

Save
the
Date

Bridget Flaherty (Lore Classroom) program is designed to help you tell your story better. Stories make presentation better. Stories make ideas stick. Stories help us persuade. A well-crafted story connects the listener to the teller, holding attention and driving action.

March 27, 2020

For your convenience, there will be a session in the **morning** and again in the **afternoon**.

More details coming soon!



BUSINESSFIRST!

for a greater dayton region

Census 2020 Outreach Ideas - Feb 27



Only 33 days until Census Day!

Looking for ways to get the word out to your community about the importance of answering the Census? The Dayton-Montgomery County Complete Count Census 2020 team wants to provide you with weekly tools to help you communicate with your community!

Feel free to adjust any of these to fit your community's style/interests. This is a tool to help get the word out about the impact of the Census on the services we can provide to residents and businesses over the next ten years.

Here is this week's Census Information for you:

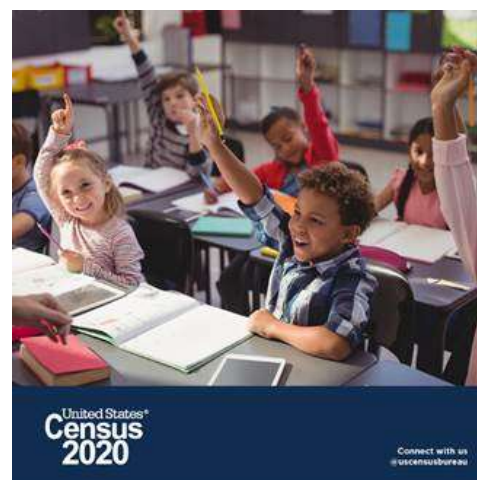
- PSA - How Will 2020 Census Data Be Used <https://2020census.gov/en/partners/psa-toolkit/data.html>

- Web Article

- **2020 Census: Everyone Counts Week!**

- March 2-6, 2020, students across the country will learn about the 2020 Census. The Census is a great opportunity for students to learn about geography, statistics, how the US House of Representatives works and civic duty.

Students will be able to complete a classroom version of the Census and, depending upon their age group, learn how that data can be used and analyzed. The Census will teach kids about math, history, geography, sociology and fun facts, as well as letting them know that everyone should be counted.



Be ready when your student comes home to talk about the Census and remember that your participation in Census 2020, helps your community get the resources it needs to support Special Education programs, Head Start, after-school programs, health programs and class-room technologies.

To learn more about Everyone Counts week (March 2-6), go to www.census.gov/schools. (Use this photo if you need one.)

- 3 Social Media Posts

- Where there are more people, there is more of a need for public services. The Census is used to inform the government how to make funding decisions each year. It's important for the Census to get an accurate reading, so make sure you fill out the 2020 Census.
 - The government isn't the only entity utilizing the information that is collected from the Census. The data collected is also used by nonprofits to inform services by businesses to create more jobs in the area.
 - A large function of the Census is to get an accurate population count to make sure that our House of Representatives is representative of the current Ohio population. More people mean more Representation!

If you have ideas or enhancements, let us know at eberlyg@mcoho.org!



You're Invited to
THE GLOBAL REPORT
DAYTON REGION 2019-2020
LAUNCH

PRECEDED BY A NATURALIZATION CEREMONY

WHEN

Thursday,
March 12, 2020

1:30 P.M.

PLEASE BE SEATED BY 1:15 P.M.

WHERE

Carillon Historical Park:
Eichelberger Pavilion

1000 CARILLON BOULEVARD,
DAYTON, OH 45409

SPONSORED BY



Below is a list of upcoming events in Ohio. For more information or to register, please use the links below. Thank you.

March 2, 2020 – The SBDC at Kent State-Tuscarawas will be hosting **Business Start-Up** in New Philadelphia. This FREE workshop is an overview of issues related to starting and operating a business such as: business and financial planning, market demand, and financing. To register, please visit [here](#).

