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Business Development Network

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Assistance available to tobacco diversification grant applicants

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The Business Development Network at The Ohio State University South Centers will be conducting confidential, one-on-one consulting for tobacco quota owners, growers, and tenants who are eligible to apply for this year's Southern Ohio Agricultural and Community Development Foundation (SOACDF) Agricultural Diversification Project grants. There is no direct cost to the quota owners/growers/tenants for assistance with the development of their diversification project, cash flow projections, and written business plan.

Applications will be accepted at the SOACDF from August 1 to August 31, 2006.

In July, the SOACDF will hold **general information meetings** throughout the region. Potential grant applicants seeking assistance in preparing their application and business plan are then highly encouraged to attend any of the **initial business planning events** listed below on the Schedules of Upcoming Events.

To allow sufficient time to prepare this required information for the grant application, tobacco quota owners/growers/tenants interested in meeting with a business consultant at a location in their county are encouraged to schedule an appointment as soon as possible.

It is recommended that initial counseling appointments be scheduled prior to August 15, to allow time for subsequent follow-up appointments to complete the plan.

The consulting is part of an on-going, comprehensive resource program designed by the OSU South Centers and Small Business Development Center to assist Ohio tobacco farm families with diversification and new enterprise development.

OSU South Centers resources include one-on-one consulting, a CD with a business plan template and financial worksheets, program materials available at local OSU County Extension offices, and a web site with project ideas and business planning tools:

<http://tobaccodiversification.osu.edu> .

This program is being offered in cooperation with the Southern Ohio Agricultural and Community Development Foundation, The OSU South Centers and Small Business Development Center.

For more information, directions to the group counseling sessions, or to schedule an appointment with a business counselor, contact Joy Bauman at the OSU South Centers. Contact Joy by telephone at 740-289-3727 or 800-860-7232 (Ohio only), Extension 111, or e-mail jbauman@ag.osu.edu .

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Schedule of SOACDF General Information Meetings

July 10	Southern State Community College, Main Campus, Hillsboro, 2 pm
July 10	Adams County/Ohio Valley Career and Technical Center, West Union, 6:30 pm
July 11	Jackson County Extension Office, Jackson, 2 pm
July 11	Scioto County JVS, Lucasville, 6:30 pm
July 12	Felicity-Franklin High School, Felicity, 2 pm
July 12	Brown County Fairground, Georgetown - Rhonemus Hall, 6:30 pm
July 17	Noble/Monroe SWCD, Caldwell, 6:30 pm
July 20	Buckeye Hills Career Center, Rio Grande, 6:30 pm
July 25	Symmes Valley High School, Aid, 6:30 pm

Schedule of Initial Business Planning Events

July 13	Shawnee State Univ., Portsmouth Advanced Technology Center, Rm 134, 6:30 pm
July 13	Brown County Fairground, Georgetown Rhonemus Hall, 6:30 pm
July 18	OSU South Centers, Piketon - Endeavor Center, Rm 160, 6:30 pm
July 24	University of Rio Grande, Rio Grande Bob Evans Farms Hall, Rm 216, 6:30 pm
July 27	Lawrence County Chamber of Commerce, South Point, 6:30 pm
July 31	Southern State Community College, Fincastle Gateway Center Meeting Room, 6:30 pm

Potential grant applicants seeking assistance in preparing their application and business plan are highly encouraged to attend any of the **initial business planning events** listed above.

Media Promotion Cycles

By Patrick Dengel

Christmas Season is recognized as the premier time to sell products and services. However, the yearly calendar, has at least 17 additional “shopping” events that can be used to promote sales.

Small businesses who recognize, plan, and match promotions of products/services with the “spirit of these events” can gain an added edge using limited advertisement dollars.

This chart is a planning tool to help your business plan promotional media sales and events throughout the upcoming year.

