



Events of Interest:

August 13

- Northwest MN Foundation & Blandin Foundation will host Broadband Workshop at Beltrami Electric in Bemidji, MN from 9AM to 11AM. Go to [http://www.nwmf.org/broadband\\_workshop.html](http://www.nwmf.org/broadband_workshop.html) for more information.

August 16

- Minnesota International Symposium: Taking the Mystery out of Compliance. McNamara Alumni Center (U of M) 7:30AM-1PM. Go to [www.positivelyminnesota.com/Business/Exporting\\_Trade/Calendar\\_of\\_Trade\\_Events/2012\\_-\\_08-16\\_Minnesota\\_International\\_Symposium\\_w-UPS\\_MTO\\_USCS.pdf](http://www.positivelyminnesota.com/Business/Exporting_Trade/Calendar_of_Trade_Events/2012_-_08-16_Minnesota_International_Symposium_w-UPS_MTO_USCS.pdf) for more information.

August 27-29

- 2012 Midwest Specialty Grains/Grain Export Shipping Conf. & Trade Show in Minneapolis, MN. Go to [www.grainconference.org](http://www.grainconference.org) for more information.

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## Assessing the Digital Presence of Rural Minnesota Businesses: Executive Summary Are Businesses in Greater Minnesota Using the Internet to Sell Themselves?

*By: Tara R. Daun & Hans Muessig*

Rural communities have slower, less reliable internet service and fewer opportunities for broadband service. The federal government has invested \$400 million in rural Minnesota to address this issue. To determine the extent businesses in Greater Minnesota use the internet, the University of Minnesota Extension office surveyed almost 14,000 businesses. The data collected will be used "to help understand the long-term effects of digital presence, infrastructure investment, and broadband-promoting interventions on businesses and the communities in which they are located".

For the purposes of their project, they defined digital presence as "any locally controlled webpages, social media, or GooglePlace pages devoted to an entity, i.e., a private business, nonprofit, or government office, within a community". They assessed the digital presence of rural businesses in 85 townships/cities. There were 2 groups of communities assessed. The first group included current MIRC Project Communities who were receiving techno-

logical aid as well as online business skills training (22 communities). The second group consisted of communities with populations less than 10,000 and in a different county from any community receiving training or major city (5 communities).

What they found is 42.15% of businesses had a website, 9.49% used social media, and 13.17% used a GooglePlace page in the 22 "intervention communities". In the 5 control communities, 44.79% of businesses had a website, 12.58% used social media, and 12.58% used GooglePlace. One interesting thing the authors point out about GooglePlace activity is that it is slightly higher in the intervention communities compared to the control communities. Mapping applications (and specifically verifying GooglePlace pages) was one of the main priorities of many MIRC Training workshops conducted by U of M Extension over the past year.

For the entire executive summary, go to <http://www.extension.umn.edu/community/mirc/docs/Assessing-Digital-Presence-Rural-MN-Businesses.pdf>.

## Center for Rural Entrepreneurial Studies Seeks Entrepreneurs and Small Businesses Interested in Potential Project Collaboration.

Entrepreneurs and small business owners can receive valuable help through an opportunity offered by the Center for Rural Entrepreneurial Studies (CRES) at the University of Minnesota, Crookston. CRES is seeking regional entrepreneurs and small business owners interested in forming a unique relationship that would include valuable consulting services by U of M, Crookston students under the guidance of qualified faculty at no cost.

Each semester, both spring and fall, CRES integrates projects into three courses offered on campus. These projects become an integral part of the course curriculum and are de-

signed to benefit small business owners and entrepreneurs while providing students with real-world business experiences.

Applications for the program are accepted anytime; however, priority is given to applications received prior to the due dates. The 2012 fall semester application deadline is Friday, August 10 and the spring semester application deadline is Friday, November 30, 2012. Applicants will be notified about their participation in the program no later than August 20 for fall semester and December 10 for spring semester.

All applications are screened by CRES and the projects that best fit

the mission of CRES and enhance the learner outcomes for the course will be contacted for a follow-up meeting to determine guidelines, client expectations, and to review other relevant information regarding participation.

For more information about the opportunity, contact Rachel Lundbohm, Associate Director of CRES at 218-281-8595 ([cres@tc.umn.edu](mailto:cres@tc.umn.edu)) or visit the CRES Web site at [www.umccres.org](http://www.umccres.org). The CRES office is located in Dowell Hall 117 on the Crookston campus.

## Warren, MN Receives \$400,000 in Funds from USDA Rural Development

In an effort to aid small businesses and the public library, Warren, MN is receiving \$396,000 in funding from the United States Department of Agriculture. The Godel Memorial Library will receive \$33,000 while

\$363,000 will be used to fund low-interest small business loans in and around Warren. Funds going towards the library are a grant. The small business funding is a USDA loan that the city has 30 years to pay off

at 1% interest.

