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## Magazine

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For more information, contact Connie Krauss, Director, The Department of Community and Economic Development at (330) 643-2893 or ckrauss@summitoh.net.

### TOP PRIORITIES OF EXECUTIVE ILENE SHAPIRO

**Creating and retaining local jobs while enhancing and improving workforce development.**

**Improving diversity and inclusiveness in Summit County's hiring, contracting and board & commission appointments.**

**Leading initiatives that focus on the health, safety and well being of our communities.**

**Investing in our community through the Land Bank, infrastructure improvements, and economic development projects.**

**Maintaining the financial stability and strong financial management practices of the County.**

**Continuing a collaborative government that is focused on improving services for the public.**



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## 5 REASONS YOUR BUSINESS BLOG NEEDS TO COME FIRST

THIS YEAR MIGHT BE THE MOST IMPORTANT YEAR YET TO START OR CONTINUE BLOGGING FOR YOUR BUSINESS. AS YOU KNOW BY NOW, THE PANDEMIC HAS CHANGED THE WAY WE DO BUSINESS.

By Jason Clegg

Where offline, foot traffic and in-person networking has been put on pause, online business is booming. That means your online presence is more important than ever.

A strong online presence begins and ends with content. While every page on your site is valuable, your business blog is one of the most important assets you have. Here's why.

### 1. AN OPEN DOOR OF NEW CONTENT AND FRESH IDEAS

Your website can only say so much. You usually have product pages, about pages, and maybe some solution pages. But that's about it. Once it is up, it's up. Very rarely does it change. A blog on the other hand changes regularly. With each new post comes new

opportunities, new keywords to rank for, and new openings into your business. It's the easiest way to refresh on a regular basis.

### 2. A BUSINESS BLOG MAKES SOCIAL SHARING EASIER

How many times have you said to yourself, what should I post on social. Social media is a beast within itself, and we will get into that later. However, one way to ensure your social gets attention is to blog. For each blog post deserves a social post or two or three. And there you have it, a regular stream of content for your social media.

### 3. BUSINESS BLOGS RANK ON SEARCH ENGINES

Blog posts constantly rank for short-tail and long-tail keywords. Many times they rank better and

faster than static pages. If you are targeting the right keywords, those blog posts can be Google magnets that drive quality traffic.

### 4. BLOGGING DRIVES TRAFFIC

Not only do you get traffic from search, blog posts give you traffic in other ways too. Social media traffic, email traffic, and the coveted referral traffic from backlinks. Companies who blog get 97% more links to their websites. <https://optinmonster.com/blogging-statistics/>

### 5. BLOGGING DRIVES LEADS

We know that the more qualified traffic we get, the more leads we get. We also know that blogging drives traffic. Put the two together, and boom... You've got yourself a lead system. ■

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## The Summit Magazine Issue 29



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Leia' Love Hair & Nail Salon



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Akron Urban League



**Gary Barton**  
B&G Masonry and Remodeling



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Dear Readers,

Since 2012, the Summit Magazine has been a key tool in business outreach and a primary means through which small business, corporations, city departments and state agencies have communicated with the general public. These partners have been a crucial to the success of the Summit Magazine. We are able to give the Ohio business community a voice which reaches thousands of potential clients due to the support of our advertisers.



Advertisers play a crucial role in our success and continues business advocacy. It is thanks to all of you that we are able to facilitate our statewide outreach events and sustain the summit Magazine publication. As businesses become more diverse it is imperative that there exists a promotional tool to help businesses of all sizes promote their services and contribute to their outreach initiatives for the benefit of the community and future entrepreneurs.

We encourage you to lend us your support.

For over seven years we've have the distinct honor of working with the County of Summit and the City of Akron in our shared mission of "Creating Partnerships, Promoting Diversity". We've also had a number of partners join us in this mission including Summa Health, Cleveland Clinic Akron General, Huntington Bank, and many others.

