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David Millard
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All About Crowdfunding Equity Evolution or Exaggeration?

Washington and the business community are buzzing over reform efforts aimed at allowing entrepreneurs to raise capital through crowdfunding. Momentum is gathering (at the time of this writing) as congressional bills with presidential support propose easing restrictions on crowdfunding. The goal is to boost access to capital for innovative companies that create jobs.

Crowdfunding involves seeking small amounts of money from large pools of people. Crowds connect via the Internet to fund organized efforts.

Historically, crowdfunding has supported disaster relief, aspiring artists and political campaigns. Its roots trace to the mid-1990s when artists began using crowdfunding to fund films, albums and music tours. Charities and disaster relief later discovered the power of crowdfunding. Politicians began using crowdfunding to help fund campaigns, including Barack Obama, who used it to help fund his presidential campaign.

The public policy of investor protection underlies the current regulations, which allow fundraising only from “sophisticated investors” who have substantial funds and experience. The regulators view these “accredited investors” as being able to fend for themselves. Raising money from non-professional investors through general solicitation is prohibited. General solicitation is the hallmark of crowdfunding.

Read the full story at www.bizvoicemagazine.com on January 9



Philip L. Gordon and Alan McLaughlin
Littler Mendelsen PC

Personal Device Dilemma Managing Privacy and Security Risks

The lines snaking out the front door of many Apple stores are symptomatic of a critical privacy and information security challenge that U.S. employers are now confronting. Certainly, there is evidence that employees’ use of hand-held personal devices may increase productivity.

Employers are seeking to balance the explosive growth in employees’ desire to conduct business through the use of hand-held personal devices against the risks inherent in the use of personal devices for work. To avoid some of the worst-case scenarios – thwarted workplace investigations, the loss or theft of sensitive employee and customer data, the misappropriation of trade secrets – employers should strongly consider a range of measures designed to reduce these risks (one of nine below):

- Enable security measures selected by the company: Establish a standard set of security measures – encryption, password protection, inactivity timer and data removal after invalid password entry – that employees must enable before being permitted to use a personal device for work. Employers also should consider uploading enhanced protections against malicious software (to the extent technically feasible) given that personal devices may be used for activities (e.g., peer-to-peer file sharing, downloading games, viewing pornography) that increase the risk of infection by malware.

Read the full story at www.bizvoicemagazine.com on January 17

Chamber Earns National, State Awards

In the closing months of 2011, the Indiana Chamber earned recognition for its membership and government affairs efforts.

- At the Association of State Chamber Professionals conference, the Chamber membership team was honored with second-place finishes in two categories – market share and highest retention improvement in dollars
- The Indiana Society of Association Executives’ STAR Awards recognized the Chamber with the “Best Government Affairs

Program” honor for its many successful advocacy initiatives

Earlier, *BizVoice*® was the recipient of two APEX 2011 Award of Excellence honors. The magazine has received 52 national and state awards for editorial and design excellence over the past 12 years.

“The awards are just additional affirmation for the work we do on behalf of our members each day,” says Chamber President Kevin Brinegar. “We don’t enter a large number of competitions each year; when we do, however, our team’s strong performance garners attention.”