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Business Development Network

Autumn 2007

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Taking new products to market

By Meagan Barnes

Do you have an invention or innovative concept, and need help commercializing it?

Do you have an invention and need help securing a patent?

Do you have a patent, but need help taking your product to market?

Do you need a prototype developed?

Do you need funding assistance for marketing, business planning or consultants?

If you answered yes to any of these questions the OSU South Centers may be your answer!

The South Centers can provide a wide variety of services, including design and prototype development, technology validation and qualification, incubation space and services, and market research. We can help address the barriers to progress, by providing developmental service funds to recruit key personnel, secure Intellectual Property protection, develop a marketing plan, or secure the consulting help a product or business requires.

There are two distinct types of assistance that will be available. Operational Assistance can provide funds for patents, prototypes, consultants and business planning along with guidance from a business counselor. The Pre-Seed funds, or early stage equity, and assist with cash flows needed for growth by injecting necessary equity.

OSU South Centers will provide customized, one-on-one services to assist you with the commercialization process for your invention or technology. The desired result for the program is to accelerate the commercialization process for you!

These resources are made available through the Entrepreneurial Signature Program award from the Ohio Department of Development, to the Ohio University led collaboration that includes the OSU South Centers, Adena Ventures, and the East Central Ohio Tech Angels.

In future newsletters a "Commercialization Corner" will provide information on the commercialization process and tips for entrepreneurs along with program updates and training session information.

For more information to move your product to market, please contact: Meagan Barnes, phone 740-289-3737 EXT 227, or email barnes.484@cfaes.osu.edu.

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OSU South Centers Business Team Announcements



Meagan Barnes

Meagan Barnes is the newest member of the OSU South Centers Business Team. Her primary area of focus for business will be the Entrepreneurial Signature Program. Meagan comes to the team with five years of banking experience. she received a bachelor's degree in Public Relations from the University of Rio Grande, and her MBA from Ohio University. She and her husband reside in Gallipolis.



Melissa Hurtt

Melissa Hurtt has recently been hired as a Program Assistant with the Business Development Network. Melissa is a graduate of The Ohio State University with a BS in Agribusiness and Applied Economics. She recently completed an internship with the Ohio Cooperative Development Center. She resides in northern Ross County. Melissa will be assisting with business development, training events, and applied research.

Are you managing the risks of your small farm?

By Christie Welch and Patrick Dengel, Business Development Specialists

Managing risk is a prudent step for any small business owner. When it comes to managing risks for small farms, most people think about the weather. And as we all know, managing the weather in Ohio is an impossible task. But have you stopped to consider what other risks can negatively affect your small farm? Whether or not your small farm is used to generate income, there are risks associated with owning a small farm. Making sure those risks are properly managed is critical. When thinking about risks, one needs to ensure that one has the proper insurance in place to protect the small farm. Things to consider are crop, equipment, livestock, and liability insurance. If you have a traditional home owner's insurance policy, you may be putting your small farm at risk due to a lack of coverage. A recent article in **Our Ohio** "urges landowners to consider a farm insurance policy if they have any of the following:

- A barn or outbuilding that exceeds the valuation requirements of a homeowners policy
- Farm equipment or livestock
- A small tractor used for lawn maintenance or an ATV used for farm work or recreation
- Any revenue from a farming business"

In addition to the above, liability protection is a must. It is wise to review your coverage to make sure you have adequate protection.

And with the growing interest in locally grown food, making sure you are properly managing risks associated with its production and sale are critical elements to managing the risks associated with your small farm. For example, if you are producing and direct marketing food items, have you invested in the proper education and training for your employees (many times family members) regarding food safety? Are you properly training your employees on equipment safety? There are many resources available to assist you with the proper education and training. For information about developing a risk management plan for your small farm business, contact the OSU South Centers Business Development Network at (740) 289-3727 Ext. 111 or via e-mail jbauman@ag.osu.edu.

As for managing the risks associated with Ohio's weather...as the saying goes, "If you don't like Ohio's weather, wait 5 minutes and it will change."

Maintenance trades skill training planning

The South-Central Manufacturing Network, Inc. is designing a mechanical and electrical maintenance trades skill training starting in 2008. The maintenance training will provide training cost-effectively through a cooperative of local manufacturing companies.

Companies participating in the cooperative are:

Alsco Metals
FPE
GE Circleville Lamp
Glatfelter
ISP Columbus
Mars Petcare USA
YSK Corporation

This training will be offered first to cooperative member companies at a discount and, if space is available, it will be offered to non-member companies' trainees.

For more information, see the South-Central Manufacturing Network, Inc. cooperative website:

<http://ocdc.osu.edu/index.html>.

Small business tax workshop Oct. 24

It's never too early to think about your small business taxes! The Small Business Tax Workshop will be held on Wednesday, October 24, 2007 from 9:00 am to 3:00 pm at the Gallia County Extension Office.

Attendees of the Small Business Tax Workshop will learn about the different types of business structures and the advantages and disadvantages of each as it relates to business taxes. In addition, participants will gain knowledge about Ohio sales tax, personal property tax, and state tax withholding. This is a one-day workshop designed to help small businesses in southern Ohio learn about the different business tax requirements. The workshop is being hosted by the OSU South Centers Business Development Network, and sponsored by the Internal Revenue Service and the Ohio Department of Taxation.

The workshop is being offered free of charge. Lunch is \$10. Space is limited; please register by October 15th. For more information on this Small Business Tax Workshop, please contact Joy Bauman at (740) 289-3727 EXT 111 or email jbauman@ag.osu.edu.



