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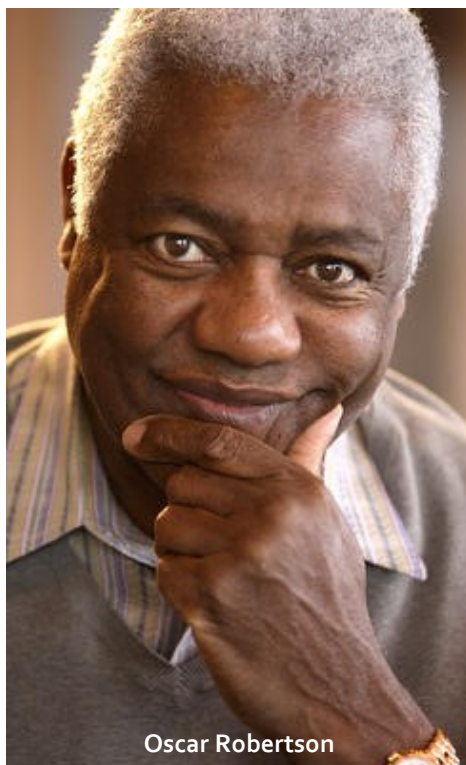
Small Business is Good Business!

Advocating, Informing and Promoting Small & Minority Owned Businesses

Business Profile:

Orchem Corporation

Orchem Corporation is the leading minority-owned specialty chemical manufacturer in the United States, with extensive expertise in proprietary product formulation, contract manufacturing and distribution services while also providing cleaning and sanitizing solutions to the food, beverage, dairy processing, institutional, healthcare, general industrial, residential, and commercial markets.



Oscar Robertson

Orchem is owned by Hall of Fame basketball legend, Oscar Robertson. Oscar's work ethics on the basketball court have extended into his business life where people, products, and ethical business principals are the key fundamentals to developing a championship caliber team.

Orchem, Inc. was originally founded in 1981 by Oscar Robertson as a distribution company. In direct response to changing customer requirements, Orchem Corporation was reorganized in 1996 to provide full-service manufacturing to the ever-growing food processing, institutional and industrial markets.

In January 2005 Orchem acquired Quality Life Products Inc., a specialty chemical company located in Cincinnati, Ohio. Like Orchem, QLP focused on marketing and selling a proprietary brand of cleaners, sanitizers, and consulting services to the food and beverage processing industries.

See Orchem on page 10

WE GOT BIDS!

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OhioMBE welcomes letters to the editor from readers. Typed letters of 200 words or less are preferred; all might be edited. Each letter must include name, home address and daytime phone number. Some letter may appear on our website.

The 912 Group is an Ohio certified Minority Owned and EDGE business. The 912 Group is a certified FBE with the City of Columbus.

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Secretary Husted Recognizes CPA Businesses Ahead of Tax Day in April 2016 Ohio Business Profile

COLUMBUS –Ohio Secretary of State Jon Husted recently announced the Ohio Business Profile Program will be featuring Certified Public Accountants throughout the month of April.

“There are over 85,000 CPAs in Ohio representing small businesses and job creators across the state,” Secretary Husted said. “CPAs help position businesses to flourish in the global economy and also work with public officials to simplify the tax code and create policies that make sense for business in Ohio.”

Companies profiled this month include:

