



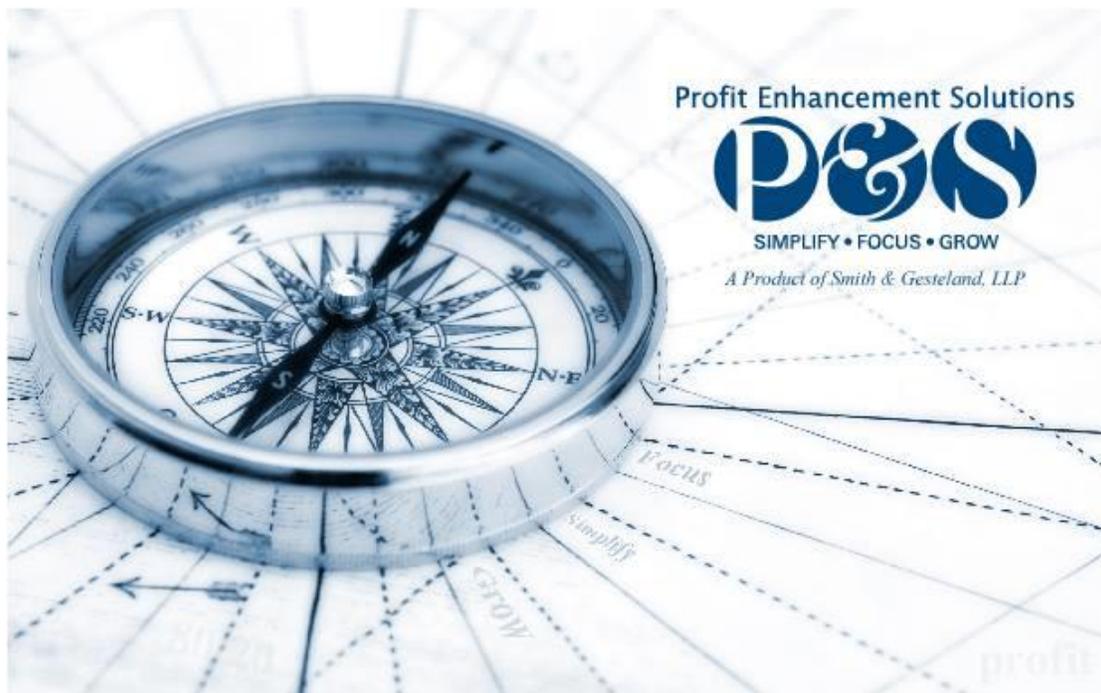
September 30, 2014

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

Invitation to the area's first 80/20 Boot Camp



Special Invitation
Join us for the area's first 80/20 two-day boot camp

EIGER/ab is bringing Management Resource Group and Profit Enhancement Solutions to the table for a thought-provoking boot camp to help you increase your profitability and target your growth. Hear how successful companies have changed the way they look at their businesses and dramatically changed their outcomes...more money, more time, more satisfaction, and more fun.

80% of your sales come from 20% of your products and customers. 80% of your supplies come from 20% of your vendors. 20% of your employees give you 80% of your productivity.

But, what do you do with that information? How do you use it to change your business, your sales, your profits, and your life? Learn how to utilize this process and create an action plan to improve your bottom-line with the 80/20 principal.

Who should attend: Company Influencers

- CEO, COO, CFO, CMO, President

When: Monday-Tuesday, November 3-4, 2014

Where: Anderson Gardens, Rockford, IL | Meals will be provided

Space is limited. To learn how to make more, reserve your spot today. RSVP to:

SPritz@EIGERlab.org. For more information, phone 815.316.6357.

Cost: Depending upon the size of the firm, the workshop generally runs \$5,000-\$6,000, but 50% of the total cost will be subsidized by a Chase Foundation Grant.

MRG
Management
Resource Group

2nd Annual Northern Illinois Energy Summit & Expo



Two days, five expert panels, and four dynamic keynote speakers

Thursday, October 9 - Friday, October 10

Radisson Hotel and Convention Center, Rockford, Illinois

What can you expect?

- Networking Opportunities
- Experts addressing subjects that are of immediate interest
- Learn about renewable energy options that are available now
- Learn how Renewable Energy and efficiency practices can be applied in the real world!

The Midwest is the Manufacturing Heartland of America.

