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*Small Business is Good Business*

Advocating, Informing and Promoting Small & Minority Owned Businesses



**Take the OhioMBE Shopping  
Challenge!**

**Spend at least \$50 with  
Black-owned businesses during  
the Holiday Shopping Season.**

## 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

## Dec. 2 surplus auction features floor cleaning system, arc welder, post hole digger, John Deere tractors and more

The state's next miscellaneous property auction, scheduled for Saturday, Dec. 2, will feature numerous unique items including an Explorer 1500H Floor Cleaning System, Lincoln Arc Welder, two-person post hole digger and two John Deere tractors, including an LT 170 lawn tractor (pictured).

A wide variety of computer equipment (e.g., laptops, monitors and printers); electronic appliances (e.g., copiers, digital cameras, DVD players, audio and video equipment and mobile radios); and office furniture (e.g., filing cabinets and tables) also will be auctioned, as well as an assortment of miscellaneous items.

The auction will be held at the Ohio Department of Administrative Services, General Services Division headquarters, 4200 Surface Road, Columbus, 43228. The doors open at 8 a.m. The auction begins at 9 a.m.

Inventory is subject to prior sale to governmental entities. All inventory will be sold "as-is" with no warranty or guarantee of any kind.

Purchased items must be paid for in full the day of the sale. Cash and credit cards (Visa, Discover and MasterCard only) are accepted. Credit and debit cards are charged a 3 percent service fee. Certain methods of payment are subject to IRS regulations. Inventory may be inspected Friday, Dec. 1 from 8 a.m. to 3 p.m. The warehouse is open until 5 p.m. on the day of the auction. All items must be removed by Friday, Dec. 8 at noon. All participants must register on the day of the auction.

For more information, contact Tom Lowery or Mark Young at 614-466-7636 or visit the DAS State and Federal Surplus Services website at [ohio.gov/surplus](http://ohio.gov/surplus).

Columbus City Schools Outreach Office and  
Columbus City Schools Purchasing Department

has relocated to

**The Facilities Building at**

**889 East 17th Avenue, Columbus OH 43211**

The Purchasing Department can be reached at:

(614) 365-5820

(614) 365-6763 (fax)

The Outreach Services Department can be reached at:

(614) 365-8732

(614) 365-8484 (fax)



*Please be aware of this very important change.*



## Advocate! Resist! Support!

By Ronda Watson Barber  
OhioMBE Publisher

What are you doing to support Black-owned businesses? OhioMBE has always encouraged our readers to spend their dollars with Black companies. We are issuing our annual Holiday Spending Challenge. During the 2017 holiday shopping season, please vow to spend at least \$50 with companies owned by Black folks. During the holidays we buy a lot of stuff. It is estimated that we have the spending power of over a trillion dollars. Recycling our dollars back into our community only benefits our community.

It's a no-brainer that supporting Black businesses is vital to the continued growth and economic empowerment of our community. Black children need to see their parents and caregivers buying from Black businesses. They also need to witness Black businesses operating in their community and employing others.

Need some gift-giving ideas? Relax from cooking and use a Black caterer for your next holiday party or event. Consider giving a piece of Black art as a holiday gift. There are Black-owned cleaning companies that will help tidy up your house or office during the hectic festive season. Our business directory, on page 11 & 12, features many fine companies to assist you with your shopping needs.

When you make your purchase from a Black business, please post it on our Facebook page. We want to give you and the business an electronic shout-out!

Have a great Holiday Season. Buy Black!

Just my thoughts...rwb



Got some business news to share?  
Send it to [news@OhioMBE.com](mailto:news@OhioMBE.com).

It may appear in an upcoming  
issue of OhioFBE or OhioMBE.

## The Price of Advocacy

If you've ever been to Capitol Hill daily hundreds or even thousands of advocacy groups pour into our Nation's Capital to gain access to law makers for the constituents or groups that they serve. Advocacy groups converge on the District of Columbia to lobby Elected Officials daily about laws and decisions that affect the quality of life for its members.

