

October 15 2017

Published by The 912 Group, Ltd.

Ronda Watson Barber—Publisher/Editor-in-Chief

Volume 8—No. 19

Small Business is Good Business



Advocating, Informing and Promoting Small & Minority Owned Businesses

Get Connected and Inspired at the 2017 OhioMBE Awards

The 2017 OhioMBE Awards will salute MBE/FBEs and their advocates with a luncheon and awards ceremony on Oct. 25 at The Vault, 35 E. Gay Street – Columbus.

Franklin County Auditor and candidate for State Treasurer Clarence Mingo will be the keynote speaker.

The following business owners were nominated for 2017 OhioMBE Awards Top MBE & Top FBE:

Art & Linn Chuck – Xtra Pro Print & Graphics (Beavercreek); Sandra Madison – Robert P. Madison International (Cleveland); Rosetta Brown – RH Brown & Company (Gahanna); Yana Schottenstein – Access 2 Interpreters LLC (Columbus); Alfred Miller – Taylor Oswald LLC (Cleveland); Maureen Patterson – Solus Lighting (Cleveland); Dominique & Brian Brooks – E.E. Ward Moving and Storage (Grove City); Sheri Chaney Jones – Measurement Resources Company (Columbus); Maryori Miranda-Rios – Tony Rios Enterprises (Toledo); Sumithra Jagannath – ZED Digital (Columbus); Kauser Kabealo – Development Consultants Inc. (Marysville); Gerald Whitehead – ASAP Mow and Snow (Toledo); Neeraj Kulshrestha – Flairsoft Ltd (Columbus); Theresa Harris – TMH Solutions (Columbus); Vernon Gibson – Dove



Leonard Hubert to receive the OhioMBE Publisher's Award

See Awards on page 10

October is Breast Cancer Awareness Month



October is Breast Cancer Awareness Month. The yearly campaign focuses to increase awareness of the disease and encourages women to have a plan for early detection. Breast cancer is the most common cancer among African American women. Since **1 in 8 women** will be diagnosed with breast cancer during their lifetime and it is the **most common cancer among women worldwide**, continued awareness and education efforts are vital in promoting the importance of early detection.

Inside this issue:

- Page 2: Government Briefs
- Page 4: EmployOhio
- Page 5: Bid Notices
- Page 8: Ohio Diversity Network

OhioMBE is published on the 1st and 15th of each month and is distributed free by The 912 Group, LTD. The publisher reserves the right to edit, reject or cancel any advertisement or editorial copy at any time and will not be responsible for checking the accuracy of items submitted for publication.

The views expressed in OhioMBE are those of the author and do not necessarily reflect the views or opinions of The 912 Group or our advertisers.

Copyright © 2017.
All Rights Reserved.
Ronda Watson Barber,
Editor-in-Chief & President
www.OhioMBE.com
rbarber@ohiombe.com

P.O. Box 533
Granville, OH 43023
614-522-9122
news@ohiombe.com

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.

Twitter: ohiombe

Facebook: ohiombe

Hashtag: #ohiombe

government briefs

It takes an army of over 35,000 people to ensure things run smoothly on Election Day and The Secretary of State is seeking poll workers

Ohio Secretary of State Jon Husted’s office is working with leaders like you to get the word out about how anyone can become a poll worker, and in doing so, secure themselves a front seat to democracy in action.

In addition to serving their community, those who sign up will also be compensated for their time. They will make around \$100 for their service on Election Day and will also be paid for attending a training session. This could be used as extra spending money or even donated to a charity of their choosing.

It is important that elections in Ohio run smoothly and we hope you will consider making a day for democracy by partnering with Secretary Husted’s office to get the word out to your employees and members about this important opportunity to serve the community, state and country.

For more information on making your organization a partner, or to sign up to be a poll worker, visit www.DayforDemocracy.com.

