

About BizTech

BizTech Center is a mixed use business incubator with a technology focus. BizTech is a one stop Entrepreneur Center that assists small businesses by providing resources, shared services, business counseling, training, networking, conference and meeting rooms, technology, equipment and space for lease. The purpose of a business incubator is to nurture young firms, helping them to survive and grow during the startup period when they are most vulnerable. They offer entrepreneurial firms shared office services, access to equipment, flexible leases and expandable space all under one roof. Incubators provide hands on management assistance, access to financing, training and orchestrated exposure to critical and technical support services.

BizTech Center
20 High Street
Hamilton, OH 45011
(513) 737-6543



BizTech
CENTER

Issue 04
Spring 2009

From Marilyn's Desk

BizTech 2.0 and Smart Start Your Business Campaign Successfully Launched at Fifth Year Anniversary Celebration

Thanks to All Who Helped Make the Event Successful!

The launch of BizTech 2.0 and the Smart Start Your Business Campaign at BizTech's Fifth Year Anniversary celebration in conjunction with the Greater Hamilton Chamber of Commerce Business After Hours was a huge success!

Almost 200 attendees enjoyed networking, nibbling on appetizers prepared by area caterers and restaurants and touring newly remodeled suites. Six graduates were recognized and four new businesses were welcomed. Appreciation plaques were presented to BizTech Business Resource Partners and Board Members were thanked for their leadership and countless hours of support in advancing BizTech's mission to assist small businesses to create jobs and graduate successful companies. Two special Leading the Way to Success entrepreneurship awards were presented to former board member Dave Lippert whose company Hamilton Caster has recently celebrated 100 years in business and current board member and Vice Chairman Ron Smith whose company American Printing has celebrated 90 years in business.

As of January 1, BizTech wants to welcome five new additional companies. They are Care Med Services, LLC, Suite 311; Cassandra Rodriguez, Attorney at Law, Suite 119; Mona Lisa's Permanent Makeup, Suite 316; Everypath, LLC, Suites 200-201; and Home Energy Checkup, LLC, Suites 313, 314, 315.

We look forward to seeing everyone at our Spring Networking event on Thursday April, 2, 5:30pm-7:30pm. Bring plenty of business cards to share with colleagues!



Marilyn Collmer
Manager, BizTech Center



Welcome New Associates!

Home Energy Checkup, LLC

Energy bills are among a homeowner's highest monthly costs. With today's utility rates skyrocketing, improving your home's energy efficiency has never been more critical. When you choose Home Energy Checkup, we locate the sources of energy loss and waste in your home through a multipoint analysis and provide the finest energy action plan available to homeowners today. Unlike routine home energy audits that tell you what you already know, Home Energy Checkup's battery of stringent tests uses high-tech, state-of-the-art equipment to uncover problems others never bother to check:

- Whole-house air leakage test using a blower door
- Thermal imaging or smoke test
- Ductwork integrity test using a duct blaster
- Electrical phantom loads test
- Insulation R-rating check for walls, attic, and foundation
- Water heater and water usage check
- Carbon monoxide and flue draft test



For additional information:
Dale Dennis, Founder & Chairman
513939-9194
www.homeenergycheckup.com

Mona Lisa's Permanent Makeup



Ms. Abner has advanced training in corrective pigment camouflage, vitiligo, areola restoration, hair and scalp re-pigmentation. Micropigmentation is also known as Permanent Make-Up. This state of the art procedure applies pigment into the dermis layer of skin, and has been performed for a variety of makeup enhancements for years. Micropigmentation can offer subtle enhancements to **lip liner and color, upper and lower eyeliner and brows.** The application of permanent make-up is a unique combination of artistic ability and technical skill. To create the most natural results, technique, placement, color, artistry and good judgment are very important.

For additional information:
Mona Lisa Abner, President
513-892-1117
www.monalinssamaekup.com

Cassandra Rodriguez, Attorney

Hola, Hamilton! We are proud to announce the opening of the Law Office of Cassandra A. Rodriguez, LLC. Our office provides bilingual legal services in both English and Spanish. We currently focus on the practice areas of Criminal Defense, DUI/Traffic Cases and Personal Injury/Car Crash Cases. We are proud to offer zealous legal representation backed up by a diligent office staff.



Contact us today for a free legal consultation.
Phone: 513-518-5741

Business Resource Partners

PLATINUM SPONSOR:



GOLD SPONSORS:



SILVER SPONSORS:



BRONZE SPONSORS:





Welcome New Associates cont'!

Care Med Services, LLC



Care Med Services is a dedicated provider of quality emergency and non-emergency Medical Transportation Services in the greater Cincinnati area. Staffed with experienced and caring EMTs, we ensure the best possible care is given in the field. With the experience of both owner and management staff we promise to be the most responsible, reliable and professional ambulance company for your transport needs.

As the needs of the community and the patient change, we continue to introduce innovative programs to ensure the highest level of care is available to everyone in our service areas, with a combination of technology and professionalism.

For additional information:

Philip Mambo, Owner

1-713-624-0059.

Email: macom2006@yahoo.com.

