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Advocating, Informing and Promoting Small & Minority Owned Businesses since 2009

7th annual OhioMBE Awards to Honor Jerome Jones and ROOTT

Jerome W. Jones is the 2021 OhioMBE Awards Frank W. Watson Advocate honoree. He is being recognized for his years of services to minority owned businesses. Jerome is a Lender Relations Specialist with The U. S. Small Business Administration. Prior to joining the SBA Jones was a Certified Business Advisor with The Ohio Small Business Development Center at Columbus State Community College and Managing Member of The Danash Group, LLC.

He has also served as VP of Lending with the Economic and Community Development Institute, the Vice President of Business Services at Telhio Credit Union where he was responsible for the business loan department, Vice President of Community Development Lending for Key Bank, and a senior loan officer for Community Capital Development Corp.

Jones is also very active in the Central Ohio community, having



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Sunny Martin to keynote the 2021 OhioMBE Awards

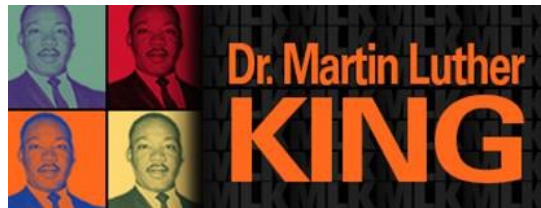
Entrepreneur and author Sunny Martin will keynote the 7th annual OhioMBE Awards. The OhioMBE Awards recognizes Ohio's top small businesses and their advocates. The networking luncheon will be held on Thursday, Oct. 28 at the Columbus Zoo. Tickets are available online at OhioMBEAwards.eventbrite.com

Mr. Martin has always defined his primary life mission as making a positive difference to enhance, uplift, and economically empower communities towards entrepreneurship.

Sunny has self-published (64) sixty-four books in a span of thirty-years. Very few publishers can lay claim to hosting book release receptions at such notable venues as Staples Center in Los Angeles, Schottenstein Center in Columbus, Ohio, the Apollo Theatre in Harlem, or at Churchill Downs in Louisville, Kentucky.

Mr. Martin is a Kentucky Colonel, and he is the founder and former

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The deadline to submit your nomination for the 2022 Ohio MLK Awards is rapidly approaching! To be included in consideration for the annual awards, to be presented by the Ohio Dr. Martin Luther King, Jr. Holiday Commission, nominations must be received by **Oct. 30, 2021.**

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.

Legal Stuff: The First Amendment protects several basic freedoms in the United States including freedom of religion, freedom of speech, freedom of the press, the right to assemble, and the right to petition the government. It was part of the Bill of Rights that was added to the Constitution on December 15, 1791. ***The views expressed in OhioMBE and the media outlets of The 912 Group are solely those of the author and do not reflect the views/opinions of The 912 Group, the editor, publisher, our staff or our advertisers.***

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OhioMBE welcomes letters to the editor from readers. Typed letters of 350 words or less are preferred. Each letter must include name, home address and daytime phone number. Some letters may appear on our website.

The awards honor Ohio individuals and organizations for their work to keep Dr. King’s dream alive. His commitment to seeking racial, social, and economic justice through non-violent struggle benefited not only the victims of oppression, but society as a whole. The awards lift up both concrete achievements and the continuing spirit of King’s dreams for this nation and Ohio.

There are five award categories available:

- Individual Award
- Organization Award
- Collaborative Effort Award
- Youth Award
- Governor’s Humanitarian Award

“In life, Dr. King stood up for the disadvantaged and oppressed. More than a half-century later, his incredible courage in the face of resistance continues to inspire us,” said McKinley Brown, chair of the Commission. “The Commission is honored to recognize Ohioans who embody **Dr. King’s vision of equality** and remind each of us of our own power to affect change.”

Award winners will be recognized at the 2022 Ohio Dr. Martin Luther King, Jr. Commemorative Celebration. More details about the event, which receives administrative support from DAS, which is held each January leading up to the MLK holiday, will be available in the coming months.

Review award criteria and submit your nominations at das.ohio.gov/mlk.

Don’t delay; nominate today!

Jones from page 1

served on the United Way of Central Ohio Finance Committee and the City of Columbus Loan Review Committee, as well as having served as a board member of the Columbus Urban League. Jones is a recipient of the SBA Financial Services Champion Award, is a Certified Economic Development Finance Professional, a Certified Business Advisor and attended Jackson State University and Franklin University.

