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MENTORING WORKS

FIND A SCORE MENTOR

Small Business Newsletter

APRIL 2021

Chapter Chair Corner



Chuck Anderson  
Chapter Chair

The Dayton Chapter of SCORE was founded in 1970 as a nonprofit volunteer organization to assist the Small Business Administration (SBA) in helping grass roots profit and nonprofit businesses to start and grow in the Miami Valley area.

We have finally made it to Spring! Things are looking up for Dayton Score.

With the virus getting under control and quarantine pressures starting to loosen, we have been busy planning for new training opportunities and looking for new Score counselors.

Now is a good time to ask yourself whether it might be time to give back to your community by becoming a counselor. Dayton Score is planning to expand the number of counselors with an event planned for July 2021. More will follow in next month's newsletter. Please volunteer by clicking the following link.

[Volunteer Information](#)

Remember to look at the training opportunities available for our Spring 2021 session listed below.

## Dayton SCORE's Nonprofit Series Spring 2021

Four nonprofit ZOOM related workshop are available in April.

### April 9, 2021 - Friday

· **Marketing** - Adapting your marketing program to COVID, Art Helmstetter and Vel Hux, guest speaker Lori Erion founder Families of Addicts. [REGISTRATION](#)

### April 16, 2021 - Friday

· **Fundraising** - Annual giving, major giving, planned giving and the ethical and legal requirements, Vel Hux and Art Helmstetter. [REGISTRATION](#)

### April 23, 2021 - Friday

· **Volunteer Management** - How to develop trust, credibility and accountability, and define the role of volunteer staff, Cathy Campbell. [REGISTRATION](#)

### April 30, 2021 - Friday

**Financial Management.** - Back office functions of accounting/bookkeeping systems to monitor performance and comply with IRS requirements. Theresa Gongora. [REGISTRATION](#)

## Google ZOOM Workshop

The Google ZOOM related workshop is hosted in partnership with Dayton SCORE and taught by Rob Bunting, Google Czar at Cincinnati I- Marketing Group on Tuesdays 8:30 - 9:30 am.

### April 2021 - Make Better Decisions with Google Analytics

Wednesday, April 14, 2021; 8:30 - 9:30 a.m.

Learn best practices and analyze trends about how customers engage with your business online, then turn these insights into well-informed, actionable decisions. In this session we'll talk about:

- Identifying business goals and how you plan to use your online presence to achieve them
- Incorporating data into your marketing plan
- Selecting tools to help you find the answers you need

**ZOOM link will be sent as part of registration. [REGISTRATION](#)**

## SBA Funding Updates



SCORE is here to help keep you informed of the latest updates to SBA funding. [Bookmark this page](#) to view the latest news on SBA loans, grants, and other funding opportunities.

SBA Updates



### Filing Taxes For Your Small Business in 2021: Deductions and Credits

With the tax deadline quickly approaching make sure that you are aware of the deductions and credits that your small business qualifies for. [Read more.](#)



### What is a Business Pivot? 10 Signs It's Time To Pivot Your Business

Are you interested in purchasing a franchise? FranNet has compiled a list of reasons why franchising might be the best option for you. [Read more.](#)

## SMALL BUSINESS WEBINARS



### 7 Steps to Build Your Platform and Stand Out in a Noisy World

April 1 | 1 PM ET

**Sponsored by Advance Your Reach.** This empowering webinar will teach the seven critical steps to leverage stages and use your story to scale your business.

REGISTER

### The State of the Small Business - 2021 Economic and Labor Market Outlook

April 6 | 1 PM ET

**Sponsored by ADP.** How soon will the economy return to pre-pandemic levels? What are the latest small business jobs figures? Get the answers to these questions and more.



REGISTER



## **Volunteering in 2021 - How it Can Help Small Businesses Grow in Your Community**

**April 8 | 1 PM ET**

In recognition of National Volunteer Month, CEO of SCORE Bridget Weston and SCORE Certified Mentor and District Director Ed Coleman share their expertise.

[REGISTER](#)

## **Your Money. Your Business. Your Life. - Funding and Financing Your Black-Owned Business**

**April 13 | 1 PM ET**

Learn how to be attractive to lending partners, funding options to consider, develop your business pitch to smartly leverage financing options to grow your business.

[REGISTER](#)



## **What the Most Successful Businesses Are Doing in 2021 - Trends You'll Want to Jump on Now**

**April 20 | 1 PM ET**

**Sponsored by Software Advice.**

Join this conversational webinar about continuing patterns, new small business trends, and the biggest changes that will impact your business this year.



REGISTER

## Reach Customers Online with Google

April 22 | 2 PM ET

**In Partnership with Grow with Google.** This workshop explains how Google Search works and how you can improve your website's visibility with Search Engine Optimization.

REGISTER



## Plan Your Website for Online Success

April 27 | 1 PM ET

Get a better understanding of your website's audience, feature and functionality needs, content planning, how to choose the right platform, and more.

REGISTER



## Chat With SCORE Mentors

**Tuesdays & Thursdays  
2-5 PM ET**

We're here for you. Mentors are available on SCORE.org to chat and answer your business questions.



SCORE is a nonprofit association dedicated to helping small businesses get off the ground, grow and achieve their goals through education and mentorship. We have been doing this for more than 50 years.

Because our work is supported by the U.S. Small Business Administration, and thanks to our network of 10,000+ volunteers, we are able to deliver our services at no charge or at a very low cost. [Find out more about our mission, vision and values.](#)



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CONNECT WITH US



## MBA Capstone Program

### *Business mastery and servant leadership which builds your enterprise*

*This capstone is our final, integrative course in which student teams demonstrate their overall skill to research, analyze, determine and effectively communicate the most impactful, ethical, and strategic ways to grow your small and medium size business.*

- Free (ex \$350 maximum team expenses), fully confidential, quality consulting (total of 900 hours over 3 months)
- Direct advice to C-suite/ownership with only 1-2 hr/week commitment from you
- Capable, experienced (8-10 yr) multi-industry, multi-disciplinary student led teams (5 -7) & seasoned advisors (30+ yr)
- Support for the product and service lines of most enterprises
- Tangible business growing results with 90+% client satisfaction
- Detailed analysis of industry: customer, channel, competition, climate, core competencies
- Sound value-building (EBITDA) top and bottom line action plans and metrics from marketing, extension of product lines, human capital management adjustments, improved data analytics, valuations & financing, etc.
- Shared tools and reference materials for you to take away and reuse
- Flexibility of both face-to-face and virtual advising formats
- Optional repeatability if needed

### **Sample recent accomplishments:**

- Built plan which has successfully doubled income of a law school within 3 years (7 figure increase)
- Expansion plan for 8 figure family entertainment business to support > 2x growth in 5 years
- New markets identified for translation service to drive expansion with adjusted selling strategy
- Demonstrated doubling capability of local OEM auto supply chain firm that was soon after acquired
- Recommended product line expansion to slow decline of niche in industrial automation cabling
- Provided operating plan and strategy for home health business which has grown 4 fold over ~5 years to become a still-growing 7 figure business



Select FAQ's:

Q) Do you work with startups.

