

BUSINESS

ASK MARK ABOUT BUILDING YOUR BUSINESS



Mark Lankford is the associate director of Butler County Small Business Development Center in Hamilton.

4 lesser known causes for failure

Don't neglect to pay yourself, and learn how to say no to customers.

By Mark Lankford
Butler County SBDC

BUTLER COUNTY — By now, most all entrepreneurs are familiar with the most common mistakes that lead to business failure. There are, however, some lesser known mistakes that small business owners can make that can also lead to grievous results for the owner and his business.

1. Failure of the owner to take proper compensation. A small business owner will often make himself a martyr when it comes to his own compensation. Because owner draw is a discretionary expenditure, it's usually the first item to be cut when things go south. Owners need to remember why they went into business. Plowing all the net income "back into the company" might make the cash flow look better — but it doesn't get personal bills paid. You don't want to draw the equivalent of minimum wage either. You'd be better off just getting a job. If your cash flow won't support a significant owner draw by midway through the second year of its existence, then the feasibility of the business model needs to be questioned.

2. Inability to say "no" to

a customer. Why would you want to say no to a customer? Some offers and deals are just not a good fit for your company. This is especially a consideration in contracting and retail. Areas such as capacity and target margin have to be considered. If you own a retail store, you should have already put careful consideration into your pricing. Don't let customers take a "yard sale" approach and haggle with you. If you have priced your stock fairly, stick to your pricing. If a contract is too demanding or not profitable, don't be afraid to pass. The consequences of accepting a bad offer or contract can often be disastrous.

3. Neglecting the improvement of the owner's sales skills. Don't think you need to be a salesman to own a business? Do you talk to people on the phone or in person? Well then, you are in sales — like it or not. Many entrepreneurs are good, knowledgeable workers, but fail to convey their knowledge in an effective sales pitch or presentation. It is not question of if, but when a business owner will be called upon

to speak to a client or a group of people concerning his business. Presentation and clarity are key components in the sales process. Let's face it, most of us weren't "born salespeople." That doesn't mean we can't work on improving this essential skill.

4. Failure of the owner to make himself unnecessary to operations. Everybody wants to feel critically important, but it is not a good long-term situation for a company to be overly dependent on the owner's physical presence 100 percent of the time. At some point, an owner is going to need a sick day or have an emergency. If you own a restaurant, why would you want to slave away at the grill all day, then have to tend to management duties afterwards? Trying to be "superman" will lead to burnout. Hire good people, train them well, and let them make money for you.

Mark Lankford is associate director of Butler County Small Business Development Center based at The Hamilton Mill, City of Middletown and Greater Hamilton Chamber of Commerce.

BUSINESS PEOPLE

WEST CHESTER CFM announces new president and CEO

CFM International named Gaël Méheust as its president and chief executive officer, effective immediately, the company said.

Méheust is replacing Jean-Paul Ebanga, who had served as CFM president and CEO since February 2011 and has now moved to another position within corporate owner Safran Aircraft Engines.

CFM is a 50/50 joint venture between GE Aviation and Safran, and the company is based in Butler County's West Chester Twp. CFM International produces what it says is the best-selling CFM56 and LEAP product lines; the company calls itself the world's leading supplier of commercial aircraft engines. To date, the company has delivered more than 30,000 engines to more than 550 operators around the globe.

MIDDLETOWN Atrium names two to leadership team

Atrium Medical Center has named a new chief operating officer and new vice president of operations as part of the hospital's executive leadership team.

Marquita Turner, previously chief nursing officer and vice president of patient care services, has accepted the position of chief operating officer. She will serve as both chief nursing officer and chief operating officer.

Also, Rhonda Seidenschmidt, previously director of medical imaging, has accepted the position of vice president of operations.

Turner becomes COO after 10 years at Atrium. Before being named chief nursing officer in 2013, Turner, also a registered nurse, was director of emergency and trauma services from 2010 to 2013.

Seidenschmidt brings more than 20 years' experience in the medical imaging field to her new position of vice president of operations. When she became director of medical imaging in 2011 at Atrium, Seidenschmidt oversaw daily operations of the Wilbur & Mary Jean Cohen Women's Center and the imaging departments at the main hospital campus including: CAT scan, MRI, ultrasound, mammography, nuclear medicine, PET/CT, interventional radiology, patient transport, and radiologist support staff.

Seidenschmidt, a registered radiologic technologist, started at Premier Health in 2004. She has worked in various management roles, joining Atrium in 2010 as manager of ambulatory imaging and diagnostic radiology.

Contact this reporter at 513-755-5126 or email Eric.Schwartzberg@coxinc.com.

JOBS

Local jobs are available in tech, home care

Schoening has 150 spots open in Dayton, Cincy, Columbus areas.

By Eric Schwartzberg
Staff Writer

Schoening Technology has approximately 150 openings nationwide with more than 50 of those being in the Cincinnati, Dayton and Columbus areas.

While most positions the company recruits for as full-time positions, part-time positions are still offered. Positions local to the Cincinnati area include 25 call center operators and 10 IT help desk associates, according to Laurie Hobbs-Cloud, a recruiter with the company.

