

# Small Business Matters

Want more information and resources on this week's topics, ideas and events? Go to [www.cose.org/smallbizmatters](http://www.cose.org/smallbizmatters).

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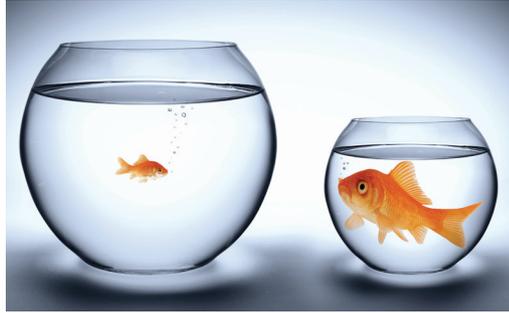
52 TIPS FOR YOUR BUSINESS



council of smaller enterprises

## #7: Start Small, Think Big

Even the most confident and optimistic small business owners can have an inferiority complex when it comes to competing with larger, more established businesses. But today's global economy in many ways has leveled the competitive playing field for small businesses. Understanding the value you bring to the table and offering more personalized attention can help you attract new customers and take your business to the next level.



"The key is to believe you can compete with the big dogs," says Claude Booker, owner of Simply Southern Sides. "The rules have changed in business. Big customers are looking to save costs, and entrepreneurs need to rethink how they go to market. If you make yourself valuable to your customers by providing a cost-effective solution, there is no limit to what you can accomplish."

Booker, who successfully grew his heat-and-serve food venture from modest beginnings into a multi-million dollar business, says it's important to always present yourself as a credible business owner, even if you run a start-up out of your basement. "I felt that pressure early on," says Booker. "But I believed in my idea and my talent and knew that I deserved an opportunity because of the solution I was bringing."

Potential clients aren't necessarily concerned with the size of your office or how many employees you have, as long as you can deliver the goods. Confidence and the ability to provide a solution is sometimes all it takes for a client to give you a shot. "We've all heard the term 'fake it until you make it' and that is true for small business owners," says Booker. "Some people want all the bells and whistles – nice office, fancy car – even when starting out. I recommend putting your energy and focus, especially at the beginning, on things that can help you generate revenue. The bells and whistles will come later."

Hear more from Claude Booker at COSE's first Small Business Boot Camp on March 11.

### SMALL BUSINESS BOOT CAMP SERIES

Get your business in peak performance shape! The Small Business Boot Camp Series is perfect for small business owners looking to gain insight on how to make their business the best it can be. Gain unique insight from experts and learn from like-minded small business owners through peer-based breakout sessions.

**Boot Camp #1 - "Money Matters"**  
WEDNESDAY, MARCH 11  
11:30 AM – 1:30 PM  
CROP BISTRO

Cost: \$25 COSE Members,  
\$40 Non-Members, Lunch Included  
Register at [www.cose.org/events](http://www.cose.org/events)



**Guest Speaker:** Claude Booker, Owner of Simply Southern Sides

**Peer-Based Roundtable Discussions:**

Securing a Line of Credit, Working with Investors, Using Debt Financing to Build a Business, Making the Most of Crowdfunding, and Deciding When to Start and Stop Fundraising.

### IN MEMORIAM

## William McFarlane Jones

(JAN. 20, 1922 – JAN. 16, 2015)

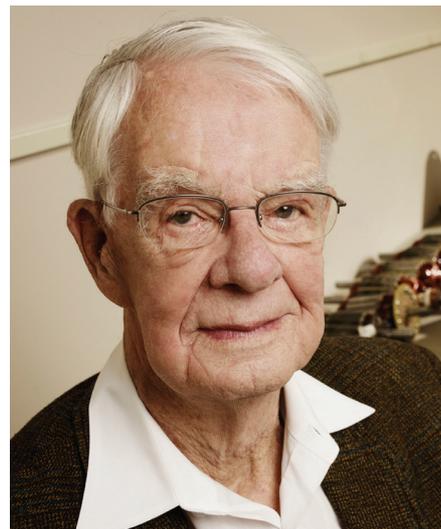
On January 16, the northeast Ohio small business community lost a remarkable entrepreneur, inventor and friend. Bill Jones, one of the "founding fathers" of the Council of Smaller Enterprises (COSE) and its first ever chairman, was specifically responsible for the early growth of the organization.