March 3, 2020 – The Dayton Minority Business Assistance Center (MBAC) will be hosting **Business Orientation** in Dayton. This FREE workshop will provide an overview of business management and assistance services, financial and bonding resources, and regional contracting opportunities. For more information and to register, please call 937-333-1030.

March 3, 2020 – Kegler Brown will be hosting the **2020 Annual Labor Seminar** in Columbus. This half-day seminar will be focused on information regarding labor and employee relations. To register, please contact [Olivia Moore](#) at 614-255-5515.

March 4, 2020 – The Japan America Society of Greater Cincinnati (JASGC) will be hosting **Why Good People Do Bad Things: Ethics & Compliance in the Global Economy** in Cincinnati. This seminar will discuss some of the reasons why modern capitalism can result in significant ethical lapses. To register, please visit [here](#).

March 4, 2020 – FranNet and SCORE Columbus will be hosting **The Buyer's Guide to Franchise Ownership** in Dublin. This workshop will discuss business ownership and the numerous options available in the franchise world. To register, please visit [here](#).

March 4, 11, 18, & 25, 2020 – The SBDC at Columbus State will be hosting **Market Your Way to Success** in Columbus. This four-part workshop will discuss knowing the best customers, what they want, and then using that information to effectively persuade them to purchase. To register, please visit [here](#).

March 6, 2020 – The SBDC at Miami University will be hosting a **Small Business Tax Seminar** in West Chester. This FREE workshop will discuss current tax laws, IRS audit processes and audit triggers, and the tax outlook for the upcoming year. To register, please visit [here](#).

March 6, 2020 – Innovate New Albany will be hosting **Growth With Purpose: How to Grow Your Business Without Imploding** in New Albany. This FREE workshop will discuss how to create a plan that helps a business grow at a healthy, deliberate rate. To register, please visit [here](#).

March 6, 2020 – SCORE Columbus will be hosting **Social Media Management and Marketing Certification Boot Camp** in Columbus. This hands-on workshop will discuss how to attract more leads with social media marketing. To register, please visit [here](#).

March 6-7, 2020 – The Dayton Metro Library will be hosting **Need Some Help With Marketing? Absolute Marketing Pop-Up** in Dayton. This workshop will discuss how to create a year's worth of marketing in a brief amount of time. To register, please visit [here](#).

March 10, 2020 – The Dayton Minority Business Assistance Center (MBAC) will be hosting **Business Orientation** in Dayton. This FREE workshop will provide an overview of business management and assistance services, financial and bonding resources, and regional contracting opportunities. For more information and to register, please call 937-333-1030.

March 10, 2020 – FASTLANE will be hosting the **Ohio Manufacturing Survey Results** in Dayton. This event will discuss the results of the Ohio Manufacturing Survey that was completed by 650+ manufacturers and what they believe are the most critical challenges and growth opportunities in 2020. To register, please visit [here](#).

March 10-11, 2020 – Xavier Health will be hosting an **EU MDR Workshop** in Cincinnati. This workshop will feature several experts who will lead you through the development of time-critical, actionable strategies for keeping your medical devices on the EU market. To register, please visit [here](#).

March 11, 2020 – Technology First will be hosting the **17th Annual Ohio Information Security Conference** in Dayton. This conference will have several agenda tracks such as Operations, Governance, Executive, Technical, Resiliency, and Workforce. To register, please visit [here](#).

March 11-12, 2020 – The SBDC at Columbus State will be hosting a **BASE Workshop** in Columbus. This FREE two-day workshop will discuss legal business structures, tax requirements, how to write a business plan, sources of financing, and more! To register, please visit [here](#).

March 12, 2020 – The Dayton Women in Business Network will be hosting **Steps to Building or Updating Your Website** in Dayton. This workshop will provide practical information for creating and building a website that scales easily for future growth and works properly every day. To register, please visit [here](#).

