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

## Mayor Ginther and Building-Construction Unions Sign Community Benefits Agreement

Mayor Andrew J. Ginther, other city officials, labor leaders and stakeholders signed a Community Benefits Agreement on April 11 for the construction of the new Linden Community Center and Park. The agreement, similar to the one being used for the construction of Fire Station #35 on the Far East side, enhances cooperation between workers and the city and guarantees local workforce for a percentage of the project.



"This agreement continues to build on my commitment to expanding Columbus' success to

*See CBA on page 15*

## Winners announced for the 20th Annual Statewide MLK Oratorical Contest



Ohio students inspired by the lessons and legacy of Dr. Martin Luther King, Jr. presented original speeches on his teachings during the 20th Annual Statewide MLK Oratorical Contest held in

*See MLK on page 14*

**Media's  
responsibility  
is to  
challenge  
government**

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## OhioMeansJobs.com Enhancements to Help Employers Find Skilled Candidates

[OhioMeansJobs.com](http://OhioMeansJobs.com) recently unveiled a number of enhanced features to make employers' search for qualified candidates easier and more effective, the Ohio Department of Job and Family Services (ODJFS) announced. Employers will be able to:

Save and re-post job openings with just a few clicks  
Access a library of pre-written job descriptions  
Easily edit and format their job descriptions  
Set up automatic questions to screen applicants  
View metrics of their searches and posts via a new dashboard feature  
"Other job boards charge for these services, but at [OhioMeansJobs.com](http://OhioMeansJobs.com) they are free," said ODJFS Director Kimberly Hall. "These are just the first of many website enhancements set to roll out over the next year that will make it easier for Ohio's employers to identify individuals with the skills they need to be successful." In addition to the job posting enhancements, employers will need to register an account to post jobs. In the past, employers registered to search resumes but not to post open positions. Registration takes just a few minutes and requires only a state and federal tax ID number. Jobs already posted on the site will remain posted until they expire (typically, 90 days).

[OhioMeansJobs.com](http://OhioMeansJobs.com) is an employment and career center. For employers, it lists millions of resumes with advanced filtering tools that make it easy to identify the most promising candidates. For individuals, it lists over 100,000 job openings, in addition to many other features. These include a resume builder and rater, a budget calculator, skill and interest assessments, online tutorials, free GED and college entrance practice tests, and special sections for veterans, college students, younger students, unemployment claimants, workers with disabilities and restored citizens.

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Ronda Watson Barber,  
Editor-in-Chief & President  
[www.OhioMBE.com](http://www.OhioMBE.com)  
[rbarber@ohiombe.com](mailto:rbarber@ohiombe.com)

P.O. Box 533  
Granville, OH 43023  
614-522-9122  
[news@ohiombe.com](mailto:news@ohiombe.com)

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 business. The 912 Group is a certified FBE with the City of Columbus.

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## D&I Chair Beatty Calls on Bank Executives to Make Diversity and Inclusion Efforts More Intentional

Recently, the House Committee on Financial Services held a hearing to examine the business practices of our nation's largest financial institutions. During the hearing, U.S. Congresswoman Joyce Beatty (OH-03), Chair of the Financial Services Diversity and Inclusion Subcommittee, focused her line of questioning on each financial institution's commitment to hiring, mentoring, and promoting professionals from a variety of backgrounds to more management and leadership positions. At the conclusion of the hearing, Beatty issued the following statement:

"In order for our economy to work better for everyone, those that help run it need to better reflect the unique experiences and backgrounds of all Americans. This begins with the professionals we entrust to protect and invest our hard-earned money, but according to a study by Harvard University, women-owned and minority-owned firms with at least 25 percent ownership manage less than two percent of all total assets under management. This stark lack of diversity leaves potential returns on the table. That is why as chair of



the Diversity and Inclusion Subcommittee, I am looking forward to working with financial institutions and their executives to better leverage diverse perspectives, skills, and talents that will benefit employees and their bottom line—and as a result strengthen our economy."

The hearing comes at a time when the financial services industry continues to face criticism for the lack of women and minorities on corporate boards, in the c-suite and other senior-level positions. In fact, African-Americans currently make up 11 percent of financial services workforce, but only 2 percent of executive and senior-level officials and managers. Moreover, women represent less

*See Beatty on page 10*

## Advocacy has its costs

By Ronda Watson Barber  
OhioMBE Publisher

Advocacy has its costs. Advocacy is hard work and it is not for the weak. There is a price to pay for speaking out against injustices. I was saddened to hear the Columbus NAACP is redirecting its efforts in the nation's 15th largest city. One of the civil rights organization's national strategic plan game changers for the 21st century is eco-



nomic sustainability. I am disappointed that local Black-owned businesses did not stand below those speaking up for them. A basic NAACP membership is \$30. The NAACP is a membership-driven organization. Is there a sense of entitlement for their services? Is someone else supposed to advocate more for opportunities for your business than you? The local NAACP leaders are not able to justify the time and efforts to continue to fight for contracting opportunities without support from Black businesses.

