

THE COMMERCE CONNECTION

Brought to you by Venture Access, Harford County's dedicated entrepreneurial entity supporting entrepreneurs in their quest to successfully formulate, launch and grow profitable companies.

POWERED BY THE
HARFORD CHAMBER COUNTY OF COMMERCE
IN PARTNERSHIP WITH



WHO YOU KNOW!

Caroline Henson, SBA-
Page 2

Welcome to the June issue of the **The Commerce Connection**, brought to you by Venture Access! This issue is jam packed with valuable webinars; new training opportunities; new funding sources for commercial investment; new business openings and celebrations; and another interview for our latest "Who You Know" segment!

WHO YOU KNOW? Written by Natalie Pixley

Venture Access is proud to partner with the U.S. Small Business Association (SBA). Natalie Pixley sat down with Caroline Henson, Business Development Specialist and Veterans Business Development Officer for SBA, to discuss SBA's business resources and her role in the organization.

How did you get started in small business?

I was a Peace Corps Volunteer in Senegal, West Africa working in community economic development with micro and small enterprises. This led me to pursue a career at the US Small Business Administration working in business development.

That's fantastic! What excites you the most about working with entrepreneurs?

I enjoy the passion, enthusiasm, and innovation that entrepreneurs bring to the table. It is truly inspirational to work with so many unique and creative entrepreneurs in the small business community.

What advice do you have for our entrepreneurs and small business owners?

Tap into your resources! There are so many wonderful and knowledgeable (and free!) resources in Maryland, and it is important to utilize them to boost your business to the next level. Also, don't underestimate the importance of a business plan; it's a living document that can guide you on the path to success. Think of it as an investment in yourself, not just a task to complete.



We couldn't agree more! Sharing resources is an integral part of Venture Access. What are some SBA resources you would recommend for a new entrepreneur?

I recommend reaching out to SBA's Resource Partner Network: SCORE, the Maryland Small Business Development Centers, the Women's Business Centers, and the Mid-Atlantic Veterans Business Outreach Centers. This network offers free mentorship, consulting, and counseling services to small business owners. Visit sba.gov/md and click on Local Assistance to find the offices nearest you.

Thank you for your hard work in bringing great resources to our business community! What do you enjoy doing when you're not busy in the office?

Outside of work, I enjoy being outside and gardening. I also enjoy spending time with loved ones, dancing, and reading.

ENTREPRENEURIAL NEWS, EVENTS, & RESOURCES

SMALL BUSINESS ESSENTIALS: BOOKKEEPING BASICS 6/21

Join the Harford County Office of Community & Economic Development to learn from an industry professional about what you need to know about small business accounting & bookkeeping. This will be offered in a hybrid format, in person at The GroundFloor or virtually. Please email Lisa at lmkrysiak@harfordcountymd.gov AFTER registering if you plan to join virtually. Register [HERE!](#)



SECRETS TO ATTRACTING & RE-ENGAGING CUSTOMERS IN 2022 & BEYOND 6/22

Join us for Venture Access' next quarterly symposium on June 22nd. Featuring Dominic Vecchiolo of DOSSU Design + Consulting LLC, the event will discuss the secrets to attracting and re-engaging customers, even in an unpredictable market and allow time for questions and discussion. Register [HERE!](#)

UPCOMING WEBINAR EVENTS

Stay tuned to the SBDC Online Training [calendar](#) to ensure you are up-to-date with the latest educational opportunities!

- [Webinar: Survive and Thrive: Basic Business Continuity Planning](#) **6/28** from 1-2:30pm. Register by 6/27
- [Webinar: Virtual Lending & Resource Matchmaking for Entrepreneurs](#) **6/30** from 12-2pm. Register by 6/30
- [Webinar: Bring Your Brand to Life with Personality](#) **7/13** from 1-2pm. Register by 7/12



USE YOUTUBE TO GROW YOUR BUSINESS 6/28

Join the Harford County Chamber of Commerce and partners for another Grow with Google Webinar Series! Join us to talk all things YouTube! This webinar will discuss:

- Why you should have a YouTube channel
- How to set up a YouTube channel
- What's important to fill out when uploading a video
- Making good creative content and how to target and measure results



Grow with Google

Register [HERE!](#)



DHCD- MARYLAND: PROJECT RESTORE APPLICATION OPENS 6/7

The Maryland Department of Housing and Community Development, through Project Restore, is providing financial support to Maryland's existing or new businesses to help incentivize commercial investment in vacant retail and commercial properties. Project Restore provides two grant opportunities for businesses, including nonprofits, that are expanding, moving to or opening in a property that was previously vacant for at least six months. For more information and eligibility requirements, visit [HERE](#).

