



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

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GiGi's Reflexology celebrates 2-year anniversary

by **Marcia Duffy**
Director of Special Projects

Walk into GiGi's Reflexology, located in the Court House Fitness facility in Washington Court House, Ohio, and you will be greeted with the enticing aroma of flowers and herbs, relaxing music, along with the infectious smile of proprietor, GiGi Kidwell.

Prior to 2001 Kidwell had

worked as a ramp load planner for one of the largest international air shippers in the United States. A severe back injury led to her inability to perform the job duties required, and ultimately resulted in her departure from the company.

As part of her rehabilitation, Kidwell initially underwent massage therapy, which she found ineffective

in relieving her back pain.

She was then referred for reflexology, a procedure whereby thumb and finger massage is used to manipulate reflexes in the hands and feet that correspond with every organ, gland and part of the body.

Following therapy, Kidwell was amazed at the reduction of pain and the overall

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Kids Environmental Education Program Set to Begin

EnterpriseWorks for Youth will launch its Kids Environmental Education Program in January 2006.

KEEP utilizes environmental exploration as a vehicle to increase interest and performance in science among youth, while providing them with valuable information pertaining to realistic career opportunities in the environmental field.

The primary strategy of KEEP is to utilize an interactive, multiple intelligence approach to learning.

The main components of the program include:

- **Pollution Prevention**
- **Agriculture**
- **Conservation of Resources**
- **Preservation of Wild Life and Habitats**
- **Environmental Community Service Projects**

Students attend one afternoon per week during the school year to participate in a variety of enriching activities designed to encourage science exploration, respect for the environment and interest in pursuing careers related to environmental protection.

Funding for the after school program is provided by Franklin County Department of Job & Family Services.

For more information about KEEP, contact Pitty Jennings, Program Director, at 614-228-4853 or keepprogram@aol.com.

If you or your company would like to support the programs of EnterpriseWorks for Youth, contact Deborah North, Executive Director, EnterpriseWorks, (614) 460-6193.



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

Just Released!

The

**2005
 Appetizer
 Recipe Book**

Filled with 95-pages of must have recipes! Entries, submitted by EnterpriseWorks' culinary experts have been divided into: Dips, Quick & Easy, Tailgate, Hors D'oeuvres, Company's Coming and Holiday. The 2005 Recipe Book is available for \$8.00. Order your copy today by calling 1-800-867-2997

Top 25 An Essential Resource for Small Business

Whether looking to supplement your income, or determined to start your own business, **25 Leading Micro-Business Opportunities in Ohio** is a must read.

EnterpriseWorks, in conjunction with Falcon Design and Marketing, Inc. has completed this newly-developed book beneficial to any entrepreneur or business start-up.

25 Leading Micro-Business Opportunities in Ohio, outlines some of the top micro-business opportunities that can be started for under \$25,000 in Ohio. Over 400 micro-business opportunities were evalu-

ated prior to the final businesses being selected.

Micro-business opportunities were chosen based on:

- Capital investment;
- Benefits and income offered to the entrepreneur; and
- Demographic characteristics of EnterpriseWorks' clients

The book contains vital information, including start-up requirements and cost for each of the 25 micro-businesses. Micro-business opportunities were selected from many fields, including personal services,

business services, financial services, employment services, retail, and technology.

Also included is the informative 2-page Business Information Guide, which outlines basic small business procedures and requirements.

25 Leading Micro-Business Opportunities in Ohio is a 56 page, full color publication with a hard back cover and is available through EnterpriseWorks for \$15.99. For additional information, or to order, contact EnterpriseWorks at 1-800-867-2997.

Summer Camps Provide Unique Learning Experience

Over 100 fifth and sixth grade youth participated in the EnterpriseWorks for Youth Summer Experience Day Camp and Career Center on Campus during June and July.

The Summer Experience Day Camp, funded by the City of Columbus, offered youth the ability to experience a variety of career opportunities first hand, learn valuable life skills and develop financial literacy skills. The program ran from 8 a.m. to 4 p.m. Monday through Friday for two-weeks in June.

In its second year, Career Center on Campus, funded by the Franklin County Department of Job and



Youth Summer Experience Day Camp and Career Center on Campus participants learn teamwork and problem solving at Camp Mary Orton.

