



Yorkville EDC E-Mail Newsletter

November 30, 2004

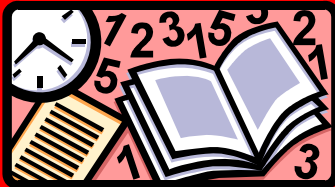
Volume 2, Number 10

**Welcome
New
Members**

General Members:

**- Tri-Land Properties,
Inc.**

SAVE THESE DATES!!



**Friday,
December 3, 2004
Yorkville Business
Institute Session 4**

**Tuesday,
March 29, 2005
YEDC Annual
Spring Job Fair
at Yorkville
High School**

Illinois Women's Business Ownership Council



For the fourth year, the Illinois Women's Business Ownership Council continued its mission of providing information, education and a statewide forum to listen to and collect data on the business climate for Illinois' current and prospective women entrepreneurs.

As one of the largest and fastest growing segments of the state's small business population, women entrepreneurs have demonstrated their vibrancy and competence in the marketplace. Women-owned businesses number more than 8 million across the United States, representing 18.5 million workers and 2.3 billion in annual sales. The explosive growth of this business group clearly has the potential for enormous economic impact, and its needs must be addressed in the State's economic policies.

For most women-owned businesses, government support programs represent the "foot in the door" to the marketplace. State, federal and judicial challenges to affirmative action policies present a clear danger to business development for Illinois women. If doors to procurement close in the public sector, the already limited private sector market will follow by continuing to exclude women-owned firms. It is critical that these programs be preserved. To obtain additional information including incentives on this vital program, please visit the website at www.illinoisbiz.biz/bus/IWBOHome.html

Don't FORGET!!!!

Yorkville Business Institute - Session 4 for 2004

Its not too late to attend this important workshop, however
YOU MUST CONTACT THE YEDC OFFICE TODAY!

**"The Sky is the Limit if You are Committed"
Goal Setting for 2005**



DATE: Friday, December 3rd from 8AM to 11:30AM

PLACE: Old Second Bank Yorkville – Countryside
....Make 2005 your best year ever.

**Yorkville
Economic
Development
Corporation**

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Your feedback is always welcome and encouraged. We continue to receive very positive comments to this form of communication. If you receive this copy via US Mail, and have access to E-Mail, please let us know to add you to our list. If you wish to be removed from our E-Mail newsletter list, just click on the address listed here, and note REMOVE FROM E-MAIL on the subject line.

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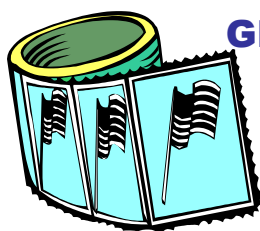


**BUILDING ON A STRONG
FOUNDATION ...
and thinking of offering
a NEW product!**

As a business owner, you have likely have considered offering a new product or service. Here is a series of questions that you will find useful in making the “go-no go” decision.

- What is the likely demand for the product?
- What impact would the new product probably have on total sales, profits, market share, and return on investment?
- How would the introduction of the product affect existing products?
- Would the new product cannibalize existing products?
- Would current customers benefit from the product?
- Would the product enhance the image of the company’s overall product mix?
- Would the new product affect current employees in any way?
- Would it lead to hiring more employees or reducing the size of the workforce?
- What new facilities, if any, would be needed?
- How might competitors respond?
- What is the risk of failure?
- Are you willing to accept this risk?

This series of bullet points was compiled by the Small Business Administration (SBA). Since we are focusing on “Goal Setting” for the upcoming year, we felt that many of you would find the topic timely and useful.



**GROUNDBREAKING DATE SET
for NEW YORKVILLE
POST OFFICE**



We have been informed that the Postmaster General of the United States, Jack Potter will be here in Yorkville on Tuesday, December 21st for the official groundbreaking ceremony for the new Post Office facility located at Countryside Parkway and McHugh. Currently the event is scheduled to take place at 9AM. Of course other local, federal and postal dignitaries will also attend this event. Since weather is not conducive for construction late in December, construction of the facility will be up to full speed in early spring of 2005.

This event is one that is being eagerly anticipated, as our entire community and Yorkville Post Office staff recognizes the importance of the new 26,000 square foot facility. Post Office officials remain hopeful that completion of the project will be achieved in late 2005.