



Beginners Guide to Grant Writing

2009 Workshop Save the Date

As communities evolve and change, local businesses, organizations, and schools must creatively meet new challenges and seize opportunities. This workshop gives you tools, technical assistance, and support you need to successfully compete for grant funds.

The two-day program is a great skill builder for the beginner or intermediate grant writer. Whatever your skill level, come with an idea and be ready to write.

3/18/09 and 4/22/09
10/29/09 and 12/2/09

Visit our [website](#) or contact Angi adthomas@purdue.edu



Hoosier Heartland SBDC

The Hoosier Heartland SBDC serves 12 counties and works with startup and small businesses to help them launch, compete and grow. The SBDC can serve as a sounding board and reality check for business ideas, including new products, services and promotions; a gateway to local and national business resources; a guide in focusing on key issues and developing a viable action plan; and a connection to networking, mentoring and training opportunities. Services include free, by-appointment business consulting; needs assessment and help in developing an action plan; training at *How to Start Your Business* Workshops held monthly; and numerous resources. Counseling service topics include startup, acquisition, capital sources, marketing and sales, government procurement, legal matters, accounting, financial analysis, cost control, cash flow, human resources, inventory, engineering, research and development, computer systems, international trade, technology transfer, networking and liquidation. The SBDC also offers programs on certifications, loans, structured networks, and other topics. There are two locations which are open weekdays, 8-5.

Burton D. Morgan Center for Entrepreneurship
Purdue University
1201 West State Street (SR 26)
West Lafayette, IN 47907

Inventrek Technology Park
700 East Firmin Street, Suite 106
Kokomo, IN 46902
(765)454-7922
(866)961-7232

www.hhsbdc.org

Local Decision Maker

Land use and economic development planning takes time and money - two things few cities and counties have in abundance. Thanks to an online resource, they don't have to. The Local Decision Maker (LDM) is a comprehensive planning tool that provides almost instant data for producing a socioeconomic and environmental community snapshot, as well as a portrait of how that community might someday appear. It was developed by Purdue University's Extension Service and Center for Regional Development; and the Illinois-Indiana Sea Grant Program.

The LDM contains GIS-based data in the areas of population, environment and natural resources; land use and land cover; education; the economy; and labor markets. By choosing the appropriate data, the online program leads the user through a four-step process: community audit ("Inventory/Analysis"); community goal setting ("Vision/Objectives"); plan development ("Alternative Strategies"); and plan implementation. There is no charge to use the LDM, located at <http://ldm.agriculture.purdue.edu>.



Welcome to PCRD—New Staff

Heather Clark-Reynolds



I work with HHSBDC, meeting with new and existing clients (small business owners) and counsel them regarding business start-up procedures, marketing, market research, financial planning, business plans, human resources, etc.

I also am working on establishing a county-wide Chamber of Commerce in Benton County and setting up a business incubator within a year to encourage small businesses and new business start-ups in that County. My goal is to eventually set up similar business networks in the other 12 counties that are in the Hoosier Heartland. I plan on helping out with business workshops, and offer these seminars/workshops to the surrounding counties.

Matt Baller



I primarily work as a member of the Data Services Group within the Purdue Center for Regional Development. Much of my work involves spatial analysis and map production for *Crossing the Next Rural Frontier* project funded by the Economic Development Administration. I also am responsible for the creation and

continuing development of IRS Migration Database. Finally, I serve as a member of both the Local Decision Maker (LDM) development team and the Purdue Land Use Team. I am also involved in data acquisition and analysis for the LDM.

Research Corner

Our EDA University Center Designation

The U.S. Economic Development Administration (EDA) typically designates a single university within each state as their "University Center" (UC). The Purdue Center for Regional Development was recently notified of that designation by the Chicago office of EDA; and is eager to continue its 3-way partnership with EDA and the Indiana Association of Regional Councils (IARC). Funding associated with the UC will support several initiatives, including youth entrepreneurship and the important role played by Certified Technology Parks (CTP'S) in Indiana.

As we look toward entrepreneurship in Indiana, one significant component that needs enhanced is a youth-focused entrepreneurial initiative. In a collaborative effort with the Indiana HomeTown Competitiveness Program, Indiana Department of Education, Indiana Council for Economic Education, 4-H Youth Development, and Purdue Center for Regional Development, the EntrepreneurShip Investigations (ESI) effort is being introduced to Indiana. Numerous community teams and teachers have attended training sessions so that they can teach their community youth how to think, act, and become entrepreneurial. The first Indiana offering of ESI is in Alexandria. Offered on Friday afternoons as an after-school program, the 8th grade students attend from 3:00 - 5:30 where they learn step-by-step through experiential learning how they can become entrepreneurs. Below are pictures of the community, teacher, and student training sessions. Additional information about ESI can be located at <http://4h.unl.edu/esi/>.