A) Generally not. Our undergrad business program does. We can connect you.

Q) Why do you only work with such small firms

A) As companies grow beyond our target range, they generally develop the skills and resource access to do what we do with equal or superior capability. Bigger organizations often have more complexity than is manageable for student teams in a short amount of time.

Q) Do you work with any industry or type of business.

A) Generally yes. Rarely there is technology or regulatory complexity that limits this. (some health care, some military)

Q) Do you work with non-profits.

A) We worked with non-profit where their business model is significantly dependent on social enterprise but generally not with ones that are completely reliant on grants, fund-raising, philanthropy

Q) How can I apply to be a client.

A) Call 513-235-0262 or Stan Dyck, Capstone Manager, [sdyck1@udayton.edu](mailto:sdyck1@udayton.edu)

Q) Do clients go through this process multiple times

A) Yes. In the past 5 years about 10% have done so. We encourage this when market conditions have changed enough, enough time has elapsed to evaluate impact of the first teams recommendations, or there is a new strategic event (succession planning, business exit, an offer to purchase, a major new market, a major technology shift)

Q) What is the value of this to my business

A) To purchase this quality of consulting you would likely pay > \$50k by hiring your own consulting firm. Per examples above a significant multiplier effect on EBITDA can be realized in a few short years.

Q) Does my business have to be near Dayton

A) No. Most students work virtually with team mates and with clients. A smaller number work physically in the Dayton region and can work with clients more traditionally. Time zones differences must be manageable.

Q) What is the time commitment to C-suite or ownership.

A) Will likely average up to 2 hours/week. Often less.

Q) What do you need upfront to qualify?

A) Signed non-disclosure agreement with U Dayton (I will send asap), 3 years income statement, balance sheet and cash flow; current strategy; marketing materials, org chart, statement to client objectives beyond industry analysis (50% of what we do) to address immediate needs (50% of what we do)

Q) What kind of research do you do that is typically non-available to small firms

A) "Bizminer", IBIS World reports, primary research with customers and consumers, SMEs, etc.



## CHAMBER PLUS MEMBER SPOTLIGHT



Vectren Energy Delivery is retiring the Vectren name and transitioning to **CenterPoint Energy, Inc.**, further unifying the company and its commitment to delivering energy to customers across its eight-state footprint. Headquartered in Houston, Texas, CenterPoint Energy is a domestic energy delivery company that includes electric transmission & distribution, natural gas distribution and energy services operations. CenterPoint Energy acquired Vectren in 2019.

[Meet This Member](#)



**PSA Airlines** operates an all-jet fleet consisting of exclusively Bombardier regional jet aircraft. We have an incredible team of more than 5,000 employees who do a tremendous job of operating more than 800 daily flights to nearly 100 destinations on behalf of American Airlines. Headquartered in Dayton, Ohio, PSA also has flight crew bases located in Dayton, Ohio, Washington, D.C., Charlotte, North Carolina and Philadelphia, Pennsylvania.

[Meet This Member](#)

Want to be featured in the Member Spotlight? [Click here](#) to learn about Chamber Plus.

## FEATURED EVENTS

### GOVERNMENT AFFAIRS BREAKFAST



### IN PERSON: Government Affairs Breakfast

**Tuesday, April 6, 2021  
7:30 am - 9:00 am**

Join us for a conversation with Ohio Senate President Matt Huffman focused on the legislative priorities impacting the business community. A strong advocate for small business, President Huffman will share his vision for legislation action in 2021.

### BREAKFAST BRIEFING



### IN PERSON: Breakfast Briefing

**Friday, April 9, 2021  
8:00 am - 9:15 am**

Erin Rolfes, Corporate Affairs, The Kroger Company, will discuss the impacts, opportunities and challenges the rapid expansion of e-commerce during 2020 had on retailers. Take advantage of this opportunity to engage without a computer screen!

[Register Now](#)

[Register Now](#)

[View Full Event Calendar](#)

## BUSINESS NEWS

### PPP application deadline extended



The U.S. Small Business Administration (SBA) and the Treasury Department are accepting applications for the Paycheck Protection Program (PPP). **The window for applications has been extended until May 31, 2021.** Overall, \$284.5 billion to be distributed or until the funds are depleted.

[What you need to know](#)

### Tips to help minimize e-commerce fraud



Data protection and security are crucial not just for protecting customers, but for protecting business owners as well. Right now, digital payments are in high demand and cyber criminals are actively scoping out websites and checkout forms looking for vulnerabilities to help gain

[Read More](#)

access to valid credit card numbers and merchandise for free.

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## Grants available for employee tech credentials



TechCred, the state program that provides grant money to help employees up-skill in technology-related areas will begin accepting applications for another round. During the most recent application period, TechCred helped Ohio employees earn up to 4,736 technology-focused credentials. **The next TechCred application period opens Thursday, April 1 and closes April 30 at 3pm.**

For more information, chamber members can watch a recording of a TechCred webinar hosted by the chamber in March 2020 by visiting the Resources section of your Member Hub.

[Learn More](#)

CHAMBER NEWS

## Now Accepting Applications for Empower



[Learn More](#)

Empower, a 10-month cohort, blends professional business coaching with innovative curriculum and problem solving, designed exclusively for mid- to upper-level management women business leaders. **Interested? Register [here](#) for the information session.** The chamber will be accepting applications for the 4th cohort until 5:00 pm **June 1, 2021.**

## Dayton Regional Street Maps Available



The latest edition of the chamber's regional street map is available. These maps are available at no cost - just submit a request to chamber staff for pick up at the chamber offices or possible delivery for large orders.

[Request Maps](#)

**HOT DEAL OF THE WEEK**



## Edge Webware is kicking off their quarterly webinars!

The virtual webinar will be at 12pm on Thursday April 8th.

The topic will be Digital Marketing and there will be opportunities to network with one another. We will be doing a broad overview of SEO & Paid Ads and how they relate to each other. Your online presence is critical. Come learn how you can elevate your business by using Digital Marketing. [Chamber members register now](#) and get entered into the drawing for prizes!

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[Log in to your Member Hub](#) and click "Hot Deals" to learn more about this offer and others.

Don't have an account yet? [Click here](#) to create one.