When we look at the Chamber of Commerce, the National Rifle Association and the many other dues paying organizations and associations with memberships all throughout this country, members gladly pay membership dues because they know that those advocacy groups are in the trenches fighting on their behalf by gaining access to the right people to affect positive change on behalf of their membership.

It would seem that in 2017 and staring into the face of 2018, with the current climate in this country on every level, federal, state, local, county, and where civil rights are being challenged through the reversal of laws and programs, Black people would overwhelmingly be in support of the Nation's Oldest Black Advocacy Group who fight on behalf of Civil Rights, yet when you speak to the average Black business owner or average Black elected official, both who have the most to gain, in this city about membership, they act as if you are asking them to join a suicide pact. As a whole, we consistently work against our own best interest

As a collective people, we don't know our History. Collectively we don't read, we don't study and we are apathetically lackadaisical about holding people accountable who should be held accountable. We consistently and foolishly believe we don't need a strong historic organization to speak out about our rights, we don't need affirmative action programs, that the playing field is already level and we have no need for an Advocacy group to advocate in behalf of our people, our schools, our businesses or the overall quality of life in our community, which is why laws are systematically openly being challenged and reversed that affect our people.

We accept and are satisfied with crumbs. We don't stand up and ask for what we want, we accept what they give us and most of the time we don't even know what we want often to our own detriment. As a people, we don't stick together, we don't look at the collective as a people and we miss the devastating effects of how laws are being changed that are setting us back, until we personally are affected by some unfair practice or rule and that's when you want to call upon the NAACP to advocate in your behalf when you don't even have a basic

*See Guest on page 6*

# CDL DRIVERS



# 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](http://wmcareers.com)

EOE M/F/D/V



### Pipe Layer/Laborer

TAM Construction Inc., is accepting applications for Pipe Layer/Laborer and Operator. TAM Construction Inc., is an Equal Opportunity Employer and Drug Free Work Place, women and minorities are encouraged to apply. Apply at 6648 Hudnell Road, Athens, OH 45701 or [Tamconstruction@intelliwave.com](mailto:Tamconstruction@intelliwave.com)



# bid opportunities

To post a bid notice, call 614-522-9122 or email [news@ohiombe.com](mailto:news@ohiombe.com)



The Mid-Ohio Regional Planning Commission (MORPC) seeks a qualified, experienced consultant to collect traffic counts around central Ohio.

The count locations are primarily in the MORPC regional model area but may also include counts within MORPC Area of Interest as shown in Appendix A. A multi-year traffic count program is being considered: the contract will last from January 1, 2018 to December 31, 2018 with possible contract extension(s) not to extend beyond December 31, 2020. The consultant selected for the program would be considered to continue the contract in the following year(s) if all the requirements are met or exceeded.

Counts to be collected under this contract include vehicle volume counts, classification counts, and turning movement counts (TMCs). There are approximately 1000 locations or intersections to be counted through December 31, 2020.

Consultants interested in being considered must submit five (5) printed copies and one (1) in the form of a jump drive in a PDF format. Proposals will be received by MORPC until 4:00 pm (ET), Monday, December 4, 2017.

Submit proposals to: Nick Gill  
Assistant Director of Transportation Systems & Funding Mid-Ohio Regional Planning Commission  
111 Liberty Street, Suite 100  
Columbus, OH 43215

See full RFP at [www.OhioMBE.com/bid-opportunities](http://www.OhioMBE.com/bid-opportunities)



## LEGAL NOTICE

OPERATION: FIX IT – FIRE ALARM PACKAGE 1B – (WEST HIGH SCHOOL/NORTHLAND HIGH SCHOOL) & (EASTMOOR HIGH SCHOOL/WALNUT RIDGE HIGH 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 Tuesday, December 19, 2017 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.



Kokosing Industrial, Inc. is preparing bids for Girard WWTF Peak Flow Treatment & Equalization Improvements in Girard, Ohio which bids December 7, 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: Erosion Control, Tank Cleaning, Trucking, Concrete Reinforcing, Precast Hollowcore Slabs, Masonry, Waterproofing, Insulation, Roofing, Caulking, Doors & Windows, Acoustical Ceilings, Painting, Plumbing, HVAC, Electrical, Instrumentation & Controls, Paving, Fencing, Seeding & Landscaping, and Overhead Cranes. 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 December 6, 2017: e-mail [snichols@kokosing.biz](mailto:snichols@kokosing.biz) or Fax 614-212-5711.