<http://www.grandforksherald.com/event/article/id/241481/>

## DEED Update: Angel Tax Credits No Longer Available for 2012.

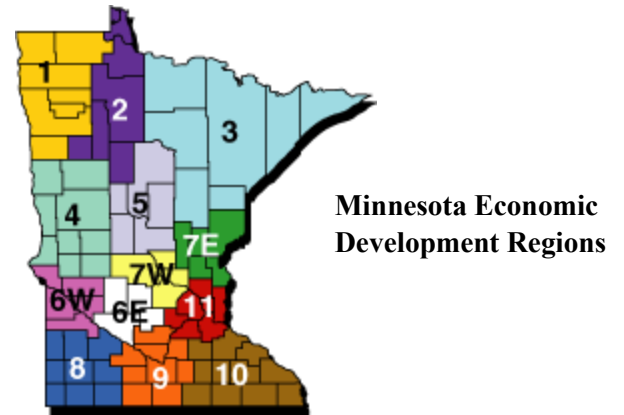
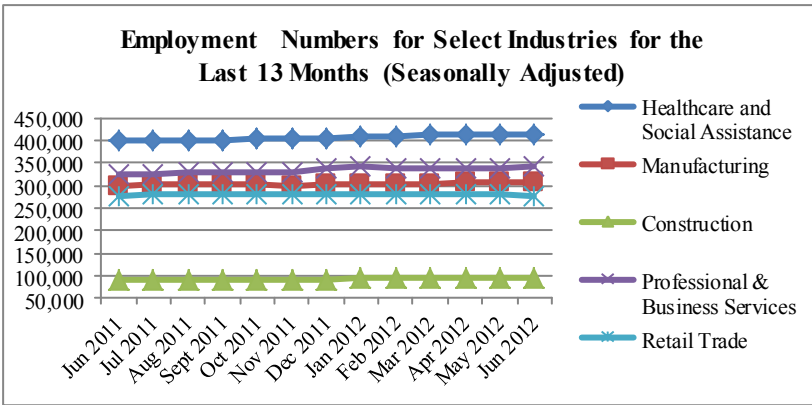
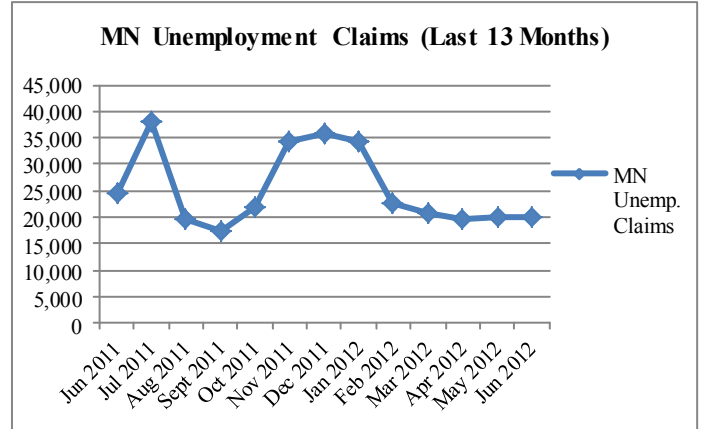
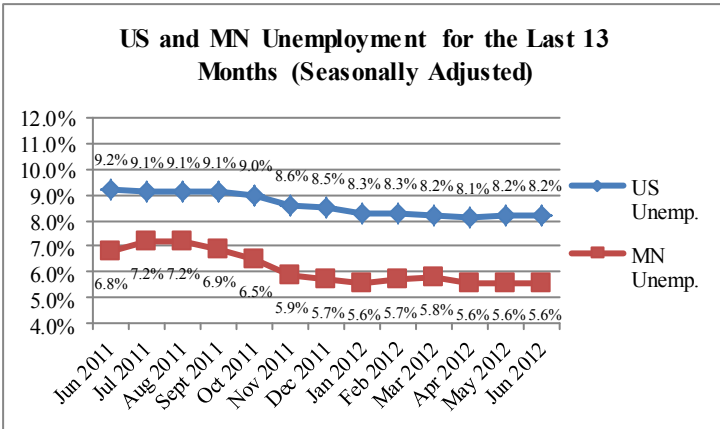
The Minnesota Angel Tax Credit Program has been so successful that DEED reports the \$12 million dollars in tax credits allocated to the program has been used up for the remainder of 2012. This November DEED will begin accepting applications for the \$12 million dollars in credits available in 2013 (The pro-

gram is set to expire in 2014 unless extended by legislature). To date, the program, has generated more than \$140 million in private investments for start-up businesses in a variety of high-tech firms.

