



## Bring Your Green 2.0 Awards Ceremony

On Friday, October 19, 2018, Dayton Regional Green, Montgomery County Commissioners, Dayton Power & Light (DP&L), Vectren, Energy Optimizers and IGS Energy along with businesses, non-profits, school districts, students, teachers and representatives from US EPA Region 5 will celebrate the conclusion of Bring Your Green 2.0 Challenge.

### Event Highlights:

- Announce savings and environmental impacts from the challenge
- Student's sustainability displays
- EPA awards to participants achieving ENERGY STAR Certification
- Cash prizes to top scoring contenders!

Refreshments and light appetizers will be served.

Attendance is free, but you must RSVP for all attending from your company.

### Bring Your Green 2.0 Awards Ceremony

**October 19, 2018**

3:30-5:00 pm

Cox Arboretum

6733 N Springboro Pike

Dayton, OH 45449

[RSVP HERE](#)

## Green Drinks Dayton- Co-Ops And Carbon Farming

Lisa Helm of Dayton Urban Grown farm will talk about the importance of co-ops and carbon farming at Fifth Street Brew Pub.

**October 10, 2018**

5:00 -7:00 pm

**Fifth Street Brew Pub**

1600 E 5th St

After drinks and talk, we will head out for a tour of her farm at 933 Xenia ave. All are welcome to join!

Dayton, OH 45403

[RSVP HERE](#)

## Sustainability Luncheon

### Transforming Attitudes, Values and Beliefs Into Actions

As climate change advocates, we know how important it is to connect to our audience through effective messaging. So, what are the most constructive, persuasive approaches?

Join us on November 7 as **Ben McCall**, Hanley Sustainability Institute's first Executive Director and **Richard Kaiser**, founder of Wilderness Agency, share how their beliefs and attitudes shaped their success and enabled them to deliver their message.

**November 7, 2018**  
**11:30 am -1:00 pm**

**Top of the Market**  
32 Webster St  
Dayton, OH 45402

[RSVP HERE](#)

## ReuseConex Coming to Cincinnati!

International Reuse Conference & Expo is coming to Cincinnati on October 18-20 at the Holiday Inn Downtown. It will bring together leaders to share best practices on diversion, economic and equity benefits of reuse.

**October 18-20, 2018**

Holiday Inn Downtown

[REGISTER HERE](#)

FOLLOW US



# Google Workshop on Friday, October 11<sup>th</sup>

The Business Solutions Center invites you to attend a FREE Google Workshop. You will learn how customers find your business online and find out how you can promote your online presence using search engine optimization (SEO) and online advertising. We'll also introduce tools that will help you run your business online, including Google Analytics and Trends.

This FREE event will be held at the Business Solutions Center from 8 AM – 9:30 AM if you are interested.

Anyone can attend this free Google workshop. Please register on Eventbrite.

Registration link below:

<https://www.eventbrite.com/e/reach-customers-online-with-google-tickets-50091795910>

8:00AM to 9:30AM  
Business Solutions Center  
1425 Cincinnati St. Suite 300  
Dayton, OH 45417  
(937) 813-1200

If you have any questions regarding the workshop, please contact Rob Bunting at (937) 312-1400 or if you are interested in other workshops at the BSC, go to [www.mcobiz.com](http://www.mcobiz.com).

# Ohio Incumbent Workforce Training Voucher Program

Online Applications Will be Available Beginning September 24, 2018

The Ohio Incumbent Workforce Training Voucher Program has made the following changes to the program for FY'19.

- Each Applicant will be eligible for up to \$2,000 in reimbursement for each eligible incumbent employee per Fiscal Year and up to \$25,000 in total assistance per Fiscal Year.
- Companies that received Voucher Program assistance in FY'17 (based upon FEIN) who utilized 33% or less of their award amount will not be eligible for assistance in FY'19.
- Companies that received Voucher Program assistance in FY'18 (based upon FEIN) will not be eligible for assistance in FY'19.
- FY'19 (Round 7) awards will reimburse training that begins and is completed between January 1, 2019 and December 31, 2019.

