

Encouraging Business

Calvert County, Maryland, Department of Economic Development

April 2008 - Vol. 3, Issue 2

In This Issue

- 5 Tips on Budgeting
- 2008 Calvert County Business Appreciation Week
- Did you know?
- "The Compass" newsletter is going electronic
- Southern Maryland Regional Purchasing & Procurement Expo - June 5, 2008
- Anmarie Garden to open new building in May

Sign Up

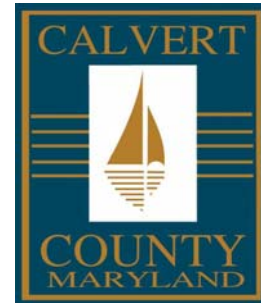
SIGN-UP!

Quick Links

- Calvert County Department of Economic Development (CCDED)
- Maryland Procurement Technical Assistance Program (PTAP)
- Maryland Department of Business and Economic Development (DBED)
- Maryland Technology Development Corporation
- Small Business Development Center (SBDC)
- Calvert Tourism Information
- Patuxent Business Park

Welcome

Welcome to *Encouraging Business*, a quarterly electronic news bulletin developed by the Department of Economic Development. As the Department identifies useful information, we transmit that information to the business community via this bulletin. 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.



● 5 Tips on Budgeting

- Think of a budget as a useful tool—a written financial plan that helps you set goals and measure progress.
- Start by coming up with a sales revenue target. Make it your best estimate.
- Based on past experience, estimate your cost of goods sold (e.g., 70 percent of sales) and subtract it from the sales revenue to come up with your estimated gross margin.
- Forecast variable expenses (items such as travel and commissions that vary according to the level of sales) and fixed expenses (items like taxes and rent that stay the same, regardless of sales). Subtract these expenses from your gross margin to arrive at your estimated net income (before federal taxes).
- Break your annual budget into quarters and monitor your progress every three months to detect problems and make corrections.

Brought to you by SCORE "Counselors to America's Small Business."

● 2008 Calvert County Business Appreciation Week



Once again this year, the Calvert County Board of County Commissioners and the Department of Economic Development will celebrate Business Appreciation Week, May 5-9. The week will feature a host of special events and activities to recognize and thank businesses of all sizes and industries for their contributions to the County's economy and quality of life and help the community better understand the important role that businesses play in our local economy. This year we will celebrate the contributions of the tourism industry.

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.

Schedule of Events

(Please note that seating is limited at most events and advanced online registration is required at www.ecalvert.com.)

- **Monday, May 5, 2008**

- **Business Appreciation Week Evening Kick- Off Reception** (by invitation only)

Point Farm, the former estate home of Mr. & Mrs. Jefferson Patterson
Jefferson Patterson Park and Museum

- **Tuesday, May 6, 2008**

8:30 a.m. - 4:30 p.m.

Company site visits with Ambassador Teams, including Calvert County Board of County Commissioners
various locations

6:00 p.m. - 9:00 p.m.

- **B2B Power Networking Reception: The Power of the Entrepreneurial Spirit** (FREE)

Hosted by the Concerned Black Women of Calvert County and the Calvert County Minority Business Alliance
The Reid Building - 7995 Solomons Island Road, Owings
(Parking is in the front and the rear)

- **Wednesday, May 7, 2008**

11:00 am-1:00 pm

- **Marketing Your Main Street -Tips and Techniques for Cooperative Promotion** (FREE)

Co-hosted by the Maryland Department of Housing and Community Development
Planning Commission Hearing Room, Duke Street, Prince Frederick
Seating is limited, Register by 5/1/08

6:00 p.m. - 8:00 p.m.

- **Women's Business Roundtable Networking Event** (FREE)

Co-hosted by the Small Business Development Center College of Southern Maryland
Prince Frederick Campus, Room 119
Seating is limited, Register by 5/1/08

- **Thursday, May 8, 2008**

10:00 a.m. - 1:00 p.m.

- **Calvert County Purchasing Office Open House** (FREE)

Co-hosted by the Calvert County Department of Finance and Budget Purchasing Office
150 Main Street, Suite 105, Prince Frederick

5:30 p.m. - 7:30 p.m.

- **Chamber of Commerce Business After Hours (BAH) Mixer** (FEE)

Hosted by Davis, Upton, Palumbo & Keffler, LLC, Prince Frederick
\$5 Chamber Member/ \$15 Non-Chamber Member

- **Friday, May 9, 2008**

8:30 a.m. - 12:00 p.m.

- **Breaking into the Group Tourism Market** (FREE)

Featuring Lois Stolfus, Group Sales Manager for Bird- in-Hand Corporation
Hosted by Calvert County Department of Economic Development and the Calvert County Tourism Advisory Commission
Marriott Spring Hill Suites, Prince Frederick
Seating is limited, Register by 5/1/08

The 2008 Calvert County Business Appreciation Week is co-sponsored by Constellation Energy, Dominion Cove Point, Home Town Real Estate and Royale Dining Services.

