Thank You
Happy Valentines Day
## YTD Metrics – Trending Down

- **Current Year**
- **Last Year**

<table>
<thead>
<tr>
<th>Performance Metrics</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Clients</td>
<td>2,894</td>
<td>3,565</td>
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<tr>
<td>Contact Hours</td>
<td>7,925.35</td>
<td>10,133.31</td>
</tr>
<tr>
<td>Prep/Research Hours</td>
<td>6,912.71</td>
<td>9,213.08</td>
</tr>
<tr>
<td>Total Contact + Prep Hours</td>
<td>14,838.04</td>
<td>19,346.33</td>
</tr>
<tr>
<td>Avg Hours per Client</td>
<td>5.1</td>
<td>5.4</td>
</tr>
<tr>
<td>Business Starts</td>
<td>132</td>
<td>180</td>
</tr>
<tr>
<td>Jobs Created</td>
<td>395</td>
<td>531</td>
</tr>
<tr>
<td>Capital Formation</td>
<td>$21.64m</td>
<td>$20.49m</td>
</tr>
<tr>
<td>Sales Growth</td>
<td>$8.62m</td>
<td>$34.62m</td>
</tr>
<tr>
<td>Jobs Retained Sum</td>
<td>737</td>
<td>1,372</td>
</tr>
<tr>
<td>Percent of Clients Reporting Impact</td>
<td>9.7%</td>
<td>11.1%</td>
</tr>
</tbody>
</table>

**Powered by**
- Ohio Small Business Development Centers
- SBA
- Ohio Development Services Agency
Red Flag: 1st Stop Business Connection
Significant Decrease in Activity:

1st Stop Business Connection
The easiest way to learn about starting a business in Ohio with the free state-level information you need to get started or continue on your entrepreneurial journey.

Startup Guide
Review Starting Your Business in Ohio for guidance on getting your business started in Ohio.

DOWNLOAD

Financing Guide
Review Business Finance Opportunities for help planning your business finances.

DOWNLOAD

Checklists
See if a checklist is available for the specific type of business you're opening.
Silver Lining: 1st Policy Holder Data
3,000-4,000 Emails Per Year
Client Segments – Data Integrity Thanks Improvement Already

Business Segmentation at Time of Session

- Pre-venture
- Start-up
- Existing

Business Segmentation - Based on Client Profile

- Pre-venture
- No Response
- Start-up
- Existing Healthy
- Existing Declining
- Closed Business
- Sold Business

Clients and Consulting Hours

The chart on the left shows the number of clients and consulting hours at the time of the session, categorized by segment:

- Pre-venture clients are not yet in business.
- Start-up clients are in business less than 1 year.
- Existing businesses are older than 1 year and have positive sales growth.

The chart on the right shows the number of clients and consulting hours based on client profile:

- Pre-venture clients are not yet in business.
- Start-up clients are in business less than 1 year.
- Existing businesses are older than 1 year and have positive sales growth.

Powered by SBA - US Small Business Administration
Reminder Every Client, Every Session

<table>
<thead>
<tr>
<th>Date</th>
<th>SBDC</th>
<th>Date of this Session:</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/28/2018</td>
<td></td>
<td></td>
<td>Existing Healthy</td>
</tr>
</tbody>
</table>

**Notes Guidelines**

**Follow-on Session:**

The FOLLOW-ON SESSIONS with a client MUST include the following:

1. PROGRESS made since the last session on actions assigned.
2. SESSION SUMMARY/ACTION'S TAKEN of what occurred in the brainstorming, review of business plan draft, etc.
3. PLANNED ACTION/S NEXT STEPS plan to move forward, the business advisor.
4. GOAL UPDATES includes any updates or revisions to the goal.
5. DOCUMENTS attached any electronic files as well as indicate the client's file.

DID YOU ADD ANY NEW ECONOMIC INDICATORS?
Federal Budget Update:
Potential Funding Increase: Innovation Challenge

• Priority 1: Capital Infusion Generating Activities – Consultants etc.