I feel their pain. Some days, I wonder why am I fighting for Black businesses to get a piece of the government contracting pie. Heck, I can't convince folks to buy a \$20 monthly advertisement in OhioMBE. Those same businesses will call and ask for resources or directions on how to get a contract. I am being sued in federal court for advocating for Black-owned businesses. I've appealed to my 10,000+ subscribers. Only a handful of readers contributed to my costly defense of the First Amendment.

I have witnessed the local NAACP branch work for change in contracting. Because of the efforts of the Columbus NAACP, there are inclusion goals on the construction of the new Franklin County Jail. The local volunteers have partnered with the City of Columbus to establish two Community Benefits Agreements, which provide opportunities for the local workforce and the Black-owned businesses on local construction projects.

The Columbus NAACP engaged Columbus City Schools to become more inclusive in its purchasing and challenged the state's largest public district to meet its 20 percent disadvantage business purchasing goals. The district was successful

*See Publisher on page 14*

## It's not personal it's Business

By Nana Watson  
Columbus NAACP President



It's not personal it's Business. This is a common saying of those who are in business. For the past three years the NAACP has worked tirelessly to help those in business to get a foothold into many governmental and private entities, businesses who normally would not have had a seat at the table.

Our organization fought hard and battled long to guarantee that Black businesses would get a fair share of the economic growth of our city. Our organization as a whole fought for inclusion goals and to strengthen existing diversity programs.

Yet, as hard as we have fought for inclusion, it has been equally as difficult to get Black businesses to join our organization. There is strength in numbers, and we are stronger together yet we have not seen a return on our investment of the time and energy we spent over the past three years to assist minority businesses.

As a result of the lethargy of Black business owners, going forward, we will be taking a much broader comprehensive approach in expanding our vision. We will be making a concerted effort to focus our energies in the areas of Voter Registration// Education, Affordable Housing, Health Care, Engaging our Youth and Veterans rights. These areas persistently plague the Black community and we now will focus our time and attention to make solid inroads in these areas.

The focus in 2019 there will be a heavy push on Voter Registration and Voter Education. In 2020 there will be new Voting Machines it is imperative that the Black Community MUST be properly educated on how to use the machines.

Yes, we need the support of the Black business community and their memberships. Those we have fought hard for to get contracts, win bids and be granted purchase orders.

We need everyone to support the goals of the oldest Civil Rights Organization in the Country as we continue to witness nationally those who would attempt to turn the clock back to

*See NAACP on page 13*

# 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>



ANDREW J. GINTHER, MAYOR  
DEPARTMENT OF DEVELOPMENT

The Department of Development has contracting opportunities in the below areas. Please reach out for more information and bidding requirements.

- Graffiti Removal and Arborist Services. 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 [swhbrehm@columbus.gov](mailto:swhbrehm@columbus.gov)).
- Property Maintenance and Miscellaneous Services in November 2019. Contact Audrea Hickman (614-645-8907 or [aeihickman@columbus.gov](mailto:aeihickman@columbus.gov)).
- Construction trades including: General Construction, Home Improvement, Electrical, HVAC, and Plumbing. Contact Tim Tilton (614- 724-3009 or [twilton@columbus.gov](mailto:twilton@columbus.gov)).
- Lead abatement. 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>.



## LEGAL NOTICE

OPERATION: FIX IT – ROOF UPGRADES FOR FT. HAYES BUS COMPOUND

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 Thursday, April 18, 2019, 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.

## FRANKLIN COUNTY TRANSPORTATION IMPROVEMENT DISTRICT

### REQUEST FOR QUALIFICATIONS FOR LEGAL SERVICES

*Response due April 17, 2019 at 5:00 p.m.*

The Franklin County Transportation Improvement District ("FCTID"), is soliciting Statements of Qualifications ("SOQs") from qualified firms to provide legal services to assist this newly-created Transportation Improvement District ("TID"). TIDs are exempt from competitive bidding requirements in Ohio Revised Code (Section 307.86 and Chapter 153). However, while not subject to these requirements, the FCTID is utilizing a qualification-based selection process in the interest of full transparency and a goal to engage the most qualified and experienced firm to serve as its legal counsel.

#### SUBMITTALS:

Interested firms should provide an electronic PDF of their SOQs, sent via email to the Franklin County Transportation Improvement District, c/o Nathaniel Kaelin, MORPC at [nkaelin@morpc.org](mailto:nkaelin@morpc.org).

