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*All SBA programs and services are provided to  
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## SBA to Participate in Faith-Based Initiative

On June 1, President George W. Bush signed an Executive Order adding the U.S. Small Business Administration and two other federal departments to the list of seven other agencies housing Centers for Faith-Based and Community Initiatives.

The designation will afford some of America's most effective social service providers the ability to compete fairly for federal funding. Since its designation, the U.S. department of Housing and Urban Development (HUD), as an example, has double its first-time grants to faith-based recipients to \$113 million.

While SBA has worked to provide free services to faith-based organizations in the past, the new designation holds the promise of grant funds being accessible to faith-based organizations to provide business counseling and technical assistance services, and other SBA programs.

On September 14th I traveled to St. Louis to attend one of twelve regional White House Conferences on Faith Based and Community Initiatives and present the programs and services the agency has to offer. Across the United States my colleagues are making similar presentations as our faith-based initiative gets underway – this week in Philadelphia and Delaware. Soon letters from each of our district offices will reach faith-based organizations explaining how they can participate.

The initiative presents the hope of new providers of SBA services to people who may most need its services; and the hope of providing its users with more control of their economic destiny and a chance to live the American Dream. Other faith-based initiatives proposed by the President and funded by Congress since the initiative began three years ago are: Compassion Capital Fund (\$112 million over three year); the Access to Recover drug treatment initiative (\$100 million the first year); and the Mentoring Children of Prisoners initiative (\$60 million over 2 years).

I am proud to serve during a time when the President's leadership is ending discrimination against faith-based organizations in terms of their ability to compete for federal dollars for worthy programs. I applaud the 30 governors (20 Democrats and 10 Republicans) and the more than 100 mayors who have set up offices or liaisons for faith-based and community organizations in order to bridge the gap between our government and our charitable and training services designed to help with such social problems as unemployment, job training, delivery of food to those less fortunate, expand volunteer programs, and reduce prisoner recidivism, to name a few uses of the initiative to date.

**Sam Jones**  
Regional Administrator, SBA

## **SBA MARKETING**

### **Lewis and Clark Represent the Entrepreneurial Kind of People Who Become SBA Customers, Future Clients and Subsequently Successful in Business**

By June Teasley, Editor

What do the this year's Lewis and Clark Expedition 2004 and the Grand Excursion 2004 celebrations have to do with the U.S. Small Business Administration?

Well, think similarities...as in the English genre of similes and metaphors describing a grand adventure into unknown territory while working on the railroad in the 1800s or an adventurous twosome who paved the way for through territories later to become part of the United States. Think people, gathered with a love of this kind of adventurous spirit, and you might have events that future small business owners would attend: riverside tributes to persistent and indefatigable risk-takers with confidence enough in their abilities to be explorers.



**A Booth and Tent Pitched Riverside**



**A Treasure Chest of Resources**

And that's what marketers the Cedar Rapids Branch Office in Iowa thought when they pitched an SBA tent at Grand Excursion 2004 to provide information about small business resources to the attendees of an expedition celebration on a riverside near them.

This seemingly novel marketing approach used in matching the key characteristics of the types of people who might go into business and those attending this type of a celebration and using it as an outreach venue is not new. A heavily weighted social characteristic of a successful small business person is his or her ability to take calculated risks, persistence and a confidence quotient in their own abilities. The Cedar Rapids approach may very well net new clients and customers of the SBA and its resource partners.

The term "client" denotes an ongoing relationship; hopefully SBA district employees will learn in their upcoming training to act as "managers" of these federal government employee/client relationships. In short, we will serve as resource managers for our SBA clients, checking back with them periodically and perhaps for year, after referrals to our SBA sponsored resource partners and other resources available in our areas. Each SBA employee may have a caseload of "clients," for whom they are responsible and act in partnership to help provide federal, state, local and private sector services they believe will help make the small business achieve a higher degree of success.

Additionally, SBA employees will begin to actively educate and pursue small business owners and entrepreneurs who we believe could be helped to achieve success. That's where the "client" identification factors come in. We know some information historically that will help us with the task of identifying clients, for instance, we know our financial products are used extensively by the professional group "dentists." Naturally, it would not hurt to begin the educational process of the services and products offered by SBA to graduate classes of this profession. Someday, we know historically, we will be called upon to guarantee a loan. Our addition of other information about resources designed to help beginning businesses may improve their business success rate.