Columbus City Schools fails to meet LEDE purchasing goal for 5th straight year

Columbus City Schools, the largest public school district in Ohio, has failed to meet its 20% LEDE purchasing goal for the fifth straight year. The district spent \$88,203,222.01 during the 2016-2107 school term. Forty-nine Black-owned LEDE, Local Economically Disadvantaged Enterprises, received \$12,175,668.94 of purchasing contracts or 8.87 percent of all contracting dollars.

Academic Achievement had 1% LEDE Participation last Fiscal Year.

Columbus City Schools*
LEDE Spend Summary - Fiscal Year 2016/ 2017

LEDE Category	# of Vendors in Each LEDE Category	Subcontracted LEDE Spend	Prime LEDE Spend	Total LEDE Spend By Category	% Spend in Each LEDE Category
African-American:	49	2,003,823	5,823,205	7,827,028	64.3%
Asian Pacific:	4	0	330,126	330,126	2.7%
Caucasian:	26	234,186	1,784,713	2,018,899	16.6%
Disadvantaged Business:	12	145,820	708,496	854,316	7.0%
Female:	16	261,756	386,290	648,047	5.3%
Hispanic:	2	0	103,489	103,489	0.8%
Indian Subcontinent:	2	368,517	5,757	374,274	3.1%
Native American:	1	0	16,550	16,550	0.1%
US Small Business Ba:	1	2,941	0	2,941	0.0%
Totals:	113	\$3,017,043.65	\$9,158,625.29	\$12,175,668.94	100.0%
				Controllable Spend:	\$88,203,222.01
				% LEDE Spend:	13.804%

* These numbers DO include FMP spend.

Register

★★★★to★★★★

VOTE

As small and black business owners consider asking the following questions to those seeking public office and your precious vote.

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

Advocate! Resist! Why can't Columbus City Schools meet its purchasing goals?

By Ronda Watson Barber
Publisher

Why can't or won't Columbus City Schools meet the mandated purchasing goals? Why does the elected school board continue to pass legislation that doesn't include LEDE businesses? Why aren't administrators being held accountable for failing to meet a board policy?

Three incumbent board members are running for reelection. Under their tenure, they have failed to ensure that Black businesses in Columbus are included in the purchasing scheme. Should they be re-elected? How would you grade them on aiding Black businesses? Are Black businesses a priority? The board and administrators were very active when they wanted a permanent 18 percent property tax passed last year. Where is their advocacy for Black-owned businesses?

What is the plan to improve upon the reported numbers? What policies have been introduced to make sure that administrators are being inclusive in purchasing?

Who is to blame for the state's largest public school district failing to meet its purchasing goals?

I have questioned the commitment of the district to meet the board mandated 20 percent purchasing goal. Are those that are charged with procuring goods and services doing their best to include Black businesses? The numbers reported by the district suggest something different. Are LEDE businesses in the forefront of thought when purchasing decisions are made? It appears to be a utilization issue, not a certification problem. The outreach coordinator, Terri Wise, can certify a ton of LEDE businesses and make them aware of contracting opportunities. She can advocate for LEDE and Black businesses in meetings with buyers and administrators. She is a strong voice for Black and LEDE businesses. But she doesn't have the authority to issue purchase orders or enter into contracts. She

See Publisher on page 7

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

Advertising in OhioMBE has its benefits...

OhioMBE reaches more minority owned businesses than any publication in the state. We have over 10,000 online subscribers and produce 5,000 hardcopies.



Take advantage of the power of our media outlets.
Call today for advertising rates! 614-522-9122 or email
news@ohiombe.com

CDL DRIVERS WE'RE HIRING!



- Valid CDL A or B w/tanker endorsement; without airbrake restrictions
- 3 months experience operating equipment
- Winter seasonal positions



Real Jobs.
Real Green.



Waste Management is Now Hiring!
Drivers and Technicians in
Canal Winchester, OH



Requirements

Drivers:

- Willing to work outdoors
- Valid CDL w/ airbrake endorsement

Technicians:

- at least 18 years of age
- 1+ year experience w/ heavy equipment

Excellent Pay, Great Benefits, and Training!