## MEMBER SAVINGS



Healthcare rules and regulations are changing rapidly, and so are the costs associated with providing healthcare as an employer. Dayton Area Chamber of Commerce members could see significant savings on healthcare coverage as well as dental, vision, disability, and life insurance, just for being a chamber member.

[Learn More](#)

## FIND A MEMBER

[Need an Expert?](#)



## Your Fellow Chamber Members Can Help!



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# OPEN\*

D O W N T O W N



April 2-8, 2021



## Featured

## Also This Week



### April 2 - First Friday

The beginning of every month starts with a bang in downtown Dayton. First Friday is a free art hop featuring exhibit openings at the galleries, along with a variety of entertainment options, arts demonstrations, live music and more. April's First Friday kicks off a big weekend downtown with the return of [Out on 5th](#) in addition to all the art, music, shopping, and more that make First Fridays fun. First Friday is presented by the [Downtown Dayton Partnership](#). For more info and specific event details, visit the First Friday [webpage](#) or [Facebook page](#). 224-1518.



### April 3 - Downtown Dayton Sidewalk Sale

It's back! Shop, Sip, & Savor at a special Downtown Dayton Sidewalk Sale, from **11 a.m. to 4 p.m.** This open-air experience will take place throughout the streets downtown Dayton. Retailers will have merchandise displayed in front of their storefronts. Downtown eateries will offer take-away food and drink specials for guests to enjoy while they stroll, and also invite guests to dine and drink on their patios. Roving entertainers will be out on the streets. Local artisans will be selling items from booths along downtown's pedestrian thoroughfares. Get more details, including a list and map of participating shops and vendors, [here](#)

### Thru April 4 - Easter & Passover 2021

When making your Easter or Passover plans, be sure to shop small and make downtown's local businesses your choice for holiday meals, gifts for Easter baskets and other giving, and all the other ways you celebrate the season. It's a great way to support downtown's collection of independent, small businesses when they need it the most. Whether you're celebrating at home or out and about, we've compiled a few suggestions, based on special events, deals, and other offerings from downtown businesses. Find ideas for meals, gift options, church services, and more at [downtowndayton.org/easter](http://downtowndayton.org/easter).

### Weekends Thru Spring & Summer - Out on 5th

Out on 5th officially returns to the Oregon District this weekend! **Fifth Street will close to vehicular traffic between Patterson Boulevard and Wayne Avenue on weekends**, to create a pedestrian mall in the Oregon District with increased service areas for bars, restaurants, and retailers, and increased space for the public to enjoy. The weekend closures will feature entertainment, special sales events, and amenities to elevate the guest experience. **Out on 5th** will continue every Friday, Saturday, and Sunday through the spring and summer months. For more information, click [here](#).



### Get to know Wellness Studio in our OPEN\* Business Spotlight

In this series, we profile some of the small businesses that make downtown great! We ask a series of questions about each business, letting them tell you about themselves in their own words, including their background, what services they offer, how they're responding to the pandemic challenges, and more. It's a great way to learn more about your favorite businesses, or discover a new spot you may not be familiar with yet.



This week, Marianne Fink tells us about an urban oasis in the heart of downtown.

[Click here to read about Wellness Studio](#)

### Submit your events for inclusion in this e-newsletter and our online calendar!

We know that more and more of our downtown businesses have begun to reopen, expand hours, or find creative ways to host events in person or online in recent weeks.

If you are holding an event downtown that is open to the public, be sure to submit it to us for consideration to be included not only in these weekly emails, but also in our online calendar of downtown events! We're happy to help you promote it.

You can submit your event via our website with the simple online form [here](#).

## **DOWNTOWN EVENT HIGHLIGHTS**



### Thru April 5 - Give Downtown a Rebound!

Make an assist to keep your favorite businesses in the dance! Downtown's collection of independent, small businesses need your support now, more than ever, and tournament time is a great chance to show them you're a fan. **Post Up or Box Out:** We've got a pretty deep bench of bars and restaurants where you can bring your brackets and safely and responsibly watch the action while supporting small businesses. Or, if you plan to watch the games at home, run out before tipoff to get your carryout wings, cocktails to go, full meals and other grub. Find business info and more at [downtowndayton.org/open](http://downtowndayton.org/open).

**Shoot Your Shot to Win Prizes!** You can also win prizes for supporting downtown businesses, with the **Downtown Scorecard!** [Download your scorecard here](#) and complete the challenges for a chance to win Downtown Dollars! Get all the rules and more info [here](#).

### Thru August 15 - Exhibit: Bukang Y. Kim: Journey to the East

[Dayton Art Institute](#), 456 Belmonte Park North; call for times  
The Dayton Art Institute will reopen on Fridays, Saturdays, and Sundays, beginning Friday, March 19. More information about museum policies and procedures, as well as planning a visit, may be found at [daytonartinstitute.org/visit](http://daytonartinstitute.org/visit).  
March 19-August 15, see an immersive installation of paintings by Bukang Y. Kim, the internationally recognized Cincinnati-based artist. Kim's paintings blend abstraction and naturalism and create a rich dialogue between East and West. The series of 10 paintings is based on the sublime Siberian landscape.

### April 2 - Irish First Fridays

[The Dublin Pub](#), 300 Wayne Ave.;

### April 2 & 3 - Wendi Ferguson

[Wiley's Comedy Joint](#), 101 Pine St.; 8 p.m. Friday, 7:15 p.m. Saturday.  
She's short in stature and big on laughs! Wendi Ferguson stands only 2'10" but her wit and gusto are immeasurable. Wendi took the stage for the first time on a dare. Not only did she win the dare, she found her true passion in life, making people laugh. Since then she has traveled all over the country, leaving audiences rolling on the floor. [More info](#).

### April 2-16 - Exhibit: The Darker Sooner

[Front Street Galleries](#), 1001 E. Second St.  
The Dana L. Wiley Gallery at Front Street presents "The Darker Sooner," featuring the work of Dayton and Denver artist **Karen Fisher**, who explores the impact of Alzheimer's and related dementias on people and society through fourteen mixed media pieces. Her exhibition takes its title from the poem by Catherine Wing. [Visit the website](#) to schedule an appointment.

### April 2-30 - Exhibit: Art & Soul 2021

[Dayton Metro Library - Main Library](#), 215 E. Third St.  
One of Ohio's most inspirational fine art exhibits, "Art & Soul 2021" celebrates the creativity and talent of Ohio artists with developmental disabilities. The exhibit will be on display April 1 to April 30 on the second floor of the Dayton Metro Library. Free parking is available in the underground garage, with elevator or stair access. For more info, visit [ArtAndSoulOhio.com](http://ArtAndSoulOhio.com). For Library info, visit [DaytonMetroLibrary.org](http://DaytonMetroLibrary.org) or call 937-463-2665.

