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Advocating, Informing and Promoting Small & Minority Owned Businesses

Celebrating 9 Years of Publishing

Ohio program provides preferences to veteran-owned companies

The State of Ohio's Veteran-Friendly Business Enterprise (VBE) procurement program provides preference or bonus points to certified companies that compete to contract with the state to supply the goods or services it needs, including eligible construction services.

The Ohio departments of Administrative Services (DAS) and Transportation developed the program, launched in April 2017 following a statutory requirement adopted by the 131st General Assembly in 2015. The VBE procurement program established applicant eligibility requirements, certification procedures for applicants and for applying a preference to bids or proposals for state contracts submitted by VBEs. Since its inception, there are approximately 140 veteran-certified businesses in Ohio.

Eligible businesses must be in good standing with federal, state and local governments, and provide DAS with a copy of a record verifying veteran status or documentation demonstrating active service for each employee, partner, member, or director. To be eligible for certification into the program, a business must satisfy one of the following requirements:

- At least 10 percent of its employees must either be veterans or on active service;
- At least 51 percent of the business must be owned by veterans or persons on active service;
- If the business is a corporation NOT 51 percent owned by veterans or active-duty personnel, at least 51 percent of their board of directors must be in that status; and
- The business must be certified by the U.S. Department of Veterans Affairs as a service-disabled, veteran-owned small business or veteran-owned small business and the owner(s) of the business meets the definition of veteran as defined in Rule 123:5-1-01(II) of the Ohio Administrative Code.

The program allows prices on bids submitted by veteran-friendly businesses to be five percent higher than bids submitted by businesses not certified as veteran-friendly, and scores on proposals submitted by veteran-friendly businesses to be up to five percent lower than their non-veteran-friendly counterparts. The VBE program is race- and gender-neutral. At this time, there is no specific set-aside percentage or goal associated with the program.

The VBE program is one of three business preference programs administered by the DAS Equal Opportunity Division. The Minority Business Enterprise (MBE) program establishes a 15 percent set-aside procurement goal for state agencies, boards and commissions in awarding contracts to

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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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*"Don't be
afraid to
give up the
good to go for the great." --*

John D. Rockefeller

government briefs

City of Columbus to host recent updates to the City of Columbus ADA Policy workshop

The City of Columbus will host on Wednesday, May 23, 2018, at 9 am a free, two-hour presentation on the recent updates to the City of Columbus ADA Policy. The presentation will be held at the City of Columbus service building at 1881 East 25th Avenue. This presentation will provide 2 professional development credit hours. Coffee and donuts will be provided courtesy ASHE Central Ohio.

This is an additional session for any who were unable to attend the previous session held on May 3.

Please register in advance on Eventbrite to reserve your spot. Contact Steve Wasosky (SSWasosky@columbus.gov) with any questions.

Construction and Material Specification books are for sale

The 2018 Construction and Material Specifications books are for sale at the City of Columbus Permit office at 111 N. Front Street 1st Floor. The cost is \$20.00 per book.

If you have any questions regarding purchasing the books, please contact Ric Rossetti at 614-645-3039

SOS Husted names May at "Main Street Ohio" Month

Secretary of State Jon Husted has announced May as "Main Street Ohio" Month. Throughout the month, Ohio Business Profile will highlight select family-owned or independently operated businesses that are considered staples in their community.

"In almost every city or small town, there's a business that provides pride and joy in that community," Secretary Husted said. "Fortunately, many of these businesses have been around for a long time and they help create generational memories for many families in our state."

Companies profiled this month include:

- **Dietsch Brothers** (Findlay, Ohio) has been a staple in the Findlay community for over 80 years. They manufacture and sell over 60 varieties of old-fashioned ice cream and over 90 varieties of fine chocolates, truffles, kettle corn and roasted nuts.
- **E.E. Ward Moving & Storage Co.** (Grove City, Ohio) started as a stop on the Underground Railroad and has flourished into a successful moving company. Their team honors their distinguished legacy by embodying service with dignity and strong moral character.
- **Farmers & Merchants State Bank** (Archbold, Ohio) serves the financial needs of individuals, farmers, businesses and industries by offering traditional banking products, along with online, mobile and telephone banking products. Since starting in 1897, they have been committed to the growth of Northwest Ohio and Northeast Indiana.
- **Georgetown Marble and Granite Company** (Georgetown, Ohio) is a fourth generation, family-owned business. They are a full service monument company offering products such

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publisher's note

Congratulations



Legacy of Education - Congratulations to community advocate and president of the Columbus Branch of the NAACP Nana Watson (second from the left) on receiving her Master's Degree from Ohio Dominican University. She is pictured with her daughters Cheryl Watson (left), OhioMBE Publisher Ronda Barber (second from right), her granddaughter Ashlyn Barber (right) and great-grandson Miles. Cheryl and Ashlyn also have Master's Degrees.

