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Advocating, Informing and Promoting Small & Minority Owned Businesses



Celebrating 9 Years of Publishing



Ohio marked 50 years since MLK's tragic death Statehouse ceremony celebrated Dr. King's life and legacy

The Ohio Dr. Martin Luther King, Jr. Holiday Commission commemorated the 50th anniversary of the assassination of Dr. Martin Luther King Jr. on Wednesday, April 4 in the Ohio Statehouse Atrium in downtown Columbus. The free public ceremony titled "50-Year Legacy: an MLK Memorial Event" celebrated Dr. King's life and legacy.



Rev. Joel King speaks at the 50-Year Legacy: an MLK Memorial event.

Speakers included the Rev. Joel L. King, Jr., a first cousin of the late Civil Rights leader, and David Jehnsen, chair and founding trustee of the Institute for Human Rights and Responsibilities and leader of a Chicago-

See King on page 8

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OBDC Planroom to provide access to minority contractors

The Ohio Business Development Center Minority Planroom is open for business. Minority and female-owned construction firms now have access to local construction documents. "There is a tremendous need for a construction plan room in Central Ohio to provide access to minority & female to construction documents. The lack of accessibility to construction documents, particularly during non-business hours is a barrier for MBE & FBE construction companies," said OBDC founder and OhioMBE publisher Ronda Watson Barber.



The goal of the planroom is to eliminate a barrier for small contractors. One of the goals of the OBDC and OhioMBE is to empower microenterprises to become more viable business enterprises. This is accomplished through making construction documents available at little to no-cost, monthly certification classes, direct one-one-one estimating assistance and the posting of bid notices.

See Planroom on page 9

OhioMBE

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.

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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.

Twitter: ohiombe

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Hashtag: #ohiombe

government briefs

OFCC requests participation in survey

The Ohio Facilities Construction Commission (OFCC) is requesting participation in a short survey regarding the State of Ohio's EDGE participation program, specifically regarding OFCC-administered construction projects.



From the surveys listed below, please complete the survey that best applies to your firm:

- Project Owner: <https://www.surveymonkey.com/r/EDGEProjOwner>
- Project Lead (A/E, CM, Contractors): <https://www.surveymonkey.com/r/EDGEProjLead>
- EDGE Certified Business Owner: <https://www.surveymonkey.com/r/EDGECertBusiness>

We intend to use the survey results to improve the EDGE program on items in which OFCC has the authority to act.

This survey will close at the end of business, Friday, May 4, 2018.

SOS Husted recognizes businesses who offer financial advice and guidance to Ohioans

Secretary of State Jon Husted has announced April as “Investing in Your Future” Month. Throughout the month, Ohio Business Profile will highlight select businesses who offer financial advice and guidance to Ohioans preparing for their future.

“Making important financial decisions can be an intimidating process,” Secretary Husted said. “Whether it’s a local credit union or a consumer finance group that helps to design a plan for you, these organizations can assist you in planning for a better financial future.”

Companies profiled this month include:

- **Faith Financial Advisors, Inc.** (Loveland, Ohio) is an investment management and retirement advisory firm focused on developing customized strategies that are designed to fit the needs of their individual, corporate, and non-profit clients.
- **Fifth Third Bancorp** (Cincinnati, Ohio) is a diversified financial services company with over 18,000 employees. They strive to be a good corporate company through nationally recognized programs such as Lives Improved through Financial Empowerment, Feeding Our Communities initiatives, and Strengthening Our Communities grants.
- **First Federal Bank** (Defiance, Ohio) is a full-service community bank with 43 branches and numerous ATM locations in Ohio, Michigan, and Indiana. They see themselves as more than just a bank and are passionate about serving the community through volunteer efforts and other forms of generosity.

 **Not voting is not a protest.**

It is a surrender. - U.S. Rep.

Keith Ellison

Be an informed voter

By Ronda Watson Barber
Publisher


Early voting has started. Those seeking elected office are out canvassing and campaigning asking for your vote. Our votes and dollars have power. Use it wisely. Ask questions. Don't just check a box because someone has an "R" or "D" behind their name or are the endorsed candidate of a political party.

