



January 8-14, 2021

 DowntownDayton

Featured

Also This Week



Now thru February 15 - Downtown Dayton Winter Bingo

Create a citywide adventure for a chance to win prizes with Downtown Dayton Winter Bingo! To play, you'll complete "challenges" that will have you exploring downtown Dayton dining, arts, culture, shopping and entertainment. The challenges include opportunities to explore in-person following social-distancing guidelines, or tasks that can be completed online from home. If you complete five challenges in a row on the game card to make a "bingo," you can submit your card into the drawing to win prizes. Invite your friends to play along with you at our [Facebook event page here](#). Find all the rules and other information and download your Winter Bingo board [here](#).

January 13 - January Wine Dinner: Best Finds of 2020

Join Salar Restaurant & Lounge and Kara from @WineTrends for a five-course wine dinner, dine-in or carryout, featuring some of our favorite wines from 2020! We'll start with the Au Bon Climat Pinot Gris/Pinot Blanc paired with a baby spinach and toasted bacon salad dressed in a warm, sauteed-mushroom vinaigrette and finish with the JCB 69 Sparking Rosé 1/2 and a slice of lemon pie-yes! Rose for dessert. We're loving 2021 already. Both dine-in and carryout guests will select the same ticket. Make sure you select dine-in or carryout from the drop-down before checking out.



Get to know the Edward A. Dixon in our OPEN* Business Spotlight!

In this series, we profile some of the small businesses that make downtown great! We ask a series of questions about each business, letting them tell you about themselves in their own words, including their background, what services they offer, how they're responding to the pandemic challenges, and more. It's a great way to learn more about your favorite businesses, or discover a new spot you may not be familiar with yet.

This week, we hear from Ed Dixon about what led him to open his own art gallery, the gallery's recent move to another downtown location, and how it's adapted to the pandemic.



[Click here to read about Edward A. Dixon Gallery](#)

DOWNTOWN EVENT HIGHLIGHTS

Thru January 23 - Exhibit: *Convergence*

CONVERGENCE is a group exhibition that brings two of Dayton's art organizations, African American Visual Artists Guild (AAVAG) and Dayton Society of Artists (DSA) together to celebrate commonalities, past and future partnerships, and shared mediums in which their artists create. [Book an appointment to see the exhibition in person](#)
[View the Exhibition Online](#)

Thru January 31 - Lights on Main

New this year! Main Street in downtown Dayton has been transformed into an interactive light show! Drive or walk along Main Street between Monument Avenue and Fifth Street, and watch more than 100 trees light up to a synchronized "dance" Light shows run continuously from 5 p.m. until midnight daily. This attraction is free.

Thru February 16 - Drink Brewdog & Win!

Kick off the New Year with a chance to win... *and all you have to do is drink beer!!* Get your

January 8 - "1st Friday" Art Hop

We're thrilled to announce the re-opening of The ARTery, this FRIDAY JANUARY 8th from 5-9pm! And we're even more excited about the events Front Street has put together for us: *It's the FIRST "1st Friday Art Hop" of 2021! *Enjoy live music from Willow as you peruse working studios and gallery spaces.*[The Rolling Oasis Treats Truck](#) joins us in the courtyard with an excellent dinner AND dessert menu! *Our show, New Year, New Art that features new works from our artists*Our visiting artist, Carolyn Jordon, an exciting contemporary painter Our expansive hallways and large complex allow for plenty of space to practice social distancing guidelines. Onsite parking is free and lighted. **1001 E 2nd St., Dayton, Ohio, Front Street Bldg. Door B-C, 3rd floor**

January 9 - Grant Writing: Dispelling the Myths & Understanding the Process

Saturday, January 9, 10am

January 11-15 - BodyTalk 2

BodyTalk: DCDC Community Connection Series is BACK with another online workshop series, created as a way to engage with the DCDC extended family! This time, the series is five days, and focuses on fostering love for ourselves and our community. If you missed the first one, now's your chance to join the #BodyTalkVillage. New classes, same fun! The series is led by DCDC Teaching Artists, accessible via Zoom, and is appropriate for ages ten through Senior Citizen. No previous dance training is required. Participants are welcomed to move at their own pace. Monday, January 11 - Friday, January 15, 6:00-7:00 PM EST Via Zoom. *Get your tickets [HERE](#)* Dayton Contemporary Dance Company www.dcdc.org