"Kokosing Industrial is an equal opportunity employer."



## 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 **TUESDAY, DECEMBER 19, 2017** at which time and place all bids will be publicly opened and read aloud for:

**EXTERIOR DOOR REPLACEMENT AND RELATED WORK at MOHAWK APARTMENTS, SAFER PLAZA, AKRON, OHIO 44306**

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](mailto:seblue@seblueprint.com)

An email link for the above mentioned specifications is available 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](http://www.seblueprint.com)

See full bid notice at [www.OhioMBE.com/bid-opportunities](http://www.OhioMBE.com/bid-opportunities)

**OhioMBE Awards Top MBE:**

Gerald Whitehead

ASAP Mow & Snow, LLC is a professional lawn care and snow & ice management business providing services for commercial and residential customers. ASAP Mow & Snow, LLC. Is a participating 100% owned MBE/



Gerald Whitehead (left) is pictured with OhioMBE Publisher Ronda Barber and 2013 OhioMBE Awards Top MBE John Larkin.

EDGE, company. Darlene Whitehead has been Owner since its existence and her husband, Gerald, has been the Operations Manager. Together, they have made ASAP Mow & Snow, LLC one of the leaders of their industries in their community.

ASAP's mission is to provide the customer with professional care. We exist to attract and maintain customers. When we adhere to this maxim, everything else will fall into place. Our services will exceed the expectations of our customers.

ASAP Mow & Snow, LLC's growth has been rapid. In 2014, gross sales were \$25,000, in 2015 (after becoming MBE/EDGE certified, gross sales for the year was \$200,000, 2016, gross sales reached to \$300,000.

Some of our major clients are The University of Toledo (snow & grass), The University of Toledo Foundation (snow), Lucas Metropolitan Housing Authority (grass/snow), Lucas County Land Bank (grass).

ASAP Mow & Snow, LLC is dedicated to its community. ASAP is a participating member of the Minority Business Assistance Center (Toledo).

As of now, ASAP Mow & Snow, LLC is based and operated out of Northwest Ohio. We expect to be statewide in the next three years and hopefully nationwide in the years to come.



**Buy Black**

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



[www.facebook.com/ohiombe](http://www.facebook.com/ohiombe)  
[www.facebook.com/bidnotices](http://www.facebook.com/bidnotices)



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[www.twitter.com/bidnotices](http://www.twitter.com/bidnotices)

**#ohiombe**  
**#bidnotices**

**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](mailto:news@ohiombe.com) | 614-522-9122

MBE | EDGE | FBE | LEDE certified

*Guest from page 3*

membership.

The NAACP on the Federal, State and Local level nationally is advocating tirelessly on behalf of black citizens in this country. For a nominal membership fee of thirty dollars (\$30) a year, the National Association for the Advancement of Colored People (NAACP) is working on your behalf constantly petitioning elected officials and government bodies to effectuate change to make the lives better for the collective. Again, I ask you, what is the price of advocacy?

For more information on the Columbus NAACP, visit <http://www.naacpcolumbus.org/>

The Columbus Branch NAACP – Unit 3177  
The Oldest, The Boldest, The Largest, and the Oldest Civil Rights organization in America

# 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.



Next class is Dec. 16. Register at [www.OhioMBE.eventbee.com](http://www.OhioMBE.eventbee.com)

## Reserve your spot at the Dec. 13 OhioMBE Procurement Fair, hosted by Eldorado Scioto Downs



Register at [www.OhioMBE.eventbee.com](http://www.OhioMBE.eventbee.com)

Early Bird Registration ends 12-6  
Promo code: Dec-earlybird

Make new contracting connections at the Dec. 13 OhioMBE Procurement Fair. Small businesses will get 15 minute appointments to meet one-on-one to promote their product/service.