Below is a list of questions that may assist in your voting decision.

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?
12. How do we hold you accountable?

Just my thoughts...RWB

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

 **Voting is the most precious right of every citizen, and we have a moral obligation to ensure the integrity of our voting process.** - Hillary Clinton

Monique Cox-Moore - Ohio Secretary of State



Monique Cox-Moore works for the Ohio Secretary of State Jon Husted. She is the Statewide Minority Outreach Coordinator. The office of the Ohio Secretary of State has two major functions. The Ohio Secretary of state is the Chief elections officer and grants authority to do business in Ohio. Monique engages the community of Ohio about office functions and office initiatives.

She can be reached at 614-254-4057 or via email mmoore@ohiosecretaryofstate.gov

Profiles from page 2

- [Osgood State Bank](#) (Osgood, Ohio) is proud to provide services that support Ohioans' financial growth. They have developed an extensive loan process focused on providing superior services to small businesses that are underserved by regional national banks.
- [Richwood Bank](#) (Richwood, Ohio) has been dedicated to service and their community for over 150 years. Their goal is to inspire, protect, and celebrate anything that helps communities thrive.
- [Seven Seventeen Credit Union](#) (Warren, Ohio) is motivated to proactively and innovatively meet the financial needs of their members. Having 12 branches, Seven Seventeen provides banking services to more than 80,000 members.
- [Vinton County National Bank](#) (McArthur, Ohio) was founded in 1867 and has grown to encompass 17 branches across eight counties. They serve their local community by sponsoring financial literacy programs, while also giving monetary donations to worthy causes year-round.
- [Whitcomb & Hess, Inc.](#) (Ashland, Ohio) is a public accounting and financial advising company that assists their clients with all of their accounting, tax, investment and wealth management needs. They also encourage their employees to not only serve their clients but also their community by volunteering for various community boards and service clubs.

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Masons
&
Laborers
Needed**

Weekly pay

Must be able to pass a drug test

Driver's license and reliable
transportation required

HH&M Construction
1612 Old Leonard Avenue
Columbus, OH
614-302-2610

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TAM CONSTRUCTION INC., is accepting applications for the following position: Pipe Layer/Laborer. Must have knowledge

installing underground utilities. TAM Construction Inc., offers health insurance, life insurance, and PTO. TAM Construction Inc., is an EOE and Drug-Free Work Place, women and minorities are encouraged to apply. Inquire within at: 6648 Hudnell Road, Athens, OH 45701 or tamconstruction@intelliwave.com for application and/or more information

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Business Terms You Should Know:

- **Cash Based Accounting** – an accounting method that enters income and expenses into the books at the time when payment is received or expenses incurred.
- **Current Assets** – Assets that can be converted quickly to cash.
- **Liquidity** – the percentage of an enterprise's assets that can be quickly converted into cash
- **Profit Margin** – total revenues less total expenses
- **Working Capital** – the cash available to an enterprise for day-to-day operations.



Call 614.522.9122 to
Get your Business
Noticed

ADVERTISE HERE

bid opportunities

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



Super Excavators, Inc. is requesting quotes from **qualified MBE, WBE and SBE Subcontractors & Suppliers** for the following project: **London Road Relief Sewers (LNDN), Project No. 1422, Bidding on May 22, 2018 at 01:00PM with the NEORS. The NEORS will be hosting a prebid meeting on April 19, 2018 at 10:00am at the District's Environmental and Maintenance Service Center, 4747 East 49th Street, Cuyohoga Heights, Ohio. SEI will have a representative present to meet with interested subcontractors.** We are soliciting quotations for all trades including the following segments of work, and any others that may have inadvertently been left off of this list: Traffic Control / Maintenance; Construction Documentation; Geotechnical Instrumentation Pavement Removal & Replacement Concrete Removal & Replacement; Demo & Restoration; Erosion Control; Landscape Restoration; Surveying; QC Testing, Engineering; Trucking / Hauling; and Site Security. **PLEASE CONTACT US TO DISCUSS SPECIFIC OPPORTUNITIES AVAILABLE.** Where economically feasible, we are willing to divide total contract requirements into smaller portions or quantities to permit maximum participation of MBE/WBE/SBE Subcontractors. Contact us to obtain copies of project plans and specifications, or if you require assistance with obtaining bonding, lines of credit, insurance, technical assistance, etc. **Please contact Pete at (262) 252-3200 or email pete@superexcavators.com for additional information. Complete all negotiations prior to May 18, 2018. Super Excavators, Inc., N59 W14601 Bobolink Avenue, Menomonee Falls, WI 53051. An Equal Opportunity Employer.**

