



Small Business Resource Rally

September 19, 2017 8:30am - 10:00am
at Eaton Country Club, 100 Morton Road, Eaton, OH

The Preble County Development Partnership and Montgomery County BusinessFirst! will be hosting a **FREE** Small Business Resource Rally.

The purpose of the event is to provide entrepreneurs, small and minority-owned businesses with information on local tools and resources to help them be more successful. The program agenda will be:

8:00-8:30am
Networking and Breakfast

8:30-9:00am
1. A Small Business Panel
• 3 representatives from local companies

9:00-10:00am
2. Resource Partners
a. "Where to Start"
• Small Business Development Center
• SCORE
• Library Resources
• Dayton Minority Business Assistance Center
b. "How to Add Workers"
• Ohio Means Jobs Preble County
• Miami Valley Career Technology Center (MVCTC)
c. "Resources to Expand"
• CountyCorp
• SBA

We hope to see you on Tuesday, September 19th!
Continental breakfast will be provided.

Business Walk Volunteers – NEW DATE ADDED!

We had an outstanding response for volunteers for our first business walk of 2017, and we hope to keep the momentum going!

City of Tipp City

Thursday September 21, 2017 from 9:00 to 1:00

*** NEW* Washington Township (Montgomery County)**

Thursday September 28, 2017 from 10:00am-12:30pm

City of Miamisburg

Tuesday October 3, 2017 from 9:30 to 12:00

Business walks are an opportunity to touch small and medium-sized companies and provide them with information about new programs and services, as well as local community events.

For more information about Business Walks, or to find out about volunteering, please contact Mike Norton-Smith at 937.224.3848 or SmithMN@mcoho.org.



Thank you!

Michael Norton-Smith
Community & Economic Development Specialist
Montgomery County
451 West Third Street, 10th Floor
Dayton, Ohio 45422
Phone: 937.224.3848
Email: smithmn@mcoho.org



Interested in a job in Customer Service?

Are you tired of working several part-time jobs or working without benefits?

We are currently looking for participants to attend a Customer Service training opportunity that, upon successful completion, could lead to careers starting at \$12 an hour with companies such as CareSource, Synchrony Financial, Teleperformance, Spectrum, and Assurant.

The training is at no cost to you.

Seating is limited!

Call 1-844-543-7378 to reserve your seat today.

Or apply in person:

Date: September 25, 26 and 27

Where: Life Enrichment Center
425 N. Findlay St.

Dayton, OH 45404

Time: 11 a.m. to 4 p.m.



SMALL BUSINESS RESOURCE RALLY

September 26, 2017 8:30am-10:00am

Montgomery County Business Solutions Center
1435 Cincinnati Street | Suite 300 | Dayton

Montgomery County **BusinessFIRST!** will host a free Small Business Resource Rally on September 26, 2017 at the Montgomery County Business Solution Center.

The purpose of this event is to provide entrepreneurs, small and minority-owned businesses with information on local tools and resources to help them to be more successful.

The program will feature information on:

- **Community Resources**
- **Workforce Training & Recruiting**
- **Financing and Access to Capital**
- **Vendor Opportunities and Information on Small Business Certifications**
- **Networking opportunities with other small businesses**

Breakfast will be provided.

PLEASE RSVP:

To RSVP for the Small Business Resource Rally, please send your name, business name, and address to Angela Swartz at SwartzA@mcoho.org



RESOURCE RALLY AGENDA:

8:00am-8:30am

Registration & Networking Breakfast

8:30am-9:00am

Small Business Panel

9:00am-10:00am

Resource Presentations

- "Where To Start"
- "Where to Find Talent"
- "How to Find Financing and Contracts"

10:00am-11:00am

Networking & Resource Fair





**START
DOWNTOWN**

COWORK AT 444

THURSDAY, SEPTEMBER 28TH

**JOIN US ON THURSDAY, SEPTEMBER 28TH AT 444 E. SECOND ST. FOR
THE NEXT POP-UP COWORKING EVENT**

Check out the new home for Dayton entrepreneurs at 444 E. Second St. at our next pop-up coworking day. See why this collaborative space that includes [The Entrepreneurs Center](#), [Air Force Research Lab](#), [Wright Brothers Institute](#), and several others, is fast becoming a hub of entrepreneurial activity in downtown Dayton.

