

SPECIAL
POINTS OF
INTEREST:

- Introduce the EAP newsletter
- 2010 Annual Conference
- Emily Morgan's Kinder Calendars
- Small Business Revolving Loan Fund

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EAP Network News

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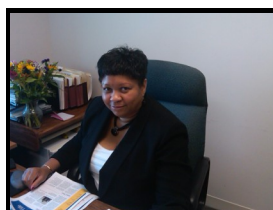
Welcome Letter

Welcome to the Entrepreneurial Assistance Program (EAP). EAP is an enterprise development program aimed at increasing the formation of new businesses and strengthening the operations of these firms during the early stages of development. Most of the businesses created and assisted by EAP are micro-enterprises in the service and retail sectors.

We are strategically located throughout the State in local communities to provide instruction, training, technical assistance

and support services to individuals who have recently started their own business or would like to expand an existing business.

Joyce Smith, Director EAP



Who are we? Organizations with the expertise to provide you with the tools you need to be successful.

What do we do? Ensure you realize your dream of being a NYS business owner.

How do we do it? We offer a 60-hour intensive business training program geared towards business plan development and at least 10 hours of individual counseling.

We hope this newsletter will provide you valuable information about the network of service providers and how we can help you with all aspects of your business. We are dedicated in providing you with the resources you need and coaching you along the way as you turn your dreams into a business!

Latest News

The 2010 NYS EAP Annual Conference and Award Ceremony was held on Thursday, August 12th at the Mohonk Mountain House in New Paltz, NY.

The agenda included a presentation by Lt. Cornel Hugh Atkinson Commander U.S. Marines on the importance of being a

good team leader. Elisa Balabram, EAP Director,

Local Development Corporation of East New York led the group in a time and project management session.

In addition, the EAP directors looked at best practices and financing opportunities for the clients served under EAP. Directors had time to network and share experiences.

The conference ended with the presentation of Awards for Excellence to Brooklyn Economic Development Corporation, Business Training Institute and Local Development Corporation of East New York for outstanding performance and delivery of services to NYS business owners in their efforts to start, expand and secure financing.

In the Spotlight: CAMBA



CAMBA's graduating EAP class of June 2010.

CAMBA has been around since 1977. Originally standing for Church Avenue Merchants Block Association, CAMBA now simply represents, "Where You Can." The Brooklyn-based nonprofit organization offers integrated services and programs in: Economic Development, Education & Youth Development, Family Support Services, HIV/AIDS Services, Housing Services & Development, and Legal Services.

Currently, CAMBA employs approximately one thousand staff.

CAMBA Small Business Services (SBS), part of the Economic Development division, services startups and existing small businesses. CAMBA SBS provides free weekly workshops in addition to one-on-one business counseling services. It also provides microloans for up to \$15,000 to both new and

existing businesses. The EAP 60 hour training, *CAMBA Taking Care of Business*, is held three times a year, assisting entrepreneurs develop business plans. In regards to EAP, CAMBA SBS has three staff members who train and counsel entrepreneurs: Robert Place—EAP Director and Loan Officer, Paisley Demby—Small Business Services Director, and Toxie Givins—Loan Officer.

Aim to expand business, increase sales, create jobs for the unemployed, and secure financing.

EAP Statistics

Since the collection of data began in 1990, the EAP network has helped over 23,600 clients:

- Start or retain 8,354 businesses;
- Increase sales by more than \$216,861;
- Expand over 3,000 businesses;
- Create 9,779 jobs; and
- Secure more than \$114,156 in financing.

EAP is dedicated to helping women and minority entrepreneurs. Over the past year its clients have been:

- 64% female;
- 32.5% Black;
- 9% Hispanic;
- 19% Asian;
- 1% Native American.

In this difficult economy, starting a business is a form of income for many individuals. Over the past year:

- 26% of all clients were unemployed;
- 38% of all clients were disabled individuals;
- 33% of all clients were dislocated workers;
- The remaining 29% were veterans.

EAP Center classroom.



Find An EAP Center Near You

ACCORD Corporation
Belmont, NY
(585) 268 7605
Adirondack Corporation Development Corporation
Saranac Lake, NY
(315) 354 4266
Binghamton Local Development Corporation
Binghamton, NY (607) 778 5203

Brooklyn Economic Development Corporation
Brooklyn, NY (718) 368 6790
Business Training Institute, Inc.
Utica, NY (315) 733 9848
CAMBA
Brooklyn, NY (718) 282 2500
Capital Chamber Foundation of Albany-Colonie Regional Chamber of Commerce
Albany, NY (518) 431 1430

Chinatown Manpower Project
New York, NY (212) 571 1691
Hofstra University
Hempstead, NY (516) 463 5285
Hunts Point Economic Development Corporation
Bronx, NY (718) 842 1717
IBERO and Greater South Buffalo Chamber of Commerce
Buffalo, NY (716) 824 9942

Success Story: Kinder Calendars



Emily Morgan at the Brooklyn Public Library's PowerUp! Ceremony

Emily Morgan, a mother of two, is launching a business called Kinder Calendars that publishes bilingual calendars for children. The calendars – described as “business calendars, but with a child’s sensibility” – are aimed at

the 53 million American families who speak a language other than English. Her business plan earned honorable mention in the Brooklyn Public Library’s PowerUp! business competition, but she needed financing to take the next step.