Being energy efficient, by using best practices, makes our companies and organizations more competitive, as well as more environmentally sustainable. Often invisible, but in plain sight, Northern Illinois hosts a surprisingly diverse cluster of energy efficient innovations, practices, and opportunities. This is not a "five years from now event," everything presented and discussed is commercially doable today. [Learn more.](#)

For more information regarding sponsoring and advertising, contact Chet Kolodziej with the Freedom Field Renewable Energy at Chet@Ni-expo.com or 815.621.8004. [Click here](#) to register.

EIGER/lab can assist with your visual collaboration



When the need arises, please consider utilizing EIGER/lab's videoconferencing equipment that has the ability to conference in three sites (total of four)!

Pricing

First hour - \$125

Additional hours - \$25

For more information, phone 815.965.3522.

Small Business Development Center

How to start your own business: *Turn your dream into a reality*

Illinois Small Business Development Center (SBDC) is the place to start!

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



When: six consecutive Thursdays starting October 16, 6:00 - 8:15 PM.

Location: EIGERlab, 605 Fulton Avenue, Rockford

Cost: \$150 | No cost to qualified low and moderate income households through funding from the City of Rockford.

Sign-up now: www.rockvalleycollege.edu/sbdc and click new business/start ups or <http://ilsbdc.ecenterdirect.com> For questions call 815.921.2081.

[Download the marketing flyer.](#)

"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)

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: September 30, 2014 | 3:30 - 5:00 p.m.

Location: Rockford Area Convention and Visitor's Bureau, 102 N. Main St., Rockford, IL

Cost: \$150 | No cost to qualified low and moderate income households through funding from the City of Rockford.

Sign-up now: www.rockvalleycollege.edu/sbdc and click new business/startups or call 815.921.2081.

[Download the marketing flyer.](#)

Nosotros podemos ayudarlo 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 (Bilingüe)

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

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

The Illinois Procurement Technical Assistance Center (PTAC) at Rock Valley College provides:

- no-cost counseling services and workshops on government related topics
- help to local businesses to determine suitability for selling to the Federal, State or local governments, as well as subcontracting with prime contractors.

The government marketplace poses unique challenges that can overwhelm a small business

that does not have the proper resources or training. We are here to help!

Contact us at (815) 921-2090 or by email at ptac@rockvalleycollege.edu to learn more.

Entrepreneurial Events

American Made Movie | September 30

American Made Movie Screening: at the Sullivan Theater, 118 N. Main St, Rockford, IL | Doors open at 6:30 pm, Movie starts at 7:00 pm! [Click here](#) to RSVP | reserve your ticket-no cost

Salsa Networking Luncheon | October 3, 11:30 am - 1:00 pm

Alvarez Restaurant on Bell School Rd.

RSVP your attendance as soon as possible to gloriacudia@comcast.net.

Rockford Region Manufacturing Day | October 2

Manufacturers invited to host an open house. Contact Vee Jevremovic at the Rockford Chamber, 815-987-8100 or VJevremovic@RockfordChamber.com.

Supercharge Your Profits Through Facebook Advertising | October 2, 5:30 pm to 8:30 pm

Attendance is Complimentary, but registration is required. Held at the EIGERlab; seating is limited. [Learn more](#).

14th Annual Chicago City Treasurer's Entrepreneur Business Expo Friday, October 3rd

The City of Chicago Treasurer's Entrepreneur Business Expo will be held on Friday October 3rd. Last year, there were over 4,000 attendees and top business leaders who enjoyed a FREE day of expert business workshops and networking. For more info, visit the [Business Expo website](#).

Northern Illinois Renewable Energy Summit and Expo | Save the date - October 9-10

The surveys following last year's Winnebago County Renewable Energy Expo came back carrying a resounding message. You spoke and we listened. Two days, four expert panels, four speakers and two dynamic keynote speakers addressing subjects that you have told us are of immediate interest to YOU, plus plenty of opportunity for networking and face to face time with our seasoned and experienced attendees and exhibitors.

Learn about renewable energy options available now, network with industry experts and local businesses already utilizing renewable energy practices, and gain a better understanding how renewable energy practices can be applied in the real world! [Click here](#) to learn more.