If interested in this exciting opportunity, please contact 877-220-5627 or apply to the link below for immediate consideration:

wmcareers.com

EOE M/F/D/V

SUBSCRIBE

Get OhioMBE and bid notices
delivered to your inbox!

Visit www.OhioMBE.com



OhioMBE can announce your next
business event, employment notice or
news item in an exclusive email blast.

We will also post it on our Facebook and Twitter pages.

news@ohiombe.com | 614-522-9122

bid opportunities

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



Kokosing Industrial, Inc. is preparing bids for the RE-BID of Queen City Avenue Sewer Separation Phase 2 project in Cincinnati, Ohio which bids October 19, 2017. 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: Paving, Trucking, Aggregates, Concrete, Maintenance of Traffic, Seeding & Landscaping, Pavement Striping, and Tunneling/Bore & Jack. 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 October 18, 2017: e-mail snichols@kokosing.biz or Fax 614-212-5711.

"Kokosing Industrial is an equal opportunity employer."



"Danis Industrial Construction Company, an Equal Opportunity Employer, is soliciting bids from certified DBE, MBE, WBE and SBRA subcontractors and suppliers for the Olentangy Water Treatment Plant Expansion project. **Fax bids to 937-228-7443 or email to jay.willen@danis.com by no later than 10:00 A.M. 10/26/2017.** Items of work to be subcontracted include, but are not limited to the following: trucking, excavation, concrete work, site work, reinforcing steel supply/erection, masonry, roofing, caulking, drywall, interior finishes, doors, windows, painting, HVAC, plumbing, electrical work, instrumentation, and building material supply. Bid documents are available at our on-line plan room at <https://secure.smartbidnet.com/External/PublicPlanRoom.aspx?Id=332409&e=1>.

Please contact Jay Willen at [937-228-1225](tel:937-228-1225), with any questions regarding the project.



COLUMBUS METROPOLITAN HOUSING AUTHORITY

COMMUNITY. COMMITMENT. COLLABORATION.

Legal Notice: RFP 2017-005 Limited Mechanical Systems Maintenance

The Columbus Metropolitan Housing Authority is seeking

Request for Proposal (RFP) for the procurement of Limited Mechanical Systems Maintenance. The response deadline is Friday October 27, 2017 at 11:00 AM. A pre-proposal conference is scheduled for 11:00AM on Wednesday October 18, 2017 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 614-421-4434, 8:00 AM-4:00 PM, Monday – Friday.



HOLLOWAY, HENDERSON & MARTIN, LLC

Cathy R. Holloway
President

EDGE, FBE, & LEDE Certified

(614) 302-2610
cathy@hhmohio.com

Looking for bid notices? Look for OhioMBE online!



www.facebook.com/ohiombe
www.facebook.com/bidnotices



www.twitter.com/ohiombe
www.twitter.com/bidnotices

#ohiombe

#bidnotices



If you wake up deciding what you want to give versus what you're going to get, you become a more successful person. In other words, if you want to make money, you have to help someone else make money. - Russell Simmons

7 Marketing Mistakes That Can Come Back to Haunt You

It may be the season for ghosts and goblins, but ghastly creatures aren't the only things that can haunt a small business owner. Making any one of the 7 common marketing mistakes below can have frightening consequences for your small business. Find out what you have to fear from these marketing mishaps and how to avoid them.

Mistake 1. Not setting goals for your marketing efforts. Whatever type of marketing you're doing, you won't know if it worked unless you know what you hope to achieve. Set measurable, specific goals for each marketing campaign so you can assess its success.

Mistake 2. Not having a marketing plan. You can waste a lot of money and time by marketing haphazardly. Advertising in the wrong place, at the wrong time or to the wrong audience will do no good. Before you start, develop a plan for reaching your target customer base through the marketing channels they pay attention to.