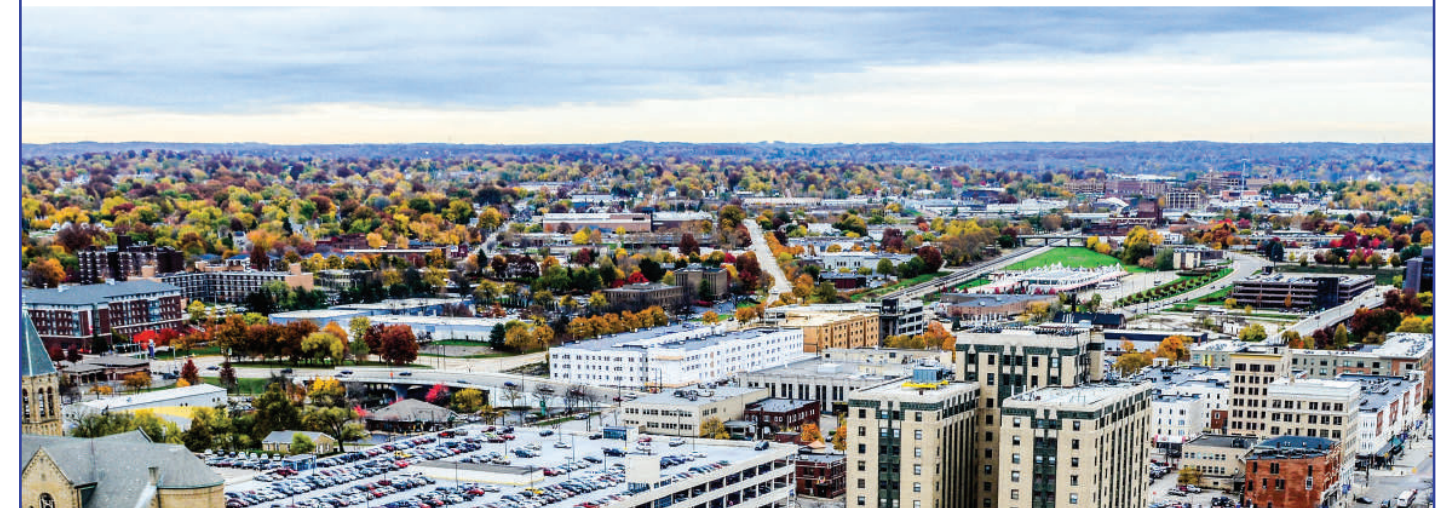
This issue of the Summit Magazine reaffirms the shared mission of all Ohio businesses to build a community of success stories that collectively make Ohio great. It is our sincere hope that you will continue to support us and look forward to each issue with enthusiasm. It is your contribution to the diverse wealth of talents in our communities that makes these endeavors.

Thank you!

