

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.

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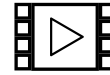
**ENTREPRENEURS
SHOWCASE**

KO-OP Media- Page 2

Welcome to the July issue of the **The Commerce Connection**, brought to you by Venture Access! In this issue the Entrepreneurs Showcase is back to feature a local company all about creativity, collaboration, and visuals. We all know the importance of branding and digital marketing and you'll learn how KO-OP Media was created to bring the stories of local businesses to life through videography.

LIGHTS, CAMERA, BUSINESS!

Written by Heather Murphy

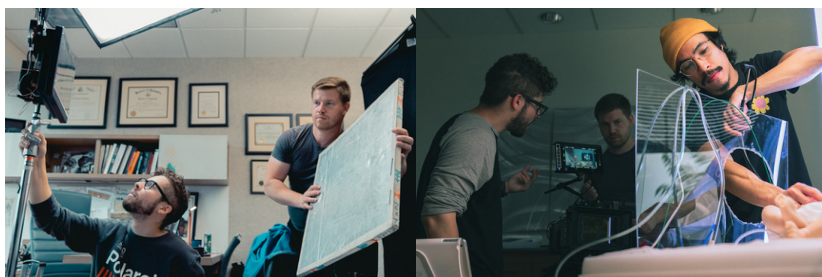


What is one of the most effective ways to emotionally connect with your consumer? According to a [Forbes.com](https://www.forbes.com) article, "[consumers] are fed so many pieces of content that graphics or images no longer appeal to [them]. [Their] minds crave stimulation [and] video can create an instant rush of emotions". Video marketing is a powerful tool that has only increased in demand over the last several years. Tony Kosack and Jacob Huey, owners of KO-OP Media understand the importance of how video can create a connection that sets a company or brand apart from its competition.

KO-OP Media is a commercial video production company that seeks to solve creative problems by providing visual marketing pieces to elevate brands- taking clients from start to finish. The story of its origins and how the business was born are typical of many entrepreneurs who hit a point in life where they chose to take risks to pursue their true passions.

Tony was originally a professional hair stylist, utilizing video to showcase his talents at a time when the popular app Instagram expanded features to include video sharing. He took inspiration from famous YouTuber, Casey Neistat, and began to teach himself video filming and editing. Not long after, he quit his stylist job and jumped right in. Tony leverages his natural creativity to craft emotional pieces, using narratives to tell a business' story in a manner that gets consumers connected to its products or services.

Jacob was studying kinesiology, and had always supported his childhood friend in his career pursuits.

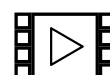
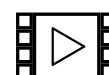


He had even dabbled in video editing on the side himself and managed to snag some side work when he realized he had to rethink his career goals. With the encouragement of a professor, Jacob joined the company in 2019.

In the beginning it was challenging balancing friendship with business, establishing a defined company structure, and identifying strategies to gain profitability. Tony and Jacob quickly learned that "making money and keeping money [were] two different things" and encourage new business owners to have the right people in their corner. Jacob adds, "Your CPA will be your business best friend; mentors are critical for success; and be active in your community."

Today, KO-OP is proud of its ever-expanding networks with other creatives throughout Maryland and beyond, as well as clients including some local favorites: the *Crabby Axe Throwing*, the *Harford County Chamber*, *Island Spice Grille & Lounge*, and the soon to debut *Konoko* Jamaican restaurant in White Marsh among many others.

Their repeat and referral business is reflective of the quality of their work, and the pride they take in producing visual pieces that highlight the communities in which they live.



ENTREPRENEURIAL NEWS, EVENTS, & RESOURCES

MAKE BETTER BUSINESS DECISIONS WITH ANALYTICS 8/17

Join the Harford County Chamber of Commerce and partners for another Grow with Google Webinar Series! Join us to discuss:

- Identifying business goals (and how you plan to use your online presence to achieve them)
- Incorporating data into your plan
- A focus on introducing Google Analytics and how to use this tool
- Introductory primary and secondary dimensions

Register [HERE!](#)



Grow with Google



QUICKBOOKS LUNCHTIME LEARNING SESSION: PART ONE

Women's Business Center at Maryland Capital Enterprises, Inc., empowers women entrepreneurs by providing financial, operational, technical, and other needed support to help them start, grow, and sustain businesses.

Join them on September 12th from 12-1pm for the first installment of the Quickbooks Lunchtime Learning Series. This is perfect for small businesses trying to select an accounting product; new users of QuickBooks Online; and current users looking for a refresher! 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: [Understanding Financial Statements](#) **7/26** from 11am-12pm. Register by 8am on 7/26
- Webinar: [Elements of a Commercial Lease](#) **8/19** from 10-11:30am. Register by 8am on 8/19
- Webinar: [Business Insurance 101](#) **9/19** from 1-2:30pm. Register by 11am on 9/19



ENERGIZING SMALL BUSINESS GRANTS

BGE has opened its second round of funding for the BGE Energizing Small Business Program to support Maryland small businesses with COVID19 relief and recovery. Existing BGE electric and/or gas customers with a positive BGE credit history can review the full list of eligibility criteria and the application to apply [here](#).



NOW ACCEPTING APPLICATIONS FOR THE 2022 PIONEER BALTIMORE PROGRAM

PioneerBaltimore is an initiative of the Emerging Technology Centers (ETC) incubator in Baltimore. The program is designed to help entrepreneurs and visionaries take early-stage business ideas to the next step. Participants selected for the program will meet once a week to learn from guest speakers and mentors. To learn more about the program, fees, and application read more [here](#).

