Unfinished Business Highlights Valley Economic Development Council

Every week, marketing and advertising executive Renee Fraser and her co-host Betsy Berkhemer conduct a radio show called Unfinished Business. Topics covered on the show, which highlights best practices and new trends in business, have ranged in the past from women in the workplace to the benefits of private aviation. On the broadcast from July 14, 2013, Renee Fraser and Betsy Berkhemer discussed the [Valley Economic Development Council (VEDC)](http://www.vedc.org/) with one of its vice presidents, Warren Cooley, and one of its loan clients, Jane Skeeter.

The show was aimed at businesspeople looking for sources of financing for purposes such as purchasing their own buildings or equipment. Mr. Cooley started off by discussing his organization’s services, which range from one-on-one consulting and workshops paid for by government grants to loans for small businesses. The VEDC seeks to provide funding particularly to businesses having trouble acquiring financing from traditional lenders. The group handles loans ranging in size from $12,500 to $2 million. Mr. Cooley further discussed important factors in acquiring funding from the organization, including demonstrating good cash flow and maintaining a responsible credit history.