



January 1, 2019

Published by The 912 Group, Ltd.

Ronda Watson Barber—Publisher/Editor-in-Chief

Volume 9—No. 24

*Advocating, Informing and Promoting Small & Minority Owned Businesses*

Celebrating 9 Years of Publishing

# Happy New Year!

## City of Columbus increases purchasing with MBEs

In the largest increase in the last five years, the City of Columbus increased its spending with minority suppliers for City contracts by 50% from 2016 to 2017, spending more than \$53 million on prime and subcontracts. A total of 12.5% of City contracts were awarded to minority- or women-owned businesses.

"One of my goals has been to expand the use of women- and minority-owned businesses for City contracts to show our commitment to the economic growth of all businesses," said Mayor Andrew J. Ginther. "I want to make sure that the city procures the best services, while also providing equal opportunities for all qualified businesses to compete for contracts."

At the City, supplier diversity represents the promotion of economic inclusion for minority and women-owned business by creating added value to the City's sourcing and procurement processes. This is accomplished through intra-departmental collaboration and the integration of diversity best practices, timely market research and continuous improvement processes.

"Central to our success in diversity and inclusion is the commitment, leadership and collaboration of numerous partners, internal to the City and within the greater Columbus community at large," said Damita Brown, Interim Director of the Office of Diversity and Inclusion. "Supplier diversity is evolving from a check-the-box corporate social responsibility requirement to a strategic enabler that makes us more competitive as a community and open to



Columbus Mayor Andrew Ginther



Director Damita Brown

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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.

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## Governor John R. Kasich appoints two Black women to serve as judges

Stephanie Mingo Miles of New Albany (Franklin Co.) was appointed to serve as a judge on the Franklin County Municipal Court, Environmental Division.

Miles will assume office on January 10, 2019, and must run in the November 2019 election to retain the seat for the remainder of the unexpired term ending January 7, 2022. Miles is replacing Judge Daniel R. Hawkins who has been elected to the Franklin County Court of Common Pleas, General Division.

Miles received her bachelor's degree from The Ohio State University and law degree from Capital University Law School. She is currently the Assistant Prosecuting Attorney for the Franklin County Prosecutor's Office. Miles was previously a Compliance Specialist for InHealth Mutual and Assistant Chief Legal Counsel for the Ohio Auditor of State's Office. Prior experience includes private practice in which she worked with juvenile and domestic relations cases. She is a member of the Ohio State Bar Association as well as the U.S. District Court, Southern District of Ohio.

Wanda C. Jones of Solon (Cuyahoga Co) was appointed to serve as a judge on the Cuyahoga County Court of Common Pleas, General Division. Jones will assume office on January 7, 2019, and must run in the November 2020 election to retain the seat for the remainder of the unexpired term ending January 2, 2023. Jones is replacing Judge Michael P. Donnelly who has been elected to the Ohio Supreme Court.

Jones received her bachelor's degree from Ursuline College and law degree from Cleveland State University. She is currently a Partner at Axner & Jones LLP. Jones' previous experience includes a judicial externship on the Cleveland Municipal Housing Court, private practice, and loss mitigation and credit analysis for Bank of America. She is a member of



Wanda C. Jones

*See Judges on page 3*

*MBE from page 1*

all."

In 2016, \$45 million – or 8.4% of city contracts – was spent with minority suppliers. Supplier diversity has not topped 9% in the last five years. The increase from 2016 to 2017 is significant because it happened without policy changes or mandates.

"I am pleased that we have seen this increase occur organically, without policy changes, through collaborative efforts between city departments and the Office of Diversity and Inclusion – and I expect this trend to continue," said Mayor Ginther. "Once the disparity study is completed early next year, we will be able to prepare a roadmap for necessary policy changes to ensure minority- and women-owned businesses have a fair chance to compete for City business."

To be certified with the City of Columbus, minority and women-owned firms need to complete the certification application and supporting documents available on the City website. (<http://bit.ly/2Tl62eu>)

# publisher's note

## Happy New Year! New Goals, New Successes!

By Ronda Watson Barber

Publisher

It's 2019! Just like clockwork, a new year is here. It's an exciting time. A fresh start. Many people resolutions to grow and develop. What are you working on? How will you expand or improve your business. How will your business make a difference for you personally and the overall community?

Looking back at 2018, I am proud that OhioMBE has actively worked to improve the business contracting climate for Black-owned and other small businesses. Our advocacy has assisted with the City of Columbus and Columbus City Schools improving their purchasing spend with MBEs.