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

DEPARTMENT OF
DEVELOPMENT

The Department of Development is looking for diverse vendors and contractors who are licensed with the City of Columbus working in the following areas:

- **Graffiti Removal.** Contact Eric Voorhees (614-645-7934 or eavorhees@columbus.gov).
- **Grass Cutting and Solid Waste Removal.** Contact Mike Schwab (614- 645-7122 or mfschwab@columbus.gov).
- **Demolition and Asbestos Abatement.** Contact Mike Farrenkopf (614- 679-5873 or mlfarrenkopf@columbus.gov) or Seth Brehm (614-645-5659 or swhbrehm@columbus.gov).
- **Mowing, Property Maintenance, and Miscellaneous Services.** Contact Audrea Hickman (614-645-8907 or aehickman@columbus.gov).
- **Construction trades including: General Construction, Home Improvement, Electrical, HVAC, Plumbing, and Lead Abatement.** Contact Tim Tilton (614- 724-3009 or twtilton@columbus.gov).
- **Lead Safe Columbus has funding to train contractors for the Lead Abatement and Renovation, Repair and Painting (RRP) Program.** Contact Erica Hudson (614- 645-6739 or ejhudson@columbus.gov).

To register for notifications on upcoming bid opportunities, please visit <http://vendors.columbus.gov/sites/public>.



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>

**Get Bid Notices
Delivered to your inbox**

Visit www.OhioMBE.com and add your email address to our bid notice database.



Minority Planroom
OHBC.org

OBDC

#bidnotices

www.OhioMBE.com

bid opportunities

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

LEGAL NOTICE

OPERATION: FIX IT – FIRE ALARM PACKAGE
2A – DUXBERRY PARK
ELEMENTARY SCHOOL, MOLER ELEMENTARY
SCHOOL, SHERWOOD MIDDLE SCHOOL &
INDEPENDENCE 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 Friday, April 27, 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.

kokosing INDUSTRIAL Kokosing Industrial, Inc. is preparing bids for the Wastewater Treatment Plant Refurbishment, in Village of Burton, Ohio which bids April 27, 2018. 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: Trucking, Reinforcing Steel, Post Tensioned Tanks, Masonry, Waterproofing, Insulation, Roofing/Siding, Caulking, Doors/Windows, Plumbing, HVAC, Electrical, I&C, and Overhead Cranes. Bidding documents can be examined at Kokosing Industrial, Inc., 6235 Westerville Rd., Westerville, OH 43081 or by emailing Sonja Nichols at snichols@kokosing.biz

Please have your quote to Chad Lampe by 12:00 PM April 26, 2018: e-mail snichols@kokosing.biz or Fax 614-212-5711.

"Kokosing Industrial is an equal opportunity employer."

LEGAL NOTICE

OPERATION: FIX IT – ROOF UPGRADES FOR
HUBBARD MASTERY SCHOOL PRE-K – 6

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, April 27, 2018 at 10:00 a.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 "Attention City of Columbus/ DOT/SBA Certified MBE/ WBE Companies"

Kokosing Industrial, Inc. is preparing bids for the Dublin Road Water Plant Standby Power, in Columbus, Ohio which bids May 9, 2018. 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: Construction Photos, Reinforcing Steel, Caulking, Painting, Trucking, Electrical, I&C, Fire Alarm System, Auger Cast Piling, Paving, Fencing, and Seeding/Landscaping.

