

Mayor Mark Mallory presents
Franchise Opportunities for Women, Minorities and Veterans

A Shop 52 Seminar

The Community Action Agency

Thursday, May 1, 2008, 8 a.m. – 3 p.m.



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City of Cincinnati



Mark Mallory
Mayor

Office of the Mayor

City Hall, Room 150

801 Plum Street

Cincinnati, Ohio 45202

Greetings,

Thank you for attending the Franchise Opportunities Seminar. We experienced an overwhelming response in attendance and I attribute it to the desire of entrepreneurs such as you who are seeking to increase economic development in the city.

The seminar, a Shop 52 Initiative, was the second of an educational series designed to bridge the information gap and increase the likelihood of a successful business venture. The topics covered included:

- Fundamentals of Franchising
- Experiences in Franchising
- Legal Aspects of Franchising
- Funding and Technical Assistance

There were presentations by several city departments including the City Manager's Office and the Community Development department. The group also heard from supporting organizations like the Urban League's Economic Empowerment Center, US Bank and several franchisors.

Again, thank you for being in attendance. Attached is a report providing the essential contacts and information accessible at the Seminar. In providing these resources and information, we hope you will take the next step toward opening your own business.

Sincerely,

Mark Mallory
Mayor

MM: kb

2.0 Agenda

Mayor Mark Mallory presents
Franchise Opportunities for Women, Minorities and Veterans

A Shop 52 Seminar

The Community Action Agency

Thursday, May 1, 2008, 8 a.m. – 3 p.m.

8:00 am - 9:00 am

Registration

Franchise Exhibits

9:00 am - 9:15 am

Welcome and Introductions

Mark Mallory
Mayor of Cincinnati

John W. Fickle, Senior Vice President
US Bank, Regional Manager Retail Banking

Gwen Robinson, President and CEO
Community Action Agency

9:15 am - 9:45 am

Fundamentals of Franchising

Miriam L. Brewer –Director of Diversity
IFA Educational Foundation

9:45 am - 9:55 am

Q&A

10:00 am - 10:30 am

Experiences in Franchising Panel

Moderator: Stan Friedman, Chairman
IFA Minorities in Franchising Committee
President, ACI Franchising LLC/RetroTax

Donna Campbell, Area Developer
Liberty Tax

Kevin Grosse, Owner
Express Employment Professionals

10:30 am – 10:45 am

Legal Aspects of Franchising

Jim Heldman, Chairman
Strauss & Troy

10:45 am - 11:00 am

Q&A

11:00 am - 11:15 am

Break

11:15 am - 11:25 am

What's on the Radar in Cincinnati?

Scott Stiles,
City Manager's Office

11:30 am – 11:45 am

Q&A

11:45 am – 1:00 pm

Lunch

12:00 pm – 12:15 pm

Michael Dawson, Director
Better Business Bureau

12:15 pm – 12:30 pm

Dick Munson
Franchise Network

12:30 pm – 12:45 pm

Cincinnati Urban League
Sharon Stengel, Business Coach
Cincinnati Economic Empowerment Center
Urban League of Greater Cincinnati

1:00 pm – 1:10 pm

Introduction to Afternoon Sessions

Dr. Rea Waldon, *Senior Vice President*
Cincinnati Economic Empowerment

Mark Mallory
Mayor of Cincinnati

1:10 pm – 1:25 pm

Small Business programs in the City of Cincinnati

Gerald Fortson
Community Development and Planning

1:25 pm – 2:15pm

Funding and Technical Assistance Panel

Maureen Robertson, Branch Manager
US Bank, Retail Banking

Roger Potraffke, Vice President
US Bank, Business Banking

Gloria Parker
Small Business Development Center

2:15 pm

Closing remarks and drawing

2:15 pm – 3:00 pm

One-on-One with exhibitors

3.0 Presenters' contact information:

John W. Fickle
Senior Vice President
Regional Manager, Retail Banking
US Bank
425 Walnut Street
Cincinnati, Ohio 45202
24-hur service: (513) 632-4141

Gwen Robinson
President and CEO
Cincinnati-Hamilton County CAA
1740 Langdon Farm Road
Cincinnati, Ohio 45237
Phone: (513) 569-1840
Web: www.cincy-caa.org