Businesses can **begin the online process on September 24, 2018**. The online applications will be accepted on a **first-come, first-served basis** and **can be submitted on October 11, 2018 between 10:00 a.m. and 5:00 p.m.**

For more information about the Ohio Incumbent Workforce Training Voucher Program visit [http://development.ohio.gov/bs/bs\\_wtvp.htm](http://development.ohio.gov/bs/bs_wtvp.htm).

For additional assistance, contact Shannon Vanderpool at (614) 644-8560 or [Shannon.Vanderpool@development.ohio.gov](mailto:Shannon.Vanderpool@development.ohio.gov).

## Ohio Incumbent Workforce Training Voucher Program

### Guidelines FY'19

**The Ohio Incumbent Workforce Training Voucher Program (“Voucher Program”)** is an employer-driven program designed to provide direct financial assistance to train workers and improve the economic competitiveness of Ohio’s employers. The Voucher Program is designed to offset a portion, **via reimbursement**, of the employer’s costs to improve the skills of its incumbent workforce. The Voucher Program will provide **reimbursement** to eligible employers for specific training costs accrued during the course of training. Eligible employers must demonstrate that by receiving funding assistance through the Voucher Program their business will not only obtain a skilled workforce, but will also improve company processes and competitiveness.

#### **Program Eligibility:**

To be eligible for financial assistance, the following requirements must be met by both the employer and employee:

**EMPLOYER ELIGIBILITY** – an eligible employer must operate as a for-profit entity in a state-designated targeted industry, with a facility located in Ohio that has been in continuous operation for the 12 months immediately prior to application submittal. The company’s NAICS code ([www.naics.com](http://www.naics.com)) will determine eligibility as to the targeted industry. A listing of eligible NAICS codes can be found on our website.

Targeted industries are:

- Advanced Manufacturing
- Aerospace and Aviation
- Automotive (Automotive Technicians)
- Automotive (Manufacturing)
- BioHealth
- Corporate Headquarters
- Energy
- Financial Services
- Food Processing
- Information Technology and Services
- Logistics
- Polymers and Chemicals
- Research and Development

Each Applicant will be eligible for up to \$2,000 in reimbursement for each eligible incumbent employee per Fiscal Year and up to \$25,000 in total assistance per Fiscal Year. The Voucher Agreement and any Supplements to the Voucher Agreement issued to an employer during the Fiscal Year, aggregated throughout all of its state of Ohio locations, will be included in this calculation. **Please note that only one application per Applicant will be accepted per program year. If an employer has multiple sites or Affiliated Entities, those sites and Affiliated Entities must work together to submit one application.** An application may include multiple employees and multiple training courses.

Companies that received Voucher Program assistance in FY'17 (based upon FEIN) who utilized 33% or less of their award amount will not be eligible for assistance in FY'19. The same standard will be applied to future Voucher Program funding years (i.e. if funds are not utilized in FY'18, that company will not be eligible for Voucher Program assistance in FY'20, and so on and so forth).

Companies that received Voucher Program assistance in FY'18 (based upon FEIN) will not be eligible for assistance in FY'19. The same standard will be applied to future Voucher Program funding year (i.e. if funds are received in FY'19, that company will not be eligible for Voucher Program assistance in FY'20, and so on and so forth).

An Applicant, including its Affiliated Entities may only submit one application. The Applicant and Affiliated Entities will be responsible for selecting the entity that will apply and manage the project. The application should not include training for any entity that is not eligible for FY'19 funding.

Eligible training for Corporate Headquarter will be for the **corporate headquarters staff only** (employees that support the operation by providing information technology, human resources, or accounting services).

**EMPLOYEE ELIGIBILITY** – an eligible incumbent employee is someone who is directly employed by the Applicant at a facility located within Ohio and meets all of the following requirements:

- Employed in any of the following business functions: production, back office operations, information technology, logistics, research and development or as an automotive technician;
- Earning an hourly wage of at least 150 percent of the federal minimum wage (\$10.88 as of January 1, 2012) plus benefits;
- An Ohio resident;
- At least 18 years of age;
- Working at least 25 hours per week; and
- Directly employed by the Applicant for six months or longer.

Note: an employee who is employed in a retail/service function is not eligible for the Voucher Program.