Submissions should be limited to no more than eight (8) letter-sized (8.5 x 11 in.) pages. Fonts should be at least 12 point or greater. Letters of recommendation may be attached to the document, and will count against the total page limit.

#### SUBMITTAL DEADLINE:

SOQs will be received until 5:00 p.m., local time (Eastern Daylight), April 17, 2019. FCTID reserves the right to modify any or all of the dates herein and to waive any defect, irregularity, or technicality in any SOQ received, in its sole discretion.

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

## First Amendment:

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

**OhioMBE.com/bid-opportunities**

# bid opportunities

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

## INVITATION FOR BIDS



Sealed bid proposals will be received by the Akron Metropolitan Housing Authority at 100 West Cedar Street, Akron, Ohio 44307 until 2:00 p.m. local time on THURSDAY, MAY 9, 2019 at which time and place all bids will be publicly opened and read aloud for:

LEAD ABATEMENT, REHABILITATION AND RELATED WORK at 1245 EASTON DRIVE, AKRON, OHIO 44310; 755 PATTERSON AVENUE, AKRON, OHIO 44310; 1210 SAWYER DRIVE, AKRON, OHIO 44310

Specifications can be purchased at SE Blueprint, Inc. located at 520 South Main Street, Suite 2411, Akron, Ohio 44311 (330) 376-1689. Please email ([akron@seblueprint.com](mailto:akron@seblueprint.com)) or call with quantity requests and notice will be provided when documents are available for pick-up.

An email link for the above mentioned specifications is available at the Subcontractors Association NEO, 637 Vernon Odom Blvd., Akron, Ohio; Akron Urban League, Minority Business Assistance Center, 440 Vernon Odom Blvd., Akron, Ohio; the Builders Exchange of Canton, 5080 Aultman Rd., North Canton, Ohio; Builders Exchange of Cleveland, 9555 Rockside Road, Suite 300, Cleveland, Ohio; and the Ohio Construction News, 7261 Engle Road, Suite 304, Cleveland, Ohio. A list of plan holders can be obtained from SE Blueprint's website @ [www.seblueprint.com](http://www.seblueprint.com)

A Pre-Bid Conference will be held by the Housing Authority at the AMHA Administration Building, 100 West Cedar Street, Akron, Ohio 44307, on WEDNESDAY, APRIL 24, 2019 at 2:00 P.M.

Bidders may gain access to the interior of the buildings, in order to assess the work, pursuant to the viewing schedule included in the specifications.

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

# #ohiombe

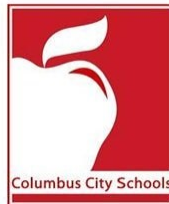
## We got bids!

## REQUEST FOR PROPOSALS



The Akron Metropolitan Housing Authority is requesting proposals from area vendors to Provide, Maintain and Service Coin and Card-Operated Laundry Equipment for AMHA residential buildings. Those interested in submitting a response to this request may obtain the instructions/information package by contacting SE Blueprint, 520 South Main Street, Suite 2411, Akron, Ohio 44311. (330) 376-1689 [seblue@seblueprint.com](mailto:seblue@seblueprint.com) Proposals, to be considered, must be submitted in accordance with the requirements of the RFP and received by AMHA no later than 4:00 p.m. (local time) on Thursday, May 9, 2019.

Akron Metropolitan Housing Authority  
Brian M. Gage  
Executive Director



## LEGAL NOTICE

Operation: Fix It – Fire Alarm Package 4a – North Linden Elementary, Beechcroft High School & Columbus Alternative 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 26, 2019 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.

**AMERICAN FAMILY INSURANCE**  
MONICA HOSKINS INSURANCE AGENCY

### Ivra Bassett

Mobile: 614-906-1338 | Fax: 855-618-5763  
Email: [ibassett@amfam.com](mailto:ibassett@amfam.com)

440-461-1155

5432 Mayfield Rd. Ste 205  
Lyndhurst, OH 44124

330-782-6100

5500 Market St. Ste. 118  
Youngstown, OH 44512

Access Anytime: 1-800-MYAMFAM (800-692-6326)



IVRA BASSETT

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



## INVITATION FOR BIDS

Sealed bid proposals will be received by the Akron Metropolitan Housing Authority at 100 West Cedar Street, Akron, Ohio 44307 until **2:00 p.m.** local time on **THURSDAY, MAY 9, 2019** at which time and place all bids will be publicly opened and read aloud for:

**LEAD ABATEMENT, REHABILITATION AND RELATED WORK at 1245 EASTON DRIVE, AKRON, OHIO 44310; 755 PATTERSON AVENUE, AKRON, OHIO 44310; 1210 SAWYER DRIVE, AKRON, OHIO 44310**

Specifications can be purchased at SE Blueprint, Inc. located at 520 South Main Street, Suite 2411, Akron, Ohio 44311 (330) 376-1689. Please email ([akron@seblueprint.com](mailto:akron@seblueprint.com)) or call with quantity requests and notice will be provided when documents are available for pick-up.

