



Barbara Wrigley <barbara@cbponline.org>

Gratitude for New Small Business Jobs Bill, WOSB Set-Asides and You!

Barbara Wrigley <barbara@cbponline.org>
Reply-To: barbara@cbponline.org
To: bwrigley@cbponline.org

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The CBP Key

Providing the Key to Your Business
Start Up and Growth!

November 2010

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Dear Barbara,

What an incredible day we had at Friday's Women Entrepreneurs' Expo "Accelerate!" We are delighted that it was another SOLD OUT event, and feedback has been overwhelmingly positive:

"I feel like I won the prize of great motivation and direction in where I need to go with my business!!!"

"I exhibited for the first time and the reception from the other vendors and expo participants to my services was phenomenal!"

"It was an awesome opportunity to work with women who are starting their own business. As a banker, we can assist them with so many financial issues. It was one of the best networking events I've attended."

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"I will definitely be back next year. It was such an upbeat supportive atmosphere."

We extend our deep and sincere gratitude to our seventeen generous sponsors including [Vernice "FlyGirl" Armour](#), the 68 exhibitors, 13 workshop leaders, 45 scholarship and 25 raffle prize donors, the elected officials who took time to join us during the VIP Luncheon, all the volunteers who made the day run smoothly, and everyone who showed up with enthusiasm to "Accelerate!" their business.

We also had the treat of hosting four young women from the [She-EO Academy](#). These future entrepreneurs were a real hit at the Expo. [Click here to read more about them!](#)

November is a month of gratitude. We are grateful for passage of the new [Small Business Jobs Bill and the Final Rule](#) creating the new 8(m) set aside program for Women Owned Small Businesses and the opportunities it will provide.

And, all of us at the Community Business Partnership say a huge "Thank you!" to the forty-five hundred or so clients who have taken advantage of our classes, free 1:1 counseling, our microloans, room rentals, mailbox services, and networking events this year. Our hearts swell with pride when we are able to play a part in helping you succeed in reaching your dreams and growing your businesses.



Happy Thanksgiving to each one of you!

Warm regards,

Barbara

Barbara Wrigley
Vice President Public Relations

Friend, Follow and Link with the Community Business Partnership Online!



New Small Business Jobs Bill and



WOSB Set-Aside Program (aka The New 8(m) Program) Announced

On Sept. 27, 2010, President Obama signed into law the Small Business Jobs Act, the most significant piece of small business legislation in over a decade.

The new law will provide critical resources to help small businesses continue to drive economic recovery and create jobs. The new law extends the successful SBA enhanced loan provisions while offering billions more in lending support, tax cuts, and other opportunities for entrepreneurs and small business owners.

[Click here to read more about how:](#)

- The New Law Puts More Capital in the Hands of Entrepreneurs and Small Business Owners
- The New Law Strengthens Small Businesses' Ability to Compete for Contracts
- The New Law Promotes Small Business Exporting, Building on the President's National Export Initiative
- The New Law Expands Training and Counseling
- The New Law Provides \$12 Billion in Tax Relief to Help Small Businesses Invest in their Firms, Create Jobs

Based on the new law, on October 7, 2010, the U.S. Small Business Administration published a Final Rule **effective February 4, 2011**, aimed at expanding federal contracting opportunities for women-owned small businesses (WOSBs).

The Final Rule sets forth procedures authorized by the Small Business Act to help ensure a level playing field on which WOSBs can compete for Federal contracting opportunities, while helping achieve the existing statutory goal that 5 percent of Federal contracting dollars go to women-owned small businesses.

[More information](#)

[WOSB Program Fact Sheet](#)

[WOSB Frequently Asked Questions](#)

[83 NAICS codes for which Set-Asides will be available](#)

November is Marketing Month!



Small Business Development Center

A Program of the Community Business Partnership



November is all about **marketing** at the Small Business Development Center. Whether you are a retailer gearing up for the busy holiday season, a young company working on your first marketing strategy, a government contractor seeking expansion, or a seasoned business looking to grow, we have a marketing path for you.

Upcoming classes include:

- Our November Brown Bag Seminar with the [Greater Springfield](#)

[Chamber](#) will feature Business Strategist [Dale Little](#)

- "Strategic Marketing" with [Business Coach Ingar Grev](#)
- "Marketing to the Federal Government" with [Strategist Don Beery](#)
- "From Bah Humbug to Booming Holidays" with [Retail Expert Marc Willson](#)

[Register Now!](#)

And to maximize your impact, contact the [SBDC office](#) for a free one-on-one marketing session on implementing a successful strategy for the final months of 2010 and the coming year.