### **Eligible Training**

Training opportunities that expand and improve an employee's workforce skills and develop his or her opportunities for growth or promotion within the company are eligible for the Voucher Program. The training provider is to be selected independently by the employer and/or employee (with employer approval) and may be a public, private or in-house trainer.

While the effective date of the agreement will be January 1, 2019, any costs incurred or monies expended by the Applicant on the Project prior to final approval and execution of the written Agreement is done at the Applicant's own risk. Applicant's decision to go forward does not obligate the State of Ohio to provide state assistance that has not received all required approvals, or has not been memorialized in a written agreement between the applicant and the State of Ohio.

Training must be completed by December 31, 2019.

Trainings may be conducted at the employer's facility, at the training provider's facility, online or at a third-party site. Eligible training will be technical in nature, will relate to the employee's current position or future advancement within the company, and must be required by the company. Training activities **may include**:

- Training for improved process efficiency (e.g. ISO-9000, Six Sigma or Lean Manufacturing);
- Training from a national, regional or state trade association that offers an independently certified training curriculum and testing;
- Training that leads to an industry recognized certificate/credential;
- Training provided in conjunction with the purchase of a new piece of equipment; and
- Training to maintain an industry recognized credential.

Ineligible training activities include (but are not limited to):

- Conference fees;
- Curriculum Development and/or Prep Time;
- General Equivalency Diploma (GED);
- HR Certification;
- ICD-10;
- Laws, Regulations, and Taxes – Training related to compliance regulations, federal/state taxation laws, international laws, US labor laws, etc;

- On-Line Resource Libraries or any other resource in which an individual can choose from a number of courses over a period of time;
- Membership Fees;
- Microsoft Office courses (this includes Outlook, Word, Excel, PowerPoint, One Note, Access, and Publisher);
- Safety Training – Mandated or regulatory safety training is not eligible. Mandated or regulatory safety training includes but is not limited to blood borne pathogens, control of hazardous materials, lockout/tagout, emergency action plan, emergency response, hazard communications, hearing conservation, safe electrical workplace, all OSHA, and stand-alone safety (including first aid, cardiopulmonary resuscitation (CPR), emergency medical technician (EMT), etc);
- Seminars/Workshops/Webinars;
- Tuition Reimbursement;
- Soft Skills (**please note that this list is not all inclusive**):
  - Adapting to Change
  - Anger Management
  - Assessments
  - Bankruptcy Laws
  - Basic Math
  - Branding
  - Business Policies and Procedures
  - Business Writing
  - Coaching/Mentoring
  - Communication Skills
  - Conducting Effective Meetings
  - Constructive Feedback and Criticism
  - Conflict Resolution
  - Creative & Innovative Ideas
  - Creative Thinking
  - Customer Service
  - Decision Making
  - Drug and Alcohol Education
  - Drug Testing
  - Effective Listening
  - E-mail Skills
  - Employee Relations
  - Emotional Intelligence
  - English as a Second Language
  - Facilitation
  - Foreign Culture and Customs
  - Forums
  - Fraud Detection/Prevention
  - GED Prep Courses
  - Generational Divide
  - Habits of Success People
  - HR Training (i.e., diversity, ethics, sexual harassment, etc.)
  - Informational Meetings
  - Interpersonal Communication
  - Interpersonal Skills Development
  - Interviewing Techniques
  - Languages
  - Leadership Courses
  - Legal Contracts
  - Legal Purchasing
  - Listening Skills
  - Literature
  - Marketing
  - Mentoring/Coaching
  - Monthly Meetings
  - Motivation
  - Myers Briggs
  - Navigating Difficult Conversations
  - Negotiation Skills
  - Notary Public
  - Optimizing Your Work/Life Balance
  - Orientation/On Boarding
  - Organizational Behavior
  - Personal Management/Health
  - Presentation Skills
  - Public Speaking
  - Reading
  - Safety
  - Sales
  - Strategic Planning
  - Stress
  - Summits
  - Teamwork/Team Building
  - Telephone Skills
  - Time Management
  - Train the Trainer (How to become a more effective trainer)
  - Workplace Politics
- Required/Regulatory Training – Training that is required by any other public agency or department is not eligible. These trainings may include but are not limited to EPA, Hazardous Waste, FDA, Workers Comp, OSHA, etc.;
- Training that is already being reimbursed by another State or Federal training program (e.g. Ohio Workforce Guarantee, National Emergency Grant, etc.);
- Training that leads to professional license (i.e., doctors, lawyers, accountants, etc.);
- Training to maintain a professional license;
- Travel costs;
- CDL training and testing; and
- Wages of trainees while being trained.

