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Advocating, Informing and Promoting Small & Minority Owned Businesses



Celebrating 9 Years of Publishing

ODOT Civil Rights Transportation Symposium to feature Dr. Julian M. Earls, Gene Smith and the Central State Choir

Don't miss out on Ohio's 2nd Annual Civil Rights Transportation Symposium, April 10-11. Join us on April 10 to hear luncheon keynote speaker Dr. Julian M. Earls and April 11 to hear the keynote speaker Gene Smith, Director of Athletics, The Ohio State University along with a performance by the Central State Choir.

Dr. Julian M. Earls



Dr. Julian M. Earls is Executive in Residence at the Monte Ahuja College of Business at Cleveland State University in Ohio. He retired from the position of Director of the National Aeronautics and Space Administration's Glenn Research Center in Cleveland (GRC). As Director of GRC he managed a budget of \$740 million and a workforce of over 3000 personnel. In one year as Director of GRC, he awarded over \$180 million in contracts to socioeconomic businesses and grants to Historically Black Colleges and Universities (HBCU's), Tribal Colleges, and Hispanic Serving Institutions. He co-chaired the Science and Mathematics Education Policy Advisory Council (SAMEPAC) for the State of Ohio. SAMEPAC, upon appointment by the Governor of the State Of Ohio, produced a report defining initiatives to improve science and mathematics education in Ohio, grades P-K through 16. Also Dr. Earls is President of Entrepreneurial Engage-

ment Ohio (EEO). EEO, in collaboration with the Ohio Academy of Science, was granted \$5million for scholarships to Ohio High School Students who create projects in Science, Technology, Engineering, Mathematics (STEM) and Entrepreneurialism.

Dr. Earls has been married for over 54 years to his college sweetheart, Zenobia, a retired Cleveland Public School teacher. They have two sons, Julian Jr. and Gregory.

Gene Smith

At Ohio State, the 61-year old Smith oversees the nation's most comprehensive and one of its most successful collegiate athletic programs. The department sponsors 36 fully-funded varsity sports with more than 1000 student-athletes competing for Big Ten Conference and NCAA

"Success isn't about how much money you make. It's about the difference you make in people's lives." - Michelle Obama

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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

Commission Awards \$4 Million in Community School Facility Grants

Four community schools across the state have been given conditional approval for more than \$4 million in grant funding for the purchase, construction, or renovation of school facilities. The Ohio Facilities Construction Commission (OFCC), which administers the program, announced the awards recently. These awards represent the second round of grant awards for a program created as part of the state’s biennial budget bill in June 2015.

The four schools recommended to receive grants were among six who applied for the potential funding for Round 2. To qualify for the program, schools had to meet specific high-performance standards, which were defined by the legislation and determined by the Ohio Department of Education. Fewer than 10 percent of all community schools met the grant’s high-performance qualification standard. Successful applicants had to show that their project would:

- Increase the supply of seats in high performing schools;
- Service specific unmet student needs through community school education; and
- Show innovation in design and potential as a successful, replicable school model.

The community schools who have been conditionally approved for grants include:

- Arts and College Preparatory Academy (Columbus) \$ 1,879,346.00
- Dayton Early College Academy, Inc. (Dayton) 749,182.00
- United Preparatory Academy (Columbus) 1,086,377.50
- Zanesville Community High School (Zanesville) 298,679.00

Total \$ 4,013,584.50

These schools join eight community schools that were awarded more than \$17 million in grants during the first round of the program in August 2016. To complete the award process, schools must execute grant agreements that are subject to approval by the state Controlling Board.

50-Year Legacy: an MLK Memorial Event - Ohio Statehouse Atrium, April 4

To memorialize Dr. Martin Luther King, Jr. on the 50th anniversary of his tragic death, the Ohio Dr. Martin Luther King, Jr. Holiday Commission invites the public to attend “**50-Year Legacy: an MLK Memorial Event**” at noon, Wednesday, April 4 in the Ohio Statehouse Atrium, downtown Columbus.

Speakers will include the Rev. Joel L. King, Jr., a first cousin to Dr. King who is a Gahanna resident, and David Jehnsen, who lead a Chicago delegation to the 1963 March on Washington. Jehnsen, a Galena resident, is chair and founding trustee of the Institute for Human Rights and Responsibilities.



