



February 2009



Every Kindergartener is a Potential Employee

New Members:

• **Lunt Silversmiths**

298 Federal Street
webquestions@luntsilver.com
800-242-2774
www.Luntsilver.com

• **Big Brothers Big Sisters of Franklin County**

116 Federal Street
info@bbbs-fc.org
772-2791
www.bbbs-fc.org

Celebrating 40 years of mentoring in 2009

• **Rosie Fanale, A.P.R.N.**

27 Bank Row
rfanale08@yahoo.com
413-325-8092
Psychiatric Nursing Services, personal growth & training

• **Law Office of Timothy J Flynn**

393 Main Street, Suite 3B
timothyjflynn@tjflaw.com
774-4955
www.tjflaw.com

• **M & M Removal**

50 Greenfield Road
Maree_62@yahoo.com
773-7384
Recycling Services for Local Business

• **Greenfield Farmers Cooperative Exchange**

269 High Street
farmers@crocker.com
773-9639
www.greenfieldfarmerscoop.com
Farm, Lawn & Garden, Pet Food & Supplies

Message from the Acting Chief Counsel, Small Business Administration's Office of Advocacy

by Shawne McGibbon, Acting Chief Counsel for Advocacy
In the past week, I've had two things come across my desk that really sum up for me what the Office of Advocacy is all about. Yes, we're about small business research and advocacy; but sometimes the key message gets lost in technical topics and legal intricacies.

Our story is simple. Small business matters. Big time. This comes through in glorious, high definition in our two newest reports. *Small Business Profiles for the States and Territories* show how important small businesses are to the United States as a whole and to each state and territory individually. The country overall has slightly more than 6 million small employers, or 99.7 percent of all employer firms. (Firms with more than 500 employees are very few in number—there are only about 18,000 of them.) Small firms provide 50.4 percent of our private sector jobs, and they generate more than half of U.S. private non-farm gross domestic product. They are also the nation's most reliable job creation engine. Between 2004 and 2005, small businesses created 78.9 percent of the nation's net new jobs. Through all 50 states, these statistics form a pattern. In every state, almost all firms are small and they provide roughly half the jobs. In some rural states, small firms provide as many as two thirds of private-sector jobs. Small firms had positive net job creation in all but five states in the most recent year studied, and small businesses created all of the net new jobs in 14 states and the District of Columbia.

It should be very clear by now why small businesses matter. Their ingenuity, their community roots, and their resilience are the nation's best hope for future job creation and economic recovery.

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These opening remarks were given by Eric Nelson on Friday January 23rd at a Franklin County Chamber of Commerce Business Breakfast which hosted the Massachusetts Secretary of the Executive Office of Education, Dr. Paul Reville, and several of the area's elected state legislators. Breakfast agenda topics included Governor Patrick's Educational Readiness Project and the work of the Franklin County Public School Study Project which is looking at new opportunities for innovative educational models and meeting the challenges of delivering school services in the Franklin County Region.

As business people, I'd like you to reflect on the following statement, as it relates to public education and the success of your businesses.

Every kindergartener, every high school or, community college student, University undergraduate now in the schools of Franklin County, the Pioneer Valley Region or the Commonwealth is a potential employee of your firm ...

Rapidly changing technology has created new opportunities for educational advances, and consequently there is an opportunity for innovative educational models. I'd like you to think for a moment about the challenges to education these rapid changes present and the opportunities that accompany them.

To illustrate this point ... here are some parts of a presentation which was given by the Richard Sanders, President of Sony BMG International, to a group of the company's top executives at its annual meeting.

- China will soon become the number one English speaking country in the world;
- The 10 top In-Demand jobs in 2010 will not of have existed in 2004;
- We are currently preparing students for jobs that don't yet exist ... Using technologies that haven't been invented ... In order to solve problems we don't know are problems yet;
- The US Department of Labor estimates today's learner will have 10 to 14 jobs by the age of 38.
- We live in rapidly and exponentially changing times:
- In 2006, there were was 2.7 Billion searches on Google every month, currently the number is 31 Billion each month;
- The first commercial text message was sent in December of 1992, today the number of text messages sent and received everyday exceeds the total population of the planet;
- There are one million times as many internet devices today as in 1984;
- It is estimated that a week's worth of the New York Times contains more information than a person was likely to come across in a lifetime in the 18th century;
- The amount of new technical information is doubling every two years;
- For students starting a 4 year technical degree, this means that much of their first year of study will be outdated by their third year;
- A company in Japan has successfully tested a fiber optic cable that pushes 14 trillion digital bits per second down a single strand of fiber. That's 2,660 CDs or 210 million phone calls every second;
- This capacity to move digital information is currently tripling every six months and is expected to do so for the next 20 years;
- By 2013 a supercomputer will be built that exceeds the computational capabilities of the human brain.

The President of the United States has his Blackberry on his hip and, if you have any doubt about the effect and ability of digital communication, the reach of the internet and its link to the course of our lives, the events of today and tomorrow ... just look at the results of the last election.