Bidding documents can be examined at the following locations:

- Kokosing Industrial, Inc., 6235 Westerville Rd., Westerville, OH 43081
- Division of Water, Technical Support Section, Utilities Complex-910 Dublin Road, 2nd Floor, Columbus, OH 43215.
- Arcadis US, Inc., 100 E. Campus View Blvd., Suite 200, Columbus, Ohio 43235.
- AECOM, 277 W. Nationwide Blvd., Columbus, Ohio 43215.

Please have your quote to Steve Ehret by 12:00 PM May 8, 2018: e-mail snichols@kokosing.biz or Fax 614-212- 5711.

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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**

ohiombe.com

bid opportunities

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

kokosing INDUSTRIAL  "Attention City of Columbus MBE/WBE Companies" Kokosing Industrial, Inc. is preparing bids for the Hap Cremean Water Plant – UV Disinfection project in Columbus, Ohio which bids April 25, 2018. 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: Photographic Documentation, Trucking, Fire stopping, Painting, Plumbing, HVAC, and Instrumentation & Controls. Bidding documents can be examined at the following locations:

- Kokosing Industrial, Inc., 6235 Westerville Rd., Westerville, OH 43081
- Division of Water, Technical Support Section, Utilities Complex-910 Dublin Road, 2nd Floor, Columbus, OH 43215.
- Stantec Consulting Services, Inc., 1500 Lake Shore Drive, Suite 100, Columbus, OH 43204-3800.

Please have your quote to Steve Ehret by 12:00 PM April 24, 2018. e-mail snichols@kokosing.biz or Fax 614-212- 5711.

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Celebrating Ohio's Women Owned Businesses

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WHY ISN'T
COLUMBUS
ONE OF YOUR CUSTOMERS?



Are you a WBE, MBE or DBE? Then we want to work with you. **The City of Columbus Office of Diversity and Inclusion** can help register your business with the city.

Visit our website or call **(614) 645-2203** for more information.

columbus.gov/odi

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

King from page 1

based delegation to the 1963 March on Washington. The Columbus State Community College Gospel Vocal Ensemble also performed.

Rev. King both educated and inspired attendees. "Fifty years ago, Dr. King was far from the favored celebrity he is today. He was under fierce criticism for opposing the war in Vietnam. Former colleagues would scorn his commitment to non-violence. Headlines call him ... one of the most menacing men in America. The FBI was planning counterintelligence trying to embarrass him, to spread rumors and discredit him but it didn't work," he said.

"Like he saw then and we witness today so many years later, the world is in a mess. The nation is sick from the White House to the outhouse," he said. "Like then and now, something is happening in our world and our country. The masses of people, including young people, are rising up ... the cry is, 'We want to be free' and 'enough is enough.'"

Rev. King encouraged the audience to do their homework.

"Read the whole speech and why he went to Memphis and what he challenged us to do as a nation and as a people – to put our money in our own banks, to do our own thing. And

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

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 www.bensongroupllc.com

Alan D. Benson, MBA, MPA
 President



Save the Date

Ohio 2018 MBE Awards

October 25, 2018

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

Sponsored by:

The City of Columbus, Wesbanco Bank, Waste Management
 and The Columbus Zoo

The National Small Business Week Virtual Conference hosted by the SBA and SCORE Association will take place May 1- May 3, between 12:30 pm ET - 6:30 pm ET each day.

The conference will offer 12 educational webinars, mentoring sessions, networking opportunities and resources in a 3-day event. You will hear from industry experts, such as Visa, Google, Chase, Constant Contact, Square and more. They will share insider tips on various aspects of online marketing, financing, customer service, cybersecurity among other topics.

You don't have to participate all 3 days. Sign up at www.score.org, and attend the sessions that interest you most.

NATIONAL SMALL BUSINESS WEEK VIRTUAL CONFERENCE

May 1 - 3, 2018

12:30 - 6:30 PM EDT / 9:30 - 3:30 PM PDT



EARLY VOTING CALENDAR

DON'T WAIT UNTIL ELECTION DAY.

FIND OUT THE EARLY VOTING DATES IN YOUR STATE AND CAST YOUR BALLOT NOW.

