

EnterpriseWorks is a nonprofit organization dedicated to assisting individuals and organizations to identify and utilize the tools needed to establish self-sufficiency and profitability.

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Determination turns hobby into profitable business

by Marcia Duffy
Director of Special Projects

Poised to retire from the State of Ohio in January 1996, Jerry Smith was ready to embark on a life of travel around the country and part-time consulting work. These plans came to an abrupt end five weeks later.

While en route to pick up his state retirees card, Smith's car was broad sided by

another vehicle traveling at 45 mph. The accident left Smith with temporal and neck damage, a broken left leg, dislocated shoulder, a ruptured esophagus and a Toyota emblem embedded in his left side.

Smith underwent occupational therapy at the Ohio State University's Dodd Hall for one month. Physical and occupational therapy continued on an outpatient

basis for another six months. Smith lost the functional use of his left hand and had to teach himself to use his right hand.

Toying with the idea of starting a sideline hobby in 1995, Smith started out with eight pieces of steel and a grinder that he purchased at Sears for \$79.95. He made and sold eight knives, and the business "Knife Works" was founded. Smith began

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Career Center for Youth Marks Fifth Anniversary

October marks the fifth year for Career Center for Youth (CCFY), an after school program that helps middle school students explore careers. The EnterpriseWorks program targets at-risk middle school youth and provides programs at the following Columbus area schools: Arts Impact, Indianola, Medina, Westmoor, Franklin Woods and Galloway Ridge.

Funding for the after school program is provided through a contract with Franklin County Department of Job & Family Services and a contribution from **Time Warner Cable**.

CCFY provides youth with the tools needed to develop realistic career goals and a path to self-sufficiency. Its six stepping-stones to self-sufficiency include:

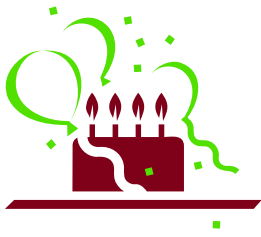
- **Assessing Yourself**
- **Investigating Career Options**
- **Polished & Professional**
- **Job Readiness**
- **Financial Literacy**
- **Community Giving**

Students attend the program one afternoon per week. CCFY's primary goal is to utilize an interactive approach to life skills learning and career explorations. Hands-on teaching, team

projects, guest speakers, computer research, printed materials, games and field trips are incorporated into the learning process.

For more information about Career Center for Youth, contact Pitty Jennings, program director, at 614-228-4853 or careerctr4youth@aol.com.

If you or your company would like to support the Career Center for Youth, call Deborah North, Executive Director, EnterpriseWorks, 614-460-6193.



EnterpriseWorks has programs to help youth, women and individuals pursue career and small business goals.

EnterpriseWorks Celebrates 15th Anniversary

Founded in 1989 as Project BO\$\$, EnterpriseWorks (EW) celebrates 15 years of assisting individuals to start new businesses and/or strengthen existing businesses. Self-assessment, business plan training, and one-on-one technical assistance are the cornerstones to our effective business program.

Small business services have been provided to over 3,840 individuals, with 893 businesses started or strengthened in Ohio. EW also has expanded its programs to include youth, women, and business components.

EnterpriseWorks unveiled

its I.C.U. (Independent Contractor Unit) business-plan tool to Ohio Rehabilitation Services Commission (ORSC) counselors in the spring of 2004. The I.C.U. provides an easy-to-use alternative option to writing a traditional business plan. This format is recommended for individuals planning to provide their service(s) as independent contractors within an already existing business entity.

Individuals work one-on-one with their EnterpriseWorks coordinator to complete the plan. I.C.U. business plans can be

completed in as little as three to six weeks, as opposed to traditional business plan classes, which run for ten to fifteen weeks. While currently only available to ORSC, EnterpriseWorks plans to make this tool available on its website in the spring of 2005.

In the next few months look for our redesigned website, annual report, and updated look. As we look ahead to the next 15 years, EnterpriseWorks will continue to be efficient, accountable and flexible.

Let EnterpriseWorks work for you!

Corporate Sponsors Help Career Center

EnterpriseWorks welcomes Time Warner Cable as the newest corporate sponsor of its Career Center for Youth program. Mary Jo Green, vice president of public affairs, said, "Time Warner Cable is particularly interested in supporting programs targeted to youth and education. The Career Center for Youth is an important program providing at-risk youth with realistic and practical career education."

For more information about the Career Center for Youth and corporate sponsorship opportunities, contact executive director, Deborah North, at 614-460-6193.



Columbus Police Sergeant Steve Billups provides law enforcement career information to Career Center participants.

Small Business Tips

#1. Avoid running into cash flow problems:

- Recognize seasonal trends in the business.
- Avoid taking too much cash from the business for living expenses.
- Avoid expanding the business too fast.

- Do not extend credit to customers.

#2. Choose business goals that are specific, measurable, achievable, relevant, and trackable.

#3. It is easier to develop a current customer than to find a new customer.