In his Inaugural Address President Barack Obama spoke of a misperception... "a nagging fear that America's decline is inevitable, that the next generation must lower its sights."

But the President continued...

So what does it all mean?

It means that the work of educating our youth must look at new operative models both teaching inside and outside the classroom setting. We must fully understand these initiatives and hopefully receive federal or state funding to support them. The objective and outcome of these tasks must be to steer the resources realized and the efficiencies gained back into the classrooms of our students and the educational settings of our schools in support of the students that they educate.

Every kindergartener is a potential employee. So I ask you - how do we, as business people, and how can we as citizens support education to ready our labor force and ourselves for the tomorrows of 2010, 2020 and beyond?

Join with Franklin County Chamber of Commerce and me in supporting this hard work and these difficult decisions to insure that we put the future of our educational system at the top of the lengthy list of items on competing civic agendas.

Eric Nelson is Chair of the Franklin County Chamber of Commerce Board of Directors and Senior Project Manager / Registered Landscape Architect for SVE Associates.

Magical Child
is excited to announce
eco baby

Recycled baby clothing and gear

Magical Child is now accepting used baby clothes and accessories on consignment in our Greenfield store at 134 Main Street.

- Items are received on Mondays and Wednesdays only, or by appointment. Please call 413-773-5721 between 10 am and 6pm.
- Items will be displayed for 12 weeks at full price, as determined by us. If not sold within that time, the item will be reduced by half for 2 weeks. Consignors will then be notified to pick up unsold items.
- Consignors are paid 50% of the selling price on all items, and may check on or pick up payment anytime during business hours. This is a good deal!
- Accepted clothing must be spotlessly clean, with no holes, tears or missing buttons (which would of course be way too frustrating). Items that do not meet our standards upon examination will be donated.
- We are currently accepting sizes 0 through 3T only.
- Baby accessories must be sparkling clean and unbroken.
- No toys are accepted for consignment.

We would love to sell your stuff.



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Congress created the Office of Advocacy because small business is so important; yet when it comes to regulation and policymaking, small business is at a disadvantage. Small firms annually pay 45 percent more per employee than large firms to meet their federal regulatory obligations. And their size makes it difficult for them to commit resources needed to participate in policymaking and to get their message out.
This is where the Regulatory Flexibility Act (RFA) comes in. It's Advocacy's big stick to wave at federal rulemaking agencies. The RFA requires agencies to listen to the small business message—that they are important and that things cost more for them. This year's *Report on the Regulatory Flexibility Act, FY 2008* shows that agencies are listening to Advocacy's message and that they are taking it to heart. The proof that they are listening is the \$10.7 billion in first year cost savings that have resulted from their changes to proposed rules that took small businesses into consideration.
You can read more about both of these reports in this newsletter, and as always, the entire text of the reports is on our website: www.sba.gov/advo. Between them, they tell a great story which we at Advocacy never tire of sharing: Small business matters. Period.
Reports available at
http://www.sba.gov/advo/feb_09.pdf

SPRING 2009 EVENTS

February 15th:

Deadline for submissions for March newsletter

February

Feb 6-8- Winter Carnival

Feb 7- Winterfare-GHS

Feb 12- Chamber After 5- DiPaolo's:

Feb 13- Board mtg

March

March 10- Bd Mtg

**March 26-GBA Open House-
The Arts Block**

(see below)

April

Apr 1-FCCC after 5 at Chandlers/combo
with Noho Chamber

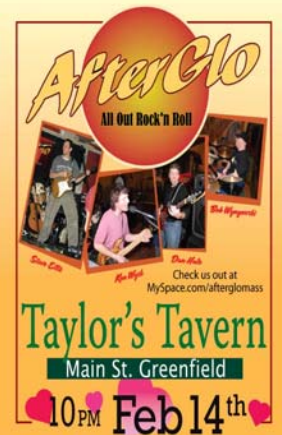
Apr 18 & 19- Green Fair-FC Fairgrounds

May

May 12-GBA Mayoral Candidate
Economic Development

Conversation

May 16-GBA Spring Event!! Get your
bikes ready!!!



THURSDAY, MARCH 26

5-8 p.m.

BE A SHOW-OFF!

**The 3rd Annual Greenfield Business Association Membership Showcase
At the Arts Block
289 Main Street**

Here's how it works:

Each GBA member has 1/2 table to show off their goods and services, new stuff, materials, creative design, whatever you think shows off what you do in the best light. We provide the cocktails, delicious food, entertainment. It's a business party! We network you, you all meet each other (there are 114 of you now!-up from 42 in August 06). And NOW is the time to know each other, patronize each others businesses and see who is doing what and how you can partner in ways that make our local economy thrive. More info to follow, but call with any questions; 774-2791 and by all means, put the date in your calendar NOW!

Oh, Did I mention the major hot media prizes???? Don't miss out on this chance to win great ways to publicize your business.