Everypath, LLC

Everypath, A HUBzone-certified, Service-Disabled Veteran-Owned Small Business (SDVOSB), supplies government buyers with the best durable goods from name brand sources in the areas of Information Technology, Industrial Supply, Business Furnishings, Protective Gear, and Electronic Components.

For more information:

Mike Shaw

Managing Partner

mike.shaw@goeverypath.com

513-484-1516

Phone: 888.442.8736

www.goeverypath.com

Don Shirley

Managing Partner

don.shirley@goeverypath.com



Happenings

Spring Fling —April 2

5:30—7:30 PM

Host: TBA

2nd Annual Tail Gate Party—October 1

5:30—7:30 PM

Host: TBA

Annual Christmas Party—December 10

5:30—7:30 PM

Co-Hosts:

Sherry Hoskins, Buck-

eye Insurance Associ-

ates &

Todd & Maureen

Spotlight Your Business

Host a BizTech After-hours event.

For information -

Sherry Hoskins

737-7500 or

[Sherry.hoskins@](mailto:Sherry.hoskins@buckeyeinsurance.net)

buckeyeinsurance.net



Effective Marketing in a Down Economy

The impact of an economic downturn affects every business, yet can actually be an opportunity for smaller businesses to get ahead of their larger competitors and come out stronger. Larger companies have more fat in their organization overhead administrative costs, infrastructure – most of which are fixed costs – so when they cut, they cut programs, and marketing is often one of them. Smaller companies inherently operate much leaner and are able to be nimble in a down economy, so take advantage of it!

According to market research firm PIMS, businesses that invest in marketing during a recession typically see a return on investment of more than 4% in the short term and gain market share 3x times faster in the two years following a recession. This offers a remarkable opportunity for growing your small business. Fortunately, effective marketing doesn't have to break the bank if it's done efficiently and creatively. The following are just a few ways to grow your business in tough times and get ahead using smarter marketing techniques.

Marketing Material Facelift

Revamping brochures, pamphlets and flyers can be done cheaply to strengthen your brand image. For a contemporary, professional look, use images from photography websites such as iStock-photo.com. Sites such as these offer hundreds of thousands of professional images for less than a buck and make it simple and easy to find photos that give marketing materials and websites a polished and professional look. Make sure your online and offline marketing materials and collateral carry the same identity and reflect your company brand.

Ensure your website is up-to-date and gets Noticed

As more and more people move [online](#), it's vital you don't get left behind and miss out on the largest marketing vehicle, the internet. If you already have a website, make sure that it is up-to-date and accurately reflects what you do. Make sure it's optimized to get picked up by the search engines like Google and Yahoo with special coding behind your web pages. There are great designers in the area to help you do this, or you can do it yourself at no cost by looking up one of the many resources available on the internet. It's also very important to have your contact details are up-to-date – there's nothing more frustrating to a potential [customer](#) as having inaccurate contact, product and service information. Lastly, increase your web presence by connecting with other partners, associations and other local business organizations and cross-link your website with theirs. This will also increase website traffic and boost your ranking when searched.

Get Engaged with Social Networking

Consider contributing to industry blogs and [social media](#) sites like YouTube, MySpace, Twitter and others. This will make your voice heard just as much or more than your competitors in the forums that matter most to your business. It is important to remember that on such sites, you represent your company's position in the marketplace – if you are expressing controversial views, that's fine – but make sure they match the company party line. Joining online networking sites such as LinkedIn, and adding your company's details to free online directories is a simple way of increasing your business's visibility with the only cost to you being the minimal time it takes to type in the information.

Email Effectively

Email marketing is an affordable method of reaching out to potential customers and can be targeted very effectively, with the added benefits that recipients can respond immediately. You can send out emails to various mail groups using your in-house address book or database. Another, larger scale and perhaps more efficient option is using an outside email marketing company to assist – but whichever you choose, ensure you are able to measure the emails' effect on sales. There are many email marketing service providers that can help automate this process for pennies per email.

As effective as all of the above are, there is nothing like good old fashioned face to face contact. Attend events to meet new contacts and arrange customer meetings to discuss how to serve them better. The year ahead may be hard, but companies who invest wisely in selected marketing initiatives will bolster their position and enable them to emerge surer, stronger and brighter.

Denise Reier
President / Founder, ADAGO Marketing

Testimonials

"BizTech was a fundamental part of our success. "said Lynn Warren, Co-Founder of Rhema IS, Inc. "The free education and workshops, counseling, and other services gave us the business skills, confidence and credibility to take our business to the next level."

"Networking with other BizTech businesses has provided the encouragement and support I need. Being part of the BizTech family reminds me we are all in this together," said graduating associate Todd Fowler.



BizTech Alumni Benefits

- ◆ Internship Opportunities
- ◆ Equipment Rental
- ◆ Training Center Rental
- ◆ Free workshops



BizTech Newsletter Editor &

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Associate & Alumni NEWZ!

Angela Denmark recognized as Hamilton's first African American Court Reporting Company

The Cincinnati Herald recognizes Angela Denmark as Hamilton's first African American Court Reporter business owner. She established the first black owned court reporting agency in the city of Hamilton and officially opened her business February 2007, located in the BizTech Center.