So Morgan came to the St. Nicks Alliance and met with Ernie Spears, Business Development Manager. They fine-tuned Morgan’s business plan and financial package with the goal of making it appeal to banks. The skull ses-

sions paid off and Morgan acquired a \$75K loan from Chase bank.

“Ernie was incredibly helpful,” said Morgan. “His overall intelligence was invaluable, and his deep understanding of how commercial banks are working these days and what they’re looking for in terms of a loan.”

With much of her financing in hand, Morgan hopes to launch an initial printing of calendars in 2012 with a full print run in 2013.

Kinder Calendars: “business calendars, but with a child’s sensibility”
-Emily Morgan

Small Business Revolving Loan Fund

The Small Business Revolving Loan Fund is a \$50 million fund designed to create economic activity by providing greater access to capital for main street everyday small business.

The program is targeted to minorities, women and other New Yorkers who have difficulty accessing regular credit markets. Governor Paterson’s Small Business Task Force iden-

tified this vital need and initially proposed the creation of this program.

The 2010-11 State Budget provided \$25 million in state funds and will leverage at least \$25 million in private matching funds.

The process to select lenders under this program has begun. EAP Centers that are commu-

nity lenders can apply directly. Once active, we will provide all EAP centers with the list of participating lenders so centers can begin referring businesses and packaging loans as appropriate.

For more information on the State’s Small Business Division and its programs, visit <http://www.empire.state.ny.us/SmallBusiness.html>

Cont’d

Local Development Corporation of East New York
Brooklyn, NY (718) 385 6700
Orange County Chamber of Commerce
Montgomery, NY (845) 457 9700
Project Enterprise
New York, NY (212) 678 6734
Queens Overall Economic Development Center
Kew Gardens, NY (718) 263 0546

Renaissance Economic Development Corporation
New York, NY (212) 964 6022
Suffolk County Community College
Brentwood, NY (631) 851 6206
St. Nicks Alliance Corporation
Brooklyn, NY (718) 388 5454
Syracuse University
Syracuse, NY (315) 443 8631
Urban League of Rochester

Rochester, NY (585) 325 6530
Washington Heights-Inwood Development Corporation
New York, NY (212) 795 1600
Women’s Enterprise Development Corporation Inc.
White Plains, NY (914) 948 6098
Worker Ownership Resource Center/IBERO
Elmira, NY (607) 737 5212



Clients in a training class at the ACCORD



Entrepreneurial Assistance Program

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NEW YORK STATE'S ENTREPRENEURIAL ASSISTANCE PROGRAM (EAP) WAS CREATED IN 1987 BY THE NYS OMNIBUS ECONOMIC DEVELOPMENT ACT AND IS CURRENTLY RUN BY EMPIRE STATE DEVELOPMENT CORPORATION. ITS 24 CENTERS ACROSS THE STATE STRIVE TO PROVIDE INSTRUCTION, TRAINING, TECHNICAL ASSISTANCE AND SUPPORT SERVICES TO INDIVIDUALS WHO DREAM OF ESTABLISHING THEIR OWN BUSINESS. OVER THE PAST 20 YEARS, EAP HAS HELPED MORE THAN 4000 INDIVIDUALS ACHIEVE THEIR DREAMS.

For more information visit us on the web at:
<http://www.esd.ny.gov/BusinessPrograms/EAP.html>

Turning Dreams Into Businesses!



Did You Know?

- Microenterprises comprise a staggering 90% of New York State businesses and employ roughly 21% of its workforce.
- In this economic downturn, thriving microenterprises create opportunity and jobs, offsetting disastrous job losses in big business. Evidence from across the state points to the tremendous capacity of these small businesses to contribute to an increasingly equitable and sustainable economy.
- Sole proprietorships generated **\$72.5 billion in receipts** in 2007, an increase of 4.63% from the previous year.
- In counties upstate and downstate, more than one quarter

and **as much as 40% of the** workforce is employed in microenterprise.

- Sole proprietorships, which alone account for 75% of New York State businesses. Grew

Year	Total Sole-Proprietorships	% Increase from Previous Year
2007	1,546,788	5.0%
2006	1,473,564	2.1%
2005	1,443,483	2.4%
2004	1,410,301	3.6%
2003	1,361,705	4.5%
2002	1,302,672	3.5%
2001	1,258,822	4.6%
2000	1,202,943	2.9%

Sole Proprietorships' upward trend over the years.

in number by 5% between 2006 and 2007 alone, the largest single increase in a decade.

- Since 2000, Sole Proprietorships have added an average of 49,121 new jobs each year as unemployment stayed flat or increased.
- State-funded microenterprise programs generate upwards of \$2 in tax revenue for every dollar invested.
- These programs cost the state only \$15,585 per job created, dramatically lower than the Jobs Now program (averaging \$10,000 per job) or the Job Development Authority (averaging \$35,000 per job).