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Small Business is Good Business!

Advocating, Informing and Promoting Small & Minority Owned Businesses

Black Girl Magic dominates Olympics



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OhioMBE

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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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government briefs

Ohio Minority Business Advisory Council (OMBAC)

The Ohio Minority Business Advisory Council (OMBAC) was established by executive order to advise and assist the Directors of the Ohio Development Services Agency and Department of Administrative Services in matters affecting the economic vitality of Ohio's minority business community.

The Council members include statewide business and community leaders who hail from both the private and public sector. The Council consists of not more than forty members appointed by the governor with the exception of one member appointed by the Speaker of the Ohio House of Representatives, one member appointed by the President of the Ohio Senate, one member appointed by the Minority Leader of the Ohio Senate and one member appointed by the Minority Leader of the Ohio House of Representatives. The Directors of the Ohio Development Services Agency and the Ohio Department of Administrative Services also serve on the Council.

The Minority Business Advisory Council is an advocate for Ohio's minority businesses and is committed to increasing the number of minority-owned firms in Ohio, and ensuring that these companies see revenue growth and long-term success.

The next OMBAC meeting is September 21, 2016; 1:00 p.m. – 3:00 p.m., 77 South High Street, Columbus, Ohio, 31st Floor, Room East B.

Letters to the editor are welcome and will be considered for publication or posting online. The preferred method is to text within an email. Please include contact information including letter writer's city and state. The letter must be fewer than 300 words. No more than four signatures per letter.

We edit and/or trim letters as little as possible, but we reserve the right to do so as necessary.

Send to news@ohiombe.com

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Are you advocating for your business?

By Ronda Watson Barber
Publisher

I continue to ask Black business owners, "Are you advocating for your business?" "What are you doing to make sure Black businesses get a piece of the public purchasing pie?" We all have the responsibility to make sure that tax dollars flow back to Black businesses.

I am a firm believer that if an entity gets public dollars there is a moral obligation to include all tax payers into the purchasing scheme. Most public school boards are ready and eager to accept public tax dollars from a diverse tax base. For whatever reason, they are not interested in doing business with Black businesses. (I will speak on the nation's 15th largest city, Columbus that still doesn't have any purchasing goals next week)

In Central Ohio, five public school districts have put a tax levy on the November ballot. Those districts include: Columbus, Hilliard, Westerville, Bexley and Licking Heights. With the exception of Columbus City Schools, the districts listed have no purchasing inclusion plans. They have no purchasing goals. It's taxation without participation and the boards of education could care less. They are not putting inclusion activities into their daily purchasing schemes. You can believe, they are willing to do whatever to collect your tax debt.

In the August 1 issue of OhioMBE, I posted the names and email addresses of local school district heads. Did you send them a note, expressing your desire to see inclusion in purchasing? You should take a few minutes to pen a letter and let them know that purchasing inclusion will effect how you vote on tax levies. Again, we all have the responsibility to make sure public school districts are inclusive in their purchasing. They are now asking for your vote. Our votes and dollars have power. Challenge those who want your tax dollars. It can't continue to be business as usual. I encourage you to be an educated and active voter. Ask questions.

Business is political. It is critical to the continued growth and development of Black businesses that we engage in the political process. Are the lawmakers acting in your businesses' best interest? Are laws being enacted that hamper the growth of your

See Publisher on page 10

At one time, the wagon-wheel business was booming. There was a period when one-hour photo developing was lucrative. But as technology and tastes change, some products and services simply fall out of favor.

Are you wondering what area of business is worth diving into? Maybe you're nervous that some pieces of technology we love today could be a flash in the pan.

That's why doing market research before you open a business is so important. If you don't have an idea of what your industry of choice looks like today — and is expected to look like months and years down the road — you can't be fully confident that your business endeavor is a sound one.

What are today's best bets for emerging and growing industries?

Food and drink

- Online grocery stores: This shopping option is expected to grow 21 percent annually.
- Chocolate: Chocolate confectionery sales in the U.S. are projected to reach \$25 billion by 2019.
- Craft beer: Sales of craft beer doubled between 2009 and 2014 to \$20 billion.