THURSDAY, SEPTEMBER 28

444 E. SECOND ST.

444 E. Second St.
Dayton, OH 45402

An initiative of
START DOWNTOWN

RSVP to Colleen Turner at turner@downtowndayton.org

SCHEDULE FOR THE DAY

- **Doors Open for Coffee & Coworking** (8:00 am)

- **Round Table Discussion: Dayton's Emerging Innovation District** (8:30 to 10:00 am) - Hear from some of the leaders in Dayton's entrepreneurship scene about the vision for 444 E. Second St. and how all of this relates to the emerging hub for startups and creative activity at the Dayton Arcade

- **Open Office Hours** (9:00-Noon / 1:00-4:00 pm) - Connect with subject matter experts in legal, accounting, human resources, and more

- **Lunch** (Noon)

- **Workshop: Market Research that Won't Break the Bank with Ann Riegler-Crichton from the [Dayton Metro Library](#)** (1:30 to 3:00 pm): Get tips for resources that can help you characterize your target market, identify competition, and formulate a clear picture of the opportunity for your business (session content is relevant for both B2B and B2C audiences)

- **Happy Hour & 444 E. Second Grand Opening Celebration for The Entrepreneurs Center** (Begins at 4:30 pm)

NOTE: Attendance at each session is optional, i.e. you can keep working if you need to meet a deadline

Don't miss this opportunity to connect with Dayton's most creative entrepreneurs, designers, developers, and difference-makers. Grab your laptop for what promises to be your best day at the office all month.

RSVP to Colleen Turner at turner@downtowndayton.org

EVENT PARTNERS: [Downtown Dayton Partnership](#), [The Entrepreneurs Center](#), [Wright Brothers Institute](#), [Dayton Tech Guide](#), [Greater Dayton Minority Business Assistance Center \(MBAC\)](#), [Nucleus](#), [Ohio SBDC Network](#)



Start Downtown is a collaborative initiative between numerous volunteers, the Downtown Dayton Partnership, City of Dayton, and the Dayton Development Coalition.

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Our mailing address is:

Start Downtown
10 W. Second St.
Suite 611
Dayton, Oh 45402

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September 2017 Newsletter

SEE WHAT WE'VE BEEN UP TO!

In this issue.....

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Bring Your Green Challenge Updates

Bring Your Green (BYG) 2.0 Registration Extended

Due to popular demand, the BYG 2.0 registration deadline for the Commercial platform has been extended to September 30th to match dates of the School platform. However, don't get too comfortable! Make sure to register for the BYG 2.0 challenge and receive your green certification **by September 21st** to ensure getting included in September 28th Press Conference. Montgomery County Commissioners and community leaders will announce and recognize BYG 2.0 participants and newly green certified businesses. Your promotion starts right then.

[RSVP here for the Press Conference](#)

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What's New for BYG 2.0?

Bring Your Green is a friendly yearlong competition that is open to businesses and organizations of all sizes to reduce costs while reducing greenhouse gas emissions and resources used. It is AVAILABLE TO GREEN CERTIFIED BUSINESSES. More than 100 buildings and offices competed in the inaugural BYG to reduce their environmental impact and save energy and resources while engaging their employees. [View here](#) for BYG 2015-2016 highlights.

New in BYG 2.0, participants can join in under the Commercial Platform, or the **Healthy School Platform**. Special resources and student challenges are presented in the Healthy School Platform to raise environmental standards on campus and empower students to develop sustainable behaviors. \$5,000 cash award prizes will be given to winning teacher / students teams. [View here for more information](#).

New also this year, the Green Business Certification Program checklist is **tied in to BYG 2.0 platform**. You will start this year with points from your green certification and will be able to add more items from your green certification checklist throughout the year right from your BYG pages. The two programs are completely and seamlessly tied in.