January 14 - Mayhem & Mystery Dinner Theatre: *Holiday Dinner Disaster* [Spaghetti Warehouse](#), 36 W. Fifth St.; 7 p.m

Join Interior Designer Jesse Winter at his home as he hosts a fabulous Friendsmas dinner party. This group is tight, but there

punch card, drink all three featured BrewDog beers on tap between 1/5 AND 2/16 to be entered to win an overnight stay at the [DogHouse Columbus](#) and a \$100 Gift Card to the BrewDog's [DogTap Columbus](#) Ask your server or bartender for more details

Virtually join the DSA for a grant writing workshop. Teri Schoch will introduce you to the items you'll need for writing individual artist grants. Learn how to become ready to apply to local and state opportunities and how to stand out among the competition. Teri Schoch is the Director of Communications and Development at the Collaboratory Artist. This project was supported in part by a Special Projects Grant funded by the Montgomery County Arts & Cultural District and administered by Culture Works. \$5

seems to be some sort of secret underneath the surface. Tonight's holiday festivities are filled with food and fun as the friends frolic. Will their friendship fly in the face of a foe, or will it frost over? When one of the friends is found dead on the floor, they must all find out: Who is the fiend? Call the Spaghetti Warehouse at 937.461.3913 to make your reservations. Dinner and Show cost is only \$39.95 (tax and gratuity not included.) Masks required when not eating

Support Our Local Small Businesses When They Need You the Most!

The pandemic has been hard on all of us. So much of what we consider normal has changed, and we've all had to find ways to adapt. In downtown Dayton, the pandemic has been especially difficult for our great collection of independent small businesses who provide the products and services we love. We encourage you to continue to support these local businesses during this difficult time in any way you can. They're the backbone of our community, and they need our support more than ever.

If you miss your favorite local, independent businesses, check out our lists of what's OPEN*. We've put together a list of downtown [restaurants](#) with **carry out**, **curbside pickup**, or **delivery** services, as well as those open **outdoor or indoor**. Many of our [retail and service businesses](#) also have found creative ways to continue doing what they do. Check out virtual experiences and other ways to stay busy and have fun with our [OPEN* - Things to Do](#) page!

Now, more than ever, it's a great time to support local businesses and Be Downtown.



Downtown's OPEN*

is produced by the Downtown Dayton Partnership.

If you have questions about this email, reply to this message or call us at (937) 224-1518.

Information is accurate to the best of our knowledge at the time of publication. Call the listed venue for details

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DOWNTOWNDAYTON.ORG

BE DOWNTOWN.
DAYTON

Membership: What's in it for me?

MISSION

DRMA is the voice of manufacturing in the Greater Dayton Region. We promote business success through peer-to-peer connectivity, career awareness, advocacy, education, economic development, and sharing best practices.

VISION

We matter to manufacturing.

VALUE

DRMA provides programs and services that give its members the opportunities to advance their businesses individually and manufacturing collectively.



MOVING MANUFACTURING FORWARD

As the voice of manufacturing in the region, DRMA provides you the opportunity to **connect with and learn from** manufacturers, suppliers and other community stakeholders who share your need to keep our region's manufacturing industry strong. You can gain valuable insights and form relationships that will help you **grow your business**.

A COMBINED VOICE

DRMA works to make sure the Dayton Region manufacturing industry stays strong. Be a part of a combined voice to work on issues **collectively, not individually**, to move the needle on issues important to manufacturing. We fight together to combat various issues like workforce development and global competition.



A Snapshot of Programs and Services

(See the full list on the reverse side.)

STRENGTHEN

We strengthen member companies through programming:

- Workforce partnership
- Health care plan
- Wage & benefit survey
- Workers' comp program

EDUCATE

We help secure our industry's future through education:

- Breakfasts with DRMA
- Meet Ups
- Weekly email updates
- Webinars
- Workshops

ADVOCATE

We advocate for our manufacturers in our region:

- Top issues list
- Government relations meet ups
- Community stakeholder relations

COVID-19

DRMA quickly responded to the new challenges presented by COVID-19:

- COVID-19 resources for members
- Members Helping Members

DRMA QUICK FACTS

STRENGTHEN

EDUCATE

ADVOCATE

Membership Programs and Services

The world of business is complex, and it is important to rely on industry partners like DRMA for success. The Dayton Region Manufacturers Association is the voice for the region's manufacturing industry. Since 1934, DRMA has served manufacturers throughout the Dayton Region and beyond as an active advocate, effectively advancing the interests of members and associated businesses.