### April 2-May 22 - Exhibit: Unite: Spring Juried Show

[The 48 High Street Gallery](#), 48 High St.  
Unite is the Dayton Society of Artists' 2021 annual spring juried show. The call for art was open to all mediums, techniques, and styles. Work was encouraged to, but did not have to fit the theme, "unite." [Book an appointment to see the exhibition in person](#) The

### April 3 - An Evening with Stringus Khan

[Yellow Cab Tavern](#), 700 E. Fourth St., 7:30 p.m.  
This incredible modern bluegrass band formed almost three years ago and in that relatively brief time has played with some of the best in the industry on increasingly prominent stages. Cover starts at 7:30pm with music starting at 8:30pm. Tickets are \$7 presale and \$10 at the doors. Tickets are available at <https://ten-high-productions.square.site/> Yellow Cab's resident trucks, The Pizza Bandit and Drunken Waffle will be set up and serving through 10pm.

### April 5-19 - Discovery Virtual Field Trip: Full STEAM Ahead with Mister C., Vol. 3

*Online*  
Join Mister C in his at home lab for another amazing day of fun learning as he attempts the world's coolest experiments in this streaming video event! Mister C brings his regional Emmy-nominated television show, "Full STEAM Ahead," to life with hair-raising experiments, toe-tapping music, and media that captures the imagination of students and parents! It's an action-packed adventure that inspires students' curiosity to explore science found in our everyday lives! [More info](#).

### April 7 - Zensday Meditation with Kaye

*Online*  
Join your favorite yoga teacher, Kaye, as she leads a virtual yoga session each ZENSDAY at 6 pm over Zoom. Make a donation and get a link to an hour-long class each week. More info on the [Dayton International Peace Museum Website](#).

### April 8 - PNC Tiny Thursdays at Home

*Online*.  
Are you a toddler with an awesome parent/grandparent/caregiver who likes to take you to fun, creative weekday programs? Join The Dayton Art Institute on Thursdays for the popular child and caregiver preschool program, PNC Tiny Thursdays. Ages 2-5 and a caregiver (baby siblings welcome) are invited for story time, a gallery visit and a make-and-take art project. Every month features a different theme, and each week

*begins at 3 p.m.*

Live music at the Dublin Pub! Stop by for a pint and listen to live music for Happy Hour from 3-6pm with a special performance from Paul Cullen playing an acoustic set from 8pm to 11pm, no cover. Social distanced seating inside and on the extended patio.

## April 2 - First Friday Art Hop at Front Street

[Front Street Galleries](#), 1001 E. Second St.; 5-9 p.m.

This First Friday, hop over to Front Street for an evening rich in arts and culture. Scott Lindberg livens up the night with acoustic melodies. The Rolling Oasis Treat Truck is on deck serving hot dinner and yummy desserts! More than 30 artists' studios and galleries open their doors to the public for a "behind the scenes" look at where the magic happens! Visit [frontstreet.art](#) for a list of exhibitions and open studios! Free.

## April 2 - Exhibit: Casey Dressell: Tend the Garden You Can Touch

[Dutoit Gallery](#), 1001 E Second St.; 6-9 p.m.

Dutoit Gallery presents Casey Dressell's "Tend The Garden You Can Touch" - opening reception April 2 from 6 to 9 p.m. Gallery also open for viewing April 18 from 1 to 4 p.m.

## April 2 - Friday Night Live Paint

[Picture Perfect Paint Parties](#), 123 N. Ludlow St.; 6:30 p.m.

For First Friday, register for a Friday Night Live Paint - Pre-registration required \$31.99 happening April 2 from 6:30 to 8:30 p.m. OR grab a Take Home Wine Tasting Kit - comes with 4 three ounce wine containers, which is a little over 2 full glasses of wine with cheese, crackers and a slice of chocolate, a sure treat. Choices are "The Sweet Side-Our Sweet Wines" and/or "Roses are Red- Our Red Wine Selections" Find registration and kit info at: [pictureperfectpaintparties.com](#)

exhibition will also be able to be viewed online.

## April 3 - Outdoor Market

[2nd Street Market](#), 600 E. Second St.; 9 a.m.-1 p.m.

Five Rivers MetroParks' 2nd Street Market will reopen its outdoor market so the public can buy fresh produce, meat, and dairy from local farmers. The Market will be open only on Saturdays from 9 AM to 1 PM, rain or shine. All shoppers will be required to wear face coverings that cover their mouth and nose to protect the health and safety of the Market's staff, vendors and volunteers, as well as their own health and safety. Those who would like to shop from local farmers but would prefer to do so online can access links to Market vendors' websites and social media pages at [metroparks.org/localfood](#).

## April 3 - Folk Art Street Fair

[Front Street Galleries](#), 1001 E. Second St.;

10 a.m.-5 p.m.

Join Front Street for the 2nd Annual Folk Art Street Fair, featuring nearly 20 folk and self taught artist booths, an exhibition by Folk Artist Tony Dotson, live blue grass from Berachah Valley, and gooey, hot, gourmet grilled cheese from Ces 't Cheese. The Folk Art Street Fair is a one-day, pop-up event, and will be held rain or shine. The Folk Art Street Fair is family and pet (leashed) friendly, free to attend and has free, on-site parking. [More info](#).

## April 3 - Museum Book Club

noon., online

Join the Dayton International Peace Museum live via Zoom for "Black Skin, White Masks" by Frantz Fanon for the first two installments of the Museum's Book Club. By September, the club hopes to be live again, but for now, it will read half the book for April and finish it on the first Saturday in May. Chapters 1-4 will be covered on Saturday, April 3 and chapters 5-8 will conclude the lively discussion on Saturday, May 1. Sign up by sending an email to [bookclub@daytonpeacemuseum.org](mailto:bookclub@daytonpeacemuseum.org). You will receive some background on

investigates new stories and DAI collection artworks. [More info](#).

## April 8 - Black Founders' Night at The Hub

[The Hub Powered by PNC Bank](#), 31 S. Main St., 4:30 p.m.

We're calling all Black business owners, social entrepreneurs, and creatives to join us for the first-ever 'Black Founders' Night at The Hub. 'Black Founders' Night at The Hub' by the Greater West Dayton Incubator (GWDI) and a host of Launch Dayton partners will provide Black entrepreneurs with a backstage pass to the amenities, resources, and small business services that exist within the 100,000 square foot facility. From co-working space, office space, innovative learning spaces, classrooms, state-of-the-art design studios, and the home of more than five entrepreneurial service organizations, The Hub has many resources to support your venture. Come network with fellow Black entrepreneurs and business owners, as we look to co-create the future of an equitable startup community with you. Info and registration [here](#).

## April 8 - Introducing... Bridgette Bogel and Book Making

6:30 p.m., online.