Stay tuned this year for **new and improved employee challenges** designed to inspire, inform and educate how sustainability is linked to our everyday lives. We will launch 3 employee challenges throughout the year, each lasting for 4 weeks to your employees. Their participation and involvement will be measured and translated to points to your company. After all, one can't do it all. Simple actions multiplied can make a difference.

BYG will award and recognize quarterly winners this year in **3 Milestone Awards luncheons** to make sure to keep you engaged throughout the year. A year could seem like a long time, but no worries, we have it all planned out for you.

Oh, by the way, the **financial incentives** (as in access to 50% enhanced rebates from DP&L, and \$17,000 cash award prizes) are still in play. Aren't you excited yet? [Sign up now](#) if you haven't done so already.

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Get recognized on September 28th Press Conference

Join us for Game On press conference announcing BRING YOUR GREEN CHALLENGE 2.0 PARTICIPANTS & NEWLY GREEN CERTIFIED BUSINESSES

Montgomery County Commissioners and community leaders will announce and recognize Miami Valley businesses, schools and organizations that have committed to sustainability and energy conservation through joining the Bring Your Green 2.0 and have obtained their green certification since April 25, 2016.

Did you know that you can attend BYG events to score points? Attend the press conference to receive recognition, a Bring Your Green certificate for your participation and your Green Business Certificate as well!

Score your first points now! [RSVP HERE](#)

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Who's Signed Up?

Wow, we're really excited; registration is not over yet and we already have more than 170 locations signed up for the BYG 2.0 Challenge! This is a Miami Valley commitment to a greener and more sustainable region.

[View early registrants here.](#)

It's not too late to join in. Take our challenge ,get engaged, reduce your impact and [sign up now](#).

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Green Business Certification 2.0

We've been busy last year. In our quest to improve the value and the process of the green business certification program, we've launched Green Business Certification (GBC) 2.0. See below for new features:

- **New look and feel, better online experience.** You can now toggle back and forth as you wish between the different checklist categories.
- **Copy function:** Do you have more than one location to green certify? We have certainly made things easier for you. You can now copy an existing, filled, application to easily certify multiple locations. Make sure that you select a filled application that will be applicable to the new location, copy and then simply edit some fields as required (as in building name and address). Make sure to submit your copied application. Checkout ACCOUNT OVERVIEW/ +ADD NEW APPLICATION.
- **Multiple users:** Do you want your facility manger help you fill your energy checklist, or your marketing expert to fill in our green directory information, or maybe you feel that some sections can be better addressed by others from your company? Ask others to help you in your green certification right from the website by using the newly added multi-user function. Checkout ACCOUNT OVERVIEW, BUILDING CONTACTS, from your green certification page to View/Add /Edit users.
- **New downloads:** Download a Green Certificate and an Environmental Policy Statement to highlight and share your green certification right from the website. Checkout ACCOUNT OVERVIEW, DOWNLOADS.
- **Marketing and B2B:** Promote your business and add to the public Green Directory from your page. Access a private online page to share your contact information with other green certified businesses to connect and further market your business to this network. Create and view special offers! Checkout MARKETING & B2B page for more information.
- **Link to BYG** from your green certification page. The two platforms are seamlessly connected.

[Green Business Certification Program](#)

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Green Events

2017 Dayton Green Expo

September 12, 2017

10:00 am -5:00 pm

Sinclair Community College - Conference Center Building 12

Co-Hosted by Heapy Engineering, Sinclair and Dayton Regional Green.

- Join 400 Industry Peers
- Keynote Luncheon included with National Sustainability Leader Panel
- 3 Tracks of Enriching Educational Sessions
- Over 30 Sustainability Focused Exhibitors ♣ 7 Hours of Networking
- and...SEA Launch (Sustainability and Energy Awards)

Don't miss this!

[REGISTER NOW!!!](#)

[EVENT FLYER](#)

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Student Sustainability Leaders Conference

Saturday, September 23, 2017 (5:30 pm - 8:00 pm)

University of Dayton River Campus

The Hanley Sustainability Institute at The University of Dayton, in partnership with NCSE and fellow Ohio member colleges, will host this conference at the University of Dayton's River Campus. The conference is open to all university students and sustainability-themed organizations.

