

Warren County
Small Business
Development
Center

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'Moving'
Experiences

Five Offices Brings
Miles of Smiles

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MCM Electronics Serves a Broad Customer Base

When MCM Electronics opened in nearby Dayton almost 40 years ago, it served the small, but fast-growing consumer electronics market.



Located at 405 S. Pioneer Blvd., its retail showroom has undergone a significant expansion and its 138,000 sq. ft.

warehouse stocks "more than 40,000 products from 600-plus quality vendors and has access to more than 1.5 million electronic parts and related products," according to its website.

A tent sale in early autumn also gave customers the chance to check out the showroom and the increased product array, including 3-D printers, Raspberry Pi, Intel's Galileo board and other products for the Maker and DIY enthusiasts. MCM also supplies the latest tech equipment for electronic and computer professionals and hobbyists



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Aqua-Tots Swims Into Springboro

Aqua Tots Swim School, one of the most recent additions to Settler's Walk Marketplace, offers a unique service and is the first Aqua Tots in Ohio.

The 5,200 s.f. storefront boasts a glassed in, child friendly, heated indoor pool, with comfortable seating and wi-fi for parents, a play area, lockers and changing area for students and other amenities. Child friendly décor was designed for all Aqua-tots facilities. Thirty-minute lessons are offered at seven age/skill levels, from 6-months-old to six years and older. Aqua Tots puts instructors through their "Intensive Master Swim Instructor training course." They have about 20 part-time instructors.

Retired U.S. Air Force Colonel and owner Paul Sinopoli had done several tours at nearby Wright Patterson Air Force Base. When he retired after 26 years service, including tours in Iraq, he and his wife Rebecca decided to begin second careers and checked

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Warren County Small Business Development Alliance

City Partner: Warren County SBDC

Warren County's Small Business Development Center (SBDC) will continue to play a major role in supporting and helping the small businesses in Warren County and Springboro grow to the next level. Through the professional experience of two counselors, Joe Schiesler and Mike Stater, they are able to give professional counseling, technical assistance and training that entrepreneurs will need to be successful in the future.

The SBDC program provides high-impact, front line services designed to facilitate small business growth, job creation and access to capital. They provide confidential one-on-one business advising at no cost, management training and education programs and technical assistance to companies with up to 500 employees. They can also help with specialty programs, International Trade Assistance Centers (ITAC) and Manufacturing and Technology Small Business Development Centers (MTSBDC). With in-depth, substantive, ongoing business counseling and training, the intended outcomes for their clients include successful business start-ups and business expansion, job creation and retention and increased company revenue and profit.

The SBDC program is a collaborative effort that links the resources of the private sector, educational community, chambers and municipalities and county government. The City of Springboro is a founding member of the SBDC and hopes that all of our local businesses can take advantage of their FREE services. If you would like to contact a Warren County SBDC advisor, you can call either Joe or Mike at 513-932-8145, ext. 5317 or check out the website at www.warrencountysbdc.org.

MCM Electronics Serves a Broad Customer Base

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alike. Customers also can view scrolling videos about Raspberry Pi capabilities. "We are constantly changing what we offer in our expanded showroom, cycling in new products, and watching for what our customers want," says Business Development Manager Ed Bunch, who can often be found helping customers in the showroom.

Ed has been with MCM for 15 years and has seen the evolution of computer hardware and peripherals, as well as audio/video equipment, wires, cables, tools and test equipment MCM offers. MCM also supplies repair parts for name brand appliances and electronics for consumers as well as appliance repair businesses.

"Our website, www.mcmelectronics.com is our primary business driver and traffic increases every month," says Kathleen Penrod, MCM's Director of Sales. Fast order turnaround also is part of MCM's success. Orders placed by Internet or phone can be picked-up at the showroom in about two hours. Call center orders received by 3 p.m. EST ship the same day.

The showroom is open 9 a.m. to 5:30 p.m. Monday through Friday. Phone orders can be placed by calling 937-434-0031 or 1-800-543-4330, 8:00 a.m. to 8:00 p.m. Orders can always be placed on their website for pickup or delivery by visiting www.mcmelectronics.com.



Please Recycle

After you are finished reading the *Business Matters* Newsletter, please consider the environment and recycle this publication instead of throwing it in the regular trash. This paper is recyclable. Thanks for doing your part!

Hair Salon Has 'Moving' Experiences

Sometimes, moving a business moves customers to other vendors. Not so, for Logan Taylor's Salon. The business recently moved to a remodeled historic house at 50 S. Main St, about a block north of its previous location.



In addition to the relocation, owner and stylist Carl Hawk says the salon will soon add nail and permanent make-up services. Carl's wife Traci is a nail tech and Karesa Smith will offer permanent make-up services.