Virtually join the Dayton Society of Artists for a book making workshop over Zoom! Meet instructor Bridgette Bogle and learn about her artistic practice. Follow along and use the kit included in registration to create your own 5.25"x 5.25" accordion book. The book will be based on a poem or song. Registration is limited. If the \$5 is cost prohibitive, e-mail [director@daytondsa.org](mailto:director@daytondsa.org) or call 937-228-4532 for free registration! [Info and registration](#).

## April 8 - Showcase Thursday

[Yellow Cab Tavern](#), 700 E. Fourth St., 6:30 p.m.

Yellow Cab Tavern's weekly showcase returns! Come enjoy some free live music from local artists.

the author and book as well as a link to the Zoom discussion room. Everyone is welcome!

## Support Our Local Small Businesses When They Need You the Most!

The pandemic has been hard on all of us. So much of what we consider normal has changed, and we've all had to find ways to adapt. In downtown Dayton, the pandemic has been especially difficult for our great collection of independent small businesses who provide the products and services we love. We encourage you to continue to support these local businesses during this difficult time in any way you can. They're the backbone of our community, and they need our support more than ever.

If you miss your favorite local, independent businesses, check out our lists of what's OPEN\*. We've put together a list of downtown [restaurants](#) with **carry out**, **curbside pickup**, or **delivery** services, as well as those open **outdoor or indoor**. Many of our [retail and service businesses](#) also have found creative ways to continue doing what they do. Check out virtual experiences and other ways to stay busy and have fun with our [OPEN\\* - Things to Do](#) page!

**Now, more than ever, it's a great time to support local businesses and Be Downtown.**



### *Downtown's OPEN\**

*is produced by the Downtown Dayton Partnership.*

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*Information is accurate to the best of our knowledge at the time of publication. Call the listed venue for details*

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**BE DOWNTOWN.**  
DAYTON





Thursday, April 22



1:00 to 2:00 PM

### **2021 Manufacturing & Logistics Forum Virtual Event**

Dayton Business Journals editor-in-chief will develop the topic areas with input from the senior executives from one of the larger industries that drives the Miami Valley economy, to round out a robust discussion on the real world issues in manufacturing, logistics and supply chains.

[Register Today >](#)



**Changing the world — one endeavor at a time!**



**Deadline: Monday, April 12**

Honor 40 young leaders who are texting and tweeting their way to success in business and in the local community. Nominate yourself or someone you know today!

[Nominate Today >](#)



Presented by: Honaker Hayes Wealth Management Group.

 Tuesday, April 13

Join us for an exclusive complimentary virtual presentation where business owners will learn about protecting family assets and transitioning a family business.

[Get your tickets >](#)



## Mental Health in the Workplace

 Thursday, April 29

Join us virtually as we discuss the importance of supporting positive mental health in the workplace.

[Get your tickets >](#)



## Is your company one of the best in Dayton?

 Deadline Friday, April 30

Think you're employed at one of the best places to work? Nominate your company for the Dayton Business Journal's 2021 Best Places to work awards!

[Nominate today >](#)



## Name the 2021 Business of the Year

 **Deadline: Friday, June 25**

Nominate your company or another organization for Dayton's most prestigious business awards program!

[Nominate now >](#)



## Strategies to boost your bottom line

 **Thursday, April 22**

Learn where to focus your energy to maximize profitability in 2021.

[Register today >](#)



## Are you ready for in-person events?

Take a brief survey to let us know how you feel about attending business events.

[Take our survey >](#)



**See all upcoming calendar events and nominations in Dayton**

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Dayton, OH 45423, USA

April 2021



## ***The Best Leaders Never Stop Learning***

### **Executive Development**

#### **TAMARA GHANDOUR on APRIL 13**

Join us for *Innovation is Everybody's Business: How to Ignite, Scale, and Sustain for a Competitive Advantage* with Tamara Ghandour on April 13. In this highly interactive and real-world based program, Tamara is going to share how to avoid the “traps of certainty” and easily adapt the Innovation Quotient Edge program that helps leaders and teams ignite, scale, and sustain innovation through their greatest asset - themselves and the teams they lead. This program also includes the dynamic Innovation Quotient Edge (IQE) assessment, you will not want to miss being a part of it.

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### **DORIE CLARK on MAY 13**



Join us for *[Intentional Purpose: Building Your Brand as a Leader](#)* with Dorie Clark on May 13. In this highly engaging and interactive program, Dorie will first provide you with proven techniques that will help you to determine how you are currently viewed. Next, she will guide you through a step-by-step approach to building or reinventing your brand as a leader in order to increase the likelihood of you getting what you want out of work and life.

For more information, contact Brent Kondritz at [mkondritz1@udayton.edu](mailto:mkondritz1@udayton.edu).

**Register Today!**

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## Emerging Leader Certificate

### **NEXT COHORT STARTS AUGUST 12**

This is the final offering of the Emerging Leader Certificate program for 2021! The January 2021 cohort sold out so **APPLY TODAY** for this twelve-month interactive leadership and business skill development program for top performers and current managers who are ready for expanded responsibility or a senior leadership role. For more information, contact Dave Evans at [devans3@udayton.edu](mailto:devans3@udayton.edu).



**Full Program Schedule**

---

## Supervisory Leadership Certificate

### **NEXT COHORT STARTS MAY 20 - WAITLIST ONLY**

All 2021 cohorts are filling quickly, we are currently accepting applications for August and October cohorts! **APPLY TODAY** for this six-month interactive program that helps front-line

---

leaders develop those important skills necessary to maximize individual and team performance. For more information, contact Dave Evans at [devans3@udayton.edu](mailto:devans3@udayton.edu).



## Full Program Schedule

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### Manufacturing Scholarship Opportunity

Certificate program scholarship support available for small/medium (<800 employees) manufacturers through [Fastlane](#) for those who qualify. Please contact April Mescher at 937-229-2664 or [amescher1@udayton.edu](mailto:amescher1@udayton.edu) for more details.

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### Professional Development Programing

Utilize our professional development programs to give your employees personal and meaningful development for the confidence needed to be successful at the next level and beyond.