[Mark Brown](#), Director, SBDC

**Incubator Prices Reduced!
Tweetmeets!
Co-Working Space!**



Business Incubation Center

*A Program of the Community Business Partnership
Presented by*

GENERAL COUNSEL^{PC}

AN EQUAL OPPORTUNITY AGENCY

We have a new rate for our Incubator service! Just \$550 per month includes: a furnished office, wi-fi, free business counseling, telephone, receptionist and much more! Contact [Dannelle](#) for details.



Our "Introduction to Social Media" workshop was a great success. Stay tuned for more social media workshops.

In addition, Dannelle will be hosting "Tweetmeets" on Fridays. Join us Friday, November 5 at 1:00pm at CBP to think creatively about your social media strategy! There is no charge - just bring your laptop or tweeting device! We will be giving out free social media tips. More details on [Facebook](#).

Feeling a bit lonely and non-productive at home? If so, please consider our new "Co-work" option. Every Tuesday we are offering a Co-work space for \$25/day. Bring your laptop and your "To-Do" list and get your work accomplished in the friendly company of other business owners. Free coffee and enthusiasm provided!

Are you one of the [1000 people following CBP and the incubator](#) on these social networks? It's not too late to join!



facebook

twitter

Do You Know Where Your Clients Are?



Women's Business Center
of Northern Virginia

A Program of the Community Business Partnership

If you can tell me right now who are your clients, referral partners, prospects and leads, you don't need to read this article!

Or are you like most small business owners, having a difficult time capturing contact information, keeping it handy, and using it to generate more business?

Statistics show that it is much cheaper to maintain an existing client than find a new one. An existing client is someone who has bought your services before, knows you, trusts you, and may even refer you to others. Acquiring a new client requires finding a prospect, reaching her through marketing, and having her buy your product - which takes time, resources, money, and possibly other people in your referral network.




So how do you keep a client?

- Reminding them that you exist, and that they had a great experience doing business with you in the past goes a long way towards getting them to buy again or referring you to their own network.
- Telling clients about your upcoming sales, new products, special offers may pique their interest
- Providing them useful, relevant, free information, helps clients and referral partners remember you when they need professional advice or service. *(I know a loan officer who regularly touches his network of real estate agents by keeping them informed of the real estate market - information they can share with clients, look good, and stay abreast of the news. They in turn see the loan officer as a knowledgeable, reliable, trusted partner and regularly refer business to him.)*

There are several ways to "touch" your prospects, clients, and referral partners through "snail mail," emails, advertising in online and paper media that your target audiences will read, refer to, and trust. Some are more expensive than others. Some require technical savvy.

CBP can help you build, maintain, and reach out to your network! through our partnership

with  **Constant Contact**[®], we will be offering a series of classes that teach you how to build, care for, track, and **get results** from the prospects, clients, referral partners you have already invested time and money into finding.



In the first class in the series, on **November 11th from 1:00 - 2:30pm**, you will learn the tips and tricks to effective holiday email campaigns. You do not have to be tech-savvy, we will teach you everything you need to know in class, and through follow-on counseling.

[Click here to register](#) for "**Holiday Card Success with Constant Contact.**" Space is limited, **lunch will be provided**, and it's only \$10 if you register before November 4th.

CBP is here to help your business grow and thrive - so take advantage of one of our [classes](#), or schedule an appointment with a business counselor. I hope to see you soon!

by [Anna Urman](#), WBC Director

Do You Need An Advisory Board?



Business Finance Center

A Program of the Community Business Partnership



Does the organizational chart for your business read you, you, you, you and you? Would you like to have input from other individuals before making important decisions about whether to take on debt in the form of a loan?

One way is to form an advisory board. An advisory board should not be confused with a board of directors. Unlike directors, advisory board members have no authority over your company. They are simply there to offer advice that

you can take or dismiss. Small business owners credit their advisory boards with cutting costs; helping with product development; introducing them to valuable clients, investors, and suppliers; and eliminating the sense of isolation that can come with running your own business.

