

EnterpriseWorks is a nonprofit organization dedicated to utilizing resources and expertise to build business and maximize self-reliance

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Latent talent provides basis for rewarding career

by Debra Mayes

EnterpriseWorks Coordinator

In the fall of 2001, while preparing graduate school applications and finalizing travel arrangements for a South American adventure, Leslie Keough's life changed instantaneously. A perilous motorcycle ride through downtown Chicago usurped her academic and professional plans.

Her physical well being as

an athlete, and mental state as an academican were eclipsed by the near fatal incident. Being inches from her life, family and friends flooded Northwestern Hospital for moral support.

Waking from a coma two months later at the family home in Ohio marked the beginning of a grueling two-year recovery from a traumatic brain injury (TBI), second degree burns, and

minor paralysis.

The physical pain took second place to the mental anguish of finding herself physically, spiritually, financially, and emotionally dependent on her parents at age 23. Though the road was long, too many fond memories of world travel, competitive sport, academic rigor, and healthy relations flashed daily through her head for her to throw in the

Photography continued on page 3

Youth programs grow and diversify

Based on the success of the 2005-06 Kids Environmental Education Program, EnterpriseWorks for Youth will introduce its first summer wildlife and habitat camp.

This five-day/four night camp at Camp Willson will allow 5th and 6th grade students the opportunity for environmental exploration in a new venue.

Camp participants will receive instruction on issues related to habitat destruction and wildlife endangerment as well as the positive steps that can be taken to preserve a healthy eco-system. During camp students will:

- **Identify native plants, trees & flowers**
- **Observe & identify Ohio wildlife of different species**
- **Locate wild animal habitats & observe first hand the natural materials needed for species' protection**
- **Look for & identify animal tracks**
- **Participate in hands-on activities demonstrating the benefits of native plant communities**

Funding for the summer camp program is provided by Franklin County Department of Job and

Family Services.

Also, through funding received from The Women's Fund of Central Ohio, K.E.E.P. is able to serve twenty 5th grade girls in the Southwestern City School District.

For more information about K.E.E.P., contact Pitty Jennings, Program Director, at 614-228-4853 or keeprogram@aol.com.

If you or your company would like to support the programs of EnterpriseWorks for Youth, contact Pitty Jennings, Program Director, EnterpriseWorks, (614) 228-4853.



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individuals pursue
career and small
business goals.

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Women's Business Center offers unique training opportunities

Promising to provide new and unique training opportunities for prospective, new women owned, and existing women owned businesses, EnterpriseWorks' Women's Business Center kicked off its Fall/Winter program on September 27, 2006.

In addition to sponsoring free monthly small business workshops, covering issues critical to the successful operation of a woman owned business, the Women's Business Center now also provides monthly networking sessions, and the ability to dial in for web/teleconferences.

Realizing that women sometimes may not be able to leave their workplace to attend a workshop, the EnterpriseWorks' Women's Business Center offers a free web/teleconference on each workshop topic over the lunch hour following the live training event. Web/teleconferences are available from the comfort and convenience of office or home.

Upcoming workshop and web/teleconference topics include:

"Networking Your Center of Influence" 11/15 & 11/16

"Five Critical Elements for an Effective Web Site"

12/6 & 12/7

"I'm Not Crazy, I'm Just not You" 1/10 & 1/11

"Bells & Whistles: Do You Need Them? Buying a Computer System" 2/14 & 2/15

For complete information about the Women's Business Center programs and services, or to register for an event, visit the EnterpriseWorks' website at www.EnterpriseWorks.biz.

Women's Business Center services are made possible through funding by the City of Columbus.



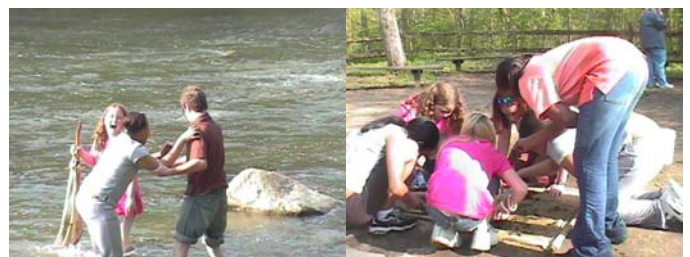
K.E.E.P. offers opportunity for youth to learn about the environment first hand

During the 2005-06 school year 46 students from Franklin Woods Intermediate School participated in the EnterpriseWorks' Kids Environmental Education Program.

Participants were afforded the opportunity to wade in the water at Battelle Darby Creek to collect samples of organisms living the creek.

With the help of their guide, students were able to identify small fish, crustaceans, and bugs.

The Ohio State University Olentangy River Wetlands Research Center hosted K.E.E.P. students for a tour



K.E.E.P. participants and instructor at Battelle Darby

and discussion on invasive species and the harm they can do to wildlife habitats.