Vote.org



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

Planroom from page 1

The plan room is temporary housed at the offices of HH&M Construction, 1612 Old Leonard Avenue. It will be open on Tuesday and Thursday evenings from 3 to 7 pm. Saturday hours are 10:30 to noon. Contractors can also schedule an appointment to view documents.

The OBDC Minority Planroom presently has Columbus City School projects and the Franklin County Correctional Center.

For information or to reserve a timeslot to view plans, email planroom@ohbdc.org

66 99 *If American women would increase their voting turnout by ten percent, I think we would see an end to all of the budget cuts in programs benefiting women and children.* Coretta Scott King

Ohio Diversity Network

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

Tuesday, April 17, 2018 at 5:30pm

OhioMBE: A Conversation with SBA Administrator Rob Scott - Columbus

Tuesday, April 17, 2018 at 6:00pm

Columbus WBC – BUILD-A-BRAND: CLASS 2: DESIGN - Columbus

Tuesday, April 17, 2018 at 6:30pm

Columbus Library: Market Research for Entrepreneurs - Columbus

Wednesday, April 18, 2018 at 11:30am

ECDI: CAPITAL FOR CONSTRUCTION: ACCURATELY ESTIMATING FOR A PROFITABLE JOB - Columbus

Thursday, April 19, 2018 at 1:00pm

OhioMBE Procurement Fair - Cleveland

Saturday, April 21, 2018 at 10:30 am

Certification 101 at the WBC - Columbus

Saturday, April 21, 2018 at 6:00pm

Impact Gala - Columbus

Tuesday, April 24, 2018 at 6:30pm

Columbus Library: Reaching Your Customers: Turning Research into Strategy - Columbus

Wednesday, April 25, 2018 at 9:30am

Columbus Library – Grants for Nonprofits - Columbus

Thursday, April 26, 2018 at 9:30am

Columbus Library – Grants for Individuals - Columbus

Monday, May 7, 2018 at 6:30pm

Columbus Library: Grants for Nonprofits - Columbus

Tuesday, May 8, 2018 at 6:30pm

Columbus Library – Starting a Small Business - Columbus

Wednesday, May 9, 2018 at 6:30pm

Columbus Library – Grants for Individuals - Columbus

Monday, May 14, 2018 at 7:00pm

Columbus Branch NAACP – General Membership Meeting
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
sponsored by:*

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

**OFFICE OF DIVERSITY
AND INCLUSION**

OhioDiversityNetwork.com

5 Essential Pages For Your Small Business Website

There are certain pages every website can't be without. A small business's site needs to give visitors what they are most likely to be looking for.

If you're getting a website together for your small business or reinventing an existing site, take a look at the five essential pages every small business website needs. We include three other recommended pages as well.

Homepage. Your homepage is the virtual lobby of your business, the first thing people notice when they visit the site. It's therefore vital that your homepage presents your business in a professional and engaging light. Make a great first impression!

As research from the [Nielsen Norman Group highlights](#), you have less than 10 seconds to convey your value proposition. Get to the point about what your business is about. Keep words concise, punchy and compelling to hook visitors and get them to explore deeper into your site.

About Us. People (including business people) do business with other people. Customers like to know a bit about a business, its experiences, ethos and goals. An About Us page informs visitors of such information. Avoid making it too lengthy or dull - show your company's human side and let potential customers see who's behind the business. Pictures of the team in action help.

Products / Services. Depending on what type of business you have, you'll want a Products page, a Services page, or

perhaps both. List what you sell in an organized way, so that it's clear to people. If you have a lot of different products or services, you might summarize them in logical categories, and link to more detailed pages about each product or service.

Images really help for products. Be detailed enough so that what you sell is clear to visitors. Also, by being clear in your language, you better optimize your pages for search engines and this means it will be easier to you find your site.

Contact. Why bother with a website if your visitors don't know how to get in contact with you?

As well as providing essential contact information, including your email address, phone number and address, your contact page should encourage visitors to connect with your business on the social media channels you use as well.