How do you form an advisory board? A good place to start is by taking inventory of your contacts. Who possesses skills or expertise you lack? The importance of working with people you trust cannot be underestimated. You will be sharing personal information about your business, and maybe even yourself. If you are going to choose friends, make sure they are the kind of friends who have no problem telling you when they think you are wrong. You do not want a rubber stamp advisory board; seek out those who fill knowledge gaps within your company or your own background.

Choose no more than six members; most experts agree that small-business advisory boards of more than six are not productive. Members do not charge for their service, however, it is a good idea to compensate them by providing a meal when you get together - this can be pizza and soda. Finally a piece of advice from SCORE: do not accept any member to an advisory board who is unwilling to sign a non-disclosure agreement and a non-compete agreement. Make it formal and clear in writing that these are confidential meetings.

The Business Finance Center can help you get the best funding for your business. It currently has direct micro lending available from \$3,500 to \$35,000 as well as contacts with business banks and commercial financial institutions to help businesses that require larger amounts. Visit the [Business Finance Center page](#) for information on all the programs we offer.



By [Pauline Leitch](#), BFC Director

Scholarships!



The Entrepreneurship Certificate Program wants to thank the [Soroptimists International of Fairfax County](#) for their generous donation. Thanks to them we will be offering five scholarships to deserving women over the next three courses. If you are interested in a scholarship for our NVCC program, contact [Dannelle](#).



Our next class starts November 13 and is BUS 260, Planning for Small Business. This is the class to take if you need to create a business plan. For more information, contact [Dannelle](#) or visit our [website page](#).

CBP/NVCC Alumni Spotlight -

Entrepreneurship Certificate Program Alum's Team Wins Start-up Competition



Jeremy Monat, alum of the first [Entrepreneurship Certificate Program](#) class, led the winning team in the [2010 DC Startup Weekend](#) competition! Jeremy started planning his winning business idea, an in-store shopping iPhone app called iSpeedShop, while enrolled in the entrepreneurship program. His company, [White Glove Apps](#), is now developing the product.

Startup Weekend, an intense 48-hour competition, brought together marketers, programmers, and other entrepreneurs to pitch an idea, build a team, create a prototype product, then present a demo and business plan to a panel of business leaders.

"The work I did in the Entrepreneurship Certificate Program classes let us create our presentation quickly," said Jeremy. "In the FastTrac capstone class, we did detailed market research. While our revenue model has changed since then, the figures I'd compiled were still relevant. And when our team had to quickly come up with monthly financial projections, it was helpful to have done so before in the Small Business Management class."

White Glove Apps is currently looking for two more co-founders: a second programmer, and a business development person with retail experience. Contact Jeremy@WhiteGloveApps.com to learn more.

To register for Business Communications contact [Dannelle](#) or find us on:



Twitter at "beyourboss"



Facebook - NVCC Entrepreneurship Certificate



To register for a class contact [Suzanne Stevenson](#) at 703-933-1844 (w). For more information about the Career Studies Certificate Program, scholarships and financial aid, please visit our [website](#) or contact [Dannelle Shugart](#).

The 1,2,3s of Starting a Business



**Financial Education Center
for Women Entrepreneurs**

A Program of the Community Business Partnership



The Financial Education Center invites you to attend the **1,2,3s of Starting a Business** on Wednesday, November 17 from 9:00am - 12:00pm. The class is an introduction of the numbers of running a business. Taught by a dynamic speaker, Brian Willey, Vice President, CitiBank. Please join us!

[Click here to register!](#)

Top Ten Ways to Green Your Office

Every now and then, it's helpful to pull together a checklist that simplifies the suggestions we've made on greening your office. Here are our Top Ten suggestions. You might find it helpful to print out the list and post it as a reminder of how you can save money and go green in your office.



Top Ten Ways to Green Your Office:

- Print only final drafts of documents; print on both sides of paper to reduce paper use
- Buy recycled paper (including stationery, envelopes, notepads, promotional materials) made from post-consumer waste paper
- Use recycled and refilled toner and printer cartridges
- Recycle toner and printer cartridges every time you replace them
- Plug computers, fax machines, and other electronics into an energy-saving power strip
- Recycle all electronics, including cell phones, whenever you replace them
- Replace incandescent light bulbs with compact fluorescents
- Turn off your computer monitor if you will be gone for more than 20 minutes; turn off your computer hard drive if you will be gone for two hours or more.
- Meet online (using Skype, GoToMeeting, or free teleconference services) to reduce travel costs and impacts
- Install a programmable thermostat to help keep heating and air conditioning costs and use under control. In a home office, use a space heater or small fan to keep temperatures comfortable without having to overheat or cool your entire house.

by Diane MacEachern, Founder & CEO, www.biggreenpurse.com, and author, [Big Green Purse: Use Your Spending Power to Create a Cleaner, Greener World.](#)

CBP's Green Queen, Pauline Leitch, is delighted to have Diane MacEachern, author of [Big Green Purse](#), write this article especially for The CBP Key!