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



"The beautiful thing about learning is that no one can take it away from you." -

B.B. King

Save the Date

OhioMBE Awards 2018

October 25, 2018

Sponsored by:

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The Columbus Zoo & Aquarium

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www.OhioMBEAwards.com



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Got some business news to share? Send it to news@OhioMBE.com.

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

ohiombe.com

www.OhioMBE.com

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business event, employment notice or
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HH&M Construction
1612 Old Leonard Avenue
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bid opportunities

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"Attention City of Toledo Certified MBE/WBE Companies"

Kokosing Industrial, Inc. is preparing bids for the Collins Park Water Treatment Plant Chemical Conveyance Phase II Project in Toledo, Ohio which bids May 22, 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: Roofing, Painting, Plumbing, and HVAC.

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 Steve Ehret by 12:00 PM May 21, 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 SHERWOOD MIDDLE 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, May 25, 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.



LEGAL NOTICE

OPERATION: FIX IT – ROOF UPGRADES FOR WOODWARD PARK MIDDLE 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, May 25, 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.



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 twilton@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>.



Minority Planroom
OHBC.org



"My mission in life is not merely to survive, but to thrive; and to do so with some passion, some compassion, some humor, and some style." —Maya Angelou

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>



COLUMBUS
REGIONAL AIRPORT AUTHORITY

ADVERTISEMENT FOR BIDS

Columbus Regional Airport Authority

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The Columbus Regional Airport Authority invites you to visit ColumbusAirports.com to sign-up for RSS feeds to automatically receive notifications of new bid opportunities and results.



LEGAL NOTICE

OPERATION: FIX IT – INDEFINITE QUANTITY
CONTRACT – ASPHALT PAVING

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, May 25, 2018 at 5:00 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.

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

Looking for bid notices? Look for OhioMBE online!



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www.facebook.com/bidnotices



www.twitter.com/ohiombe
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#bidnotices

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

bid opportunities

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



Columbus City Schools announces a Request for Qualifications for the following projects:

1. Professional criteria design services as required to complete mechanical system replacement at multiple locations. The total project budget is to be determined. The lead firm will be a licensed engineer.

2. Professional design services as required to complete fire alarm system replacements at multiple locations. The total project budget is to be determined. The lead firm will be a licensed engineer.

An informational meeting covering these projects will be held: Thursday, May 17, 2018 at 3:30 pm.

The meeting will be held at Columbus City Schools, 889 E. 17th Ave., Columbus, OH 43211

Submit separately for each project. Responding firms may submit for all projects. Submittals will be evaluated pursuant to ORC 153.65-691 based on the following criteria: professional qualifications of key members of design team, relevant past work of prospective firms, other applicable consultants, quality control procedures, response to CCS Community Inclusion Policy (Local Economically Disadvantaged Enterprise goal is 20% participation), and location of primary firm relative to project locations. Fees will be negotiated. The district reserves the right to reject any and all statements of qualifications and to waive any informality, irregularity, or failure to conform to the instructions contained in this public announcement. Firms are not to contact any schools. More information can be found at <http://www.columbus.k12.oh.us/rfp>

Responding firms are to submit three (3) paper copies and (1) electronic copy in PDF format of Parts I and II of the OFCC F110 -330 Statement of Qualifications form (most recent version). Part I is limited to 25 pages. EDGE requirements do not apply to this RFQ. Address submittals to Capital Improvements, Columbus City Schools, 889 E. 17th Ave., Columbus, OH 43211. Deadline for submissions is May 31, 2018 at 3:00 PM.

#bidnotices

OhioMBE Certification 101 at the WBC

Create new business opportunities. 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.



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

Get Bid Notices Delivered to your inbox

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



SBA Small Business Week Virtual Conference
Webinars are online

The U.S. Small Business Administration and SCORE Association hosted a free, 3-Day Virtual Conference during National Small Business Week. The conference took place from Tuesday, May 1 – Thursday, May 3.