Strengthen

DRMA strengthens our members by fostering innovation, partnerships, and connectivity while growing the industry through workforce development, economic development, and business tools.

Workforce Partnership – DRMA leads the Dayton Region Manufacturing Workforce Partnership, a network of sector partnerships organized by OMA, to develop and execute new and enhanced initiatives that align workforce efforts to ensure that manufacturers have access to a highly skilled workforce. Initiatives include:

- MFG Day
- Career Awareness Events
- Industry Recognized Credentials
- Department of Labor Apprenticeship Grant
- Your Future Career Campaign
- Training/Education Program Advisory Committees
- Workforce/HR Meet Ups

Health Care Plan – Save up to 30% off what you're currently paying for health insurance with NAM Health Care Plans!

Workers' Comp Group Rating Program – Save money on your workers' compensation premium through the DRMA group (administered by CareWorks Comp).

Wage & Benefit Survey – Use the survey report to compare your wages and benefits with other regional industry companies; free to participants (produced in partnership with Manpower).

Sales Training Program – Members receive a discount on The Priority Sale, a sales training program offered by the Revenue Path Group.

Legal Services Plan – As a DRMA member, you get one free call a month with Bob Dunleavy, employment law expert.

Young Professionals – For anyone interested in engaging with like-minded young members.

Business Leads – Members receive emails regarding prospective customers and business opportunities.

Committee Involvement – Committees drive initiatives that strengthen the region's manufacturing industry. You'll build business and personal relationships, and you'll experience personal and professional growth.

Promotional Tools

DRMA provides various opportunities to get your name in front of members through advertising and sponsorships.

Educate

DRMA educate our members through sharing relevant industry information, hosting events, workshops, and providing you avenues to share your knowledge while learning from other industry professionals.

Breakfasts with DRMA – These events are a great way to start the morning by diving deep into topics relevant to the industry. Lasting only 90 minutes, you can get to work at a reasonable time.

Happy Hours – Casual, 2-hour open-house events held at member locations. A great opportunity for members to mingle, solve problems, and find new avenues for business growth.

Lunch & Learn Webinars - Presented over the lunch hour, they bring valuable information to DRMA members with the convenience of participating from your desk or your home.

Meet Ups – Meet with members who are interested in the same topic area: Additive Manufacturing, Operations, Workforce/HR, Government Relations, MFG Day, and Young Professionals.

Shoptalk Series - These 90-minute events start with short, "rapid fire" presentations on timely and relevant topics by subject matter experts, followed by an hour of peer-to-peer networking.

Special Events – DRMA features several special events throughout the year, like the Golf Outing and the annual economic forecast with Brian Beaulieu.

Weekly Emails – News Bits emails are full of industry-pertinent information.

OSHA Training – Members receive a discount on OSHA training for their employees.

Lean Manufacturing Workshops – Learn how to implement lean concepts to make improvements to your manufacturing operations (in partnership with Sinclair College and FASTLANE).

Advocate

DRMA advocates on behalf of our members with public officials, legislators, educators, parents, the business community, the media, and other regional stakeholders to strengthen the position of our region's industry.

Top Issues List – DRMA surveys its members and produces an annual list of their top issues and concerns which provides direction for programming and advocacy initiatives.

Government Relations Meet Ups – Meet with government and elected officials to convey members' issues and learn about their plan for manufacturers.

Community Stakeholders – DRMA builds strong relationships with community organizations to advocate for members.

Training/Education Program Advisory Committees – DRMA volunteers serve on advisory committees to convey the needs of manufacturers and to ensure their curriculum produces graduates with the skills needed by manufacturers.

To learn more about DRMA, email Shay at sknoll@daytonrma.org or call us at (937) 949-4000.

[View this email in your browser](#)



University of Dayton
**Center for
Leadership**

2021 Programming

The University of Dayton's Center for Leadership's 2021 program schedule has been released and promises to continue to prepare organizations across the region and beyond to give your business a competitive advantage now and in the future. Some of the new topics include: ***leading remote teams, career advancement strategies for women, sales training for non-sales people, and diversity, equity, and inclusion.***

For complete schedules and course descriptions, visit our website: [UD Center for Leadership](#). UDCL offers training programs at all levels of an organization, from top-level executives to front-line staff and individual contributors.