• Priority 2: Marketing at the center/regional level

• Priority 3: Professional Development

• We are very interested in regional collaborations/service delivery through SBDCs
New Administration Priorities

• What we are learning…focus on:
  – Workforce
  – Regulatory Reform/ Efficiencies

• Director Mihalik
  – Mainstreet/Community Development
  – Export/International Opportunities
  – Opportunities to Promote Programs
Strategic Planning Updates

- Maximize Economic Impact
- Enrich the Quality of Services
- Strengthen Our Team
- Enhance Visibility
Where Are: Delayed But Moving Forward!

• Initial Planning - Complete
• Statewide:
  – Basis For SWOT
  – We now have a “reservoir” of ideas, concepts, tactics and projects to tie to Objectives (once they are identified and prioritized)
• Next Steps
Situation Analysis: SAVE The DATE

• Friday March 1, 2018: Noon
  – Client Data
  – SBDC Workforce Data
  – Stakeholder Data
  – Economy, Industry, and More
  • What is the data telling us about client and potential client needs.
National Small Business Week Awards: Ohio SBDC Nominee
SBDC Net is Back
**February 27: SBDC Orientation**

**AGENDA**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Presenter(s)</th>
</tr>
</thead>
</table>
| 9:30 a.m.—10:15 a.m. | Introduction  
- SBDC Overview  
- Strategic Plan  
- Mission, Vision, Values  
- Professional Development | Jim Laipply, Director, SBDC                      |
| 10:15 a.m.—10:25 a.m. | Success Stories  
- Matchmaker  
- Counselors Connect  
- Workplace | Abby Kaselek, Program Specialist                |
| 10:25 a.m.—10:40 a.m. | Break                                             |                                                  |
| 10:40 a.m.—11:40 a.m. | Program Compliance  
- Prior Approval  
- Program Income  
- SBA Requirements | Jim Laipply, Director, SBDC  
Mike Shmuller, Contracts/Performance Mgr.  
Jay Mulligan, Program Specialist |
| 11:40 a.m.—12:40 p.m. | Lunch                                              |                                                  |
| 12:40 p.m.—1:40 p.m. | SBA Reports  
- 1st Step  
- Center IC | Jay Mulligan, Program Specialist                |
| 1:40 p.m.—1:55 p.m. | Break                                             |                                                  |
| 1:55 p.m.—2:55 p.m. | SBA Loans  
Center Director & Budget/Invoicing Staff | Scott Hardin, Acting District Director  
SBA Columbus District Office  
Mike Shmuller, Contracts/Performance Mgr. |
| 2:55 p.m.—3:55 p.m. | Financial Management  
Center Director & Budget/Invoicing Staff | Mike Shmuller, Contracts/Performance Mgr. |
| 3:00 p.m. | Adjourn                                           |                                                  |
National Impact Study

• March – June

• New Vendor
Training Only Clients: Impact Collection

• Updates From Accreditation:
  – It is allowable
  – Higher Standard Than Basic Clients
  – What we’ve already discussed
April 22-23
Please share “Buyers” Save the Date with Hosts, Colleges, local governments etc.
We will be bringing GrowthWheel to Ohio for Certification and Recertification.
SBDC Advisory Board Update:
New Advisory Board

• Regional Representation/Nomination
  – Ideally consensus by region
  – But any center may nominate
• 1 Board Member per region (Central, W, SW, SE, NW, NE Upper, NE Lower)
• Banking Representation
• At Large Members (small business organizations), Ensure Diversity and Inclusion
General Announcements

- CIC Q1 Data
- Monthly Narrative Report – 3rd Friday of the Month
SBDC Led Trade Missions

**Thailand-Vietnam Trade Mission: March 22–30**
Target markets include, but are not limited to, industrial or electrical machinery and equipment, automotive parts and accessories, iron and steel products, optical and medical equipment, plastics products, chemicals and hardwood lumber.

**Registration Deadline:** January 11, 2019
**Mission Participation Fee:** $1,000

**Brazil-Colombia Trade Mission: March 23–30**
Target markets include, but are not limited to, construction equipment for public roads and airports, transportation services and mass transit systems.

