



# Small Business Beat

News from the Michigan SBA Office

Spring 2009

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## Save the Date

September 9-10, 2009

### 2009 TRADE NORTH AMERICA BUSINESS CONFERENCE

"Export Opportunities Right Next Door"

Detroit Marriott Renaissance Center  
Detroit, Michigan

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**Trade North America**

## Lender Awards Presented At SBA Lenders' Conference

The 11th annual SBA Lenders' Conference was held in Lansing on March 20. The event attracted lenders from across the state who participated in 11 workshops designed to help lenders become more comfortable using SBA programs to increase access to capital for small businesses. The conference also afforded an opportunity to introduce features of

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## From the Director

### Recovery Act Adjusts SBA Programs to Stimulate Economy

Dear Colleague:

The American Recovery and Reinvestment Act was signed into law on February 17, 2009 by President Obama in an effort to fire up the economy. The Recovery Act assigns a key role to the SBA, providing it with tools that offer new economic incentives to small businesses and lenders, all aimed at growing our economy.

With tax incentives and steps to encourage lending, the Recovery Act recognizes that small businesses are part of the solution to getting our economy moving again. The Act's primary goals for the SBA are jump-starting job creation, re-invigorating lending and promoting small business investment. The Act provides SBA with \$730 million. This includes \$375 million to temporarily eliminate loan fees and raise guarantee limits on some loans.

Some of the components of the Recovery Act that affect SBA programs are:

**Temporary elimination of fees to borrowers in our 7(a) and 504 loan programs.**

**Temporary elimination of loan fees to lenders on 504 loans.**

**Provision of up to a 90 percent guarantee on all 7(a) loans except SBA Express.**

**Development of an SBA loan program to temporarily assist broker-dealers who buy guaranteed 7(a) loans.**

the American Recovery and Reinvestment Act.

As part of the luncheon program, the following awards were presented to lenders who excelled in the various SBA loan guaranty programs in fiscal 2008.

#### **Citizens Bank**

was named Michigan Lender of the Year, SBA's award for the best overall performance. Citizens Bank approved 128 SBA loans worth more than \$28 million in fiscal 2008.

Additional awards were presented as follows:

#### **Chase**

SBAExpress Lender of the Year

#### **Citizens Bank**

PLP Lender of the Year

#### **mBank**

Business Development Lender of the Year

#### **United Structured Finance Company**

Community Lender of the Year

#### **Bank of America**

504 Lender of the Year

#### **Chase**

New Markets Lender of the Year

### **Michigan**

#### **Business One Stop Portal Launched**

The Michigan Business One Stop, an online service, is now available for current and prospective business owners to obtain needed information about how to do business in the state of Michigan. The portal creates a single point of entry to state government for businesses based in Michigan or those looking to establish a presence in our state.

Michigan One Stop allows users access to general information, as well as the ability to perform functions online that can result in

In addition, separately the Treasury Department will commit up to \$15 billion in Trouble Asset Relief Program (TARP) funds to further help unfreeze the small business lending market by purchasing pooled 7(a) loan guarantees and 504 first mortgages.

Expansion of SBA's Microloan program providing enough for \$50 million in new loans. SBA Microloans up to \$35,000 each are delivered by nonprofit community-based intermediary lenders across the country, and come with technical assistance and training for each borrower.

Expansion of Surety Bond Program limits to help small businesses compete for the billions of dollars in contracts that are needed to implement the Recovery Act. The maximum amount for contracts that qualify for SBA surety bonds is \$5 million, and \$10 million in certain cases.

The Recovery Act has already had a positive impact on SBA loans in Michigan. Over the past eight weeks, we have guaranteed an average of 23 loans a week as compared to just 15 loans a week in the five prior months. To learn of the latest Recovery Act developments, please click on the Recovery Act icon on our home page [www.sba.gov/mi](http://www.sba.gov/mi).

Richard Temkin  
District Director

### **Michigan Celebrates Small Business Great Entrepreneurs Driving Michigan's Economy**

The fifth annual Michigan Celebrates Small Business was held April 30 at the Lansing Center with over 800 attendees. Governor Jennifer Granholm provided a welcoming address to the group, thanking the awardees for paving the way to Michigan's new economy.

Josh Linkner, ePrize founder and Chief Executive Officer, was the keynote speaker. His remarks provided tips he has learned to unleash creativity in companies to keep them fresh and competitive. Linkner's firm is an interactive promotions company headquartered in Pleasant Ridge, Michigan.

SBA's Small Business Persons of the Year and Champion Awards were presented. Two Michigan awardees, Avinash Rachmale and Timothy Parker, are the national winners in their categories, and along with Michigan's Small Business Persons of the Year, will be honored during National Small Business Week in Washington D.C., May 17-19. SBA awardees are as follows:

#### **Michigan Small Business Persons of the Year**

Bruce DeBoer, President & CEO  
James Rabourn, CFO & VP  
Robert Emaus, Executive VP  
R.E.D. Stamp, Inc., Byron Center

significant time savings. The site is organized into the following locations:

### **Resource Center**

This section features a toolkit with start-up and business planning information, a list of business support organizations, opportunities within the state, and a list of related Web sites.

### **Michigan Advantage**

Here users are provided an overview of advantages of doing business in Michigan, and how the Michigan Economic Development Corporation can help.

### **Customer Assistance Center**

E-mail addresses and phone numbers to get answers to questions are listed.

### **Try Business One Stop**

This allows users to create scenarios for starting different types of businesses.

### **Instructions for Creating an Account**

Here the user can walk through the process of creating a sign-on to access applications of Michigan One Stop.

### **Login and Do Business**

Once a user has created an account they can access the applications.