OhioMBE has many milestones to celebrate. We have established a powerful voice in advocating for small businesses. Through our media outlets, we have increased the visibility of small businesses. We are established strategic partnerships with the City of Columbus, Columbus City Schools, Ohio Department of Transportation, Waste Management, Wesbanco Bank, ECDI, the Columbus Zoo and Aquarium, Franklin County and the Columbus Airports.

The OhioMBE Procurement Fairs, sponsored by Waste Management, provides access and one-on-one connections with organizations seeking to be inclusive in their purchasing. We traveled outside of Central Ohio and took the OhioMBE Procurement Fair on the road. We headed to Cleveland three times. Participants in the 2018 OhioMBE Procurement Fairs had access to over \$650,000,000 in contracting opportunities.

The OhioMBE Awards is a celebration of MBEs, FBEs and Family-owned businesses. The 2018 OhioMBE Awards was hosted by our partner, the Columbus Zoo and Aquarium. The annual scholarship luncheon recognizes the Frank W. Watson Scholars. The renewable scholarship assists students with post-secondary expenses. There are presently nine Frank W. Watson Scholars receiving assistance.

I greatly appreciate your readership. I believe the primary role of a newspaper is to inform the public about the activities of organizations that receive public tax dollars both good and bad. I take this responsibility seriously.

OhioMBE will continue to advocate and promote Black-owned businesses. We will continue to work with organizations to foster a positive climate that includes economic prosperity for all. OhioMBE will also inform our reader about issues of importance to their businesses.

The 912 Group and it's media outlets wish you happiness and success throughout the coming year.

Just my thoughts....rwb

## OhioMBE Awards Top FBE Nominee:

Renee Deluca Dolan—

Contempo Design & Communications

**Product:** A full service agency specializing in visual branding, environmental graphic design and digital ad creative

**Business Accomplishments:** Leader in industry in creative design services with a high ROI for clients. Accelerated the market acceptance of 'environmental design' as a means for companies to strengthen their brand awareness and loyalty. Marque clients include the Cleveland Indians, MCPc and others.

**Community Service Activities:** Contempo also

"designs" 4-6 events each year for the community on

various topics through their Amplify Speaker Series and Female Entrepreneurial Summit (FES). These events bring timely content to the community and serve as connectors to business people. FES has become the largest gathering of women entrepreneurs in the area and serves as a primary networking event committed to the acceleration and growth of female entrepreneurs.

This year, Renee added an investment fund to the event that will serve to provide funding to female-owned business, thereby addressing the access to capital gap in this demographic. Her leadership in this area is astounding and she has broad reach in setting the pace for female leadership in northeast Ohio. She has a strong track record of using her success and brand to further social injustices, as evidenced by her participation in the Adoption Network Renee has received numerous awards, the most recent recognition was from Kent State University as the Spirit of Woman of the Year .

Contact: [renee@contempocleveland.com](mailto:renee@contempocleveland.com)



Renee Deluca Dolan

*Judges from page 2*

the Ohio Bar Association, the Cleveland Metropolitan Bar Association, and the American Health Lawyers Association. In addition, Jones is the Program Director for the Solon Alliance of Black Families, a Legislative Chairperson on the Solon City Schools PTA, and a volunteer on the Child and Family Advocates of Cuyahoga County – Program Operations Board.



# bid opportunities

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



The City of Columbus (City) is seeking to acquire and implement a Common Payment System (CPS) to allow users to pay for multimodal trips and parking options from a single account. This account will be linked to various payment media and User preferences. The CPS will provide Travelers with a single, common platform that integrates with the Multimodal Trip Planner Application (MMTPA) that provides end-to-end trip-planning across all modes of transportation, both public and private. The CPS will allow booking, electronic ticketing and payment services for use by the trip planner as well as for other applications that want to allow their users to access the common shared account. The CPS will be developed to handle payments to parking providers for garages and surface lot parking. Integration with the Event Parking Management (EPM) Central System will interface with the CPS for payment processing. Travelers will be able to interact with the CPS system via the mobile or web application to pay for parking, add funds to their CPS account and receive reservation codes.

**Request For Proposal:** RFQ011078

**Open Date:** Dec 10th 2018, 6:00 PM EST

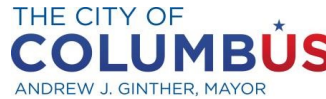
**Questions Due:** Dec 31st 2018, 5:00 PM EST

**Closing Date:** Jan 10th 2019, 1:00 PM EST

<http://vendors.columbus.gov/sites/public/VendorPortal/> and <https://columbus.bonfirehub.com/projects/>.



Ohio History Connection is seeking bids for the Poindexter Village Exterior Restoration project. A pre-bid meeting will be held 01/24/19 at 1:00PM at 290 N Champion Ave. Bid documents will be available 01/10/2019 for free on the OHC web page: <http://www.ohiohistory.org/hsfprojects>.