An email link for the above mentioned specifications is available at the Subcontractors Association NEO, 637 Vernon Odom Blvd., Akron, Ohio; Akron Urban League, Minority Business Assistance Center, 440 Vernon Odom Blvd., Akron, Ohio; the Builders Exchange of Canton, 5080 Aultman Rd., North Canton, Ohio; Builders Exchange of Cleveland, 9555 Rockside Road, Suite 300, Cleveland, Ohio; and the Ohio Construction News, 7261 Engle Road, Suite 304, Cleveland, Ohio. A list of plan holders can be obtained from SE Blueprint's website @ [www.seblueprint.com](http://www.seblueprint.com)

A Pre-Bid Conference will be held by the Housing Authority at the AMHA Administration Building, 100 West Cedar Street, Akron, Ohio 44307, on **WEDNESDAY, APRIL 24, 2019 at 2:00 P.M.**

***Bidders may gain access to the interior of the buildings, in order to assess the work, pursuant to the viewing schedule included in the specifications.***

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

MID-OHIO REGIONAL PLANNING COMMISSION  
REQUEST FOR QUOTE FOR APPLIANCES AND SERVICES FOR THE ELECTRIC PARTNERSHIP PROGRAM



DATE OF ISSUE: 4/5/2019

DEADLINE: 4/19/2019

## BACKGROUND:

The Mid-Ohio Regional Planning Commission (MORPC) provides services for the Electric Partnership Program (EPP) and is the sole contract to provide services for the EPP in Franklin County, Ohio.

## SCOPE OF SERVICES:

Baseload appliance vendors supply product and services delivery for the EPP. All products will be Energy Star rated refrigerators and freezers. Selected products must also be approved by Office of Consumer Affairs (OCA), State of Ohio, who administers funding for the EPP. MORPC conducts a baseload audit on low-income households throughout Franklin County. Based on the results of the audit, we provide no-cost measures that reduce baseload electric consumption. These measures may include replacement refrigerators and freezers which are supplied by vendors who deliver them and remove the old appliance for recycling or de-manufacturing. Services provided by the successful vendor will include delivery and setup of refrigerators and freezers; recycling of appliances replaced; warranty and servicing of appliances for three (3) years; and reporting as required. Baseload appliance vendor chosen must deliver appliances within two (2) weeks of receipt of order and provide an Invoice, Proof of Delivery, and Proof of Disposal to MORPC within 30 days of delivery

To be considered quotes must be either printed, emailed or in PDF format. Quotes will be received by MORPC until 5:00 p.m. (EDST) Friday, April 19, 2019.

## Submit Quotes to:

Mid-Ohio Regional Planning Commission  
Attn: Robert Williams, Director of Residential Services  
111 Liberty St. Suite 100 Columbus, OH 43215  
Email address: [rwilliams@morpc.org](mailto:rwilliams@morpc.org)

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

## First Amendment:

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.

# bid opportunities

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

## MID-OHIO REGIONAL PLANNING COMMISSION REQUEST FOR QUOTES



DATE OF ISSUE: April 5, 2019  
DEADLINE: April 24, 2019

**BACKGROUND:** The Mid-Ohio Regional Planning Commission (MORPC) issues daily air quality forecasts and notifies the public when ozone and particle pollution levels are considered to be unhealthy for sensitive groups of people. MORPC uses the national Air Quality Index (AQI) scale to inform the public about daily ozone and particle pollution levels. The AQI scale runs from 0 to 300 – the higher the AQI value, the greater the health concern. When levels reach above 100, air quality is considered to be Unhealthy for Sensitive Groups. MORPC issues an Air Quality Alert to the public when pollution levels reach 101 or higher.

**SCOPE OF SERVICES:** MORPC is seeking a quote on media campaign services to increase awareness of MORPC's Air Quality Alert service, increase subscribers to the email notification database for Air Quality Alerts, and educate the public about what to do when an alert has been forecasted and what sensitive groups (people with respiratory illnesses, seniors, and children) should do to protect their health, and to reduce individual contributions to air pollution. Media campaigns should focus on the summer months, June through September, with lead time beginning in May to develop campaign strategy and content. Budget range for the first year of services is expected to be \$15,000 to \$20,000 with an optional renewal of the contract for an additional year based upon satisfactory performance. Use of current MORPC Air Quality Program media assets including photography and social media content is expected with the options for creation of new content to achieve targeted marketing strategies.