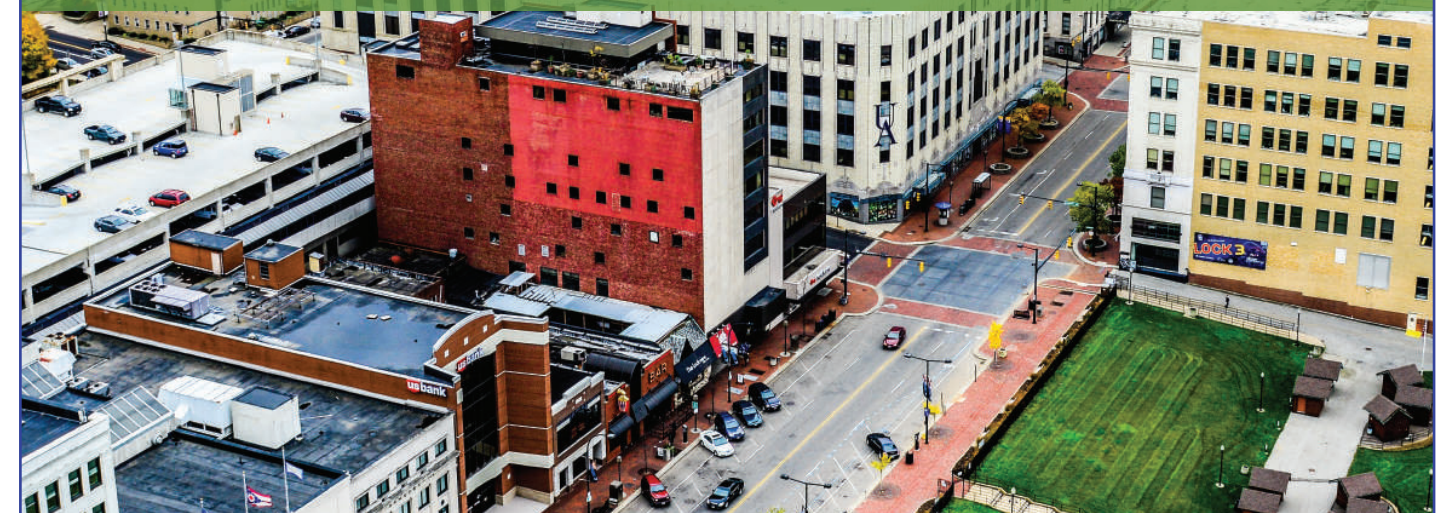
Bob Lanier  
Publisher and CEO



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DANIEL HARRIGAN, MAYOR  
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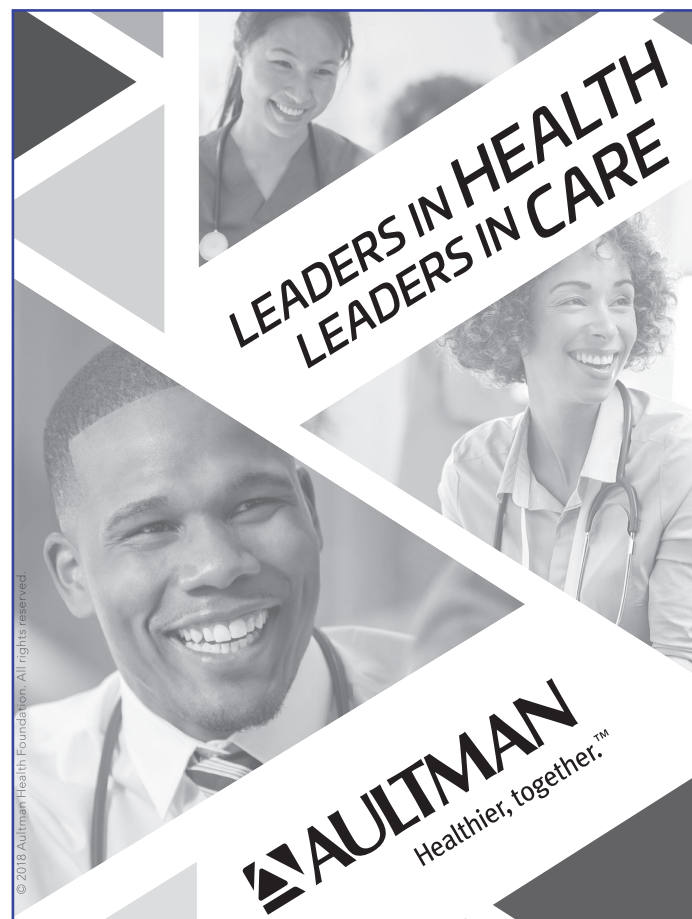
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## Leia' Love Hair & Nail Salon



Dr. Leia' Love  
Owner

Leia' Love Hair & Nail Salon focuses on being a one stop shop for salon services. The "Love Squad" provides hair, nail, waxing, massage, microblading, facials & lash lift services. After 6 years of being in business the owner Leia', realized that her clients and other women that she encountered needed more. Two years later she opened S.H.E Suite (where Self Health is Embraced –S.H.E.)

"I've found that the most important part of growing my business has been the community I've developed along the way," said Dr. Leia' Love. "My goal with S.H.E. Suite is to cultivate a physical space that would embody all that I wanted to give back to the community of women seeking mental, physical, and business support. My conviction for the need of this dedicated space has only grown with all of the changes and challenges the pandemic has brought this year."

Leia' has received several awards for her business acumen including The Greater Akron Chamber – 30 for the future, Greater Akron Chamber – MBE to Watch, Summit County Historical Society – Woman of the Year, and Woman of Professional Excellence – Women's Network NEO. She received her bachelor's degree in business administration and master's degree in communication from The University of Toledo. She also has a Doctorate of Professional Cosmetology from the National Institute of Cosmetology. Entering into her 9th year of business she is a TV host on PBS Forum 360, a board member for The Greater Akron Chamber and Women's Network Leadership Institute, manages a team of 6 but is most proud when she turns a woman around to look at herself and truly loves who she sees in the mirror.

Stay Beautiful

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At Summa Health we are committed to creating and sustaining an environment that actively embraces diversity and inclusion.



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## 5 REASONS YOU AREN'T GETTING BETTER RESULTS ONLINE



Traffic sucks? No conversions? Stuck in a rut? We've all been there. Marketing your business online is hard and requires a lot of upkeep to keep it running like a machine. If you aren't getting the results you want, you are probably committing one or more of these things below.

By Stephanie Frasco

Don't worry, you can change it and I'll show you how.

### 1. You Are Focusing On The Wrong Thing

This is probably one of the most common reasons you aren't getting the results you want. Whether you have this idea that social media is the answer when you are probably better suited for an SEO plan, or you are convinced that PPC is the way to go, you need to identify what will work best for you. The probably many small businesses run into is, they just don't know. You listen to all the gurus, today they say social media is everything.

Tomorrow they say you need to guest blog. It's confusing. Here's the truth and the only thing you need to listen to though. You need to do it all and find what works best for you and your business. I'll get into that though later. In the meantime, here's a quick guide on what you should focus on if you can only focus on 1 thing – Great Content.

**Social Media** – businesses with a product to sell and great visuals

**SEO** – local businesses

**Blogging** – all businesses

### 2. You Are Using The Wrong Social Networks

But everyone is on Facebook! Yes, this is true, but that doesn't mean Facebook is the best network of you and your business. If you have money to spend, Facebook is great. If you have brand ambassadors, Facebook is great. If you are a bit of a boring business, Facebook isn't so great.

You want to make sure the networks you use are bringing you TRAFFIC, LEADS and SALES. Got it?

### 3. You Aren't Doing Enough

Sorry but just posting to social media isn't enough. You need to optimize your website, your content needs to be great, you need to send out emails and you need to have active sales pages, landing pages and a fresh website.

There is a lot to be done, but you can

do it! I know you can. It just takes prioritizing. Start with the content, it's the backbone of everything and move from there.

### 4. You Forgot The Email Marketing

Email marketing is potent and too many companies are afraid to piss off their list. Piss them off, the ones who aren't pissed are those who will buy. Those are the people you should focus on. Need more convincing? This blog post should get you motivated.

### 5. You Are Inconsistent

Lastly, you do something for a few weeks then you become a ghost. This is not going to work. You need to be consistent in your blogging, email and social media efforts. The competition is fierce and you need to be out there making sure you are being seen and heard ALL THE TIME. Literally, all the time.