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

- **Did you know?**



- The **Beach Trolley Association will have a Trolley running from Chesapeake Beach to Deal for the 2008 summer season** from Friday, May 23, 2008 through Monday, September 1, 2008. Hours of operation for the Trolley will be Friday, 3:00 pm - 1:00 am, Saturday, 9:00 am - 1:00 am, Sundays and Holidays, 9:00 am -9:00 pm. The cost per ride will be 25 cents. For more information, visit www.beachtrolleyassociation.org.

- **Calvert County, Maryland, visitors continue to show encouraging increases.** As of March 31, 2008 for Fiscal Year 2008 (7/1/07 to 6/30/08) the County's 15 key attractions show 335,475 visitors. This is 47,486 more, or a 16.49% increase over the same period for Fiscal Year 2007.

- The **Small Business Administration offers over 25 FREE online training courses** on a variety of topics including: Starting a Business; Business Planning, Management, Financing & Accounting; Marketing & Advertising and Government Contracting. In general, the online courses are all self-paced and should take about 30 minutes to complete. For more information or to access the free on-line training courses visit www.sba.gov.

- The **Calvert Marine Museum offers a monthly First Free Friday program** which occurs on the first Friday of each month. During First Free Friday, the museum is open free to the public from 5:00 p.m. - 8:00 p.m. For more information, visit the museum's Web site at www.calvertmarinemuseum.com or call 410-326-2042 x32.

- The Department of Economic Development offers **free online employment classifieds** to businesses located in Calvert County. For more information, visit www.ecalvert.com.

- **Maryland Business Works** is a workforce training grant program through the Maryland Department of Labor, Licensing and Regulation designed to assist Maryland businesses by providing financial assistance for training existing workers. Employers receive a 50 percent reimbursement of training costs for approved projects. For more information on this program, contact a Southern Maryland Workforce Business Services representative, at 301.645.8712 Ext. 313.

- **"The Compass" newsletter is going electronic**

Interested in receiving our quarterly County newsletter "The Compass" by e-mail? Filled with general information on economic development initiatives, general business articles and a variety of information specific to the economic landscape in Calvert County, this quarterly electronic newsletter will help you stay informed on projects and programs of the Department of Economic Development. The first electronic issue will be distributed in May; to sign up, [click here](#).

- **Southern Maryland Regional Purchasing & Procurement Expo - June 5, 2008**

The Tri-County Council for Southern Maryland's regional Minority Business Opportunities Task Force, the Small Business Administration and the Maryland Department of Housing and Community Development will host a Southern Maryland Regional Purchasing & Procurement Expo on June 5, 2008, from 8:30am -2:00pm at the College of Southern Maryland, La Plata Campus, BI Building.



The event will provide a venue for small businesses to meet and discuss capabilities with large private firms and government entities providing contracting opportunities. If your government agency, private firm, educational institution or organization is interested in conducting outreach to small and minority- owned businesses in Southern Maryland and would like to be a vendor at the Expo, contact Ellen Flowers- Fields at 240.682.1311 or eflowers-fields@tccsmd.org to receive additional information regarding this event.

- **Annamarie Garden to open new building in May**



A new 15,000 sq. ft. gallery and multi-purpose building is scheduled to open on May 31, 2008, at Annmarie Garden. Dedicated to bringing innovative and engaging exhibits to Southern Maryland, the new arts building will feature nationally developed and advertised shows. Every exhibit will include carefully crafted programs and events to complement the show and open up opportunities for visitors to interact with the art.

Also new at the Garden is the Studio School, a new endeavor presenting creative offerings for all ages and abilities. At the

Studio School, students will find classes and workshops offered in a friendly and relaxed environment that will inform and challenge the beginning or experienced student. Classes will represent a range of subjects, media, and techniques and will be taught by skilled, practicing artists and educators. Upcoming classes include drawing, painting, sculpture, printmaking, book arts, fiber arts, ceramics, mixed media, journaling and feel- good programs such as yoga and drumming. A complete course catalog is available at www.anmarie.garden.org.

Anmarie Garden is a thirty acre public sculpture park located in scenic Solomons, Maryland. The Garden features an inviting paved path that meanders through the woods past permanent and loaned works of outdoor sculpture. The Garden is open daily and is an intriguing place to explore how art and nature merge. For more information on Anmarie Garden, visit www.anmarie.garden.org.

The Department of Economic Development continues to provide 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 and 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 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

Calvert County Department of Economic Development

e-mail: info@ecalvert.com

web: <http://www.ecalvert.com>

[Forward email](#)

SafeUnsubscribe®

This email was sent to slaglekr@co.cal.md.us, by info@ecalvert.com
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe](#)™ | [Privacy Policy](#).

Email Marketing by



Calvert County Department of Economic Development | Courthouse | Prince Frederick | MD | 20678