**Registration Deadline:** January 22, 2019
**Mission Participation Fee:** $1,500

**Germany Trade Mission: April 1–10**
Target markets include, but are not limited to, technology/med-tech, energy systems, innovative supply solutions, consulting, metalworking and instrumentation.

*This Mission includes participation in Hannover Messe*

**Registration Deadline:** December 7, 2018
**Mission Participation Fee:** $1,500

Mission participation fees include resources to support your business in foreign regions:
- In-advance market research – to prepare your business for the countries’ markets and buyers.
- One-on-one business matchmaking – for in-person networking and business opportunities.
- Extensive in-country assistance – including logistical and translation assistance.

For details and to register, email Thien Bui at Thien.Bui@development.ohio.gov.
ASBDC Conference

America's SBDC Annual Conference
Long Beach, California
September 3-6, 2019
Call for Presentations

• Extended until Feb 28th

• If you are not budgeted to go, and you are selected to present, we will get you there.
Challenges with:
SBDCReports@development.ohio.gov
Compliance:

• Farm Bill legalized some forms of industrial hemp production

• However SBDCs should continue to decline interaction with Hemp or state-legal Marijuana related businesses.
Certified Business Advisor®

CERTIFICATE FOR PROFESSIONALS WHO WORK WITH SMEs AND ENTREPRENEURS

REGISTER TODAY
The Ohio Export Internship Program, a partnership between the Ohio Development Services Agency, Cleveland State University, The Ohio State University, and Youngstown State University will match college students throughout the state who have taken export-focused coursework to Ohio companies looking to pursue export opportunities. Half of the intern wages will be reimbursed, up to $3,600.
#SBDCDay 2019

SAVE THE DATE!
Wednesday, March 20, 2019

Learn more at www.AmericasSBDC.org/SBDCday
Questions?

Jim Laipply
James.Laipply@development.ohio.gov
614-832-7513
### YTD Metrics

#### Current Year

<table>
<thead>
<tr>
<th>Performance Metrics</th>
<th>3,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clients</td>
<td>3,500</td>
</tr>
<tr>
<td>Contact Hours</td>
<td>10,129.54</td>
</tr>
<tr>
<td>Prep/Research Hours</td>
<td>8,560.82</td>
</tr>
<tr>
<td>Total Contact + Prep Hours</td>
<td>18,690.33</td>
</tr>
<tr>
<td>Avg Hours per Client</td>
<td>5.3</td>
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<tr>
<td>Business Starts</td>
<td>181</td>
</tr>
<tr>
<td>Jobs Created</td>
<td>599</td>
</tr>
<tr>
<td>Capital Formation</td>
<td>$31,791,236</td>
</tr>
<tr>
<td>Sales Growth</td>
<td>$15,087,233</td>
</tr>
<tr>
<td>Jobs Retained Sum</td>
<td>1,120</td>
</tr>
<tr>
<td>Percent of Clients Reporting Impact</td>
<td>11.6%</td>
</tr>
</tbody>
</table>

#### Last Year (-1 month)

<table>
<thead>
<tr>
<th>Performance Metrics</th>
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<tr>
<td>Clients</td>
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<td></td>
</tr>
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</table>
Highlights:

• $10-million capital infusion increase

• Significant increase in hours this month
Network Events

• Cleveland Networking Event and Program
  – LCCC, Urban League, HBC, CSU, Lakeland

• Hamilton County SBDC Partner Event – (Urban League)

• Warren County - #SBDCDay Cybersecurity Training:
  – SBA and Congressman Chabot
#SBDC Day Continued

- Grow With Google – Akron and Columbus
- Trainings:
  - Terra State
  - Akron (SMBA)
  - Lorain (LCCC)
  - OU Marietta
  - Columbus State
  - Lakeland
  - Matchmaker Webinar
Lead Center

- Client Outreach
- New Video Story Launch
- Midvale Motor Speedway
- Ohio Business Matchmaker Video Launch?
- Press Release
- Other State Agencies
- Social Media Content
- Disaster Preparation
What Else You Can Do To