March 12, 2020 – The Greater Columbus Chinese Chamber of Commerce and SPARX Logistics will be hosting **incoterms 2020** in Columbus. This workshop will provide an in-depth look at the rules that facilitate international trade. To register, please visit [here](#).

March 13, 2020 – The SBDC at Miami University will be hosting **Procedures on Buying or Selling a Business** in West Chester. This FREE workshop will discuss exit strategic planning and maximizing the value of a business, as well as critical buyer issues. To register, please visit [here](#).

March 17, 2020 – SCORE Dayton will be hosting a **Google Workshop - Using Data to Drive Business Growth** in Dayton. This FREE workshop will discuss best practices, analyzing customer trends, and turning these insights into well-informed, actionable decisions. To register, please visit [here](#).

March 17, 2020 – The Dayton Minority Business Assistance Center (MBAC) will be hosting **Business Orientation** in Dayton. This FREE workshop will provide an overview of business management and assistance services, financial and bonding resources, and regional contracting opportunities. For more information and to register, please call 937-333-1030.

March 17-20, 2020 – Xavier Health and the FDA will be hosting **PharmaLink** in Cincinnati. This conference will provide paradigm-shifting dialog that will lead to solutions for staying ahead in the 21st century that can be implemented today. To register, please visit [here](#).

March 18, 2020 – The Miami Valley SBDC will be hosting **Understanding Business Financials and Funding** in Greenville. This FREE workshop will explore the three financial statements that every business should be using as tools for planning and determining financial health. To register, please visit [here](#).

March 18, 2020 – The Warren County SBDC will be hosting **#SBDC Day** in Mason. This FREE workshop will discuss SBA Loans, Government Contracting, and Women Certifications. To register, please visit [here](#).

March 18, 2020 – The Miami Valley SBDC will be hosting **Spring Into Action with Google Insights** in Dayton. This FREE workshop will discuss how to use Google Analytics to gain insights about how consumers engage with businesses online. To register, please visit [here](#).

March 19, 2020 – SCORE Dayton will be hosting **Insurance Needed to Protect a Small Business Owner** in Dayton. This FREE workshop will discuss the types of insurance needed to protect your interests and assets as a small business owner. To register, please visit [here](#).

March 19, 2020 – Brick House Blue will be hosting **Inspire Your People: LEAD SIMPLY** in Dublin. This workshop will help leaders embrace the simple things that can have the biggest impact on making things better for their team and the entire organization. To register, please visit [here](#).

March 19, 2020 – SCORE Columbus will be hosting **Learn How the Library Is Your Premier Source for Business Information** in Columbus. This workshop will discuss the free business data to complete a business plan. To register, please visit [here](#).

March 21, 2020 – The City of Trotwood will be hosting the **Trotwood Entrepreneur Summit** in Trotwood. This event will feature educational seminars and an entrepreneur pop-up shop. Registration details will be forthcoming.

March 21, 2020 – Wright State University will be hosting **Trademark Basics** in Dayton. This FREE workshop will discuss basic trademark information, federal and state restrictions, the mechanics of searching conflicting marks and registrations, and more. To register, please contact [Ran Raider](#) at 937-775-3521.

March 21, 2020 - The Miami Valley SBDC will be hosting a **New Business Information Session** in Dayton. This FREE seminar will provide an overview of issues related to starting and operating a business such as business and financial planning, market demand and financing. To register, please visit [here](#).

March 24, 2020 – The Dayton Minority Business Assistance Center (MBAC) will be hosting **Business Orientation** in Dayton. This FREE workshop will provide an overview of business management and assistance services, financial and bonding resources, and regional contracting opportunities. For more information and to register, please call 937-333-1030.

March 24, 2020 – The Dayton Women in Business Network will be hosting **Is It Worth Your T.E.A.M.?** in Dayton. This workshop will discuss how to personalize the decision-making process so that the next choice can positively impact your T.E.A.M. (time, energy, attention, and money). To register, please visit [here](#).