Miriam L. Brewer
Director of Diversity
International Franchise Association (IFA)
Educational Foundation
1501 K Street, N.W., Suite 350
Washington, D.C. 2005
Phone: 202-662-0784
Fax: 202-628-0812
Email: mbrewer@franchise.org
Web: www.franchise.org

Stan Friedman, President
IFA Minorities in Franchising Committee
2985 Gordy Parkway, Suite 410
Marietta, GA 30066
Phone: (770) 516-2718
Cell: (404) 936-8677
Fax: (404) 521-4310
Email: stan.friedman@retrotax.com
www.retrotax.com

Donna Campbell
Area Developer
Liberty Tax Service
726 E. Main Street, Suite A

Lebanon, Ohio 45036
Office: (513) 228-0330
Cell: (513) 377-3203
Email: dcampbell29@go-concepts.com

Kevin Grosse, CRE
Owner
Express Employment Professionals
3646 Springdale Road
Cincinnati, Ohio 45251
Phone: 513-842-5490
Cell: 513-320-9950
Fax: 513-842-5494
Email: Kevin.grosse@expresspros.com
Web: www.expresspros.com/nwcincinnati

Jim Heldman
Chairman
Corporate Business Department
Strauss & Troy
150 East 4th Street
Cincinnati, Ohio 45202
Phone: (513) 621-2120
Fax: (513) 241-8259
Web: www.strauss-troy.com

Scott Stiles
City Manager's Office
801 Plum Street
Cincinnati, Ohio 45202
Phone: (513) 352-3475
Email: Scott.stiles@cincinnati-oh.gov

Michael Dawson
Director
Better Business Bureau
7 W. Seventh Street, Suite 1600
Cincinnati, Ohio 45202
Phone: 513-639-9134
Fax: 513-744-6334
Email: mdawson@cinbbb.org
Web: www.bbb.org

Dick Munson
Strategic Franchise Advisor
Franchise Network

8160 Corporate Park Drive, Suite 140
Cincinnati, Ohio 45242
Phone: 513-469-2900
Toll Free: 877-469-2900
Fax: 513-469-8450
www.frannet.com

Sharon Stengel
Business Coach
Cincinnati Economic Empowerment Center
Urban League of Greater Cincinnati
3458 Reading Road
Cincinnati, OH 45229
Phone: 513-487-6537
Fax: 513-281-0455
Email: sstengel@gcul.org
Web: www.cincinnatieec.org

Dr. Rea Waldon
Senior Vice President
Cincinnati Economic Empowerment
Urban League of Greater Cincinnati
3458 Reading Road
Cincinnati, OH 45229
Phone: (513) 281-9955
Web: www.gcul.org

Gerald Fortson
Development Officer
Department of Community Development
Centennial Plaza Two
805 Central Avenue, Suite 700
Cincinnati, Ohio 45202-1947
Office: (513) 352-1926
www.cincinnati-oh.gov

Maureen C. Robertson
Bank Manager
US Bank
CN-OH-0010
125 East Court Street
Cincinnati, Ohio 45202
Office: (513) 361-8220
Fax: (513) 361-8228
24-hour service: (513) 632-4141

Roger Potraffke
Vice President
Business Banking
US Bank
425 Walnut Street
Cincinnati, Ohio 45202
24-hr service: (513) 632-4141

Gloria Parker
University of Cincinnati
Small Business Development Center
7162 Reading Road
Cincinnati, Ohio 45237
Phone: 513-556-2073
Fax: 513-556-2074
Email: Gloria.parker@uc.edu
<http://www.business.uc.edu/sbdc>

4.0 Franchise Contact Information:

Wireless Zone

Sean Fitzgerald
National VP of Franchise Development
Cell: (860) 798-4473
Email: SeanF@WirelessZone.com
www.WirelessZone.com

Express Employment Professionals

Kevin Grosse CRE
Owner
3646 Springdale Road
Cincinnati, Ohio 45251
Email: Kevin.grosse@expresspros.com
Office: (513) 842-5490
Cell: (513) 513-320-9950
Fax: (513) 842-5494
www.expresspros.com/nwcincinnati

RETROTAX

“Specialists in Tax Credit Administration”
Stan Friedman, President
2985 Gordy Parkway, Suite 410
Marietta, GA 30066
Phone: (770) 516-2718
Cell: (404) 936-8677
Fax: (404) 521-4310
Email: stan.friedman@retrotax.com
www.retrotax.com

