



MCBI Monthly

"I never perfected an invention that I did not think about in terms of the service it might give others... I find out what the world needs, then I proceed to invent."

~ Thomas Edison

Executives Rank Marketing Most Critical Area for Next Generation of Business Leaders

According to a survey of U.S. senior executives, marketing will be the most important area of expertise for the next-generation of leaders.

The study, commissioned by the Institute of International Research, sought to identify key areas for leaders. Marketing was the clear choice, with 31 percent of votes, followed by 20 percent for operations and 16 percent for financial expertise. Sales and engineering were deemed least critical to leadership with 11 and 6 percent respectively.

While marketing departments are often struggling to effectively measure effectiveness and the related battle for internal credibility, studies such as this provide evidence that marketing is making significant headway in proving its value within organizations.

Marketer Seth Godin attributes the rising recognition of marketing to fierce marketplace competition. "Being good enough is no longer good enough," said Godin. "This is the most cluttered marketplace in history just about everything is available everywhere, all the time. Leaders understand that spreading the word about their offerings is the only path to success. This survey hammers home that point the success of an organization is driven by one thing: whether or not people choose to buy what you've got to sell."

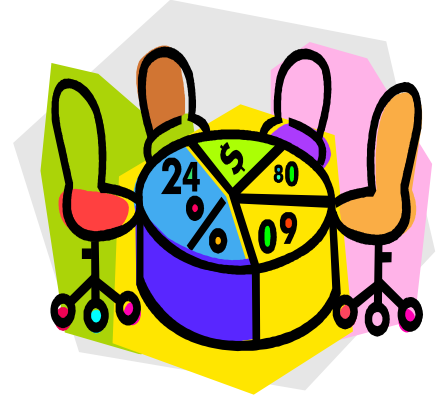
Peter DeLegge
Publisher Marketing Today
www.marketingtoday.com

In This Issue
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Did you know?
Upcoming Workshops

Launch of MCBI Regional Reporting Site

It's official! The MCBI Regional Reporting Site will launch Monday August 3rd. The purpose of the site is to capture the number of business and entrepreneurs that have a need in the region. The numbers that are captured will be used to measure the success of the regional outreach campaign. The more small businesses and entrepreneurs that contact the Regional Hubs for support the better the opportunity for small business and entrepreneur funding in the Ohio Appalachia area.



New Round of Ohio Historic Tax Credits

The state of Ohio has announced new opportunities to use historic tax credits. Beginning in September, Heritage Ohio is managing state-wide workshops in Canton, Lima, Dayton, Akron and....**ST. CLAIRSVILLE!**

The main goal is to provide very specific, hands-on help in applying for the credits. The sessions are designed for anyone who is interested in the application, including private citizens and private businesses who may have eligible properties. It is a wonderful way for your town to have someone trained in the tax incentive program, and make connections with the experts who can be the key help needed.

Please mark you calendars: **Monday November 9, 2009** Time: 9am– 4pm
St. Clairsville Public Library, St. Clairsville, Ohio www.heritageohio.org

2009 MCBI Business Plan Competition Entry Deadline August 17th



It is that time of year again! The third annual MCBI Business Plan Competition is right around the corner. The final deadline to complete the entry form is Monday August 17th, 2009.

A \$10,000 cash and services will be awarded to the top business plan. Please go to www.mcbi.info to download your copy of the entry form.

Client Showcase

Color Barr Productions, LLC of Frazeytsburg, Ohio specializes in excellent customer service while producing long and short format programming for marketing and training videos, corporate communications, infomercials, sports programming, special events, web content and DVD authoring. Each video project will come to life on time and on budget with their network of dedicated and talented professionals. The team includes videographers, editors, lighting directors, writers, audio engineers, make-up artists, talent and DVD replicators.

For help with your next video project please go to www.colorbarr.com or contact Brian at 740-607-5476



A Word from the Director

Abraham Lincoln was quoted as saying " the best thing about the future is that it only comes one day at a time."

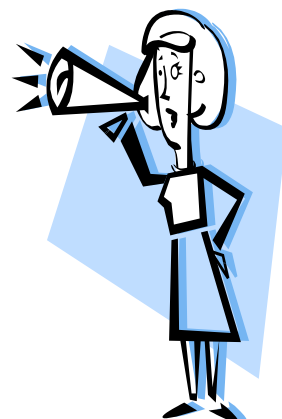
I mention this quote because as I look around at the companies and entrepreneurs that MCBI assists, I believe this to be a positive comment. If our clients have taken the time to plan for success and have created a road map for their journey, they will find themselves prepared to deal with whatever challenge comes their way. Often the best way to do this is one day at a time. Discipline is required. The discipline of making the most of each day. Limit the amount of time you spend analyzing yesterday and focus on carrying out your daily plan of action. Don't dwell on the negative, concentrate on your business and the power you have in building positive change.

And remember you have a support system available at MCBI.

Sincerely,

Carol

www.mcbi.info



Did you know?

- Seventy-nine percent of Americans say entrepreneurs are critically important to job creation, ranking higher than big business, scientists, and government. ~ **Kauffman Poll: Entrepreneurship and Economic Recovery, March 2009**
- Nearly half—45 percent – of startups were established in the same state where U.S. born tech founders received their education. ~ **Education and Tech Entrepreneurship, May 2008**
- What do Microsoft, Disney, Genetech, McDonald's, and Johnson and Johnson all have in common? All were founded in recessions, depressions, or bear markets.
~ **Entrepreneurs and Recessions: Do Downturns Matter? December 2008**



56 North Fifth Street
Zanesville, Ohio 43701

Phone : 740-453-3649

Carol Humphreys
Executive Director

Jessica Sherman
Regional Coordinator



Find us on the web at
www.mcbi.info

Workshops for Resi-
dential and Affiliate
Clients are FREE

Upcoming Workshops

Workshops are
open to the public
for \$35.00

Protecting Your Intellectual Property

Do you have a great idea for a new product, process or application? How will you protect you idea? Legal Experts can help answer your questions. Join us and let the experts answer your questions.

August 4th 9:00 -12:00 at Zane State

Marketing...It is everything you do

Does your business have a marketing plan? Do you know where to start? Join us and let the experts answer your questions.

August 25th 2009 6:00 – 7:30 at MCBI