Attendees can choose to attend programs from a 100% virtual or a blended learning environment in which they are either in-person/on-campus or on a virtual live-stream. The UDCL team's top priority is safeguarding the health of participants, facilitators, and our staff while maintaining the highest quality of programming and engagement for your employees and you.

For more information please contact April Mescher at 937-229-2664 or amescher1@udayton.edu.





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January 2021



The Best Leaders Never Stop Learning

Message from Brent Kondritz, PhD, Executive Director

Happy New Year and welcome to 2021! As you look forward, what do you want to learn, undertake, or achieve to make 2021 a spectacular year for your organization, your team, and yourself? Please know we are here and want to help you in any way we can to make your goals a reality.

Women Lead. Certificate



Next cohort starts March 12

How is your organization empowering women to continue to advance when the stakes have never been higher? Women Lead. is a six-month certificate program that utilizes a research-driven curriculum to give women the additional tools and insights needed to expand their positive impact on your organization and continue to rise with purpose. [Apply now](#) for this interactive, high caliber program designed by women leaders for women leaders. Excellent facilitators, a dynamic curriculum, and a new network of accomplished women leaders ensure

this program is a transformative experience both professionally and personally. For more information, please contact Maddie Weiler at weilerm2@udayton.edu.

Full Program Schedule

Supervisory Leadership Certificate



Next cohort starts Jan 21 - ONLY 2 SPOTS REMAIN

This six-month certificate program is ideal for new or experienced supervisors or individuals preparing for a leadership role. [Apply now](#) for this interactive program that helps front line leaders develop those important skills necessary to maximize individual and team performance. For more information, contact Sophia Dunson at sdunson1@udayton.edu.

Full Program Schedule

Professional Development Programing

Utilize our professional development programs to give your employees personal and meaningful development for the confidence needed to be successful at the next level and beyond.

Communication Skills for Leaders
on January 13 (*virtual*)

Essential Problem Solving for Team
Members: Lean Six Sigma Yellow

Leading Change at the First Level
on January 14 (*virtual*)

Navigating Difficult Conversations
on January 26 (*virtual*)

Leadership is Everyone's Business
on January 28 (*blended*)

Embracing Accountability
on February 2 (*blended*)

Maximizing Your Potential at Work:
Individual Lean Six Sigma
on February 9 (*blended*)

Effective Decision Making
on February 10 (*blended*)

Belt

on February 11 (*blended*)

Core Interaction Skills to Enhance
Results on February 16 (*blended*)
new program for 2021

Going from Peer to Supervisor
on February 18 (*blended*)

Leading Remote & Engaged Teams
through Rapid Change
on February 23 (*blended*)
new program for 2021

Coaching and Evaluating
Performance
on February 25 (*blended*)

Time Management and Personal
Productivity on March 2 (*virtual*)

Register Today!

You can choose to take our classes either virtually or in a blended format, which is a combination of live stream via Zoom and in-person facilitation while staying socially distanced. For more information on our blended courses, [visit our website](#).

Emerging Leader Certificate



Next cohort starts August 12

This twelve-month interactive certificate program is ideal for top performers and current managers ready for expanded responsibility or a senior leadership role. [Apply now](#) for this interactive leadership and business skill development program. For more information, contact Dave Evans at devans3@udayton.edu.

Full Program Schedule

Executive Development



MARCH 24 with JOSEPH GRENNY

AM: CRUCIAL CONVERSATIONS FOR LEADERS: TOOLS FOR TALKING WHEN STAKES ARE HIGH

In this program, Joseph Grenny will guide you through the steps to mastering crucial conversations and harnessing the power of turning every employee interaction into an experience that achieves synergy, alignment, and agreement. You will walk away from this program with a new set of high leverage tools to effectively achieve breakthrough results.

PM: INFLUENCER: THE NEW SCIENCE OF LEADING CHANGE

In spite of the fact that we're routinely trying to alter behavior, few of us can articulate an effective strategy to create this behavior change. It's time this changed! By drawing from the skills of many of the world's best change agents and combining them with five decades of social-science research, Joseph Grenny will help provide you with a powerful and portable model for behavior change.

For more information, contact Brent Kondritz at mkondritz1@udayton.edu.

Register Today!