You got your work cut out for you, but you can do it! ■



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Photos courtesy of the Pro Football Hall of Fame



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### Career Development and Placement Strategies

News Release, March 10, 2020  
FOR IMMEDIATE RELEASE  
Contact: Maurice Stevens, President/CEO  
330-687-6129 Direct line



## CARPENTRY AND BUILDING TRADES TRAINING PROGRAM AIMS TO EXPAND OPPORTUNITIES



As our community begins its recovery from the COVID – 19 Pandemic, many people are taking time to explore careers that will have more sustainability in the years to come. With this in mind, Career Development and Placement Strategies (CDPS) is encouraging individuals to explore the opportunities in the skilled trades such as their upcoming course, Carpentry and Building Trades Training.

The training will take place at their new training site located at 221 Beaver Street in Akron. The in-person training will follow COVID-preventive policies and procedures established by the Centers for Disease Control and Prevention. The course runs for 12 weeks, at 24 hours per week, from 9:00 A.M. to 3:00 P.M. The 288-hour course allows for both classroom and hands-on training from master instructors in carpentry and building trades. The work-based training is a pathway to apprenticeships, allowing students to earn while they learn. According to Maurice Stevens, President and CEO of CDPS, “Students will earn an industry-recognized certification from the National Center for Construction Education and Research.”

CDPS is on a mission to integrate workforce development with economic development. Growth in the building trades and residential and commercial carpentry sector is often limited by shortages of a skilled workforce. Opportunities for individuals are limited by a lack of training and credentials. Apprenticeships can often address the shortage of skilled workers while expanding opportunities for communities to provide needed training. CDPS’s own pathway to this training started with being awarded a start-up grant to develop Expert Reclaim, a social enterprise working to redevelop homes in the Greater Cleveland Community. Expert Reclaim’s social enterprise allowed CDPS to train individuals for employment and business start-up opportunities in the remodeling industry.

Today’s expansion into apprenticeship programming builds on its original mission while developing options for individuals to earn while learning through apprenticeships. Following the related instruction in Carpentry and Building Trades Training, successful graduates will be matched with companies offering apprenticeships in residential and commercial carpentry.

According to Maurice Stevens, “our aim is to create a pathway to jobs that provide a future, not just a job. The key is to help our students start out with an industry-recognized certification that opens doors in the high growth field of carpentry.” By providing individuals with a marketable skill and certification from the National Center for Construction Education and Research, CDPS will help address the skill and wage gap for individuals. CDPS expects that not all the individuals laid off during the pandemic will return to work in their former occupation. This factor, combined with a persistent skills and wage gap for individuals struggling in today’s economy, reinforces the need for more skill training in the trades.

To qualify for training, applicants must have a high school diploma or a G.E.D. Funding is provided by Workforce Innovation Opportunity Act (WIOA). CDPS’s Carpentry and Building Trades Training is free to individuals eligible for funding under WIOA. The training is approved and registered by the Ohio State Board of Career Colleges and Schools. Interested individuals seeking assistance or employers interested in filling vacancies and offering on-the-job training through apprenticeships are encouraged to contact Career Development and Placement Strategies by phone at 330-752-7129 or go online at [www.cdps4u.org](http://www.cdps4u.org). Women and minorities are encouraged to apply and consider building a future through apprenticeship programming. ■



# DO YOU HAVE A STORY TO TELL?

## LET US TELL YOUR STORY!

The Summit Magazine is currently accepting stories from small businesses and corporations covering the latest business news that our readers can use.



If you have a story you'd like to submit to the Summit Magazine, please contact our editor today.

## CONTACT INFO

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## FAVORITE TOPICS:

- Supplier Diversity
- Small Business Development
- Corporate Partnerships
- Community Development
- Diversity in Education
- Corporate Contract Opportunities for Small Business
- *And More!*

**Football Gospel Concert**, featuring 11-time Grammy nominated artist **Marvin Sapp**. This event is free and open to the public.

On game day, a pregame **Hall of Fame Tailgate Party** will take place on the Hall's campus, featuring live entertainment for the entire family. There will be food vendors, a beer garden and interactive sponsor booths.

For more information and to purchase tickets, fans can visit:  
[www.profootballhof.com/BCFHOFClassic21/](http://www.profootballhof.com/BCFHOFClassic21/).

## BLACK COLLEGE FOOTBALL HALL OF FAME

The BCFHOF has a permanent home at the Pro Football Hall of Fame to tell the story of Historically Black Colleges & Universities (HBCUs) for future generations. Proceeds from the BCFHOF Classic go toward the creation and operation of an enhanced BCFHOF. Currently, there is a gallery within the Pro Football Hall of Fame showcasing the members of the BCFHOF.

###

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## ABOUT THE PRO FOOTBALL HALL OF FAME

Located in Canton, Ohio, the birthplace of the National Football League, the Pro Football Hall of Fame is a 501(c)(3) not-for-profit institution with the Mission to Honor the Heroes of the Game, Preserve its History, Promote its Values, & Celebrate Excellence EVERYWHERE.