### SUBMIT QUOTES TO:

Mid-Ohio Regional Planning Commission  
Attn: Brooke White, Air Quality Program Coordinator  
111 Liberty St. Suite 100  
Columbus, OH 43215  
[bwhite@morpc.org](mailto:bwhite@morpc.org)

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



## LEGAL NOTICE

**OPERATION: FIX IT – ROOF UPGRADES FOR NORTH LINDEN ES & GABLES ES** 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 Thursday, April 18, 2019 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.



**OPERATION: FIX IT – SECURITY VESTIBULE UPGRADES 2B – SHERWOOD MS, RIDGEVIEW MS, WOODWARD PARK MS, WEST HS & WHETSTONE HS**

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 Thursday, April 18, 2019 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.



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*From my tribe I take  
nothing, I am the maker  
of my own fortune. ~ Tecumseh*

# Buy Black

# bid opportunities

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



## INVITATION FOR BIDS

Sealed bid proposals will be received by the Akron Metropolitan Housing Authority at 100 West Cedar Street, Akron, Ohio 44307 until 2:00 p.m. local time on THURSDAY, MAY 2, 2019 at which time and place all bids will be publicly opened and read aloud for:

CAR DAMAGE REPAIRS AND RELATED WORK at  
164-166 WEST THORNTON STREET,  
AKRON, OHIO 44311

Specifications can be purchased at SE Blueprint, Inc. located at 520 South Main Street, Suite 2411, Akron, Ohio 44311 (330) 376-1689. Please email ([akron@seblueprint.com](mailto:akron@seblueprint.com)) or call with quantity requests and notice will be provided when documents are available for pick-up. An email link for the above-mentioned specifications is available at the Subcontractors Association NEO, 637 Vernon Odom Blvd., Akron, Ohio; Akron Urban League, Minority Business Assistance Center, 440 Vernon Odom Blvd., Akron, Ohio; the Builders Exchange of Canton, 5080 Aultman Rd., North Canton, Ohio; Builders Exchange of Cleveland, 9555 Rockside Road, Suite 300, Cleveland, Ohio; and the Ohio Construction News, 7261 Engle Road, Suite 304, Cleveland, Ohio. A list of plan holders can be obtained from SE Blueprint's website @ [www.seblueprint.com](http://www.seblueprint.com)

A Pre-Bid Conference will be held by the Housing Authority at the AMHA Administration Building, 100 West Cedar Street, Akron, Ohio 44307, on TUESDAY, APRIL 16, 2019 at 2:00 P.M.

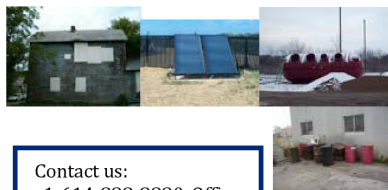
See full bid notice at [OhioMBE.com/bid-opportunities](http://OhioMBE.com/bid-opportunities)

*"With your best interests in mind."*

## Environmental & Technical Consulting

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- Project Management
- Clean-up / Remediation
- Asbestos, Lead, Chemicals
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- Underground Tanks (USTs)
- Drinking Water
- Wastewater Treatment
- Municipal, Industrial, Home
- Solar / Renewable Energy



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1-614-888-8880, Office  
[mail@r3rrr.com](mailto:mail@r3rrr.com)  
[www.r3rrr.com](http://www.r3rrr.com)



## 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](http://columbus.gov/odi)

## Looking for Bid Notices



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[www.ohiombe.com/  
bid-opportunities](http://www.ohiombe.com/bid-opportunities)



**Success is the only motivational factor that a boy with character needs.**—Woody Hayes

How to Create a Great Podcast for Your Small Business



If you listen to podcasts, you're in good company: More than half of the U.S. population tuned in to podcasts last year. The popularity of podcasts creates a huge marketing opportunity. Rolling out your own audio broadcast can help

you communicate your expertise, raise your visibility and find customers.

Careful planning will help you create a top-notch podcast that engages listeners and supports your business goals. Take these steps to create your own.

**Focus Your Subject.** A good podcast topic lies at the intersection of customer interests and your expertise. Start by creating a list of common customer questions to zero in on market priorities. Then, assess that list against what you're comfortable talking about and your current company goals. For example, if your catering company specializes in healthy gourmet foods and your small-business objectives include booking more parties for the school graduation season, good topics would be "How to plan a menu to please all age groups" or "How to choose a caterer for a family event."

Also, look for a provocative hook — something that goes against conventional wisdom or will pique a listener's interest. For instance, if you run a tutoring company, you can attract listeners and showcase your company's understanding of tutoring with topics such as "Why your 'A' student still needs a tutor," or "Why SAT prep should start a lot earlier than you think."

