

SEDCorp Loan Newsletter



Sierra Economic Development Corporation

Sierra Economic Development Corp.

Welcome

October-December 2009

Volume 1, Issue 2

Upcoming Events

October

7 SEDCorp Board Meeting

November

3 Internet Marketing Beginner

4 SEDCorp Board Meeting

4 Body Language + Communication

4 Survival Tools to Manage Your Business Finances

7 QuickBooks Beginner

9 Body Language and Communication

9 Internet Marketing Advanced

10 Survival Tools to Manage Your Business Finances

12 QuickBooks Advanced

Call our office for class details

December

2 SEDCorp Board Meeting and open house

Pillsbury Pumpkin Pie Recipe

Ingredients:

$\frac{3}{4}$ c sugar

1 $\frac{1}{2}$ tsp pumpkin pie spice

$\frac{1}{2}$ tsp salt

1 can (15 oz) pumpkin

1 $\frac{1}{4}$ cups evaporated milk

2 eggs, slightly beaten

1 deep dish frozen pie crust

Directions:

Heat oven to 425 degree F

In large bowl, mix filling ingredients. Pour into piecrust.

Bake for 15 minute. Reduce

temperature to 350 degrees F;

bake 40 to 50 minutes longer

or until knife inserted near

center comes out clean. Cool 2

hours. Serve or refrigerate

until serving time. Store in

refrigerator

High Altitude (3500-6500 ft) after reducing temperature bake 55 to 60 minutes.

4 Ways to Boost Business with a Blog by Jason R. Rich

If done correctly, a blog can attract a dedicated audience to build upon and share expertise, information, ideas and content, while boosting awareness of your company and brand. If done incorrectly, however, you can leave customers feeling dissatisfied and ready to turn to your competitor. Here are four ways you can leverage a blog:

1. Create friend-sumers.

Promote a company, product or service by creating a blog that features how-to advice, news and other information of interest to customers. Through the blog, visitors can post testimonials, feedback, questions and comments, plus participate in surveys. By taking an informal, non-sales approach, a company can interact with customers, gain useful feedback and build an online audience that can ultimately be directed to the company's main website or retail store.

2. Provide exceptional customer support.

Supplement a company's existing technical support and customer service with an online forum for customers to openly post questions. While employees can update and maintain this type of blog, users feed it with comments and also tap the knowledge of other users by reading past questions and interacting on the forum. If done correctly, this type of blogging can dramatically cut the cost of personalized technical support and customer

service. Check the comments section for frequent users who can be recruited as bloggers to further increase your blog's content. They can also be asked to "host" certain threads or wikis to encourage dialogue on topics that need a little TLC.

3. Increase your credibility.

A blog is an ideal tool to position yourself as an expert in your field by sharing your thoughts, knowledge, experience and insight. Obtaining expert status can increase your earning potential, make it easier to land a new job or promotion, and help attract new customers.

4. Gain more exposure.

Ask independent bloggers to write reviews and articles about your company. Having your information published on different blogs builds your legitimacy and exposure. Also, it's often faster and easier for a business to get blog content (as opposed to traditional website content) listed with the major internet search engines.



About Our Organization

SEDCorp works with local jurisdictions to secure grant funds from a variety of sources for high priority projects.

SEDCorp supports the region's businesses with a variety of training events.

SEDCorp is a small business lender, providing a number of loan products sourced from the SBA and USDA throughout the eight-county region.

SEDCorp Initiatives:

Expansion of rural Broad band
Regional collaboration
Maximize rural employment
Year-round tourism
Adequate infrastructure
Forest management/benefit

Sierra Economic Development Corp.
560 Wall St., Ste. F Auburn, CA 95603
Tel: 530-823-4703
Fax: 530-823-4142
E-mail: info@sedcorp.biz

We're on the WEB
www.sedcorp.biz

Quote of the day:

"A fresh pea is like going to heaven,
open it up and pop it in your
mouth....it's to live for."

Ruthanne

Shared Abundance Organic Farm

LOCAL BUSINESS SPOTLIGHT

Our focus is on a local co-op organic produce vendor called **Shared Abundance**. The owner, Ruthanne Jahoda, purchased her property on Mt. Vernon Rd in 1997. She made the necessary repairs to the land in order to grow all natural organic fruits, vegetables and flowers. Ruthanne sells her produce at Farmers Markets in Citrus Heights and Sacramento. She also sells to the local natural food stores and co-ops in Grass Valley, Nevada City, Auburn, Sacramento and Davis. She has begun selling to local residents through businesses who receive weekly bags of fresh produce, picked that same day. Her farm is frequently visited by classes of children for various activities during the school year, in addition to providing gardening therapy for mental health clients. **You can reach Ruthanne at rajsbga@earthlink.net or 530-887-1530**



SEDCorp's mission is to alleviate unemployment and underemployment by expanding industrial resource and small business development while preserving the quality of life in the Sierra Nevada foothills.

Reach These Startup Milestones: Three start up milestones to help get your business into the stratosphere.

Planning for the success of your business not only gives you a map of how to get to your target destination, it also gives you the hope of knowing exactly what you're shooting for. Check out these startup milestones to help you get your business into the stratosphere.

Six months after startup: You should be defining your processes, who your customers are, what your company does and how you beat the competition. "By six months, you should be able to handle your business operationally," says business strategist Robert W. Bradford, co-author of *Simplified Strategic Planning*. "Although, it may still be a bit rocky because you're working the kinks out."

One year to 18 months after startup: Most new businesses will reach

profitability at this point. You should at least be breaking even: Your spending to get new customers should equal the revenue they generate. Your operations should be smooth at this point, says Bradford, and "you should certainly understand what the key factors are in attaining and improving profitability by one year."

Three to five years after startup: At this point, you should be more effective and efficient in generating customers. You're continually improving what you're doing, and now it's important to evaluate your strategic growth plans. Ask yourself: How do we beat or avoid competition? How can we play the bigger game? Says Bradford, "This is one of those dangerous points where a lot of entrepreneurial businesses are comfortable, and they never move beyond where they are."

By: Nicole Torres Garcia
May 2009
Entrepreneur website:
www.entrepreneur.com

