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March 2009

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Featured Workshop Offered in Calvert County



Three Part Procurement Workshop Series

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Greetings!

Welcome to Encouraging Business, a quarterly electronic news bulletin developed by the Department of Economic Development. Through this bulletin, the Department hopes to share useful information with the business community. Please e-mail us at info@ecalvert.com to let us know what is on your mind and how we might assist you and your business enterprise.

Marketing in a Slow Economy: A Dozen Ideas

From the pages of Home Business Magazine Online

1. Always think Marketing

Keep a file of good ideas, direct mail samples or great ads for future use or brainstorming.

2. Target your Market

Read up on industry trends, developments, etc. Know your competition and keep a competitive intelligence file.

3. Develop your Brands

Create new services or products. Update them. Trademark protect them. Try to always keep things fresh so your customers see progress.

4. Build a Team

Establish a marketing/public relations advisory team composed of key personnel in or outside of your organization. Attend seminars, read marketing publications, join listserves. Consult outside marketing professionals to get unbiased opinions.

5. Establish a Budget

How much are you currently spending on marketing? How much do you want to spend? How much can you afford to spend? Determine a percentage of gross income that can be spent on marketing. Try to establish a market presence monthly whether through advertising or public relations.

6. Stay Top of Mind

Publish a newsletter. Create a survey. Develop a Web site. Use uniform signatures denoting contact information/Web site address and slogan at the bottom of every e-mail you send out. Send postcards or electronic briefs to stay connected and offer value to clients.

7. Meet the Press

Create a press kit. Be sure to include an online version with executive bios and high-resolution photographs.

8. Service is Job #1

Return calls promptly. Refer callers to others when you're not available. Send out e-mail tips or dedicate a part of your Web site specifically to client needs. Make sure it is easy for people to contact you. Always follow up on calls or messages.

9. Word of Mouth

Hold an open house. Join community organizations and network! Contact speakers at conferences you attend.

Program (PTAP)

Maryland Technology
Development Corporation
(TEDCO)

Patuxent Business Park

Calvert County Tourism
Information



About CCDED

The Department of Economic Development provides a number of services and resources to support the growth and development of County businesses. Free business services include:

- online commercial real estate listings
- confidential in-house counseling
- online employment classifieds
- marketing assistance
- an ombudsman program
- training and educational seminars

The County offers an Incentive Loan Fund and Economic Development Loan Fund for well-qualified businesses and produces a number of publications including quarterly business newsletters, an annual Calendar of Events and Visitors Guide and the annual State of the Economy.

Additionally, the County's business retention program serves as a resource for local business owners to help them grow and

10. Advertise

Develop a new or improved logo. Get a memorable phone number, such as "1-800-GOT-DEBT." Include your Web address, e-mail and slogan consistently on all marketing materials.

11. Reach Out

Sponsor a booth at a tradeshow, hold an event at your office or give a speech at a community gathering.

12. Put it in Writing

Write a column for the local newspaper, local business journal or trade publication. Publish an article and circulate reprints.

Three-Part Procurement Series to be Offered in Calvert County, Md.

The Calvert County, Md., Department of Economic Development, through a partnership with the Maryland Procurement Technical Assistance Program and the Small Business Development Center, Southern Maryland Regional Office, is co-sponsoring a procurement workshop series to be held in Calvert County beginning in March.

The series is intended for business owners who are interested in finding out more about the procurement process. It will provide helpful information and a solid foundation on how to be more effective in getting contracts with federal, state and local government agencies.

The cost for each seminar is \$20.00 per person for Calvert County business owners or their representative and \$30.00 for non-Calvert County business owners. The seminars will be held at the Planning Commission Conference Room located in the Courthouse Square Building, 205 Main Street, Prince Frederick, Md.

The Basics of Government Certifications 8(a) and/or MBE

Friday, March, 20, 2009
8:30 - 10:30 a.m.

When and How to Prepare Successful Non-Disclosures, Teaming and Subcontract Agreements

Friday, April 17, 2009
8:30 - 10:30 a.m.

Basic Techniques for Marketing to Federal, State and Local Governments

Friday, May 15, 2009
8:30 - 10:30 a.m.