Considering a non-profit organization

By Christie Welch and Patrick Dengel, Business Development Specialists

Are you considering starting a non profit organization? If so, there are many things you should consider. First, what is a non-profit organization? The name 'non-profit' can be somewhat of a misnomer. Non-profit implies that this type of corporation cannot generate revenues over and above what expenses the business incurs. This is actually false. While non-profit organizations can generate income, what they are able to do with that income is restricted. A non-profit organization **is designed for specific tax-exempt purposes.**

"It's important to note that simply forming a non-profit corporation does not automatically qualify you for federal and state tax exemption. Instead, it's only the first step. Only a validly organized non-profit corporation can take that second step and apply for federal and state tax exemption."

source: http://www.legalzoom.com/law_library/non-profit/introduction.html

Typically, a non-profit organization is formed to provide benefit to the public, a specific group of individuals, or the membership of the non-profit. Examples of non-profits include religious organizations, charitable organizations, political organizations, credit unions and membership clubs (such as the Elk's Club or a country club). Funds generated for the non-profit corporation can come from a variety of sources. These include selling everything from clothing to medical services, receiving donations from individuals, and pursuing grant funds. A non-profit can pay salaries to its officers and employees, but it cannot distribute any profits for the benefit of its directors, officers or members – for example, in the form of a dividend.

If you are exploring forming non-profit corporations, here are some points to consider:

- A non-profit organization generates income from a variety of sources.
- Grant money *may* be available through public and private sources.
- The non-profit organization can solicit tax deductible contributions.
- The non-profit organization can provide its personnel and directors protection from personal liabilities for the group activities.
- There can be tax exemptions, including real estate and property exemptions.

Since the formation of any organization, including a Non-Profit, has legal implications, we encourage and recommend seeking the advice of an attorney and an accountant before applying for any type of corporate status. For more information on this topic, contact Christie Welch or Patrick Dengel at 740-289-2071.

Practical Machining Principles Workshop

The OSU South Centers and Techsolve will host a workshop focusing on Practical Machining Principles on Tuesday, October 16. The workshop will be from 8:30 am - 5:00 pm at the OSU South Centers. The cost is \$395 per participant. This workshop is a one-day overview of the practical aspects of machining. The instructors mix lecture with live demos and practical simulations that will increase your knowledge of machining, whether you are a manufacturing engineer, a fluids salesperson, or an accountant who just wants to have a better understanding of the machining process.

By attending this workshop, companies can increase shop productivity, reduce costs, and increase profits, as well as improve their competitiveness.

Course outline:

- | | |
|--|------------------------------|
| • Introduction to Practical Machining Principles | • Machining Equipment |
| • Work Materials | • Selecting Feeds and Speeds |
| • Selecting Cutting Tools | • Economics of Machining |
| • Selecting Cutting Fluids | • Shop Management |

For a full course outline or for more information visit <http://southcenters.osu.edu/benet/documents/machining.pdf>. To register, contact Joy at (740) 289-2071 EXT 111 or jbauman@ag.osu.edu.

The Ohio State University South Centers

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Sign-up to receive future newsletters and announcements electronically! Contact Joy at:

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We're on the web!

<http://southcenters.osu.edu/benet/>

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Autumn Schedule of Business Training Events

October 1	eVantage (meets every week for 6 weeks) OSU South Centers Endeavor Center	Gain skills to develop and maintain a website for your business. For more information, contact Brooke Betts at 740-289-2071 EXT 337 for details.	\$500
October 16	Practical Machining Principles OSU South Centers, 8:30 am - 5 pm	Overview of practical aspects of machining. Live demos and simulations. Increase shop productivity, reduce costs, increase profits.	\$395
October 19	Department of Labor Seminar OSU South Centers Endeavor Rm. 160 9 am - 3 pm	Sessions on Fair Labor Standards Act, EEOC, ADA, child labor laws, OSHA, Family Medical Leave Act, COBRA, ERISA, and 401k.	\$25
October 24	IRS Small Business Tax Workshop Gallia County Extension Office, 9 am - 3 pm	Learn about business tax requirements, business structures, Ohio sales tax, personal property tax, and state tax withholding.	\$10
November 1	Essentials of Exporting - An Introduction to International Sales OSU South Centers Endeavor Center	Introduction to exporting. Topics: Making export sales happen, trends in trade, financing, and legal considerations, as well as managing global logistics.	\$25
November 14	Alternative Energy Conference Comfort Inn, Piketon 9 am - 3:30 pm	Learn about the most viable alternative energy options for southern Ohio, Ohio biomass inventory, grain-based fuels, cellulosic ethanol, and wood biomass. To register, contact Ohio Valley Regional Development Commission at 740-947-2853.	\$20
November 15	Quicken for Non-Profit Organizations OSU South Centers Endeavor Center 9 am - 5 pm	Designed for non-profit directors, bookkeepers, or treasurers, this workshop will introduce non-profit organizations to standard accounting features.	\$20
December 5	Understanding the 990 Scioto Foundation, Portsmouth 1 pm - 4 pm	This seminar is designed for non-profit board members and staff will focus on understanding and completing the 990 IRS Tax Form.	\$10

To register for any of the business training events, unless otherwise noted, contact Joy Bauman at 740-289-2071 or 800-860-7232 (Ohio Only) or email jbauman@ag.osu.edu.