced graphic artwork, even video.

"Basically, our job is to make your story heard. We have a specialty in getting the word out about your business," says Schoeppner, "And we're having a great time doing it."

If you have any questions or would like to schedule a free consultation, Wendy Schoeppner can be reached at (502) 479-0655 or by email at [wschoeppner@vesper-inc.com](mailto:wschoeppner@vesper-inc.com).



## SCORE Joins the Enterprise Center

SCORE, "Counselors to America's Small Business," has entered into a new alliance with the SBDC and the Enterprise Corporation at the Enterprise Center in the Clocktower Building, 123 East Main Street. In this new initiative, SCORE has a presence in the Clocktower Building to help provide "one stop" counseling services for small businesses. At the Enterprise Center, entrepreneurs can seek a wide range of business expertise available from SCORE, the SBDC, the Enterprise Corp and the Inc. Tank.

SCORE offers FREE counseling to persons who wish to start their own business and to existing businesses that may be experiencing operating problems or growth issues. Counseling includes pre-startup requirements, fundamentals of a business plan, financial, legal, sales and marketing guidelines and continuing follow-up reviews. SCORE services are available Monday – Friday from 9:00 am until 2:00 pm. Including this new location, SCORE has four counseling centers in Louisville:

**Mazzoli Federal Building (502) 582-5976**

**NIA Center, 2900 West Broadway (502) 574-1147**

**Stock Yards Bank, 4800 Brownsboro Road (502) 721-8735**

**Enterprise Center, 123 East Main Street (502) 625-0088**

SCORE conducts periodic seminars covering specific business topics, and a regular monthly three evening "Owning Your Own Business" seminar. "Owning Your Own Business," recognized as a "business 101" course that is a must for those who wish to learn what it takes to start and own their own business, is held at the U of L Shelby Campus iTRC Building monthly.

**For further information about SCORE and the services provided to small businesses, call (502) 582-5976.**



# Small Business Development Center

A GLI AFFILIATE

123 East Main Street  
1st Floor  
Louisville, Kentucky 40202

Member FDIC

# Talk with the #1 Small Business Lender in Louisville.

**1 877 BUS BNKG**

 Number 1 Small Business Lender rankings for Louisville MSA based on dollars lent in fiscal year 2001 according to recently released government standings on small business loans of \$1 Million or less.