The Columbus State Community College Gospel Vocal Ensemble will perform at this free event. For more information visit das.ohio.gov/mlk.

The rage of the oppressed is never the same as the rage of the privileged—bell hooks

In Memoriam



OhioMBE and the business community mourn the untimely passing of entrepreneur Antonio Robinson.

Our thoughts and prayers are with his family and loved ones during this difficult time.

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Erica Berg – Welty Building Company Diversity Coordinator



As an HR professional, Erica Berg has been involved with inclusion and diversity throughout her career. Now, as Diversity Coordinator for the Welty Building Company, she works to ensure that minorities, women, veterans and small, local businesses are included on the source lists for solicitations for products and services they are capable of providing to the many construction projects Welty manages throughout Central and Northeast Ohio.

Prior to joining Welty, Berg worked for Testa Companies and became versed in the unique needs and opportunities of construction HR. With Welty, she is responsible for promoting company-wide policy initiatives that demonstrate Welty's commitment to awarding subcontracts to qualified local, small, minority-owned, women-owned and veteran-owned businesses.

Specifically, she focuses on reaching diversity goals of 8.5% minority hires set by Welty client, FirstEnergy, on its construction projects. However, Welty goes above and beyond, promoting diversity by pushing for higher and higher inclusion rates. When asked to what she attributes her and Welty's success in this area, Berg replied, "Communication and teamwork."

A key factor in Welty's success has been hosting outreach events that allow interested parties to meet subcontractors and learn more about projects in which they and their company may get involved. "It's about finding and creating opportunities for people," says Berg. "The minority businesses I work with aren't looking for handouts, nor do they want to take on projects that don't match up with their abilities. They are interested in providing quality work and contributing real value to projects."

With the help of OhioMBE, a Welty outreach event for the Pro Football Hall of Fame's Johnson Controls Hall of Fame Village project attracted 150 people. Though a smaller project, the outreach event for the reconstruction of the Cleveland Athletic

See Advocate on page 7

www.OhioMBE.com

business tips

4 Ways Mom and Pop Businesses Can Outshine Their Bigger Competitors

March 29 is National Mom and Pop Business Owners Day—a day to celebrate the value that family-owned small businesses bring to their communities. These days, Mom and Pop businesses face many challenges as they compete against larger retailers and service providers with expansive budgets. But Mom and Pops have some strengths bigger companies don't. By leveraging them, they cannot only compete successfully but also excel.

Here are 4 advantages small businesses have over big businesses:

First-name Basis. This brings to my mind some lyrics from the theme song for the television show, "Cheers."

"Sometimes you want to go where everybody knows your name..."

I think we all can relate to how wonderful it feels when we walk into businesses where the owners or staff call us by name and make us feel valued.

Unlike many large corporations, mom and pop businesses have opportunities to really get to know their customers—and vice versa. It's not just business; it becomes personal as small business owners and their employees develop friendships with the people within their communities. Customers that know and like the people running a business will naturally be more inclined to visit again and again.

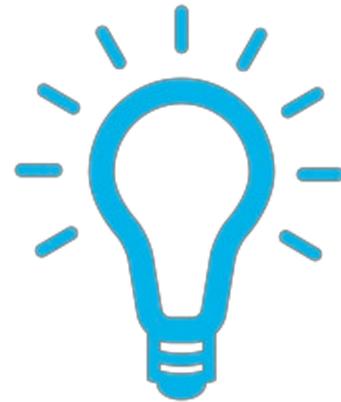
How can you make the most of this strength? Make an effort to learn about your customers. Do your best to commit to memory their preferences and key bits of information they give you about what's happening in their world. So, the next time they stop by your business, you can deliver personalized service and show you care by asking them about how their child's school play went or what adventures they've had with their new puppy. Acknowledging your customers as individuals builds trust and goodwill—and can lead to referrals.

