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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.

Businesses Urged to Prepare for the Unexpected

With the June 1 start of another Atlantic hurricane season, the U.S. Small Business Administration and Agility Recovery Solutions are launching a new Web site to help small businesses develop an emergency preparedness plan before disaster hits, and reminding homeowners and renters to plan ahead as well.

Weather experts are predicting this year's storm season may be the most intense since 2005, when Hurricanes Katrina, Rita and Wilma devastated the Gulf Coast states.

U.S. Small Business Administration



Your Small Business Resource

In an effort to encourage businesses to plan ahead, the SBA has teamed with Agility Recovery Solutions, a firm that has provided business continuity and disaster recovery tools to small companies for 21 years.

Recently the SBA and Agility launched the *Prepare My Business* (www.preparemybusiness.org) Web site. *Prepare My Business* provides tips on how small business owners can develop their own disaster preparedness plans, and features interactive tools such as monthly webinars on business continuity planning.

Disaster preparedness for homes and businesses should include:

- **A written emergency response plan.** Find evacuation routes from your home or business and establish meeting places. Make sure everyone understands the plan beforehand. Keep emergency phone numbers handy. Business owners should designate a contact person to communicate with other employees, customers and vendors. Ask an out-of-state friend or family member to be your "post-disaster" point of contact, a person to call to provide information on your safety and whereabouts.
- **Adequate insurance.** Disaster preparedness begins with having adequate insurance coverage, at least enough to rebuild your home or business. Homeowners and business owners should review their policies to see what is not covered. Businesses should consider "business interruption insurance," which helps cover operating costs during the post-disaster shutdown period. Flood insurance is essential. To find out more about the National Flood Insurance Program, visit the Web site at www.floodsmart.gov.
- **Copies of important records.** It's a good idea to back up vital



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 succeed.

For information on the Calvert County, Maryland, Department of Economic Development and services available to assist County businesses, call

records and information saved on computer hard drives, and store those items at a distant offsite location. Computer data should be backed up routinely. Copies of important documents should be kept in fire-proof safe deposit boxes.

- A **"Disaster Survival Kit."** The kit should include a flashlight, a portable radio, extra batteries, a first-aid kit, non-perishable packaged and canned food, bottled water, a basic tool kit, plastic bags, cash and a disposable camera to take pictures of the property damage.

In addition to the Prepare My Business site, more preparedness tips for businesses, homeowners and renters are available on the SBA's Web site at www.sba.gov/disasterassistance. To learn more about developing an emergency plan, visit the Federal Emergency Management Agency's Web site Ready.gov at www.ready.gov, or call 1-800-BE-READY to receive free materials.

Calvert County Businesses Invited to Participate in County Job Fair

As the fall and winter recruiting season approaches, Calvert County businesses once again have the opportunity to appeal to local job seekers at the 2010 Calvert County Job Fair. This annual event will be held Thursday, September 2, 2010, from 10 a.m. until 3 p.m. at the Calvert County Fairgrounds in Barstow.



The Job Fair is co-sponsored by the Calvert County, Maryland, Department of Economic Development and the Calvert County Chamber of Commerce with support from the Maryland Department of Labor, Licensing and Regulation and the Tri-County Council for Southern Maryland.

Nearly 21 businesses participated in the 2009 Calvert County Job Fair and more than 640 job seekers visited the event. "Since all the exhibitors represented local businesses, it was a great draw for our local workforce and very appealing to those who were seeking full- or part-time employment," said Calvert County Chamber of Commerce President/CEO Carolyn McHugh.

Registration for the event is free and limited to the Calvert County business community. Businesses should be actively seeking employees for full- or part-time work and multi-level marketing organizations and businesses are not permitted. Registration includes a six-foot table and two chairs, company listing in the event brochure and two tickets for light refreshments. Registration deadline is August 20, 2010.

For more information, or to register for this event, please contact the Calvert County Department of Economic Development at 410.535.4583, via e-mail at info@ecalvert.com or visit online at www.ecalvert.com.