## 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](mailto:eavorhees@columbus.gov)).
- **Grass Cutting and Solid Waste Removal.** Contact Mike Schwab (614- 645-7122 or [mfschwab@columbus.gov](mailto:mfschwab@columbus.gov)).
- **Demolition and Asbestos Abatement.** Contact Mike Farrenkopf (614- 679-5873 or [mlfarrenkopf@columbus.gov](mailto:mlfarrenkopf@columbus.gov)) or Seth Brehm (614-645-5659 or [shbrehm@columbus.gov](mailto:shbrehm@columbus.gov)).
- **Mowing, Property Maintenance, and Miscellaneous Services.** Contact Audrea Hickman (614-645-8907 or [aehickman@columbus.gov](mailto: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](mailto: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](mailto:ejhudson@columbus.gov)).

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

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we're the same person all our*

*lives.*—Steven Spielberg

*I protect creativity: your ideas, brand, words, and designs ...*

Steven A. Hill  
Business Attorney and Registered Patent Attorney

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# #bidnotices

# How to Write Your Business Plan, 2019 Style

Are you thinking about starting a business in 2019? This is a good time to go over the essentials of how to write, review, and manage your business plan. Like so much else in business, the business plan has evolved with technology and changing business standards.

I have dealt with business planning as a main focus since the 1980s. It's still my main focus, but what works, and best practices, are always changing. This post is about the latest in business planning, not the standard or traditional.

## SMART Goals

SMART stands for **specific, measurable, attainable, relevant, and timely**. Most healthy businesses work towards collections of goals. A good business plan revolves around SMART goals.

- Some of these are obvious: sales, costs, expenses, keeping cash in the bank.
- Some are specific to your business, such as, repeat customers, renewals, churn, cost of customer acquisition, leads, close ratio, events, trips, whatever.
- Some are what I like to call milestones, things that have to happen, such as opening the new location, refreshing the website, reaching some number of customers, launching a new version, an ad campaign, filling a team vacancy, and so forth.

I want to emphasize *specific* and *measurable* in this context. We business owners often imagine goals like "great customer service" or "being the best of breed." Those generalities are not specific, not measurable, and not very useful. Actual management takes tracking, comparing results to expectations, and dealing with actions and causes. All of which should be part of a business plan and the process of frequent review and revision.

Also, *attainable*. I dealt with business plans as an expensive consultant first, for a couple of decades; and then as business owner for another couple of decades. I have seen first-hand that unrealistic goals don't actually work for getting things done. They reduce incentive. In my experience, people identify with goals they can reach.

## Planning, Not Just a Plan

As you do your business plan, think not of the old-fashioned formal plan but rather the planning, a process of setting goals and tracking progress. It's not just a single plan, but rather an ongoing process that starts with a first lean business plan and keeps that lean plan refreshed and up to date using regular tracking, plan review, and revision.

This frame of mind makes the business plan easier to do because it's always more like a latest draft than a finished product. Don't postpone life or business for planning. Always be

planning. Start with a simple plan that just covers your main goals or what you focus on first. Don't sweat making it perfect. Just get it started. There is no such thing as a perfect business plan, and the closest anybody comes is a plan that helps you manage by laying out goals, tracking results, and highlighting the progress and problems along the way.

Whatever your initial plan, make sure you revisit every month. Review progress, analyze results, and make course corrections.

## Do Only What You'll Use

The web, blogs, business books, and business courses are full of recommended business plan outlines and recommended contents. The SBA site

hosting this post has several. Common recommendations include summary, company description, product or service, management team, exit strategy, marketing, financing and so forth.

What I recommend is that you develop your own plan contents based on what you are actually going to use, track, and follow through with to optimize your business. For example:

- The SMART goals that drive the business. You might group them into goals related to different elements of the business and the traditional plan such as marketing, sales, product development, administration. Call them milestones if you want to, or deadlines, projects, steps ... get them written into your plan so you can track and manage.
- Essential numbers. You can't manage cash flow without managing expectations, budgets, and actual performance on sales, costs, expenses, assets, liabilities, and cash flow. This site and the web and bookstores and online software offerings are full of help for business owners who want to understand, forecast, and manage their business numbers. You don't have to know accounting or even bookkeeping to understand what drives your cash flow and keeps your business in good financial health.
- Key strategic and tactical decisions you need to keep in mind and regularly review and, when necessary, revise. Strategy, for example, may not meet the full criteria of SMART goals; but strategy is focus, and focus is good for business. You don't have to have pompous text in a large plan to summarize your business strategy. You can use a simple bullet-point list to remind yourself about choices you make regarding what you sell, to what market, and so forth. Similarly, tactics are choices you make to execute



# Make the Most of Your Ultimate Marketing Tool

There is one marketing and sales tool you always have with you: *yourself*. As a small business owner, you are the face of your business brand to every potential prospect you meet. How well are you using your personal power to promote your business and your brand? Here are three things that can make a big impression.