Nimble and Flexible. Large corporations often have a lot of red tape and tiers of buy-in to get through before launching new products or services and making improvements in answer to customer feedback. In contrast, with their simple management structure that allows for fast approval, mom and pop businesses can respond to market demand and customer needs more quickly. And with no messy hierarchy and bureaucracy to navigate, mom and pop businesses can more adeptly cater to special requests from customers and offer more than customers are expecting. With their quick decision-making capabilities, mom and pop businesses are well positioned to nur-

See Business Tip on page 7

12 Best Part-Time Business Ideas

Here are a dozen ideas for businesses you can operate after work and/or on weekends. Bonus: All have the potential to turn into full-time businesses if desired.



1. **Virtual Assistant:** Do you have secretarial, project management or organizational skills? Then start a virtual assistant business, and work remotely to help businesspeople with administrative tasks. Promote your services on freelance job websites. Depending on your clients' needs, this business may require working daytime hours, but you can easily limit those to part time.
2. **Writing/Editing:** All you need to provide writing and/or editing services for businesses are writing skills, a computer and an Internet connection. Stand out by specializing in a particular niche, whether that's copywriting for websites, developing corporate publications or editing blog content.
3. **Crafts Business:** If you love crafting clothing, jewelry or home decor, turn your passion into a part-time business, and sell your products on [Etsy](#), [Shopify](#) or on your own website. Growing interest in locally made products means there is also a big market for crafts at crafts fairs and local boutiques.
4. **Photography/Videography:** Thanks to smartphones, everyone's a photographer these days. However, people are still willing to pay for professional photography and videography for special events, such as weddings, anniversary parties, Sweet 16 parties or corporate galas.
5. **Selling on eBay or Amazon:** Launching an ecommerce shop on eBay or Amazon gives you a built-in audience for your products which is easier than developing and marketing a stand-alone website. You can post, package and ship your products after work and on weekends; just make sure you have time during the day to respond to customer queries if needed.
6. **Tutoring:** Highly competitive college admissions have parents worrying about their children's grades as early as kin-

See Part-time on page 10

bid opportunities

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



LEGAL NOTICE

OPERATION: FIX IT – ROOF UPGRADES FOR WESTGATE ALTERNATIVE ELEMENTARY SCHOOL

Sealed bids for the above-referenced project will be received by the BOARD OF EDUCATION, City School District of Columbus, Ohio, Office of Capital Improvements, 889 E. 17th Ave, Columbus OH 43211, until Friday, March 23, 2018 at 2:00 p.m. More information can be found on the District's web site at <http://www.columbus.k12.oh.us/rfp>. The plans and specifications are on file with Franklin Imaging.



COLUMBUS METROPOLITAN HOUSING AUTHORITY

INVITATION FOR BIDS

Columbus Metropolitan Housing Authority – 162 N. Ohio Avenue Renovations

The Columbus Metropolitan Housing Authority (CMHA) will receive bids from qualified contractors for the Renovations at 162 N. Ohio Avenue, Columbus, Ohio 43203. All bids will be received and publicly opened on **Wednesday, April 11, 2018 at 1:30 p.m.**, at CMHA Central Office, 880 E. 11th Avenue, Columbus, Ohio 43211, Conf. Rm. A, Attn: Mr. Mike Wagner. An on-site pre-bid meeting is scheduled on **Monday, March 19, 2018 at 1:30 p.m.**, at the address listed above. Contract Documents may be viewed at www.cmhanet.com/DoingBusinessWithUs/Development. Contract documents may be obtained from Cannell Graphics, 5787 Linworth Road, Columbus, Ohio, 43085; Phone: 781-9760; Fax: 781-9759, starting **Monday, March 5, 2018**, upon receipt of a **refundable company check or money order for \$50.00**, payable to CMHA. Bidders must agree to comply with Davis-Bacon Labor Standards of the U.S. Department of Housing & Urban Development, and Section 3 of the U.S. Department of Housing & Urban Development Act of 1968, as amended, and are asked to assist CMHA in meeting their Minority Business Enterprise goal of 20%. A 5% bid bond must be submitted with bid.



Your calling isn't something that somebody can tell you about. It's what you feel. It is the thing that gives you juice.

The thing that you are supposed to do. And nobody can tell you what that is. You know it inside yourself. —

Oprah Winfrey



Call (614) 233-4173 Today

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MORPC is looking for contractors in the Franklin County area for home Weatherization and HVAC work.