What we're listening to

We recommend listening to **Breakthrough with Borris Joaquin, Ep4: With Joseph Grenny "Breakthrough Conversation"**. This podcast discusses crucial conversation skills leaders can use to build collaborative workplace cultures despite an ongoing pandemic.

We are looking forward to having Joseph with us on March 24 as a part of our Executive Development program.

Listen Now



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TechCred Application Period Now Open

The seventh TechCred application period is open now through **January 29th at 3:00 p.m.**

TechCred helps businesses upskill their current and incoming workforce with tech-focused credentials. Businesses can receive up to \$2,000 for each tech-focused credential earned, up to \$30,000 per employer each application period.

Since the program's start, a total of **966 Ohio employers** have been approved for funding, supporting the earning of **15,105 tech-focused credentials** by Ohio employees.

Businesses can learn more and apply at TechCred.Ohio.gov.

[Additional Information](#)



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Happy New Year Friends! It has been great having our first virtual DRG event last November. We miss seeing everyone and the sharing (in-person!) of sustainability and resiliency best practices.

As we continue our path of this (new normal), we're excited to invite you to a **ZOOM Hot Topics and Coffee with DRG** at **10 am on January 21, 2021!**

So What is the Green New Deal and Why Is the Dayton Arcade "The Most Transformative Project in America"?

The Green New Deal, a congressional resolution to mobilize every aspect of American society to 100% clean and renewable energy, guarantee living-wage jobs for anyone who needs one, and a just transition for both workers and frontline communities—all in the next 10 years will be explained by our guest, **Fadhel Kaboub**. Join us to learn the highlights of the Green New Deal, the US economy, the climate crisis and realistic expectations for 2021 & 2022.

The Dayton Arcade "The most transformative project in America.", is a daring, innovative and most complex project in the heart of Dayton that is part of a larger plan to bring residents, jobs, and visitors back to the downtown. **Dave Williams**, will take us through the story of the Arcade revitalization to become an economic engine fueled by artistic and innovative activities and how the design process focused on innovative energy and financing systems.

Fadhel Kaboub is Associate Professor of Economics at Denison University (OH) and President of the Binzagr Institute for Sustainable Prosperity. He also served as research associate at the Levy Economics Institute of Bard College (NY), the Center for Full Employment and Price Stability (MO), the Economic Research Forum (Egypt), and the John F. Kennedy School of Government at Harvard University (MA).

Dave Williams is Senior Development Director at Cross Street Partners overseeing the design, construction, leasing, and financing for the Dayton Arcade project. Prior to joining Cross Street Partners, Dave was vice president of Urban Development at Miller-Valentine Group. Dave also served as director of Downtown Housing for CityWide.

Thursday, January 21, 2021

10:00 - 11:00 am

1 GBCI /AIA Learning Unit

FREE EVENT-REGISTER NOW



FOLLOW US





TOP 10 WEBINARS OF 2020

Dan: Gain critical business skills and best practices with SCORE's top webinars of 2020:

MARKETING



Selling Through Social - Develop Your Strategy for the New Year

Use social media as a way to truly build your business, one new connection at a time.

The 5 Step Marketing Strategy During a Pandemic

Get tools to look at marketing in a whole new, manageable way in today's pandemic times.

ONLINE BUSINESS



Starting an Online Business for Next to No Money

Find out the steps needed to start an e-business, even without a big budget.



Google Analytics 101-Improve Your Online Business by Understanding Essential Data

Learn how to get data from your own website and use it to your benefit.

STRATEGY & PLANNING



Business SWOT Analysis Fundamentals-An Easy Way to Ensure Your Business Succeeds

Learn the key aspects of a SWOT analysis and how it fits into your business's strategic plan.



7 Steps to Starting a Business on a Shoestring Budget

Steve Strauss, USA TODAY columnist and Small Business Connection partner discusses everything you need to know to launch the dream.

VIRTUAL BUSINESS OPERATIONS



10 Principles to Running a Virtual Company Extremely Well

Bestselling business author and speaker David Finkel shares to



How to Run Great Virtual Events

Running virtual events can be challenging, however with a little preparation, tips, and knowing

run a successful company
“virtually”.

what to expect, you can rock your
next virtual event.

FINANCE & ACCOUNTING



Understanding Cash Flow - A Critical Component to the Life of Your Business

This webinar will help you to get
real with money, understand your
costs, and manage your cash to
create and maintain stability and
profitability.



