



Committed to the future of rural communities.

Arizona—Rural Business & Cooperative Service

Capital Markets

Grant Provides “Tools” For Local Entity to Help Rural Businesses Grow

Outline Of Need:

Rural Arizona has had to cope with not only the economic downturn, but with a series of devastating wild fires that threatened many small town businesses. The Arizona Small Business Association (ASBA) targeted rural communities in Arizona that could most benefit from workshops and resources to help withstand the threat and facilitate sustained economic development to save and create jobs.

How Rural Development Helped:

USDA RD made a \$99,540 Rural Business Enterprise Grant to the ASBA. ASBA used that money, along with \$55,080 of their own money and \$15,000 of money they raised, to create a tool kit of resources, provide educational coaching, and mentoring opportunities through their Business Accelerator Program workshops. They also helped with marketing re-

Entrepreneurial Accelerator | *Coming to your area!*
Somerton, Arizona

Feb. 28 - Feb. 29

Location: Regional Center for Border Health
 214 W. Main St., Somerton, AZ

The Arizona Small Business Association is pleased to offer the Entrepreneurial Accelerator program to Somerton business owners through the USDA Rural Business Enterprise Grant. Your business can receive FREE training, mentoring & coaching and business resources by attending these valuable programs. Space is limited, so be sure to register today!

Visit www.asba.com/somerton or call 520.327.0222.



Flyers in English and Spanish let rural entrepreneurs know about the Accelerator program being offered, with help from USDA Rural Development.

February 28 | 5 - 7pm

Community Forum

Join us for an informative and interactive community forum to network and learn from other business owners and resource partners. Learn how you can make money, save money and market your business through the Arizona Small Business Association and their online business community.

Each attendee will receive a FREE one-year ASBA membership and online business profile!

February 29 | 9:30am - 4:30pm

Business Development Training

Join us for a power-packed day of educational workshops and training to take your business to the next level, include:

9:30am - Business Mentoring + Coaching 101

10:30am - The Process of Business Development

1:30pm - Social Media Marketing Made Simple

*One-on-one Mentoring & Coaching available all day.

All attendees will receive a FREE 60 day trial of the Constant Contact email marketing tool.



¡Llega a su Region! | Acelerador Empresarial

Somerton, Arizona

Del 28 al 29 de febrero

Local: Regional Center for Border Health
 214 W. Main St., Somerton, AZ

La Asociación de Pequeñas Empresas de Arizona (Arizona Small Business Association) se complace en ofrecer el programa Acelerador Empresarial (Entrepreneurial Accelerator) a los empresarios de Somerton por medio de la Beca de Empresarial para Negocios Rurales USDA (USDA Rural Business Enterprise Grant). Su negocio puede recibir capacitación GRATUITA, mentoring y coaching y recursos empresariales al asistir a estos valiosos programas. El espacio es limitado, así que asegure registrarse hoy!

Visite www.asba.com/somerton o llame al 520.327.0222.



28 de febrero | 5 - 7pm

Foro de la Comunidad

Acompañenos a un foro para la comunidad, informativo e interactivo, para establecer contactos y aprender de otros empresarios y compañeros de recursos. Aprenda cómo hacer dinero, ahorrar dinero y promover su negocio por medio de la Asociación de Empresas Pequeñas de Arizona y sus empresas comunitarias en internet.

¡Cada participante presente recibirá membresía gratuita a ASBA y su perfil de negocio en el internet durante todo un año!

29 de febrero | 9:30am - 4:30pm

Capacitación de Desarrollo de Empresas

Acompañenos para un día lleno de energía en talleres educativos de capacitación para llevar a su empresa al siguiente nivel, incluyendo:

9:30am - Mentoría en Empresas + Coaching 101

10:30am - El Proceso de Desarrollo Empresarial

1:30pm - El Poder de Mercado por Medio del Correo Electrónico

3:00pm - Se Simplifica el Mercado en las Redes Sociales

*Mentoría y Coaching individual disponibles todo el día.

Todos los asistentes recibirán GRATUITAMENTE la herramienta de promoción por correo electrónico, Constant Contact, para probar durante 60 días.

Lo que dicen los demás...

Creo que este programa es excelente para aquellos que buscan aprender a mercadearse a sí mismos. ¡Abrívanse; ¡es fabuloso!

- Miriam Merino-Orozco



be amAZed®



sources and materials. The targeted areas include the areas scarred by the Wallow and Monument wildfires.

The Results:

ASBA created a series of short videos to highlight their work in the targeted Arizona communities. Those videos can be seen at:

Nogales: <http://youtu.be/Ss0j8nCxKPM>

Somerton: <http://youtu.be/TOO3VqK9iyA>

Clifton: <http://youtu.be/8OEmuLF8SLE>

Fast Facts

Program: Rural Business Enterprise Grant

Investment: \$99,540

Partners: AZ Small Business Association

Congressional District: AZ-1, AZ-7, AZ-8

Demographics

- Rural communities in Apache, Cochise, Greenlee, Santa Cruz and Yuma Counties

Impact:

- Counseling and business assistance for existing and emerging small businesses

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June 2012