## Attitude

Your attitude determines your altitude, as the saying goes. People do business with people they like, so all else being equal, the right attitude can give you the winning edge over the competition. Be:

- Positive: be optimistic and look on the bright side of life. No one wants to work with Debbie Downer.
- Polite: whether you're stuck in traffic or someone cuts in front of you in line at the bank, be polite. You never know who's watching.
- Open-minded: curiosity opens doors. Always be ready to listen and learn about other people.
- Friendly: take the first step. Make the first move. Everyone responds to being treated with kindness.
- Persistent: don't expect to make a sale—or even a lasting impression—when first meeting a potential prospect. Be persistent, but not pushy, to build the relationship.

## Appearance

You should not judge a book by its cover—but let's face it, sometimes we can't help it. Does your appearance promote the right image to go with your business brand? Here are some basics to strive for.

- Be well groomed: brush your teeth, get regular haircuts, keep your shoes and clothes in good condition. Good grooming shows respect for yourself and others.
- Dress professionally: you don't need to button up in a suit and tie (unless that's your style). However, you should look put-together and professional at all times. Running out to do errands? Change your stretched-out sweatpants and stained T-shirt for khakis and a polo shirt and you'll feel 1,000 times better if you happen to run into a client or customer.
- Remember to smile: a friendly smile makes everyone more inclined to like—and do business with you.

## Actions

Actions speak louder than words. How do your actions promote a positive view of your business? Do you...

- Reach out to others? Make the first move? Start a conversation with the person standing alone at the mixer? Be proactive—don't wait for others to come to you.
- Live your brand values? Your brand has a mission and values—do you live by them every day? If your business is all

strategy, such as price, deliver, channel, configuration, financing, and so forth. Find the SMART goals hiding in your tactics and write them out a part of your plan. Then you can start managing with tracking progress and reviewing and revising as necessary.

In addition, it's important to avoid doing the traditional parts of a business plan that you won't use. If you aren't doing a plan to describe your business to outsiders such as bankers or investors, then don't bother to describe in text what you already know. Leave out descriptions like management team or exit strategy and just keep the specific trackable attainable goals that drive those concepts.

## A Practical Summary

- Write a lean business plan, simple bullet-point lists and tables, to gather together the SMART goals you need to track, essential numbers, and key concepts. Do only what you'll use. Do nothing for outsiders unless you need to show a plan to outsiders.
- Use whatever outline and contents list you like. When in doubt, I recommend what I call a lean business plan that includes strategy and tactics as bullet-point lists, plus a list of milestones and metrics, and essential business numbers including sales, spending, and cash flow.
- Make those lists and tables full of specifics you can track. And then track those numbers regularly.
- Schedule ahead to make sure you take an hour or two at least once a month to review progress, identify successes and failures, analyze results, and make changes.

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

- about eco-friendliness, don't drive around town in a gas guzzler.
- Help people? Help the elderly woman at the grocery store reach the top shelf. Offer to connect two colleagues. Share your phone charger with someone at the airport. Do nice things without expecting something in return.
  - Engage with the world? On social media, don't be a lurker. Answer questions; start and join conversations; engage with your colleagues and customers.
  - Prepare for anything? Make like a Boy Scout and be prepared. Have an elevator speech ready you can use to promote your business. Carry plenty of business cards. Bring a portable phone charger.

By paying attention to the three A's—attitude, appearance and actions—you'll transform yourself into your most valuable sales and marketing tool.