2020 Year-End Tax Planning for Your Business

In the final quarter of this most
unusual and challenging year,
there is still time to take actions
that can favorably impact your
bottom line and your tax bill for
2020.

Don't miss these upcoming SCORE webinars...

DECEMBER 29



JANUARY 5



JANUARY 7



Disaster Preparedness for
Small Businesses

Google Analytics 102 -
Setting Goals, Tracking
Data and Analyzing
Reports

2021's Hottest
Businesses, Markets &
Trends

[REGISTER FOR ALL UPCOMING WEBINARS >](#)

SCORE is a nonprofit association dedicated to helping small businesses get off the ground, grow and achieve their goals through education and mentorship. We have been doing this for more than 50 years.

Because our work is supported by the U.S. Small Business Administration, and thanks to our network of 10,000+ volunteers, we are able to deliver our services at no charge or at a very low cost.

Find out more about our [mission, vision and values](#).



FIND YOUR SCORE MENTOR FOR 2021

PLAN FOR SUCCESS
Get expert advice from a SCORE business mentor.

GET STARTED
1-800-634-0245 // www.score.org



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Thursday, January 28



2:00 to 3:30 PM

Richard Florida shares his expertise on the Future of Cities

Join expert and legendary urbanist Richard Florida to hear what's next for U.S. cities and help local companies plan ahead to adapt for success in their market.

[RSVP Now](#)



2021 Economic Forum Virtual Event



Thursday, January 14

The Dayton Business Journal's news team will provide multiple expert speakers in the region who will forecast the next year's economy.

[Register today >](#)

bizwomen
DAYTON BUSINESS JOURNAL

**MENTORING
MONDAY**

2021 Bizwomen Mentoring Monday

 **Monday, February 22**

Join us for this one-of-a-kind event that brings together women in a casual, fast-paced coaching atmosphere.

[Save the date >](#)



Build Value in Your Business

Watch this 3 part webinar series on demand now!

[Watch Webinar Now](#)



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Small Business Newsletter - January 2021

Chapter Chair Corner



Ann Riegle Crichton
ann.rcrichton@scorevolunteer.org
Chapter Chair

The Dayton Chapter of SCORE was founded in 1970 as a nonprofit volunteer organization to assist the Small Business Administration (SBA) in helping grass roots profit and nonprofit businesses to start and grow in the Miami Valley area.

As I type this, details for a new COVID-relief package from the federal government are being hammered out in Washington.

Our hope at Dayton SCORE is that this funding package will bring some much-needed help to small businesses.

If you decide to apply for this second round of funding support, please reach out to your mentor for assistance in completing your application. If you received relief funds in 2020, we would like to hear your story. **Reach me at ann.rcrichton@scorevolunteer.org.**

We are bringing the popular Grow with Google series ZOOM workshop series back in January. Rob Bunting does such a great job of explaining the various Google products available to small businesses.

See registration details later in this newsletter.

"Testimonial"

Lisa White — Preble County Historical Society



The Preble County Historical Society is a non-profit corporation committed to promoting the knowledge of Preble County history and to preserving, displaying, and maintaining objects which have historical significance to Preble County.

2021 is the organizations 50th anniversary.

For more information, [CLICK HERE](#)

In 2020 I became the Director of Business and Marketing at the Preble County Historical Society a local Dayton nonprofit.

I attended the Dayton SCORE online webinars on nonprofit planning, board functioning, marketing and fundraising, and volunteer management in the fall of 2020. I was very excited to learn how to effectively run our organization.

The session speakers were well spoken and very informative. I also took the 30 minute one-on-one mentoring session with Art Helmstetter to ask more direct questions about marketing our organization.

Thank you Dayton SCORE for helping me improve my skills. Lisa White, Director Business and Marketing, Preble County Historical Society

"BBB Eclipse Award Orientation for Nonprofits"

Friday, January 8, 9-10:30 a.m.

2021 could be your year to be recognized for your organization's integrity. The **BBB and MVNC** have joined forces to host this session at no charge for nonprofits.

During this event, the process of putting together a winning binder will be discussed in detail. You'll also have the opportunity to review past winners' entries. And, representatives from last year's winners will be on hand to share how they tackled putting together their entries. You may even find a past winner to mentor you through the process.