"Bill Jones had enormous passion and pride for the value and contribution of small business owners to our region and our national economy," said Steve Millard, President and Executive Director of COSE. "That fervent enthusiasm fueled his efforts back in 1972 to help to establish COSE, and continued to inspire the ongoing support he provided to COSE over the last 43 years."



You can hear Bill Jones' remarks on the founding of COSE and the work of the organization at [www.cose.org/40years](http://www.cose.org/40years)

At COSE's 40th anniversary celebration in 2012, Jones shared an inspiring narrative about COSE's founding and its early days. He spoke about COSE's beginnings, as well as his perspective on the ongoing work of the organization. "His experience and passion were inspiring," says Millard. "Bill has left a valuable legacy in the small business community and will certainly be missed."



A memorial service and reception will be held at The Country Club in Pepper Pike Monday, Feb. 16 at 4 p.m.

## REMEMBERING BILL JONES

Bill Jones was a great champion of small business in general, and COSE specifically, for more than 40 years. The collaborative effort which resulted in the creation of COSE and what the organization was able to achieve over his lifetime is a powerful legacy.

- Robert C. Smith, Spero-Smith Investment Advisors, Inc.

Bill and I went through so much together in the founding of COSE; Bill, the consummate diplomat, and myself, the proverbial 'bull in the china shop.' Without Bill, COSE would not have had such a great start. An amazingly intelligent person with a great zest for life, the small business community, and Northeast Ohio in general, still benefits greatly from his skilled touch!

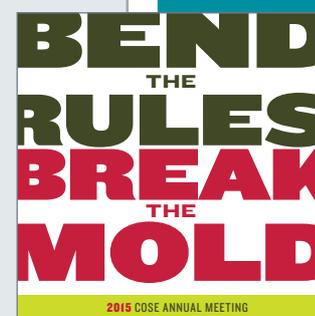
- Ed Richard, COSE Co-Founder

Founding fathers of COSE Bill Jones (l.) and Ed Richard, circa 1974



Bill Jones, a successful business person in his own right, was willing to take on the challenge of being the first chairman of COSE, the one who would try to build consensus and trust with these outspoken, cantankerous small business owners. Bill knew small business people felt no one was showing them respect, and he knew how to build them into a coalition that could speak with one voice.

- Carol Rivchun, President, Youth Opportunities Unlimited



### FEATURED RULEBREAKERS:

Justin Carson  
Platform Beer Co.

James Vaughan III  
JDD Inc.

Mike & Colleen Miller  
Music Box Supper Club

Winston Breeden  
Winston Products

Check out [www.cose.org/events](http://www.cose.org/events) for all the latest happenings.

February 16

### By The Numbers Council of Smaller Enterprises



FOUNDING OF COSE



SMALL BUSINESS CO-FOUNDERS



YEARS OF SERVICE AND SUPPORT TO SMALL BUSINESS OWNERS

### Owner Resources

Successful entrepreneurs have a wealth of knowledge and practical advice to share and there are many ways to get involved and make a real difference by helping and inspiring other small business owners. Listed below are a few organizations that offer peer-to-peer-based volunteer opportunities.

Council of Smaller Enterprises (COSE)  
[www.cose.org/volunteer](http://www.cose.org/volunteer)

JumpStart  
[www.jumpstartinc.org/entrepreneursupport](http://www.jumpstartinc.org/entrepreneursupport)

Manufacturer Advocacy & Growth Network (MAGNET)  
[www.manufacturingsuccess.org](http://www.manufacturingsuccess.org)

Ohio Small Business Development Center  
[www.clients.ohiosbdc.ohio.gov](http://www.clients.ohiosbdc.ohio.gov)

SCORE Cleveland  
[www.cleveland.score.org/mentors](http://www.cleveland.score.org/mentors)

### Connection Calendar

REGISTER TODAY!

#### COSE ANNUAL MEETING

A Celebration of Northeast Ohio's Small Business Rule Breakers

THURSDAY, FEBRUARY 26

4:30 PM

Music Box Supper Club

Register at [www.cose.org/annualmeeting](http://www.cose.org/annualmeeting)