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Business Express set to make second run

BY PAT PATERA

Following a two-week, 1,700-mile whistle stop tour around the state, the Nevada Commission on Economic Development plans to send its Business Express back on the road in September.

Reps from a score of government agencies visited rural Nevada, to advise nearly 160 business owners on every stage from start-up to divestiture. The bus visited eight towns, including Ely, Battle Mountain, Fallon, Pahrump and Eureka.

"Those who came in had serious questions about tax and incorporation," says Joe Locurto, rural economic development coordinator with NCED.

Juliette Taylor, executive director of the Churchill Economic Development Authority, says the bus was well-received in Fallon.

"We had 44 people turn out," she says.

"There is a real need for business counselors in the rurals."

As a result of the Fallon visit, Nevada Small



Representatives from a score of agencies such as the Nevada Economic Development Commission met with entrepreneurs during a statewide swing to bring information to outlying areas.

L.L. Gov. Brian K. Krolicki, at the lectern in photo at left, joined with Secretary of State Ross Miller in launching the Business Bus from the Capital Plaza in Carson City.

At right, Bill Sims, with the Nevada Small Business Development Center and the Humboldt Development Authority, speaks with a citizen in Winnemucca. Deborah Prout of Nevada Microenterprise Initiative staffs an adjoining display table.

Business Development Center will provide a counselor in Fallon, she adds. People travel long distances to the center and walk-ins want to speak with someone immediately. Most of these people have a business or work a job and don't have time to go to urban centers and visit a host of different agencies, she says.

But the biggest challenge voiced by business owners is financing.

"They're not aware of available options," says Locurto. And there's a widespread misconception that lots of grant money is available.

Loan money, however, is available, from an array of governmental agencies.

On the next run of the Business Express, says Locurto, he'd like to add a representative from Farm Services Agency to talk about available loans.

And, he'd like more local elected officials to attend, since on a local level people take their questions to city hall.

Technology has opened a world of possibilities to rural dwellers, says Locurto. "They're not isolated anymore. They can compete in a global economy with high-speed Internet."

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