• Follow and Share on social media
  – Survey
• Follow ASBDC’s Social Media
• Visit ASBDC’s Toolkit
• Follow each other – Like and Share posts
• Follow #SBDCDay on Twitter – Like and Share other state’s posts too!
• Goal: Get #SBDCDay Trending
National Small Business Week Awards

Announcements on #SBDCDay?
Federal Budget Update: 2020
Executive Proposed Budget: $30 million decrease...
2019 Funding Increase!: Innovation Challenge

- **Priority 1**: Capital Infusion Generating Consultants – Focus on building bridges to the banking community.
  - Host a specialist for a Region?
- **Priority 2**: Marketing at the center/regional level
- **Priority 3**: Professional Development
- **General**: We are very interested in regional collaborations/service delivery through SBDCs
Reminder Every Client, Every Session

Mary Delaney Jergens, Inc.

Add Follow On (Counseling)

Date: 8/28/2018

Program: SBDC
Sub-Program: (select)
Contact Person: (select)
Language: English
Counselors: 1
Site:
Referral From:
Referral To:

Status: Existing Healthy

Employees FT: 207
Employees PT: 0
Annual Sales $:
Annual P/L $:

Follow-On Session:
The FOLLOW-ON SESSIONS with a client MUST include the following:
1. PROGRESS made since the last session on actions assigned.
2. SESSION SUMMARY/ACTIONS TAKEN of what occurred in the brainstorming, review of business plan draft, etc.
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DID YOU ADD ANY NEW ECONOMIC INDICATORS?
Strategic Planning Updates

- Maximize Economic Impact
- Enrich the Quality of Services
- Strengthen Our Team
- Enhance Visibility
Situation Analysis: Rescheduling in Process

– Client Data
– SBDC Workforce Data
– Stakeholder Data
– Economy, Industry, and More
  - What is the data telling us about client and potential client needs.
Where Are: Delayed But Moving Forward!

• Initial Planning - Complete
• Statewide:
  – Basis For SWOT
  – We now have a “reservoir” of ideas, concepts, tactics and projects to tie to Objectives (once they are identified and prioritized)
• Next Steps
Sageworks is now Abrigo
Profitcents is accessible
IBIS for All
National Impact Survey
(aka Chrisman Survey aka Mississippi State)

• Confusion?
• New (old) Vendor (again)
• Introductory Letter sent March 8th
• Survey Sent March 28th, April 18th, May 9th
• Only Clients from 2017 will be polled
April 22-23 Updates
GrowthWheel Certification/Recertification
April 2-3 Columbus State
SBDC Advisory Board Update:
New Advisory Board

• Regional Representation/Nomination
• 1 Board Member per region (Central, W, SW, SE, NW, NE Upper, NE Lower)

• At Large Members – Lead Center (small business organizations), Ensure Diversity and Inclusion

• Requirements:
Compliance Corner Automated Impact Survey

- Impact reported won't count until you “Convert to Counseling”
Director Mihalik Visits her first SBDC!
Summit Medina Business Alliance (Akron)
ASBDC Conference

America's SBDC Annual Conference
Long Beach, California
September 3-6, 2019

Ohio Small Business Development Centers

Powered by SBA

Ohio Development Services Agency
Export Updates: Internship Program

- Thanks to everyone that helped to recruit:
  - 57 Company Applications
  - 33 companies new

International Market Research
Looking at new markets
SBDC Led Trade Missions

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This Mission includes participation in Hannover Messe
Registration Deadline: December 7, 2018
Mission Participation Fee: $1,500
Questions?