Mistake 3. Not marketing to existing customers. Customers who return to buy from you again and again are the lifeblood of your business. But you can't count on customers coming back unless you continue to connect with them. Don't put all your marketing efforts into attracting new customers; budget for marketing to your current customers, too.

Mistake 4. Not managing your reputation. Word-of-mouth marketing is important for every type of business, whether B2B, B2C, online or off-line. That's why it's so vital to keep tabs on what people are saying about your business both online and off. If your business is listed on rating and review sites, monitor them and respond.

Mistake 5. Focusing on features, not benefits. Features are things your product or service has; benefits are how it helps your customers. Customers don't care about your products' features—they want to know what it can do for them. Create your marketing and advertising content with the customer in mind, and always answer their question, "What's in it for me?"

Mistake 6. No call to action. When customers see your ad, receive your flyer in the mail or get your marketing email, what do you want them to do? It's amazing how many small business owners forget to include a specific call to action in their marketing and advertising. Each piece should direct prospects to do something, whether that's calling your business on the phone, visiting your website or scheduling an appointment.

Last year, 112 million shoppers spent a reported \$15.4 billion at small businesses on [Small Business Saturday](#), according to American Express.

This year, the sky's the limit — but only if you're ready to celebrate your own company and your small business neighbors on Small Business Saturday 2017.

Whether this is your first Small Business Saturday or you've been participating for years, review these steps for success.

Save the date and plan your promotions. Small Business Saturday 2017 takes place on Saturday, November 25. Save the date now by making a Facebook event for your business and [downloading free promotional materials](#) from the Shop Small Studio. You can even customize your marketing downloads specifically for your business.

What's the best way for your small business to take part in this celebration? It's up to you! You may choose to offer a discount to customers or a special sale on popular items. You might work with other businesses nearby to offer a small discount when shoppers show a receipt from another retailer. Or skip the discounts, and simply celebrate small businesses with refreshments or a special performance.

Talk to your local small business network to discuss ways to get involved and create excitement around this special day. You can even apply to be a Neighborhood Champion and serve as an ambassador for other businesses who want to get involved.

Brainstorm with your staff. Your small business team can help you prepare for a successful Small Business Saturday, whether you offer a special promotion or simply decide to offer extended hours.

Since Small Business Saturday falls on the Saturday after Thanksgiving, it's important to share your plans for this holiday

See SCORE on page 10

Mistake 7. Not testing or tracking your marketing

Digital marketing offers incredible capabilities to track exactly what prospects do when they see your offer. If you are not testing multiple versions of the same ad or email, and not paying attention to which ads get results and which don't, you're throwing money away. Get familiar with the analytics tools that Google, social media sites and email marketing services offer to help you. The more you learn from your mistakes, the more your marketing will improve.

Source: www.sba.gov

OhioMBE Certification 101 at the WBC

We can help you 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.

Fall Class Dates: Oct. 21 or Nov. 18
Register at www.OhioMBE.eventbee.com

MLK MARTIN LUTHER KING, JR. BREAKFAST COMMITTEE

THIRTY-THIRD ANNUAL
DR. MARTIN LUTHER KING, JR. BIRTHDAY BREAKFAST

"I say to you today, my friends, that in spite of the difficulties and frustrations of the moment, **I still have a dream.**" ~ Martin Luther King, Jr.

Monday, January 15, 2018
Doors Open 7am | Program Begins 7:30am | Adjournment 10am
Greater Columbus Convention Center in Battelle Grand
400 North High St • Columbus OH 43215

PRIME SPONSOR
Walmart

KEYNOTE SPEAKER • Judge Glenda Hatchett
Former Juvenile Court Judge & Star of Judge Hatchett

TICKET PURCHASE DEADLINE: postmark by December 29, 2017
MLKBreakfast@yahoo.com | (614) 863-6442 | www.MLKjrBREAKFAST.com