The following organizations will be attending:

- Eldorado Scioto Downs Racino
- Franklin County
- Ohio Department of Rehabilitation & Correction
- State of Ohio

Organizations confirmed their participation on a daily basis, check our website and social media.



### 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@hhmohio.com



Open enrollment for  
Obamacare begins  
November 1 and ends  
December 15  
[www.healthcare.gov](http://www.healthcare.gov)

# Ohio Diversity Network

Get a weekly email from [OhioDiversityNetwork.com](http://OhioDiversityNetwork.com) notifying you of upcoming events. Sign up online!

**Tuesday, December 12, 2017 at 5:30pm**  
**Columbus WBC – R.O.A.R. – Revitalized, Optimized, and Ready!** - Columbus

**Wednesday, December 13, 2017 at 1:00pm**  
**Columbus WBC – Financial Wellness with Fifth Third: Protecting Your Identity** - Columbus

**Wednesday, December 13, 2017 at 1:00pm**  
**OhioMBE Procurement Fair hosted by Scioto Downs** - Columbus

**Wednesday, December 13, 2017 at 1:00pm**  
**WBC Columbus – Financial Wellness with Fifth Third: Protecting Your Identity** - Columbus

**Saturday, December 16, 2017 at 10:30am**  
**Certification 101 at the WBC** - Columbus

**Tuesday, December 19, 2017 at 6:00pm**  
**Columbus WBC – When Funding Your Dream Seems Impossible – in partnership with Kiva** - Columbus

**Monday, January 15, 2018 at 7:00am**  
**33rd Martin Luther King Jr. Birthday Breakfast** - 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 [www.OhioDiversityNetwork.com](http://www.OhioDiversityNetwork.com)

Email: [news@ohiombe.com](mailto:news@ohiombe.com) for login information

• **Save The Date!** •

April 10 & 11, 2018

2<sup>nd</sup> ANNUAL

• **Civil Rights** •  
**Transportation Symposium**

INCLUSION • COMMITMENT • RESULTS

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hosted by



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Have you subscribed and aren't receiving your email? Check your spam account. A weekly email is sent out late Sunday or early Monday.

# ohiombe.com





# 7 Types of Advertising That Don't Cost an Arm and a Leg

Advertising can be a powerful way to deal with marketing challenges such as low brand awareness, a declining customer base or heavy competition. Or perhaps you simply have a desire to drive more foot traffic to your business and think advertising can help.

Most of us couldn't afford a 30-second national TV ad during a big championship game. Luckily, there are many more affordable and cost effective techniques available if you choose wisely. Here are 7 types of advertising that needn't cost a lot, and can fit within a small business budget:

**Social Media Ads** - Ads on social sites such as Facebook, YouTube and Twitter can cost just pennies for each person who views your ad. The way each social platform charges is different, and the type of action you are looking for (view, click-through, etc.) can vary the rate. With social media ads you can set a small daily budget -- perhaps just \$20 per day, or around \$600 a month.

**Classified Ads** - Classified ads are perfect if you are looking to post a job opening or offer a household service such as lawn cutting or cleaning. A classified ad might cost \$200 for a 30-day run in some newspapers -- or less for a shorter time frame or in a smaller paper.

**Event and charity sponsorships** - Sponsoring local events such as high school sports, charities or causes, can be relatively inexpensive. You can get considerable visibility starting as little as \$500. Donate branded giveaway items at the event such as key chains, notepads or water bottles with your company logo at a cost of a few hundred dollars more. You'll not only get business visibility, but also the satisfaction of supporting your community or favorite cause.

**Sign Spinners** - Holding a grand opening? Running a special

sale? Consider a sign spinner service, i.e., someone who holds up a large sign near a main thoroughfare and spins it around to capture attention. At \$30 an hour (rates vary by market) for a professional sign-spinning service, it would cost \$750 to advertise 5 hours a day for 5 days. Factor in the cost of printing a large sign, too. Check your local ordinances to make sure sign spinning is allowed.