The 7th annual OhioMBE Awards will be held on Oct. 28 at the Columbus Zoo & Aquarium. Frank W. Watson was a lifelong advocate for education and minority business. OhioMBE Publisher Ronda Watson Barber is honoring her late father by establishing The Frank W. Watson Scholarship and OhioMBE Awards honor.

Tickets are available at OhioMBEAwards.eventbrite.com

publisher's note

COLUMBUS
BOARD OF EDUCATION

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 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?



As an avid supporter of small, Black, and minority businesses, I have worked diligently to provide more opportunities for our businesses to contract with Columbus City Schools. I need your support to continue this work!

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Never let your ego get so close to your position that when your position goes, your ego goes with it. ~ Colin Powell

Support Black Media

INCREASE Diversity!



Restoring Our Own Through Transformation (ROOTT) is a collective of concerned Black families, community members, advocates & interdisciplinary professionals dedicated to decreasing Black maternal & infant mortality in Ohio.

ROOTT's mission is to comprehensively restore our collective well-being through collaboration, resource allocation, research & re-empowerment, **in order to meet the needs of Black parents & families.**

ROOTT will received the 2021 Publisher's Award.

Congratulations to the 2021 OhioMBE Honorees

Top MBEs Nominations:

- **Sherita Q. Booker** - WIZE TAX SERVICES LLC - Cleveland
- **Destiny Ward** - The Browtique - Columbus
- **Theresa Harris** - TMH Solutions - Columbus
- **Yaves Ellis** - Canvaas Consulting - Columbus
- **James A. Jones III** - Home Commercial Inspections - Columbus
- **Dr. Rachel Talton** - Synergy International Limited - Akron
- **Dr. Bridget Williams** - Green Harvest Health - Pickerington
- **Rico Cox** - Cox and Cox Construction - Avon Lake
- **Yemi Ogungbadero** - Phenix Banquet Center - Columbus
- **Bailene Buckner** - Buckner & Sons Masonry - Columbus
- **Devin Joyce** - Passion8 Event Management - Cleveland
- **Jessica East** - Noir Marketing and PR - Dayton

Top FBE Nominations:

- **Ifrah Omar** - Planning With Ifrah LLC - Westerville
- **Theresa Harris** - TMH Solutions - Columbus
- **Dr. Rachel Talton** - Synergy International Limited - Akron

- **Dr. Bridget Williams** - Green Harvest Health - Pickerington
- **Yemi Ogungbadero** - Phenix Banquet Center - Columbus
- **Devin Joyce** - Passion8 Event Management - Cleveland

Top Veteran Business Nominations:

- **Ericka Adams** - Adams Dental Assisting Academy - Gahanna

Top Family Business Nominations:

- **Rico Cox** - Cox and Cox Construction - Avon Lake
- **Yemi Ogungbadero** - Phenix Banquet Center - Columbus
- **Bailene Buckner** - Buckner & Sons Masonry - Columbus
- **Patrice Morris** - International Spotlight of Fashion - Columbus



Publisher's Award

- Annie Womack
- ROOTT

Frank W. Watson Advocate Award

- Jerome Jones—SBA
- Tia Roseboro—City of Columbus

Media Legend

- Angela Pace

Top Elected Official

- US Rep. Joyce Beatty

Civil Rights Awards

- Bexley HS Anti Racism Project
- Heath HS Students Against Racism
- New Albany HS NAACP Youth/Student Chapter

Support Black Media

OhioMBE.com

bid opportunities

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

INVITATION TO BID

The Akron Metropolitan Housing Authority is seeking bids for Furnace Replacement and Related Work at Joy Park Homes, 524 Fuller Avenue, Akron, Ohio 44304.




Those interested in submitting a bid may obtain the instructions/information package by contacting SE Blueprint, 540 South Main Street, Suite 211, Akron, Ohio 44311. (330) 376-1689 seblue@seblueprint.com

Bids, to be considered, must be received by AMHA, 100 West Cedar St., Akron, Ohio no later than 2:00 p.m. (local time) on Tuesday, October 26, 2021. Questions contact Michele Kindler, Assistant Contracting Officer at 330-376-7792.

Persons with disabilities needing assistance please contact AMHA's ADA Coordinator, 100 West Cedar Street, Akron Ohio 44307, 330-762-9631 or Ohio Relay at 800-750-0750 at least seven (7) days in advance.