Publisher from page 3

simply makes the community aware of buying opportunities within Columbus City Schools. The problem is the folks that issue purchase orders and contracts don't include Black people in the district's scheme of business. The district certainly has qualified disadvantaged businesses to provide goods and services. The list of LEDE vendors is posted online. The purchasing department is aware of the list. The elected school board is aware of the list. Administrators are aware of the list. Black folks still aren't getting contracts as mandated by board policy. Again, so why can't the district meet the purchasing goal? The blame falls squarely on the shoulders of those who have power. The blame falls on the shoulders of those who are in charge of the tax dol-

lars. The blame falls on the shoulders of the elected school board. The blame falls on the shoulders of administrators and departments who buy goods and services.

The blame also falls with Black owned businesses that don't appear to be advocating for their companies. Are you contacting the elected school board to voice your displeasure with the reported purchasing numbers? Have you joined an advocacy group? Have you started an advocacy group? The Columbus NAACP has been in the lead of advocating for Black businesses. Have you joined? Are you leveraging the power of their advocacy?

Advocate! Resist!

Just my thoughts...rwb

Election Day is Nov. 7

Ohio Diversity Network

Get a weekly email from OhioDiversityNetwork.com notifying you of upcoming events. Sign up online!

Tuesday, October 17, 2017 at 5:30pm
[Columbus WBC – Be Confident When Applying – A Loan Packaging Class](#) - Columbus

Tuesday, October 17, 2017 at 6:00pm
[Columbus WBC – When Funding Your Dream Seems Impossible – In partnership with Kiva](#) - Columbus

Thursday, October 19, 2017 at 5:30pm
[Columbus WBC – Excel Databases](#) - Columbus

Saturday, October 21, 2017 at 10:30am
[OhioMBE Certification 101 at the WBC](#) - Columbus

Saturday, October 21, 2017 at 11:00am
[How to Get Work With Networking](#) - Columbus

Saturday, October 21, 2017 at 4:00pm
[Dr. Umar: Black Boy Holocaust – Special Education 2 Prison Pipeline Exposed](#) - Columbus

Tuesday, October 24, 2017 at 5:30pm
[Columbus WBC – Make a Name for Yourself – In Celebration of National Women's Small Business Month](#) - Columbus

Tuesday, October 24, 2017 at 6:00pm
[Columbus NAACP Candidates Night](#) - Columbus

Wednesday, October 25, 2017 at 11:30am
[OhioMBE Awards](#) - Columbus

Friday, November 10, 2017 at 7:30pm
[CharityBall 614](#) - Columbus

Monday, January 15, 2018 at 7:00am
[33rd Martin Luther King Jr. Birthday Breakfast](#) - Columbus



Hosting a business event?

Did you know you can post it on
www.OhioDiversityNetwork.com

Email: news@ohiombe.com for login information



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.

news@ohiombe.com | 614-522-9122

OhioBizDirectory.com



Include your business in our online directory

EXCENTURE BUSINESS SOLUTIONS

937-605-1111

kesheeharris@gmail.com



Kes Harris Trucking, LLC

SMARTER...NOT HARDER HAULING

614.407.6001
35 East Gay Street, Ste 240 | Columbus, Ohio 43215
info@headshotscolumbus.com
www.headshotscolumbus.com

Reserve your space

614.522.9122

Get your Business
Noticed

ADVERTISE HERE

Electronic Systems Consultants

Integrated Fire and Security Services
DBE/MBE/EDGE/LEDE/VOSB

John Larkin
Sr. Partner



1450 Universal Road
Columbus, Ohio 43207
Phone Office: 614-754-1393
Cell: 614-420-1491
Fax: 614-455-8653
E-Mail: john@esc-ohio.com
www.electronicsystemsconsultants.com

**SAME DAY
PRINTING**

think print?