Students also traveled to the WILDS to learn about endangered species and their habitats. A visit to Shepard's Corner provided the opportunity for K.E.E.P. participants to observe environmentally friendly agri-

culture at work. Finally, a trip to the Alum Creek Dam allowed the students to learn about water conservation and pollution.

K.E.E.P. is a project of EnterpriseWorks and is sponsored by the Franklin County Department of Job and Family Services.

Photography

Continued from page 1

towel.

The trials and tribulations of post-trauma recovery were simultaneously rewarding and disheartening for Keough. Acquired contempt limited her from spiritually and professionally moving beyond the accident for many months. Like an animal frozen with fear, she was paralyzed by disbelief.

Six months after the accident, Keough's attending neurologist recommended art therapy to fend off post-traumatic stress disorder. Within weeks she found herself enrolled in "Oils for Beginners" at Rosewood Community Art Center.

Shortly into the survey course, the teacher noted Keough's sense of composition and color. He asked to see other samples of her art, although her 14-year athletic career had left little time to pursue the arts.

Hesitant to return empty-handed, she brought her favorite snapshots from foreign and domestic travel...the rest is history.

Photography contests, group and solo shows, commissioned work, and service jobs soon followed. Light began to appear at the end of a long, dark tunnel.

Finding a latent talent was just the restorative thrust needed to re-ignite Keough's quiescent fire. At that time however, she was still suffering from extreme fatigue, retention, and concentration issues.

Though Keough lacked any academic training in

photography, returning to art school was not an option. She pressed on experimenting and researching independently while anxiously preparing for jobs and shows.

Though exhilarating, she lacked the proper equipment, guidance, and confidence to efficiently perform as an advanced amateur photographer. Two years later, when searching for additional services/associations to aide TBI survivors, Keough found the Montgomery County branch of Ohio's Bureau of Vocational Rehabilitation (BVR).

BVR Counselor Shelley Haver-Ostdiek took an interest in her plight. Under Ostdiek's guidance, Keough was able to clarify her professional goals and draft a feasible business plan for her entrepreneurial venture: KEOUGH Photography.

After meeting BVR requirements, Keough was referred to the EnterpriseWorks program. Her professional direction doubled from BVR's Haver-Ostdiek, to include EnterpriseWorks' Coordinator Debra Mayes.

The two women supervised a series of changes to Keough's business plan, marketing approach, and presentation skills. In addition, BVR provided funding in the amount of approximately \$4,500 toward equipment.

With new gear, a clear direction, and supportive mentors she was prepared to take KEOUGH Photography public by winter 2005.



shoe park
san francisco , ca
by Leslie Keough

The response has been overwhelming. Not only has Keough doubled her fine art sales in the last four months, but also her new job managing a 9,000 square foot gallery and event center keeps her abreast of developments in the art world.

All short-term goals have been achieved, and a number of long-term goals have the potential for realization. According to Keough, "The insight and insistence provided by both BVR's Shelley Haver-Ostdiek, and EnterpriseWorks' Debra Mayes, gave me the will to confidently forge into unfamiliar territory with realistic expectations of success."

For recent developments visit www.keoughphotography.com.

More southwest Ohio small businesses successes:

Holiday Home Inspections, LLC – Will Bingamon, Owner
Started in September 2005
Holiday Home Inspections provides home inspection services.

Scott Fulhart Graphic Design/Photographer – Scott Fulhart, Owner
Opened in January 2006
Scott Fulhart Graphic Design/Photographer provides specialized photography including weddings, fine art, sports, and restoration. Graphic design services include business cards, web design, logos and brochures. For a full list of services and pricing information contact Scott Fulhart at fulharts@yahoo.com

GBM Production – Gene McCorkle, Owner
GBM Production provides mobile disc jockey services for special events. For more information, contact GBM Production at gmccorkle1@who.rr.com.

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*EnterpriseWorks
has program
coordinators
throughout Ohio.
Call us for more
information about
programs and
services
available in your
area or visit our
website at*

www.EnterpriseWorks.biz

Small Business Tips

***High Performance
Mastery: Top 7
Principles For
Transforming Your
Business From
Mediocre To Great***
By Denise Corcoran

***#1. Know What Your
Business Stands For And***

Live Those Values.

***#2. Know Your Compelling
“Why.”***

#3. Always Seek The Edge.

***#4. DARE TO BE
DIFFERENT.***

***#5. Find Models Of
Greatness.***

***#6. Know The End In
Mind.***

***#7. Commit To
Personal Greatness.***

Keep Your Records Well:

If your business is to succeed, you'll need a system for recording facts and maintaining records that document your daily operations.

Guidelines for Record Keeping

- Find an accountant with whom you are comfortable and create your system according to his or her directions.
- Make your system simple and maintain it regularly.
- Record business transactions only. Personal transactions must be separate from your business.
- Open a business checking account and use the check register to document all of your receipts and disbursements. Write checks to avoid making cash purchases.

*Linda D. Gilkerson & Theresia M. Paauwe, authors
“Self-Employment: From Dream to Reality!”*

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ADDRESS CORRECTION REQUESTED