The tools to track the success of just such ventures of our own are being developed and will be implemented as part of SBA's own transformation into a value-added agency with an existing potential 24 million small business owners and immeasurable future entrepreneurs as its customer base.

Two people from each of SBA's ten regions will participate in a survey by the agency's Office of Customer Service and Marketing (OCMS). The survey will be of the kinds of past and present marketing practices, marketing tools and outreach venues survey participants believe are successful. Then, OCMS will survey small business owners themselves to see whether they have heard of SBA, how they become familiar with the agency, and other general feelings and beliefs about it. We will ask them, as well, what types of marketing might reach them and hold their attention long enough to be remembered if they should need our services or programs.

In terms of social characteristic types of marketing- like measuring the risk factor - several direct professions involve it and related confidence factors. Actuaries make a living by being experts in assessing the financial impact of tomorrow's uncertain events by using various statistical and analytical tools. Space exploration remains the pursuit of those not afraid to sacrifice their lives for the sake of exploration and forgo the risk, which hasn't really changed much since the Apollo space program. Shrimping, diving for lobster and fishing the Arctic Ocean are risky businesses but the confident undertakers of such ventures often reap high monetary rewards. Just ask Forrest Gump, or note your grocery prices. Even with an abundance of ocean catch on the market, their cost remains high proportionately to the risk involved in their capture.



An Inviting Afternoon Info Spread

## **SBA, with Its Position of Overview, is in a Great Position to Reduce the Risk of Failure**

And small business itself is risky - ask any owner, ask any SBA employee, any lender or any small business resource provider. Some small business owners opt not to stay in business; others just don't have the necessary skills to match their enthusiasm. Market downturns may collide with an incompatible business cycle or growth period. Key personnel may leave a gap too big to bridge. Some paths (many times for growth or diversity) are ill timed or not meant to be taken. And finally, some concepts are just...well, let's just say before or after their time. As we know at SBA, the advice of mentors, counselors, business coaches, and volunteers who have weathered business storms and others can be an invaluable resource.

Just as an explorer needs guides through certain parts of their journey, small business owners and entrepreneurs will need SBA employees and our resource partners. Our agency's seasoned employees have years of experience with small business owners...who better to act as their guides? - Who better to know how, when and where to market the agency?

Soon SBA employees will enter these similar, yet different, types of jobs - ongoing relationships with our clients. We will share the risk and adventure into business while suggesting appropriate courses of action through counseling, training, and loan programs that will hopefully maximize the potential of our client's business success. SBA employees will, in fact, need to intimately learn the capabilities of all of the existing resources available in their areas and help to develop others at no or low cost. In some respects, the future SBA employee must be creative and flexible enough to be able to be successful entrepreneurs themselves.

In order to measure a person's ability to succeed as an entrepreneur, part of which is to take risk (albeit calculated risk), the SBA uses a test courtesy of the *American Women's Economic Development Corporation, Stamford, CT, and Women in New Development, Bemidji, MN, 4/97*. The test - on our website at [sba.gov/starting](http://sba.gov/starting) - is said to determine whether or not the taker is a good candidate to start, own or manage a successful small business.

Here are some of the questions. Which of these do you believe sound like Lewis and Clark or those people willing to take a "Grand Excursion"? If you are an SBA employee, do they sound like you? (P.S. the more "yes" answers, the more "entrepreneurially matched" you are said to be):