March 25, 2020 – The Ohio Minority Supplier Development Council will be hosting their **Annual Meeting** in Wilberforce. This conference will share the strategic goals for the upcoming year, as well as breakout sessions, networking sessions, and the Leadership Luncheon. To register, please visit [here](#).

March 26, 2020 – The Miami Valley SBDC will be hosting **Recordkeeping for a Small Business** in Dayton. This FREE workshop will provide an overview of recordkeeping and is designed to help participants understand how recordkeeping can benefit their small business. To register, please visit [here](#).

March 26, 2020 – The SBDC at Columbus State will be hosting **Small Business Tax Workshop** in Columbus. This workshop will discuss federal and state tax rights, requirements, and responsibilities. To register, please visit [here](#).

March 26, 2020 – The SBDC at Miami University will be hosting **Leveraging the Google Business Listing Program to Grow Your Business** in West Chester. This FREE workshop will discuss preventing piracy of your Google listing, the risk of word of mouth advertising, standing out in the crowd, and more! To register, please visit [here](#).

March 27, 2020 – The Springfield SBDC will be hosting **A Crash Course in Commercial Real Estate Financing** in Springfield. This FREE workshop will discuss the basics of how loans for commercial properties are considered, local resources to make the process easier and more affordable, and more! To register, please visit [here](#).

March 27, 2020 – The SBDC at Columbus State will be hosting **Lifting One to Lift Many – Kiva Capital and Community Funding Dreams** in Columbus. This FREE workshop will discuss the steps to becoming a borrower with Kiva, as well as a showcase of borrowers. To register, please visit [here](#).

March 31, 2020 – The Dayton Minority Business Assistance Center (MBAC) will be hosting **Business Orientation** in Dayton. This FREE workshop will provide an overview of business management and assistance services, financial and bonding resources, and regional contracting opportunities. For more information and to register, please call 937-333-1030.

March 31, 2020 – Brick House Blue will be hosting **How to Build a Strategic Plan for Growth and Impact** in Dublin. This workshop will discuss the importance of a well thought out strategic plan. To register, please visit [here](#).

March 31, 2020 – Wright State will be hosting **How to Engage Employees: SOAR, Positive Culture, and the Power of Conversations** in Dayton. This workshop will discuss employee engagement models, designing organizational experiences, and more. To register, please visit [here](#).

March 31-April 1, 2020 – The Ohio EPA will be hosting the **Compliance Assistance Conference** in Columbus. This conference will provide valuable information and contacts to help businesses with their environmental compliance responsibilities. To register, please visit [here](#).

April 1, 2020 – The Miami Valley SBDC and the Dayton Public Library will be hosting **Market Research that Won't Break the Bank** in Dayton. This FREE workshop will discuss the various resources available to identify potential customers, information on market size, researching competition, and more! To register, please visit [here](#).

April 7, 2020 – The Dayton Minority Business Assistance Center (MBAC) will be hosting **Business Orientation** in Dayton. This FREE workshop will provide an overview of business management and assistance services, financial and bonding resources, and regional contracting opportunities. For more information and to register, please call 937-333-1030.

April 8-9, 2020 – The SBDC at Columbus State will be hosting a **BASE Workshop** in Columbus. This FREE two-day workshop will discuss legal business structures, tax requirements, how to write a business plan, sources of financing, and more! To register, please visit [here](#).

April 14, 2020 – The Dayton Minority Business Assistance Center (MBAC) will be hosting **Business Orientation** in Dayton. This FREE workshop will provide an overview of business management and assistance services, financial and bonding resources, and regional contracting opportunities. For more information and to register, please call 937-333-1030.

