

Where Business Owners are Made

MARYLAND Home Business Expo



Saturday, March 12th • 9am-6pm
Sunday, March 13th • 9am-4pm

Montgomery County Fairgrounds

**Free Admission with a food donation
for Manna Foods
Free Childcare***

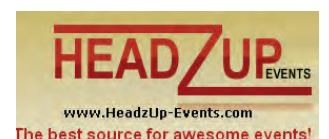
Registration for Childcare
Strongly Suggested

Enter to Win!
FREE Gifts
Every Hour!
Details at the Expo

www.mhbexpo.com

The Gazette

Angie Segal
ActionCOACH
business coaching



*See Website for Details



2011 Business Opportunities

5 LINX
www.5linx.net/tiffanyshelton
571-313-3174

ACN
www.sealthedeal.acnrep.com
301-922-2164

Ambit Energy
www.WWhite.Energy526.com
508-380-4369

Amway Global
www.amway.com/LauraBerry
866-752-5339

Arbonne International
www.kimkeale.myarbonne.com
410-533-4131

At Home America
www.athome.com/MarlinaEbersole
Join the AtHome America family for ONLY \$49!!

Avon Products
www.avon.com
301-607-4441

Bellamora International
www.BarbGoldbach.MyBellamora.com
603-369-9782

Blessings Unlimited
www.wrobinson341.blessingsdirect.com
301-906-0031

BlissLiving Home
www.blisslivinghome.com
240.485.3478

Compelling Creations
www.compelling-creations.com/welcometolife
703-771-7101

Cookie Lee
www.cookielee.biz/WendyWells
443-744-6318

Diamond Beachbody Coach Stacie Storm Miller
www.beachbodycoach.com/impressive1s
703-577-4850

Dove Chocolate Discoveries
www.dove-chocolate-discoveries.com/amycarter
240-285-7656

Financial Education Services
www.vrimg.com/cmerrweather
301-318-6745

First Financial Security of Maryland
www.FFSMD.com
301-829-1333

Freedman & Friedman, LLC
www.FSquaredLaw.com
301-367-3877

Gano Excel
www.myganocafe.com/earnwithRodbell
301-908-8349

HBW Insurance and Financial Services
www.joinhbwnow.com
757-639-9727

Herbalife
www.earnincomenow.com/ejaramillo
240-994-5608

Initial Outfitters
www.InitialOutfitters.net/KarinClark
301-740-1021

Initials, Inc.
www.MyInitials-inc.com/10495
443-812-2655

Isagenix
www.angiesegal.isagenix.com
301-879-7873

It Works! Global
www.WrapItOffWithLesa.itworks.net
301-221-8793

K&K Designs
www.k-kdesigns.com/
804-346-1961

Klinger & Associates, Inc.
www.klingerassociates.com
301-428-4935

lia sophia
www.liasophia.com/sandrawolk
703-239-0888

Loving Works, LLC
www.mylovingworks.com/lmacek
734-222-4030

Mary Kay
www.marykay.com/estherda
240-994-0566

Metro Public Adjustment Inc.
www.Metropa.com/FIMetro
301-674-0769

Moms, Inc.
www.momsinc.org/index.htm
410-795-8390

**Montgomery County Department of
Economic Development**
www.smartmontgomery.com
240-777-2000

My Kitchen Catering
www.mykitchencatering.biz
301-740-8085

North American Power
www.napowerbroker.com/vidoc
301-641-5639

Organo Gold
www.teathecoffeelady.organogold.com
571-354-1435

Pre-Paid Legal Services®, Inc
www.prepaidlegal.com/hub/robertsier
301-418-2337

Primerica
www.primerica.com
240-476-5718

Rodan + Fields Dermatology
www.cynthiagoldner.myrandf.biz/
301-580-6337

Scentsy
www.aboutscents.scentsy.us
301-538-6928

Slumber Parties
www.slumberpartiesbykateG.com
301-992-1747

Springboard Training
www.springboardtraining.com
301-260-1538

Stella & Dot
www.stelladot.com/cmossburg
301-371-6104

Target Marketing Group
Dan.lazovick@imgroup.com
301-502-7994

Tastefully Simple
www.tastefullysimple.com/web/bturner
301-371-3320

The Clever Container
www.bullseyecoaching.com/clevercontainer/
301-963-5880

The Pampered Chef
www.pamperedchef.biz/lindaQ
301-963-3796

Thirty-One Gifts
www.mythirtyone.com/classman
717-387-1786

Tots2Tweens
www.tots2tweens.com
240-566-5653

Touchstone Crystal Jewelry
www.touchstonecrystal.com
304-702-3650

Traci Lynn Fashion Jewelry
www.tracilynnjewelry.net/zakiyakainu
301-332-2498

Viridian Energy
www.viridian.com/marvin
301-440-0173

Vitamark
www.louisemshickle.vitamark.com/
540-539-6545

Vodaplex
www.nextgen4G.com
202-684-6843

Zyrra
www.zyrra.com
410-745-2378

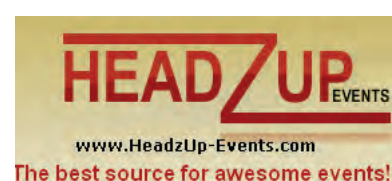
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business coaching