If your business gets foot traffic, include directions and possibly a map. Many website platforms today make it easy to embed an interactive Google map so visitors don't get lost. Be sure to include your hours of operation.

Testimonials. For small businesses, a testimonials page is your chance to let your business shine. It's a good idea to put the name of the person with their perspective company alongside the testimonial to give the endorsement greater credibility and authenticity - rather than anonymous testimonials.

Video testimonials are really good, but simple text works too. Some businesses today also use apps that embed reviews from external sites, and those reviews may appear on

5 Ways You Can Communicate Effectively in a Business Meeting

Take the time to prepare. Before delivering a speech, you always take the time to prepare what you're going to say.

The same thing applies to your business meetings. Before you even schedule the meeting, prepare what you're going to say. The reason you should do this before the meeting is scheduled is because it forces you to find a clear value or purpose for the meeting. If you have trouble preparing useful content for the meeting, it's maybe best to hold off or cancel it all together.

Once you've prepared, gather your thoughts into key bullet points you can reference throughout the meeting.

Don't talk over others. If two people are talking at the same time, odds are neither one is being heard. As excitement (or tension) rises in the room, people tend to talk over each other. This is extremely unproductive.

If you get interrupted, refrain from trying to battle the other person for the ears in the room. Let them finish their points, and make sure to address them afterwards. If they try to inter-

See Meeting on page 12

a testimonials page or somewhere else in the site.

If you haven't got any testimonials yet, now's the time to start contacting satisfied clients and customers. Ask them right after you've provided your product or service when they're satisfied and it's fresh in their minds.

online. More and more appointment scheduling apps are available to embed into websites. It's a great convenience for customers, and companies can see an increase in customer registrations from these apps.

Blog. Finally, consider a blog on your website. Keeping it up-to-date with fresh and engaging content will ensure your business is portrayed as digitally-minded and can help you be seen as a leader in your field. A regularly updated blog can also work wonders for the search engine optimization (SEO) of your site, helping it to rank higher on the search engines.

Source: www.sba.gov





Arianna Huffington's Advice on Starting a Business

Arianna is a co-founder of The Huffington Post, author of the recent New York Times best-seller *The Sleep Revolution* and stepped down as Editor-in-Chief of The Huffington Post to pursue her new wellness startup, Thrive Global, which will offer wellness trainings and workshops on stress reduction. Here's her business advice for entrepreneurs who want to start a business for the first time:

"If you're going to start a business, you need to really love it, because not everybody is going to love it. When The Huffington Post was first launched in 2005, there were so many detractors. I remember a critic who wrote that The Huffington Post was an unsurvivable failure."

"When you get reviews like that and detractors like that, you have to really believe in your product. When you really believe in your product, you are willing to deal with all the naysayers and persevere."

Source: <https://www.ryrob.com/start-business-advice/>



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rupt you again, respectfully tell them to let you finish before they respond.

Pay attention to body language. Body language is a huge part of effective conversation. When you're speaking, make sure you are making eye contact with others and that you are sitting in an upright position. When looking at someone in the eyes, it builds trust and makes you seem more sincere.

Additionally, you should gauge the body language of your listeners as well. If they are looking off into the distance or slouched in their seats, odds are they aren't picking up what you're saying.

Always try to mix things up. Business meetings, especially long ones, can get very dull very quickly. Sometimes, that's just the nature of the content being discussed. When you sense things start to go dry, try to mix things up a bit.

If you need to, you can take a break completely from what's being discussed. Open up the floor to discussion and get everyone reengaged. If you're diligent about keeping track of where you left off, these breaks won't serve as a distraction.

Always summarize and repeat key points. This is something you need to learn for any kind of communication. People often underestimate how well their points are received by who they're talking to. To be honest, people are generally bad listeners. While you can't make them "listen better" you can take it upon yourself to hammer home your key points.

After you've delivered your message, you should always summarize and reiterate your key points. It will help both you, and the audience retain what's been said.

Before you head into your next business meeting, make sure you remember the five points listed above. It will help keep your business meetings organized and productive.

Source: <https://www.business2community.com/>