- **Woods & Woods Associates, Ltd. (Vandalia, Ohio)** provides practical, concise and easy-to-understand advice to clients of the firm. High quality service, energy and expertise of the staff contribute to a quality experience for clients.
- **Barnes Dennig (Cincinnati, Ohio)** was founded over 50 years ago with a passion for client service and respect for their employees. The firm has grown to serve clients in Ohio, Kentucky and Indiana.
- **HW&Co. CPAs and Advisors (Cleveland, Ohio)** focuses on providing comprehensive services including accounting and auditing, tax planning, healthcare consulting, mergers and acquisitions and valuations.
- **Clark Schaefer Hackett (Dayton, Ohio)** is one of the 60 largest CPA and advisory firms in the nation. The firm strives to build relationships with clients and deliver excellent services and has published a book about their approach entitled *The CSH Way*.
- **Ary Roepcke Mulchaey, P.C. (ARM) (Columbus, Ohio)** leverages their industry expertise to provide clients with remarkable service. Knowing the market, anticipating and responding to their client’s rapidly-changing business needs is ARM’s specialty.
- **Kaiser Consulting, LLC (Powell, Ohio)** develops custom and innovative solutions to improve their clients’ businesses and increase efficiency. Kaiser Consulting was also named as a 2015 Central Ohio Best Place to Work by *Columbus Business First*.
- **Gilmore Jasion Mahler, LTD (Findlay, Ohio)** serves clients across many industries including healthcare, real estate, construction and manufacturing. The firm believes their greatest asset is their people and they work hard to attract the best and brightest to join their team.

Minority-Owned, Female-Owned and Small Business Open Houses

On the first Tuesday of every month from 10:00 am to 12:00 pm the City of Cleveland’s Division of Purchasing and Supplies hosts open houses for minority owned, female owned and Cleveland small businesses. The purpose of these open houses is to educate attendees on how to compete for City business. Participants receive a tour of the Bid Room and meet one-on-one with City Buyers assigned to purchase their type of products.

Equal Opportunity Information: 216-664-4152

Open House Information: 216-664-2620

Why Aren't Black Businesses Getting Contracts?

I have heard this for years. Black owned construction companies are still complaining that they are not getting contracts. What's up? It is 2016, why are Black construction companies and suppliers still not incorporated into public and private construction projects? What are the barriers? Is the system designed to keep Black businesses out? Advocates from across the state are voicing their disapproval about Black companies not getting their fair share of government projects or projects being constructed in predominately minority neighborhoods.

I am under the thought that if entities accept public dollars, there is a moral obligation to make sure there is inclusion in construction and purchasing. All citizens contribute to the tax base. All citizens should have easy access to bid information and the opportunity to fairly compete.

Who's advocating for Black construction companies? What should Black companies do? Is this issue paramount with our elected officials? Engagement with minority businesses on purchasing opportunities and construction projects has a positive economic impact on the community. Black-owned businesses tend to hire other Black people. Small business is good business.

OhioMBE hosts a monthly procurement fair to introduce small and minority owned businesses to purchasing opportunities. The attitudes of purchasing directors amaze me, particularly those work for public school districts, display towards inclusion. A diverse purchasing base is not a priority, even when they have a larger student of color population. I recently penned a letter to the elected school board and superintendent of the Pickerington Local School District to share my negative experiences with their purchasing and public relations directors. None responded. Silence is acceptance. They apparently approve of the current purchasing practices and don't believe community outreach is a good investment of tax dollars. Nearly thirty percent of their enrolled students are non-white. The Pickerington Local School District gladly accepts the property taxes and other taxes assigned to Black students who attend the district. Ironically they are not interested in sharing with wealth with Black businesses.

Our dollars and votes have power. One way to advocate for Black-owned businesses to use them wisely. Just my thoughts...rwb

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The Millennialpreneurs: A New Breed of Entrepreneurs

Aged 20 to 35 years, millennialpreneurs are more successful, running more profitable companies and helping bigger staffs than other generations, according to the 2016 BNP Paribas Global Entrepreneur Report.

Here are some ways millennialpreneurs differ from entrepreneurs of other generations:

Their companies are more profitable. Nearly 60 percent of millennialpreneurs in the study expect their profits to increase in the next 12 months, compared to 42 percent of Baby Boomers. Millennialpreneurs are also enjoying higher gross profit margins (averaging 29.7 percent).

They're starting their businesses younger than ever. Compared to Baby Boomers, who launched their first companies at an average of 35 years old, the average millennialpreneur starts a company at 31. The study notes that not only has technology made it easier to start a business at a younger age, but it's also become more widely accepted that young people can be taken seriously as business owners. (Thanks, Mark Zuckerberg.)