Family Services provides youth with an interactive learning experience.

This unique program offers participants the opportunity to live on the Ohio State University campus for three days and experience campus life first hand! In addition to life skills and financial literacy

training, career opportunities are presented through a variety of field trips and presentations by guest speakers.

For information regarding 2006 summer camp opportunities, contact Program Director, Pitty Jennings at 614-224-5688.

Anniversary

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improvement of her back condition. She became an avid advocate for this non-invasive, medication-free treatment.

Kidwell reports that it has been proven that reflexology is effective in the treatment of sciatica, fibromyalgia, insomnia, neck and back pain, hiccups, and arthritis.

“Reflexology has been practiced since the early Egyptian 6th Dynasty, about 1220 BC, and it is a safe natural way to achieve and maintain quality health,” said Kidwell. “It provides a cost effective way to relieve stress and tension, open nerve and reflex passageways, and allows the body to heal itself.”

Determined to work again and avoid going on disability, Kidwell enrolled in RSO Reflexology School in January 2003. After graduating as a certified reflexologist in September she rented booth space at a day spa in Grove City and at a fitness club in Washington Court House.

Kidwell now found herself starting her own business but lost as to what she should be doing. She learned of the Bureau of Vocational Rehabilitation from her ex-brother-in-law and applied for services in 2003.

After undergoing an initial assessment, Kidwell was deemed eligible for services and was assigned to work with

vocational rehabilitation counselor Peggy Gillespie.

Given Kidwell's self-employment goal and need for equipment for the business, Gillespie referred her to Enterprise-Works for one-on-one counseling to assist her in developing a business plan. Kidwell began working with EnterpriseWorks business coordinator, Marcia Duffy in October 2003.

For the next three months Kidwell worked on developing a rough draft of her business plan. During the same time period she had also increased her business to serve between 20 and 30 clients.

When starting a new business it is easy to take on more and more. I've learned not to take on more than I can handle,” said Kidwell. “My biggest fear in starting my own business was that I wasn't sure I could make enough money.” Accurate financial projections and a solid marketing plan have ensured her success over the last two years.

“GiGi's determination, drive and innate business sense were great aides in the preparation of her (business) plan,” stated Duffy. Kidwell presented her completed business plan to her BVR counselor on March 30, 2004.

Based upon her plan, BVR authorized the purchase of



GiGi Kidwell performing reflexology on a client in her Washington Court House office.

a hydraulic reflexology table, two pneumatic chairs and a cart for use in Kidwell's business. “I don't know what I would have done without the support and assistance from BVR and EnterpriseWorks,” says Kidwell.

As GiGi's Reflexology celebrates its second year anniversary, Kidwell continues to build her customer base. “Word of mouth has been by best form of advertising,” says Kidwell.

Kidwell's passion about her business is evident from the first time you meet her. She freely talks about her trade and is more than eager to provide a demonstration of reflexology benefits by manipulating the hand and describing the different areas of the body being affected.

In addition to providing reflexology in her Washington Court House

office, Kidwell makes hospital and house calls and hosts foot parties throughout Central Ohio. Hours, by appointment only, are Monday through Saturday, 10 a.m. to 6 p.m.

To learn more about GiGi's Reflexology or to schedule an appointment, contact Kidwell at (614) 832-5801.

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has program
coordinators
throughout Ohio.
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programs in your
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Small Business Tips

#1. When preparing a 12-month cash flow projection, estimate your revenue low and expenses high.

#2. Avoid using credit cards to finance your small business start-up.

New credit card legislation enacted in October 2005 allows banks to charge a higher percentage minimum monthly payment.

#3. A written marketing plan will guide you on how to spend your marketing time and money most effectively.

Quotable Quote:

"When is a 25-page business plan better than a 200-page business plan? The answer is: always."

The purpose of your plan is not to impress the reader with the depth and extent of your knowledge. Your objective is to focus on the key elements of the plan and make your case as succinct and as straight forward as possible. If you have pages of information that you just can't bear to part with, put them in the back of the plan under an addendum and reference the information in the body of the plan. The reader then has the option of reviewing this information if they think it's important.

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