## **Eligible Training Costs**

The Applicant may request reimbursement for up to 33 percent of the Applicant's cost to train an incumbent employee (up to \$2,000), which may be used for any of the following purposes:

- Instructor costs;
- Instructional materials.
  - Please note that these costs must be prorated per employee and will be capped at 25 percent of the cost of training per employee per training. Additionally, instructional materials must be requested and approved in the application to be eligible.

## **Available Funding**

This Voucher Program is operated as a reimbursement program. The Ohio Development Services Agency will reimburse the Applicant for up to 33 percent of the cost of the training (up to \$4,000), after 1) the Applicant pays the full cost of the training, and 2) the incumbent employee successfully completes the training. Payment of the cost of the training by an Applicant must come from private sources and cannot include any previously acquired public funds.

The invoice for reimbursement may only be submitted after an employee has successfully completed the approved training. The Applicant shall submit invoices no more than once during each quarter of the grant period, unless it is the final invoice.

Funding approvals for the Voucher Program will be on a first-come, first-served basis.

The Ohio Development Services Agency reserves the right to hold any pending applications due to the Applicant or its Affiliated Entities being delinquent or non-compliant under any other agreement with the Ohio Development Services Agency, or the Applicant or its Affiliated Entities having any outstanding tax or EPA liabilities with the State of Ohio.

## **Additional Information**

Additional program information, including post-approval documents and processes, can be found at the following website: [http://development.ohio.gov/bs/bs\\_wtvp.htm](http://development.ohio.gov/bs/bs_wtvp.htm).

Capitalized terms not otherwise defined in these Voucher Program Guidelines shall have the meaning given to them in the Ohio Incumbent Workforce Training Voucher Program Definitions FY'19.





September 24, 2018

**Contact:** Shannon Vanderpool, Program Manager  
(614) 644-8560[Shannon.Vanderpool@development.ohio.gov](mailto:Shannon.Vanderpool@development.ohio.gov)

## Application Opens for Workforce Training Funds

The Ohio Incumbent Workforce Training Voucher Program application is now open. Ohio businesses can begin completing the application for funding to improve the skills of their workforce.

Training in the following high-demand fields is eligible: Advanced Manufacturing, Aerospace and Aviation, Automotive Manufacturing, Automotive Technicians, BioHealth, Corporate Headquarters, Energy, Financial Services, Food Processing, Information Technology and Services, Polymers and Chemicals, Logistics, or Research and Development. Training opportunities include, but are not limited to, operational skills training, certification processes and equipment training. Training can occur at the employer's facility, the provider's training facility or at a third-party site.

The Ohio Development Services Agency reimburses the employer for up to 33 percent of the eligible training costs, up to \$2,000 per employee, after 1) the employer pays the full cost of the training, and 2) the employee successfully completes the training. The maximum amount an employer may qualify for in a Fiscal Year is \$25,000. The company must be in operation for at least 12 months in Ohio to participate.

Eligible businesses can begin the online application process on September 24, 2018 and will have three weeks to gather the necessary information to complete their application. Online applications will be accepted on a first-come, first-served basis and can be submitted on October 11, 2018 between 10:00 a.m. and 5:00 p.m.

For more information about the Ohio Incumbent Workforce Training Voucher Program visit [http://development.ohio.gov/bs/bs\\_wtvp.htm](http://development.ohio.gov/bs/bs_wtvp.htm).

###

# Google Workshop on Friday, October 16th

The Business Solutions Center invites you to attend a FREE Google Workshop. You will learn how customers find your business online and find out how you can promote your online presence using search engine optimization (SEO) and online advertising. We'll also introduce tools that will help you run your business online, including Google Analytics and Trends.