They start more businesses. The average millennialpreneur in the survey has already started almost eight companies, compared to an average of 3.5 for Baby Boomers. Considering that Boomers are at the end of their entrepreneurial careers while millennialpreneurs are still at the beginning of theirs, this difference is even more striking. The report's authors surmise that the greater ease and affordability of starting a business today, thanks to technology, may contribute to the greater number of startups, and that millennialpreneurs' comfort level with failure could also play a role.

Their businesses are bigger. The average staff at a millennialpreneur's business is four times the size of the average Baby Boomer's staff. One reason: Millennials are more likely to start businesses in ecommerce, retail and technology — industries that generally require a bigger staff than the Baby Boomers' preferred industries of accounting, consulting and legal services.

They learned from their parents. Fewer than one-fourth of millennialpreneurs are first-generation business owners. By comparison, more than half of Baby Boomers were the first in their families to own businesses. Perhaps millennialpreneurs are

See Millennialpreneurs on page 10

business updates

Kim Blackwell named one of the "Leading Women in Advertising and Marketing by Black Enterprise

Kim Blackwell, CEO of the PMM Agency is listed on Black Enterprise's Leading Women in Advertising and Marketing.



The magazine featured Ms. Blackwell and stated " This industry executive and thought leader is known for her insight and expertise in the advertising and marketing realms. Founded in 1999, PMM Promotions is a multi-million dollar women's enterprise handling clients like Nationwide Insurance, Macy's Inc., and Toyota. "



jC's Sweet Tea now in Six States



jC's Sweet Tea is now in six states: Michigan, West Virginia, Illinois, Indiana, Kentucky and Ohio.

Jackie Chapman, owner, recently announced her authentic southern -style sweet ice tea is available at 123

Kroger stores, 179 Meijers, Fresh Thyme, Hills, Lucky's, Wolfs Ridge Brewing Co., Creole Kitchen, Market 65, Angry Baker, Giant Eagle Market District and The Yard.



More information on jC's Sweet Tea is online at www.jcssweeticetea.com

What Advertising Can Do For Your Business

- Advertising turns the light on —it lets people know you are out there
- Remind customers and inform prospective customers about the benefits of your product or service
- Establish and maintain your distinct identity
- Enhance your reputation
- Encourage existing customers to buy more of your product/service
- Attract new customers and replace lost ones
- Slowly build sales to boost your bottom line
- Promote your business to customers, investors, and others
- Advertising is tax deductible

We will place your business card size ad (3.5 x2) on our website, 4 Sunday E-Blasts and 2 hard copy issues of OhioMBE.

OhioMBE has a circulation of over 15,000. Take advantage of the power of our media outlets. Your customers are looking for you. *Email news@ohiombe.com to reserve your spot.*

Need to meet your EDGE/MBE or Good Faith Contracting Efforts?

When you need EDGE or MBE participants, The 912 Group and OhioMBE can help.

Place your legal ad or bid notice in OhioMBE and our other media outlets.

We reach the MBE, DBE, EDGE and the small business community.

614-522-9122

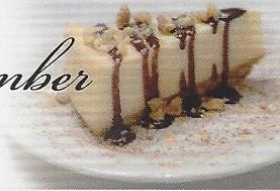
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Scaffold Caddy launches website ScaffoldCaddy.biz. The site includes an BWC Ergonomic Report on the benefits of Scaffold Caddy to your construction project.

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bid opportunities

To post a bid notice, call 614-522-9122 or email news@ohiombe.com

TRANSPORTATION SERVICES

Columbus City Schools is soliciting bids for transportation services for school moves & peak periods. Responses must be provided via the Public Purchase website at <http://www.publicpurchase.com>. Vendors that are new to this website will be required to register with the website prior to responding. (Registration is free.)



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Need to meet your EDGE/MBE or Good Faith Contracting Efforts?

When you need EDGE participants, The 912 Group and OhioMBE can help.

Place your legal ad or bid notice in OhioMBE and our other media outlets.

We reach the MBE, DBE, EDGE and the small business community.

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The 912 Group is MBE/EDGE/FBE / LEDE certified.

**Need to get
your
Business
Certified?**



Attend a class and learn how to get EDGE.