Professional Volunteer Spotlight: Tina Wade, VA Department of Business Assistance



Tina Wade,
Project Manager
Virginia Jobs Investment Program
Virginia Department of Business Assistance

The Virginia Jobs Investment Program division of the Virginia Department of Business Assistance offers customized recruiting and training services to companies that are creating new jobs or experiencing technological change. As a Project Manager, Ms. Wade works with companies across the state providing consulting services, organizational development training, electronic media services, and funding.

Before joining the Virginia Jobs Investment Program team, Ms. Wade served as the Director of Human Resources for Advanced Systems Development, Inc., Houston Associates, Inc. and Manager of Human Resources for Lockheed Martin. In this Senior capacity, she was responsible for creating, administering and maintaining the corporate HR infrastructure; in every capacity.

Ms. Wade is actively involved with the Jack and Jill Continuing Education Committee, She holds a Bachelor of Science Degree in Human Resources from Indiana State University. Ms. Wade is an active member of the Virginia Economic Developers Association, the American Society of Training and Development, and the Society of Human Resource Management.

To schedule an appointment with Tina Wade, contact your CBP counselor, [Mark Brown](#), [Anna Urman](#) or [Pauline Leitch](#).

In the News!



CBP client, Frances Crespo has been selected as one of [Washington Business Journal's 2010 Class of Women Who Mean Business](#). With over 160 nominations, and very impressive candidates, she is definitively the cream of the crop!

Frances' professional accomplishment as a small business owner does not stop here. By day, she is a military Officer in the United States Navy where she holds the rank of Lieutenant Commander. She has served in the military for over 20 years, serving in many leadership roles throughout her career. In 2009, she was hand selected to serve as the Flag Aide to a 3-star admiral and the highest ranking female Naval Officer in

Frances Crespo

the Navy. This year, she was featured in the award winning book entitled [Aim High: Extraordinaire Stories of Hispanic & Latina Women](#) by award- winning author Laura Contreras Rowe.

Frances has been recognized nationally and regionally for starting [The Full Cup](#), a business that really helps women with a very important, yet personal issue - finding the perfect fitting bra. She was recently quoted saying that "the hard work of starting a business is very rewarding when you have a client who says, "I have never felt so beautiful underneath." Frances is also the Market Director for Ladies Who Launch Metro DC and a blogger under the name "Fearless Culture."



Brett Coffee

CBP Board Member, Brett Coffee has been named to the 2010 Class of "40 Under 40" by the [Washington Business Journal](#). "A panel of five judges reviewed 230 nominations and evaluated each one on the basis of achievement, community involvement, and that extra spark of going above and beyond to do what it takes to risk and grow." Brett is the General Counsel and Vice President for Business and Corporate Affairs for Computer Systems Center, Inc. He is also the Chairman of Fairfax County's Small Business Commission.



Donna Vincent Roa

Donna Vincent Roa, CEO of the [Vincent Roa Group](#), has been named one of the top three honorees for this year's Washington Woman in Public Relations award. The finalist will be named November 10 at a WWPR Luncheon at the Mandarin Hotel in Washington, DC. The PR Woman of the Year Award is presented to a public relations practitioner working in the Washington Metropolitan area who has demonstrated leadership, integrity and community involvement.

Donna was also

the second place winner of the Community Business Partnership's 2010 Business Plan Contest. The Vincent Roa Group is an eco-communications, marketing, and PR firm that develops multidisciplinary, world-class programs, delivers visionary and cost-effective strategies, and stimulates a culture of implementation and results.



Did we miss you? Want to get recognized in future "In the News" articles? Email info, pics and links to [Barbara Wrigley](#), VP Public Relations.

Upcoming Conferences and Events You Need to Know About!