Jim Laipply
James.Laipply@development.ohio.gov
614-832-7513
**YTD Metrics**

- **Current Year**
  - Clients: 3,962
  - Contact Hours: 12,302.35
  - Prep/Research Hours: 9,971.53
  - Total Contact + Prep Hours: 22,273.85
  - Avg Hours per Client: 5.6
  - Business Starts: 241
  - Jobs Created: 803
  - Capital Formation: $37,423,834
  - Sales Growth: $20,909,149
  - Jobs Retained Sum: 1,324
  - Percent of Clients Reporting Impact: 12.9%

- **Last Year**
  - Clients: 4,822
  - Contact Hours: 15,030.38
  - Prep/Research Hours: 13,457.31
  - Total Contact + Prep Hours: 28,487.56
  - Avg Hours per Client: 5.9
  - Business Starts: 304
  - Jobs Created: 862
  - Capital Formation: $40,388,029
  - Sales Growth: $61,096,222
  - Jobs Retained Sum: 2,097
  - Percent of Clients Reporting Impact: 15.3%
If Using Impact Survey – Make sure we are converting impact

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Business Starts</td>
<td>16</td>
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<tr>
<td>Jobs Created</td>
<td>56</td>
</tr>
<tr>
<td>Capital Formation</td>
<td>$711,310</td>
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<tr>
<td>Sales Growth</td>
<td>$814,900</td>
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<tr>
<td>Jobs Retained Sum</td>
<td>43</td>
</tr>
<tr>
<td>Percent of Clients Reporting Impact</td>
<td>1.7%</td>
</tr>
</tbody>
</table>
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#Grow with Google
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Nate at Hannover
Moussa in Thailand/Vietnam
New SBA Administrator: Jovita Carranza
Awardees Announced!

Save the date:
National Small Business Week 2019!
May 5 – 11, 2019
Columbus District SBDC of Innovation and Excellence
Ohio Small Business Person of the Year
NATIONAL SBDC OF THE YEAR

Ohio Small Business Development Centers

The Ohio SBDC at Youngstown State University
Federal Budget Update: 2020
Executive Proposed Budget: $30 million cut
Ohio Biennial Budget Update:

- Director Testimony
- SBDC Budget Information:
  - Small Business and Export Assistance
    - GRF (ALI – 195454)
    - Formerly “business assistance”
2019 Funding Increase!: Innovation Challenge

• Will be released today:

• Priorities:
  – Small Business Capital Access
  – Marketing/Awareness
  – Professional Development
  – Collaborative Events

• Think Big!
Strategic Planning Updates

- Maximize Economic Impact
- Enrich the Quality of Services
- Strengthen Our Team
- Enhance Visibility
IBIS for All

IBISWorld
WHERE KNOWLEDGE IS POWER

Ohio Small Business Development Centers

Ohio Development Services Agency
National Impact Survey (aka Chrisman Survey aka Mississippi State)

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April 22-23
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GrowthWheel Certification/Recertification
April 2-3 Columbus State

GrowthWheel®
Make Decisions. Take Action.

Ohio Small Business Development Centers

POWERED BY SBA - U.S. Small Business Administration

Ohio Development Services Agency
Bankers Day: April 3
Congrats Alex
ASBDC Conference

America's SBDC Annual Conference
Long Beach, California
September 3-6, 2019
Lead Center

- Client Outreach
- New Video Story Launch
- Midvale Motor Speedway
- Ohio Business Matchmaker Video Launch?
- Press Release
- Other State Agencies
- Social Media Content
- Disaster Preparation
ASBDC Venturize.org/Small Business Majority Partnership

Powered by Small Business Majority
Reminder Every Client, Every Session
CIC Data: All Q2 Data in by 4/19 COB
CIC Webinar April 17

Ohio SBDC

Center with Visual Analytics

Center Dynamics
Questions?

Jim Laipply
James.Laipply@development.ohio.gov
614-832-7513
Network Update
May 9, 2019
**YTD Metrics**

- **Current Year**
  - Clients: 4,534
  - Contact Hours: 14,601.80
  - Prep/Research Hours: 12,106.12
  - Total Contact + Prep Hours: 26,707.98
  - Avg Hours per Client: 5.9
  - Business Starts: 322
  - Jobs Created: 958
  - Capital Formation: $51,993,227
  - Sales Growth: $36,255,767
  - Jobs Retained Sum: 1,933
  - Percent of Clients Reporting Impact: 14.5%