"The Michigan One Stop site should be helpful in counseling business owners," said Tom Donaldson, Regional Director of the Lansing Michigan Small Business & Technology Development Center. "I work with business owners every day, and there has always been some confusion dealing with so many different state agencies. After testing the new Michigan Business One Stop, I am thrilled to see how much easier it will be for businesses to interact with state government as well as connect to other resources to help them grow. This is a big plus for Michigan businesses."

### **Michigan, Midwest Region, and National Entrepreneurial Success Award**

Avinash Rachmale  
President & CEO  
Lakeshore Engineering Services, Inc., Detroit

### **Michigan, Midwest Region, and National Jeffrey Butland Family-Owned Small Business of the Year**

Timothy Parker, President  
Harbor Industries, Inc., Grand Haven

### **Michigan and Midwest Region Small Business Exporter**

George Boerigter, Chairman of the Board  
SoundOff Signal, Hudsonville

### **Michigan and Midwest Region Veteran Small Business Champion**

Frank Campanaro, President & CEO  
Trillacorpe Construction, Bingham Farms

### **Michigan Financial Services Champion**

Thomas Zernick, VP, Head of SBA Lending  
Citizens Bank, East Lansing

### **Michigan Home-Based Business Champion**

Carrin Weirauch, Owner  
Down To Earth Toys, Ortonville

### **Michigan Minority Business Champion**

James Ralph, Jr., President  
James Ralph Agency, Inc., Southfield

### **Michigan Small Business Counselor**

Philip Tepley, Technology Team Coordinator  
Michigan Small Business & Technology Development Center  
Grand Rapids

### **Michigan Small Business Journalist**

Matthew Roush, Editor  
Great Lakes IT Report, Southfield

### **Michigan Women in Business Champion**

Joan Purgiel, Vice President  
National City Bank, Manistee

In addition, the Edward Lowe Foundation honored its 50 Companies to Watch. These second-stage companies were spotlighted for their outstanding contributions to the Michigan economy, and their potential for growth. Michigan Celebrates Small Business ended with an afterglow reception, featuring music provided by the jazz group, Trapped on Mars. See: [Michigan Celebrates Small Business](#) for details.

To visit Michigan One Stop, click on:  
[Michigan.gov/business](http://Michigan.gov/business)

### *Our Belief...*

*SBA is the entry point to help you start, grow, and prosper. We offer customized counseling, specialized financing, and contract opportunities. Through our unique resource network, we provide the tools to help you succeed. We are your Small Business Resource.*

## **Eden Environments Successful SCORE Client**

Denise Hopkins, owner of Eden Environments, the first sustainable design center in West Michigan, spoke at the SCORE District Meeting on April 29 in Grand Rapids. Hopkins told the group about the assistance she had received from SCORE to launch her business.

After 20 years as an architect working for larger firms, Hopkins decided to create her own company, offering a broad range of architectural and design services, products, and accessories with an emphasis on sustainability. She had a dream to offer her clients the choice to create beautiful, functional creative spaces, which protect natural resources, and reduce environmental impact.

Hopkins found SCORE while researching her idea online. SCORE is a national organization of volunteer business counselors that is partially funded by the SBA. Hopkins took a draft business plan to Bill Leete, a SCORE counselor with the Grand Rapids chapter. She was familiar with laying out a plan for an architectural project including labor, materials and time, but was unfamiliar with all the aspects of setting up her own business.

Leete worked with her to refine her business plan. Hopkins said Leete introduced her to many facets of forming her business previously unknown to her. In addition to working with SCORE, she got some additional market research assistance from the local Small Business & Technology Development Center. Hopkins started her business in the fall of 2008.

Hopkins credits SCORE with helping her to make her dream a reality. She reports, "I am SCORE's biggest fan." See: [Eden Environments](#) for more information. For additional information about SCORE chapters in Michigan click on [SCORE](#).

## **CEED Hosts Annual Awards Celebration SBA Named Partner of the Year**

The Center for Empowerment and Economic Development held its 25th Annual Awards Celebration at the Motor City Casino on April 22. The occasion provided an elegant combination of delicious food, excellent speakers, and award presentations to those individuals and organizations that have benefited from or helped to make the programs and mission of CEED a reality.

Since 1984, CEED has assisted thousands of business owners in starting and expanding their businesses. CEED provides entrepreneurs and business owners with the administrative, financial, and professional enrichment support services necessary for business success. The

center is dedicated to meeting the needs of Michigan's women and minority business owners. It is designated as a Women's Business Center by the SBA. CEED has a Microloan Program that extends credit to businesses that cannot obtain financing from conventional sources.

For more information click on: **CEED**

Awards were presented to the following volunteers, achievers, and partners:

### **Individual Awards**

**Bonnie Alfonso**, Alfie, Logo Gear for Work and Play - Outstanding Volunteer

**Kimberly A. Benjamin**, HR Strategies Plus - Outstanding Volunteer

**Leslie Delgado**, Diversified Services - WBEC Great Lakes - Outstanding Achiever

**Catherine Gase**, U.S. Small Business Administration - Outstanding Volunteer

**HHH Accounting**, Detroit Micro Loan - Outstanding Volunteer

**Tajinder Lota**, Lota Financial Group Inc. Microloan - Outstanding Achiever

**Tim Robinson**, Lenawee Economic Development - Microloan - Outstanding Volunteer

**Myrna Sequara**, Southwest Detroit Business Association - Microloan - Outstanding Achiever

**Susan Lucas**, Unique Hair Design - Outstanding Achiever

**Stephanie Whitfield**, Stephanie's Bags & Accessories - Outstanding Achiever

### **Organizational Awards**

**Kellogg Company** Corporation of the Year

**U.S. Small Business Administration** - Partner of the Year

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