



Defining Small Business- Who are our customers

The Small Business Development Center is often best known for its work with pre-venture and start-up businesses. While pre-venture and start-up business assistance is a key expertise we offer the region, our center supports all facets of regional business development.

We adhere to the Small Business Administration's (SBA) definition of small business. Small business according to this definition includes less than 500 employee manufacturing facilities, less than 100 employee wholesale operations, and retail and service establishments up to \$6 million in revenue.

However, the OSU South Centers also supports the efforts of businesses that exceed the SBA definition. Our reasoning is simple. Often these large businesses are customers of small businesses. Their success is also the success of the small businesses they work with.

Our center enhances business competitiveness through informed decision-making. We focus on the cash flow and profitability of our clients. We offer customized resources through one-on-one counseling and training to meet business needs.

Over the past two years, our center has worked with over 1260 different businesses. We did so through the partnership of the Ohio State University South Centers, The Ohio Small Business Development Center, The Ohio Manufacturing and Technology Small Business Development Center, and the Techsolve Edison Center. This network of resources ensures meeting the needs of businesses in the region.

We look forward to our continued success in business development!

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Special points of interest:

- Check out the upcoming events section
- We're going electronic!



Endeavor Center Update

Progress continues apace at the Endeavor Center since our ribbon cutting event on June 3rd. Currently, 12 different tenants occupy 17 of the 26 available offices. The original plan estimated five tenants after year one and 12 after year two. The tenants are involved in varied business ventures, ranging from high tech engineering solutions (Innovative Solutions), to waste remediation (Washington Safety Management and Wastren), to custom kitchen and cabinet design (Family Woodworks), to facilitation of MRDD clients (Visions Matter), to Orthodontic services (Brad Pendell).

With over 80% of the regular office space occupied, an increasing emphasis will now be placed on recruiting manufacturing or light industrial businesses to occupy the light industrial bays in the facility. Over 2700 sq ft of space remain available.

The classroom section of the building continues to increase in activity. During September 20 different organizations reserved the classrooms. The Endeavor Center has played host to several large gatherings, including a regional job fair, SCOCA's quarterly meeting (South Central Ohio Computer Association), and The Pike County Chamber of Commerce Business After Hours.

Thank you to all out partners & supporters who have helped in many areas to make the operation of the Endeavor Center a tremendous start-up success. We look forward to continuing to support our local communities.

If you have questions regarding the Endeavor Center please contact Jerry Driggs at (740) 289-1605 ext 330 or driggs.8@osu.edu



Upcoming Events– Mark Your Calendar

<u>Date</u>	<u>Topic</u>	<u>Time</u>	<u>Location</u>
October 12, 2005	Department of Labor Seminar	8:30am– 3:00pm	Ross County Service Center
October 19, 2005	Management & HR Seminar		Ohio University Chillicothe-Shoemaker Center
November 3, 2005	Business Technology Workshop		Rio Grande University, 216 College Ave
November 9, 2005	Marketing Seminar		Shawnee State University, 940 2nd Street Portsmouth, OH
November 9, 2005	How to Start Your Own Business	9:00am-11:30am	Ross County Chamber of Commerce, Chillicothe OH
November 17, 2005	So, You Want to Start a Business Workshop	9:00am-12:00pm	Adams County Business Training Center
December 1, 2005	IRS Small Business Tax Workshop	9:00am– 3:00pm	OSU South Centers Endeavor Center
December 14, 2005	How to Start Your Own Business	9:00am-11:30am	Ross County Chamber of Commerce, Chillicothe OH

For more information about these workshops or seminars please feel free to contact Kelly O'Bryant at (740) 289-3727 or obryant5@ag.osu.edu

Managing Your Cash Flow

A wise person once said: "CASH FLOW IS KING". We live in an age where money is processed quickly via internet checking, and on-line banking, ATM's, Credit and Debit Cards, Quick-Pay etc. Which ever way we process our money, keeping a watchful eye on our cash flow is extremely important. In today's electronic world "cash flow is king" more than ever before.

Cash flow of any business or household is determining whether we are "living within our means". We analyze our monthly income and expenses and assess the difference. If expenses exceed our income then we have to borrow money to make up the difference.

Many of us have found times when we lack enough income (cash) to pay all of our bills. Unfortunately, we don't have a crystal ball that can perfectly predict the future and sometimes find ourselves having a shortfall. The key to managing cash shortfalls is to become aware of the problem as early as possible. This is done through cash flow analysis.

Fortunately, we do not need an Accounting Degree nor be a CPA to understand cash flow. The only requirement is **taking the time** to see what money comes in on a daily and monthly basis and determine where and how we are spending our money. Yes, there are many VALID reasons why we do not take the time. Some of these include: "I am not good with numbers...", "I will just worry needlessly...", "That is on my TO-DO list next week...", "That is why I pay my accountant...", and "I am just hoping I will win the Lottery and get out of this mess..."

To better understand cash flow, there are many tools, software programs, and free business assistance to assist in better understanding cash flow. These tools do not create immediate miracles but they do help identify areas of concern to help plan for a better financial future. Here are a few Websites to help you understand your CASH FLOW.

http://www.finance-encyclopedia.com/term/cash_flow

<http://www.bankrate.com/brm/calculators/small-biz.asp>

<http://www.bized.ac.uk/learn/business/accounting/cashflow/>

<http://www.businesstown.com/accounting/basic.asp>



Feel free to contact the Ohio State University South Centers Business Development Network for free confidential consultation to understand your cashflow. We also have upcoming events to help you to better understand basic accounting and cash flow principles.

To set up a meeting with a business counselor contact Kelly O'Bryant at (740) 289-3727 ext 111 or obryant5@ag.osu.edu

Meet Our New Business Specialist



My name is Brad Bapst. I am a new Small Business Development Specialist at The Ohio State University South Centers. I will be focusing on serving the needs of small businesses, especially in Pike and Jackson Counties.

I have been an employee of the Ohio State University for over ten years. Most recently, I have been working with the Soil and Water Resources program at the South Centers. In addition to my work with the university, I currently own and operate an agricultural business. We have recently diversified our operation to include berries, (strawberries, blackberries, and raspberries) in addition to previous crops of corn, soybeans, and beef cattle.

As a life long resident of Pike County, I am very much interested in assisting new and existing businesses in our region with needs that they may not be able to address themselves. If you have any questions about management, marketing, or money; please feel free to give me a call and I will be more than happy to assist you.

Call Brad at (740) 289-3727 ext 230 or bapst.4@osu.edu



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***Business Development
Network***

We're going electronic!!

This may be the last time you receive a copy of our newsletter in the mail.

Help us to serve you better by submitting your email address. By submitting your email address you will receive notifications of upcoming events and information. You can reply to obryant5@ag.osu.edu with "SUBSCRIBE" in the heading.

We're on the Web!

[Http://southcenters.osu.edu](http://southcenters.osu.edu)



Diversify Your Enterprise Business Plans

Farm families in southern Ohio submitted about 250 business plans for this year's Southern Ohio Agricultural and Community Development Foundation (SOACDF) Diversification Project. A team from The Ohio State University South Centers conducted confidential, one-on-one consulting for tobacco quota owners, growers and tenants who applied for funding to diversify their enterprise. The consulting was part of a comprehensive program in collaboration with local OSU Extension and economic development offices to assist Ohio tobacco farm families with diversification and new enterprise development. OSU resources included a CD with a business plan template and financial worksheets. Agricultural diversification ideas and business planning tools remain available online at: <http://tobaccodiversification.osu.edu> .