Register at:
OhioMBE.eventbee.com

"Attention Ohio Certified MBE/WBE/ DBE Companies"

Kokosing Industrial, Inc. is preparing bids for the Avon Lake Water Pollution

Control Center Plant Improvements Project in Avon Lake, Ohio which bids April 15, 2016. We are seeking quotes for any portion of the project listed that you are qualified to perform or provide supplies for which includes the following: Caulking, Concrete Reinforcing, Dewatering, Drywall, Electrical, Fencing, Flooring, I&C, Masonry, Painting, Plumbing & HVAC, Roofing, Seeding & Landscaping, Trucking, and Waterproofing. Bidding documents can be examined at Kokosing Industrial, Inc., 6235 Westerville Rd., Westerville, OH 43081 or on our ftp site at the following link: <https://kokosing.sharefile.com/i/ic125f1cefe94b388>. Please have your quote to Chad Lampe by 12:00 PM April 14, 2016: e-mails nichols@kokosing.biz or Fax 614-212-5711.

"Kokosing Industrial is an equal opportunity employer."

NOTICE TO VENDORS

Columbus City Schools is seeking vendors to provide Packaging Supplies, Corrugated Boxes and Dividers for the Food Service Production Center. Quotes will be received from March 31, 2016 through April 7, 2016 and will close by 12:00 noon. at the Food Service Production Center, located on 450 E. Fulton Street, Columbus, Ohio 43215. More information can be found on the District's web site at <http://www.columbus.k12.oh.us> under the vendor

services link.

NOTICE TO VENDORS

Columbus City Schools is reissuing a copier RFP. The new RFP can be found on the district's website at <http://www.columbus.k12.oh.us/rfp>. A mandatory informational meeting will be held on April 11 at 3:00 p.m. at 737 East Hudson Street in Columbus, Ohio.

#bidnotices

bid opportunities

To post a bid notice, call 614-522-9122 or email news@ohiombe.com



COLUMBUS SPANISH IMMERSION ACADEMY K-6 FF&E

Bids will be received on behalf of the **BOARD OF EDUCATION**, Columbus City School District of Columbus, Ohio, through the State's electronic bidding system at <https://bidexpress.com> until 2:00 PM, April 14,

2016, when they will be reviewed and tabulated for the Columbus Spanish Immersion Academy (CSIA) K-6 FF&E BID PACKAGES, according to the plans and specifications, dated March 24, 2016, prepared by Design Group,. The total estimated cost for materials and labor for Bid Package 600 – CSIA ELA Furnishings is: **\$82,372**. Contract Documents may be downloaded at no cost from <https://bidexpress.com> or purchased at cost plus shipping from ARC Printing, 1159 Dublin Rd # 300 Columbus, OH 43215; PH 614-224-5149, FX 614-224-2583. Public inspection may be made at the McGraw Hill Construction Dodge / Builders Exchange of Central Ohio Plan Room, 1175 Dublin Rd., Columbus, OH 43215; the Minority Contractors Association, 1393 East Broad St., Columbus, OH 43203; Minority & Independent Contractors Alliance, 1471 E. Livingston Ave., Columbus, OH 43227; A pre-bid conference will be held March 31, 2016 at 2:00 PM at the Smoot Construction Trailer, 3223 Allegheny Ave, Columbus Ohio 43209. Inquiries concerning these plans and specifications shall be directed to the Construction Manager; Tom Sisterhen, PH 614-253-9000, Email tsisterhen@srsmoot.com. Any written addendum will be sent to all plan holders. Each bid must be accompanied by a bid guaranty and contract bond meeting the requirements of Section 153.571 of the Ohio Revised Code. The Board of Education reserves the right to reject any or all proposals. Prevailing Wage Rates do not apply to this Invitation to Bid. By Order of the Board of Educations, President; Gary L. Baker, II and Treasurer; Stanley Bahorek.