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Leveraging Excel, PowerPoint, and Word to Maximize Results, Communication, and Performance on April 6 (*in-person only*)

**\*new program for 2021\***

Boost Results through Effective Delegation on April 14 (*virtual*)

Coaching & Evaluating Performance on April 20 (*blended*)

Going from Peer to Supervisor on April 21 (*blended*)

Selling for Non-Sales People on April 22 (*blended*)

**\*new program for 2021\***

Essential Problem Solving for Team Members: Lean Six Sigma Yellow Belt on April 27 (*blended*)

Strengths Based Leadership on April 29 (*blended*)

Workplace Storytelling to Enhance your Personal Brand on May 4 (*blended*)

Managing Conflict for Progress on May 5 (*blended*)

**\*new program for 2021\***

Effective Decision Making on May 11 (*blended*)

**Register Today!**

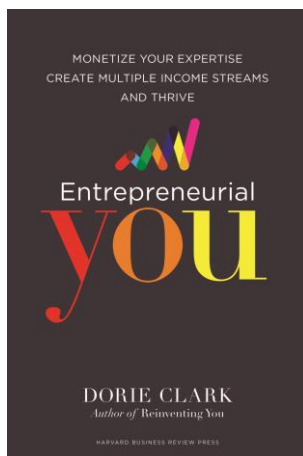
*You can choose to take our classes either virtually or in a blended format, which is a combination of live stream via Zoom and in-person facilitation while staying socially distanced. For more information on our blended courses, [visit our website](#).*

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## UDCL Book Nook



We recommend reading *Entrepreneurial You* by Dorie Clark.

"Whether you're an experienced entrepreneur looking to expand your revenue streams, an aspiring side hustler starting your business, or a happily-settled corporate executive looking for creative new ideas about how to think entrepreneurially, my goal is to teach you the strategies you need to succeed and build the career and life you want." - Dorie Clark

We are looking forward to having Dorie with us on May 13 as a part of our Executive Development program.

[Buy Now](#)



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Thank you for your interest in the University of Dayton Center for Leadership!

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University of Dayton Center for Leadership  
300 College Park Ave  
Dayton, OH 45469-0001

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University of Dayton  
**Center for  
Leadership**

### *A Strong Front Line Secures The Bottom Line*

Strong leadership shouldn't be confined to the top of your organization. Having first-level supervisors who can engage, manage, and inspire your workforce is more critical today than ever before in this time of challenge and change. The University of Dayton Center for Leadership offers a comprehensive supervisory leadership certificate program that combines mentoring, assessments, and ten days of hands-on, interactive training. Participants leave this program with a solid foundation that can immediately be applied in the workplace.



**Upcoming cohorts start May 20, August 5, and October 5**

All 2021 cohorts are filling quickly! This interactive six-month (10 class) certificate program helps new and experienced front-line leaders develop those critical skills necessary to maximize individual and team performance. It's ideal for new or experienced supervisors or individuals preparing for a leadership role. [Apply now](#) for this program that focuses on such critical topics as:

- Understanding Leadership & Team Development
- Going From Peer to Supervisor
- Navigating Difficult Conversations
- Communication Skills for Leaders
- Time Management & Personal Productivity
- Coaching & Evaluating Performance
- Effective Decision Making
- Leading Change at the First Level

For a complete schedule and course descriptions, visit: [Supervisory Leadership Certificate](#)

Contact April Mescher at 937-229-2664 or [amescher1@udayton.edu](mailto:amescher1@udayton.edu) to discuss your ideal candidate or to apply.



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Thank you for your interest in the University of Dayton Center for Leadership.

**Our mailing address is:**

University of Dayton Center for Leadership  
300 College Park Ave  
Dayton, OH 45469-0001

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--

**Jen Cadieux**

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<http://leadership.udayton.edu>



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NEW  
Mobile app



Self  
Checkout



Curbside  
Hold Pickup



Using the Library  
Has Never Been  
Easier!

## Using the Library Has Never Been Easier!

Using the collection and services at Washington-Centerville Public Library shouldn't be hard. That's why the Library offers these services that make using

the Library  
easy!

#### Mobile App

- Use our new app to search the library catalog, view and manage account information, browse upcoming events and even check out physical library materials right from your phone! Download the app in the [App Store](#) or [Google Play Store](#).

#### Self Checkout

- Skip the line and try using self checkout on your next library visit. Our user-friendly self checkout stations are used by patrons to check out more than 45,000 items per month.



Curbside  
Hold Pickup

- Pickup your library materials without ever leaving your car! Once you receive notification that you have items ready for pickup, simply head to the Library, pull into the designated parking area, call the number on the sign, and a staff member will bring your items to you.



# NEW LIBRARY APP

Learn to Use the New Library App!

Get the  
Library's  
NEW  
Mobile  
App!



HALF-OFF FINES WEEK



**Spring Clean Your Library Account!**

Celebrate National Library Week! Visit the Library April 5-10, pay half your library fines and we'll waive the other half, up to \$10. Offer good for overdue fines only. Not applicable for fees associated with lost or damaged materials. Limit one per library cardholder.

# OREGON DISTRICT QUILT EXHIBIT



## Quilts on Display at Woodbourne Library

View more than 20 quilts by local artists depicting images from one of Dayton's most historic areas – the Oregon District! Quilts will be on display at Woodbourne Library April 2-29 during normal library operating hours.

# APRIL EVENTS



## Totally Teen Tuesday: Classic Party Games

Tuesday, April 20, 7 PM

You don't have to be in the same room to have fun playing some favorite classic party games with friends! Join us virtually for games like Pictionary, Charades, Outburst, and more.

For Grades 6-12

[Registration required.](#)



*Note: We will be using Cisco WebEx for this program.*

## **Resources for Small Businesses & Entrepreneurs**

**Wednesday, April 22, 3 PM**

Are you a Small Business Owner or Entrepreneur? Are you thinking of establishing your own small business? Join us as we discuss digital resources available for creative minds, small businesses, and entrepreneurs alike. This program showcases the Library's free business resources like [Gale Business Entrepreneurship](#).

For Adults

[Registration required.](#)

*Note: We will be using Cisco WebEx for this program.*

## **S.O.S. Choosing Books for Your Child**

**Saturday, April 24, 2 PM**

Jamie Garcia, Early Literacy Specialist at Washington-Centerville Public Library, will give tips on how to select age-appropriate books for your child.

For Adults

[Registration required.](#)

*Note: We will be using Cisco WebEx for this program.*

**Browse upcoming events online**

**STAY CONNECTED WITH US!**



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111 W. Spring Valley Rd.  
Centerville, OH 45458  
(937) 433-8091

Woodbourne Library  
6060 Far Hills Avenue  
Centerville, OH 45459  
(937) 435-3700

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# Save the Date

## Business First, Greene and Clark Counties VJF

Thurs, April 22, 2021  
10 a.m. - 2 p.m.

## Virtual Job Fair

JobsOhio is excited to partner with Business First, Greene and Clark Counties to connect job-seekers with local businesses that have immediate open positions.

**Registration opens March 22, 2021**

**Visit:** <https://www.soche.org/vcf/>

Register Today



Clark County  
A proud partner of the  
American Job Center network



Greene County  
A proud partner of the  
American Job Center network



# OH·ZONE

VIRTUAL CAREER FAIR

# Registraton User Guide

Thursday, April 22, 2021 | 10 a.m. - 2 p.m.

