



**May 30, 2014**

EIGERlab is a centrally located, state-of-the-art mixed-use accelerator serving the region with leading edge business and engineering support services. Whether you're a new or existing entrepreneur, inventor, a start-up or an existing company interested in expansion, EIGERlab is our regions one-stop resource for business support and growth.

**Land Here ■ Launch Here ■ Learn Here ■ Grow Here**

[www.EIGERlab.org](http://www.EIGERlab.org)

***FastPitch Competition entry  
deadline, Wednesday, 6/4***



***Where can you hear a successful serial entrepreneur share his secrets to success AND view Rockford's version of Shark Tank?***

At this year's ***FastPitch Competition***, you'll be able to not only watch competitors share their version of the "Next Big Thing," but also hear a successful serial entrepreneur share his secrets to success. It's the region's version of Shark Tank, but without the bite!

Keynote speaker, Joe Abraham, is a professional entrepreneur and investor who has the battle scars to prove it. Abraham has successfully launched multiple companies and is the founder of BOSI Global which operates a \$100 million portfolio of companies in the United States and Europe. These industries range from IT and Wellness to Personal Development and Motorsports. He has won numerous awards for his impact on global entrepreneurship and is the author of *Entrepreneurial DNA*, a critically acclaimed book based on his multi-year research into entrepreneurs and their teams. Whether you are a FastPitch presenter or an experienced business owner interested in learning how to increase your profits through growth strategies, everyone will glean entrepreneurial insights from Abraham's informative talk.

One of our 2013 ***FastPitch*** presenter finalists, Robyn Scott, owner of PURELY CultureCare shared, "[Thank you for all of your hard work in organizing](#)

**the *FastPitch Competition*. It was a terrific learning experience and a great networking opportunity."**

With a top prize of \$5,000 at stake, it will be well-worth three minutes of your time! In addition to second, third and student prizes, this year offers a CleanTech prize totaling \$500. By presenting at the 8th annual ***FastPitch Competition***, it's your chance to validate your business idea...meet people who can help you succeed and maybe win a cash prize. For more information on how to apply, visit [www.EIGERlab.org](http://www.EIGERlab.org); entry deadline is June 4.

Joe Abraham will share his tricks of the trade at 6 p.m. so be sure to arrive by 5 p.m. to visit the FastPitch presenter's expo and grab a bite to eat. Batter up!

For full ***FastPitch*** contest details, flyer and registration form, visit [EIGERlab's website](http://EIGERlab's website). Business pitches must be submitted in writing (1000 words or less) to [SPritz@EIGERlab.org](mailto:SPritz@EIGERlab.org). For additional information, contact Sherry Pritz; 815.316.6357.



### **2013 FastPitch Winners**

This event made possible by the EIGERlab, Northern IL University, Rock Valley College, Rockford Area Economic Development Council, the StateLine Angels, and our fabulous sponsors: Alpine Bank, Joseph Behr & Sons, City of Rockford, Growth Dimensions, IL Small Business Development Center at RVC, IL Procurement Technical Assistance Center at RVC, Northern Illinois Renewable Energy Summit & Expo, Rockford Area Realtors, Rockford Chamber of Commerce, Rockford Local Development Corporation, Savant Capital Management, Seward Screw Products, Sikich, Stillman Bank, Superior Joining Technologies, Universal Die Cast, WilliamsMcCarthy & Winnebago County.

## Small Business Development Center

### How to Start Your Own Business

#### *Turn your dream into a reality*

- Learn what it really takes to be your own boss.
- \* Helpful to companies who make a product or provide a unique service
- \* Learn from experience you can't find in a textbook
- \* Taught by a local entrepreneur
- \* Certificate provided upon completion



***"This course has not only been constructive in helping me finish my business plan but helped me to realize how I can network, manufacture, market and sell my products here in Rockford Illinois."***

-Paul Niedermann, Prescient Audio, LLC (Spring 2012 MSET Participant)

This course is one night a week for 6 weeks. **WHEN:**

Classes starting soon **LOCATION:** EIGERlab, 605 Fulton Avenue, Rockford | No cost to qualified low and moderate income households through funding from the City of Rockford. Others will pay \$150.00 tuition fee. SIGN-UP NOW! [www.RockValleyCollege.edu/SBDC](http://www.RockValleyCollege.edu/SBDC) and click New Business/Start Ups or call 815.921.2081.