JPS PRINT

DIGITAL & OFFSET PRINTING | BANNERS & SIGNS | TRADE SHOW DISPLAYS
CREATIVE DESIGN | PROMOTIONAL ITEMS | MARKETING MATERIALS

614.235.8947 JPRINTSHOP.COM



Published by The 912 Group

OhioFBE

Celebrating Ohio's Women Owned Businesses



www.ohiombe.com

www.OhioMBE.com



NAACP CANDIDATES' NIGHT

Conversations Regarding Ballots, Candidates, Elections and Issues

Tuesday, October 24, 2017

6pm – 9pm

Trinity Baptist Church

461 St. Clair Avenue

Columbus, Ohio 43203

This is a Non-Partisan event, all are welcome to attend and take part in the conversation regarding the election of our next political leadership and the ballot issues!

Join the oldest and strongest Civil Rights organization in the Nation as we communicate our platform to community.

Hosted by the Columbus NAACP Political Action Committee

Contact the Greater Columbus NAACP for information about this event, initiatives and issues:

Email: greatercolumbusnaacp@gmail.com

Facebook : @naacpcolumbus

SCORE from page 6

weekend with your staff several weeks before the holiday. You may need to adjust staff schedules or make changes to your store's hours to accommodate customer expectations during the holidays.

If your small business is closed on Thanksgiving, consider bringing your team together the next day to make final preparations for Small Business Saturday. Your team will be refreshed and ready to go after spending the holiday with loved ones.

Check your inventory. In these six weeks before Small Business Saturday, review your inventory and supplies. Do you have enough of your most popular items to avoid expensive, last-minute holiday orders from your vendors? Do you have enough shopping bags, takeout containers, or other packaging needs? Taking stock of your supplies and inventory now can help prevent costly headaches during the holidays.

If you're not an official Neighborhood Champion for nearby small businesses, connect with the person who is to access special promotional materials like balloons, posters and tote bags.

Source: www.SCORE.org

Awards from page 1

Building Services (Columbus); Laron Perry – Got2go (Columbus); Mark Hall – Kram & Associates (Columbus); Sean and Shawntay Fields – Scavenger (Columbus); Sheryl Marrero – Vets M-Tec (Columbus); Shellee Fisher – Shellee Fisher Photography (Columbus); Curtis Jewell – EXCEL (Columbus); Nancy Tidwell – NTR & Associates (Columbus); Denise Ransom – Elite National Building Services (Columbus); Lamont Houston – JP Salsa (Columbus)

The following will be honored as well:

Publisher's Award – Leonard Hubert ; Top Advocates – Jessica May (Women's Business Center) and Andrea Quinichett (Columbus Metropolitan Housing Authority); Supplier Diversity Award – Columbus Zoo & Aquarium; Frank W. Watson Advocacy Award – Columbus NAACP

The following students will receive Frank W. Watson Scholarships: Asa Burke – Ohio State University; Tylar Willis (Ohio University); KaRayl Flemister (Winston Salem State); Aayana Lewis (Columbus East & Downtown High School); Jenelysc Martinez (Columbus Eastmoor & Downtown High School) and Zaevious Toran (Columbus East & Downtown High School)

The OhioMBE Awards are sponsored by the Columbus Airport Authority, Wesbanco Bank, and the Columbus Zoo & Aquarium.

Tickets can be purchased online at OhioMBE.eventbee.com

Frank W. Watson Please consider making a donation to the Frank W. Watson Scholarship. The scholarship provides financial assistance to local students seeking post-secondary education. The Scholarship is awarded at the OhioMBE Awards.



Donate while you shop with Kroger Rewards at <http://bit.ly/2maJa4t> Our rewards number is 24581. The Ohio Business Development Center administers the Scholarship Fund.

If you shop Amazon, consider Smile.Amazon.com. Select the Ohio Business Development Center as your charity.