MONTH	SPECIAL DAYS	PRODUCTS SERVICES	CUSTOMER MOTIVATION	MEDIA USAGE
January	Martin Luther King Day Super Bowl Sunday			
February	Valentine’s Day President’s Day			
March	St. Patrick’s Day			
April	Easter			
May	Mother’s Day Memorial Day			
June	Father’s Day			
July	July 4th			
August	Back-to-School			
September	Labor Day			
October	Columbus Day Halloween			
November	Thanksgiving			
December	Christmas New Years			

OSU South Centers Staff News

Kelly O’Bryant, who most recently had been serving as the Information Associate for the Business Development Network at OSU South Centers, has accepted the position of Program Assistant for the Team. Kelly is a graduate of Shawnee State University, with a BS in Social Science. She resides near Beaver, with her husband, Paul. Kelly will be assisting with business development, training and applied research.



Joy Bauman recently began work as the Information Associate for the Business Development Network. Joy has a BS in Agriculture from the Ohio State University. She resides on her family farm in Adams County with her husband, Kent, and their three daughters. They raise Registered Angus cattle, burley tobacco, and grain crops. As Information Associate, Joy provides office and program support for the Business Team relating to information flow, program materials, managing educational workshops and conferences, customer service, and scheduling.



Third Frontier Internships provide opportunities for college students and businesses

In partnership with local universities, the OSU South Centers is supporting the placement of interns in advanced manufacturing, engineering, and information technology roles within local companies. This effort, which pays for half the wage up to \$3000, is made possible through a grant awarded from the Third Frontier Internship Program to the Ohio Business Connection and the Manufacturing Small Business Development Center.

The Third Frontier Internship Program aims to develop a pool of talented workers for Ohio businesses, create student work experiences, and enrich educational experiences of college students.

In the past two years, more than 200 interns have been successfully placed in Southern Ohio businesses through the OSU South Centers, resulting in over \$ 400,000 in matching state funds applied to payroll for these interns. Local companies that have utilized the intern program include: Kenworth Truck Company, Glatfelter Paper Company, R & R Tool, Triple Crown Sports, Contractor Steel Supply, AAdvantage Tent Fittings, Greenfield Products, and VinylKraft.

To learn more about the Third Frontier Internship opportunities, contact Jerry Driggs at driggs.8@osu.edu

OSU South Centers Open House

Please mark your calendars to attend the OSU South Centers Open House. On September 8, 2006, from 12:00 noon until 4:00 pm, we invite you to visit us at our Shyville Road location near Piketon, OH. Come tour the facilities, including our new business incubator, the Endeavor Center, and learn more about the many programs that we offer.

Join us for a lunch buffet featuring locally raised freshwater shrimp and berries. Explore our fish farm, land lab and horticulture plots. Talk with specialists who can give you the information you need to make informed decisions regarding your family, community and environment. For more information, or to RSVP, please call Joy Bauman at 1-800-297-2072, Extension 111.

Techniques for interviewing employees

By David Bonlay

Bringing a new employee into your organization is a critical job. Yet, we often spend little time determining if a candidate is right for the organization. While determining if a person is the right person for a new job using a brief interview process is hard, there are techniques that can be helpful. One is called the **STAR** interviewing technique.

By listening to candidates using the **STAR** technique, you can gain insight how a person's past may be a predictor of their future performance. Using the **STAR** technique, you are seeking answers to your questions that provide the Situation or Task, the Action the person took, and the Results it achieved.

Situation or Task	Look for the candidate to describe a situation they were in or a task they needed to accomplish. Make sure it is a specific event or situation, not a generalized description of the past. Ask clarifying questions to get enough detail.
Action they took	Listen for the action they took to address the situation or task. Make sure they talk about their specific actions. Even if they discuss a group project or effort, ask about their individual actions and not the efforts of the whole team.
Results they achieved	Make sure you understand what was accomplished. Find out what they learned. Even ask them for an example of another time when they applied what they learned.