INVITATION FOR BIDS

Sealed bid proposals will be received by the Akron Metropolitan Housing Authority at 100 West Cedar Street, Akron, Ohio 44307 until 2:00 p.m. local time on FRIDAY, APRIL 22, 2016 at which time and place all bids will be publicly opened and read aloud for:

BOOSTER PUMP REPLACEMENT AND RELATED WORK at JAMES E. ALPETER APARTMENTS, 130 5th STREET SE, BARBERTON, OHIO 44203

WILLIAM FOWLER APARTMENTS, 65 BYERS AVENUE, AKRON, OHIO 44302

SAFERSTEIN TOWERS I, 525 DIAGONAL ROAD, AKRON, OHIO 44320

Specifications can be purchased at SE Blueprint, Inc. located at 540 South Main Street, Suite 211, Akron, Ohio 44311 (330) 376-1689. seblue@seblueprint.com

The above mentioned are on file for viewing at the Subcontractors Association NEO, 637 Vernon Odom Blvd., Akron, Ohio; Akron Urban League, Minority Business Assistance Center, 440 Vernon Odom Blvd., Akron, Ohio; the Builders Exchange of Canton, 5080 Aultman Rd., North Canton, Ohio; Builders Exchange of Cleveland, 9555 Rockside Road, Suite 300, Cleveland, Ohio; and the Ohio Construction News, 7261 Engle Road, Suite 304, Cleveland, Ohio. A list of plan holders can be obtained from SE Blueprint's website @ www.seblueprint.com

A Pre-Bid Conference will be held by the Housing Authority at the AMHA Administration Building, 100 West Cedar Street, Akron, Ohio 44307, on THURSDAY, APRIL 7, 2016 at 2:30 P.M.

See complete bid notice at www.OhioMBE.com/bid-opportunities

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#bidnotices



"There are no secrets to success. It is the result of preparation, hard work, and learning from failure"
Colin Powell

bid opportunities

To post a bid notice, call 614-522-9122 or email news@ohiombe.com

The Buildings and Grounds Department of Columbus City Schools is soliciting quotes for supplies and services to be used in the maintenance and repair of facilities from July 1, 2016 through June 30, 2017.

Specifications and qualifications may be obtained by using your web browser and going to: <https://columbus.munisselfservice.com/Vendors/default.aspx>, click on Vendor Self service.

Columbus City Schools is seeking qualified vendors to provide materials and/or services in the following areas:

- Vinyl Composition Tile Installation
- Preventive Maintenance Materials
- Playground Mulch
- Kitchen Equipment Repairs
- Refrigeration & Service
- HVAC Service & Materials
- Boiler Maintenance & Materials
- Paint
- Plumbing Materials
- Pump & Motor Service
- Drain Cleaning
- Pest Control
- Electrical
- Fire Sprinkler Systems
- Fire Extinguisher Service
- Filters & Filter Replacement
- Concrete Replacement
- Lock Material
- Insulated Glass Windows
- Lumber
- Roofing Services
- Elevator Service/Repair
- Generator Service/Repair
- Carpet Installation
- Asphalt Repair
- Security Repair Service

ATTENDANCE AT A PRE-QUOTE MEETING IS REQUIRED for vendors that have not performed business with the Buildings & Grounds Department of Columbus City Schools according to the following schedule:

April 4, 2016: Carpentry, Concrete, Lock Material, Roofing Service & Materials, Playground Mulch, Pest Control, Vinyl Composite Tile Installation, Insulated Glass Windows, Lumber, Carpet Installation and Asphalt Repair.

April 5, 2016: HVAC Service & Materials, Refrigeration & Service, Kitchen Equipment Repair, Preventive Maintenance & Materials, Filters, Paint, Boiler Maintenance & Repair, Fire Extinguisher Service and Security Repair Service.

April 6, 2016: Plumbing Material Parts & Service, Pump and Motor Repair, Fire Sprinkler Systems, Drain Cleaning, Electrical Service, Generator Service & Repairs, Elevator Service & Repairs, Motor Replacement & Repair.

All pre-quote meetings will be held in the Buildings and Grounds Conference room at 889 East 17th Avenue, Columbus Ohio 43211. They will begin promptly at 1:00P.M.