See Trends on page 8

Where Small Business Startup Financing Comes From

Where do most small business owners get the money to start their businesses? Overall, nearly three-fourths (73 percent) of small businesses used some type of financing in the past 12 months, reports the Small Business Administration (SBA).

Here's a closer look at where entrepreneurs are getting the capital they need.

Personal equity and traditional debt are the primary sources of financing for startup entrepreneurs. Nearly six in 10 startup business owners (57 percent) use their personal savings for startup capital. In addition, one-fourth of startups launch their businesses without any startup capital. This approach is most common for startups that don't have any employees.

Here's how the rest of the startups' financing sources break down:

- Personal credit card: 8 percent
- Bank loan: 8 percent
- Other personal assets: 6 percent

See Financing on page 10

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business directory

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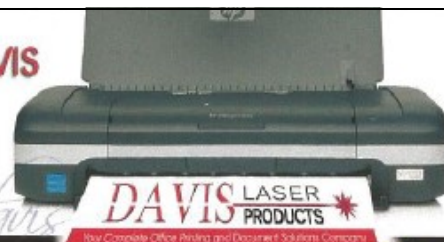


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Dale Carnegie

business resources

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The Ohio Certification Center is here to help you get your business certified as a:

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State of Ohio
City of Columbus

Female Business Enterprise (FBE)

City of Columbus

Disadvantaged Business Enterprise (DBE)

Columbus City Schools (LEDE)
Ohio Department of Transportation

EDGE (Encouraging Diversity Equity and Growth)

www.OhioCertificationCenter.com



Looking for the paper copy of OhioMBE? Not only are we online, you can find OhioMBE at the following locations. OhioMBE is published on the 1st and 15th of each month.

Akron:

- Minority Business Assistance Center

Cincinnati:

- Cincinnati Public Library

Cleveland:

- Mayor's Office of Equal Opportunity (1st only)
- Cleveland Urban League/ Minority Business Assistance Center

Columbus:

- The Hub CDC
- Driving Park Library
- M & M Chicken
- Livingston Ave. Library
- Center For Urban Solutions
- M.L.K. Library
- Woodland Y.M.C.A.
- Woodland Christian Church
- Mayo's Printing-Bookstore
- Mt.Vernon AME Church
- A Cut Above The Rest

- Barber Shop
- Creole Kitchen
- Neighborhood House
- OSU Black Extension Center
- Urban League
- King Arts Complex
- Shiloh Baptist Church
- 2nd Baptist Church
- Lincoln Café
- St. Stephen's Community Center
- Bethel AME Church
- Linden Library
- COWIC
- Jerry Hammond Bldg.
- Columbus Board of Education
- Women's Business Center
- Increase CDC
- Mt. Hermon Baptist Church
- 35 E. Gay Street Lobby
- Corinthian Missionary Baptist Church
- Mt. Olivet Baptist Church

Dayton:

- Dayton Public Library (15th only)

Toledo

- Toledo Public Library
- Toledo Minority Business Assistance Center



Ohio Business Development Center
www.OHBDC.org



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bid opportunities

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Legal Notice: RFP 2016-007
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The Columbus Metropolitan
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Request for Proposals (RFP) for the procurement of Professional Property Management Services. The response deadline is Wednesday, August 31, 2016 at 11:00AM. A pre-proposal conference is scheduled for 1:30PM on Thursday, August 18, 2016 at our corporate office. Specifications may be obtained by visiting our website, www.cmhanet.com or by contacting the Purchasing Department of the Columbus Metropolitan Housing Authority at 880 E. 11th Ave, Columbus, Ohio 43211 or by calling 421-4434, 8:00 AM–4:00 PM, Monday – Friday.