The Pro Football Hall of Fame is accredited by the American Alliance of Museums. AAM accreditation is national recognition for the museum's commitment to excellence and the highest professional standards of museum operation and public service.

Hundreds of thousands of fans from across the globe travel to Canton annually to experience "The Most Inspiring Place on Earth!" that chronicles America's most popular sport. Fans can also enjoy the Hall of Fame Store at the Hall, and online at [www.profootballhof.com/store](http://www.profootballhof.com/store), for merchandise from all 32 NFL clubs plus the Hall of Fame. Proceeds from the Store support the Hall's Mission.

Construction on Johnson Controls Hall of Fame Village, a mixed-use development project, is under way in Canton to transform the Hall of Fame's campus.

@ProFootballHOF







# NEWS RELEASE

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FOR IMMEDIATE RELEASE

03/26/2021

## BLACK COLLEGE FOOTBALL HALL OF FAME CLASSIC RETURNS TO PRO FOOTBALL HALL OF FAME CAMPUS

TICKETS NOW AVAILABLE FOR LABOR DAY WEEKEND EVENTS

**CANTON, OHIO** – The **Black College Football Hall of Fame (BCFHOF) Classic** returns to the Pro Football Hall of Fame’s campus over Labor Day weekend (Sept. 3-5, 2021). The **Grambling State University Tigers** from the Southwestern Athletic Conference (SWAC) will take on the **Tennessee State University Tigers** of the Ohio Valley Conference (OVC) on Sunday, Sept. 5 in Tom Benson Hall of Fame Stadium, adjacent to the Hall of Fame Museum. The schools’ renowned marching bands will perform at halftime of the game. The “Battle of the Tigers,” which caps a weekend of events, will be televised nationally on NFL Network.



Tickets are now on sale for the game. Reserved seating is available from \$29 to \$69. Also available are Club seats (\$150), which include upscale food and beverage with the ticket price. Prices for tickets will increase July 31. Group rates are available, please visit [www.profootballhof.com/BCFHOFClassic21/](http://www.profootballhof.com/BCFHOFClassic21/) for more information.

Other exciting festivities planned over the course of the Classic weekend include a **Golf Outing** at the historic Clearview Golf Club the morning of Sept. 4 featuring legends from the Black College Football Hall of Fame, dignitaries and celebrities. There are also several new events planned.

On Sept. 3, students and their families can attend the **Classic College Fair**, giving them an opportunity to learn about and apply to colleges and universities, including Historically Black Colleges and Universities. The College Fair is scheduled for 9 a.m. to 1 p.m. inside the Nash Family Event & Conference Center at the Pro Football Hall of Fame.

A **Step Show** – in collaboration with the Stark and Summit County’s chapters of **The Divine Nine**, historically Black Greek fraternities and sororities – will take place on the evening of Sept. 3 at the McKinley High School, Timken Campus. Tickets will be available at a later date.

On Sept. 4, the **BCFHOF Classic Funfest** will be a fun-filled day at Centennial Plaza for families in downtown Canton that includes entertainment and food trucks, including the drumlines from Grambling and Tennessee State. Capping the evening at the Plaza will be the **Faith, Family &**

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DANIEL HARRIGAN, MAYOR

# SMALL BUSINESS can affect communities in a **BIG WAY.**

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The Greater Summit Jobs Board is a subsidiary of BlackPages Ohio & The Summit Magazine.



each want to watch videos they find interesting. They want to share posts that are relevant to them. They want to comment on things that compel them to action.

In fact, social media platforms are entirely designed around this selfish intent. You only get shown what you're most likely to watch and engage with. That makes your experience on the social media platform more enjoyable. That's the entire point.

So, your content and posts don't get seen if people aren't interested in what you're sharing.

*The key is to understand your audience's interests, and pander to them a great deal.*

This doesn't mean you veer away from your niche. Stick with what you know, but create content your audience cares about related to your industry.

Are you a cleaning service? Share "how to keep your house clean" or "Use this product to help clean your stove".

You have to shift the focus to them, not you. You're speaking to what they want, over and over again. You're trying to help them, inspire, direct, encourage, entertain.

Retail furniture store? Share "the best kitchen tables for hosting parties" or "this coffee table book will spark new conversations in your home"



### #3: Spend Money

It's at this point you might be shaking your head, but don't. You want to learn how to market on social media? This is how.

Unfortunately the days of getting your content seen by all of the people that follow you are no more. It's a pay to play game.

But the good news is that Facebook and Instagram ad costs are still pretty dang cheap. You can spend less than \$10 right now and reach 1,000 people in your niche. And the more engaging your ad is, the less you spend.

Spending money just ensures your content gets shown to the people you want it to - even if you're targeting your own followers!

If you have content that's already getting good traction organically (without paying to "boost" it), it's a good sign that that piece of content would be a good one to put some money behind. You might broaden your reach, get some new customers, and drop more people into your funnel by spending less than \$10 on good piece of content.