We have been in business for over 30 years and can refer work to you on a regular basis.

There is even the possibility for free training.

If you are interested contact MORPC today!

MORPC does not discriminate on the basis of age, race, color, national origin, gender, sexual orientation, familial status, ancestry, military status, religion or disability in programs, services or in employment. Information on non-discrimination and related MORPC policies and procedures is available at www.morpc.org.

**Looking for bid notices?
Look for OhioMBE online!**



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bid opportunities

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



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>

DANIS

City of Logan Water Treatment Plant REBID:

“Danis Industrial Construc-

tion Company, an Equal Opportunity Employer, is soliciting bids from certified DBE, MBE, WBE and SBRA subcontractors and suppliers for the City of Logan, OH Water Treatment Plant REBID. **Fax bids to 937-228-7443 or email to estimating.dbcc@danis.com by no later than 10:00 A.M. 3/27/2018.** Items of work to be subcontracted include, but are not limited to the following: trucking, excavation, site work, fencing, paving, rebar supply/erection, flatwork, masonry, caulking, drywall, interior finishes, doors, windows, painting, plumbing, HVAC, electrical work and building material supply-all divisions. Bid documents are available at our on-line plan room at <https://secure.smartbidnet.com/External/PublicPlanRoom.aspx?Id=359441&e=1>. Please contact Jerry Bruno at 937-228-1225, with any questions regarding the project.”

DANIS

St. Marys Water Treatment Plant Contract 3A:

“Danis Industrial Construction Company, an Equal Opportunity Employer, is soliciting bids from certified DBE, MBE, WBE and SBRA subcontractors and suppliers for the City of St. Marys, OH Water Treatment Plant Contract 3A. **Fax bids to 937-228-7443 or email to estimating.dbcc@danis.com by no later than 5:00 P.M. 4/04/2018.** All bids should include a completed *Form 6100-3 DBE Subcontractor Performance Form*. Items of work to be subcontracted include, but are not limited to the following: trucking, excavation, site work, fencing, paving, rebar supply/erection, flatwork, masonry, caulking, drywall, interior finishes, doors, windows, painting, plumbing, HVAC, instrumentation, and building material supply-all divisions. Bid documents are available at our on-line plan room at <https://secure.smartbidnet.com/External/PublicPlanRoom.aspx?Id=360092&e=1>. Please contact Jerry Bruno at 937-228-1225, with any questions regarding the project.



Experienced Masons & Laborers Needed

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HHM

Holloway, Henderson & Martin, LLC

Cathy R. Holloway
President/Owner

EDGE, FBE, LEDE, DBE, SBE, WBE CERTIFIED

1612 Old Leonard Avenue
Columbus, Ohio 43219

(614) 302-2610
Cathy@hbmohio.com

Weekly pay

Must be able to pass a drug test

Driver's license and reliable transportation required



COLUMBUS METROPOLITAN HOUSING AUTHORITY

COMMUNITY. COMMITMENT. COLLABORATION.

Legal Notice: RFQ 2018-002 Multifamily Housing Developer Services/Purchase of Multifamily Community(ies)

The Columbus Metropolitan Housing Authority is seeking

Request for Qualifications (RFQ) for the procurement of Housing Developer Services (Multifamily Community(ies)). The response deadline is Friday April 13, 2018 at 11:00AM. A pre-proposal conference is scheduled for 11:00AM on Tuesday April 3, 2018 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.

#bidnotices

ture customer loyalty, earn repeat business and gain referrals.

How can you make the most of this strength? Treat every buyer interaction as an opportunity to gain valuable knowledge, improve your offerings and enhance the customer experience. Critical to the process is keeping a close eye on trends in your industry and what competitors are offering. Also, seek to learn—and closely listen to—what your customers like and dislike about your products and services. Industry blogs, joining your local chamber of commerce, staying tuned into your competitors' social media accounts and issuing customer surveys can help you recognize the changes you should consider acting on.

Also, listen to your customers' needs and go above and beyond to deliver personalized service. If you have employees, empower them to make decisions to do a little something extra when a prime opportunity for building customer loyalty presents itself. For example, think of the goodwill a mom and pop coffee shop might generate by giving its employees the authority to extend an occasional on-the-house cup of Joe to busy professionals who visit your location before work every morning.