# Fill Out Pre-Event Survey



The screenshot shows a web form for 'OH-ZONE VIRTUAL CAREER FAIR'. At the top, there are three tabs: 'About You' (highlighted in red), 'Positions', and 'Hiring'. Below the tabs, the form is titled 'Virtual Career Fair' with the subtitle 'Company Registration'. The form contains three input fields: 'Company Name \*', 'Address \*', and 'Street Address'. A small purple circle with the number '0' is visible in the bottom right corner of the form area.

Before you set up your booth, you will need to complete the Pre-event survey. You can find the survey [HERE](#).

The information gathered from this survey will be used to attract job seekers to the fair.

Once you have completed the survey, you will receive an email from the address: [Notifications@brazen.com](mailto:Notifications@brazen.com) (See next page for reference).

This email should be sent to you within 24 hours of survey completion.

Upon receiving this email, you can begin setting up your booth.



## Booth Owner Login Details: Virtual Job Fair



Some content in this message has been blocked because the sender isn't in your Safe senders list.  
[I trust content from notifications@brazen.com.](#) | [Show blocked content](#)



**JobsOhio Region 4 - Dayton Development Coalition/Western Ohio** <[notifications@brazen.com](mailto:notifications@brazen.com)>

Fri 3/19/2021 12:19 PM  
To: Thomas Tye



 Brazen Technologies

Hi there,

You have been added as a booth owner for the Virtual Job Fair to be held on Thursday, March 25 at 10:00AM EDT. This means you are responsible for customizing your booth and assigning at least one representative to chat with participants during the online session.

[Customize your booth now](#) by logging in using this email address and your password, so that participants can view your booth content and learn more about your organization. Don't worry - training videos and help resources are provided below.

[Log In and Build Your Booth](#)

If you don't see the email in your inbox, check your spam folder. If you still don't see it, let Thomas Tye know at [thomas.tye@soche.org](mailto:thomas.tye@soche.org).

# Booth Registration Email

# Attend Brazen Trainings

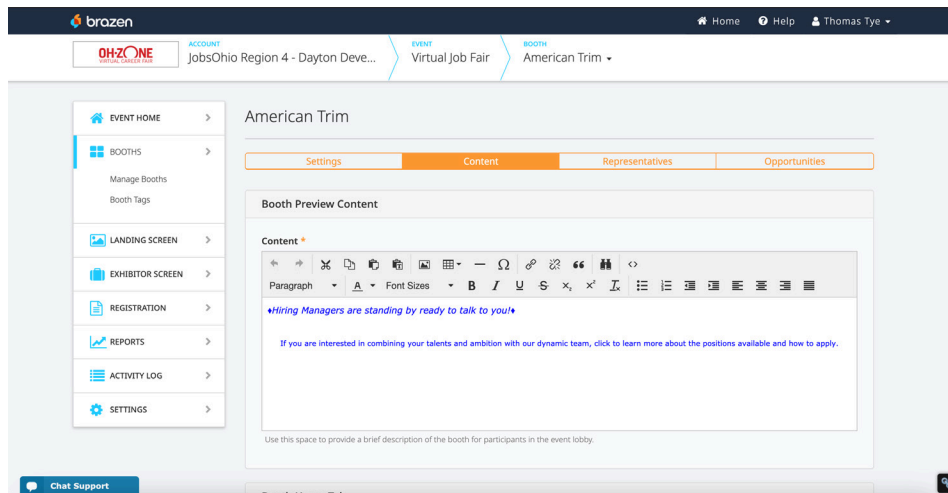
There are two trainings to watch through, the Brazen booth training and the Brazen representative training.

Each video is roughly 20 minutes in length and walks you through how to set up your booth as well as how to interact with job seekers during the event itself.

Booth owners must watch through both training pieces to know how to operate the Brazen platform for their company.

Note: If you are the booth owner, it is important to know that you are not by default a representative for the booth. You will need to navigate to the representative tab and add yourself manually.

# Begin Setting Up Booth



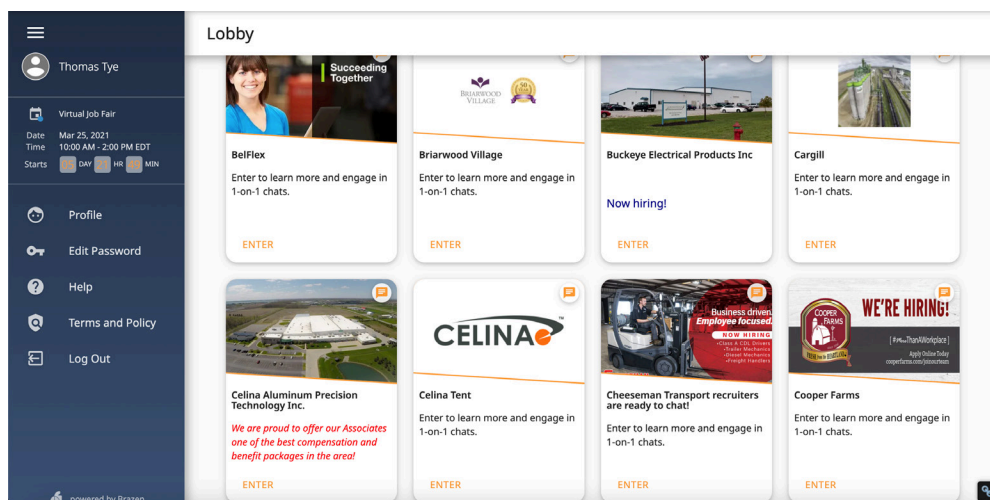
Now that you've completed both the Booth Owner training and the Representative training, you should have a good idea of how to set your booth up for the virtual career fair.

If you are struggling to complete the booth setup, we recommend reading this [guide](#) by Brazen.

If you still need help after reading the guide, visit the SOCHE [website](#) for helpful tips, or email Thomas Tye at [thomas.tye@soche.org](mailto:thomas.tye@soche.org).

We are working with you through this process to make this a successful event for your business.

# Attend the Event



With your booth set up and marketing deployed, you are ready for the event on **Thursday, April 22, 2021, from 10 a.m. - 2 p.m.**

You have up till 9a the day of the event to make any final adjustments to your booth. At that point, Brazen will lock all booths.

All booth representatives should log into Brazen early to be ready to talk to jobseekers via chat and video call at the start of the event.