Hobby becomes profitable business

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to experiment with carving ornate designs and setting gemstones into the handles for the knives he made.

After completing his rehabilitative therapy in 1996, Smith considered going back to work, however, he reports that no one would hire him stating, **“I was viewed as a liability.”** As he could only work four to five hours a day, Smith started to look at his knife-making hobby as a possible business endeavor.

Smith recalls first starting to visit Canada in 1975 while in the Army. As he explained, “Canada offers cosmopolitan opportunities, European culture, and a country filled with friendly people.” It is no surprise that he continues to spend one-third of the year in Canada both marketing his trade and selling his artisan works.

During a trip to St. Jacobs (Canada) in 1997 Smith met with local blacksmith, Dean Peisner, who was to become instrumental in teaching Smith the blacksmithing trade. Smith served a blacksmithing apprenticeship with Peisner, and on his third trip to visit Peisner he purchased a Czech Republic anvil and began using his skills to make bracelets out of braided cable.

Becoming more familiar with the blacksmithing trade, and interested in broadening his product base, Smith began hammering unique patterns into the bracelets. He also learned the process of scotch

gold, which involves applying a copper surface on steel.

Anvils & Ink Studios opened in 1997. Smith’s cottage art studio is located in the Westerville area, a suburb of Columbus, Ohio. Anvils & Ink is a manufacturer and wholesaler of one-of-a kind metal sculpture, jewelry, knives and artwork. The only employee is “Sam,” a handsome feline who is in charge of rodent control.

Driven to become more skilled, Smith served five more apprenticeships, each lasting two to three weeks. His travels took him to London for tin smithing, Montreal for gem cutting and faceting at DeBeers, Canada for silver smithing, and Japan to learn the art of mokume’, which translates to swirling of gold.

Smith also learned how to hand brush with ink. This latter process figured into the naming of his business, Anvils & Ink Studios. He holds the status of maestro, a title bestowed upon a person for the quality of their life and what they give to others.

As Smith’s product line grew, it became increasingly difficult to manufacture items using his outdated equipment. Armed with his business plan, he visited three local banks. His intent was to use a loan to purchase upgraded equipment that would allow him to accommodate his disability and increase his



Maestro Smith at the milling machine.

Photo courtesy of Amy Phillips.

production rate without compromising the quality of his product.

Each bank denied Smith’s request, stating that he was a poor credit risk and citing that his retirement and random income were high risk factors. One banker however did tell Smith about the Ohio Rehabilitation Services Commission.

Smith made application to the Bureau of Vocational Rehabilitation (BVR) and was found eligible to receive services in 2003. Paula Roush, from the Columbus Kenny Road office, was assigned as his vocational counselor.

Smith’s vocational goal was to grow his small business. Roush made a referral to EnterpriseWorks. Smith’s initial meeting with an EnterpriseWorks was held in August 2003.

In order to have a viable

business plan to present to BVR Smith would need to prepare a financial statement and cash flow projection. He left the meeting determined to do whatever it would take to receive financial assistance. Three months later Smith had his revised business plan completed.

Now came time for Smith to prioritize the equipment he was requesting BVR provide, and determine what his owner’s contribution would be. EnterpriseWorks’ business analyst Marcia Duffy was assigned to work with Smith to identify equipment needs.

Rehabilitation technologist, Mark Ficoceli took Smith’s equipment list and began to locate vendors who were willing to work with BVR. Once equipment vendors were identified, Mr. Ficoceli ran into a stumbling block,

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EnterpriseWorks has program coordinators throughout Ohio. Call us for more information about programs in your area.

Watch for our redesigned Website coming soon!
www.enterpriseworksinc.org

Hobby becomes profitable business

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which was delivery.

Ficoceli worked with the vendors to identify delivery options. Smith's final business plan was presented to Roush in February 2004 and an Individual Plan for Employment (IPE) was developed.

Equipment started to arrive in April 2004, with the final delivery of a power hammer

in July. Since the arrival of new equipment, Anvils and Ink Studios has seen profits triple. Smith's BVR case was successfully closed in August.

Today Anvils and Ink creates elegant carving knives, crash knives, woodcarving and specialty hunting knives. Other products include hand made rings and jewelry constructed out of gold, steel, stainless steel, titanium, and

palladium, and using hand cut gemstones such as tanzanite, mother of pearl, aqua marine and pale emeralds.

To learn more about Smith and his mediums, visit his website at www.AnvilsandInkStudios.com, or e-mail him at anvilsandink@ameritech.net.

Let EnterpriseWorks' business expertise work for you.

Quotable Quote:

"If society does not capitalize on this human resource; that is, people with disabilities, it incurs an immense opportunity cost. No society or enterprise can long afford to ignore this human resource, particularly in our global economy."

*W. Roy Grizzard, Ed.D
Assistant Secretary of Labor
Office of Disability Employment Policy
U.S Department of Labor*

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ADDRESS CORRECTION REQUESTED