Liberty Tax Service

Donna Campbell
Area Developer
726 E. Main Street, Suite A
Lebanon, Ohio 45036
Office: (513) 228-0330
Cell: (513) 377-3203
1-866-871-1040
Email: dcampbell29@go-concepts.com
www.libertytax.com

ServiceMaster Clean

Residential and Commercial Services

Five Franchise Licenses Available – Effective 4/1/08

1. Commercial Services
2. Janitorial Services
3. Residential Services
4. Disaster Restoration Services
5. Small Market Services

ServiceMaster Clean

3839 Forest Hill-Irene Rd.

Memphis, TN 38125

800-338-6833

www.ownafranchise.com

5.0 Resource Guide:

Minority Contractors – Business Assistance Program

Onnie R. Martin, C.B.A.

Executive Director

3 Kovach Drive

Cincinnati, OH 45215

Voice: 513-631-7666

Fax: 513-631-7613

Email: omartin@mcbap.biz

www.mcbap.biz

U.S. Small Business Administration

Cincinnati Branch Office

Ronald A. Carlson

Branch Manager

JWP Federal Bldg. 550 Main Street

Room 2-522

Cincinnati, OH 45202

Tel: (513) 684-2814

Fax: (513) 684-3251

Email: Ronald.Carlson@sba.gov

Small Business Development Center SBDC

University of Cincinnati

7162 Reading Road, Suite 725

Cincinnati, OH 45237-3844

Tel: (513) 556-2073

Fax: (513) 556-2074

Email: Gloria.parker@uc.edu

US Bank

Maureen C. Robertson

Bank Manager

CN-OH-0010

125 East Court Street

Cincinnati, Ohio 45202

Office: (513) 361-8220

Fax: (513) 361-8228

24-hr service: (513) 632-4141

Department of Community Development

Gerald Fortson

Development Officer

Centennial Plaza Two

805 Central Avenue, Suite 700
Cincinnati, Ohio 45202-1947
Office: (513) 352-1926
www.cincinnati-oh.gov

Office of Mayor Mark Mallory

Ryan Adcock
Legislative Liaison
801 Plum Street
Cincinnati, Ohio 45202
513-352-3250
www.mayormallory.com

International Franchise Association (IFA)

Miriam L. Brewer
Director of Diversity
Educational Foundation
1501 K Street, N.W., Suite 350
Washington, D.C. 2005
Phone: 202-662-0784
Fax: 202-628-0812
Email: mbrewer@franchise.org
Web: www.franchise.org

Cincinnati-Hamilton County CAA

1740 Langdon Farm Road
Cincinnati, Ohio 45237
Phone: (513) 569-1840
Web: www.cincy-caa.org

Greater Cincinnati MicroEnterprise Initiative

Willie C. Hill
Executive Director
1740 Langdon Farm Road, Suite 378
Cincinnati, Ohio 45237
Phone: 513-569-4816 ext. 2442
Fax: 513-569-4356
Email: whill@cincy-caa.org
Web: www.gcmi.org

Social Compact

Ryan Sullivan
Managing Director
Phone: 202-547-2575
Email: rsullivan@socialcompact.org
Web: www.socialcompact.org

The Better Business Bureau

- www.bbb.org
- Council of Better Business Bureaus
 - www.cbbb.org
 - (703) 276-0100
- Children's Advertising Review Unit (CARU)
 - www.caru.org
- National Advertising Division (NAD)
 - www.nadreview.org
- Wise Giving Alliance
 - www.give.org

Work-at-Home Schemes

- Direct Marketing Association
 - www.the-dma.org
- Federal Trade Commission
 - www.ftc.gov
 - (202) 382-4357
- National Fraud Information Center
 - www.fraud.org
- U.S. Postal Inspection Service
 - www.usps.gov/websites/depart/inspect

City of Cincinnati, Department of Community Development and Planning

- Purpose:
 - To increase the number of small businesses started and retained in the City of Cincinnati
 - To deliver appropriate support for City neighborhood and downtown businesses
 - To improve access to technical and capital resources
 - To facilitate capital improvements in the (34) neighborhood business districts
- Services Provided (Direct and Indirect):
 - Access to capital
 - MicroCity Fund Loans
 - Grow Cincinnati Loans
 - Neighborhood Business District Improvement/Support Program(s)
 - Financial management and accounting assistance
 - Business plan development
 - One-on-one business coaching