State Funds Available for Employer-based Training and Certifications

The Maryland Department of Labor, Licensing and Regulation (DLLR) Division of Workforce Development offers a program to support

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.

existing Maryland businesses in the retention and growth of their workforce. The state has been awarded \$1 million of incentive grant funds under the Workforce Investment Act earmarked for training incumbent workers. The program encourages promotion, creates additional job opportunities and improves worker retention by increasing the skill level of the existing workforce.

The employer-based training projects are targeted for small businesses, the healthcare industry and specific demand occupations requiring a dollar-for-dollar match from the employer. Demand occupations include: Healthcare, Manufacturing, Aerospace, Bioscience, Construction, Education, Retail, Finance/Insurance, Hospitality/Tourism, Information Technology, Professional/Business Services, Transportation/Warehousing industries and any Green industry/occupation.

For more information and eligibility contact Glen Gardiner, Business Service Representative for Calvert County, Tri-County Council for Southern Maryland, at 240-412-3602 or e-mail ggardiner@tccsmd.org

Shop Maryland - The State's Tax-free Week

In an effort to encourage consumer spending, the state of Maryland is lifting its 6-percent sales tax on clothing, shoes and other items that cost \$100 or less during its "Shop Maryland" tax holiday. The event coincides with the back-to-school shopping season.

This year, Shop Maryland Week is August 8-14.

[Click here](#)
for additional information.



Accepting Applications for 2010 Minority Business Awards

The regional Minority Business Opportunities Task Force and its membership, the Calvert County Minority Business Alliance, the Charles County Minority Business Advisory Council and the Embassy Business Complex are pleased to announce the availability of applications for the 2010 Minority Business Awards. Nominations are being accepted now through August 27, 2010. Nomination categories include: Heritage Business of the Year, Emerging Business of the Year, and County Business of the Year (one award per county). Self nominations are accepted. Eligible nominees include ethnic minorities, women, veteran and disabled-owned businesses located in Calvert, Charles or St. Mary's counties.

The Awards Ceremony will be held on Wednesday, September 22 during lunch at the 2010 Southern MD Regional Purchasing and Small Business Procurement Expo. Nomination forms and additional details regarding these awards may be obtained at www.calvertcountymba.org, or www.mbaccc.com, or by contacting Michelle Simonds at MSimonds@tccsmd.org.

For vendor or sponsor information or additional information regarding the Regional Small Business Purchasing & Procurement Expo, please contact Ellen Flowers-Fields, Director, Regional Economic Development, Tri-County Council for Southern Maryland, at 301-274-1922 or EFields@tccsmd.org.

Beat the Dog Days of Summer with Free Things to Do in Calvert County

Calvert County is full of free things to explore and experience. Consider these ideas:

- Visit one of our free museums: Bayside History Museum, Chesapeake Beach Railway Museum, Chesapeake Biological Laboratory Visitor Center and Jefferson Patterson Park & Museum
- Shop at a farmers market for the freshest local produce
- Stroll the boardwalk in North Beach or Solomons
- Paddle the Chesapeake Bay or Patuxent River
- Visit CalvART Gallery or Artworks@7th to see beautiful work by local artists
- Watch the small sailboat races from the Solomons Riverwalk on Thursday evenings
- Hike 15 miles of trails at American Chestnut Land Trust
- Trace the history of the War of 1812 along the Star Spangled Banner Trail
- Wander through antique shops and unique boutiques throughout the county



There are free summer concerts at Chesapeake Beach Railway Museum and in North Beach. The Chesapeake Beach Railway Museum also has free children's programs throughout the summer. Jefferson Patterson Park & Museum offers a free archaeology speakers series and behind-the-scenes tours at the Maryland Archaeological Conservation (MAC) Lab. North Beach and Chesapeake Beach have free movie nights. To learn more about other free things to do, visit www.ecalvert.com.

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