April 15, 2020 – The OSU College of Nursing will be hosting the **Interprofessional Innovation Symposium** in Columbus. This FREE event will feature the CEO of ReHeva BioSciences, Inc. who will discuss how interprofessional collaborations serve as a cornerstone of their business. To register, please visit [here](#).

April 15, 2020 – The Miami Valley SBDC will be hosting **Marketing Strategy: Be Deliberate About Reaching Your Market** in Greenville. This FREE workshop will delve into customer discovery, branding, marketing vehicles, and market planning. To register, please visit [here](#).

April 16, 2020 – The Warren County SBDC will be hosting **Steps to Starting Your Own Business** in Springboro. This FREE workshop will discuss business plan tips, what licenses and permits are needed, entity selections, credit management overview, trending marketing, and more! To register, please visit [here](#).

April 16, 2020 – The Miami Valley SBDC will be hosting **Marketing Strategy: Be Deliberate About Reaching Your Market** in Eaton. This FREE workshop will delve into customer discovery, branding, marketing vehicles, and market planning. To register, please visit [here](#).

April 17, 2020 – The SBDC at Columbus State will be hosting **Lifting One to Lift Many – Kiva Capital and Community Funding Dreams** in Columbus. This FREE workshop will discuss the steps to becoming a borrower with Kiva, as well as a showcase of borrowers. To register, please visit [here](#).

April 18, 2020 - The Miami Valley SBDC will be hosting a **New Business Information Session** in Dayton. This FREE seminar will provide an overview of issues related to starting and operating a business such as business and financial planning, market demand and financing. To register, please visit [here](#).

April 21, 2020 – The Dayton Minority Business Assistance Center (MBAC) will be hosting **Business Orientation** in Dayton. This FREE workshop will provide an overview of business management and assistance services, financial and bonding resources, and regional contracting opportunities. For more information and to register, please call 937-333-1030.

April 23, 2020 – The SBDC at Columbus State will be hosting **Small Business Tax Workshop** in Columbus. This workshop will discuss federal and state tax rights, requirements, and responsibilities. To register, please visit [here](#).

April 28, 2020 – The Dayton Minority Business Assistance Center (MBAC) will be hosting **Business Orientation** in Dayton. This FREE workshop will provide an overview of business management and assistance services, financial and bonding resources, and regional contracting opportunities. For more information and to register, please call 937-333-1030.

April 28-29, 2020 – The SBA and the Ohio Development Services Agency will be hosting the **Ohio Business Matchmaker** in Dayton. This event is an opportunity for small businesses to meet one-on-one with federal, state, and local buyers who represent billions of dollars in upcoming contracts. To register, please visit [here](#).

Ohio Export Internship Program

The Ohio Export Internship Program is a strategic partnership between the Ohio Development Services Agency and local universities to improve the global knowledge in the workforce, grow exports and create jobs.

NEW THIS YEAR: The University of Dayton has joined the Ohio State University, Cleveland State, and Youngstown State as the newest program partner. Students will be taking export classes for preparation of their summer internship placement.

If your company is interested in hiring an intern for the summer and participate in this program contact the Export Assistance Network (EAN) at The Entrepreneurs Center at 937.531.6612. We can provide more details about the program and help prepare you for completing the application. Check out the State's 50% reimbursement grant for your intern. To apply or learn more about the program, click [here](#).

Koffee Talks

The Dayton Better Business Bureau hosts FREE roundtable, peer-to-peer conversations in the following areas:

Miami County – 1st Friday of the month
Springboro – 1st Friday of the month
Preble County – 2nd Friday of the month
Springfield – 2nd Friday of the month

North Dayton – 3rd Friday of the month
Beavercreek – 4th Friday of the month

To learn more and to register, please visit [here](#).

Ohio Manufacturing Extension Partnership (MEP) Program

Ohio MEP helps Ohio's small and medium-sized manufacturers to increase sales, create jobs and generate cost savings through technological innovation, workforce training and improved management practices. Small and medium-sized manufacturing companies are critical to Ohio, representing 90% of job growth for high-paying jobs. For every new manufacturing job that is created or retained, three to five supporting jobs are also created. Contact Dorinda Byers (byers.18@osu.edu) or Susan Foltz (susan.foltz@development.ohio.gov) to learn more.