“Attention City of Toledo Certified MBE/WBE Companies”

Kokosing Industrial, Inc. is preparing bids for the Collins Park Electrical Upgrade in Toledo, Ohio which bids August 30, 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, Dewatering, Electrical, Fencing, Flooring, HVAC, Instrumentation & Controls, Insulation, Landscaping/Seeding, Masonry, Painting, Paving, Plumbing, Reinforcing Steel, and Roofing**. Bidding documents can be examined at Kokosing Industrial, Inc., 6235 Westerville Rd., Westerville, OH 43081 or by calling Sonja Nichols at 614-212-5701. Please have your quote to Chad Lampe by 12:00 PM August 29, 2016: e-mail snichols@kokosing.biz or Fax 614-212-5711.

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Columbus City Schools issues solicitations on a regular basis for goods & services related to food, construction, technology, curriculum, & transportation. Interested vendors should periodically check our website at <http://www.columbus.k12.oh.us/rfp>

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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, SEPTEMBER 15, 2016** at which time and place all bids will be publicly opened and read aloud for:

NEW CONSTRUCTION OF SINGLE-FAMILY HOME AND RELATED WORK At 1271 SEWARD AVENUE 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 **TUESDAY, AUGUST 30, 2016 at 2:00 P.M.**

To view full bid notice, visit www.OhioMBE.com/bid-opportunities

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Trends from page 3

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Wellness

- Home health services: Jobs for home health aides are expected to grow by 48 percent by 2022.
- Corporate wellness: Consulting, fitness programs and software to track wellness are expected to grow 8.4 percent annually.

Technology

- Mobile shopping: By 2017, more than half of Americans will have used their smartphones to make a purchase.
- Online fraud detection: Cybercrime software is projected to generate \$1.78 billion by 2020.
- Drone manufacturing: Already a \$3.3-billion industry in the U.S., the drone design and manufacturing is projected to grow to \$82 billion by 2025.
- Biometrics: Body scanning for security applications may grow from \$7.7 billion in 2014 to \$44.2 billion by 2021.

(Continued on page 10)

Ohio Certification Center:

Do you need DBE?

The Columbus Smart City project will have DBE goals

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.

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business? Have you voiced your displeasure on how your tax dollars are spent? Are your elected officials engaged in the community or do they simply take their marching orders from powerful PACs that provide the majority of financing to their campaigns? Are they looking out for us? As small and minority business owners consider asking the following questions to those seeking to pass levies, public office and your precious vote.

1. What have you done for minority businesses during your career?
2. What do you promise to do for minority businesses if elected?
3. What minority business do you regularly purchase products for services from?
4. Why should minority business owners vote for you?
5. How important is minority business development to the overall Ohio economy?
6. Are minority business set-asides and goals in city/county/state/school districts still important and why?
7. What can the city/county/state/school districts do to improve its purchasing with minority businesses?
8. What should minority owned businesses do to get city/county/state/school districts contracts?
9. Is there anything else, aside from contracting that city/county/state/school districts can do to assist MBE's?
10. Who are the major contributors to your campaign?

Black business is good business! Advocate for your business and VOTE!

Just my thoughts...rwb

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Specialized services

- Green construction: This industry is expected to generate more than \$303 billion over the next three years.
- Translation: The global market for language services and technology will hit \$49.8 billion in 2019.
- Pet care: Americans already spend nearly \$20 billion per year on pet care, a trend Millennial pet owners are expected to maintain.

How to choose the right industry for you
Looking at industry growth isn't the sole way to choose the right area of business for

you to enter. You'll also want to consider the target market, not only for the industry you're eyeing but for the specific area (location or niche audience) you plan to serve.

A business idea can be fantastic, but unless there are people willing to invest in its products or services, the idea may fall upon deaf ears.

You'll also want to consider your competition. Do you live in a town already flush with craft breweries? You may have better odds of success if you stay out of that popular industry and instead serve one adjacent to it.

Source: www.score.org

- Home equity: 3 percent
- Business credit card: 2 percent

If you take personal credit cards, "other personal assets" and home equity into consideration, the percentage of startup owners using their own money to launch their businesses reaches 74 percent.