Angela E. Denmark
Registered Professional Reporter

Angela also has the distinct honor of being the first official court reporter in Hamilton County Municipal Court to provide daily real-time reporting to the bench, in March 2000. She was the first African-American federal court reporter in the United States District Court for the Eastern District of Kentucky in London and Pikeville, KY in January 2003. And she was the first African American district court reporter assigned to the first Africa-American judge ever appointed in the Fourth District, Douglas County, in Omaha, Nebraska in May 2005.

Angela says in looking back at her career as a court reporter "she is proud of her accomplishments and there were hard struggles, fought with hard work, prayer and more humbling moments than I care to recount," Denmark said.

Angela has accomplished many mile stones as the first African American court reporter through out her career. We are proud to have her as part of the BizTech and wish her much success in your future accomplishments. Congratulations Angela!

You can contact Angela Denmark at (513) 771-2950 or e-mail: aedenmark@msn.com

BizTech NxLevel Graduate Announce s Winery Opening



A Winery in our area? Yes!! Eddie and Beth McDonald, Biz Tech NxLevel graduates, will be opening Hanover Winery in the Summer of 2009. Hanover Winery is located at 2121 Morman Road, just north of Rt. 130 in Hanover Township, Butler County. We are excited to offer a Tasting room at the winery where the many wines produced on site can be sampled. Some of the wines currently in progress are: Traminette, Reisling, Foch, Seyval, Chambourcin, Vidal, Niagara, Stueben, Baco Noir, and a few special blends! Please check out our website at www.hanoverwinery.com (under construction) later in the spring for the grand opening announcement. We look forward to meeting you as you experience our great selection of wines.

Ed & Beth McDonald, Owners

"Thank You" Hanover Winery for sharing your wine at the 2008 Christmas Party.

BizTech 2009 After-hours

Spotlight your company by hosting an after-hours event at BizTech.

Associates, graduates and guests enjoy an evening networking and appetizers. Networking provides us an opportunity to share our business with fellow entrepreneurs and develop friendships within the business community.

We have two events available in 2009. Call Sherry Hoskins, 737-7500 to reserve your sponsorship.

Spring Fling —April 2, 5:30—7:30 PM

2nd Annual Tail Gate Party—October 1, 2009 5:30—7:30 PM

Annual Christmas Party—December 10, 2009 5:30—7:30 PM Co-Hosts:
Sherry Hoskins, Buckeye Insurance Associates &
Todd & Maureen Fowler, Estate & Retirement Planning Services, LLC



Importance of Continuing Education

Save Time for Continuing Education!

The phone is ringing. Someone just came through the front door. A customer is waiting to see you. Two employees called in sick. A delivery truck has broken down. A shipment of vital parts is a day late. And the air conditioner in the warehouse is on its last legs. Sounds like a recipe for disaster. But it's often just another day at work for small-business owners who are masters at multi-tasking and problem solving. Sooner or later, they end up doing it all, whether that was the way they planned it or not.

As we work with clients and assist them in reaching their goals, we see time and time again that it's the entrepreneurs who find time to work on the business—not in the business—who experience growth and remain competitive. If a small-business owner is fortunate enough to find time to address issues of strategy, long-term financial planning and innovative marketing, he will also find a way to succeed. Many—those who are unable to free themselves from the day-to-day operations or the technician role in the business—find themselves constantly trying to catch up and get ahead. The idea of taking the time for some continuing education or professional business development training seems out of the question.

But the truth is they can ill afford not to take the time.

All of the best research in entrepreneurship tells us that there is a strong correlation between education and success in business management. That doesn't mean you have to have a doctorate, but it does mean that you should take the time to gain the skills you need to ensure you have your company on a solid foundation in terms of planning, marketing and financial management.

That's one of the ways the Biztech and The Small Business Development Center can help. In addition to working with entrepreneurs one on one to address specific business-management challenges, SBDC's and their support networks offer a wide array of business-management education that is real-world, proven, applicable and cost-effective.

Through Biztech and our other resources we have offerings ranging from "Starting Your Own Business " to our new trainings in Marketing and Insurance. Check out all the latest trainings offered at Biztechcenter.com.

Matt Eisenbraun

Small Business Development Center at BizTech Center

Phone: 513.737.6543

email: meisenbraun@biztechcenter.com

BizTech & SBDC announce new courses

The Butler County Small Business Development Centers (located at BizTech Center and the City of Middletown) are pleased to announce the expansion of the education workshops available to local businesses. Most of these workshops are offered FREE of charge, so register early—seating is limited.

- **Marketing Fundamentals**
Course discusses the fundamental aspects of marketing on a small budget.
- **Website and Online Marketing**
This workshop provides an overview of how to establish and promote your business on the internet.
- **Small Business Insurance**
This session provides an overview of small insurance plans, risks, and costs associated to a business.

New Courses Announced

- Marketing Fundamentals
- Website and Online Marketing
- Small Business Insurance

For class availability and registration —
www.biztechcenter.com

Testimonial

“The marketing fundamentals course was more than I ever expected. The instructor kept my attention and provided in-depth information of how to market my start-up business on a small budget.” Ben Carroll