The Virtual Conference offered all the best parts of an in-person conference, but without the hassle of traveling. Webinar topics included:

- How Changing Consumer Behavior Impacts Your Business
- Addressing Discrimination and Harassment in the Workplace
- Get New and Repeat Business on Autopilot with Email Marketing
- Creating and Sustaining a Strong Social Presence
- The U.S. Economic Outlook and Its Impact on Small Businesses
- Managing Your Finances in the Cloud
- Grow Your Business in 2018
- Simple Steps to Choosing the Right Financing
- Hug Your Haters: How to Embrace Complaints & Keep Your Customers
- Sharing Your Story Through Video
- Pop & Play: How Opening a Pop-Up Shop Can Help Launch Your Retail Brand
- Fusion Marketing: The Next Generation of Marketing

Webinars recordings are available at score.org

Main St. from page 2

- as mausoleums, benches and cemetery lettering.
- **Kewpee Hamburgers** (Lima, Ohio) is owned by The Kewpee, Inc., which locally owns and operates three of Lima, Ohio’s iconic quick-service hamburger restaurants. Their focus is sourcing ingredients locally, corporate citizenship through philanthropy and creating a safe and inclusive work environment.
 - **Kroner Dry Cleaners** (Cincinnati, Ohio) has been providing professional garment care since 1939. They blend “hands on” care with the latest technology available to deliver a beautifully finished product in an earth-friendly environment.
 - **Longview Barber Shop** (Columbus, Ohio) opened in 1919 by a returning World War I soldier. They have since mastered the feel of a traditional, neighborhood barber shop.
 - **Tope’s Furniture Galleries** (Osgood, Ohio) specializes in custom designed interiors to satisfy their customers' style and needs for comfort. They also offer complimentary design services for all of their customers.

Attention Disadvantaged
Business Enterprise Firms!

The following Bootcamp opportunities at being offered at
ODOT Central Office | 1980 West Broad Street | Columbus, Ohio 43223

Meet ODOT Staff.
Learn how to get the best value out of your DBE Certification

We will review a range of resources available to DBE Businesses and discuss what you can do to build your business.

DBE Bootcamps: Register Now!

DBE Consulting Firms Bootcamp
<http://consultant-dbebootcamp-june05.eventbrite.com/>
Tuesday, June 5th 9 a.m. - 4 p.m.

DBE Consulting Firms Bootcamp
<http://consultant-dbebootcamp-june05.eventbrite.com/>
Tuesday, June 5th 9 a.m. - 4 p.m.

DBE Contractors Bootcamp
<http://contractors-suppliers-dbebootcamp-june06.eventbrite.com/>
Wednesday, June 6th 9 a.m. - 4 p.m. *This will include Supplier Industry updates

DBE Trucking Companies Bootcamp
<http://trucking-dbebootcamp-june11.eventbrite.com/>
Monday, June 11th 9 a.m. - 4 p.m.

Materials and Suppliers Vendor (MSV) Informational
<http://msvinformational-june12.eventbrite.com/>
Tuesday, June 12th 10 a.m. - 12 p.m. *This will include Supplier Industry updates

Business Terms You Should Know:

- **Agent** - A business entity that negotiates, purchases, and/or sells, but does not take title to the goods.
- **Broker** – An intermediary that serves as a go-between for the buyer or seller.
- **Business Mission** – A brief description of an organization’s purpose with reference to its customers, products or services, markets, philosophy, and technology.
- **Buy-Sell Agreement** – An agreement designed to address situations in which one or more of the entrepreneurs wants to sell their interest in the venture.

Ohio Diversity Network

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

Wednesday, May 16, 2018 at 11:30pm
**ECDI: CAPITAL FOR CONSTRUCTION: UNDERSTANDING THE
BID PROCESS AND PREQUALIFICATION** - Columbus

Thursday, May 17, 2018 at 5:30am
Cleveland WBC – In the Company of Women - Cleveland

Thursday, May 17, 2018 at 1:00pm
OhioMBE Procurement Fair - Columbus

Thursday, May 17, 2018 at 6:00pm
Columbus WBC – ACCESS TO CAPITAL WITH KIVA - Columbus

Saturday, May 19, 2018 at 2:01am
Certification 101 at the WBC - Columbus

Saturday, May 19, 2018 at 11:00am
How to Get Work with Networking - Columbus

Tuesday, May 22, 2018 at 6:30pm
Columbus Library – The Startup Experience: Splendor Revival -
Columbus

Wednesday, May 23, 2018 at 9:30am
Columbus Library – Grants for Nonprofits - Columbus

Thursday, May 24, 2018 at 9:30am
Columbus Library – Grants for Individuals - Columbus

