



OhioFBE

Celebrating Ohio's Women Owned Businesses

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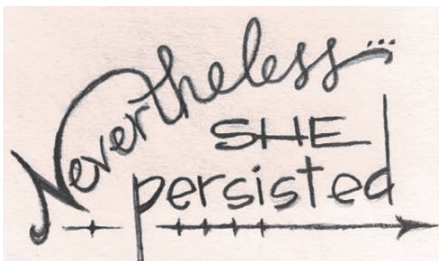
Ronda Watson Barber —

Publisher/Editor-in-Chief

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Sisters raise money for ACLU

After waking up to the news in early February of Mitch McConnell silencing Elizabeth Warren on the Senate floor as she attempted to read Coretta Scott King's 1986 letter,



one woman was inspired. "She was warned. She was given an explanation. Nevertheless, she persisted," McConnell explained at the time. Whitney Parker Scully sketched out his last three words—an unintentional mantra—and posted it on her personal Facebook page. Within 24 hours, it was shared more often than she knew, adopted as profile pictures and even animated. It spread to Senator Warren and multiple political action boards, as t-shirt and even tattoo requests started to appear.

In Bethlehem, Pennsylvania, Scully's sister, Alison Leigh, seized the moment. She contacted LVAC (Lehigh Valley Apparel Creations, www.xlvacx.com), an independent screen printing company, and they agreed to prioritize the project.

On social media, the sisters announced their online t-shirt shop (<http://shepersisted.limitedrun.com>) on February 9. There was one shirt option, emblazoned with that quick sketch, and proceeds would benefit the American Civil Liberties Union (<https://www.aclu.org/>).

The popularity grew as social media shares reached across the nation and even to international orders. Scully and Leigh added additional styles and children's options, and the orders piled up. Less than one week later, they've sold approximately 350 items, and the donation to the ACLU topped \$3,200.

Scully is a freelance writer, editor and graphic designer, living in Worthington, Ohio, with her husband and sons. Leigh owns her own independent salon, Hair By Eskandalo, in South Bethlehem.

Women's Business Center of Ohio Provides Tools and Resources for Women Owned Small Business

The Women's Business Center of Ohio (WBC), an initiative of the Economic & Community Development Institute, opened our doors in January of 2013. Located at 1655 Old Leonard Avenue, we are one of only two SBA-funded Women's Business Centers in the state. The other, also through ECDI, is in Cleveland.

Since our inception, the Columbus WBC has assisted over 500 members at every stage of their business process. We can help you too! Whether you want to start a business, or grow and expand your existing business, the WBC has you covered. Through one-on-one counseling sessions with WBC staff and volunteers, we provide direction and resources so our members can meet their business goals — all while increasing revenue and creating jobs for the local economy.

For a nominal annual membership fee of \$80 (less than \$7 a month!), the WBC provides the following resources on location.

- Access to a resource library, computers, and free wireless internet
- Business coaching, mentoring, and one-on-one counseling
- Training and workshop programs
- Networking opportunities
- Access to small business loans through ECDI
- Copy, fax and notary service

Interested in joining? It's never been easier! Visit our website at www.wbcoho.org and click "Join" to fill out a membership application. Credit/debit cards accepted online.

Want to tour the facility and talk to a WBC staff member before joining? Come on by! Office hours are M-W-F 9am-5pm, T-Th 11am-7pm (until March 13th), T-Th 12pm-8pm (beginning March 14th). You are welcome to fill out membership paperwork at the Center, instead of online. We accept cash, check, and credit/debit cards onsite.

Let 2017 be the year you accomplish your next big business goal. Join the WBC today!



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4 Ways to Practice Work-Life Balance in Your Small Business

Many small business owners will tell you the rise of the internet has changed how they work. Newer entrepreneurs may not even be able to imagine moving about their day without email, social media or mobile banking.

But while these tools make it easier to do business in many ways, the pressure of always being “on” can amplify stress for small business owners. Time management can be particularly challenging for entrepreneurs who may be building a business while keeping another job, raising a family or pursuing education, just to name a few examples.

If you're feeling the pressure, try one or more of these time-management techniques to help you balance work alongside everything else.

Batch like tasks. Set aside time each day, week or month, and protect it! Use that time for tasks that take concentration, calculation, analysis or just tend to fall by the wayside when you get busy.

Confident you multitask like a pro? Try tracking your time for an entire day to see how you really spend your time – and how often you get distracted.

A hard look at your minute-by-minute workday might surprise you!

Set communication guidelines. You've heard about people who turn off their WiFi after a certain time of day; or about people who don't even let their cell phones into their bedrooms.

It may take some time for you to determine the right way to “switch off” after your workday. Whatever works for you, consider communicating it clearly to your small-business team.

Television producer Shonda Rhimes keeps it simple with this autoresponder on emails sent to her after normal business hours:

“I don't read work e-mails after 7 p.m. or on the weekends, and if you work for me, may I suggest you put down your phone?”

Similarly, you could encourage employees to use an email scheduling tool to compose messages if they have a burst of inspiration or feel more productive late in the day. Such tools hold outgoing emails until a specified time so that others don't see incoming mail alerts at all hours.

Start delegating. Training staff members on various tasks takes time, but the return on investment can be huge for a business owner. Delegating



Sewing a seed - Pastor Margaret, Director of Woven Women Uganda, initially inspired Cindy Stiverson to provide [#undiesforafrica](#). She has been making sanitary pads for needy women. Through Woven Women donors who provided funds for a sewing machine, she is launching a small business of sewing sanitary pads to sell. In turn, she will use the funds to make sanitary pads as an outreach to women. God has already blessed this business! Through a mutual friend, she was gifted with 2 sewing machines for the price of one!

Visit www.WeAreWovenWomen.com for details.

tasks can empower employees to take ownership of their roles. Just be sure to have an accountability system in place to make sure tasks are completed properly in the period following training.

Host regular office hours. Bombarded with questions from every direction? Choose a certain time of the week or month to host office hours. Invite employees to chat, customers to drop in for coffee, or vendors to show you their new product. By having a set time for these encounters that may often seem like interruptions, you can do your best to eliminate them from batching sessions or periods when you're trying to unplug.

Figuring out how to balance work with family and personal life is always easier said than done.

Source: www.sba.gov