Need Help Marketing Your Products or Services Internationally?

The **International Market Access Grant for Exporters (IMAGE)** program helps small businesses increase exports and create jobs in Ohio's economy. The program reimburses at a 50% rate, capped at \$12,500 per eligible approved applicant. The IMAGE program is funded, in part, through the Small Business Administration's State Trade Expansion Program (STEP). For more information about the IMAGE program, visit:

www.image.development.ohio.gov.

Ohio EPA's Division of Environmental and Financial Assistance

Ohio EPA's Division of Environmental and Financial Assistance (DEFA) provides several compliance, technical and financial assistance programs to help Ohio communities and businesses with their environmental needs. More information on these services and relevant contact information can be found on DEFA's website at:

<https://www.epa.state.oh.us/defa/>

For questions about these services, please contact [Amber Hicks](#) at (937) 285-6439.

USDA, Rural Development, Business & Industry Loan Guarantee Program has funding available for Fiscal Year 2020!

The USDA, Rural Development, Business & Industry Loan Guarantee Program can provide loan guarantees for the purpose of:

- Acquiring new businesses or expanding existing businesses;
- Purchasing and improving real estate;
- Purchasing machinery & equipment;
- refinancing outstanding debt; and
- providing term working capital.

Projects prioritized by headquarters are those projects intended to further enhance the rural economies by providing well-paying employment, essential community services and long term investments. These priority projects include:

- Broadband; high-speed internet connectivity.
- Commercially available unmanned technologies.
- Food distribution such as grocery stores and food manufacturing along with agritourism and biotechnology.
- Advancement of energy security by boosting production of energy from natural gas, oil, coal and renewables.
- A focus on "made in America" including projects for infrastructure, distribution, and value-chain participants.

- Projects that advance the quality of life. For example modern utilities, medical services, and for the treatment and recovery of opioid addiction.
- Advancement of career training and development.

The loan guarantee can be used to provide better rates and terms to the businesses you serve while reducing lender risk. In addition to reducing risk, the issuance of the loan guarantee can allow for additional fee income through the sale of the guaranteed portion on the secondary market.

Should there be an opportunity to consider financing one of these projects, please keep these programs in mind. There are guarantees of 80% for loans up to \$5,000,000; 70% for loans of \$5,000,000 - \$10,000,000, and 60% on loans over \$10,000,000.

Please contact a staff member listed below to schedule a time to meet to further discuss the program and its advantages.

Cindy Musshel	Cindy.Musshel@oh.usda.gov	614-255-2427
Debbie Rausch	Deborah.Rausch@oh.usda.gov	614-255-2425
Jennifer Brown	Jennifer.Brown@oh.usda.gov	614-255-2423
Randy Monhemius	Randy.Monhemius@oh.usda.gov	614-255-2424

SBA webinars and events – For an updated list of SBA webinars and events for Ohio, please visit [here](#). Topics include healthcare, contracting, financing, and more.

Small Business Resource – The Ohio Small Business Development Centers (SBDC) offer many seminars and workshops to small businesses throughout Ohio. Topics include certifications, mentoring, social media, business strategy, finance, and more! To learn more about these events, please visit [here](#).

SBA Partner Organization – SCORE provides free, confidential one-on-one mentoring to both aspiring and existing small businesses and entrepreneurs. This organization also offers seminars, workshops and online resources covering a wide variety of small business topics. There are several offices in Ohio, please visit www.score.org to find the nearest one.

Upcoming International Trade Missions and Webinars – The Ohio Development Services Agency and the U.S. Department of Commerce provide numerous opportunities to companies interested in participating in international trade missions. To see a list of upcoming missions through the State of Ohio, please visit [here](#). To see a list of upcoming trade missions through Commerce, please visit [here](#) and for upcoming webinars, please visit [here](#).