This FREE event will be held Friday, October 16<sup>th</sup> at the Business Solutions Center from 11:30AM – 1:00PM.

Anyone can attend this free Google workshop. Please register on Eventbrite.

Registration link below:

<https://www.eventbrite.com/e/reach-customers-online-with-google-tickets-50092228203>

11:30AM to 1:00PM  
Business Solutions Center  
1425 Cincinnati St. Suite 300  
Dayton, OH 45417  
(937) 813-1200

If you have any questions regarding the workshop, please contact Rob Bunting at (937) 312-1400 or if you are interested in other workshops at the BSC, go to [www.mcobiz.com](http://www.mcobiz.com).



### **Help Keep The Dayton Region in the Governor's Cup Top 10!**

Each year, Ohio reports economic development projects to Conway Data, which is used to determine rankings for Site Selection Magazine's Governor's Cup submission. Dayton has been in the top 10 for consecutive 12 years! There are over 48,000 subscribers to Site Selection Magazine in industry and site selection. Ohio submissions are a partnership between local economic development organizations, JobsOhio Network partners, JobsOhio and Ohio Development Services Agency. Positive rankings in Governor's Cup attract attention to economic development opportunities to the State of Ohio, the region, and the local communities that are featured annually.

Projects qualifying for submission must meet at least one of the following criteria:

- 20 or more new jobs created;
- 20,000 or more of new or expanded facility space;and
- \$1,000,000 or more in capital investment (construction, land, building)

In 2017, Ohio ranked 2nd in the country by number of projects and 3rd in the state by projects per capita. In the Greater Dayton Region, Celina, Sidney, Greenville, Urbana, Wapakoneta, and Wilmington were among the nation's top 100 micropolitan cities with populations between 10,000 and 50,000 people!

**Deadline for 2018 submissions is November 20, 2018.**

If you need assistance, please contact the DDC's Alex Nikolai at [anikolai@daytonregion.com](mailto:anikolai@daytonregion.com).

Submit

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## BR&E Reminder

Please connect with the DDC on your year to date list of BR&Es by October 13, 2018. We are working to make sure we visit your targets by end of year!

Please include:

- Company met with
- Company representative met with
- Date of the meeting
- Meeting notes

**Please send your list to Alex Nikolai** ([anikolai@daytonregion.com](mailto:anikolai@daytonregion.com)).

Thank you for your partnership!

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## ACT Work Ready Community

By participating in the [ACT@ Work Ready Communities](#) [WRC] initiative, counties can identify skill gaps and quantify the skill level of their workforce. This helps educators build career pathways aligned to the needs of business and industry -- and it also helps a community stand out and be recognized for its workforce development efforts. A strong workforce is a tremendous economic development advantage.

We will revisit this initiative in 2019! Please contact Brenda at [blatanza@prebledev.com](mailto:blatanza@prebledev.com) and Amy at [adonahoe@greaterspringfield.com](mailto:adonahoe@greaterspringfield.com) if you have any questions.

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## Upcoming Events

### The Ohio Defense Forum

October 16-17, 2018

The Fawcett Center

The DDC, along with many key partners and sponsors, hosts the annual state-wide Ohio

Defense Forum. The Forum is for defense installation leadership, community leaders, industry representatives, and elected officials to connect, build awareness, and gain a deeper understanding of the current defense environment, and the role they play in supporting all facets of national defense. Event networking opportunities allow stakeholders to interact and discuss key issues with top-level officials.

Register [here](#).

### **Dayton Region Talent Forum**

The Miami Valley Human Resource Association, Dayton Development Coalition, University of Dayton Center for Leadership along with many key partners and sponsors, will host the first annual Dayton Region Talent Forum on Oct. 31, 2018. The forum is for human resources professionals, recruiters and business leaders to discuss the challenges of talent recruitment, retention and engagement, to connect, network, and gain a deeper understanding of the resources and tools available to them in the region to fight the war on talent. The day-long event will feature sessions on new ways for employers to find candidates, considering alternative candidate pools, and how to engage employees to improve retention.

Registration will open soon. Watch our [event page](#) and [social media](#) for more details!