WINNING IN ECOMMERCE WITH EMAIL MARKETING

This one-hour recorded webinar, hosted by the U.S. Small Business Administration and SCORE, walks participants through the three stages an email marketer goes through on their path to growing sales by building on the fundamentals. Information includes:

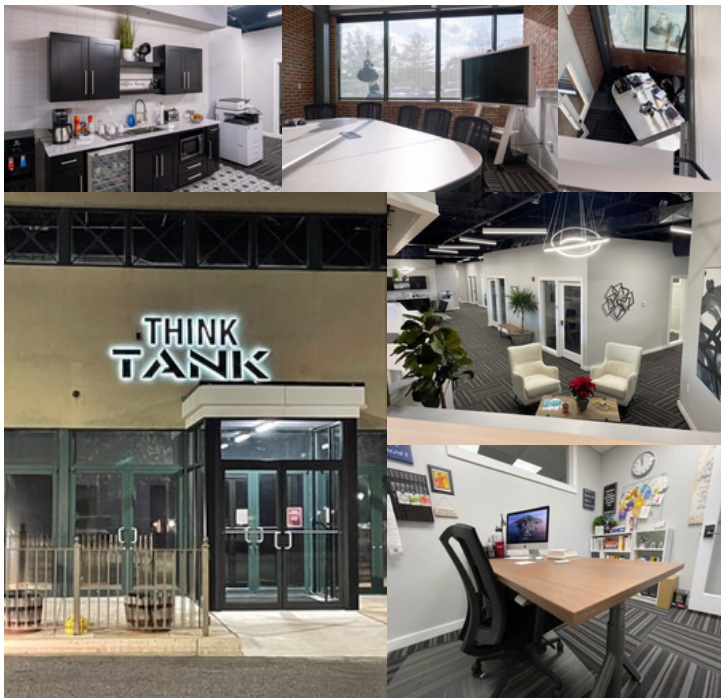
- The fundamentals of using email to increase sales
- How to segment your list and automate emails to improve results
- How to dig into data to optimize your efforts for the best possible results



To watch click [here](#)!

HOW TO CREATE A RECESSION- PROOF BUSINESS PLAN

Businesses around the United States continue to deal with challenges to business operations. In the midst of varying levels of economic volatility, it is important to be aware and prepared. Read [this article](#) highlighting 6 ways to help recession-proof your business.



THINK TANK COWORK

Coworking space that can be utilized for any size business- from small companies needing a more professional space to large businesses whose corporate footprint is less due to teleworking. Spaces are turn key, parking is plentiful, the location is prime, and the networking is key!

For more information, visit their website [here!](#)

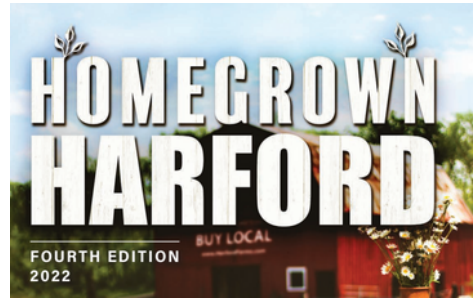
ENTERPRISING WOMEN 2022

Join the Baltimore Business Journal for the 12th annual Enterprising Women event highlighting women executives and business leaders who make their companies, employees, and communities shine. The event features networking opportunities, panel discussions, and light lunch bites. For more information and registration click [here!](#)



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. For paper copies, please request at oed@harfordcountymd.gov or (410) 638-3059. To read the digital version, click [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 August 26th 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!



WorkAlli is Bel Air's newest coworking space with four drop in desks and a conference room. Located in the heart of Bel Air right on Main Street, you won't need to go far to get to what you need!



Phoenix Speech Therapy celebrated the ribbon cutting of their brand new clinic in Forest Hill! PST serves adults and children throughout Maryland by virtual and in-home services, and is proud to offer a place to call home right here in Harford too!



Congratulations are also in order for T2S Solutions who celebrated the ribbon cutting of their new location in Belcamp! T2S is a veteran owned business founded in 2010 to develop systems engineering solutions for DoD and commercial clients.



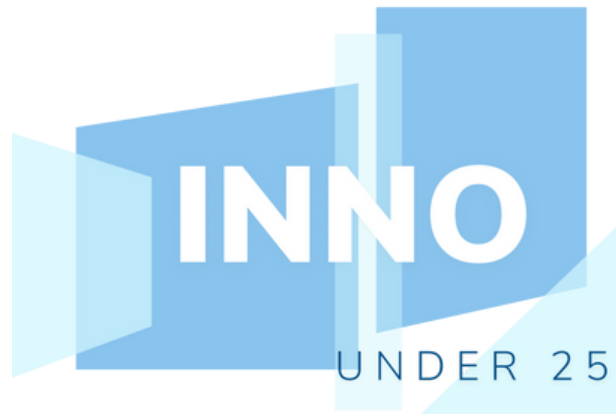


NOMINATIONS WANTED!

The Baltimore Business Journal is seeking nominations for its 2022 Maryland Inno Under 25 Awards. This award recognizes the top founders, entrepreneurs, innovators and leaders under 25.

This award seeks to showcase "...individuals making a difference at local startups, budding founders working to get their own companies off the ground, student entrepreneurs balancing college courses and building a startup, or individuals supporting the innovation community."

To nominate a local entrepreneur, support, or to self-nominate read more [here!](#)



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