




Small Business News You Can Use

inVenture: Advancing Innovative Businesses

July '08

NEWS IN A FLASH

Source: Inside Indiana Business

Company to Expand Its Global HQ, Publishing Operations in South Central Indiana

Author Solutions to Relocate Jobs from China as Part of Indiana Expansion

BLOOMINGTON, Ind. (June 5, 2008) - Governor Mitch Daniels joined executives from global book publisher and marketer Author Solutions Inc. today to announce the company's plans to expand its world headquarters and publishing operation, creating more than 140 new jobs.

Author Solutions, a global provider of self-publishing and marketing services under the brands of AuthorHouse, iUniverse and Wordclay, will invest more than \$4.5 million to consolidate its Shanghai, China publishing operation into its 36,837 square-foot south central Indiana corporate publishing campus.

"Author Solutions' continued investment in Indiana brings further diversity to our economy and creates the types of 21st Century jobs needed to keep our best and brightest in the state after college graduation," Daniels said.

The company, which employs 230 associates in Bloomington and 50 in Indianapolis, is currently identifying candidates for creative, customer service and technology positions.

"Bloomington and Central Indiana provide the ideal environment for our company to continue to expand," said Kevin Weiss, president and chief executive officer of Author Solutions. "There is a strong creative community from which to draw and the talent from Indiana colleges provides us with a work force prepared to be successful in a fast-paced industry like self publishing."

More than 75 percent the Author Solutions' employees are graduates of Indiana universities, many of whom who hold degrees from Indiana University in Bloomington, Weiss said.

Created in 2006 when California-based Bertram Capital acquired Bloomington-based AuthorHouse, Author Solutions has grown to become the world's largest self-publishing company. Author Solutions is expected to publish nearly 17,000 titles for distribution in the US in 2008.

In September, Author Solutions announced the acquisition of Nebraska-based self-publisher iUniverse, and in April relocated the operations of iUniverse to Bloomington. That move added 30,000 of its former rival's books to its library of more than 50,000 titles giving ASI a total of 80,000 titles.

"I have been part of a small local firm for the last seven years, and every day I see the benefits of locally-centered businesses

UPCOMING EVENTS

July 2: Business Orientation Start-up Session (BOSS)

What: Learn what it takes to start your own business and become your own boss.

Where: SBDC, 501 N. Morton St., Suite 106A

Time: 10:00 pm- 12:00pm

Cost: \$25

Contact: SBDC, 812-339-8937 (registration required)

July 16: Business Orientation Start-up Session (BOSS)

What: Learn what it takes to start your own business and become your own boss.

Where: SBDC, 501 N. Morton St., Suite 106A

Time: 3:00 pm - 5:00pm

Cost: \$25

Contact: SBDC, 812-339-8937 (registration required)

July 17: Marketing Seminar

What: Intermediate Marketing

Where: SBDC, 501 N. Morton St., Suite 106A

Time: 3:00 pm - 5:00pm

Cost: \$ FREE \$

Contact: SBDC, 812-339-8937 (registration required)

July 22: Community Chats

What: Guest speaker: John Stephens, Ivy Tech Director for Life Science Initiatives

Where: Village Deli, 409 East Kirkwood Ave.

Time: 7:30 - 8:30 am

July 23: SBA Finance Seminar

What: Learn in one informative workshop about: SBA's loans, first steps to selling to the Federal Government and Federal Small Business Certification Programs.

Where: SBDC, 501 N. Morton St., Suite 100B

Time: 10:00 am - 12:00pm

Cost: \$ FREE \$

Contact: SBDC, 812-339-8937 or email Terri at tbrown@isbdc.org (registration required)

July 29: Community Chats

What: Guest speaker: Jim Williams, "IU:

International Computer Networking and Pakistan

Where: Village Deli, 409 East Kirkwood Ave.

Time: 7:30 - 8:30 am

August 1: New Economy, New Rules Seminar

What: Series of video conference presentations from industry leaders geared towards the information technology industry.

Where: inVenture, 501 N. Morton St., inVenture Conference Room

Time: 8:00- 9:30 am

- Monroe
- Owen

Questions? Contact the Indiana Small Business Development Center at (317) 234-2082 or (888) 472-3244

Experts from federal and state government agencies will host a series of "**Back to Business**" **workshops** aimed at helping businesses rebound following June's historic flooding and severe weather.

The workshops are free to attend and no reservations are required. Additional workshops and locations will be added.

[More information regarding Indiana Disaster Relief](#)

your business with an accurate view of your customers buying behaviors.

- Find new customers
- Evaluating competitors
- Find untapped markets
- Analyze your trade areas
- Search for a new store location

The following links provide examples of ESRI Printable Reports:

- [Retail Market Potential](#)
- [Demographic and Income Profile](#)
- [Tapestry Segmentation Area Profile](#)

For more information or to start utilizing ESRI, contact us at:

South Central Indiana SBDC
501 North Morton Street, 100
Bloomington, Indiana 47404-3731
(812) 339-8937
www.isbdc.org

[View More Small Business Solutions](#)

Thank you to the financial supporters and partners of inVenture and the South Central IN SBDC: [Bloomington Economic Development Corporation](#), [Bloomington Urban Enterprise Association](#), [Design & Marketing](#), [City of Bloomington](#), [Indiana Economic Development Corporation](#), [Indiana University](#), [Ivy Tech Community College-Bloomington](#), [Monroe County Government](#) and the [US Small Business Administration](#).

