

Back IN BUSINESS

The Newsletter
Of Seedco's
Lower Manhattan
Rebuilding Efforts

OCTOBER/
NOVEMBER 2003

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Save 50% on Payroll Costs

Do you want to hire new employees, but lack the time to recruit or the cash flow to retain new staff? HIRE can help. HIRE is a new program that provides wage subsidies to downtown small businesses with entry-level jobs to fill. Your business may be eligible to receive a 50% subsidy for three months if you recruit new employees through Seedco's staffing firm subsidiary, the EarnFair® LLC. The LLC is the same team that provided the wage subsidies used to retain your existing employees after September 11. Your business can be eligible even if you have already received assistance from Seedco or other programs. If you're located below 14th street, have 50 or fewer employees, and have entry-level jobs to fill, then you qualify for this program. Employees must be referred by EarnFair, earn wages between \$7 and \$12 per hour, and work a minimum of 30 hours per week. For more information or to seek assistance, please call (646) 843-6530 or e-mail hire@earnfair.com.

One-Stop Shopping for Lower Manhattan Information

For the latest information on what's happening in Lower Manhattan, please stop by the new Downtown Info Center. The Center is a one-stop shop for information on downtown events, shopping, dining, commercial and residential real estate, and more. The Center hosts business and cultural programs and hosts a comprehensive database on its website, www.downtowninfocenter.org. Visit the Center on the ground floor of 25 Broad Street, from 11am-7pm on weekdays and 11am-4pm on weekends. Call (212) 425-INFO (4636) or email info@downtowninfocenter.org for more information. The Center is brought to you by Wall Street Rising, a coalition of downtown businesses, industries and residents committed to rebuilding the neighborhood after September 11.

Understand the Impact of 9/11 on Your Health

If you were in close proximity to the World Trade Center on September 11, 2001, you may be eligible for the confidential WTC Health Registry. Most people below Canal Street on 9/11/01 are eligible to enroll. Sponsored by city and federal health agencies, the Registry was created specifically to track the health of those most directly exposed to the events of 9/11. The sponsoring agencies will use the information to set guidelines that reduce injury and risk for future disasters. Enrollment in the Registry consists of a 30-minute telephone survey administered by the independent, non-profit research firm RTI International. Participants will be tracked periodically over the next two decades for changes in their physical and mental health. There are no blood tests or medical exams required to enroll. Registry findings will be made public, but personal information will be kept confidential. To enroll or learn more, call (866) NYC-WTCR (692-9827) or visit www.wtcregistry.org. When it is done, the WTC Registry will be the largest registry of its kind.

A partial list of events follows. (For a complete list, call (212) 473-0255, x373, or visit: www.seedco.org/lowermanhattan.)

Upcoming Events

Sat, 10/18 & 25, 11/1

Events (\$30-\$35): Business Plan Seminar;
Marketing Basics & Techniques;
Internet Uses & Website Basics

Sponsor: SCORE NYC
Contact: (212) 264-4507

Wed & Thurs, 10/15-16; Wed, 10/22

Events (\$0-\$99): Quicken for Mac;
How to Price Your Products

Sponsor: American Women's EDC
Contact: (917) 368-6100

Tue, 11/4, Mon, 11/10

Free Events: How to Sell to Government;
How & Where to Get Financing

Sponsor: NYC Dept. of Small Business
Services
Contact: (212) 618 8845

Mon, 11/10

Event (\$23-\$25): Selling Yourself & Your Ideas

Sponsor: American Business Women's
Association
Contact: (212) 303-6116

Recurring Events

Wed, 10/15, 22, & 29

Free Event: How to Sell Effectively On-Line
Sponsor: Amazia
Contact: (800) 284-6155

Wed, 10/22, 11/5 & 19, &

Thurs, 10/23, 11/6 & 20

Free Event: Business to Business Networking
Sponsor: American Business Associates
Contact: (631) 425-9585

Lower Manhattan Small Business & Workforce Retention Project

To register: 866-4 SEEDCO

General Information: 212-473-0255, x373



Lower Manhattan Small Business
& Workforce Retention Project
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Back in Business is published by Seedco, a national non-profit community development intermediary that works with local partners to revitalize disadvantaged communities. Following the tragic events of September 11, in partnership with the Alliance for Downtown New York, Seedco launched the Lower Manhattan Small Business & Workforce Retention Project on October 23, 2001.