Part of the Community. Mom and pop business owners have many opportunities to demonstrate their sense of social responsibility in supporting causes within their communities. And with 55 percent of consumers willing to pay more for products from socially responsible companies, giving back can have a direct result on a small business's bottom line.

How can you make the most of this strength? As someone who lives and works within your local community, seek to be a part of making life better for those in need in your area. Keep a pulse on the causes that matter to your customers. Coat and food drives at your location not only serve a social need, but they also make your store a destination for new customers. You might also consider donating a portion of your profits for a limited time to a chosen charity. Other ideas include sponsoring a charitable event or a local sports teams. And giving your time to lend a hand at a nonprofit event can give the organization some much-needed assistance while strengthening your business's reputation.

Small and Local. "Shop Small" and "shop local" have become prominent mantras across the United States, raising awareness of small businesses' contributions to their local communities. Mom and pop businesses often provide unique artisanal products and offer one-of-a-kind experiences that draw visitors from other locations. Also, family-owned businesses account for 64 percent of the U.S. gross domestic product and 78 percent of new jobs created each year. Cognizant of small businesses' impact on the local economy, people have a renewed interest in doing their part to keep their dollars in the local community.

Save the Date



October 24, 2018

Recognizing Ohio's Top MBEs, FBEs and their advocates.

Advocate from page 3

Club facility brought in 50 interested attendees. Not only do these events allow Welty to meet and recruit qualified and diverse hires, but they also help create relationships with internal teams.

Says Welty President and CEO Don Taylor: "We've always been committed to diversity, but Erica has turned our commitment into real results by enhancing our relationships with minority businesses, helping us package bids that are better suited to their strengths and assisting them in understanding how to work with us to achieve our goals and theirs."

Erica received her Master of Arts (MA) in Human Resources Management and Services from Walden University in 2015. She also has a Bachelor of Arts (BA) in Mass Communication and Public Relations/Image Management from the University of Akron (2010).

How to make the most of this strength: The American Express® Small Business Saturday website offers many tips and tools for promoting your local business year round. It also provides ideas for how you can use Small Business Saturday (which falls on the Saturday after Black Friday) to boost customer motivation to buy from local businesses as the holidays arrive. You can also leverage the Shop Small® movement by partnering with other local mom and pop shops in your community. By recommending each other to customers and cross-promoting each other's products and services, you can all gain more exposure and make more revenue.

Source: www.sba.gov

OhioMBE Certification 101 at the WBC

Make a resolution to get your business certified in 2018!



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.

Class dates are online at www.OhioMBE.eventbee.com

ECDI Welcomes Danielle Sydnor as Executive Director of Northern Ohio!

Danielle will be responsible for overseeing operations for ECDI in Northern Ohio. As the Executive Director, Danielle will cultivate relationships within the community and work to ensure ECDI is able to execute on its goals of providing technical assistance, training and access to capital for small businesses.



Danielle brings with her more than 16 years of experience in the financial world, having led teams at Bank of America, and developing a strong network as a financial advisor with Merrill Lynch. Her civic engagement as Chair of the Economic Development Committee for the Cleveland NAACP provides her with keen insight into the significant resource that ECDI is for the community.

Danielle is based at the ECDI Cleveland Office:

7000 Euclid Ave., Ste. 203,
Cleveland, OH 44103

Contact her at: 216.912.5655 or dsydnor@ecdi.org

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

- Akron Urban League

Cleveland

- Cleveland Urban League
- Cleveland Women's Business Center

Columbus:

- Driving Park Library
- M & M Chicken
- Livingston Ave. Library
- M.L.K. Library
- Woodland Y.M.C.A.
- Woodland Christian Church
- Mt. Vernon AME Church
- A Cut Above The Rest Barber Shop

- Creole Kitchen
- OSU Black Extension Center
- Mt Vernon AME Church
- Shiloh Baptist Church
- Second Baptist Church
- Lincoln Café
- Linden Library
- COWIC
- City of Columbus ODI
- Women's Business Center
- ECDI
- Increase CDC
- Mt. Hermon Baptist Church
- Corinthian Missionary Baptist Church
- Mt. Olivet Baptist Church
- Destiny Center
- Columbus Main Library