Akron Metropolitan Housing Authority
Debbie Barry
Interim Executive Director



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>



ADVERTISEMENT FOR BIDS

**Columbus Regional Airport Authority
Invitation to Bid (ITB) # ITB-AFM-2021-036
SEVEN (7) MULTI-TASKING EQUIPMENT UNITS FOR
SNOW REMOVAL**

The Columbus Regional Airport Authority values diversity and inclusion and the impact small and minority-owned firms have on the Central Ohio economy. The Columbus Regional Airport Authority invites you to access the following link: www.columbusairports.diversitycompliance.com

to register to do business with us and to view new bid opportunities and results.
Email BusinessDiversity@ColumbusAirports.com for questions about the Diversity Programs at Columbus Regional Airport Authority.

Stop the Violence!

bid opportunities

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



City of Columbus – 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 ormlfarrenkopf@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).

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

Franklin County Engineer Upcoming 2021 Construction Projects

Highway Projects

- Eureka Ave, Valley View Dr, Highland Ave, & Harper Ave, **Apr 2021**
- Ormond Ave Drainage Part II, **Apr 2021**

Resurfacing Projects

- 50 E. Mound St Parking Lot, **Apr 2021**
- Franklin County Resurfacing Program, **May 2021**
- Township Resurfacing Program, **May 2021**
- Franklin County Maintenance & Safety Program, **May 2021**

Drainage Projects

- Cook Tri-County Ditch **Oct 2021**
- Kropp Road Drainage Outlet Improvements **Dec 2021**
- 2022 Drainage Maintenance **Nov 2021**

Bridge Projects

- Aglers Rd over Alum Creek **Nov 2021**
- Borror Rd over Tributary of Strader Ditch, **May 2021**
- Hoover Rd over Tributary of Grant Run, **May 2021**
- Olentangy River Rd 11.40 & 11.62 Culverts, **Jun 2021**
- Schleppi Rd over Tributary of Rocky Fork Creek, **May 2021**
- 2022 Bridge Maintenance **Nov 2021**

For more information visit

www.franklincountyengineer.org/future-projects/
<https://www.bidexpress.com/businesses/28582/home?agency=true>



Cornell R. Robertson, P.E., P.S.
FRANKLIN COUNTY ENGINEER
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The dates listed above are projected dates to advertise



Columbus City Schools seeks LEDE vendors

How do I become a Local Economically Disadvantaged Enterprise (LEDE) Vendor with Columbus City Schools?

Your Columbus City Schools Vendor Number allows you to conduct business with the School District.

You must first complete the CCS Vendor Application by visiting: www.columbus.k12.oh.us.

Click VENDORS and complete the On-Line Vendor Registration and provide all pertinent information or by contacting the district's Purchasing Department at: (614) 365-5820.

Once registered as a Vendor with Purchasing, please complete the Local Economically Disadvantaged Enterprise (LEDE) Vendor Affidavit also on the district's website. This form must be Signed and Notarized. You can also contact the Outreach Office at: (614) 365-8732 or outreachservices@columbus.k12.oh.us

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Why you should 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.

Attend a class and learn how to get your business certified.

Visit OHBDC.eventbrite.com for the upcoming class schedule.



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Martin from page 1

CEO of Who's Who Publishing Company. Throughout his twenty-six years of leadership, he led the firm to expand its unique brand of Who's Who directories out to twenty-even metro cities across America. His firm came to be recognized as the largest African--American directory publisher in the U. S. In February 2009, Mr. Martin successfully sold the firm resulting in a multi--dollar deal transaction.

Of particular note, Mr. Martin has also produced award--wining television specials on diversity and inclusion, and has enjoyed consulting many Fortune 500 firms on matters of outreach and engagement for attracting minority consumers. Additionally, he has personally negotiated well over \$40-million dollars in sponsorship underwriting for signature events reaching underserved audiences in numerous markets.

Sunny has received much recognition throughout the publishing industry. He has also garnered recognition from (4) four U.S. Presidents with invitations to the White House on many occasions. President Barack Obama said of Mr. Martin, "I'd like to personally congratulate Sunny on all his work to showcase the positive achievements of African-Americans nationwide." Just a few years back, President Jimmy Carter held a special tribute reception in Mr. Martin's honor at the Carter Presidential Library in Atlanta, Georgia to acknowledge his outstanding achievements in publishing.

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Support Black Media



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We must cease being participants in our own oppression— Stacey Abrams

Holiday Marketing Tips for Small Businesses

Most people consider the Holiday season to be the months of November and December, but the holidays start a lot sooner for small businesses. Whether you're a small business owner or marketing team member, the holiday season has already begun. According to the National Retail Federation, 40% of consumers begin their holiday shopping before Halloween. This year, consumers are getting an even earlier start on their shopping due to production and shipping issues they've experienced throughout the pandemic.