Marketing on social media requires you to become a budding advertiser. You'll get there in no time the more you play the game. ■



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- Rusty Key Tavern
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- Columbus Metropolitan Housing Authority
- Peak Properties/Borror Properties
- Residence at Wood Street





## Teresa R. LeGrair

PRESIDENT & CEO

Teresa LeGrair is not new to the world of non-profit organizations. She is a person who always wanted to help and felt driven and compelled to make a difference. As a young woman moving from Washington, D.C. to Akron, Ohio, Ms. LeGrair could not have anticipated how this attitude toward helping would manifest. Before her current role as the CEO of the Akron Urban League, she held numerous leadership roles, including the Akron Community Foundation as Director, Community Investment, the National Inventors Hall of Fame as Executive Director of Human Resources, Akron Canton Regional Foodbank as Vice President, Programs and Member Services and as President & CEO of the Boys & Girls Clubs of the Western Reserve. Teresa holds her bachelor's degree in Business Management from Malone University and is a graduate of Leadership Akron, Class XXIV. Teresa believes her professional work was a spillover to the way she's always been. She always understood the importance of volunteerism and mentoring young people, and over the years, has mentored countless youth and young professionals.

*"We don't sell widgets; we serve people. That humanity part of the work is what I'm passionate about. I just try to make the work meaningful, so it's meaningful for the people who do the work – because it's not easy – and for the people we serve. So, we can help them have a better life as a result of what we're able to provide them."*

Teresa began her work at the Akron Urban League in September 2019. In the first year of working at the AUL, her goals were to build capacity, stabilize the organization, and conduct a SWOT analysis. Teresa's priority was



to do a deep dive into the organization. However, Teresa's plan changed a lot due to COVID-19. Indeed, no one could anticipate a pandemic when entering a new role as an organization's CEO.

*"It certainly added a level of stress... and then the whole racial unrest added a whole other level of stress that was very, very difficult to navigate. We try something, and if it doesn't work, we pivot. We don't have a roadmap on how to navigate a pandemic. All you can do is the best you can. That's what we tried to do. We tried to be thoughtful, attend to every detail, and keep the staff safe while still delivering programs at an impactful level."*

Then, the racial unrest that occurred beginning in the spring of 2020, sparked by the killing of George Floyd, Breonna Taylor, and more deaths related to police brutality and racism, added to the changing of plans. Teresa expressed how this time made her fearful for her two sons and more afraid than she has ever been in her adult life. The deadly effects of racism and discrimination are not new to the Akron Urban League. As Teresa said, "it's not that it is now - it's just so ridiculously graphic."

*"As a black person, my goal always is to dismantle racism. Because it is omnipresent – microlevel, macrolevel, it's just everywhere. When you see something like that happen – many people, the goal was to protect our mental health."*

In the first year of work, Teresa was able to accomplish most of the goals that she set in the beginning. She was proud of the support that she got from the community, and from a financial perspective, the AUL was able to do the things they needed to do. Teresa is incredibly proud of the team at AUL.

Continue on Next Page



## How To Market On Social Media - The Right Way.

Using your social media channels to post endless streams of "national day-ofs," "happy holidays", or promoting your latest cool gadget or feature is an awful way to use social media.

By Watertree

Yet, 99% of all businesses use social media this way. You've seen it before. It's national pancake day - so that's an excuse for the business to post on facebook. Or it's Christmas - yay! Let's be sure to get a post out on our channels on Christmas day.

And it's super frustrating to businesses and consumers because everyone knows the only point of that business posting is ultimately that they're trying to draw in new business. It's all self-interested.

### THIS IS NOT HOW TO MARKET ON SOCIAL MEDIA.

Instead, you need to do 3 things: 1) Use the social media channels your target market is already spending time on 2) Create and share content your target market actually wants to consume. 3) Spend your money in social media advertising to ensure reach.



#### #1: Use The Channels Your Market Is On

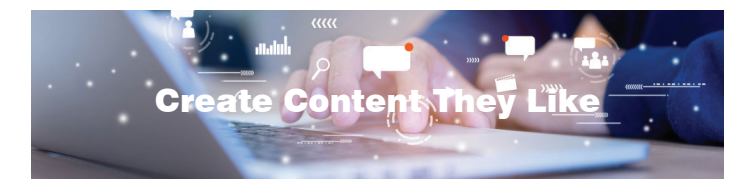
If you're trying to reach people under 25, they're

most likely not using Facebook on a regular basis - if it all. Your channels of choice need to be TikTok, Instagram, or Snapchat.

The whole reason you use social media in the first place as a business is to be where your target market is already spending a lot of time. So choose wisely, and then invest all your time in that channel.

Don't use Instagram if you're marketing to older businessmen, and don't use LinkedIn if your market is housewives.

If you had to go all in on only 1 social media channel, which would it be? Choose that one.



#### #2: Create Content They Like

The emphasis is on they. Not you. Not what you like. Not content that you think should be shared. Even if it is national pancake day.

It's all about THEM.