Dayton

- City of Dayton - Human Relations Commission

If you would like OhioMBE distributed at your business, please email us at news@OhioMBE.com

Ohio Diversity Network

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

Saturday, March 17, 2018 at 10:30am
[Certification 101 at the WBC](#) - Columbus

Tuesday, March 20, 2018 at 6:00pm
[Columbus Branch NAACP – Community Conversation "Health of African American Community"](#) - Columbus

Tuesday, March 20, 2018 at 6:30pm
[Columbus Library: Market Research for Entrepreneurs](#) - Columbus

Wednesday, March 21, 2018 at 11:30am
[ECDI: Capital for Construction: Contract Killer Provisions](#) - Columbus

Wednesday, March 21, 2018 at 4:00pm
[Franklin County Correction Center Vendor Outreach](#) - Columbus

Saturday, March 24, 2018 at 11:00am
[Central Ohio Club of National Association of Negro Business & Professional Women's Club – 2018 Women's History Program](#) - Groveport

Tuesday, March 27, 2018 at 6:30pm
[Columbus Library: The Startup Experience: Asempe Kitchen](#) - Columbus

Wednesday, March 28, 2018 at 9:30am
[Columbus Library – Grants for Nonprofits](#) - Columbus

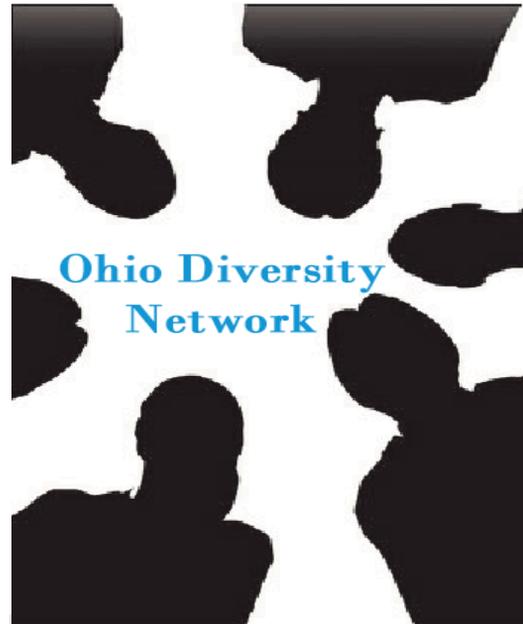
Thursday, March 29, 2018 at 8:00am
[The New Albany Entrepreneur Boot Camp and Networking Event to benefit Champions for Play, in association with the Urban and Shelley Meyer Foundation](#) - New Albany

Thursday, March 29, 2018 at 9:30am
[Columbus Library – Grants for Individuals](#) - Columbus

Monday, April 9, 2018 at 6:30pm
[Columbus Library: Grants for Nonprofits](#) - Columbus

Monday, April 9, 2018 at 7:00pm
[Columbus Branch NAACP – General Membership Meeting](#) - Columbus

Tuesday, April 10, 2018 at 12:00am
[ODOT – Civil Rights Symposium](#) - Columbus



Hosting a business event?

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

Email: news@ohiombe.com
for login information

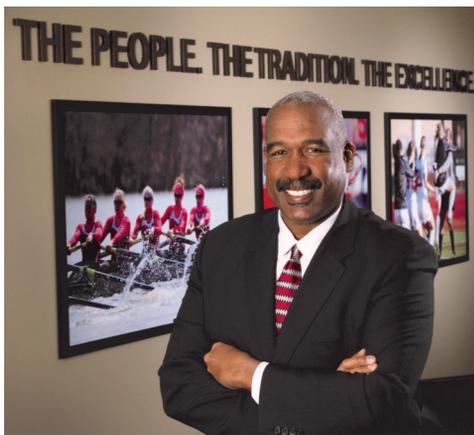
*OhioDiversityNetwork.com is
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THE CITY OF
COLUMBUS
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OFFICE OF DIVERSITY
AND INCLUSION

championships.

Smith has additional oversight responsibility for the Business Advancement division of Ohio State which includes: Schottenstein Center, Nationwide Arena, Blackwell Hotel, Drake Union, Fawcett Center, and Trademark & Licensing.