Wednesday, May 30, 2018 at 7:00am
COMTCO Breakfast - Columbus

Tuesday, June 5, 2018 at 9:00am
ODOT DBE Bootcamp – Consulting Firms - Columbus

Wednesday, June 6, 2018 at 9:00am
ODOT DBE Bootcamp – Contractors - Columbus

Monday, June 11, 2018 at 9:00am
ODOT DBE Bootcamp – Trucking - Columbus

Monday, June 11, 2018 at 7:00pm
Columbus Branch NAACP – General Membership Meeting -
Columbus

Tuesday, June 12, 2018 at 10:00am
ODOT DBE Bootcamp – Material & Supplier Vendor -
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**

YOU'RE INVITED



JOIN OUR DISCUSSION: NEW AIRPORT OPPORTUNITIES

NETWORKING BREAKFAST SERIES

Wednesday
MAY 30
7-9 am

SPEAKER

Shannetta Griffin, P.E.

Chief Development Officer
Columbus Regional Airport Authority

MARRIOTT HOTEL COLUMBUS AIRPORT

Veterans from page 1

MBE-certified businesses. The MBE program is designed to assist certified minority businesses in gaining state contracts for goods and services, which can include information technology and other professional services.

The Encouraging Diversity, Growth and Equity (EDGE) program is designed to assist socially and economically disadvantaged businesses in obtaining state government contracts in the following areas: construction, architecture and engineering; professional services; goods and services; and information technology services. The Ohio Revised Code establishes agency procure-

ment goals based on the availability of EDGE vendors, of which DAS annually notifies state agencies. For purposes of EDGE, racial minorities, women, people with disabilities, and businesses located in certain qualified areas (or census tracts) are presumed to be socially disadvantaged; however, anybody else who can demonstrate social disadvantage also may be eligible for the program. Economic disadvantage is based primarily on the owner's personal net worth.

For more information contact DAS at <http://www.das.ohio.gov/>

Five Strategies for Winning at Working Solo

Eighty percent of all U.S. small businesses have no employees. The number of non-employee businesses is expected to grow in coming years, due in part to the expansion of the gig economy (e.g., Uber, TaskRabbit, Thumbtack) and favorable economic conditions. Being in business with no employees means you don't have to deal with payroll, minimum wage rules, and other employer-related responsibilities. But it doesn't mean you are relieved of all business-owner obligations. You must wear all the hats in your business and see that what needs to be done gets done.

Here are five strategies you can use to make your business work — even though you don't have any employees working with you.

1. Outsource daily chores

There are only 24 hours in a day, and you can't work every one of them. You have to let others handle certain matters for you. This may be doing your bookkeeping, handling your calendar, or dealing with customers. Outsource to individuals or companies that can address your needs. For example, consider engaging a virtual assistant who can spend the hours you require each month on your business activities.

Also, be sure to arrange good help (including backup) with personal responsibilities—caring for a child, an elderly parent, or a disabled spouse. This will free you to concentrate on your business.

2. Put together a team of experts

As a one-person business, you don't have a legal department, an accounting department, a marketing department, or an IT department. But you likely need the help of experts in each of these and other areas. I recommend a team that includes:

- **Attorneys.** Likely you'll need different ones for different purposes (e.g., ones specializing in contracts, in intellectual property, in employment-related matters).
- **CPA.** You need an accountant to provide financial guidance to your business. This expertise extends beyond filing tax returns. It covers business practices you can use to improve your bottom line.
- **Insurance agent.** You can discuss the coverage you have and what you need, especially if your business changes over time.
- **Banker.** It's helpful to establish a relationship with your local banker. It may help you if you ever need a loan, and your banker likely is a good source of referrals to experts in your location.
- **IT.** It's essential today for a business to have an information technology expert on call. This person or company can advise on cybersecurity and handle problems with hardware and software.

See Solo on page 11

3. Automate whatever you can

Your time is limited. The more you can automate your activities, the more time you'll have for other matters. Today's apps enable you to do all sorts of tasks from a mobile device wherever you are that used to be done manually in an office. Some examples:

- Banking (e.g., making deposits remotely)
 - Customer relations
 - Email marketing
 - Invoicing
 - Scheduling appointments, meetings, etc.
- Social media marketing

4. Stay connected

Working alone can be isolating. Yes, you may spend time with customers and clients. But you don't necessarily have the same connection you do with colleagues and associates. Working alone may keep you from hearing about what's going on in your industry or with your competitors. Staying connected can be easily remedied by being proactive. Consider:

- Joining a local chamber of commerce (meet other business owners in your area and learn about local

developments that may affect your business, such as a new road or the arrival of a megastore)

- Network via trade associations and business groups
- Schedule lunches, or even just coffee, with colleagues

5. Separate yourself from your business

When working alone, it's all too easy for your personal and business lives to get tangled up. Keep things separate. First and foremost, separate your finances by using a business bank account and credit card solely for your business activities.