To register, visit online at www.sbdchelp.com or contact the Calvert County Department of Economic Development at 410.535.4583.

For more information on the Maryland Procurement Technical Assistance Program, visit online at www.mdptap.org. For more information on the Small Business Development Center, visit online at www.sbdchelp.com.

Fourth Annual Calvert County Business Appreciation Week: May 4-8, 2009

Once again this year the Calvert County Board of County Commissioners and the Department of Economic Development will celebrate Business Appreciation Week, May 4-8. The week will feature a host of special events and activities to recognize and thank businesses and industries of all

succeed.

For information on the Calvert County, Maryland, Department of Economic Development and services available to assist County businesses, call 410.535.4583, 800.331.9771 or 301.855.1880; send an e-mail to info@ecalvert.com or visit our Web site at www.ecalvert.com.

sizes for their contributions to the County's economy and quality of life. It will also help the community better understand the important role that businesses play in our local economy. This year we will feature those business owners who have made the commitment to bolster our local economy by creating new business and job opportunities in Calvert County within the past year. We will be celebrating the spirit of entrepreneurship as we also encourage our residents to shop, dine and spend their money locally.

The week will include special events, workshops, networking activities and personal visits with County business owners by the Board of Commissioners and staff from the Department of Economic Development.

For more information on Calvert County's Business Appreciation Week, including updates on planned activities and events, or to learn about the many services the County offers the business community, contact the Calvert County, Maryland, Department of Economic Development at 410.535.4583, 800.331.9771 or 301.855.1880; by e-mail at info@ecalvert.com, or on the Web at www.ecalvert.com.

SBA's March Web Chat Will Highlight American Recovery and Reinvestment Act

The American Recovery and Reinvestment Act will be the focus of discussion for the U.S. Small Business Administration's March Web chat, "The Recovery Act and Your Small Business." SBA Associate Administrator for Capital Access Eric Zarnikow will help small business owners get answers to their questions about what the Recovery Act means for the nation's small businesses.

The Recovery Act is a national effort to grow the U.S. economy by stimulating job creation, freeing credit markets and investing in small business. The Act contains a package of loan fee reductions, higher guarantees, new SBA programs, secondary market incentives and enhancements to current SBA programs that will help unlock credit markets and begin economic recovery for the nation's small business sector.

SBA is working to enact the new programs created by the passage of the bill and make changes to the programs already in existence. Additional information on the Recovery Act is available online at www.sba.gov/recovery/index.html.

WHO: Eric Zarnikow, associate administrator for the Office of Capital Access at the U.S. Small Business Administration, will answer questions to help chat participants understand the elements of the Recovery Act that pertain to the SBA and small businesses.

WHAT: SBA's Web chat series, providing small business owners with an opportunity to chat about relevant business issues online with experts, industry leaders and successful entrepreneurs. Chat participants will have direct, real-time access to the Web chats via questions they submit online, both in advance of and during the live session.

WHEN: March 19, 2009, 1 - 2 p.m. ET

HOW: Participants can join the live Web chat by going to www.sba.gov, and clicking the "Online Business Chat" icon. Web chat participants may post questions for Zarnikow before the March 19 chat by visiting <http://app1.sba.gov/liveMeeting/mar09/>, and posting their questions online.

Upcoming Calvert County Tourism Events



A Taste of Solomons**March 28, 2009****Solomons**

Attend this year's 9th Annual Taste of Solomons and sample what this vibrant little island has to offer. This year, along with the culinary delights of the island, there will be offerings of cocktails, mocktails, art, artisans, vendors and services -- a "real taste of Solomons." Visit www.sba.solomons.md.us for additional information.

Celtic Festival & Highland Gathering**April 25, 2009****Jefferson Patterson Park, St. Leonard**

The Celtic Festival & Highland Gathering is the oldest Celtic celebration in Maryland. Chosen in 2000 by Congressman Hoyer to represent Southern Maryland in the national "Local Legacy" project of the Library of Congress's Bicentennial celebration, the festival highlights the heritage of the Scots, Irish, Welsh, Manx, Breton, Cornish and British. Visit www.cssm.org for additional information.

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