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Business Talk, A UH SBDC Star Member E-Newsletter

June 2013

**Spotlight on SBDC Client: Marylyn Harris, Harland Healthcare Consulting**



Congratulations to Marylyn Harris for being named the 2013 SBA Houston District and Region VI Veteran Small Business Champion of the Year! This well-deserved award follows Marylyn's recent recognition as a winner of the prestigious 2013 White House Champion of Change Award. UH SBDC is honored to have helped Marylyn along the way to start and grow her business, Harland Healthcare Consulting. Over the years, Marylyn has accessed a broad range of UH SBDC services and resources: business advisory, government specialists, research and workshops.

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*Tips for Hurricane Season*

*New Workshops for June*

**Featured Seminars:**

Going Mobile With QuickBooks  
6/12/2013  
9:00 AM - 12:00 PM



Why People Buy  
6/19/2013  
9:00 AM - 12:00 PM



iPad for Business  
6/25/2013  
9:00 AM - 11:30 AM



**Goldman Sachs 10,000 Small Businesses**

With a Master of Science in Nursing and an MBA, and as a former Desert Storm Veteran with 30 plus years of experience as a psychiatric nurse practitioner, Marylyn was seeking a new direction when she first contacted the SBDC in 2006. She was looking to fuse her experience as a disabled veteran, her specialization in psychiatric nursing, and her healthcare business acumen into a healthcare consulting and training company.

But she needed a plan and a strategy to clarify her business services and target markets. Senior SBDC Business Advisor Lynn Billington helped Marylyn focus on how best to match her strengths and competitive advantages to the marketplace. Marylyn knew that the government outsourced training and other services to private companies to help veterans and their families, so Lynn introduced her to the UH Procurement Technical Assistance Center (PTAC) to learn more about navigating the government market.

PTAC helped Marylyn register and become verified as a Service Disabled Veteran Owned Small Business. She began to bid on government contracts and in 2007, Marylyn received her first VA contract. Working with PTAC Veteran Advocate Bob Warren, Marylyn has not only expanded her government sales, but has herself become an advocate for veterans – particularly women veterans.

In 2010, Marylyn founded the Veterans Information and Resource Project (VIP), a non-profit organization created to inform, educate and empower service members, veterans, and military families to successfully reintegrate to employment, education, or entrepreneurship. She is a 2010 graduate of the Entrepreneurship Bootcamp for Veterans with Disabilities and the National Ambassador for the Veteran Women Igniting the Spirit of Entrepreneurship Conferences.

The VIP Project launched the non-profit Women Veterans Business Center (WVBC) to help women veterans in their entrepreneurial aspirations. Marylyn worked with SBDC Business Advisor Renee Tichavsky to help with marketing strategy, branding, and publicity for the WVBC. Among other roles, Marylyn teaches Entrepreneurship to Houston Veterans and has partnered with prestigious organizations such as the Kaufmann Foundation in its outreach efforts.

Marylyn is an enthusiastic supporter of the SBDC – often recommending our services in her many presentations. Says Marylyn, “The UH SBDC is the best kept secret and a highly affordable resource – in fact most of their services are free – for Houston’s small businesses. I started my company in 2006 with the assistance of the SBDC and even now still visit the Center monthly. They are a terrific resource!”

### Tips for Hurricane Season from the IRS

With the start of this year’s hurricane season, the Internal Revenue Service encourages individuals and businesses to safeguard themselves against natural disasters by taking a few simple steps.

### Create a Backup Set of Records Electronically

Taxpayers should keep a set of backup records in a safe place. The backup should be stored away from the original set.

Keeping a backup set of records — including, for example, bank

A practical business and management education program to help take your small business to the next level.

Applications for the Fall 2013 class are due on July 15.

To grow your business, [APPLY NOW](#).

### SBIR/STTR Summit & Conference

Interested in winning an SBIR/STTR grant? Then don’t miss the June 12 summit in Austin.

Event highlights: networking with program managers, breakout sessions with resources, SBIR program overviews.

[Register now](#).

Use Promo Code: **2013PRTNR** to receive 50% off!

We welcome comments, questions and suggestions concerning our Business Talk newsletter. Please send a letter to our editor, Jacqueline Taylor.



Visit us on the Web! Login online to access special features only available to Star Members, or tell a colleague about the vital business information and expert assistance they can find at the UH Small Business Development Center.



The UH SBDC is a center of the University of Houston SBDC Network. The UH SBDC Network serves 32 counties in Southeast Texas. SBDC programs are nondiscriminatory and available

statements, tax returns, insurance policies, etc. — is easier now that many financial institutions provide statements and documents electronically, and much financial information is available on the Internet. Even if the original records are provided only on paper, they can be scanned into an electronic format. With documents in electronic form, taxpayers can download them to a backup storage device, like an external hard drive, or burn them to a CD or DVD.

### Document Valuables

Another step a taxpayer can take to prepare for disaster is to photograph or videotape the contents of his or her home, especially items of higher value. The IRS has a disaster loss workbook, Publication 584, which can help taxpayers compile a room-by-room list of belongings.

A photographic record can help an individual prove the market value of items for insurance and casualty loss claims. Photos should be stored with a friend or family member who lives outside the area.

### Update Emergency Plans

Emergency plans should be reviewed annually. Personal and business situations change over time as do preparedness needs. When employers hire new employees or when a company or organization changes functions, plans should be updated accordingly and employees should be informed of the changes.

### Check on Fiduciary Bonds

Employers who use payroll service providers should ask the provider if it has a fiduciary bond in place. The bond could protect the employer in the event of default by the payroll service provider.

### IRS Ready to Help

If disaster strikes, an affected taxpayer can call 1-866-562-5227 to speak with an IRS specialist trained to handle disaster-related issues.

Back copies of previously-filed tax returns and all attachments, including Forms W-2, can be requested by filing [Form 4506, Request for Copy of Tax Return](#). Alternatively, transcripts showing most line items on these returns can be [ordered on-line](#), by calling 1-800-908-9946 or by using [Form 4506T-EZ, Short Form Request for Individual Tax Return Transcript](#) or [Form 4506-T, Request for Transcript of Tax Return](#).

### New UH SBDC Workshops for June!

Offered at our state-of-the-art facility in Midtown Houston, our affordable workshops are taught by instructors from the business community with real-world experience and expertise. Gain knowledge and skills you can put to immediate and practical use in your daily business operations. See all the June workshops, get details and register at [www.sbdc.uh.edu](http://www.sbdc.uh.edu).

#### [Going Mobile With QuickBooks](#)

Learn how to do business from the palm of your hand.

9 a.m. to noon

Wednesday, June 12

\$39

Note: You must own QuickBooks Pro and have experience using it, and have a smartphone with the QuickBooks App downloaded.

to individuals with disabilities. Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. The University of Houston is an EEO/AA institution. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact UH SBDC at 713-752-8488 for accommodations.



[Google Apps for Business](#)

Connect with your team and do business anywhere, from any device.

10 a.m. to 12:30 p.m.

Thursday, June 13

\$29

[Comprendiendo las Leyes Laborales y Sueldos](#)

Wage and Labor Law Guide, in Spanish.

9 a.m. to 12:30 p.m.

Wednesday, June 19

\$29

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