

Working with the Ohio Rehabilitation Services Commission since 1989

Call Your EnterpriseWorks Coordinator when:

- *A Consumer Keeps Asking about Self-Employment Options*
- *You Don't Know the Answer to a Consumer's Business Question*
- *You Need Help Redirecting a Consumer*

GOOD BUSINESS ADVICE VITAL IN SEEKING SELF EMPLOYMENT

Artist and yoga teacher, Heather Matre, says working with the Ohio Rehabilitation Services Commission and EnterpriseWorks gave her the hope and confidence to explore her work options on a completely different level.

"Jerica Kruse, counselor with RSC, and Sandra Macdonell, EnterpriseWorks Coordinator, had the patience of angels," Heather said. "Sandra was very clear and explicit in explaining the business planning process"

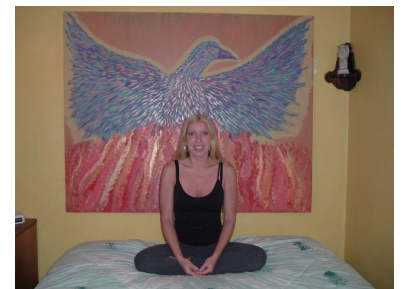
"Someone needs to pat you on the back and say you can do it and Jerica and Gretchen from BVR really helped me." Matre explained. Jerica Kruse started the case and Gretchen Steinkamp finished it. "They motivated me and I got advice from experts."

Matre was diagnosed with fibromyalgia at the age of 19. This rheumatic disease is characterized by chronic muscle pain, mood disorders, chronic fatigue and sleep disturbances. Several automobile accidents increased her

difficulties, leaving her in emotional, physical, and spiritual pain, and in isolation.

When Heather Matre originally contacted Jerica Kruse at BVR, Kruse saw the possibilities of Matre's art and yoga practice. Matre's interest in being a self-employed yoga instructor led Kruse to connect Matre with EnterpriseWorks' Sandra Macdonell. Together Macdonell and Matre analyzed the costs and risks of buying a house out of which Matre would run her business.

"Sandra was incredibly helpful in playing out the scenarios of options. I was deterred from getting a house and setting up my own business by realizing exactly how much was involved in that particular plan." Matre relates. "I would have had to find space. I would need someone to run a front desk, etc. This was not the avenue for me to go at the time and my work with Sandra made it very clear to me." But Macdonell also made her realize there was no such thing as a failure in a business plan. Con't. page two



With some help from RSC and EnterpriseWorks, Heather Matre found new energy, health, and work through art and yoga

Summer Thoughts

One of the secrets of life is to make stepping stones out of stumbling blocks.

-Jack Penn

The best way to forget your own problems is to help someone else solve theirs.

ENTERPRISEWORKS SEES 5,000TH CONSUMER

When Melody Borchers, EnterpriseWorks Coordinator for the Southeast Region, got a call from Rehabilitation Services Commission's Southeast Region Vocational Rehabilitation Counselor Jeffrey Cygan a few months ago, little did she know that she was about to work with the 5,000th consumer served by EnterpriseWorks.

This was the first case Borchers and Cygan worked on together. The 5000th consumer served was Rebecca Oatney and she was interested in opening a child care center. She had experience babysitting, loved having a positive influence on children early in their lives and was highly motivated. Borchers talked with her and gave her steps to take to start her business, shared available resources and began to help her with her business plan. Oatney's work on her business plan was interrupted by having to undergo knee surgery. She is currently recovering from her surgery and plans to continue pursuing her childcare career as soon as her health permits.

EnterpriseWorks has served 5,000 RSC consumers since 1989.

BUSINESS ADVICE VITAL (CON'T FROM PAGE ONE)

Using the business planning process to find out that pursuing self employment is **not** the right option is a huge success, not failure in figuring out your employment direction. Matre loved the realization that the business planning process could be used successfully to find out that pursuing self-employment exclusively was not the right choice for her. She realized that she didn't have to stress out -- just gather the information and make educated decisions.

Through a step-by-step decision making process, Matre progressed from working at the desk at the YMCA, to teaching yoga classes, to becoming a certified Thai body-work therapist, and teaching at a health club as well as giving private yoga lessons.

"This is not an overnight process and you do have to DO the process."

That homework counts is a lesson Matre learned from Macdonell. Doing her homework - research on-line and from books to discover what yoga instructors do and how much they charge - gave Heather more confidence in the worth of her work, what to charge and how to pursue her career dreams.

EnterpriseWorks Receives HP Grant

EnterpriseWorks is the recipient of a \$56,000 grant comprising equipment and funds for support of consumers in central Ohio from HP, and HP's charity partner for product donations, Gifts In Kind International.

EnterpriseWorks consumers in central Ohio will receive instruction in MS Word, MS Excel, MS Access, MS Publisher, and QuickBooks. In announcing the HP grant Executive Director Deborah North said, "Learning computing basics will enable our consumers to increase the efficiency of their micro enterprises. These increased efficiencies will translate into reduced costs, and a shorter lead time to reach profitability."

"EnterpriseWorks has recognized the need to enhance the technology portion of our program," said North. "We are certain that with this HP grant for equipment and technical support, we will greatly improve the chances of success for our clientele with disabilities."

Did you know?

EnterpriseWorks' services include working with youth in central Ohio as they explore career options through Career Center for Youth.

Visit www.enterpriseworks.biz to find out more.



Remember to use your copy of *25 Leading Micro-Business Opportunities in Ohio* today. This book identifies 25 business opportunities that can easily be started for under \$15,000 in Ohio. It contains vital information, including start-up requirements and costs, and much more. Contact EnterpriseWorks if you need another copy.

Visit us on the web!
www.enterpriseworks.biz

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V: (614) 228-1043
800-867-2997
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TDD & Voice through Ohio Relay Service 1-800-750-0705

EnterpriseWorks Lite

An abbreviated business plan for Independent Contractors

EnterpriseWorks Lite provides an abridged business planning process for consumers pursuing independent contracting employment. This short version of business planning takes consumers through a five stage planning process.

The five sections of EnterpriseWorks Lite are:

1. Business Description
2. Marketing including product or service description, target market, competition analysis, pricing and promotion
3. Operations plan
4. Organizational plan
5. Financial Plan including start-up or expansion costs, financing and taxes.

This great planning tool can also be used to give consumers a quick look at their self-employment ideas.

Contact your EnterpriseWorks Coordinator – see <http://www.enterpriseworks.biz/disabilities/disabilities.asp> and select contact a coordinator located on the left hand column.