October is Women's Small Business Month

There are several reasons why women-owned businesses are thriving:

1. Costs of launching a business have dropped. Thanks to laptop computers, tablets, and smartphones, companies no longer need big mainframes and large servers. They can store data on a cloud system.
2. The idea of working from home suits many females just fine. Today women can conduct their business from their house and still take care of the family. It is not easy, but it is possible. In decades past, having children meant a disruption to business success.
3. Promotional costs have plummeted, thanks to digital marketing and social media. So rather than spending on costly network TV spots that may or may not reach the desired target audience, marketers can connect with their targets on specialized YouTube channels, as well as their followers on Facebook and Twitter.
4. Use of technology in small business lending has quickened the process and lowered the cost of capital. Competition in the marketplace among banks and other financiers in the small business lending space has been a great benefit to business owners.
5. More women than men attend and graduate from college these days. Further, as they gain experience running their own firms, they have become better negotiators, marketers and CEOs. Women are running their businesses more efficiently than ever. The result is that they are looking to expand their companies at earlier stages of the business life cycle, as the survey data indicates.

Source: smallbusiness.foxbusiness.com

Facts on Women Owned Businesses

- There are now 11.3 million women-owned businesses in the U.S., employing nearly 9 million people and generating over \$1.6 trillion in revenues.
- Women-owned businesses now comprise 38% of the business population, employ 8% of the country's private sector workforce and contribute 4% of the nation's business revenues..
- Since 2007, there have been 1,072 net new women-owned firms launched each and every day.
- Between 2007 and 2016, while the total number of firms increased by 9%, the number of women-owned firms increased by 45% – meaning that over this period the number of women-owned firms grew at a rate fully **five times** the national average.
- The number of women of color who have launched their own business has more than doubled since 2007, to nearly 5 million. They comprise fully 44% of all women-owned firms.

Source: American Express Open



Women's Business Centers of Ohio

www.wbcoho.org

#bidnotices



You can't just sit there and wait for people to give you that golden dream. You've got to get out there and make it happen for yourself. - Diana Ross



Business Profile: Freelance Without Fear

Havilland Maxwell is a creative business coach on a mission to help freelancers and small business owners get out of their own way to start or grow the business they'll love. She has a unique background in broadcast news, television production and voice acting. When she's not coaching, Havilland lends her voice to companies around the country. Her client list includes Apple, MasterCard, TJMaxx, Capital One, Nicorette, United Way and more.



She's also the creator of the Freelance Without Fear program where freelancers learn how to get and keep clients, survive separation from cubicle life, network with better success, and earn more money using their gifts and talents.

Havilland resides in Columbus, Ohio. You can catch up with her at www.freelancewithoutfear.com.

October is Breast Cancer Awareness Month

October marks the Breast Cancer Awareness Month. To raise awareness about this illness and to help prevent it, here are some health tips courtesy Centers for Disease Control and Prevention (CDC) and prevention.com:


1. Maintain your weight.
2. Exercise on a regular basis
3. Sleep properly during the night. Less sleep can be a risk factor.
4. Avoid drinking alcohol or control the intake of alcohol. Limit to not more than one drink a day.
5. One should avoid exposing themselves to chemicals that can cause cancer
6. Avoid exposure to radiation such as X-rays, CT scans, and PET scans unless they are recommended by a doctor.
7. Before consuming any kind of oral contraceptives, always consult a doctor for its dosage and side effects.
8. Limit Hormone therapy and always consult a doctor for the risks associated with it.
9. Breastfeeding helps prevent breast cancer. Women who time and again breastfeed their babies for a period of over six months have a 10 percent reduced risk of contracting breast cancer as compared to those who don't.
10. Eat healthy food. According to prevention.com, "Harvard researchers recently found that women who had the highest carotenoid levels in their blood had a 19 percent lower risk of breast cancer than those with the lowest levels."



Find us online:

#ohiombe - #bidnotices
#bizevents - #ohiofbe

The CDC, on its website, also states that those who have a family history of breast cancer are at a high risk of contracting the illness, and therefore, they should speak with their doctor about the symptoms of the disease, reducing the risk, and ways of staying fit and healthy.

 *God, make me so uncomfortable that I will do the very thing I fear.* - Ruby Dee