



Mobilizing Women: Ensuring
Government Works for Us and Our
Businesses

Today's Mission

- Mobilize Women to interact with government: why it matters
 - Part of your responsibilities in running your business
 - Increase awareness of benefit to your business, yourself and family, community, and harm if you don't
 - So many ways to be involved – ALL HAVE IMPACT
 - Dispel notions of
 - huge time commitment
 - lack of impact
 - intimidating, overwhelming
 - All of us can do this, hear our panelists' stories
 - Great resources and support

NAWBO Columbus Public Policy Committee

Goals

- Increase members' awareness of public policy
- Increase members' awareness of the issues that affect small businesses
- Support/Initiate women/business initiatives
- Educate about legislative advocacy
- Build relationships with policymakers
- Encourage women in public policy

NAWBO Columbus Public Policy Committee

Accomplishments

- NAWBO Columbus has become known as the voice of Women Business Owners by legislators, leaders, and organizations
- Introduced legislation and achieved unanimous passage of HB 5, adding Microbusiness to definition of small business
- Host PP-focused events
 - Legislator Meet & Greet at the State House
 - Meet the Candidates
 - Annual monthly program
- Regular and “hot” updates about relevant rules, regulations, legislative issues
 - On website, by Rachel Winder, Public Policy Advisor
 - E-newsletters, printed newsletters
- Meet with legislators and government organization leaders, have them attend NAWBO events

Our Panelists



ANNE CHAMBERS
CEO, Red212 (a B Corp)
and Jambaar
WIPP National Partner
and Leadership Advisory
Board Member



MERRY KORN
Founder/Owner,
Pearl Interactive Network
NAWBO Member
NAWBO Columbus Visionary Honoree



**The Honorable
DEBBIE JOHNSON**
Mayor, Upper Arlington
President, Upper Arlington City Council
President, Leadership Catalyst
WELD, Past President



SHAUNE SKINNER
President, ASC Group
NAWBO Member
NAWBO Columbus Past VP of Public Policy
NAWBO Columbus Visionary Honoree

One Success Benefits Many

Direct Benefit

Update Safety Plan
Diane Grote Adams: Safex

Hire and On-board Field Technicians
Sharon DeLay: GO-HR

Hiring Controller
Lori Kaiser: Kaiser Consulting

Review of Employee Classifications
Karen Poling: Poling Law

GPR Work
Farrah Majidzadeh: Resource International

Update Booth Oil/Gas Marketing
Jeanette Armbrust: Skyline Exhibits

Updated Employee Photos
Kar Shepard: KABOB Images

**ASC Group, Inc. Awarded
\$3.8 Million
Oil/Gas Project
Need:
41 Archaeologists**

Other Benefit

Mussel Survey
Mary Sharrett: Stone Environmental

Fish Shocking
Christine Dilley: MAD Scientist

Trust-Setup
Carlile Patchen & Murphy

AFLAC
Corporate Sponsor

Indirect Benefit

Massage/Weekend Away
Ellen Grinsfelder: Inn & Spa @ Cedar Falls

Wrinkle Cream
Shelley Menduni: Professional Imagery, LLC

401(k) plan
Helen Colon: Ameriprise Financial

Buy/Sell Insurance
Andrea Nameche: Lifetime Financial Growth

Update Website
Amanda Sage: GongGong

Trip to NOLA
Elizabeth Blount McCormick: UniGlobe Travel

Business Basics

1. SALES
2. MARKETING
- 3. *GOVERNMENT INTERACTION***
4. STAFF
5. CUSTOMER SERVICE
6. ACCOUNTING

Yes, We Can!

1. **VOTE!!** Every Election! Every election counts!!
2. Know your legislators
 - a. State Representative and Senator: legislature.ohio.gov/legislators/find-my-legislators
 - b. Congress
 - US Senate (Every state has 2): senate.gov **Sherrod Brown, Rob Portman**
 - US House of Representatives (Ohio has 16 Representatives): house.gov (central Ohio: **Joyce Beatty, Steve Stivers, Pat Tiberi**)
3. Know current relevant local, state, federal legislation, rules, regulations
 - a. NAWBO Columbus
 - i. website: nawbocolumbusohio.com
 - ii. NAWBO Columbus meetings
 - iii. Read NAWBO Columbus emails, newsletters
 - b. NAWBO National website: nawbo.org
 - c. WIPP website: wipp.org

Yes, We Can!