To register, [Click for Details](#)

"Engaging a Remote Workforce" WEBINAR

Friday, January 22, 9-11:30 a.m.

Ensuring employees are motivated, engaged and on track while working from home under difficult circumstances can feel like a monumental challenge.

So how do nonprofit leaders find out how their team members are doing and what support they need to work effectively? How can you help your teams achieve resilience and stay motivated?

Attend this session for tips on helping your team adjust to a remote working arrangement, manage time and stress, stress & time management, as well as how you can better manage performance remotely. We'll also incorporate some technology tips for increased efficiency and effectiveness in this new remote world!

Our Facilitator will be Terry Salo, Senior Human Resource Consultant, Strategic HR, Inc. Just \$35, you'll receive all handouts and materials.

To register, [Click for Details](#)

"Goggle Workshops" ZOOM

Four Google related workshop will be available in the next four months. Registration for the January and February workshops are listed below while registration for the March and April will be in the next month's newsletter.:

Learn the Basics of Google Ads

Wednesday, January 13, 2021; 8:30 - 9:30 a.m.

In this workshop you will learn how to reach more customers and grow your business with Google Ads. We will cover the following:

- How to create an account and set up an ad campaign
- How to write great ads, refine keywords, and include ad extensions
- How to measure success

Registration: [CLICK HERE](#)

Get Your Local Business on Google Search and Maps

Wednesday, February 10, 2021; 8:30 - 9:30 a.m.

Showing up when customers are searching online is more important than ever. Ensure customers can find accurate, updated information about your local business on Google Search and Google Maps, no matter which device they use. In this workshop, you will learn how to create and manage a Google business profile from start to finish.

In this session we'll show you how to:

- Create or claim your Business Profile on Google

- Manage your business info across Google Search and Maps
- Use Google My Business to connect with potential customers

Registration: [CLICK HERE](#)

March 2021: Reach Customers Online with Google

Wednesday, March 10, 2021; 8:30 - 9:30 a.m.

Learn how your business can be found online with Google. This workshop explains how Google Search works and how you can improve a website's visibility with Search Engine Optimization (SEO). The session also introduces products like Google My Business, Google Trends, Search Console, Google Analytics, Google Ads, and more.

In this workshop we'll discuss best practices for:

- Improving your website's visibility in Google's organic search results, on all devices
- Creating a free Google My Business listing
- Advertising your business on Google

April 2021: Make Better Business Decisions with Google Analytics

Wednesday, April 14, 2021; 8:30 - 9:30 a.m.

Learn best practices and analyze trends about how customers engage with your business online, then turn these insights into well-informed, actionable decisions.

In this session we'll talk about:

- Identifying business goals and how you plan to use your online presence to achieve them
- Incorporating data into your marketing plan
- Selecting tools to help you find the answers you need

The pandemic has changed how many consumers shop. Understanding the shifting shopping trends can help small business owners pivot and thrive.



[5 Simple Things You Can Do Now to Get Your Business Ready for Financing in 2021](#)

Brought to you by Nav. Gerri Detweiler and Ty Kiisel from Nav explain how you can enter 2021 prepared for any financing opportunities.

[Watch now.](#)



[Weathering the COVID-19 Storm](#)

COVID-19 forced many small businesses to make changes. See how many business owners are adjusting through this pandemic. [Read more.](#)

UPCOMING WEBINARS



[SEO Simplified in 30 Minutes](#)

January 14 | 2 PM ET

This eye-opening presentation unpacks the essence of SEO in just 30 minutes that will enable you to take immediate action and see results.

[REGISTER](#)

How to Find and Get a Small Business Grant

January 19 | 1 PM ET

Brought to you by Nav. Learn about the main sources of grants, tools for researching, application tips to increase your chances of being successful and much more.

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Data Privacy - Why it Should be a Top Priority for Your Small to Medium-Size Business

January 28 | 2 PM ET

Sponsored by Cybercrime Support Network (CSN). This conversational webinar will discuss issues regarding cybersecurity, privacy, data governance, and digital ethics.

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SCORE is a nonprofit association dedicated to helping small businesses get off the ground, grow and achieve their goals through education and mentorship. We have been doing this for more than 50 years.

Because our work is supported by the U.S. Small Business Administration, and thanks to our network of 10,000+ volunteers, we are able to deliver our services at no charge or at a very low cost.

[Find out more about our mission, vision and values.](#)



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