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**EMMANUEL
 Church of God in
 Christ United**
 4800 NE 30th Ave. Port-
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*Pastor & Wife -
 Bishop & Mrs. A.L. Wright*
 Worship Service 12:00 Noon
 Evangelistic Service 7:00 P.M.

You are cordially invited to worship with us in these services:
Sunday Service
 Sunday School 10:00 A.M.
 Y.P.C.E. 6:30 P.M.
Weekday Service
 Tuesday Night: Bible Study 7:00 P.M.
 Friday Night: Regular Service 7:30 P.M.
 Prayer Meeting & Seminar: Monday - Friday 12:00

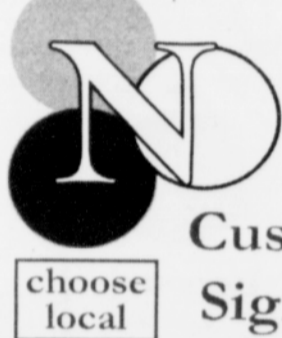
Tips to Improve Your Business

Look for innovation, improving brand

Businesses that focus on innovation and improvement are more likely to survive—and thrive—in today's economy.
 "When times are tough, some businesses freeze up," said Robert W.G. Andrew, chief executive officer of the Better Business Bureau serving Alaska, Oregon and Western Washington. "However, now is the time to be competitive, get their name out there and improve their brand."
 BBB offers guidance on how to improve your business:
 • Build trust. Establish and maintain a positive track record in the

marketplace. BBB encourages ethical business practices through BBB's Standards of Trust.
 Create an experience. Hire the right staff and empower employees to carry out your company mission. Encourage internal and external feedback.
 Focus on customer service. Strengthen policies concerning guarantees, exchanges, refunds and other forms of customer care. Define customer service values, and then train employees on how to handle various scenarios. Customer service doesn't stop at the point-of-sale; it should be an ongoing effort to ensure satisfaction—which inevitably generates repeat business.
 Think creatively. Delight customers with special incentives, discounts, coupons, rewards cards or

loyalty benefits programs.
 Get involved. Giving back to the community builds good values and can improve your business' image. Reach out to Rotary Clubs, Kiwanis Clubs and other service organizations. Participate or volunteer at goodwill events and fundraisers.
 Form partnerships and network. Explore relationships with Better Business Bureau, Chambers of Commerce and other professional business associations.
 Develop an online presence. Stay involved and converse with your customers. Businesses can use the Web to connect with current contacts and reach out to new ones. Businesses of all types can benefit from having a website and many social networking sites offer free account profiles.



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Minority Business Up 46 Percent

The number of minority-owned businesses increased by 46 percent from 2002 to 2007, according to new figures from the Census Bureau.
 The increase is welcome news for the Small Business Administration which leverages three core mission areas – access to capital, opportunities in federal contracting, and business counseling – to build on the growth in minority business ownership.
 Although minority-owned firms struggle with access to capital, SBA

lending partners are 3 to 5 times more likely to make a loan to minority-owned small business than a conventional bank, according to the Urban Institute.
 Moreover, enhancements made possible by the Recovery Act have helped SBA provide support for more than 14,000 Recovery loans, worth \$5 billion, to minority-owned small firms.
 The Recovery Act has been a critical tool in helping minority-owned small firms compete for and

win federal contracts. Billions of dollars in Recovery contracts have been awarded and the SBA and its resource partners counsel thousands of minority business owners each year.
 From loans, to contracting, to counseling, SBA officials say they will continue to ensure that minority-owned small businesses and entrepreneurs have the tools to grow, drive our economy and create jobs.

Saluting Minority Businesses

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Diversity Drives Innovation

Companies that are hesitant to embrace the diversity of thought that accompanies the increasing demographic diversity in the workplace are destined to lose their competitive edge, contends Jim O. Rodgers, diversity coach and president at J.O. Rodgers & Associates.
 Diversity, when managed well, presents various points of view that

can drive new ideas, innovation and better business results, Rodgers says. Businesses such as McDonald's, where 40 percent of restaurant owner-operators are women and minorities, are experiencing the business benefits of diversity. However, some industries are still struggling to acknowledge and leverage the positive attributes embracing diversity.



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