Pro Bono Consultations Beginning October 2014

First Webs offers a Free 1 hour Consultation twice monthly on any topic related to digital marketing. To schedule a session, [click here](#). Sessions are limited, so please register early.

Startup Weekend, November 14

Ever wondered what it takes to be an entrepreneur?

The professional and personal challenges, the high and lows, the failures and the success? Startup Weekend is a global grassroots movement of active and empowered entrepreneurs who are learning the basics of founding startups and launching successful ventures. It is the largest community of passionate entrepreneurs with over 1800 past events in 120 countries around the world in 2014. [Click here](#) to sign-up.



Entrepreneurial Information



Rockford, IL - Forbes' Opportunity Cities: 19 Places Where It May Be Easier To Make Your Mark

Behind the numbers | To find these Opportunity Cities, we scanned first for places with inexpensive home prices, using Sperling's analysis of median home sales from the first quarter of 2014, looking at all cities with a population over 150,000. Despite reports to the contrary, home ownership is still a goal for most Americans (even Millennials), and so we focused on places where that goal is more attainable. (Though not used for our ranking, rents in these cities are generally affordable as well.) Next, we looked at recent unemployment rates from the Bureau of Labor Statistics, also factoring in their direction year-over-year. Finally, using data from the Census' American

Community Survey from 2008 to 2012 (the most recent available), we factored in population growth overall, as well as among the 25-39-year-old cohort, a group we consider likely to move (or for that matter, stay put) for opportunities. [Learn more.](#)

Women Launching 1,200 New Businesses a Day, New Research Shows

As the United States continues to crawl out of its economic slump, women are emerging as key drivers in new business creation, according to new research. This year's OPEN State of Women-Owned Business report finds that an estimated 1,200 new businesses a day were started by women over the past year, up from an average of 740 a day the year prior. Four out of 10 new firms are now started by women. [Learn more.](#)

Rhonda Abrams, Travel Blog Series: What to Do when You Return from a Small Business Trip

Rhonda teamed up with Marriott and Visa to create the Smart Small Business Travel Guide, on which this blog post is based.

[Download your free guide here.](#)

Streamlining the Search Process for Trademark Registration

Trademarks are an essential way to protect your intellectual property (IP) so you can market your goods and services under your brand. However, if you have ever gone through the trademark registration process, you know the challenges in trying to find out whether the idea is already protected. Trademark applications are not cheap and the cost of re-filing again and again is a wasted expense. [Learn more.](#)

Is a premium domain the best choice for your business website?

Whether you're just starting your business or looking to take your company to the next level, you know you need to have a strong, interconnected online presence. A website. Social media profiles. Your business info on directories, maps and review sites. This is how you'll reach new customers and nurture loyalty among existing clients.

But what if you're doing all the online marketing stuff you're supposed to do and you're still not getting the kind of response you were hoping for? You might need to look more closely at one of the basics for success online: your domain name. [Learn more.](#)

Visa Best Practices & Small Biz Resources

[Learn more.](#)

Find out if advertising on Google makes sense for your business

Lesson Highlight: Find out if online ads are right for your business

One of the most frequent questions we get at Google is whether it makes sense to advertise a small, local business with a limited budget. The short answer is yes, but it's helpful to understand how advertising on Google works.

Coco Pannell, an AdWords Community Lead, provides a great introduction to online advertising, explaining how it differs from traditional advertising. She talks about how advertising works on Google, including some of the targeting capabilities. [Learn more.](#)

Open Positions | EIGERlab's tenants, clients & partners



EIGERlab'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 EIGERlab directly.

CLEO Communications

Front End Developer
IT Intern
QA Engineer
Senior Account Executive - Mid Market
Senior Software Engineer
Senior Support Engineer

Clinkenbeard

Quality Inspector

Lyons Consulting Group

(all positions listed are in Chicago unless noted)
Systems administrator | Rockford, IL
Applications Coordinator - Ann Arbor
Business Development Manager
Director Strategic Alliances
ecommerce digital consultant
Engagement manager
Experience architect
Senior Sales Engineer
Hybris Technical Architect
Project Manager
Senior Application Engineer- Team Lead (Ann Arbor and Chicago)
Senior Interface Engineer- Demandware (Ann Arbor and Chicago)
Senior Sales Engineer
Technical Architect - Demandware (Ann Arbor and Chicago)

TAC Rockford

Customer Service Representative



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