TD Bank

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Now That You're In Business

Congratulations! You started your business. What impression do people have of your business when they meet you? Realize that the image you personally convey influences how others perceive your business to be. If you want to impress upon potential clients, customers, vendors, partners, or investors that you are a professional and run a "real business", project a professional image with how you look, what you wear, how you communicate, how you act, and with whom you associate. While you work on business, marketing, and strategic plans, consider also creating an image plan to ensure that you—and your staff—are congruent with how you wish your business to be perceived.

For example, is your home-based business one in which you provide fitness-related products, tools, and services? If so, then I submit you want to present a healthful, fit image through your own conditioning, clothing, telephone voice, marketing materials, and your public eating habits. When your image is incongruent with your business, how will people believe you are serious about helping them?

Perception is reality. What we perceive we consider "the truth", and first impressions are lasting impressions that are difficult to change once established. If you want to sell more, give greater service, influence more people, or get more funding; if you want others to take you and your business seriously and treat you with respect, then make an honest assessment of your personal and business image. Work with an objective advisor to establish a business image plan that you—and your staff, if applicable—will implement to convey a visual impression that translates to business success.

Springboard Training provides an Image Plan© tool and offers consulting and training for the interpersonal skills that make you and your business a success. Let us help you show you're as great as you say you are, at SpringboardTraining.com or by calling **301-260-1538**.



Congratulations, you're a business owner (or about to become one)! Now what?

Even if you're the sole owner, and you don't have any employees yet, there are still steps you should take to protect yourself. A well-crafted operating agreement can provide a layer of protection for you from your business's liability. Form contracts and agreements that define your business's relationship with your customers/clients and address what happens in the event of a dispute should be in place before your first transaction. Employment agreements, non-compete agreements, non-solicitation agreements and confidentiality agreements can help protect your business's valuable accounts and client lists and should be available before you hire your first employee.

Just like it takes a village to raise a child, it takes a team to keep a business running. Running a business is more than just making a sale or landing that big account. Quality legal services are invaluable, but don't have to be expensive. F Squared Law offers a variety of fee schedules, included fixed fees for certain services. Let us square away the legal aspect of your business, so you can focus on its growth. The first 10 clients that mention Maryland Home Business Expo, will receive a one-time \$50.00 discount off of our fee.



Freedman & Friedman LLC
301-367-3877
www.fsquaredlaw.com

Home Based Business Resources in Montgomery County

Some people think the hardest decision they will have to make to start a business is whether or not they should. Actually, the most difficult decision may be the next one: where to begin.

Although highly recommended, but not frequently practiced, start with writing down a business plan. Follow the same principle as driving to someplace unknown. Without directions, the prospects of arrival are pretty slim. Many people have it "all in their heads", but when there's any bump in the road, not having the directions on paper makes decision-making very difficult.

Montgomery County home-based businesses have a wide range of support through numerous service providers. **The Maryland Small Business Development Center (SBDC)**, Capital Region, provides business plan templates on-line <http://capitalregionsbdc.umd.edu/>. One interesting and unique tool that the SBDC offers is a Smart Start Assessment. It provides entrepreneurs with the opportunity to do a self-assessment of their knowledge of starting a business. The test is available on-line and should be easily completed in about 15-20 minutes. http://support.mdsbdc.umd.edu/lc/ssa/smart_start_assess_init.asp. Upon completion, the user is provided with an array of follow up steps. The completed information is sent to the counselors at the SBDC. To schedule an appointment after the questionnaire and business plan are completed, call **301-403-0501**.

Another source of start up information is the new **Women Business Center of Rockville**. The WBC provides classes throughout the month for women who are planning to launch their company, get certified as a woman-owned business, or seek financing assistance, among many other topics. A calendar of events and other information regarding the WBC is available at www.rockvillewbc.org.

The Senior Corps of Retired Executives (SCORE) provides free one-on-one counseling for small business owners. Counseling sessions are held every Tuesday and Thursday at the Rockville Library. To make an appointment, call 240-777-0140, press 0. More information about SCORE is available at <http://www.score.org/index.html>.

The Latino Economic Development Corporation (LEDC), located in Wheaton, provides counseling, classes and micro enterprise loans to qualified applicants. The LEDC accepts appointments from businesses of any background and welcomes the opportunity to work with clients throughout Montgomery County. LEDC information is available at www.ledcmetro.org.