Your SOCHE point of contact, Thomas Tye, will be available during the event if you have any issues or questions. you can contact him at [thomas.tye@soche.org](mailto:thomas.tye@soche.org)

# Fill Out Post-Event Survey

The screenshot shows a survey form with the following sections:

- Post VCF Event Feedback-DDC** (Section Title)
- Platform and Event Logistics** (Section Title)
- 1. Contact Information**
  - Name: [Redacted]
  - Company: [Redacted]
- \* 2. What date did the event you participated in take place?**
  - Date / Time: [Redacted]
  - Date: [MM/DD/YYYY] [Calendar icon]
- 3. How easy was the platform to use?**
  - Scale: Very difficult, Difficult, Somewhat easy, Easy, Very Easy (with star icons below each label)

Once the virtual career fair concludes at 2 p.m., either SOCHE or Brazen will send a post-event survey to fill.

Please fill this survey out, so we know how to improve events like this in the future. Your input is crucial for our success!

If you had any significant concerns that you couldn't address in the survey, please email them to Thomas Tye at [thomas.tye@soche.org](mailto:thomas.tye@soche.org).

# Business First, Greene and Clark Counties Virtual Career Fair

# Thank You!

Thursday, April 22, 2021 | 10 a.m. - 2 p.m.



### About the Event

Over the last year, mental health has become one of the most talked about challenges for American workers and their employers. Even with brighter days ahead, the mental health crisis is here to stay and how employers support their employees will become an employee retention and attraction issue as the economy recovers.

In partnership with the American Psychological Association, we are hosting a national conversation on why employers need to support their employees' mental health and how employers can create a supportive culture.

**THURSDAY  
April 29**



**2PM | ET**



**Register early to receive  
25% off your ticket**

**LEARN MORE & REGISTER**



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**MAY 25<sup>TH</sup>**  
**HYBRID**  
**EVENT**  
(virtual and in-person)

2021 Symposium on  
**Sustainability**  
in **HEALTH**  
**CARE**  
**HEAPY** **ACHE**  
of Greater Ohio

You are cordially invited to attend the 10th annual Symposium on Sustainability in Health Care, with a special focus on design as a determinant of health, as well as new and emerging healthcare technology. Join fellow healthcare professionals, facility managers, designers, architects and engineers for a full day of expert insights, education opportunities, and a keynote address from Diana C. Anderson, MD, M.Arch.

Co-hosted by HEAPY and the American College of Healthcare Executives (ACHE), this year's symposium will be a hybrid event, offering both virtual and in-person learning opportunities at Sharonville Convention Center in Sharonville, Ohio.

[REGISTER HERE](#)

**Clean Air Event sponsor is Camfil.**

Thank you to the Clean Air Event Sponsor for providing Camfil CityM HEPA Air Purifiers throughout the high traffic areas of the event.

*The Symposium will follow all CDC guidelines and State of Ohio mandates to protect the health and safety of in-person attendees. The number of attendees will be limited and max attendance will be set based on State of Ohio guidelines.*

**AM EDUCATION SESSIONS**

**Managing for Morale— Effective Management Techniques to Retain Your Staff**

Staff retention continues to be a top priority for healthcare executives. This panel will engage senior-level managers to discuss best practices in staff retention and how to build team morale. The panel will be comprised of individuals from various backgrounds and management levels. (Pending ACHE Face-to-Face Education Credits\*, AIA LUs, GBCI CEs, PDHs) \*You must attend in person to receive ACHE F2F Education Credits

## **Kettering Health Network: A Case Study in Campus-Wide Facility Optimization to Ensure Performance for Life**

Without proactive and continuous management, building systems can drift over time and diverge significantly from original design intent, wasting resources and overwhelming facility management personnel. Join HEAPY and Kettering Health Network for a case study examination of a campus-wide energy audit and retro-commissioning project and learn how a comprehensive and strategic approach to managing your facilities can lead to improved patient comfort and reduced overhead costs.

This presentation will outline a step-by-step process for how to tackle these big issues at your organization, including how to evaluate current facility performance, benchmarking against appropriate targets, prioritizing implementation, and ensuring performance for life.

*(Pending AIA LUs, GBCI CEs, ACHE Qualified Credits, PDHs)*

## **KEYNOTE PRESENTATION / LUNCH**

### **Architectural Design as a Determinant of Health**

Our understanding of the role the environment plays in shaping health has expanded immensely over the last few decades. A growing body of empirical data and evidence-based design research demonstrates that architecture impacts care delivery as well as health outcomes.

This talk explores built space as an important determinant of health and questions whether the built environment itself should be considered alongside other parameters of care, analogous to our medical interventions. Historical examples of the convergence of hospital architecture and medical practice exist. The design of the tuberculosis sanatorium during the early 20th century illustrates this infrequent intersection; the healthy building emphasizing contact with nature, developed to prevent the spread of contagions. In the context of the COVID-19 global pandemic, we can revisit past models and consider new and sustainable innovations to emphasize infection prevention and control.

It is imperative that we consider a convergence of the healthcare and design disciplines in order to promote novel solutions to augment built environment resilience and subsequently support equitable, safe and efficient care delivery.

*(Pending AIA LUs, GBCI CEs, ACHE Qualified Credits, PDHs)*

Sponsored By:



## PM EDUCATION SESSIONS

### **Crisis Management: Strategies to Effectively Manage a Healthcare Organization**

Preparing for an unplanned or unexpected event, such as a natural disaster, pandemic, civil disturbances, medical error or labor disputes (e.g., union labor) causes physical, psychological and emotional stresses that can overwhelm employees, medical staff, patients and communities. In the event of a crisis, the quality and efficiency of care delivery may be challenged, taking a toll on every part of the organization including the facilities. Dealing with the unknown or uncertainty is also a challenge that healthcare leaders face in times of crisis. Healthcare leaders must understand how to prepare their organization for unforeseen circumstances, which includes developing a communication plan, managing organizational resources (e.g., medical supplies), ensuring appropriate levels of patient care, and leveraging local and state resources or funding.

This panel discussion will provide insight and perspectives on ways to manage an unforeseen crisis within the healthcare organization and its community. The topic will include how healthcare leaders can better prepare and respond to a community or healthcare crisis, and prepare for a health surge event or unanticipated facility and resource demands.

*(Pending ACHE Face to Face Education Credits\*, AIA LUs, GBCI CEs, PDHs) \*You must attend in person to receive ACHE F2F Education Credits*

### **Power to the Patients: How New Technology is Transforming Healthcare Delivery**

The COVID-19 pandemic accelerated the proliferation and adoption of emerging technology in the healthcare industry, transforming patient services and practitioner operations. Augmented reality, enhanced telehealth, artificial intelligence, and wearables are just a few of the topics that will be discussed. Join our panel for a look at the future and discover how new technologies and innovations are personalizing and humanizing healthcare delivery for the better.

*(Pending AIA LUs, GBCI CEs, ACHE Qualified Credits, PDHs)*

REGISTER HERE

## KEYNOTE SPONSOR



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