INVITATION
FOR BIDS
Sealed bid proposals will be

received by the Akron Metropolitan Housing Authority at 100 West Cedar Street, Akron, Ohio 44307 until **2:00 p.m.** local time on **THURSDAY, APRIL 21, 2016** at which time and place all bids will be publicly opened and read aloud for:

BALCONY RESTORATION AND RELATED WORK at WILLIAM FOWLER APARTMENTS
65 BYERS AVENUE AKRON, OHIO 44302

Specifications can be purchased at SE Blueprint, Inc. located at 540 South Main Street, Suite 211, Akron, Ohio 44311 (330) 376-1689. seblue@seblueprint.com

The above mentioned are on file for viewing at the Subcontractors Association NEO, 637 Vernon Odom Blvd., Akron, Ohio; Akron Urban League, Minority Business Assistance Center, 440 Vernon Odom Blvd., Akron, Ohio; the Builders Exchange of Canton, 5080 Aultman Rd., North Canton, Ohio; Builders Exchange of Cleveland, 9555 Rockside Road, Suite 300, Cleveland, Ohio; and the Ohio Construction News, 7261 Engle Road, Suite 304, Cleveland, Ohio. A list of plan holders can be obtained from SE Blueprint's website www.seblueprint.com

A Pre-Bid Conference will be held by the Housing Authority at the AMHA Administration Building, 100 West Cedar Street, Akron, Ohio 44307, on **THURSDAY, APRIL 7, 2016 at 2:00 P.M.**

See complete bid notice at www.OhioMBE.com/bid-opportunities

NOTICE TO VENDORS

Columbus City Schools is seeking a vendor to provide athletic equipment for interscholastic sports.

More information can be found at <http://www.columbus.k12.oh.us/rfp>



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Shinn Bros. Inc. is a heavy highway/underground utility general contractor based in Celina, Ohio. We specialize primarily in municipal work such as roadway construction, sanitary sewer/water main installations, earthwork, water treatment plants, and waste water treatment plants. We are looking for heavy equipment operators for excavators, dozers, loaders, etc. With experience in roadway reconstruction, pipeline installations, and other related work. Candidates must be able to perform in a fast paced construction environment, be able to read and implement construction plans, be able to establish grades with the use of a laser level or transit, and be able to communicate well with others. A CDL is preferred but is not required. We offer company health and life insurance, paid holidays, paid vacations, and a retirement account. Wages to be determined based on ability and experience. We are an established, proven company in our field and continue to look for personnel that are the key to continuing our business in a variety of different roles.

How to Apply: Resume by mail: Shinn Bros. Inc., 540 Summit St., Celina, Ohio 45822 / Resume by Fax: 419-586-6615 / Resume by email: jmiller@shinnbros.com / Online application at www.shinnbros.com

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Ohio Certification Center

Ohio Certification Center:

Why you should get your business certified?

There are several reasons why you should get your business certified:

1. Some entities have purchasing goals. Only certified businesses can participate.
2. Certification adds legitimacy to your business. You have gone through a process that has determined that your business is owned and controlled by a minority, woman or disadvantaged business.
3. Certification can afford you loan and bonding opportunities. The State of Ohio has loan and bonding programs specifically for certified minority owned businesses.
4. Certification can be a marketing tool for your business. You can add your certifications to your marketing materials, business cards, website, etc. Many consumers like doing business with veteran, minority or woman owned businesses.
5. Certification can be used in the private sector. Many companies don't have a certifying program but in an effort to have supplier diversity, will accept the certifications from some governmental agencies.



Attend a class and learn how to get your business certified. Visit www.OhioMBE.eventbee.com for the upcoming class schedule. For more information on certification, call 614.522.9122 or attend a certification class.

Orchem from page 1

In 2006, Orchem Corp is introducing a new line of "Totally Green," 100% environmentally safe products. The products will be sold under the brand name, "Oscar Robertson Signature Products".

The product technology entails revolutionary, new enzymatic cleaning solutions like no other enzyme cleaners past or present. These unique "soil digesters" provide a wide-range of applications for industrial, institutional, healthcare, residential, and commercial industries. Orchem is in the process of acquiring registered trademarks and U.S. patents on this exciting new technology.