When looking for clients, a growing company in Montgomery County might look to the County for business. Doing business with the County has been made easier through the **Local Small Business Reserve Program (LSBRP)**. County Executive Ike Leggett has recently revised the guidelines which allow many more businesses the opportunity to procure business with the County. The first step is to register as a Local Small Business. Visit www.montgomerycountymd.gov/lbrp for registration information and frequently asked questions. To register as a vendor with Montgomery County Government, go to <https://www.mcipcc.net/>. The LSBRP is a separate page of information that should be completed after the vendor registration has been input into the system.

The Montgomery County Department of Economic Development (DED) provides entrepreneurs with LSBRP guidance, mentoring, seminars and networking opportunities, workforce development, site location assistance, tax incentives, technology transfer assistance, and financing programs. The calendar of events www.smartmontgomery.com not only includes programs sponsored by DED, but numerous partners and local service providers in and around the County. From First Friday Networking Group for Women, the Mentorship Program, the **Welcome Center for Federal and Academic Technology Transfer** and the **Small Business Loan Program**, DED provides a vast array of services for expanding companies to use.

A partner in the **Maryland Home Business Expo, Montgomery County Department of Economic Development** and other service providers mentioned here, will have information available to business attendees on March 12-13 at the Gaithersburg Fairgrounds.

The Montgomery County Department of Economic Development is a full-service agency of the government, providing business expansion services, site location assistance, women and minority business procurement assistance, local small business procurement assistance, training seminars, mentorship programs, networking and referral, workforce development, and numerous opportunities to partner with local organizations. For more information contact **240-777-2000** or visit www.smartmontgomery.com.



Local Offers

Now that you are in business, it is time to spread the word and build your network. The ORIGINAL Third Tuesday is the largest and fastest, growing networking event in Montgomery County.

It happens the 3rd Tuesday of every month at

Clyde's Tower Oaks Lodge in Rockville from 4-8PM.

Come for a short time or stay for the whole event. The choice is yours, just be sure to bring plenty of business cards. The event is free and you can register at www.originaltuesdays.com



Angie Segal

Owner/Certified Business Coach

ActionCOACH

The World's #1 Business Coaching Firm

Main: 301-879-7873

www.actioncoach.com/angiesegal

Now that you are in business for yourself, if your target market is women - advertise in
The Country Register.

When you mention the MD Home Business Expo, new advertisers receive **20% off** any size display ad for 3 consecutive issues. Visit our website www.countryregisteronline.com or call us toll free at 1-866-825-9217 or email ads@countryregisteronline.com for our rates and details on this offer.

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Real Fitness, Real Families, Real Fun!!



301-975-0099

<http://www.funfit.us/>

FREE
Parenting Workshops

SCHOOL READINESS WORKSHOP

Saturday, April 16th

3:00pm-4:30pm

Space is Limited

RSVP

301-519-8775

8041 Cessna Avenue, Suite 232

Gaithersburg, MD 20879



If you love great food, you will love **My Kitchen Catering**. Our chefs are passionate about creating fabulous dishes - we are rare these days in that we cook fresh, from scratch, and you can taste the difference. Not only do we cater beautiful events large and small such as weddings, bar/ bat mitzvahs, corporate receptions, brunches, and showers, but we also create gourmet meals for individuals or for families, and we deliver! We also offer many ethnic cuisines. Need a nice gift? Think of our Gourmet Brownies of the Month Club. Have a future chef in your family? We have a great program of summer cooking classes for the 7-13 set. My Kitchen Catering - enthusiastically recommended by taste buds all over the area.



301-740-8085

www.mykitchencatering.biz

Helpful Insurance tips for your home-based business.

Consider using an insurance agent that can handle ALL of your insurance needs.

As your business grows, don't forget to increase your insurance to make sure you are adequately covered.

Consider a buy-sell agreement with your partners/investors in the event of a partner's death

DO NOT consider self-insuring any part of your worker's compensation risk

Maintain workplace safety and keep a clean and safe work environment

Properly train employees, especially on equipment to promote fewer accidents

Make sure all contractors provide you with a certificate of insurance

Contact your insurance agent to see if your home-based business is excluded in your home owner's policy

Klinger and Associates has been working with businesses to tailor insurance packages to meet each client's individual needs for over 18 years. We would be glad to have one of our licensed customer service representatives sit down and discuss your needs, your options, explain the difference coverages and what type of coverage you need. We can also provide you with a no obligation quote.



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50% off Rock the Farm Family Festival Tickets - featuring
Everclear, Jah Works, Dis-Funk-Shun and Frederick Rock School

**\$10.00 at the Gate - only \$5 per ticket if
you purchase at the Expo**

Sat & Sun from 9-11am only.

Cash & Credit Cards accepted.
50¢ per ticket service charge for credit card payments.

Information about the festival can be found at
www.tots2twens.com

Come join our Free Egg Hunt April 16th!



everclear

www.mhbexpo.com