### Storefront Business Planning Class | *Make your business profitable*

Are you an entrepreneur with an idea for a profitable "storefront" small business or an existing small business owner that just needs a little help to make your business sustainable and profitable? The City of Rockford's Commercial District Economic Development Education and Entrepreneurship Network (EDEEN) and Rock Valley College's Small Business Development Center are offering an eight week course to help you create a business plan for your restaurant, boutique, gift shop, salon, art gallery, or other concept. You will also receive up to 5 hours of individual assistance following the class to launch your business or strengthen your existing business.

**WHEN: Classes starting soon | LOCATION: Rock Valley College Learning Opportunity Center Stewart Square, Second Floor, 308 West State Street, Rockford.** No cost to qualified low and moderate income households through funding from the City of Rockford. Others will pay \$150.00 tuition fee. SIGN-UP NOW! [www.RockValleyCollege.edu/SBDC](http://www.RockValleyCollege.edu/SBDC) and click New Business/Startups or call 815.921.2081

### Nosotros podemos ayudarte a comenzar | Spanish-Start your Own Business Class

Has pensado en comenzar tu propio negocio? ¿Sueñas con ser tu propio jefe? Esta sesión informativa de 2 horas, ayudará a los futuros empresarios a entender muchos de los pasos y requisitos necesarios para comenzar una pequeña empresa en Illinois.

Regístrate en el SBDC del Rock Valley College y aprende lo que se necesita para ser un empresario de éxito y hacer ese sueño del negocio propio una realidad. Para más informes y registración visítanos en: <http://ilsbdc.ecenterdirect.com>  
(Este Seminario será en español)

El Centro de Desarrollo de la Pequeña Empresa (SBDC) del Rock Valley College (RVC) tiene como misión impulsar el desarrollo empresarial y la creación de nuevos empleos en los condados de Winnebago, Ogle, Boone y Stephenson.

**Edward Caceres**

Consultor de Negocios del SBDC (Bilingue)

No importa el tamaño de su negocio, la red del SBDC puede brindarle orientación en las siguientes áreas:

- \* Estructura Legal
- \* Ventas / Marketing
- \* Operaciones
- \* Contabilidad / finanzas
- \* Comercialización
- \* Estudio de mercado
- \* Recursos Humanos

El SBDC es financiado en parte a través de un acuerdo de cooperación con la Administración de Pequeños Negocios de los EE.UU, el Departamento de Comercio y Oportunidad Económica de Illinois, y el Rock Valley College.

Para mayores Informes contactenos: C.fuller@rockvalleycollege.edu |(815) 921-2081 / (815) 312-1494 (Spanish) | [www.rockvalleycollege.edu/sbdc](http://www.rockvalleycollege.edu/sbdc)



*Funded in part through a cooperative agreement with the U.S. Small Business Administration, Illinois Dept. of Commerce and Economic Opportunity and Rock Valley College.*

## Procurement Technical Assistance Center

Need help finding information on how to do business with federal, state, and local government? RVC's Procurement Technical Assistance Center can help! The Illinois Procurement Technical Assistance Center (PTAC) at Rock Valley College provides no-cost services to businesses in Winnebago, Boone, Stephenson and Ogle counties.

**PTAC upcoming events | Location:**  
**EIGERlab**

**Workshop: Financing for IDOT | 6/3**  
**10 a.m. - 1 p.m.**

**Workshop: Subcontract Agreement**  
**Legal Issues | 6/5 | 10 a.m. - 1 p.m.**

**Bidding Assistance | Open Office Hours with Technical Supportive Service Consultants |**  
**6/9 | 10 a.m. - 1 p.m.**

**Workshop: Ask the IDOT Experts | 6/18 | 10 a.m. - 1 p.m.**



## **Workshop: Bid | Proposal Preparation & Contract Management**

**Orientation: IDOT DBE | 6/25 | 10 a.m. - 1 p.m.**

To register go to: <http://ilsbdc.ecenterdirect.com/Conferences.action>

Federal agencies have a strong incentive to fulfill these contracting goals. If you are pursuing contracting with the Federal Government you should apply for the SBA-Certified or Self-Certified programs for which you qualify. The EIGER/*lab* based PTAC will guide you through the steps. Contact us at (815) 921-2090 or by email at [ptac@rockvalleycollege.edu](mailto:ptac@rockvalleycollege.edu) to learn more.

## **Entrepreneurial Events**

**Illinois Growth Advisors (IGA) Hosts Gazelles International Business Workshop at NIU-Rockford** IGA is bringing the globally acclaimed "Mastering the Rockefeller Habits" workshop from Gazelles International to Rockford Campus of Northern Illinois University on Friday, June 6, 8:00 a.m. - 4:30 p.m. [Click here](#) for more information.