6 Creative Ways to Market Your Business This Holiday Season

Local businesses play an important role in their communities, and consumers want to support them. This perspective is consistent among all generations, too. From Gen Z to the Greatest Generation, people of all ages understand that shopping small is beneficial to their local communities.

Here are 6 ways you can advertise your small business this holiday season:

1. **Partner With Local Businesses and Charities.** Partnering up with other small businesses and participating in local events is always a good way to increase brand awareness. Host holiday events or partner up with another business to do social media engagement activities. For example, you can do a live broadcast with another business on Instagram and host giveaways to encourage your audience to participate.

You can also consider partnering with local charities. People are always looking for opportunities to give back, especially during the holiday season. Customers appreciate small businesses that share similar values, so it's a good idea to facilitate a way for them to give back and donate to a cause through your business. This also encourages them to spend more on your products and services.

2. **Update Your Social Media Profiles and Storefront.** For the holidays, adjust your social media by increasing posting frequency and getting creative with some holiday content. Advertise discounts, deals, and new products through all mediums, including radio, to reach your target audience. You should update your storefront to provide holiday cheer and

get shoppers in the spirit, too! Decorating your storefront might even lead to a few new customers from people who happen to be walking by your shop.

3. **Offer Promotions and Incentives.** Even if you're a small business, take part in Black Friday and Cyber Monday sales in addition to Small Business Saturday to reach more early holiday shoppers. Remember to provide incentives for those that prefer to shop online. Promote discounts such as free shipping to motivate your customers to spend more. Another thing to consider is adjusting your return policy during the holidays. Most sales have a 30-day return policy; however, with consumers starting their holiday shopping in October, you want to give them more flexibility on returning items that don't meet their needs to encourage them to make those early holiday purchases.
4. **Provide Safer Shopping Measures.** As we continue to navigate through this pandemic, consumers are looking for safe ways to shop. Make sure to offer online shopping, curbside pick-up, or drive-through options to allow customers to comfortably shop your products or services. This gives your customers peace of mind and shows the care and dedication you have for your community.
5. **Create a Gift Guide.** When shopping, it's all about convenience for consumers. A great way to provide this for your customers is by creating gift guides for them to easily shop for their loved ones. Make it easy for them to find by promoting them on social media and providing access to the guides on your website.
6. **Holiday Emails.** Send out frequent emails throughout the holiday season. Send your customers reminders about discounts, exclusive products, events, store updates, and email those gift guides for easy and quick access to your customers. This is also a good way to keep them informed about important shopping safety measures you will be taking during the busy season.

BONUS: ADVERTISE in OhioMBE and its media outlets.

Source: theartadbuilder.com

Ohio Diversity Network

Thursday, October 21, 2021 at 5:30pm
Increase Diversity – Resilience in the Midst of Uncertainty

Saturday, October 23, 2021 at 12:00pm
TedX KingLincolnBronzeville

Saturday, October 23, 2021 at 2:00pm
Blu Market

Wednesday, October 27, 2021 at 1:00pm
Ohio Business Match Maker – Small Business Resource Panel webinar

Thursday, October 28, 2021 at 11:00am
2021 OhioMBE Awards

Friday, October 29, 2021 at 10:00am
Ohio Business Matchmaker: Doing business with Primes Panel Discussion webinar

Friday, October 29, 2021 at 1:00pm
Ohio Business Matchmaker – Small Business Subcontracting panel

Saturday, October 30, 2021 at 10:00am
Increase Diversity: Do-It-Yourself LLC Formation with Coaching by Attorney Moses

Wednesday, November 3, 2021 at 10:00am
Ohio Business Matchmaker – Doing Business with the Air Force Life Cycle Management Center (AFLCMC) – webinar

Thursday, November 4, 2021 at 11:00am
Increase Diversity – Certification 101



OhioDiversityNetwork.com is sponsored by:



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post it on OhioDiversityNetwork.com?**

Email: news@ohiombe.com for login information

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Dr. MARTIN LUTHER KING, Jr. Birthday Breakfast
MLK Day 2022 - 17th of January
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KEYNOTE SPEAKER
Kristina M. Johnson, PhD
16th president of
The Ohio State University

MLK MARTIN LUTHER KING BREAKFAST COMMITTEE

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