- **Last Year**
  - Clients: 5,409
  - Contact Hours: 17,353.41
  - Prep/Research Hours: 15,722.51
  - Total Contact + Prep Hours: 33,075.79
  - Avg Hours per Client: 6.1
  - Business Starts: 366
  - Jobs Created: 1,028
  - Capital Formation: $43,137,476
  - Sales Growth: $68,268,362
  - Jobs Retained Sum: 2,372
  - Percent of Clients Reporting Impact: 15.5%
Compliance: SCORE GAO Report
Things to Keep in Mind

• We don’t accept donations
  – We can contract for services
  – We can enter sponsorship agreements etc.
• We never charge for advising
• We don’t co-mingle funds
• …Ask if you have questions
• …SBA is under enhanced scrutiny, so we are under enhanced scrutiny.
Simplified Acquisition- Bid Threshold

• Any purchase of more than $10,000 for goods or services in an aggregate in a given year must have 3 bids on file.
  – Can be Verbal
  – Must Be Tracked/recorded
  – Sole Source/Special Justification
Ethics Reminders

- Ethics
- Accountability
- Principles
- Integrity
- Values
Client Satisfaction: Checking in – New change for this year

Response Rate

- Responded: 544 (28.6%)
- No Response: 1359 (71.4%)
Client Satisfaction

- Extremely Satisfied: 82.2%
- Somewhat Satisfied: 13.0%
- Neither Satisfied nor Dissatisfied: 3.5%
- Somewhat Dissatisfied: 1.1%
- Very Dissatisfied: 0.2%
Net Promoter Score: 87.5

Extremely likely to recommend: 84.0 %
Women Owned – SBDC 1st

- 5% increase in WOSB Clients
- 49.7% of Clients Women Owned…
- …However, > 50% of advising activity to WOSBs
  – 1\textsuperscript{st} Time in Program History!
- National Tred
April 17th – Goal: Quarterly CIC Webinars
Send topics to Jay
## Mid Year Training Summary

<table>
<thead>
<tr>
<th>Training (sf888) Summary</th>
<th></th>
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<tr>
<td>Training Events</td>
<td>330</td>
</tr>
<tr>
<td>Training Attendees</td>
<td>4,795</td>
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<tr>
<td>Training Classroom Hours</td>
<td>860.25</td>
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<tr>
<td>Training Seat Hours</td>
<td>13,734.00</td>
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<tr>
<td>(Hours * Attendees)</td>
<td></td>
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<tr>
<td>Training Event Sessions</td>
<td>331</td>
</tr>
<tr>
<td>(Days)</td>
<td></td>
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</tbody>
</table>
Congratulations!

Save the date:
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May 5 – 11, 2019
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Ohio Small Business Person of the Year
NATIONAL SBDC OF THE YEAR

YOUNGSTOWN STATE UNIVERSITY
EarthQuaker Devices: Small Business Exporter of the Year

• New Video on Workplace
1,650 Meetings in a day!
Thank You Matchmaker Team!
Special Thanks to Abby!
Hosting a Large Event and Want to Stand Out?:
Ohio Biennial Budget Update:

• So far so good…

• SBDC Budget Information:
  • Small Business and Export Assistance
    – GRF (ALI – 195454)
    – Formerly “business assistance”
2019 Funding Increase!: Innovation Challenge

• Results soon
Professional Development Opportunity

• Appalachian Leadership Institute
• October-July

• https://leadership.arc.gov/

• Applications Due June 1
National Impact Survey (aka Chrisman Survey aka Mississippi State)

- 3.4% Response Rate
- New (old) Vendor (again)
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America's SBDC Annual Conference
Long Beach, California
September 3-6, 2019
Thanks – Our Data is Improving!
FFY 2020 RFP?

• Waiting on Direction From SBA – No Guidance Yet
• Trying to streamline from FFY 2017 RFP.
• What you can do now:
  – Dust off your proposal from 2016
  – Know your local territory
  – Same attachments (as far as we know).
IMPACT Reviews
AV2

IMPACT!
Questions?

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