

Inside the Network



An update on the workings, challenges, opportunities and successes of The Business Resource Network

**+ The BRN Model
Powerful partnerships.
Stronger businesses.**

The Business Resource Network is a strategic alliance that's here to help businesses in the region survive, thrive and keep and create jobs through an unparalleled strategic and collaborative approach to helping them meet their challenges and profit from their opportunities.

The goal is to bring together the region's economic development, governmental, workforce, academic and other organizations that offer some sort of program or service for businesses - financial incentives, training, technical assistance, etc. We then package, deliver and leverage those programs and services to the businesses without red tape, bureaucracies, service silos or hassles. The BRN model is "one stop

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+ A Scary Road Reality Becomes a Solid Business Opportunity

At any given moment, there are countless sleep-deprived big rig drivers on our roads putting us all at risk. CrossRoads Sleep Disorders Center offers solutions that could result in a growing business, new jobs and safer highways and workplaces.



Crossroads' management reached out to Rep. Charlie Wilson's office a few months ago to learn what kinds of support they might be able to secure as the company planned its expansion. Wilson's staff referred the company to The Business Resource Network.

Joe Matasek, a Business Resource Network (BRN) account executive, immediately scheduled a comprehensive interview with company executives to identify the unique challenges and opportunities facing the company as they set out to market cutting edge solutions to minimize fatigue due to Obstructive Sleep Apnea in the transportation industry.

As part of the interview process and follow-up discussion, Joe and several BRN Partners identified specific resources to help move the company forward and started working immediately to deliver results.

"The BRN really brought its partner resources together to get the assistance package in place to help this new company," Joe explained. "Tangible results are around the corner and the growth plans are beginning to become a reality. The BRN partners are really enthusiastic in their support of this company."

BRN Partners collaborated in very strategic ways to help Crossroads build a business with significant potential to succeed. By using the data and insights from the interview process and brainstorming solutions with the client, BRN partners worked with Crossroads and

shopping" for businesses.

The process starts with a systematic interview to learn all we can about the business' priorities and goals. Based on that interview, the Partners of The Business Resource Network deliver a proposal with their best ideas. We then work with the business over time to carry out the work outlined in the proposal and identify ongoing ways to be of assistance.

+ BRN Partner Organizations

Serving Trumbull, Mahoning and Columbiana Counties

- Area Health Education Network
- Burdman Group Inc.
- Choffin Career & Technical Center
- City of Warren
- City of Youngstown
- Columbiana County Board of Commissioners
- Columbiana County Career & Technical Center
- Columbiana County Office of Economic Development
- Congressman Charlie Wilson
- Congressman Tim Ryan
- Eastern Gateway Community College
- Eastgate Regional Council of Governments
- East Liverpool

have added value to the company in these ways:

- SCORE business counselors assisted Crossroads with business planning and designing the best corporate structure;
- Cleveland-based MAGNET referred Crossroads to a consultant to help implement expansion and assist the company with critical intellectual property issues. MAGNET also is currently exploring the possibility of a Third Frontier Grant for the company;
- The Ohio Bureau of Workers' Compensation is working with company to pursue funding opportunities;
- The Ohio Department of Development is pursuing job training support funding for new and existing employees, and
- The Mahoning County One-Stop is actively engaged in helping Crossroads find, screen and train workers.

Businesses at every level - especially those in the early stages of expansion, like Crossroads - rarely know the kinds of services that are available to help them succeed and grow. That's why The Business Resource Network's commitment to cutting through red tape and providing a true single point of access to business for a whole menu of critical services is so important.

Mark Rawlings, director of the Sleep and Safety Program at Crossroads, summed up his experience to date with The BRN this way:

"All the Partners working with us through The BRN process have been extremely helpful. We honestly didn't know what was available to us. The Business Resource Network has been able to introduce us to so many resources and to guide us in utilizing them."

- Chamber of Commerce
- Family Recovery Center
- Kent State University Salem & East Liverpool Campus
- Kent State University Trumbull Campus
- Main Street Warren
- Mahoning & Columbiana Training Association
- Mahoning County Career & Technical Center
- Mahoning County Department of Job & Family Services
- Mahoning Valley Economic Development Corporation
- Manufacturing Advocacy and Growth Network (MAGNET)
- NEO HealthForce
- Ohio Apprenticeship
- Ohio Bureau of Workers' Compensation
- Ohio Department of Development - Region 10
- Ohio Department of Development - Region 12
- Ohio Rehabilitation Services Commission
- Ohio Treasurer of State
- Plumbers & Pipefitters Local 396
- REACH
- St. Clair Township Area Chamber of Commerce
- Salem Area Chamber of Commerce
- SCORE
- The Youngstown/Warren Regional Chamber
- Trumbull Career & Technical Center
- Trumbull County Department of Job & Family Services

Tri County Tower Service Climbing to New Heights

A recent assistance package designed to help Tri-County Tower Service successfully transition into the renewable energy business has led to a very high visibility project in Columbus. Tri-County was a key contractor in the installation of a 100kw wind turbine at a Columbus car dealership. The wind turbine, visible for miles with its 69-foot diameter rotor blades, will save the auto dealer big money on its energy bills and draw customers into its showroom. Tri County is emerging as an important player in the wind energy business and has made it clear that BRN Partner assistance was critical to their success.



The BRN Gets Statewide Recognition

The Business Resource Network was chosen as a finalist in the Ohio Economic Development Association (OEDA) 2010 Excellence Awards. The BRN was selected as one of only three finalists in the Excellence in Economic Development Innovation award category. The OEDA's annual Excellence Awards program recognizes the achievements of organizations and individuals in the areas of economic and workforce development throughout Ohio.



Partner Profile: Ohio Workers Comp

Ohio Bureau of Workers' Compensation Division of Safety & Hygiene

The mission of the Bureau of Workers' Compensation (BWC) is to protect injured workers and employers from loss as a result of workplace accidents and to enhance the general health and well-being of Ohioans and the Ohio economy.

Employees are the most valuable asset of most organizations. By improving safety and preventing incidents, employers can protect their workforce, while reducing workers' compensation costs.

If an employer is participating in Ohio's workers' compensation system, BWC's Division of Safety & Hygiene (DSH) has many services available that can help protect workers, at no direct cost to

· Village of Lowellville
· Youngstown State
University

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the company.

The Ohio General Assembly established DSH as a consultative service to inform, educate and assist employers in loss-prevention activities. DSH does not engage in enforcement of local or federal safety requirements.

Contact: BWC's customer service center is open from 7:30 a.m. to 5:30 p.m. EST.

Toll-free: 1-800-OHIOBWC (1-800-644-6292)

TTY: 1-800-BWC-4-TDD (1-800-292-4833)

To learn more about BWC programs, please click on and visit their web site below, at

www.ohiobwc.com

+ Accessing the Network

To learn more about The Business Resource Network and our approach to helping regional businesses grow and succeed, click

[HERE](#)

to download our brochure, or contact Gene Babik, Manager - Business Resource Network, Mahoning & Columbiana Training Association, at 330/965-1787 ext. 7140 or gene@onestopohio.org.

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