**Create a Schedule.** Podcasts are most powerful when they occur regularly, since this approach keeps you top of mind with prospects and customers. Research shows that podcast listeners will keep tuning in if you do a good job. The number of podcast listeners who describe themselves as "avid fans" of

See Podcasts on page 13

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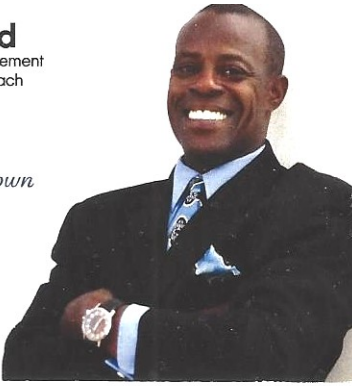
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Beatty from page 2

than 30 percent of senior management positions at financial firms and approximately 36 percent of senior management positions at financial regulators. Furthermore, only 11 percent of financial firms and 17 percent of financial regulators employed minorities in senior management positions.

"As Financial Services Diversity and Inclusion Chair, ensuring the financial services industry works better for all Americans is of upmost concern to me, my Committee colleagues, and constituents," Beatty said. "One proven strategy to move the needle in the right direction is by making diversity and inclusion part of the overall fabric of the companies and industries that are the lifeblood of our economy." Beatty continued, "I have spoken with several bank executives on this topic recently, including several of today's witnesses, and am pleased that each pledged their commitment to creating more ladders of opportunity for everyone in their organization. This is certainly 'headline news' for me and the nearly 135,000 Central Ohioans working in the financial services industry, as well as the countless highly-qualified professionals across the country who just need an opportunity to showcase their talents and skills. So, I take exception to the notion by Ranking Member McHenry that this hearing is little more than an effort to 'make headlines.'"

Hearing witnesses included: Michael Corbat, CEO, Citigroup; James Dimon, Chairman and CEO, JP Morgan Chase; James Gorman, Chairman and CEO, Morgan Stanley; Brian Moynihan, Chairman and CEO, Bank of America; Ronald O'Hanley, President and CEO, State Street Corporation; Charles Scharf, Chairman and CEO, Bank of New York Mellon; and David Solomon, Chairman and CEO, Goldman Sachs



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# Ohio Diversity Network

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Wednesday, April 17, 2019 at 4:30pm  
[OhioMBE Networking Reception](#)—Columbus

Thursday, April 18, 2019 at 1:00pm  
[OhioMBE Healthcare Procurement Fair](#)—Columbus

Thursday, April 18, 2019 at 6:30pm  
[Women, Money and Power Seminar](#)

Saturday, April 27, 2019 at 10:00am  
[BCWN – 4th Annual Mentor Summit](#)—Columbus

Saturday, April 27, 2019 at 11:30am  
[Know Your Girls, hosted by Linda Parks](#)—Granville

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was born to do this.~*  
Joan of Arc

Frank W. Watson  
Scholarship

podcasts grew by three million in 2017.

Once you’ve established a topic list, map it to a schedule you think you can maintain. Plot your ideas on a calendar, looking for opportunities to match your content to seasonal events like shopping cycles, holidays or industry conferences.

**Choose a Structure.** Pick an episode format that fits your speaking style and content. A single-presenter setup, in which you do all the talking, lets you record on your schedule. It also means you’ll have to keep the podcast interesting and lively all on your own. You can also share the mic with someone, such as a coworker, expert or peer. This requires more coordination but potentially increases the energy and excitement of a podcast. Pick your co-host or guest carefully: A good contributor can provide succinct, valuable commentary and understands the give-and-take of a podcast conversation.

**Develop Your Script.** Whether you choose to present alone or with guests or a co-host, sketch talking points for each participant. High-level bullet points, like those you might create for a presentation, work better than a word-for-word script. Bullet points and notes about key examples or details you want to include will keep you on track and help your podcast sound natural. With a script, you may be tempted to read it verbatim, which will sound stilted. Practice your podcast until you’re comfortable with the material. Then, when you’re recording, try to bring a friendly, conversational tone to the presentation.

**Craft a Template.** Listeners will respond best to a consistent format for each episode of your podcast, so create a standard approach and stick with it. This will also streamline development. Typical elements include:

- **Intro/Outro:** Plan for an opening (intro) and closing (outro). These are good places to thank listeners and remind them about your business and your expertise.
- **Content Segments:** Add the content formats you plan to present each week. For example, you might start with a headline recap, conduct a guest interview and close with a recap or listener question.

- **Music:** License background music to use in your intro/outro and transitions. There are many affordable providers, including [Melody Loops](#) and [AudioJungle](#). Use the same music in every episode so your audience associates it with your podcast and brand.