The conference is an excellent opportunity for businesses and organizations to speak with the next generation of sustainability leaders in the midwest. Organizations will have the opportunity to learn about the latest student research, recruit for potential interns, and offer career advice to interested students.

There are 30 exhibitor spots available (free of charge) for businesses to display at the conference. Please contact [Emily Shanahan](#); or [John Flynn](#) if interested.

[Register to attend.](#)

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Partners for the Environment Falls Awards Event

Wednesday, October 11, 2017 (6:00 pm - 8:00 pm)
Brukner Nature Center

2017 Celebration of the Partner of the Year Awards and the Greater Dayton Conservation Fund of The Dayton Foundation's Grant Awards

- Wednesday, October 11 from 6:00 to 8:00pm
- Wine, craft beer & wonderful hors d'oeuvres
- Brukner Nature Center, Troy, Ohio
- \$25/person includes annual membership to Partners for the Environment
- RSVP by October 6, 2017
- For any questions, please contact admin@gdpartners.org

[RSVP here](#)

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2018 OEFFA Conference- A Taste for Change

February 15-17, 2018
Dayton Convention Center

Mark your calendar! The Ohio Ecological Food and Farm Association's 39th annual conference, A Taste for Change, will be in Dayton Thursday, February 15-Saturday, February 17, 2018!

Ohio's largest sustainable food and farm conference draws around 1,200 people each year, offers lots of amazing opportunities for farmers, gardeners, homesteaders, and others committed to local food, sustainable agriculture, and green living, including:

- Nearly 80 educational, inspiring workshops on sustainable farming, livestock, homesteading, gardening, and business on Friday and Saturday;
- A three day trade show with 90+ businesses, organizations, and government agencies offering food, books, equipment, products, information, and services;
- In-depth, full day Food and Farm School courses on Thursday;
- Engaging nationally-recognized keynote speakers;
- Made-from-scratch, local, organic meals;
- Thursday and Friday evening networking and receptions;
- Kids' conference, child care, and more!

Register [here](#)

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News & Updates

Looking for Green Mentors!

Do you enjoy working with elementary students? Do you have a passion for sustainability?

If you answered yes to either of the above questions, we have an exciting opportunity for you. Dayton Regional Green is looking to

establish a network of Green Mentors to help participating K-12 schools with their sustainability challenges.

As a Green Mentor, you would be able to interact closely with a teacher/students team at a participating school to assist them in the green challenges they choose. You will travel to your selected school once a month for an hour to assist in the classroom with these challenges. In addition, you have the opportunity to provide support and guidance through Skype meetings (or more in person meetings) as needed and agreed on.

By volunteering, you are not only helping the K-12 schools in their sustainability challenges but also earning points for your own business or school if they are competing in the Bring Your Green Challenge as they will receive points for every Green Mentor team.

Schools are also interested in having speakers present during lunch on different sustainability topics; including energy, climate change, waste reduction and health & wellness. These presentations will be short (15-20 minutes) and would help teach K-12 students about sustainability.

If either of these opportunities interests you, please let us know by September 15, 2017 and contact us at drg3@mcoho.org .

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Go Green with IGS Energy!

The Dayton Regional Green Initiative has partnered with IGS Energy to offer Green Certified Businesses customized rates on their electricity. This exclusive partnership includes **green-energy** offers for both your business and your employees.

Yet another benefit for your green certification!


[Get green certified today](#)

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ABOUT DAYTON REGIONAL GREEN

We are committed to enhancing the quality of life and environmental assets of the region by [growing our economy](#), [protecting a healthy environment](#), and [promoting social responsibility](#).

[VISIT OUR WEBSITE!](#)

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Small Business Community News - September 2017

Chapter Chair Corner - Chuck Anderson



Our National Leadership conference just finished. We had two presenters, Ann Reigel-Crichton and Vel Hux from Dayton SCORE and both did a great job. The theme of the conference centered around how to enhance the relationship we establish with both our clients and our fellow counselors. We have always valued long term relationships with clients since that usually leads to client success.