Contact Orchem at :

information@orchemcorp.com
4927 Beech St.
Cincinnati, OH 45212
513.874.9700
513.874.3624

Millennipreneurs from page 3

more comfortable with entrepreneurship because they learned from their parents.

They care about giving back. Traditionally entrepreneurs in the Baby Boomer generation grew their companies, became wealthy and only then started pursuing charitable causes. In contrast, "millennipreneurs" are building social responsibility into their companies from the get-go.

Source: www.score.org



"Accept responsibility for your life. Know that it is you who will get you where you want to go, no one else."— Les Brown

Ohio Diversity Network

Get a weekly email from
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notifying you of upcoming events.

Sign up online!

Hosting a business event?
Did you know you can post it on
www.OhioDiversityNetwork.com

Email: news@ohiombe.com for
login information

Monday, April 11, 2016 at 7:00pm
Columbus NAACP General Membership Meeting

Tuesday, April 12, 2016 at 8:50pm
Columbus WBC – Introduction to Bookkeeping

Thursday, April 14, 2016 at 12:00pm
Worley Law HR Lunch & Learn

Friday, April 15, 2016 at 12:00pm
**Columbus WBC – Protect your business:
What you need to know about Intellectual
Property Rights**

Saturday, April 16, 2016 at 11:30am
OhioMBE – Certification 101

Tuesday, April 19, 2016 at 5:30pm
**Columbus WBC – The Stand Out Brand
Workshop – Unlock Your Brand Distinction**

Thursday, April 21, 2016 at 1:00pm
OhioMBE Procurement Fair @ CMHA

Thursday, April 28, 2016 at 6:00pm
**Columbus WBC – Business Operations –
The Key to RUNNING a Successful Business**



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*"Don't judge each day by the harvest you
reap but by the seeds you plant."*—

Robert Louis Stevenson

Looking for New Customers?

OhioMBE Procurement Fairs

Meet one-on-one with purchasing agents on April 21 at CMHA

The OhioMBE Procurement Fairs introduces small, minority and female-owned businesses to area purchasing agents. During this fast-paced session, small businesses are allocated 15 minute appointments to meet one-on-one with represented companies/agencies.

The goal of the OhioMBE Procurement Fair is to engage minority businesses and small businesses with contracting opportunities.



Register TODAY!

www.ohiombe.eventbee.com

www.OhioMBEProcurementFairs.com

Increase Sales by Expanding Your Professional Network

As a small business owner, you're often juggling so many tasks that you may not find the time to expand your professional network. Developing and maintaining a strong professional network can be key to your business success.

Expand your professional network to access decision makers and identify new business opportunities.

1. Tap Into Your Existing Network

Make a list of your personal and professional contacts who may be interested in helping you expand your business. Reach out to friends, family, and past and current colleagues with a well-crafted email message to inform them about your business. An email can seem impersonal but it isn't pushy and doesn't put your contact on the spot. Ask friends and colleagues to share your information with anyone they think may be interested in your services. Make sure to include your contact information and a link to your website.

2. Use Social Media to Connect

Use online networking sites to connect with other professionals. On LinkedIn, join one of the numerous groups to post con-

tent that showcases your expertise and offers value, while learning from others. MeetUp.com offers a variety of like-minded individuals. Create an introduction video about you and your business for your YouTube channel. Create or join a relevant Facebook group or page.

3. Join a Professional Group

Join a local association or chamber of commerce to develop relationships with other business professionals. Do an online search to find organizations close to you. Attend a few events and determine which network seems appropriate for your business. Get involved with upcoming events, be a featured speaker, or become a sponsor.

4. Offer a Free or Low-Cost Seminar

Have you ever seen advertisements from real estate agents offering home buying workshops? Use that model to expand your network. If you run a social media agency, invite small business owners to an event on using social media best practices. This is a great strategy to identify people who are seeking your service and allows you to demonstrate your business expertise.

Source: score.org