*For more information about the Angel Tax Credit Program, go to [www.PositivelyMinnesota.com/](http://www.PositivelyMinnesota.com/)*

*[angelcredit](#) or contact Jeff Nelson at 651-259-7523 or [Angel.Credit@state.mn.us](mailto:Angel.Credit@state.mn.us).*

## 2011-2012 Local Area Unemployment Statistics and Current Employment Situations in Select Industries



### 2011-2012 Minnesota Unemployment by Economic Development Region (Not Seasonally Adj.)

Date	EDR1	EDR2	EDR3	EDR4	EDR5	EDR6E	EDR6W	EDR7E	EDR7W	EDR8	EDR9	EDR10	EDR11
Jun 2011	6.3%	8.8%	8%	6%	8%	7.1%	6.4%	8.7%	7.1%	5.5%	6.5%	6.6%	7%
Jul 2011	6.4%	9.6%	8.6%	6.1%	8.4%	7.4%	6.5%	9.3%	7%	5.8%	6.8%	6.6%	7.5%
Aug 2011	6.5%	8.5%	7.5%	5.6%	7.6%	6.9%	6.1%	8.2%	6.7%	5.4%	6.2%	6.2%	6.7%
Sept 2011	5.3%	7.3%	6.5%	5%	6.7%	6%	5.2%	7.2%	5.9%	4.7%	5.3%	5.4%	6%
Oct 2011	4.6%	6.7%	6%	4.4%	6.2%	5.3%	4.5%	6.6%	5.3%	4.3%	4.8%	4.9%	5.4%
Nov 2011	5%	7.5%	6.3%	4.6%	7.1%	5.5%	4.4%	6.9%	5.4%	4%	4.7%	4.7%	5.1%
Dec 2011	5.9%	8.4%	6.9%	5.5%	8.3%	6.4%	5.4%	8.5%	6.4%	4.4%	5.3%	5.3%	5.3%
Jan 2012	7.8%	9.4%	7.8%	6.4%	9.6%	7.6%	6.5%	10%	7.4%	5.4%	6.3%	6%	5.7%
Feb 2012	7.9%	9.7%	8%	6.7%	9.8%	7.9%	6.7%	10.3%	7.6%	5.8%	6.6%	6.4%	5.9%
Mar 2012	7.5%	9.7%	8.1%	6.4%	9.4%	7.8%	6.6%	10%	7.3%	5.5%	6.4%	6.2%	5.9%
Apr 2012	5.8%	7.6%	6.7%	4.5%	6.8%	5.8%	4.8%	7.6%	5.5%	3.9%	5%	4.8%	5%
May 2012	4.8%	7%	6.4%	4.2%	6.1%	5.5%	4.6%	6.8%	5.3%	4%	5%	4.9%	5.1%
Jun 2012	5.2%	7.6%	6.9%	4.7%	6.6%	6.1%	5.2%	7%	5.7%	4.7%	5.5%	5.5%	5.8%

After seasonal adjustments, US unemployment in June remained steady at 8.2% Unemployment in Minnesota remained at 5.6% for the third straight month. Unemployment claims in June dropped to 19,897 when compared to

May. June unemployment claims are down 18.8% when compared to June 2011. Minnesota gained 7,200 jobs in June, with 35,012 more jobs this June than June 2011 (annual growth of 1.3%). All of the EDRs experienced an increase

in unemployment for June. Unemployment numbers for the EDRs are NOT seasonally adjusted. Go to the DEED website; [www.positivelyminnesota.com](http://www.positivelyminnesota.com) to view more employment and wage statistics.

## Georgetown University's Center on Education and the Workforce Report Details Future Growth of Healthcare Professions.

In a recent report by Georgetown University's Center on Education and the Workforce, Anthony Carnevale, Nicole Smith, Artem Gulish, and Bennett Beach outline a view on job growth in the healthcare industry. As medical technology has advanced, people have a greater life expectancy. Not only are people living longer (which means a larger number of people requiring some type of medical care), but the technology used for medical treatments and tests are also getting more advanced. As a result, more people are needed to provide healthcare services.

Carnevale and his colleagues identify two labor markets within the healthcare industry: high-skill, high-wage professional/technical and low-skill, low-wage support jobs. There are also "a host of related jobs" which supports the healthcare industry. When they factor in all of those

different positions, they expect the healthcare industry to increase from 15.6 million jobs in 2010 to 19.8 million jobs in 2020. They estimate this will account for 13% of all jobs. Factoring in the number of net new jobs and replacements for people estimated to leave the industry, they expect 5.6 million new healthcare vacancies by 2020.