November 4, 2010 1:00-5:00pm

Extreme Entrepreneurship Tour

George Mason University - Fairfax Campus, Johnson Center's Dewberry Hall

Cost: Free, Registration required

The [Extreme Entrepreneurship Tour](#), brought to you by the National Chamber Foundation, the Campaign for Free Enterprise, and [iMADdu](#), is the first-ever national entrepreneurship tour. In a high-energy event with lots of networking, music, movement, and prizes, the tour features the country's top young entrepreneurs and successful local entrepreneurs from the DC Metro Area. All under 30, speakers share their personal success stories, inspiring audiences to outline plans of action that will define their entrepreneurial paths.

Wednesday, November 10 7:30 am

Contacts-for-Contracts "Winning Army Contracts"

Sponsored by the Mt. Vernon-Lee Chamber of Commerce

Belle Haven Country Club, 6023 Fort Hunt Road, Alexandria, VA 22307

[Early Bird Register by November 5: \\$25; After November 5: \\$35](#)

Winning Army Contracts Guest Panel:

From the Office of Edward Harrington, Deputy Assistant Secretary of the Army (Procurement); Col. Mark Moffat, Deputy Garrison Commander Fort Belvoir BRAC, Secretary of the US Army; Alice Williams-Gray, Associate Director, Office of Small Business Program, US Army Contracting Command, Fort Belvoir.

Wednesday, November 10, 2010

2010 Annual Small Business Forum:

Pillars of Success: Teaming and Capitalization for Growth

Sponsored by the Global Business Network Association

The Waterford at Springfield, 6715 Commerce Street, Springfield, VA

Forum presentations, networking, and matchmaking sessions will provide small businesses with information to explore new opportunities with government agencies and commercial companies, while enhancing their capacity for capitalization, growth and success. For more information and to register, [click here](#).

November 15-19, 2010

DC Entrepreneurship Week

DCEW is not your typical entrepreneur conference. DCEW is cutting out all the noise and solely focusing on two of the key elements needed when launching and developing business: Pitch-a-VC: These events are capped at 35 participants and focus on conversations between entrepreneurs and investors. There will be entrepreneurs presenting, but the real value comes when VC's and participants provide feedback and further the conversation. If you are an entrepreneur interested in pitching, [please submit](#)

[your plan online](#). Discovery Sessions: While slightly larger, capped at 100 participants, each Discovery event offers a focused topic presentation and ample opportunity to learn from industry experts. CBP Volunteer, Dale Little, will be presenting "Discovery: Social Media Marketing For Start-ups" on November 16. Register for all DCEW events by [clicking here](#).

Great 2010 Accounting Makeover Contest



[BookKeeping Express](#) is coming to the financial-recording rescue of one lucky company. From Boston to Tacoma and everywhere in between, small businesses entering the "Great 2010 Accounting Makeover" contest stand to win a comprehensive BookKeeping Express 12-month service package valued at approximately \$25,000.00.

"We see it day in and day out. Few business owners truly understand the negative impact of falling behind on their financial records," said Greg Jones, CEO of BookKeeping Express. "The savings available to businesses that keep their books current can be huge. Not to mention the peace of mind it offers."

Whether frustrated and struggling to understand cash flow and expenses or in doubt about how to account for payables and receivables, all small businesses nationwide can nominate themselves for the makeover. Business owners and management interested in the makeover must enter the contest by e-mailing a link to a video, photos or a few sentences conveying the accounting nightmare they are facing to makeover@bookkeepingexpress.com.

BookKeeping Express will post entries to www.facebook.com/BookKeepingExpress and the winner will be named on Monday, December 20, 2010. All entries must be e-mailed by noon ET on December 17, 2010.

"For those feeling like they've lost a grip on their books, we suggest submitting your story as soon as possible," added Jones. "The longer you have people voting for you, the better chance you have at winning." The contest winner will be chosen through a "like" vote system, in which small businesses encourage business associates, friends and family to "like" their entry on the BookKeeping Express Facebook page. The small business' entry with the most "like" votes will be deemed the winner.

The winning small business will receive:

- A review of previous year's financials (up to 12 months)
- Comparison reports to industry standard
- 20 hours of consultation (can be used at beginning or spread out)

Plus, BookKeeping Express will give all entrants a waiver on their set-up fee (up to \$500 value).

Quick Links

[Register Now for 2010 CBP Classes!](#)
[CBP's Online Client Business Directory](#)
[Business.gov Saves Time and Money](#)
[Business Licensing Info](#)

[SBA Online Training Classes](#)
[Economic Census Data](#)

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