Save the date for the upcoming Certified Technology Park (CTP) Seminar on December 16 from 10:00 - 3:00 pm at the University Place in Indianapolis. Guest speakers include Christine Nolan, who will speak about the data tools available to the CTPs through the UC. Another guest is Robert Hickey, regional representative of the Chicago office of the Economic Development Administration, who will speak about the various programs and funding opportunities available to CTPs. Also accepting our invitation to speak is Ryan Asberry, Assistant Vice President at the Indiana Economic Development Corporation, who has direct responsibility for the CTP program in Indiana.

For more information contact [Terri Lester](#) at 765-496-1062

There's a lot happening in our WIRED region:

At [Indiana WIRED](#), we have been experimenting with a number of different ideas, all designed to cross the traditional boundaries that have held back our capacity to innovate. Read on to find out more about these exciting programs.

What does making a guitar have to do with workforce development? Check out this video to see how a group of high school students may now make different career choices after attending a guitar camp:

<mms://video.dis.purdue.edu/bns/technology/guitar081002.wmv>

Indiana Entrepreneurship Week was officially October 27-31 but in our WIRED region, Building an Entrepreneurship Super-Region is a key initiative with activities throughout the year.

We are helping to change the perceptions about entrepreneurship in our 14 county region while strengthening the networks between our region's high schools, colleges and universities.

One example is the second week-long Entrepreneurship Academy at the Purdue Research Park. During the camp, high school students form teams and work on real case studies of start-up businesses. These teams are charged with developing an executive summary for a business plan and an "elevator pitch." The top three teams win vouchers that can be used for higher education expenses.

Entrepreneurship Academy 2008— See the youtube coverage here:

<http://www.youtube.com/PurdueResearchFoundation>

IndianaWired
Workforce Innovation in Regional Economic Development • TALENT DRIVING PROSPERITY



2008 Companies to Watch

<http://www.quickpiximaging.com/gallery>

Indiana Companies To Watch

Companies to Watch celebrates high-performing, second-stage companies. Known for their performance in the marketplace, innovative products, unique processes or philanthropic actions, these companies represent a wide range of industries from all corners of Indiana.

Fifty Indiana companies were recently recognized as part of this award program initiated by the Edward F. Lowe Foundation. Purdue University partners with the Indiana Economic Development Corporation and the Lowe Foundation in bringing this important program to Indiana.

If you know of a company that meets the criteria and is worth watching, or if you are such a company, you can nominate or apply directly for the 2009 Companies to Watch at:

<http://companiestowatch.org>

Hoosier Heartland Indiana Small Business Development Center

Launching Your Business

Launching Your Business

Have you ever wanted to own your own business or expand your existing business, but were not quite sure where to start? This seminar is just for you!

During this seminar, you will learn the nitty-gritty details of starting a business. You will also dig into the true heart of the matter—will your idea work? Come find out!

The registration fee is \$35 per business. The workshop is from 11:00 am to 1:00 pm and is offered on the following dates and times:

Cass County: LEDG Office, 310 S. Pearl Street, Logansport, IN—Nov. 18; Dec. 16

Howard County: Inventrek Technology Park, 700 E. Firmin Street, Kokomo, IN - Nov. 19; Dec. 17

Miami County: Miami County Chamber of Commerce, 13 E. Main Street, Peru, IN—Nov. 13; Dec. 11

Tipton County: Tipton Co. Economic Development Corp, 136 E. Jefferson Street, Tipton, IN— Nov. 5; Dec. 3

How to Start Your Business Workshop

The Hoosier Heartland SBDC hosts monthly business start-up workshops from 1:00-4:30 pm at the Swezey Commerce Center, 337 Columbia Street, Lafayette, IN. Topics include; legal, finances, banking, insurance and marketing. Please call 765-496-6491 for more information and to RSVP. The remaining 2008 dates will be [November 19](#) and [December 17](#).

Franklin Covey—7 Habits for Small Business Managers

December 9-10 from 8:30-4:30, the cost will be \$395. Located at the Inventrek Technology Park, 700 E. Firmin, Kokomo, IN. Registration is due by Nov. 26.

Register at www.conf.purdue.edu/sbdc



You can *instantly* unsubscribe from these emails by [clicking here](#).

Questions or comments? E-mail us at PCRDinfo@purdue.edu or call 877-882-7273.

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