Dayton SCORE is dedicated to helping all our clients develop a successful business. If you have had a good relationship with Dayton SCORE please share that below so we can improve our relationship with all our customers. What made this a good relationship for you?

[Feedback»](#)

Insight for Women in Business - Save the Date



The latest Insights for Women in Business event highlighted networking for business growth with Amy Gantt of Lula Bell Art and Designs, shown here.

The Insights program connects successful female business owners with aspiring female business owners so lessons learned and advice can be shared. Insights is planned and hosted by Dayton SCORE, the Dayton Area Chamber of Commerce and Dayton Metro Library.

The next Insights event will be held on Friday morning, November 3 at the Miamisburg

library branch. Watch for more details and registration information in October! Contact Ann Riegler-Crichton at 937-496-8631 for more information.

How to Do Business with the Government September 13th



This Small Business Development Series, put on in conjunction with The Small Business Administration, is designed to provide information and contact resources to both beginning and continuing businesses in the Dayton and surrounding area. The series is presented free of charge but registration is required.

The final workshop in this series will deal with the methods and requirement a small business must utilize to provide services to federal, state, and local government entities.

[Learn More and Register »](#)

September Non-Profit Workshops



Dayton SCORE provides free mentoring to non-profit organizations and charities by volunteers experienced in working as board members and executives in non-profit organizations.

Strategic Planning for the Non-Profit, September 7th

This workshop defines the concept of strategic planning for a non-profit organization, indicates its benefits, indicates when it is appropriate to develop the plan, and describes the steps in the strategic planning process, complete with examples of each step. It provides methodology for monitoring the implementation of the plan and taking corrective actions when appropriate.

Volunteer Management for Non-Profits, September 21st

Effective committed volunteers are the lifeline of most non-profits. This workshop addresses the importance of understanding volunteers' motivation to serve in order to be successful in recruiting and retaining volunteers. It describes how to set clear expectations for the volunteer and the organization.

[Learn More About These Non-Profit Workshops »](#)

**The latest stats confirm it:
you need to use visuals.**



From infographics to hero images to unique photography, there are many types of visuals that get results. Your small business can use visuals to attract more web visitors, increase conversions, and build communities around your service, product or message. The best part? These images don't have to cost an arm and a leg.

[Continue Reading](#)

Build an Authentic Brand to Increase Your Bottom Line

September 7 @ 1 p.m. EDT / 10 a.m. PDT



Branding impacts every facet of your business. How can you make sure you're managing your brand correctly?

During this webinar, you will learn about branding trends, such as why your sales funnel will either make or break your brand.

[Learn More »](#)

How to Create a One-Page Plan of Action to Grow Your Company

September 12 @ 1 p.m. EDT / 10 a.m. PDT



Balancing important work with urgent tasks is challenging. Need help focusing?

During this webinar, learn how to create a one-page plan of action and how to avoid common pitfalls that stop most companies from executing on their action plan.

[Learn More »](#)

Lean Business Planning for Better Management

September 19 @ 1 p.m. EDT / 10 a.m. PDT



Business planning doesn't have to be complex.

This webinar will cover the simplicity and ease of lean business planning, including a simple, powerful approach to business planning for any business - existing or startup.

[Learn More »](#)

Video Marketing Made Easy

September 21 @ 1 p.m. EDT / 10 a.m. PDT



Anyone can create great video content. Yes, even you. How?

In this session, digital marketing expert Sherry Bonelli will discuss the importance of video marketing to your business and explain how to create video content using technology you already own.

[Learn More »](#)

SCORE helps you succeed! Check out one of our recent success stories.



David Sperstad pursued his passion shortly after losing his job. Now he owns Tourright Bicycle Shop. David worked with SCORE mentor Dick Jordan to make sure his business became profitable.

[Read More »](#)

What will you start, with the help of a SCORE mentor?

[Connect with a Dayton SCORE mentor today](#)

[View More SCORE Workshops.](#)
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Dayton SCORE, Chapter 107
www.dayton.score.org
Phone: 937.225.2887



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 (SBA), 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 [here](#).