MARYLAND NONPROFITS: NONPROFIT ACCELERATOR PROGRAM

The Nonprofit Accelerator Program will help nonprofit organizations across the state develop their capacity to operate more efficiently and leverage additional resources. The program will include cohort-based training and technical assistance, as well as back-office support services including financial management; human resources and legal assistance; executive assistant services; fund development; and marketing and communications. Visit [HERE](#) to request more information regarding the program and discover if the program is a good fit for your organization.

This is the moment to care



HOMEGROWN HARFORD

The Fourth Edition of Homegrown Harford has sprouted! Homegrown Harford magazine was developed by county government to celebrate and promote agri-business in Harford County. If you don't yet have the hard copy, you can explore the digital version [HERE!](#)



County Coworking Spaces Can Fill Business Needs

THE GROUND FLOOR AT HARFORD



2021G PULASKI HIGHWAY
HAVRE DE GRACE, MD 21078

The GroundFloor at Harford has monthly memberships available for people looking to take their business to the next level. For more information on this collaboration hub for entrepreneurs, freelance developers and startups, please call 410-638-3059.

THE HUB

HARFORD COUNTY'S MEMBERSHIP-BASED TECHNOLOGY DAY HUB



3724 NORRISVILLE ROAD
JARRETTSVILLE, MD 21084

COMING SOON! Entrepreneurs in northern Harford County who are looking for a professional space should look to The Hub, at 3724 Norrisville Road in Jarrettsville. A membership at The Hub includes dependable, high-speed internet, printing and copying capabilities and conference room access, among other things. It's an ideal place to do business. The Hub is expected to open in summer 2022. If you're interested in becoming a member, call 410-638-3059.

AGRIBUSINESS IN HARFORD COUNTY

Harford County's agri-business incubator, [The Grove](#), provides local artisans, farmers, and food processors a direct opportunity to sell to consumers while promoting agriculture and sustainability here in our local community. Stay connected on [Facebook](#) for hours, sales, and fun events like Fourth Fridays coming up on June 24th from 4-7:30pm. Stop by to support your local vendors and to enjoy music, food, and fun!



VETERAN BUSINESS RESOURCES

PROJECT OPPORTUNITY: FALL 2022 SESSION

Project Opportunity is an intensive curriculum based 10-week cohort program, that through grants and community business support, offers free entrepreneur training for veterans. Want to know more? Join us for the Project Opportunity Harford County Fall 2022 Orientation Session which will be held on Wednesday, August 17, 2022 from 6:00 -8:00 PM at 2021-D Pulaski Highway, Havre de Grace. Register [HERE](#). Attendance at the Orientation Session is a vital step in our application process. If you are interested in this class but unable to attend you must email Program Director Joe Giordano at joe.giordano@project-opportunity.com



MD SMALL BUSINESS DEVELOPMENT CENTER (SBDC): NO-COST TRAINING FOR VETERANS THROUGH 2022



As part of its ongoing commitment to assist those who proudly served our country, the Maryland Small Business Development Center Network (SBDC) is waiving all training costs for veterans through 2022. Interested veterans can visit the SBDC training calendar to select a class, then email Dianne McFarland, training coordinator, to receive a fee waiver at dianemcf@umd.edu.

CONGRATULATIONS TO THESE BUSINESSES!



The UPS Store- Fallston celebrated its grand opening with an official ribbon cutting ceremony. The store has been open since April 2022 and is locally owned and operated. They serve businesses and individuals with packing, shipping, mailbox and package acceptance services, and so much more!



Comer Construction has a lot of reasons to celebrate- In addition to celebrating 40 years in business they were just awarded the 2022 Baltimore Business Journal's Family-Owned Business Award as well! And to top it off, they unveiled their new office at the headquarters in Forest Hill.



Hilton Garden Inn- Bel Air is one of Harford County's newest hotels boasting its convenient location just 10 miles from APG, Cedar Lane, and Leidos Field at Ripken Stadium! The hotel offers on-site dining, a heated indoor pool, fitness center, and many other great amenities.

THANK YOU TO OUR SPONSORS!



FOLLOW ALONG WITH VENTURE ACCESS



NEW Website

LIVE