## An Aptitude for Entrepreneurship??

**I am persistent.**

Yes  Maybe  No

**When I'm interested in a project, I need less sleep.**

Yes  Maybe  No

**When there's something I want, I keep my goal clearly in mind.**

Yes  Maybe  No

**I examine mistakes and I learn from them.**

Yes  Maybe  No

**I keep New Year's resolutions.**

Yes  Maybe  No

**I have a strong personal need to succeed.**

Yes  Maybe  No

**I have new and different ideas.**

Yes  Maybe  No

**I am adaptable.**

Yes  Maybe  No

**I am curious.**

Yes  Maybe  No

**I am intuitive.**

Yes  Maybe  No

**If something can't be done, I find a way.**

Yes  Maybe  No

**I see problems as challenges.**

Yes  Maybe  No

**I take chances.**

Yes  Maybe  No

**I'll gamble on a good idea even if it isn't a sure thing.**

Yes  Maybe  No

**To learn something new, I explore unfamiliar subjects.**

Yes  Maybe  No

**I can recover from emotional setbacks.**

Yes  Maybe  No

**I feel sure of myself.**

Yes  Maybe  No

**I'm a positive person.**

Yes  Maybe  No

**I experiment with new ways to do things.**

Yes  Maybe  No

**I'm willing to undergo sacrifices to gain possible long term rewards.**

Yes  Maybe  No

**I usually do things my own way.**

Yes  Maybe  No

**I tend to rebel against authority.**

Yes  Maybe  No

**I often enjoy being alone.**

Yes  Maybe  No

**I like to be in control.**

Yes  Maybe  No

**I have a reputation for being stubborn.**

Yes  Maybe  No

**TOTAL YOUR POINTS: Three for "Yes" / Two for "Maybe" / One for "No"**

If you scored between 60 and 75, you can start that business plan. You have the earmarks of an entrepreneur.

If you scored between 48 and 59, you have potential but need to push yourself. You may want to improve your skills in your weaker areas. This can be accomplished by either improving yourself in these areas or by hiring someone with these skills.

If you scored between 37 and 47, you may not want to start a business alone. Look for a business partner who can compliment you in the areas where you are weak.

If you scored below 37, self-employment may not be for you. You will probably be happier and more successful working for someone else. However only you can make that decision.

*(Entrepreneurial Test is provided for SBA's use courtesy of the American Women's Economic Development Corporation, Stamford, CT, and Women in New Development, Bemidji, MN, 4/97)*

A special thanks for inspiring this article goes to Cedar Rapids Branch Office employees Diane Bieber and Carolyn Tonn, who worked the SBA booth along with three SCORE members at the Grand Excursion 2004 at Guttenberg, IA on June 29th. The event was a re-creation/re-enactment of the Grand Excursion 1854 to celebrate America's first railroad connection to the Mississippi River, which promoted economic growth along the river and encouraged expansion and development of the western frontier. This event included both train & steamboat/paddle wheeler re-enactments. Congress last year passed a Resolution of Support for this Lewis and Clark event because President Fillmore and an entourage of about 1000 prominent business people and dignitaries participated in the 1854 event.

## Meet District and Regional SBA Staff At the Upcoming Small Business Events

### NEBRASKA

September 8-9 Pre-Business Workshop SBA/SCORE - Omaha  
September 10 Small Business Empowerment Breakfast - Omaha  
September 16 Winning Federal Contracts for Your Small Business - SBA/GC/NBDC - Omaha

### IOWA

September 8 Iowa Lakes SBDC Awards - Cherokee  
September 8 SCORE Recruitment Breakfast - Cedar Rapids  
September 9 Russian Small Business Delegation - Fort Dodge  
September 14 Women Entrepreneurs Meeting - Cedar Rapids  
September 16-17 District SCORE Meeting - Des Moines  
September 20-21 Iowa Barton Convention - Des Moines  
September 21 NAWBO Meeting - Des Moines  
September 29 Greater Iowa Credit Union Training - Ames  
September 29 Tunisia Women's Group SBA Overview - Des Moines (SBA Office)  
October 6 SBDC Woman Entrepreneur of the Year Award Presentation - Mason City  
(Presented in memory of Deb Dalziel, former SBDC Director)

### KANSAS

September 13 Procurement EXPO for Small, Minority and Women Business Owners  
(Sponsored by Kansas Dept. of Commerce) - Mayetta, KS  
September 14 Women of Influence: Celebrating the Kansas City Community's Women Business  
Owners (sponsored by Kansas Women's Business Center) - Overland Park, KS

### MISSOURI

September 13/14 White House Faith Based Initiative Conference - St. Louis  
September 21 POWER OF DIVERSITY Dinner, Greater KC Chamber of Commerce -  
Kansas City  
October 19 Guardians of Freedom and Enterprise Conference, for Veteran Business Owners -  
Kansas City (sponsored by General Services Administration -  
[www.gsa.gov/vetevents](http://www.gsa.gov/vetevents))