



Business Training Center Syllabus

Department of Economic Inclusion
805 Central Avenue
Suite 222
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:

- Estimating – Learn how to properly estimate work using estimating software
 - Fundamentals of estimating unit-price contracts
 - How technology can work for you
- Business smarts
 - Marketing
 - Networking
 - Business plan
 - Business structure
 - Use of professionals (i.e. attorneys, accountants, marketing pros., etc.)
- Finance
 - Bonding
 - Insurance
 - Credit score
- 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
- City Certification
 - ELBE
 - SLBE
 - SBE
 - MBE
 - WBE

Class Structure

1. Business Training Center classes will run from October through December
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 Lyndsay.harvey@cincinnati-oh.gov or Barbara.culbreath@cincinnati-oh.gov.
7. Bring laptops, tablets, smart phones, etc.

Instructors



Business Smarts

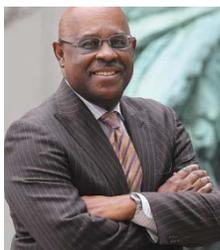
Tyrone Stuckey, TYS Construction Service Inc.

Wednesday, October 14 – 6:00 – 8:00pm.

So you've started your business. Got it up and running but find yourself spending a lot of time handling paperwork, payroll, marketing and trying to get your business to grow. What you need are 25 hours in a 24 hour day. Or you need to do as Tyrone Stuckey and so many others have done; work smarter.

This workshop is designed to help you do just that. Mr. Stuckey will help you look at the structure of your business and find out what outside sources you may need to take your business to the next the level. Do you have a marketing plan? Do you even know what that really means? Who's making sure your tax structure is in order and do you have a business plan that goes beyond the end of this year?

This will be time to take a look at all that and get a real business plan in place while taking a look at all the other bells and whistles needed to grow your business.



Certification

Thomas Corey, Director

Department of Economic Inclusion

Wednesday, October 28 – 6:00 – 8:00 pm

Thomas Corey has had a distinguished career as a lawyer, mediator and arbiter with extensive experience leading minority business contracting programs. Most recently, he was responsible for overseeing the legal and administrative functions of the Minority and Women's Business Opportunity Office for the City of Baltimore.

Mr. Corey will be discussing how the newly created Department of Economic Inclusion will be certifying minority and women owned businesses and why it's so important right now for those who fall in these categories to get certified by the city. Mr. Corey will discuss the SBE, MBE and WBE certifications as well as 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

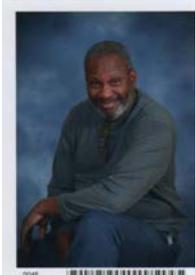


How to do Business with the City of Cincinnati

**Mark Menkhaus, Jr., Supervising Buyer
Finance Department/Purchasing Division
Tuesday, November 10 – 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.



Why aren't you MAKING MORE MONEY?

**Gordon Reed, Gordon Reed & Associates
Tuesday, December 1 – 6:00 – 8:00 pm**

Mr. Gordon Reed is owner of Gordon Reed & Associates, a construction management, services company. Mr. Gordon has a wealth of information on doing business with the city and will be discussing how to properly estimate work you plan to do for a project.

Mr. Reed says small business need to know how to properly bid on projects so they don't end up losing money. There are software programs available to help and he'll have some suggestions on those as well.



Money, Money, Money

**Michael M. Kennedy, The Comparadun Group
Tuesday, December 15 – 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.

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.

