



Business Training Center Syllabus

Department of Economic Inclusion
805 Central Avenue
Suite 610
Cincinnati, Ohio 45202-1964
(513) 352-3144

Course Information

Introduction

The City of Cincinnati is a growing economic hub that will need the services, jobs and expertise of small, minority and women-owned businesses in order to meet the demand. The goal of these classes is to help small, minority and women-owned businesses build their capacity, and become more marketable so they can compete for contracts with the City as well as other companies.

Over the next several weeks various classes will be offered to help business owners polish their estimating skills, learn how to put together first class bid packages and market their products so they can stand out from their competitors and get in on future opportunities with the City.

Learning Objectives

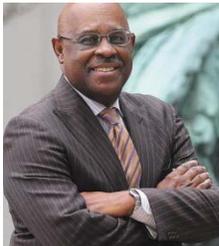
Individuals who successfully complete all classes offered by the Business Training Center will acquire a working understanding of the following:

- City Certification and new Inclusion Program
 - ELBE
 - SLBE
 - SBE
 - MBE
 - WBE
- Finance
 - Bonding
 - Insurance
 - Credit score
- Business smarts
 - Marketing
 - Networking
 - Business plan
 - Business structure
 - Use of professionals (i.e. attorneys, accountants, marketing pros., etc.)
- Bidding on City Contracts
 - What is an ITB, an RFP
 - What do I need to know to be a business partner with the City of Cincinnati
 - How do I put together a winning bid or RFP

Class Structure

1. Business Training Center classes will run from January through April
2. Class sizes will vary but will primarily be between 10-15 people
3. Classes will last approximately two (2) hours
4. All classes will be held at Centennial Plaza 2, 805 Central Ave., 2nd Floor
5. Tuition \$25.00 (paid at the door by check made payable to City of Cincinnati - Treasurer)
6. Pre-registration desired through email to valeria.cummings@cincinnati-oh.gov or Barbara.culbreath@cincinnati-oh.gov.
7. Bring laptops, tablets, smart phones, etc.

Instructors



Certification and the New Inclusion Program

Thomas Corey, Director

Department of Economic Inclusion

Wednesday, January 20 – 6:00 – 8:00 pm

The City's Department of Economic Inclusion (DEI) has formally enacted the Minority and Women Business Enterprise Program, opening up new opportunities for minority-owned and women-owned businesses. In addition, DEI is creating additional streams of opportunities for SBE's registered with the City. What does all this mean for companies wanting to do business with the City?

Thomas Corey, Director of the Department of Economic Inclusion will explain it all and discuss how MBE, WBE, MWBE and SBE is not only good for the City, but good for Cincinnati's economy. Mr. Corey will also outline the three levels of development to help small business grow into million dollar operations:

- ELBE \$50,000 - \$99,000
- SLBE \$100,000 - \$499,999
- SBE \$500,000 - \$1 Million



Money, Money, Money

Michael M. Kennedy, The Comparadun Group

Willie Hill, Greater Cincinnati Microenterprise Initiative

Tuesday, February 23 – 6:00 – 8:00 pm

You started your business. It's running fairly well, but you need an infusion of cash for additional equipment/supplies/employees. You go to the bank and you hear the word, "NO". Find out why your business may be good, YOUR credit is not and what you can do to fix it.

This workshop will discuss the issues of credit scores, bonding and insurance. What each of these means to your business, how to fix what may be hurting you and to know what you need most. It's not just good to have insurance, you need the right kind. Also is bonding always needed? Hmmm. Come to find out.



How to do Business with the City of Cincinnati
Mark Menkhaus, Jr., Supervising Buyer
Finance Department/Purchasing Division
Tuesday, March 15 – 6:00 – 8:00 pm

The City of Cincinnati is growing and you want in on a piece of the action. What do you need to do? Mark Menkhaus, Jr. with the City's Procurement Office is here to answer all your burning questions.

Cincinnati Mayor John Cranley says it's important to build a city that creates opportunities in a way that reflects the diversity of this City. Mark Menkhaus will give insight on how to make that happen. He will talk about RFP's, bidding on contracts and what you need to know to be a player in this changing world.



Marketing Your Business
Tuesday, April 12 – 6:00 pm – 8:00 pm

Every business, in order for it to be successful, must sell itself. How do you go about getting your customers? What is your brand and how do you present it to others? Is Facebook, Twitter, Instagram, the thing for you or can you depend on your Website. Have you googled lately? Come see how marketing is changing the way business is done and how its growing market shares for businesses large and small.