SBA Resource Guide – The SBA is happy to announce that the SBA Columbus Resource guide is now available electronically on our district website at: https://www.sba.gov/sites/default/files/files/resourceguide_3138.pdf

Contact:

Alexander Kohls, Senior Area Manager – Dayton Region
 District International Trade Officer
 U.S. Small Business Administration
 200 W. 2nd St., Suite 400
 Dayton, OH 45402
 614-633-6372

Find your interns now!

The first step is to contact us using one of the methods listed below.

Complete the form at:
www.socheintern.org/hire

Call us at:
937-258-8890

Email us at:
soche@soche.org



Tomorrow's workforce is built with today's interns.



600+ current students from around the U.S. apply to SOCHEIntern each year.



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is simple with SOCHEIntern.

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Use @SOCHEnews, search "SOCHE,"
or search "Southwestern Ohio Council
for Higher Education."

Start working with us at
www.socheintern.org/hire

Why hire interns?

CREAM OF THE CROP

Employing interns can reduce recruitment costs. **Over 50% of interns continue working full-time at the same company where they interned.***

TURN-OVER HURTS

Employees **hired from your internship program are 58% more likely to remain at your company for five years** compared to employees without previous internship experience.* This means more productivity, less downtime, less training time, and less drain on energy and resources.

TEST-DRIVE

The best way to evaluate a potential employee is through an internship. An intern can provide your organization with fresh energy and an out-of-the-box approach with less potential risk. **Over 70% of interns will receive full-time job offers after graduation.***

INSPIRE YOUR BEST THINKERS

Interns bring fresh ideas and can help your best employees to **explore potentially lucrative new territory.**

Why hire through us?

Working with SOCHEintern for your internship program takes the guess work out of hiring interns and allows your business to take full advantage of the energy and fresh ideas interns can bring.

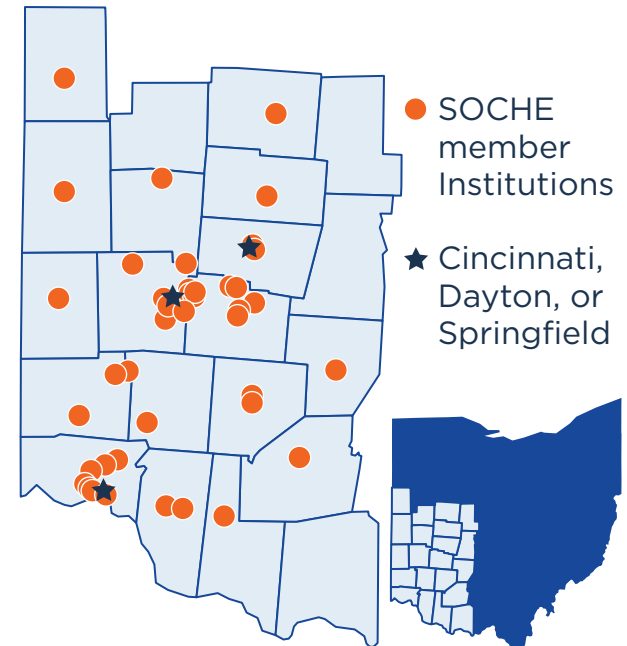
We are equipped to handle:

- Recruitment and applications
- On boarding and orientation
- Hiring, payroll, and employee taxes
- Customized services for your business



We have connections.

SOCHEintern leverages relationships daily with Southwestern Ohio's high schools, colleges, and universities to provide your business access to hundreds of thousands of students in the region. SOCHEintern has an extensive relationship that expands statewide and nationally for businesses that prefer to diversify their candidate pool geographically.



**All data from the National Association of Colleges and Employers (NACE)*

SOCHEIntern
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