## EDITOR'S NOTE

*By Suraj Nayee*

On behalf of the IndoUS Chamber of Commerce Executive Committee, we would like to take this opportunity to thank all of our members for your support over the past year and look forward to creating innovative and exciting business networking events in 2012.

In lieu of the busy holiday season, the IndoUS Chamber did not hold a December business networking meeting. However, we look forward to a busy upcoming year which includes: Business Networking Events (held on the third Wednesday of each month at the Wyndham Westshore, Tampa), 3rd Annual India International Film Festival (IIFF), and our marquee black-tie soiree, the Banyan Ball.

## 2012 INDIA INTERNATIONAL FILM FESTIVAL

The Indo-US Chamber is proud to announce that the 2012 India International Film Festival (IIFF) will be held on Feb. 17-19 at the Channelside Cinemas in Tampa. In its third year, IIFF is embarking on an ambitious event, which includes high-quality works from different areas of Indian cinematic culture, complete with food, entertainment, panel discussions, workshops and an opening night V.I.P. event.

This year, IIFF will launch a two-day independent film school Feb. 4-5, giving students of different experience and interests a basic knowledge of film making. Topics will include: screenwriting, roles and responsibilities in film production, pre-production, practical sound, practical grip and lighting, practical camera theory, and camera movement. Seating for the $179.99 class is limited. For more information, contact Indo-US Chamber Executive Committee member Darshna Patel at darshna@iifftampa.com

There are still limited sponsorship opportunities available for the film festival, allowing your company and clients to reach a targeted and niche audience during our events as well as on the web. For more information on remaining sponsor packages, contact Indo-US Chamber Executive Committee member Francis Vayalumkal at francis@iifftampa.com or (813) 719-0303.

## OUR SPONSORS

INDO-US Chamber of Commerce "Together, the future is ours"
BRIGHT HOUSE NETWORKS business solutions Where business gets personal.
FIFTH THIRD BANK
A LA CARTE EVENT PAVILION
WYNDHAM Tampa Westshore
LarsonAllen LLP CPAs, Consultants & Advisors
HILL WARD HENDERSON ATTORNEYS AT LAW
Prudential
PREMIER EYE CARE

**WWW.INDO-US.ORG**

**SPONSORSHIP INQUIRIES:**

**RONAK GANATRA (813) 562-9036**

**SPONSORSHIP@INDO-US.ORG**



## TIME MANAGEMENT SECRETS

*By Ronak Ganatra*

"There just aren't enough hours in the day!"

With ever increasing demands on our time, whether as an employee, executive, or student, it seems simply impossible to fit everything into a normal day. Especially with the current economic climate, people feel pressure to put in more hours and get more done with fewer resources.

Chet Holmes, a best-selling author who has worked with entrepreneurial businesses, as well as Fortune 500 companies, offers a simple, easy to follow system in his book, The Ultimate Sales Machine.

When he first started working with Charles Munger, partner of world famous investor Warren Buffett, it struck him that executives with the responsibility of running multi-billion dollar companies had the same 24 hours a day as everyone else. He developed a 6-step system that allowed him to effectively manage his time.

**Step 1- Touch it once:** If someone spends only 15 minutes a day to reread or revisit something, that equates to 97 hours a year in unproductive time. Don't open an email unless you have time to take action on it

**Step 2- Make Lists (no more than 6 things):** As simple as it sounds, this can be a great way to make sure that you are accomplishing proactive tasks, rather than simply busy work reacting to what happens—imagine if you were forced to put "check Facebook 6 times a day" on your list! Such honesty might lead you to rethink that diversion.

**Step 3- Plan the time needed for each task:** This is to make sure that you can actually get the things done listed in step 2 in one day. If your list adds up to 12 hours, it's not practical! Plus, there will be a sense of accomplishment in checking things off daily.

**Steps 4&5: Prioritize & specifically plan your day:** Start with the most difficult task first, because it will be harder to tackle at the end when your energy level is low. Make sure you focus on the 20 percent of activities that have 80 percent of the impact on your productivity. Have a breakdown, by the hour, as to what you will do. You can add some time for contingencies that come up.

**Step 6: Ask, "Will it hurt me to throw this away?"** It's easy for papers, files, and notes to accumulate. These not only take up physical space, but also mental space. 80 percent of filed papers information is never referred to again. If it doesn't hurt you, or you can get it again if you need it, simply toss it!

Master these six, and the difference can be phenomenal. Life will seem less chaotic, more will get done, and you will be operating at peak efficiency!

***Ronak Ganatra serves as an Executive Committee Member of the Indo-US Chamber. For more information, he can be reached at sponsorship@indo-us.org***

## *INDO-US CHAMBER MISSION*

*"To provide an active forum in which Asian American professionals and business owners, through an exchange of ideas, with a unified voice, can communicate, interact, and secure a position within the business industry and become a source of inspiration by promoting professionalism and excellence through education and community involvement."*

## 6 CAPITAL FUNDING SOURCES FOR MINORITY BUSINESSES

*By Carolyn M. Brown, INC. Magazine*

America's credit crunch environment is making it tougher than ever for entrepreneurs to raise money to start or grow their businesses, particularly minority-owned firms. A study released by the Minority Business Development Agency found that minority-owned firms are less likely to receive loans than non-minority-owned firms, especially businesses with gross receipts less than $500,000. The tightening of lending standards on traditional loans means minority businesses have to become more vigilant about their funding sources.

Here are 6 funding sources worth investigating:

**1) Make Mine a Million $ Business**, powered by OPEN from American Express and Count Me In for Women's Economic Independence. In addition to cash prizes, award packages include marketing and technology tools, mentoring and coaching.

**2) Individual Development Accounts (IDAs)** are grants with strings attached. IDAs are savings accounts that match the deposits of individuals with modest financial means. For every dollar saved in an IDA, savers receive a corresponding match. Savers agree to complete financial education classes and use their savings for an asset-building purpose such as to capitalize a business.

**3) The U.S. Department of Commerce's Minority Business Development Agency (MBDA)**, which recently announced $7.8 million in funding for 27 MBDA Business Centers (MBCs). These centers help minority firms with access to markets, contracts, capital and other strategic business consulting services.

**4) Forgivable Loans**. This type of a loan is made with the understanding that if the borrower meets certain requirements, repayment of the loan will not be required.

**5) Micro Loans,** ranging from $500 up to $35,000, and many funded by The U.S. Small Business Administration. Lenders include ACCION USA, a microfinance institution which lends to 48 states across the U.S., providing loans to upstarts, especially women and minority businesses.

**6)** Small Business Innovation Research **(SBIR)** grant or Small Business Technology Transfer Program **(STTR)** funding.

***To read this article in its unedited entirety, visit http://www.inc.com/guides/201105/6-capital-funding-sources-for-minority-businesses.html***

Attend the next Indo-US Chamber networking event for the opportunity to have your business highlighted in this space!

## UPCOMING EVENTS

### January Monthly Business and Networking Meeting

**Date: Wednesday, Jan. 18, 2012**
**Time: 6:30 p.m. onward**
**Location: Wyndham Westshore**
**(700 N. Westshore Blvd., Tampa, FL 33609)**
**This is a FREE event. Dinner will be served. No RSVP required.**

### India International Film Festival (IIFF)

**Feb. 17-19, 2012 • Channelside Cinemas**
**For more information go to http://iifftampa.com/**