Your target market uses social media selfishly. They

Continue on Next Page

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www.akronurbanleague.org

The mission of the Akron Urban League is to improve the quality of life of the citizens of Summit County, particularly African Americans, by advocating and facilitating programs that are economically and educationally transformational, impacting their lives and the lives of future generations.



*"MCCAP is addressing this specific, catalytic sector to support the growth and success of minority-owned contracting businesses which will in turn create quality jobs for the region. We are working to eliminate systemic barriers to growth through low-cost access to capital, bonding, technical assistance as well as project pipeline, and are thrilled to see the immediate and long-term impacts occurring as a result of this program."*

**- Rachel Bridenstine, Executive Director, Western Reserve Community Fund**

## MCCAP Creates Pathways to Success



**Rodney Griggs founded Kingdom Construction & Builders in 2003** with over 40 years of experience in the

construction industry. The company is insured with bonding capacity and provides a wide range of services for residential and commercial customers, including: New Construction/Additions; Interior/Exterior Painting; Tile Work; Kitchen, Bath & Basement Remodeling; Concrete Finishing;

Interior/Exterior Renovations; Temporary and Permanent Fencing; Landscaping Design; Snow Removal; Drywall/Metal Studs; Construction & Building Materials/Supplies; Construction Management and Commercial Buildouts. Some of his company's major projects include: First Apostolic Faith Church (Construction Manager), Ohio National Guard (Port Clinton and Youngstown), and Time Warner Cable (Akron). Kingdom Construction provides exceptional quality, safety, attention-to-detail, competitive pricing, and great customer service to all clients. Customers include local, state, and federal government agencies and educational institutions.

Rodney applied and was accepted into the Minority Contractors Capital Access Program (MCCAP) and has experienced a very different level of support. With a history of unequal opportunities, the program has allowed Rodney to utilize resources and services that were not previously accessible. To date his company has utilized the entire range of the MCCAP program offerings. Recently securing a large contract to do a complete renovation of a National Chain Restaurant, Rodney obtained input on his bid from a veteran general contractor who advises and mentors program



participants. A professional service provider and mentor supporting the program assisted with the required performance bond. Other supporters included Western Reserve Community Fund who provided the letter of support as a lender and the line of credit to cover overhead cost, and Akron Urban League who managed all technical support. All of the needed pieces came together, allowing Kingdom Construction to turn around a complex bid and meet a tight deadline. Construction on the project began in February 2021. ■

### Kingdom Construction & Builders LLC

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## Akron Urban League's Entrepreneurship Empowerment Center

Providing a multitude of **free** supportive services for businesses through all stages of their development.



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For more information, contact: [nbishop@akronurbanleague.org](mailto:nbishop@akronurbanleague.org)



**Minority Contractors Capital Access Program – MCCAP:** [www.mccap.org](http://www.mccap.org)  
For more information contact [mkorman@akronurbanleague.org](mailto:mkorman@akronurbanleague.org)



**KeyBank Business Boost & Build powered by JumpStart - Keys to Business Ownership**  
Supports business growth by utilizing professional service providers to administer training.

<https://www.akronurbanleague.org/entrepreneurship-empowerment-center>

*"We built a fantastic team of people who genuinely care, who are passionate about what they do... the work we're in is the people's business. We have to make sure the people representing the organization are the right people with the right technical skills and heart. It is hard work, and it is heart work."*

Teresa wants to shape the organization to make it stable programmatically and financially. Teresa was super pleased that the community rallied around the Akron Urban League. She has a deep understanding that relationships are everything. Teresa has built relationships over decades, going out in the community, serving on boards, volunteering her time, and all of that resulted in lots of connections.

*"I have always tried to come from a place of very high integrity and not ever compromise that. If I say I'm going to do something, I'm going to do it to the best of my ability."*

*"The details are so important because it speaks to the care you put into whatever you delivered."*

Teresa's success in her career and at the Akron Urban League is partly due to the care she puts into every community relationship and partnership. Teresa recognizes as a non-profit, AUL has lots of relationships. Clients, board members, staff members, interns – there are so many different types of relationships that the AUL needs to manage. Since Teresa understands the importance of relationship building, she's created an organizational culture where everyone builds relationships with the same level of importance in mind. Teresa says about relationships, "I work hard to protect them." She's someone who can admit when she's wrong and is willing to do whatever it takes to make that right.

Teresa is excited about the fantastic exciting things moving forward. She noted she's anticipating sustained success

across the board, great programs, and beautiful deliverables. The organization and Teresa are particularly excited about the rebuilding of a strong education program, in addition to the continuation of stable finances and talented people on the team.

*"We're operating at optimum level and moving the needle in the community."*

"One of my personal goals has been this.... don't spend your life waiting until you are perfect and bulletproof. Be willing to show your vulnerability and be highly engaged even when you are afraid. Live your authentic self with courage and transparency without turning your back on meaningful relationships and opportunities that can benefit you and in turn allow you to support others." ■



## Working together, succeeding together.

We find strength in our diversity. Our team reflects the rich culture of the people and communities we serve. Inclusion is a corporate priority; we take seriously our commitment to engage a diverse supplier base. Because together, we are Key. KeyBank proudly supports the 4th Annual Greater Summit Business Conference & Expo.