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

# Ohio Diversity Network

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

**Tuesday, January 15, 2019 at 5:30pm**  
Akron MBAC – Business Plan Writing—Canton

**Monday, January 21, 2019 at 7:00am**  
34th Annual Martin Luther King Jr Birthday Breakfast—Columbus

**Tuesday, January 22, 2019 at 5:30pm**  
Akron MBAC – Business Plan Writing—Canton

**Tuesday, January 29, 2019 at 5:30pm**  
Akron MBAC – Business Plan Writing—Canton

**Tuesday, February 5, 2019 at 5:30pm**  
Akron MBAC – Business Plan Writing—Canton

**Tuesday, February 12, 2019 at 1:00pm**  
ODOT: Foundations for Success in Transportation Contracting—  
Cincinnati



**Hosting a business event?**

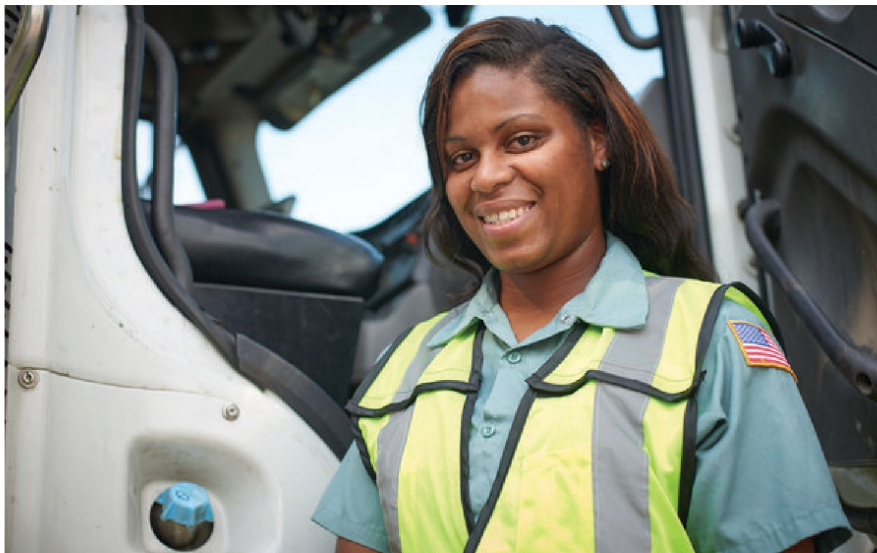
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**December 15, 2018**  
 Published by The 912 Group, Ltd.  
 Ronda Watson Barber—Publisher/Editor-in-Chief  
 Volume 9—No. 22  
 Advocating, Informing and Promoting Small & Minority Owned Businesses

**MBE Ohio**  
 Celebrating 9 Years of Publishing



**Queen City Champion**  
 By Christopher Scott

Alicia Reece — fierce, champion, dedication; these are just a few of the words that can be used to describe Representative Reece. The representative of the "fighting 33<sup>rd</sup> district of Ohio," previously served as President of the Ohio Legislative Black Caucus and as Vice Mayor on Cincinnati City Council, chairing the Health Committee for six years. She is the former Assistant Director of Tourism for the State of Ohio but as she waves goodbye for the moment to Ohio statehouse what is the legacy she leaves behind.



Alicia Reece

Representative Reece leaves behind an unquestioned legacy of being a champion of not only justice reform, minority business, pushing the DNC's platform but above all voting rights. While, Rep. Reece's certainly gained notoriety for her proposal, John Crawford's Law, which would require toy guns to feature prominent fluorescent strips or markers to distinguish them from real firearms adding to her record in

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*I treated it like every day was  
 my last day with a basketball. —*  
 LeBron James



*I do know one thing about me: I don't  
 measure myself by others' expecta-  
 tions or let others define my worth. —*  
 Supreme Court Justice Sonia Sotomayor

**#bidnotices**

# Foundations for Success in Transportation Contracting

## USDOT Bonding Education Program

Many small businesses lack a clear understanding of the different processes unique to government contracting as well as face difficulties in accessing sufficient bonding and financing to grow their businesses.

The Foundations for Success in Transportation Contracting- USDOT Bonding Education Program is an 8 week cohort-based program taking place in Cincinnati, OH designed to provide small and disadvantaged businesses the tools and resources needed to increase their capacity and better compete for transportation projects.

### SESSION TIMES

1:00PM - 5:00PM

### PROGRAM DURATION

ONCE A WEEK FOR 8 WEEKS

### DATES

FEBRUARY 12, 2019 - APRIL 2, 2019

### APPLICATION DEADLINE

FEB 1, 2019

### APPLY

[HTTP://BIT.LY/2019OHBE](http://bit.ly/2019OHBE)



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### ELIGIBILITY

- In business for at least two consecutive years
- Annual revenue of at least \$250,000
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For more info, please contact Jacki Reyes at [jreyes@sbtrcgreatlakes.us](mailto:jreyes@sbtrcgreatlakes.us) or 312-425-9500.



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34th annual

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**Monday, January 21, 2019**

**Doors Open 7am**

**Program Begins 7:30am**

**Adjournment 10am**

**Greater Columbus Convention Center**

**in Exhibit Hall C**

**400 North High St**

**Columbus OH 43215**

keynote speaker

**JOHN B. KING, JR.**

Former Secretary Of Education  
Under President Barack Obama



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