- **Cross Promotion:** Use breaks in your presentation to encourage listeners to take a next step. For example, ask them to enroll in a course, buy a product or download a white paper.

**Gather Your Equipment.** Find a quiet room for recording to reduce unwanted background noise. Some coworking spaces have recording studios with fully equipped recording rooms. You’ll also need:

- **Microphone:** If you’re starting a podcast on a budget, buy a microphone that plugs into your computer’s USB port. By spending a little more, you can get an analog microphone to produce better-quality sound.
- **Editing Software:** Use recording software to edit your content and apply effects. [Audacity](#) and [GarageBand](#) are popular free options, and paid tools include [Hindenburg Journalist](#) and [Adobe Audition](#).
- **Headphones:** Headphones help you hear yourself while recording and make it easier to maintain a consistent sound level. They’ll also reveal any background noises your microphone is picking up.
- **Pop Filter:** This optional, inexpensive filter fits on your microphone and smooths the rough edges of speech.

Create a handful of episodes before your launch so you can stock your library and encourage listeners to subscribe. This will also help you get comfortable with recording. Use a service like [Buzzsprout](#) to upload and host your files. These providers make it easy to prep listener-ready tracks and post them to directories. Add a feedback form on your podcast page to encourage listeners to tell you what they think. Once you’re underway, the next step is to promote and earn revenue from your podcasts.

an era that held us back and kept us from moving forward. As we continue on, we also must not overlook others that need our assistance, the homeless, the sick and the veterans. It’s not Personal. It’s Business.

More information on the Columbus NAACP can be found online at <http://www.naacpcolumbus.org>



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Columbus on April 12.

Twenty-seven regional contest winners from grades one through 11 spoke before judges and others at the King Arts Complex.

The following speakers placed in the top of their respective divisions:

• **Senior Division** (grades nine through 12) **First place – Playon Patrick, 11th-grader, Fort Hayes High School, Columbus.** Runners-up – Bre’Anna Walker, 11th-grader, Columbus Alternative High School, Columbus; and Jacob Vinson, 11th-grader, St. Martin de Porres High School, Cleveland.

• **Junior Division** (grades six through eight) **First place – Ayla Bella, eighth-grader, Columbus Gifted Academy, Columbus.** Runners-up – Mackenzie Lewis, seventh-grader, St. Catharine School, Columbus; and Gabriella Falconer, seventh-grader, Miller South School for the Visual and Performing Arts, Akron.

• **Intermediate Division** (grades three through five) **First place – Adonia Balqis, fifth-grader, Clinton Elementary School, Columbus.** Runners-up – Beckham Nethken, fifth-grader, Miller South School for the Visual and Performing Arts, Akron; and Elena Earley, fifth-grader, Clinton Elementary School, Columbus.

• **Primary Division** (grades kindergarten through two) **First place – Leah Jackson, second-grader, Glendale Primary School, Bedford.** Runners-up – Isaiah Gatson, second-grader, Glendale Primary School, Bedford; and Jayden Hawkins, first-grader, College Hill Fundamental Academy, Cincinnati.

The first-place finishers are invited to speak at the 2020 Ohio Dr. Martin Luther King, Jr. Commemorative Celebration being held Jan. 16, 2020, in downtown Columbus.

**ARE YOU A  
BLACK BUSINESS  
WHO DOESN'T  
SUPPORT  
OTHER BLACK  
BUSINESSES?**



## Questions to ask those seeking elected office

By Ronda Watson Barber

Publisher

It's that time of the year again. Those seeking elected office will be asking for your vote. Below are some questions to ask them. Our votes and dollars are precious. We must use them wisely to empower, grow and economic development our communities. There is a time to take a stand and stand for what is right. That time is now. It's time to bring truth, justice and civility back into our government. It's time to finally make the statement that diversity and inclusion are the norms.

The U.S. Constitution applies to all of us. We all have the responsibility to work to insure a more perfect union for future generations. Obstacles will be placed before us to register to vote and on Election Day. We must resist and persist!

## Questions to ask candidates seeking public office

As small and minority business owners consider asking the following questions to those seeking public office and your

*See Questions on page 15*

*Publisher from page 3*

during the 2018 school year. For the fiscal year 2017-2018, Columbus City Schools spent \$102,255,581.02. Locally economically disadvantaged businesses received 19.5 % of contracts. Fifty-six Black-owned businesses were awarded \$12,942,170.32 Some barriers to contracting opportunities for Black-owned business still exist within Columbus City Schools. The most glaring is the requirement that vendors obtain general liability insurance in order to be registered as a vendor. If a business isn't listed in the district's vendor's database, Columbus City Schools will not alert them of contract opportunities. No other Central Ohio governmental entity has this requirement or barrier.