Also, be sure you're not working every waking hour. Shut the door, don't check email continually, don't answer a business call after hours, and take a Saturday, Sunday, or other day off each week. It may take effort to make personal time, but you can't survive for the long term without it.

Final thought

It's great to run solo, if you take steps to make it work. Most important: take a deep breath and enjoy the ride.

Source: www.sba.gov

SBA Announces Partnership with Veterans Affairs' Vocational Rehabilitation and Employment Program

The U.S. Small Business Administration has entered into an agreement with the U.S. Department of Veterans Affairs, through its Vocational Rehabilitation and Employment program. The partnership will give veterans access to self-employment assistance from the SBA, its resource partners, and U.S. Export Assistance Centers.

The VA and SBA will work together to prepare veterans, service-disabled veterans, and service members for self-employment. Through the partnership, veterans and service members will have access to networking events, job seeking skills, coaching, and entrepreneurship training.

"Veterans are extremely resilient as a result of their time serving in the military," said Barb Carson, Associate Administrator, SBA Office of Veterans Business Development. "This is why they are great candidates for self-employment – and why prepping them to take on the venture is of utmost importance. VA's VR&E program plays such an integral role in veteran business owners' journeys, so I can't wait to see the progress we're able to achieve together."

"We're excited to take this interagency effort to the next level through this partnership," said Jack Kammerer, Director of the Veterans Administration's Vocational Rehabilitation and Employment program. "Both SBA and VA provide important resources for veterans and service members to take on the next step in their career – and their civilian lives. Together, we can set them up for success should they decide self-employment is next for them."

VA and SBA will train local staff on services available through partnering agencies, and also facilitate appropriate referrals and on national, regional, and local levels.

To learn more about the resources offered by SBA's Office of Veterans Business Development and the Veterans Administration's Vocational Rehabilitation and Employment program, visit sba.gov/ovbd or benefits.va.gov/vocrehab.

Business Terms You Should Know:

- **Channels of Distribution** – The system where customers are provided access to an organization's products or services.
- **Cost of Goods Sold (COGS)** – The cost of goods sold is traditionally the costs of materials and production of the goods a business sells. For a manufacturing company this is materials, labor, and factory overhead. For a retail shop it would be what it pays to buy the goods that it sells to its customers. For service businesses, that don't sell goods, the same concept is normally called "cost of sales,



Business Profile: Parents in Motion



Charisma Curry

Parents in Motion is a ride sharing program in the Cleveland area for busy families. Founded by Charisma Curry a busy mom of four eager to solve her struggles to balance her family's life. Longing to share her solution she began competing in local hackathons in hopes of finding resources to bring her vision to life.

As a result she brought on two technical co-founders who shared a similar connection to the struggle and wanted to help move the idea forward. Chanel Williams. (head engineer) CTO became a co-founder along with April Woulard (CMO) and they would help develop the web-application where families could retrieve rides for their children.

To date Parents in Motion held a open house to educate families, won third place at GBH pitch completion and is allowing families to test the technology out for free prior to launch this summer.

To learn how you can #getinmotion, head over to www.ridepim.com and sign-up for our newsletter. Also, follow them on the following social media

platforms: Facebook: Parents in Motion; Twitter: @Parentsinmotion; Instagram: @Parentsinmotion

Pam Osborne named Ohio DAS Interim Director of Equal Opportunity Division



SCORE LIVE Webinar: Inspire Innovation in Your Small Business - May 31, 2018 1:00 p.m. ET/10:00 a.m. PT

Do you know why your company struggles with innovation? What obstacles stifle your creativity? How can you develop your next product or sell your next service? During this webinar, award-winning inventor, entrepreneur and author Lon Safko will show you how to get creative and inspire innovative thinking to make your small business thrive.

You will learn:

- How your brain functions (or doesn't)
- Demonstrations of your brain's difficulty to be creative
- Examples of exercises like "random association" that teach your brain to generate new ideas
- How to overcome obstacles and excel at creativity everyday
- Become your own "Innovation Thought Leader!"

Register at: <http://bit.ly/2KZKlXg>