4. Get to know your legislators

a. Call, e-mail, meet them – NAWBO will help!

i. Public Policy Committee

ii. Public Policy Advisor – Rachel Winder

b. Invite them to your place of business

c. Meet them at their office

d. Share your story – don't need to know any legislation, or have a problem

e. The time to build relationship is before you have a problem

5. Advocate for/against legislation, rules, regulations that affect you

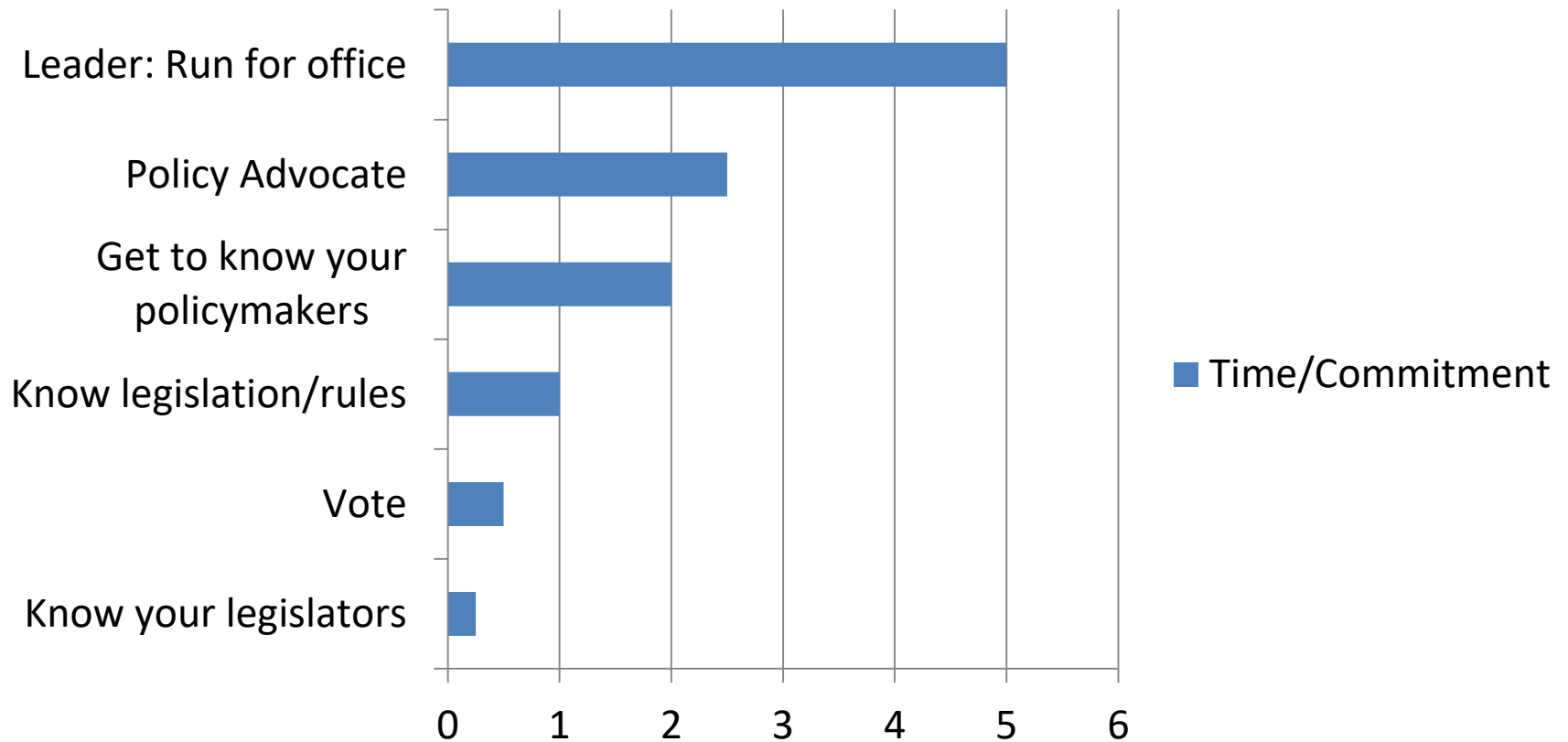
a. Inform policymakers, communicate your story, the impact on your business - NAWBO will help!

b. Call to Action – Next step for Microbusiness policies: What can the state of Ohio do to help microbusinesses? Send ideas to Mary McCarthy,
mary@yourmanagementteam.com

6. Be a leader: Run for/hold public office at any level – local, state, federal

“Time” to Get Involved Have Impact Benefit your Business

Time/Commitment



Resources

- **NAWBO Columbus**
 - Public Policy Committee
 - Public Policy Advisor: Rachel Winder
- **NAWBO National** – national legislative updates, Academy for Public Service, Advocacy Day on Capitol Hill (6/19/18)
- **WIPP**
- **PTAC**
- **SBA**
- **WBENC/ORVWBC**
- **The Women's Fund of Central Ohio** – Advocacy in Action workshops, Galvanize!
- **John Glenn College of Public Affairs** - Women in Leadership, Ready to Run program
- **CivicPoint** (subsidiary of Frost Brown Todd, NAWBO Cols Corporate Partner)
- **Westerville Chamber of Commerce** – Election Academy
- Partisan
 - Ohio Democratic Women's Caucus
 - Ohio Republican Women, JoAnn Davidson Leadership Institute

Visit our Resource Exhibitors

- John Glenn College of Public Affairs – *Shadia Jallaq*
- Procurement Technical Assistance Center (PTAC) – *Howard Griffin Sr.*
- U.S. Small Business Administration (SBA) – *Shannon Feucht*
- WBENC/Ohio River Valley Women’s Business Council (ORVWBC) – *Sheila Mixon*
- The Women’s Fund of Central Ohio – *Monica Cerrezuela*