Economic development is important to the Black community. We need to develop and grow Black-owned businesses who employ Black people. Some Black folks are not employable and business ownership is a viable option for self-sufficiency. Black children, need to see entrepreneurship as a way to create opportunity and wealth.

Black-owned businesses are important. We need advocates. How are you supporting those you speak out for your business concerns? Is it still going to be business as usual? What will you do when the dedicated advocates get tired and quit? What's your commitment to economic stability and development in the Black community?

Just my thoughts...rwb

every person in every neighborhood,” said Mayor Ginther. “I applaud our local labor unions for standing with me and the community in this effort.”

“This Community Benefits Agreement represents an enormous opportunity for both the Building Trades and the city,” said Dorsey Hager, executive secretary-treasurer of the Columbus/Central Ohio Building and Construction Trades Council. “This partnership provides the city with highly trained, local, skilled journeymen and women who will complete this project on time and on budget while creating career opportunities in the building trades.”

This agreement sets local workforce goals of 30 percent for the City of Columbus. It also requires contractors make good-faith efforts to hire qualified workers from Linden, and sets the goal of three recruitment events in the neighborhood.

The agreement continues the work of the Community and Workforce Committee that is made up of representatives from the Columbus Building Construction Trades Council, the City of Columbus and organizations, such as the NAACP, dedicated to the advancement of minorities, women and low-income residents.

“We believe the Community Benefits Agreement for the Linden Community Center project is continued progress step in cultivating a culture of greater inclusion of African-Americans in the building trades,” said Nana Watson, President, Columbus Branch of the NAACP. “We congratulate the City of Columbus for responding to the need to construct a second such agreement.”

The City of Columbus also continues to invest in construction trades with Columbus City Schools, having provided funds for tool boxes, hard hats, boots and other materials for more than 300 middle school and high school students in training programs.



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vote.

1. What have you done for Black-owned & minority businesses during your career?
2. What do you promise to do for Black-owned & minority businesses if elected?
3. What Black-owned & minority business do you regularly purchase products or services from?
4. Why should Black-owned & minority business owners vote for you?
5. How important is Black-owned & 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. What can the city/county/state do to improve its purchasing with minority businesses?
8. What should minority owned businesses do to get city/county/state contracts?
9. Is there anything else, aside from contracting that the city/county/state can do to assist MBE's?
10. Who are the major contributors to your campaign?



## FBE Business Profile: State-Wide Delivery Service

State-Wide Delivery Service was founded in 1987, when Tim and Lori Yoho recognized the need to support the commercial airlines, by delivering misrouted passenger luggage.

During those early days, the bulk of State-Wide's business was delivering misrouted and misplaced luggage to travelers arriving and departing from John Glenn Columbus International Airport. Later, the need to transport time sensitive aircraft parts became a request and the company's range of capabilities and services expanded within the aviation industry and business to business.

In 2005, with the sudden passing of Lori's husband, she was faced with a life changing event. There was a need to step up as a single working parent to support and care for her 3 young children, as well as, commit the time and effort to solely operate State-Wide Delivery Service.

Lori's innate ability to develop, launch, and implement complex solutions in a fast pace environment with a commitment to customer experience, she has created a premier courier company. State-Wide provides customized, same day, courier solutions, 24 hours a day, 7 days a week, 365 days a year. As a TSA certified Indirect Air Carrier (IAC), State-Wide has developed long standing relationships with major airlines, giving clients additional cost effective and timely options to ship packages on the next available flight.

Over the 30+ years, operations have expanded to provide customized delivery solutions to small, local businesses as well as Fortune 500 companies, rather the request is to deliver certified documents or larger cargo shipments. Many requests are time sensitive in nature, such as transporting donor tissue, aviation parts, media releases and one of a kind items. State-Wide Delivery also supports requests for on demand and scheduled deliveries within the retail, education and manufacturing industries.

State-Wide's engagement and contribution to communities within Central Ohio, continues to be an important focus for Lori, her family and the company. Rather, partnering with local churches to sponsor and serve community meals, volunteering at food pantries, contributing to the performing and visual arts, or giving time and support to educational opportunities and scholarships for youth.

State-Wide Delivery Service, is certified as a Minority Business Enterprise and Women Business Enterprise. Lori is a member of National Minority Supplier Development Council, Conference of Minority Transportation Officials, Graduate of The Ohio State University Fisher College of Business and an active member of The OSU Alumni Association.

The company is committed to providing a premium customer experience and delivery solutions that sustain and grow with client and partner logistic needs.

Lori can be reached at [Lyoho@swdelivery.biz](mailto:Lyoho@swdelivery.biz). For additional company information, please visit [statewidedeliveryservice.com](http://statewidedeliveryservice.com)



Lori Yoho