



**Ohio CDC Association (OCDCA)  
is pleased to offer**

***2010 Introduction to  
Microenterprise Workshop***

**June 22 – 23, 2010**

**8:30am – 4:30pm**

**with Microenterprise Organization of  
Ohio (MOO)**

**Including a 2010 Ohio Housing Trust Fund  
Microenterprise Business Development Program  
Application Announcement from the  
Ohio Department of Development (ODOD),  
Office of Housing and Community Partnerships (OHCP)**

**Sponsored By:**



Department of  
Development

CDC Grant of the Ohio Housing Trust Fund

Registration:

[Registration Link – 2010 Introduction to Microenterprise](#)

## TRAINING DATE and AGENDA:

### Introduction to Microenterprise

**Date: June 22 (Tuesday) – June 23 (Wednesday), 2010**

**What is Microenterprise:** A microenterprise is usually defined as a business having five (5) or fewer employees and capital of not more than \$35,000. The Ohio Department of Development further defines it as a for-profit entity with five or fewer employees, one of whom owns the business.

#### Day 1:

- Overview of Microenterprise Development Field
  - Definitions
  - Microenterprise vs. Traditional Economic Development
  - History
  - State and National Current Status
- Program Models/Program Components - Overview
- Elements of Program Design
- Target Population, Customer Outcomes, Program Model Selection
- Microlending
  - Community assessment, potential partners, and working with financial institutions

#### Day 2:

- Recruitment Strategies, Target Populations, Orientation/Screening and Business Development
- Program Budget
- Fundraising & Evaluation
- Ohio Department of Development Application Announcement

After completing the Introduction to Microenterprise, participants will be available to receive **technical assistance** for review of the 2010 Ohio Housing Trust Fund Microenterprise Business Development Program applications before submission to ODOD.

If interested, please apply to Ohio CDC Association by July 12, 2010.

## TRAINER:

**Terri Fetherolf** Since 2004, Terri Fetherolf has served as the president of the Microenterprise Organization of Ohio and has been one of its trainers for microenterprise instruction in Ohio for nearly as many years. Terri is employed as the Deputy Director and Loan Administrator for the Economic Development Revolving Loan Program at the Vinton County Commissioners Development Department, where she provides business training and assistance to borrowers, as well as serving as loan officer.

Terri took her job with the county after spending nearly seven years with the Internal Revenue Service in southeastern Ohio, where she frequently saw small businesses in the cycle of failure. She currently serves as the board chair for Sojourners Care Network, and is on the board of the Tom's Run Foundation. In her spare time, she operates Ridgehaven Consulting, assisting organizations with program development, and also teaches public administration courses for Rio Grande University. Terri holds B.S. degrees in education and business from Ohio University; and an M.S. degree in social science from Ohio University.

## **ADDITIONAL TRAINING INFORMATION:**

### **Who Should Attend:**

Those who want to learn more about microenterprise, thinking of starting a microenterprise program, or just need a refresher. Staff and board members of Community Development Corporations and Community Action Agencies; faith-based organizations; other community-based nonprofit; local, state and federal government officials; Small Business Development Centers; financial intermediaries and institutions; programs serving minorities and disadvantaged groups; and microenterprise program staff.

### **Contact:**

For questions regarding training please contact Amy Rosenthal at 614.461.6392 x. 204 or [rosenthal@ohiocdc.org](mailto:rosenthal@ohiocdc.org).

### **Location:**

**Clarence D. Lumpkin Point of Pride Building**, 1410 Cleveland Avenue, Columbus, Ohio 43211

### **Parking:**

Free Surface Parking Lot located in Rear of Building

### **Time:**

Registration: 8:30 am

Training: 9:00 am – 4:30 pm

### **Fees:**

<b>Ohio CDC Members:</b>	\$80
<b>Non Ohio CDC Members:</b>	\$110
<b>Ohio CDC VISTA* Members:</b>	Free

Please Note: ***Lunch will be provided.***

### **Registration:**

#### **Registration Link – 2010 Introduction to Microenterprise**

If you choose to pay via **check** please mail your payment to our lockbox at:

Ohio CDC Association, Lockbox 22, P.O. Box 182039, Columbus, Ohio 43218

Or

If you choose to pay via **credit card**, please call Rhonda Foreman at 614-461-6392 ext. 210.

#### **FULL PAYMENT IS EXPECTED BEFORE ATTENDING THE TRAINING**

### **Accommodations:**

If you need assistance locating overnight accommodations please contact Amy Rosenthal at [arosenthal@ohiocdc.org](mailto:arosenthal@ohiocdc.org) or 614-461-4692 ext. 204

### **A Special Thanks to our Sponsors:**



Department of  
Development

The Ohio Department of Development (ODOD), The Office of Housing and Community Partnerships (OHCP) through the Ohio Housing Trust Fund provides financial and technical assistance to units of local government and nonprofit organizations in Ohio for project activities which benefit low- and moderate-income citizens.

<http://www.development.ohio.gov/cdd/ohcp/>