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### **Get to Know Your Local Economic Development Partners**

Interested in learning about Clinton County? Check out our September feature, Beth Huber of Clinton County Port Authority.

[Read more](#)

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## DDC Business Development Initiatives and Travel Schedule

|                        |   |
|------------------------|---|
| <b>September 26-27</b> | Shared Market Visit with Team NEO and JobsOhio                    |
| <b>October 1 – 3</b>   | IEDC, Atlanta, GA   |
| <b>October 16 – 17</b> | Ohio Defense Forum, Columbus, OH                                  |
| <b>October 17 - 18</b> | DRMA's Annual Mfg. Trade Show, Dayton, OH                         |
| <b>October 17 – 18</b> | OEDA Annual Summit, Columbus, OH                                  |
| <b>October 18-19</b>   | Connecticut Aerospace Mfg. Market Visit                           |
| <b>October 26</b>      | Japanese Culture Training (repl. LEDO Meeting) <b>still room!</b> |
| <b>October 30</b>      | Ohio's Electric Cooperatives Annual ED Training, Cols. OH         |
| <b>November 1</b>      | Ohio Manufacturers' Workforce Summit, Columbus, OH                |
| <b>November 4 – 13</b> | Japan R&E Mission – Region Wide                                   |
| <b>December 2-4</b>    | MAEDC, Chicago, IL  |
| <b>December 4-6</b>    | Market Visit to Atlanta / South Carolina                          |
| <b>December 10-12</b>  | Quebec Aerospace Mfg. Market Visit                                |
| <b>February 11-15</b>  | California Aerospace Mfg. Market Visit                            |
| <b>March 19-20</b>     | First Four FAM Tour 2019  |
| <b>March 25-27</b>     | Site Selectors Guild Conference, Salt Lake City, UT               |
| <b>April 1-5</b>       | Germany – Hannover Messe and Aerospace Mission                    |
| <b>April 8-10</b>      | DDC Washington DC Fly-In  |
| <b>April 9-11</b>      | MRO Show, Atlanta, GA   |
| <b>April 30-May 2</b>  | AUVSI, Chicago, IL  |
| <b>May 5-8</b>         | Int'l Asset Managers Council, Santa Barbara, CA                   |
| <b>June 17-20</b>      | Paris Air Show  |
| <b>June 22-23</b>      | Vectren Dayton Air Show   |

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Do you have a workforce or talent attraction success story you would like to share? The DDC is looking for submissions for our Business Attraction Newsletter. Please submit an article link or Word document 300-500 words in length. Submissions due by October 25, 2018 to [mheaton@daytonregion.com](mailto:mheaton@daytonregion.com).



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**Dayton Development Coalition**

40 N Main St.  
Suite 900  
Dayton, Ohio 45423

[Unsubscribe From This List](#)

## Chapter Chair Corner - Ann Riegle Crichton



Ann Riegle Crichton  
Chapter Chair

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

**I recently came across an article in Inc. magazine that shared the top 5 things small business owners should do to make their business thrive.**

The first item on the list is to keep your finances up-to-date. How many of you reading this article just cringed because you know your bookkeeping is not a top priority? Be honest. If you need some help finding a bookkeeper, an accountant or good software to help with this, reach out to your mentor. We can help. You can read the article yourself for the remaining 4 tips. [READ ARTICLE](#)

I'm in search of clients who would be willing to donate products or services that I can use as door prizes and table favors at an upcoming event where I'll recognize our mentors and volunteers. If you're willing to help me show these folks some love, could you call me at 937-496-8631

or email me  
[ariegles@daytonmetrolibrary.org](mailto:ariegles@daytonmetrolibrary.org)?

Thanks!





October 4 - Fundraising  
[REGISTER >>>](#)

October 18 - Marketing  
[REGISTER >>>](#)

November 1 -Volunteer Management  
[REGISTER >>>](#)

November 8 - Financial Management  
[REGISTER >>>](#)

**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.**

All **Dayton SCORE** non-profit workshops are presented by local professionals including attorneys, accountants, marketers, bankers, etc.