Smith is known for outstanding fiscal controls. The athletics department is completely self-supporting; it receives no university funds, tax dollars or student fees. In fiscal year 2015-16, the department transferred nearly \$39 million in assessments to the university, including more than \$19 million in grant-in-aid reimbursement. Both athletics and the university will derive benefit from the unprecedented \$252 million partnership agreement signed with NIKE in 2016.

As a highly-recruited student-athlete and member of national championship teams as a college athlete, coach, and administrator, Smith is passionate about the well-being of student-athletes and the championship experience.

Under Smith's leadership, the Ohio State athletics department has thrived, winning myriad conference and national, individual and team, athletic championships and awards. In 2015, Forbes recognized the Ohio State Athletics Department as one of the ten best organizations to work for in sports. Smith is credited with creating a collaborative culture within the department, as Forbes cited it for having "developed an incredible reputation in the industry for the positive way they treat their employees."

Smith grew up in Cleveland, Ohio, and attended the University of Notre Dame on a football scholarship. He played four years of football as a defensive end for the Irish and was a member of the 1973 Associated Press national championship team.

Smith received his bachelor's degree in business administration from Notre Dame in 1977. Following graduation, he joined the Notre Dame coaching staff under Dan Devine and remained in that capacity until 1981. The 1977 Notre Dame team captured the undisputed national championship.

Gene and Sheila have four children: Matt, Nicole, Lindsey and Summer, and seven grandchildren: Marshall, Steele, Addison, Grayson, Tyson, Elijah and Maya.

Registration information for the Symposium is available online at <http://www.dot.state.oh.us/ODOTCivilRights/Pages/registration.aspx>

dergarten. Ease their worries, and help children by offering after-school tutoring at clients' homes or at local schools.

7. **Music Instructor:** Are you musically talented? Start a part-time business teaching music. You can have students come to you, or visit their home to give lessons. Music appeals to all ages, so market your services to adults eager to learn new skills, as well as to children and teens.
8. **Interior Decorating:** if you have an eye for home decor, beautify clients' surroundings as a part-time interior decorator. You can do most of your scouting and even shopping online, share ideas with clients on Pinterest and meet with them in their homes in the evening and on weekends to do the actual decorating.
9. **Catering Business:** Put your chef skills to work by launching a catering business. Partner up with friends who can help you plate and serve the food; meet with clients in the evenings to plan their events; then cater to their needs on the weekends.
10. **Personal Trainer:** If you have early mornings, afternoons and/or weekends free, you can start a personal training business visiting clients in their homes or meeting in local parks. Sign up to teach classes for a local parks and recreation department to get your first clients, and start building your brand.
11. **Janitorial Services:** Office complexes need to get cleaned after working hours, making this a good opportunity if you're willing to work at night. Startup costs are minimal, and this business can be launched with just you and a partner.
12. **Handyman Service:** People who can fix things around the house are always in demand. Market your service on online ratings and search sites such as [Yelp](#), [Local.com](#) and [Angie's List](#). However, the real key to success is good word-of-mouth. Do a great job, and your customers will refer you to their friends

Source: www.score.org

Business Terms You Should Know:

Licensing agreement – an agreement between two enterprises allowing one to sell the other's products or services and to use their name, sales literature, trademarks, copyrights, etc. in a limited manner.

Secretary of State Jon Husted has announced March as “Women-Owned Business” Month.

Throughout the month, Ohio Business Profile will highlight select businesses from across the state.

It is estimated that there are more than 330,000 women-owned businesses in Ohio and 11.3 million in the United States. In the Buckeye State, these businesses generate more than \$43 billion in sales every year.

“Women-owned businesses span every single industry sector in our economy,” Secretary Husted said. “From transportation and logistics to manufacturing and personal services, these businesses are growing every day and helping to drive our state’s economy.”