Starting with your own money is a little easier to do if, like most startups, you launch on a shoestring. Beyond the entrepreneurs who use no startup capital at all, some 62 percent of companies that do use startup capital launch with less than \$5,000, according to the SBA. About 21 percent start up with between \$10,000 and \$24,999 in capital. Slightly more than 14 percent have between \$50,000 and \$99,999 to start their businesses. Less than 10 percent have startup capital of \$250,000 or more; these are more likely to be employer firms.

While the majority of all types of businesses start with no outside financing, women-owned businesses are even more likely to do so than startups owned by men. More than twice as many men as women (8.5 percent vs. 3.6 percent) use bank loans to finance their startups.

See Financing on page 12)

Ohio Diversity Network

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Wednesday, August 17, 2016 at 1:00pm
OhioMBE –
OhioMBE Procurement Fair

Thursday, August 18, 2016 at 6:00pm
OBDC – How to
start a business

Friday, August 19, 2016 at 3:30pm
WBC – Promote
Your Business with
AdWords Express

Saturday, August 20, 2016 at 9:30am
WBC – QuickBooks Intermediate

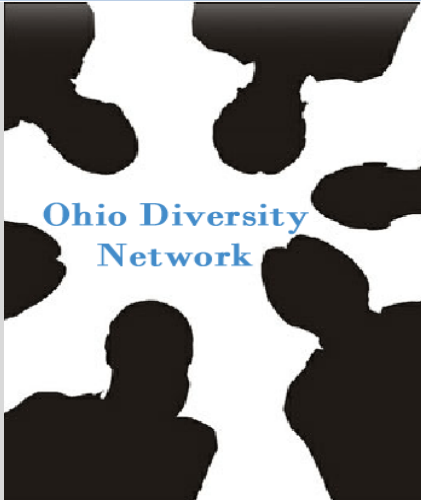
Saturday, August 20, 2016 at 11:30am
OhioMBE – Certification 101

Tuesday, August 23, 2016 at 6:30pm
WBC – Let Go Courageously: Transform Your Life
with Feng Shui

Wednesday, August 24, 2016 at 2:00pm
OhioMBE Certification Webinar

Thursday, August 25, 2016 at 11:30am
How to become a vendor with Columbus City
Schools

Saturday, August 27, 2016 at 12:00pm
OBDC – How to start a business



Ohio Awards

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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.



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Financing from page 10

Businesses owned by African Americans and Hispanics are also much less likely to use bank loans than businesses owned by Asians or Caucasians. Instead, these entrepreneurs tend to turn to personal credit cards for startup capital.

While the idea of starting a business without taking on a bank loan may seem like a smart move, especially if you're brought up to fear getting in debt, the SBA notes it can put women and minority entrepreneurs at a disadvantage. By not approaching banks for loans, these entrepreneurs are failing to establish a strong banking relationship during their businesses' critical early years. Having a relationship with a banker is invaluable later on if you need financing for working capital or expansion.

About two-thirds of small business owners do have some debt, the SBA says. Using debt to launch or expand your business isn't a bad move, as long as you do so wisely.

Some debt do's and don'ts to keep in mind:

- **Do write a business plan.** Especially for a startup, a business plan will help you think through your strategy and determine how much money you need to borrow, as well as convince prospective lenders that will be successful enough to repay the loan.
- **Don't bite off more than you can chew.** Startup business owners tend to be overly optimistic about their prospects for success. Taking a more conservative view of your financial forecasts will not only impress lenders, but also ensure that you don't get in over your head by borrowing more than you can realistically pay back.
- **Do put down some money of your own.** Lenders want to see that you have enough confidence in your startup to invest your own money in it. You really can't expect to get a loan if you aren't willing to take some risk yourself.
- **Don't rely entirely on personal debt.** When you use personal credit cards or home equity to finance your startup, you're putting your own credit rating (and potentially your home) in jeopardy. But even if you successfully pay off the personal debt, you aren't building a good credit rating for your business by doing so. Try to obtain business credit cards and business financing instead — it will get your company off on the right foot and help it build a good reputation.

Source: www.score.org