Not only will there be more jobs, but there will also be a higher demand for more post-secondary education for workers interested in healthcare jobs. Currently, they report 81% of healthcare jobs in 2010 required post-secondary training. In 2020, they expect that number to go up to 82%, however, 94% of professional and technical positions will require post-secondary training.

Carnevale and colleagues also examine the healthcare job demands by state. For the state of Minnesota,

healthcare-related positions make up 13% of state jobs. They expect 124,620 job openings between 2010 and 2020. Of all healthcare-related positions in 2020, it is estimated that 11% of the positions will be doctors, 30% will be nurses, 22% will be allied health services (such as nutritionists, and technicians), and 38% will be healthcare support positions (such as massage therapists and various aides). As far as job growth compared to other jobs, healthcare positions could grow 29% compared to 15% for all other Minnesota jobs. Over 84% of healthcare positions are expected to require at least some college course work with 16.5% of all jobs requiring a Masters, Ph.D., or some other professional degree.

*For the executive summary, full report and full state report, go to <http://cew.georgetown.edu/healthcare/> for more information.*

## U.S. Small Business Administration Releases Report on Small Business Lending.

Anyone interested in starting a small business needs funding. Not everyone has the resources to use their own money or an outside investor to pay for the expenses of starting a business. As a result, obtaining a business loan is usually the best way to obtain necessary funding.

The U.S. Small Business Administration released a study showing trends in lending between 2010 and 2011. They used 2 types of data for the study - the Call Report Data and Community Reinvestment Act Reports. The overall finding indicated that lending was weaker in 2011 than 2010.

The summary of their findings can be seen at <http://www.sba.gov/advocacy/7540/173967>. Go to [http://www.sba.gov/sites/default/files/sbl\\_11study%20FINAL.pdf](http://www.sba.gov/sites/default/files/sbl_11study%20FINAL.pdf) to see the full report.

## DEED Awards Grants for Northern Minnesota Employee Training

*July 23, 2012 DEED Press Release*

The Minnesota Department of Employment and Economic Development (DEED) has awarded two grants, totaling nearly \$70,000, under its Minnesota Job Skills Partnership to train 54 workers in northern Minnesota.

The grants were awarded to Optivation, a customized training and organizational development provider operated jointly by Bemidji State University and Northwest Technical College.

Grants were awarded for the following projects:

- Park Rapids business consortium, \$49,980.

Optivation will partner with Northwoods Bank of Minnesota, Park Rapids Enterprises, Itasca-Mantrap Cooperative Electrical Association and St. Joseph's Area Health Services to provide advanced quality

and process management training to 43 managers, member services staff, engineers and bankers.

- Seven Clans Casino, \$17,832. Optivation will provide 11 employees at three Seven Clans Casinos

with Level II Building Operator Certification (BOC) training. Level II BOC training allows facility operators to increase the efficiency of electrical, water, and heating, ventilation and air conditioning sys-

tems in the buildings they manage.

For more information on the grants, contact Optivation Associate Director Kerry Ross at 218-755-4902.

## CompTIA Breakaway 2012: Changes in IT

From July 30<sup>th</sup>, to August 2<sup>nd</sup> CompTIA, a non-profit association for IT professionals and companies, hosted Breakaway 2012 in Las Vegas, Nevada. Almost all speakers echoed the challenges IT channel companies face will the never-ending changes in new technology. “The prevailing attitude is I’m not waiting for IT to catch up. I’m going to buy what I want, connect to the network, and check my email,” said Doug Smith (Vice President, Partner Strategy & Operations, VMware).

With the new mobile devices and “cloud” networks available, they are “rapidly changing the corporate technology landscape”. Sheila O’Neill from Panasonic System Communications Company points out that the workplace includes not only corporate devices, but also personal devices. Each device must be “reliable, regardless of what the device is, where it is and how it is being used”. Janet Schijns of Verizon Enterprise Solutions spoke of how people have developed all of these new devices and applications,

but they may not necessarily know how customers are using them. She states that is where an IT solution provider can help.

*For the full press release, go to <http://www.comptia.org/news/12-08-02/>*

*[Big Changes Ahead for IT Channel Companies Breakaway 2012 Attendees Told.aspx](#) for more information.*



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*The EDA Center at the University of Minnesota, Crookston is one of more than 40 university centers nationwide, supported by the Economic Development Administration, U.S. Department of Commerce.*

*We conduct applied research, provide direct technical assistance and deliver educational programs development agencies that support the economy of economically-distressed rural communities throughout Minnesota.*

*EDA Center Staff:*

*Jack Geller-EDA Center Director*

*Eddie Walker-Research Analyst/Editor*



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