"This is our third location in our 14 years in business and it's the best so far," says Carl. Before the move, they embarked on an about-month long DIY project to accommodate transforming the two-story home into a salon. "We worked at the salon during the day and came here and worked until late at night. We spent a lot of time at home improvement stores, and I'm starting to like Ikea," he says.

Because the property is on the Historic Register, the Hawks had to get approval for some changes to the exterior of the building and the outdoor sign. They found the various City committees easy to deal with and approvals came quickly. "We've always found the City easy to work with," he says.

Their route to small business ownership began when Carl represented Redken and similar product lines to beauty salons in the area. "I came home one day and said, 'Let's open a salon in Springboro. I knew this was the place I wanted the business to be located.'" Six months after opening, he had an amicable parting with Redken. "Our business took off and we began operating the salon full time," he says.

Noting the absence of a computer system, Carl says they are "old school." Carl, Traci, and stylist Rachael Huber book their own appointments, as will Karesa. Coloring is Carl's specialty but he says, "I'm pretty much an on-call stylist. If someone needs me to come in at 7 a.m. or late evening, I come in." They keep in touch with clients on their Facebook page, which contains glowing recommendations for the salon. One client wrote that she comes back from Virginia. Traci says other book appointments when they return to Springboro to visit family and friends.

The Hawks have lived in Springboro for 12 years. Their children, Logan Taylor, 17, is a junior at Springboro High School; twins Shane and Sean, 15, are freshmen, and son Carl III, 21 attends college in Dayton.

The salon's hours are Tuesday through Friday, 9 a.m. to 8 p.m. and Saturday from 8 a.m. to 5 p.m., although walk-ins are welcome. For more information, visit the Facebook page or call 937-748-0346. The website is www.LoganTaylorSalon.com.



Aqua-Tots Swims Into Springboro

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out franchise and business opportunities.

"I contacted a local Aqua Tots franchisee in San Antonio, Texas, and as we got to know them it became obvious their mission, values and vision jibed with ours." As a father, and a swimmer, he feels strongly about the need for children to know how to swim.

In 2012, Paul spotted a vacant storefront near Dorothy Lane Market and after researching the area; they decided Springboro would be an ideal location for Aqua-Tots. "When we made the decision to come back to this area, that's when things started happening," Paul says. His Air Force experience in finance and budgeting helps with the intricacies of managing a franchise.

Still new to the area and the business, they are looking for activities and programs Aqua-Tots might offer in conjunction with area groups and organizations. Currently they offer birthday and other special occasion parties, adult lessons, including a Tuesday evening water Zumba class for adults.

For more information, Aqua-Tots maintains a presence on Facebook, Twitter, Instagram. The website is www.aquatots-dayton.com. For more information, you stop in and visit the location at 716 N. Main St., or call at 937-886-4321.



BUSINESS MATTERS

Five Offices Bring Miles of Smiles

Orthodontist Dr. Raj Kulkarni, opened his Springboro practice at 566 N. Main St., 10 years ago, and today the cluster of medical offices is just one of several throughout the city.

His patients call him simply Dr. Raj, and he earned his Doctor of Dental Medicine, D.M.D., degree in 1994 at the University of Pennsylvania, School of Dental Medicine in 1994. Dr. Raj and orthodontist Martin Fitz also see patients at their other offices located in Mason, Centerville, Wilmington and Oakwood. They make the most of the newest communication and office technology systems which help them more easily manage five practices and still meet patient needs. The offices employ about 18 staff members.

“We are completely paperless and find it highly efficient,” stated Dr. Raj. “A secure computer network allows fast access for scheduling and maintaining patient information which has allowed us to save a great deal in miscellaneous expenses and our patients benefit from the cost savings and increased office efficiency. We are 99.9 percent on line.” Technology also allows him to easily show patients “before” and “after” photos of various procedures. The trend for adults to opt for braces and alignment procedures has resulted in about 30 percent of his patients being 17 years old and older, he says.

In an airy, open space, dental implants, jaw alignment correction, TMJ, TMD, and braces are performed most

often. He feels the open office concept has a positive effect on most patients, particularly children. It’s a marked contrast to small, silent, closed off exam rooms, although patients can choose private rooms. Dr. Raj also is a certified preferred provider of Invisalign and Invisalign Teen Treatment, often referred to as “invisible” braces. Metal braces also are offered.

As with most medical professionals when Dr. Raj came to the USA he spent years repeating medical training he had taken in his homeland. “I was glad I had to go back to school. Medicine makes great advances, and people can take it for granted that they know it all.”

Dr. Raj is a member of the American Dental Association, American Association of Orthodontists, and the Dayton Dental Society. For more information, call the practice at 937-748-0505 or visit the website at www.kulkarniorthodonticsinc.com.

