Main Street Morning: A dip in U.S. factory growth

By Gene Marks  October 2

Welcome to Main Street Morning, The Washington Post's daily collection of news affecting entrepreneurs, start-ups and small businesses with a special focus on policy and government.

Here’s what’s affecting my small business, my clients and other entrepreneurs today.

Washington

- Small business owners take to Capitol Hill over labor rules.
- The FAA misses a deadline to broadly legalize commercial drones.

The Economy

- U.S. factory activity slows to its slowest pace since 2013.
- But small businesses hired at a faster pace in September.
- Office vacancies declined in the third quarter.
- Atlanta’s Fed slashes its third quarter GDP estimate by 50 percent.
- Construction spending increased in August.
- Small business success and optimism is up but the focus on growth has stalled, according to a new study from The Hartford.
- America’s auto sales are at their fastest pace in a decade.

The Elections

- Why America can’t afford massive tax cuts.

People

- A new report has uncovered some unconventional measures that companies are willing to...
take to land and retain high performers.

- Taylor Swift gives her back-up dancer $50,000 for his nephew’s cancer treatment.

Management

- A benefits firm shares some insights about business learned at Salesforce’s Dreamforce 2015 conference.
- This paper trail is causing a $1 trillion drag on U.S. businesses.
- Big U.S. banks are boosting their efforts to recruit and retain female employees.
- Many executives agree that a long road remains to gender equality in business.
- A CEO shares what he’d look for in an ideal partner.

Entrepreneurs

- A study done by freelancing site Upwork and the Freelancers Union found that 54 million people did freelance work in the past year, driven first and foremost by the lure of a more flexible lifestyle.
- This guy makes $1,000 a week just by waiting in line to get rich people their new iPhones.

Retail

- This is the trouble with those 20 percent off coupons from Bed Bath & Beyond.
- Many retailers still haven’t met the deadline for chip-card readers.
- Amazon will stop selling Google’s Chromecast and Apple TV.

Restaurants

- Dunkin’ Donuts plans to shutter 100 U.S. stores.
- Affordable Care Act issues are affecting restaurants.

Sales & Marketing
Mobile technology marketing strategies that matter in 2015.

These are five essential e-mail tips your marketers can do today.

Why life insurance is a tough sell for Millennials.

Travel

American Airlines is now letting passengers track their checked bags in real time.

Cash Flow

Why mobile payments aren’t gaining traction with small businesses.

Start-ups

A start-up raises $7 million to be the Shazam for machines.

Five cities you wouldn’t expect to have a thriving start-up scene.

A CEO thinks you might want to try flipping a business rather than starting one.

A drone start-up is flying high after a big win in DC.

Denver’s Start-up Week hits a record 10,000 attendees.

Technology

Why the future will be full of mushroom batteries.

General Motors is testing an Apple Watch app to open car doors.

IBM says its carbon-nanotube-based chips can break through the limits of Moore’s law.

A bladeless razor raises more than $2 million on Kickstarter.

The 3D printing industry is forecasted to reach $12.5 billion by 2018.

Online

Cortana in Windows 10 now shows you contact information from LinkedIn.
If you like that email, then Microsoft will let you “like” it.

Social Media

- Jack Dorsey is officially Twitter’s permanent CEO.

Around the Country

- The sale of marijuana is now legal in Oregon.
- Cameramen that were showcasing how great Houston is get robbed at gunpoint.
- A potentially powerful hurricane threatens the east coast.
- The hidden inequality of car accident deaths.
- How a venerable Washington developer saved the biggest deal of his life.

Around the World

- Colombia is close to a deal to boost GDP “forever.”
- An economics blogger wonders if austerity worked in Portugal.
- Russia prepares for wave of bankruptcy filings under a new law.

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Gene Marks owns the Marks Group, a Bala Cynwyd, Pa.-based consulting firm that helps clients with customer relationship management. Marks is an author and a certified public accountant, and he writes regularly for The Post’s On Small Business blog.

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