Companies profiled this month include:

- **Asempe Kitchen, LLC** (Columbus, Ohio) is a West African and Ethiopian fusion catering company and pop-up that focuses on providing vegan and vegetarian options.
- **Bay Food Market** (Lancaster, Ohio) has been serving Lancaster and the surrounding communities since 1932 and is Lancaster’s oldest independent grocer. Their most notable products include fresh home butchered meats, custom made party trays and fresh produce.
- **Beth Underhill FitLife, LLC** (Cincinnati, Ohio) joins women together who have overcome their issues with weight, food, body image and self-esteem by learning effective solutions in a supportive and nurturing community. Their mission is to make women feel strong both physically and mentally.
- **Caster Connection** (Columbus, Ohio) manufactures casters and is also a master distributor of elite brand casters, wheels and other material handling products. They believe that clients deserve exceptional service, great products, fair prices and product availability.
- **Jones Metal Products Company** (West Lafayette, Ohio)

manufactures components for many markets including aerospace, aircraft, defense, commercial lighting and healthcare. Starting in 1923, they have been privately-owned from the beginning and are currently into their third generation of board leadership.

- **Panel Control, Inc.** (Anna, Ohio) is an electrical automation company specializing in wire harness cable assembly, custom control panel assembly and installation. Every panel and cable is built to the highest standards and is fully inspected before shipment.
- **Reed & Baur Insurance Agency, LLC** (Athens, Ohio) considers meeting the insurance needs of their customers the foundation of their company. They provide recommendations and design custom solutions for their valued clients.
- **Rossi Machinery Services, Inc.** (Ashland, Ohio) was established in 1995 and provides quality products and services to the manufacturing sector. As they celebrate their 23rd year of business, they continue to explore new avenues to perform specialized machining, fabrications and modifications.
- **Solus Lighting LTD** (Cleveland, Ohio) is a full service lighting and production management company specializing in high-end corporate, social and non-profit events around the world. Bringing diversity and trustworthiness to their clients is a company priority.
- **Valley Energy Solar** (Salem, Ohio) specializes in residential, commercial, agricultural and public solar system installation and project management. They have a strong belief in the viability and long-term potential of solar energy.
 - **Wildflower Boutique** (Yellow Springs, Ohio) was started by a woman who wanted to create a place where everyone feels comfortable to shop, ask questions and be inspired to both look and feel good when they leave. They are a trendy, relaxed fashion stop that wardrobes customers from head to toe.
 - **Yoder Concrete Construction, LLC** (West Liberty, Ohio) is a Christian, family-owned concrete construction company with over 25 years of industry experience. Their goal is to provide quality craftsmanship alongside dedicated and knowledgeable service.

Business Terms You Should Know:

Depreciation – The gradual erosion of the usability and value (possibly due to obsolescence) of an enterprise’s fixed assets. In some cases depreciation can be declared as a tax deduction.

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Business Profile: Pringle Business Consulting

Linda Pringle Evans is the president and founder of Pringle Business Consulting, LLC. She is a brand extraordinaire and business consultant serving professional women, entrepreneurs and small - medium sized companies to build personal and business brands to reveal their uniqueness and differentiation from competitors. Linda has an intuitive gift that allows her to tap into her client's innate abilities, gifts, talents and strengths to develop a distinctive brand and business. Linda's clients become branded with an undeniable image as an authority within their industry. Therefore, impacting the growth and sustainability of ones business for increase sells and profits.

Linda is on a mission educating "Branding comes before design and marketing." PBC provides the following services:

- Build a solid brand identity that becomes top of mind.
- Design websites, landing pages, logos, business cards, naming, color palette, typography and more to communicate your brand with consistency.
- Position your brand to become compelling, visible, memorable, recognizable and standout with distinction as the Right Choice.



As a veteran speaker, Linda has conducted live events trainings to help women to own the stage when speaking. She has served as a keynote and motivational speaker, emcee, trainer, internet radio show host, author, business consultant, and event strategist. In addition, she is the Partnering Director of the Public Speakers Association. She has also won the Toast Masters Table Topics for the District and Regional Competition.

Her passion for helping women is exemplified through the Women's Leadership at Otterbein University. She is a professional advisor for the members of the Women's Business Center and received "The Advisor of the Year 2017 Award from Increase CDC.

Would you like to receive the standout brand audit? If so, please email linda@lindapringleevans.com To schedule your brand audit today! To learn more about Linda visit: www.pringlebizconsulting.com

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