Often we hear that the past is a predictor of future performance. By using the STAR technique, you can be better attuned in your interviews to find the right person for your organization. This can improve your effectiveness as an interviewer and help reduce employee turnover.

Mark your calendar for these business training events

August 23	Communication and Interview Training	Old Dutch Restaurant, Logan, 9 am
August 30	Quickbooks	Ohio University, Athens - The Ridges, Building 21, 8 am
September 7	Marketing	Ohio University, Athens - The Ridges, Building 21, 8 am
September 14	Communication and Interview Training	Adams County Business Training Center, 8 am
September 20	Basics of Selling on Ebay	OSU South Centers, Piketon, 9 am
September 21	Quickbooks	Southern State Community College, Hillsboro, 8 am
October 5	Building Your Own Business Workshop	Shawnee State University, Portsmouth, 9 am
October 12	Marketing	OSU South Centers, Piketon, 8 am
October 13	IRS Tax Workshop	Shawnee State University, Portsmouth, 8 am - 3 pm
October 18	Business Technology	Southern State Community College, Fincastle, 8 am
October 18	American Society for Quality	OSU South Centers, Piketon - Endeavor Center Rm 173
October 24	IRS Tax Workshop	Brown County Extension Office, Georgetown, 8 am
October 25	Franchising	Location TBA, 9 am

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Sign-up to receive future newsletters and announcements electronically! Contact Joy at:

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We're on the web!

www.southcenters.osu.edu

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DynaGlobe blends science with art

DynaGlobe—a woman-owned, HUBZone-certified company—specializes in cradle-to-grave development of technical documents for environmental and nuclear applications and also offers stand-alone consulting, as well as all manner of writing, editing, and graphic design services.

"We offer a mix of services because so many of our consulting clients have to generate a document, often a large one," said general manager Kerry Ballew.

"Deadlines temporarily can overburden our clients' resources, so our professional writers, editors, and designers help eliminate overtime charges and free our clients' personnel to do what they do best—generate revenue. Plus, our streamlined work-flow processes minimize duplication of effort and rework, yet maximize communication and accuracy—producing a superior document for a substantially cheaper price."

"Our company holds a Department of Energy security clearance, and we do a lot of work for government contractors," explained Ballew. "We've recently added more doctorates to our cadre—in ecology, nuclear physics, and law. But while we have our technical niche, we really just focus on filling all our clients' business needs, whatever they may be. We like to solve problems."

"Our un-official motto is, 'If it's legal and you pay us, we'll do it,'" added Ballew with a laugh. "We'll manage your project, perform a Phase 1 assessment, develop operations procedures, help

you prepare proposals, provide security escorts, or take your picture—whatever you need. We have an interesting combination of technical and creative talent on board, so we've got a lot of bases covered. We specialize in scientific applications, but we can write, edit, or design graphics for anything—from technical reports to magazines and newsletters."

Graphic design services offered include photography, and multiple prints accent the office décor of DynaGlobe's newly renovated space at the Endeavor Center. "The Endeavor Center director and staff were absolutely phenomenal about helping us rejuvenate the office," Ballew said. "That kind of support makes a big difference to a small business."

Other features Ballew enjoys include free classes and seminars, business networking opportunities, and business counseling.

"We've made lots of new business contacts since we moved here, including potential teaming partners; we couldn't buy exposure like that. And we couldn't find better counselors if we paid top dollar—several have Ph.D.'s, as well as extensive experience, and all have bent over backward to help us. Conveniently, they're located right here at the facility."

"Between the sense of community and the beautiful surroundings, we really enjoy the atmosphere here," Ballew remarked.

DynaGlobe can be reached at the Endeavor Center 740-289-3118, or at its corporate office in Stout, Ohio 740-858-3282 local, or 1-866-801-4878 toll free.



Kerry Ballew, general manager of DynaGlobe, with Jackie France, environmental scientist.