### **QRM Quick Response Manufacturing Implementation Workshop**

You are cordially invited to attend a two day QRM Quick Response Manufacturing Implementation Workshop Tuesday, June 10 and Wednesday, June 11, 2014 Rock Valley College Main Campus Woodward Technology Center (WTC) Room 117-121. Please RSVP by June 5, 2014 to: [B.Luecke@RockValleyCollege.edu](mailto:B.Luecke@RockValleyCollege.edu) or call Bernie Luecke at (815) 921-2067.

### **At the Table Entrepreneurship Competition | Women in Business and Leadership**

At the Table: Women in Business and Leadership is an initiative led by the United States Hispanic Chamber of Commerce Foundation that ensures Latina and all women entrepreneurs and business professionals are receiving the much needed resources and skills to propel them forward to higher levels of success and influence. At the Table is a multifaceted platform that leverages existing resources and the influential leadership to foster the growth and business acumen of Latinas and women. The At the Table Entrepreneurship Competition celebrates and supports women entrepreneurs. Deadline, June 16. [Click here](#) for more information.

### **Search + Social: The Future of Your Business Online**

A complimentary Inc. and Bing learning event  
Thursday, June 19, 5:30-9:00 p.m. | The Wit Hotel, Chicago  
Are you wondering: "How do I get more traffic to my website?" or "How do I build an effective social community?" or even, "Does SEO still work?" [Click here](#) for more information.

### **Chicago City Treasurer's Business Plan Competition 2014**

Win a share of \$30,000 in prize money for your business! Enter the 2014 Chicago City Treasurer's Business Plan Competition | Submissions Due - Monday June 23, 2014 by 5 PM [Click here](#) for details on how to submit your business idea, visit the 2014 Chicago City Treasurer's Business Plan Competition Online Submission Portal, (855-463-6587), [info@jvschicago.org](mailto:info@jvschicago.org).

### **Northern Illinois Renewable Energy Summit and Expo | Save the date - 10/9-10**



## Entrepreneurial Information



**Shark Tank's Daymond John on Lessons From His Worst Mistakes** [Click here](#) for the YouTube video

**4 Things Every Entrepreneur Should Do Before Meeting an Investor**

**Wholesale 101: A Guide to Product Sourcing for Entrepreneurs and Small Business Owners** Authored by Jason Prescott, who is the CEO of TopTenWholesale.com and Manufacturer.com. You'll quickly gain inside tribal knowledge to one of the hardest businesses in the world to crack. Whether you are trying to make a decision to enter into the wholesale

market through drop shipping, importing or manufacturing, Wholesale 101 will give you hands on tested methods, trade shows, communication tactics and tips that will save you an infinite amount of time and money. [Click here](#) to learn more.

### **Small-Business Confidence Index - Highest Level in More than Six Years**

Reuters (5/14, Mutikani) reports the National Federation of Independent Business said Tuesday that its Small Business Optimism Index rose to 95.2 last month. The 1.8-point increase brings the index up to the highest level in almost six-and-a-half years. Owners reportedly had difficulty finding qualified workers, which is going to lead to higher wages and increased inflation in the future, according to the National Federation of Independent Business (NFIB). The NFIB also said that the new level should "bolster" hopes of an accelerating economy in the second quarter.

### **Illinois - The State of Innovation**

The Illinois Department of Commerce and Economic Opportunity is pleased to announce the second edition of Illinois - The State of Innovation, our state economic development magazine, is now available. To access the digital edition on your laptop, tablet or phone, visit our website or the digital magazine.

Our economic development magazine is a powerful tool for business attraction on a global level, as well as for investors and site selectors as they consider their investment opportunities. This issue highlights our clean energy sector, tech growth in new start-ups and jobs, a flourishing life sciences industry, our Midwestern dominance in foreign trade and investment, a resurgence in manufacturing and key strengths in agriculture, food production, transportation and financial services. [Click here](#) for more information.

### **Small Business Forum**

[Click here](#) for the forum where entrepreneurs share information on small business topics such as financial and legal issues, marketing, website development and management.

### **Improve Your Website With Clear Text and Compelling Images**

It's spring cleaning time and not just for your home. This month, let's freshen up your website, focusing on web page content. Adding great text and pictures to your site can help humans and search engines better appreciate and understand what your business has to offer.

With 97% of consumers researching products online before making a purchase, it's important to spruce up your website from time to time. So swing open those windows, do a little dusting, and use these lessons to get your website ready for spring. [Click here](#) for the complete article.

**3 Common Copyright Mistakes Creatives & Freelancers Make | We all make mistakes.**

So let me refer you to number seven of the Dali Lama of Tibet's "Eighteen Rules of Living," where he gives us the following advice, "When you realize you've made a mistake, take immediate steps to correct it. And do not let your pride get in the way of taking those steps." [Click here](#) for the complete article.