**Every Door Direct Mail** - One of the U.S. Postal Service's innovations is a lower-cost way to send direct mail. With the Every Door Direct mapping tool, you identify neighborhoods you want to reach. For example, real estate agents or home improvement contractors could do a mailing of 5,000 postcards for under \$1,500. That estimate factors in printing costs for 6.5 x 9 inch cards and the Every Door Direct special postage rate of \$0.177 per piece (as of this writing).

**Local Deal Vouchers** - In terms of out-of-pocket expense, local deals with sites like Groupon, Living Social, and others can be the least expensive because you do not pay a dime up front. But - watch out. In the end, local deal vouchers can be expensive if you give away all your profit. The way they work is that you offer the consumer a discount - usually significant. Let's say an item normally sells for \$50. You create a Groupon local deal for half off at \$25.00. Let's assume Groupon takes 50% of the consumer's price, in this case \$12.50. You receive the remaining \$12.50 -- on a product you typically charge \$50.00 for!

Many factors affect advertising costs, so always get firm price quotes in advance. Finally, remember that the most benefit comes from combining advertising with other marketing. For example, advertising your grand opening along with hiring a DJ and providing food during the event, together with a publicity campaign targeting your local media and postings on your social media channels, may get far more mileage than advertising alone.

Source: [www.sba.gov](http://www.sba.gov)



Reserve your space  
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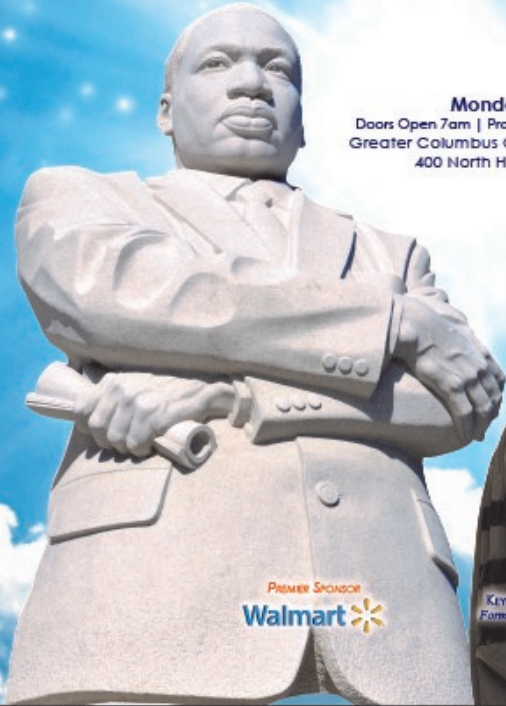




## THIRTY-THIRD ANNUAL DR. MARTIN LUTHER KING, JR. BIRTHDAY BREAKFAST

"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



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

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✉ spiffycleaning614@gmail.com

Happy Holidays!

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

### Canton

- Community Center  
Minority Business Association Center

### Cleveland

- Cleveland Urban League

### Columbus:

- Driving Park Library
- M & M Chicken
- Livingston Ave. Library
- 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
- Shiloh Baptist Church
- 2nd Baptist Church
- Lincoln Café
- St. Stephen's Community Center
- Bethel AME Church
- Linden Library
- COWIC
- Columbus Board of Education
- Women's Business Center
- 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

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# OhioBizDirectory.com



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## EXCENTURE BUSINESS SOLUTIONS

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### Kes Harris Trucking, LLC

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*Earla D. Richardson  
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*Lawn care and Landscaping*

**John Larkin**  
Sr. Partner



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E-Mail: [john@esc-ohio.com](mailto:john@esc-ohio.com)  
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## OhioFBE

Celebrating Ohio's Women Owned Businesses

# www.ohiombe.com

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Include your business in our online directory

# Happy Holidays



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Shop for everyone on your gift list this holiday at [smile.amazon.com/ch/46-3350000](https://smile.amazon.com/ch/46-3350000) and Amazon donates to Ohio Business Development Center. Proceeds benefit the Frank W. Watson Scholarship.

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# Junior's Sweetpotato Pies

### Sweetpotato Cheesecake

- Sweetpotato Pie
- Strawberry Cheesecake
- Blueberry Cheesecake
- Oreo Cheesecake



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