Founded in 2004, Schoening Technology focuses on full service staffing, from IT Web Developers and Software Engineers to customer service and warehouse operators. Although it is headquartered in Eagan, Minn., Schoening Technology has recruiters strategically placed across the U.S. to fulfill the needs of companies it works with.

The company has eight locations nationwide and does remote recruiting in order to service clients anywhere in the country.

"With eight full-time recruiters, as well as a full-time payroll department and back-office staff, we are capable of fulfilling the hiring needs of some of the largest national companies," Hobbs-Cloud said.

Pay for the call center and help desk positions range from \$13.50 to \$15 an hour. These are contract-to-hire positions offering benefits for candidates that fulfill the contract period and go on to be hired by the client.

The company aims to fill call center positions Feb. 13 and help desk positions as soon as possible.

"While yes, experience is important, the main thing I'm looking for in qualified applicants is tenure," Hobbs-Cloud said. "My client likes to see you can dedicate yourself to an employer and express some loyalty to the company you work for."

"We also look for direct experience, mainly in the help desk roles. The client would like to see some knowledge of working an IT help desk, familiarity with dif-



ferent IT issues that arise and a great customer service attitude."

Schoening Technology is scheduled to hold a hiring event from 1 to 3 p.m. Thursday at OhioMeansJobs-Butler County, 4631 Dixie Highway, Fairfield.

Home Care by Black Stone is hiring immediately for registered nurses, licensed practical nurses and home care associates in Butler, Warren and Clermont counties.

Applicants must be senior advocates who are passionate about home care, looking beyond obvious needs and exceeding expectations.

Founded in 1976, Home Care by Black Stone is constantly growing with the intention of making lives better through home care, according to Theresa Heard, the company's recruitment and support specialist.

The company has locations in 16 states nationwide and has offices throughout Ohio, covering most counties with its services, Heard said. Shifts are available to work full time, part time and PRN. Pay rates vary with location and region, she said.

"We are looking for kind, compassionate and empathetic individuals that provide various services to keep seniors safe and independent at home, such as personal care and homemaking services," Heard said. "We offer free home health aide training classes to individuals who do not have an STNA or CNA certification."

Home Care by Black Stone is scheduled to hold a hiring event from 1 to 3 p.m. Feb. 15 at OhioMeansJobs-Butler County, 4631 Dixie Highway, Fairfield.

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Business calendar

WEDNESDAY

■ **CHAMBER OF COMMERCE SERVING MIDDLETOWN, MONROE & TRENTON:** Networking at Noon. 11:45 a.m. to 1 p.m. Meet other members and share with them the types of problems you solve for your customers. Chamber conference room, 1500 Central Ave., Middletown. For more information, email info@thechamberofcommerce.org.

■ **MASON DEERFIELD CHAMBER:** Connections MADE: Meet & Eat. Noon to 1:30 p.m. Deerfield Twp. Administration Offices, 4900 Parkway Drive, Suite 180, Deerfield Twp. Casual, monthly networking meeting with food provided by a rotating member restaurant. Members may introduce themselves and their business to the group, connect with new members and expand their network. Chamber member fee is \$15. Future member or door pricing is \$25. The fee covers the cost of lunch. For more information, call 513-336-0125.

THURSDAY

■ **FAIRFIELD CHAMBER OF COMMERCE:** Business 2 Business Networking Session. 11:30 a.m. to 1 p.m. every second and fourth Thursday at the chamber, 670 Wessel Drive, Fairfield. No RSVP necessary. Call 513-881-5500 or email president@fairfieldchamber.com for more information.

FEB. 14

■ **WEST CHESTER-LIBERTY CHAMBER ALLIANCE:** Monthly luncheon. 11:30 a.m. to 1:30 p.m. Wetherington Golf & Country Club, 7337 Country Club Lane, West Chester Twp. For more information, call Kelly Moore at 513-777-3600 or write to kmoore@

thechamberalliance.com.

FEB. 21

■ **GREATER HAMILTON CHAMBER OF COMMERCE:** Chamber Winter Golf Social. 4 to 7 p.m. Registration at 3:45. Geared toward golfers and non-golfers having fun and making connections at the new Topgolf attraction in West Chester Twp. Register online at www.hamilton-ohio.com by Feb. 14. For more information, call 513-844-1500.

FEB. 27

■ **FRANKLIN AREA CHAMBER OF COMMERCE:** Networking Learning Lunch. 11:45 a.m. Deardoff Senior Center. Speaker will be Aaron Reid of United Way of Warren County. Cost is \$12 per person, payable at the door via cash, check, Visa or MasterCard. To ensure adequate seating and lunches, RSVP by Feb. 23 to info@chamber45005.org or 937-746-8457.

MARCH 1

■ **INAUGURAL SOUTHWEST OHIO REGIONAL ADVOCACY DAY:** 7 a.m. to 4 p.m. Ohio Statehouse, 1 Capitol Square, Columbus. Contact Cincinnati USA Regional Chamber at 513-579-3111. Fee is \$78 for member and \$85 for non-members. For \$10 off registration, use the promotional code 17GACOLLAB.

Note: Times are subject to change. Confirm dates, events and attendance with organization.

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