### **What Small Businesses Need to Know about Twitter's New Profile Design**

Twitter recently announced a major redesign for profile pages. This includes a new look and feel, and a number of new features for users to sort and find content. While the new profile is only available to a select audience of Twitter users right now, the redesign will be rolling out to all users soon, so it is time for small businesses to take a few moments to understand the changes, and make sure that they are making the most with their profile pages moving forward. [Click here](#) for the complete article.

### **Common Errors Can Plague Small Businesses' Websites**

By Caroline M. Portillo on dispatch.com, 4/14/14 - If your small business doesn't have a website, you're missing out on clients and cash. Already have a site? Good. Now, let's talk strategy because the quality of that site also could be affecting your bottom line. "An (unpolished site) definitely colors the way you look to the world. It colors your value to the consumer. And it can definitely hurt you," said Buffy McCoy Kelly, partner and creative director of ad agency Tattoo Projects in Charlotte, N.C.

McCoy Kelly and other experts in marketing, advertising and Web design compiled a list of mistakes that small-business owners often make when developing and maintaining websites. Their tips:

#### **Visual mistakes**

\* Burying contact information: The whole point of the website is to be a point of entry for a customer. So don't hide your phone number and email address at the bottom of one tab, said Randy Smith, founder of Charlotte-based Synchronicity Web Designs. And make that email address a hyperlink.

\* Failing to embrace "white space": White space is the artsy term for the blank area on printed pages, posters and websites. And in a layout, it can be as effective as type. If there's too much vying for a user's attention on a site, they won't know where to go for the answer they needed. So simplify the visuals and focus on one or two key images and short paragraphs.

\* Dead links: It's a good idea to log onto your website from a different computer every once in a while and make sure that there are no links that lead to sites that no longer exist.

#### **Content mistakes**

\* Too many words: But "people scan websites; they don't read them. They're looking for the best content in about the ... top third of what they read." In the "About Us" section, you should give a clear picture of your business in one short paragraph. If you need more space to describe complex, industry-specific products or services, she said, do it in other areas of the site.

\* Typos and grammatical errors: This is an easy way to alienate an audience. Have knowledgeable eyes scan your site to check for potentially costly mistakes.

\* Failing to focus on search-engine optimization: You could have a beautiful site, but without industry buzzwords, you won't land high on a Google search. Small-business owners should make a list of the top 25 keywords or phrases that define their business and industry. Then build a plan for how to best use those keywords consistently.

## EIGER/lab in the news

In case you missed any of our recent media coverage.

- May 29 | [Deadline for Stateline FastPitch entrepreneur contest is next week](#) | Register Star  
May 28 | [Deadline to Sign Up for FastPitch Looming](#) | WIFR  
May 16 | [Meet John Doe: Code for Rockford making sense out of local data](#) | Rock River Times  
May 14 | [From City Market to the Masses](#) | WIFR  
May 13 | [Joe Abraham to keynote June 18 FastPitch Competition](#) | Rock River Times  
May 7 | [EIGERlab to offer advanced assembly training beginning May 19](#) | Rock River Times  
May 7 | [8th Annual FastPitch Competition to be Held in June](#) | WIFR

## Open Positions | EIGER/lab's tenants, clients & partners



EIGER/lab's tenants, clients and partners are expanding and would like to fill key positions. Please peruse the following information and consider forwarding to interested parties. This is a portal service, for tenants and clients; please do not contact EIGER/lab directly.

### **B/E Aerospace**

Program Manager  
Project Engineer  
Mechanical/Hydraulic Engineer

### **CLEO Communications**

Senior Software Engineer  
Project Manager - Professional Services  
Implementation Engineer - Professional Services  
Training Consultant - Professional Services  
Support Technician

### **Comply365**

Marketing Coordinator  
Marketing Strategist  
Software Engineer  
Data Analytics Engineer  
Network Engineer

### **Lyons Consulting Group**

*(all positions listed are in Chicago)*

Business Development Manager  
Development Manager  
Digital Marketing Manager Experience Architect  
Hybris Technical Architect  
Inside Sales Representative  
Project Manager  
Quality Assurance Analyst

Senior Application Engineer- Team Lead  
Senior Interface Engineer- Demandware  
Technical Architect - Demandware

**TAC Rockford**

Sales Assistant  
Customer Order Coordinator  
Technical Sales Specialist  
Customer Development Coordinator



**Dan Cataldi, Executive Director | EIGER/ab | 605 Fulton Avenue | Rockford, Illinois 61103 | 815.316.6357**