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"Inclusion and opportunity are essential to the long-term growth of Summit County. Together, the county, city and DFA are working to help level the playing field for all businesses. MCCAP is just one step in that direction and Summit County will continue to lead and support economic equality efforts."

- Summit County Executive  
**Ilene Shapiro**



"Our entire business community is facing unprecedented challenges brought by the COVID-19 emergency, and recovery will be difficult for all. Akron and Summit County are committed to supporting an inclusive economic recovery. MCCAP will help minority-owned business bounce back and set them up for future success."

- City of Akron Mayor  
**Dan Horrigan**



**Gary Barton** brings over 40-years of experience to B&G Masonry and Remodeling, as well as having MBE and EDGE certifications. The company's primary focus started as cement finishing, and today offers general contracting on commercial and residential projects.

*"Since joining the MCCAP Program I've been able to bid on bigger projects. Getting help with accounting, bonding, technology, and receiving the laptop and communication software helps me see a future where I can keep my company moving forward."* - Gary



**Tommy & Angela Brown** started Mason Construction and Concrete LLC five years ago. Mr. Brown brings 16+ years of industry experience to their company, which offers cement finishing, flatwork / framework, concrete repair and masonry work. They also have MBE, DBE, EDGE, and WBE certifications.

*"Our classes have been invaluable and we've recently been given the opportunity to bid on a huge project by [a local construction company]. We feel fortunate to be in the program and appreciate every professional who is giving their time and energy to help make our businesses better."*

- Tommy & Angela



**Rodney Griggs** established Kingdom Construction & Builders LLC in 2003. He has more than 40 years of commercial and residential construction experience, and MBE, EDGE, DBE, SBE, and OSHA-10 certifications.

*"The MCCAP Program has had a major impact on my business growth, allowing me to bring back a prior employee, hire additional staff, and giving me a line of credit to help secure projects. The professional service providers have been extremely important. Three of them were major players recently in helping me secure a large project."*

- Rodney (Learn more about Rodney and his MCCAP experience on p. 18)



**Dwayne Hubbard** started VIP Ltd LLC in 1999 initially offering landscaping and pressure washing. Post-2008 his company grew into rehabbing houses, and then into residential and commercial renovations and remodeling.

*"The MCCAP Program has given me tools, technology, and access to a line of credit that has resulted in increased business opportunities. I'm booked until late spring and this summer I'm planning to hire two full-time and two part-time employees."*

- Dwayne

Request an application at [www.mccap.org](http://www.mccap.org)



**Dierre Id-Deen** created All Around Heating & Cooling in 2019 with a focus on residential HVAC service and installation and light commercial heating and cooling services, maintenance, repair, and installation.

*"The MCCAP Program has given me tools, technology, and access to a line of credit that has resulted in increased business opportunities. I'm booked until late spring and this summer*

*I'm planning to hire two full-time and two part-time employees."* - Dwayne



**Larry Walker** established The APlus Corp in 2017 with a focus on residential construction and remodeling, and technology installations. He wants to branch into the commercial industry and recently left his full-time job to devote 100% to his business.

*"As a result of being part of the program, I've hired an operations manager, two part-time employees, and an*

*independent contractor, and foresee the ability to quadruple my income this year. I'm also working on a new opportunity with a business owner who previously utilized Akron Urban League's MBAC. Also, meeting with professional service providers has been critical because you can't buy their experience."* - Larry



**LaQuata Williams** established White Glove Cleaning Solutions, a commercial and post-construction cleaning business, in 2018. She recently added COVID cleaning to her services and left her full-time job to focus solely on her business growth.

*"I've been learning a lot as far as bidding and contracting processes on a larger scale than just residential and small business. I'm learning about state and government contracts. Since being in the program, my revenue has increased by 50% and I'm in the process of hiring two more part-time employees."* - LaQuata



**Ervin Worthy** is the second generation of his family in the construction industry. The owner of Worthy Construction Group 2G LLC, he started his business in 2017 with over 20 years of construction experience, including: residential and commercial roofing, siding, water proofing, flooring, bathroom finishing, and custom house building with green materials.

*"One-on-one sessions with professional service providers have been an extremely important resource, as well as the MCCAP team reaching out, connecting us with various opportunities. This program will definitely enhance my ability to strengthen the core of my business and capitalize on more opportunities."* - Ervin

"...the construction career path for a small business is arduous with a myriad of both technical and business hurdles, many construction enterprises are hard pressed to survive a few years. The female/minority entrepreneur faces even more needs, such as access to business acumen and capital. The MCCAP program brings together capital and mentorship connections, to skill sets in estimating, scheduling, contracting, and technology."

- Louis Ciraldo, Founder  
Summit Construction Company, Inc.

"As a women owned business it is important to engage with the MCCAP program to collaborate with other women owned, as well as minority owned businesses. With more and more projects requiring a certain dollar spend with companies with our designations, it is a necessity to partner with like minded, professional companies that want to grow."

- Julie Brandle, President  
Metis Construction Services



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