Sponsor:

[Kiva](#)

This newsletter is produced by the inVenture and is intended to keep our clients and partners informed of current programs and small business issues. Out of respect for your time, we will only send one announcement a month. If you would prefer not to receive this newsletter, please [click here](#) to be removed from our mailing list.

LiveWire Copyright 2007 | All Rights Reserved | [Privacy Statement](#) | [View Past Issues](#) | [Sign Up](#)



that provide good jobs and reinvest in our community," said Vic Kelson, president of the Monroe County Council. "When we invest in local business, we help our neighbors succeed, and that helps us all. Author Solutions is an example of the kind of creativity found in Monroe County, and I am pleased that they intend to expand their local operations. I am especially pleased that they plan to bring jobs from overseas back into Monroe County."

The Indiana Economic Development Corporation offered Author Solutions up to \$575,000 in performance-based tax credits and up to \$100,000 in training grants based on the company's job creation plans. The Monroe County Commissioners and the Bloomington Economic Development Corporation have supported property tax abatement to assist the company with new job creation in Monroe County.

The announcement of Author Solutions growth in Indiana comes less than six months after the company launched its web-based self-publishing brand Wordclay. The free online publishing tool simplifies the online self-publishing process by guiding users step-by-step through the publishing process from manuscript to a completed, self-published book.

About Author Solutions Inc.

Author Solutions, Inc., owned by Bertram Capital, is the world leader in the fastest growing segment of publishing. Through its Author Services brands, the company offers the most comprehensive range of services to help authors reach their book-publishing goals. Currently, Author Solutions provides services around the globe through the AuthorHouse, AuthorHouse UK, Wordclay and iUniverse brands operating from offices in Bloomington, Ind.; Indianapolis, Ind.; and Milton Keynes, England. More information can be found by visiting www.authorsolutions.com.

About IEDC

Created by Governor Mitch Daniels in 2005 to replace the former Department of Commerce, the Indiana Economic Development Corporation is governed by a 12-member board chaired by Governor Daniels. Indiana Secretary of Commerce Nathan Feltman serves as the chief executive officer of the IEDC. Since Daniels created the IEDC, the state has posted three consecutive years of record-breaking job creation. For more information about IEDC, visit www.iedc.in.gov.

Media Contacts:

Keith Ogorek (Author Solutions) - 317.414.8079 or kogorek@authorsolutions.com
Mitch Frazier (IEDC) - 317.232.8873 or MFrazier@iedc.in.gov

SMALL BUSINESS SPOTLIGHT

South Central Indiana's area economy is made up of many unique small businesses which often are overlooked. Each month learn about a local small business that you might have not known about!

South Central SBDC helps flood victims

South Central's Small Business Development Center engages in helping flood disaster victims. The SBDC advisors were deployed to the following counties:

- Bartholomew
- Brown
- Green

Contact: Marilyn Skirvin, Bloomington Economic Development Corporation, 812-335-7346

August 5: Community Chats

What: Guest speaker: Allan Thorntorn/Ed Dickey, Midwest Proton Radiotherapy Institute
Where: Village Deli, 409 East Kirkwood Ave.
Time: 7:30 - 8:30 am

August 6: Business Orientation Start-up Session (BOSS)

What: Learn what it takes to start your own business and become your own boss.
Where: SBDC, 501 N. Morton St., Suite 106A
Time: 10:00 am - 12:00pm
Cost: \$25
Contact: SBDC, 812-339-8937 (registration required)

USEFUL LINKS

Web sites to help your business succeed.

- [Use Invoices That Encourage Action](#)
- [Blogging Business Tips](#)
- [Network Security](#)
- [Business Tips from the IRS](#)
- [Starting A Business](#)

[Submit a Useful Link](#)

TIPS OF THE MONTH

IRS Recently announced they are raising the mileage rates for business and medical and moving mileage.

Effective July 1, 2008 the business mileage rate will go from 50.5 cents per mile to 58.5 cents per mile.

The medical and moving mileage rate will go from 19 cents per mile to 27 cents per mile.

The charitable rate still remains at 14 cents per mile (Congress must act to cause this rate to be increased).

For more information go to www.irs.gov

SBDC BUSINESS SOLUTIONS

Business Check-up

ESRI - demographic and specific market data and reports

ESRI combines Geographic Information Systems (GIS) technology with extensive demographic, consumer, and business data to deliver boardroom-ready reports and maps. Researching local market demographics can give your business insight on consumer buying behavior. ESRI provides users the ability to access the same demographic profiles large corporations use when making marketing and relocation decisions. Grow