[Workshops Information »](#)

## Google Tips and Tricks Marketing Workshop



**When:**  
Tuesday, October 23, 2018 11:30 AM  
to 1:00 PM EDT

**More than 60% of online searches in the US and 90% of mobile searches are done using Google. Google is a \$100 BILLION dollar per year company. Who do you want to partner with for YOUR marketing success?**

**Learn 5 free Google tools that you can use to dramatically improve your online marketing.**

**Where:**  
**Washington Centerville Library -**  
**Woodburne Branch**  
**6060 Far Hills Ave.**  
**Dayton, OH 45459**

**Topics covered will include:**

- Basics of On-line Marketing
- Getting listed on Google My Business
- Ad grants for nonprofit organizations (\$10,000)
- Effective use of Google Ads
- Using Google Analytics to improve website and market performance

[\*\*REGISTER »\*\*](#)

**SMALL BUSINESS SUCCESS**  
**VIRTUAL**  
**CONFERENCE**  
**2018**

**SCORE**

**NOVEMBER 8, 2018**  
11:00 AM-5:30 PM EST / 8:00 AM-2:30 PM PST

**#SMALLBIZSUCCESS**

**Join us on November 8th for the Small Business Success Virtual Conference**

This exciting event offers nine educational webinars, business mentoring, virtual sponsor booths, networking chat rooms and a resource center. Hear from industry experts, including Google, OnDeck, ComplyRight, Kimco, Nav and more.

Get the information you need to succeed as a small business owner - for free.

[Register Now](#)

## Upcoming Webinars

### Create a Successful Holiday Marketing Plan

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October 4 @ 1 p.m. ET / 10 a.m. PT



#### Do you have a holiday marketing strategy yet?

This webinar, presented by Deluxe Corporation, will provide guidance on getting in front of your customers this holiday season.

[Register Now »](#)

### Can Customer Engagement Increase Your Profits?

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October 11 @ 1 p.m. ET / 10 a.m. PT



## What is the best way to engage with your customers?

In this webinar, presented by Small Business & Entrepreneurship Council, we'll discuss how to help improve your interactions with customers and establish a strong digital presence to boost your bottom line.

[Register Now »](#)

## Strategically and Successfully Grow Your Small Business

October 18 @ 11 a.m. ET / 8 a.m. PT



## How can you successfully grow your business?

In this session, we'll provide the necessary steps to develop a plan for growth.

[Register Now »](#)

## Increase Your Cash Flow with a CRM System

October 23 @ 1 p.m. ET / 10 a.m. PT



## Do you have a Customer Relationship Management (CRM) system?

In this webinar, we'll discuss how CRM systems can help your business increase sales, profits and cash flow.

[Register Now »](#)

## Simple Social Media Graphics - Make Your Posts Visual

October 30 @ 11 a.m. ET / 8 a.m. PT



## Are you using social media to promote your products?

This webinar, presented by Easel.ly, will discuss how to create eye-catching images for social media marketing.

[Register Now »](#)

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



For best friends Kate Compton Barr, Lauren Hughey and Amber Kroeker, an annual girls' weekend was the launchpad for their now-thriving business. Kroeker, an infant safety expert, realized that many infant deaths from SIDS could be prevented if babies zero to six months old had a safe and portable sleep space. She encouraged Compton Barr and Hughey to go into business with her, and Pip & Grow was born. The trio developed the Smitten Sleep System, a recyclable and portable bassinet box that comes with a firm mattress, cotton sheet and carrying handles.

**How SCORE helped:** Hughey says, "SCORE made us significantly more efficient, because we didn't have to reinvent the wheel. We could lean on an entire stable of



experts who have already 'been there, done that.' We would have made a lot more mistakes and not have grown on a stable foundation."

Pip & Grow is the 2018 SCORE Award winner for Outstanding Retail Small Business, presented by Liberty Tax. They are also a 2018 American Small Business Championship Grand Champion, winning them \$15,000 courtesy of Sam's Club.

[Read the full article](#) and [access all startup strategy resources](#).

## Now Connect With Your Own Mentor

SCORE is a nonprofit resource partner of the U.S. Small Business Administration (SBA). Because of this, our mentoring services are free, no matter how many times you visit a mentor.



Email



Video



Phone



Face-to-face

[Request Your Mentor](#)



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](#).