- Mentoring
- How the Program Works:
 - The City's Department of Community Development (DCD) forms strategic partnerships with service providers to deliver small business services funded by the City (See above)
 - Service providers and consultants assist DCD staff in structuring loan terms and criteria
 - Service providers and consultants assist DCD staff in reviewing business plans and providing business coaching
- Information and Questions:
 - Emerging or existing small business owners in the City of Cincinnati may contact the Department of Community Development (513-352-6146) to express concerns or to ask questions regarding:
 - Access to capital
 - Business plan development
 - Business District Improvement
 - Technical assistance and support

SCORE Seminars

1. Starting & Growing Your Business
 2. Financial Management & Funding
 3. Internet Marketing
 4. Marketing & Sales for Small Business
 5. Hiring and Retaining the Best Employees
 6. Commercialize Your Idea
 7. Location, Location, Location
- For further information including date, time, location and registration for a specific seminar visit our website:
 - www.scoreworks.org or call our office 513-684-2812.

Greater Cincinnati MicroEnterprise Initiative Business Loan Program

Purpose: To increase the creation and expansion of businesses operated by low-to-moderate income individuals. Increase access to traditional and conventional financing sources to low-to-moderate income individuals.

What Businesses are Eligible:

- Eligible businesses must be a For-Profit entity.

What businesses are not eligible:

- Loans to social service agencies that provide for the care and rehabilitation of people, religious institutions, or other non-profit service providers

Ineligible uses of loan proceeds:

- Refinancing existing debt; loans to Private Clubs with restriction on membership or patronage.
- (GCMC Loan proceeds are not to be used in the realm of real estate speculation.)

How much can be borrowed:

- Loan amounts range from \$500 to \$20,000.

Eligible uses:

- Working Capital (Inventory, receivables, contract financing, and operating capital); Machinery & Equipment; Leasehold Improvements; Fixed Assets; Start-Up and Expansion Expenses

What are GCMC Loan Terms:

- The maximum is 5 years (60 months). The interest rate will be in relationship to prime based upon risk, term and conditions.

General requirements:

- A completed loan application packet; Demonstrate the ability to repay the loan within the specific time; Agree to ongoing Technical Assistance through GCMC.

Greater Cincinnati MicroEnterprise Initiative, Inc. Entrepreneurial Training Academy

Courses Offered:

1. The World of Business/Self Assessment
2. Defining Your Dream/Understanding Credit
3. Financing Dream/Projections & Personal Financials Credit
4. Finding Your Market
5. Pricing Your Product and Service
6. The Goal Train & Enterprise Strategic Chronology
7. Managing Cash Flow
8. Managing Your Records/Introduction to QuickBooks
9. Components of the Business Plan
10. The Business of Business
11. Understanding Financial Statements
12. Graduation – Thursdays

Contact: Kim Johnson, (513) 569-4816 ext. 2428 or Kenneth Green, (513) 569-4816 ext. 2438

Urban League of Greater Cincinnati Economic Empowerment Center

3458 Reading Road
Cincinnati, Ohio 45229
Phone: 513-487-6535
Fax: 513-281-0455

Email: danderson@gcul.org

Business Coach Available

For more information and/or to set an appointment, please contact the C-EEC offices at 513-487-6535 or visit the website at www.cincinnatiiec.com

Other workshops available including The African American Business Development Program (AABDP)

2008 Scheduled Workshops

May 28th: Is Franchising Right for You...How Do You Know?

May 29th: Is Franchising Right for You... How Do You Know?

June 10th: Internet Marketing

July 26th: Marketing & Sales

Sept. 9th: Financial Management

Sept. 18th: Starting a new business

Confirm your reservations by calling: 513-487-6302 or email danderson@gcul.org

Announcements:

“A piece of the ACTION”

August 26-27, 2008

Sheraton Cincinnati North Hotel

11320 Chester Road

Cincinnati, Ohio 45246

513-771-2080 or 1-800-235-3535

Reserve Your Room by: August 5, 2008

The purpose of the conference is to celebrate the achievement of exemplary minority entrepreneurs and the contributions made by minority businesses to our society.