Small Business Matters

ℹ Want more information and resources on this week's topics, ideas and events? Go to **www.cose.org/smallbizmatters.**

52 TIPS FOR YOUR BUSINESS

#10: Be Proactive to Ensure Workplace Safety

Employees are the most important asset in any business, and owners have a fundamental responsibility to provide a safe work environment. The best way to safeguard your workplace is to be proactive in developing and maintaining safety programs. "Taking steps to prevent accidents and illness should be on every employer's mind," says John Young, Owner of Speed Exterminating in Cleveland and former chair of COSE's Workers' Compensation Product Committee.

Ensuring a safe workplace can help to avoid costly workers' compensation claims, cut down on lost-work hours, and improve employee morale. Implementing proactive safety programs can also have a huge impact on workers' compensation costs and help owners avoid fines for safety violations.

"Prevention is definitely the key to avoiding costly claims," says Young. "And there are a lot of great resources available to help businesses establish safe workplaces." One such resource is COSE's Safety Plus program, which provides safety audits, OSHA inspection consultations and assistance in developing workplace safety policies. Safety Plus is free to participants in the COSE Workers' Comp Program. For more helpful workplace safety tips and tools, see the Owner Resources on this page.

ℹ *If you want to find out how much COSE can save you on workers' comp premiums, request a quote by calling 216.592.2351 or visit www.cose.org/compquote. It only takes a minute and it is free.*

OWNER RESOURCES

COSE Workers' Comp Program and Safety Plus
www.cose.org/workerscomp

Safe Cleveland (Safety Training)
http://safecleveland.org

Northeast Ohio Safety Council
http://www.neosafetycouncil.org

Occupational Safety & Health Association
https://www.osha.gov

Ohio Bureau of Workers' Compensation
https://www.bwc.ohio.gov

Have a Teen Who's Into Tech?

CoolTech Challenge, a design competition intended to spark interest among high school students to pursue careers in the Northeast Ohio tech sector, is actively recruiting students and teams for its 2015 contest. If you have a high school-age family member or friend interested in technology or are active as a mentor or alumnus of a local high school, help spread the word about this fun and challenging opportunity.

Since 2008, OHTec (formerly NEO-SA) and its partners, have awarded more than $65,000 to area high school student participants through the CoolTech Challenge. Prizes include scholarship funds, t-shirts, gift cards and more. New this year are project mentors and fundraising activities for school use. Teams can register now at www.cooltechchallenge.org. Submissions are due March 27.

COOLTECH CHALLENGE '15
TECH IS COOL

ℹ *Follow the CoolTech Challenge Contest on Twitter @cooltechkids.*

WHAT'S HOT

BoxCast HD-Quality Live Streaming

Dubbed a "TV station in a box," BoxCast is a breakthrough technology that offers a simple and reliable way to deliver live, HD-quality streaming video to the masses. "There is nothing more compelling than live video," says Gordon Daily, President and Co-Founder of BoxCast. "BoxCast allows anyone with a camera, power source and an internet connection to easily broadcast an event to an unlimited audience.

Viewers can watch live or review archive content on-demand via a perfectly-sized picture on any device, including smartphone, tablet or computer."

Pre-scheduled broadcasts, seamless viewing with no buffering or ads to distract from your content, and easy to manage archives are just a few of the game-changing features of BoxCast. "It's also completely affordable," says Daily. "For less than the cost of a monthly cellphone bill, you can stream unlimited events to unlimited viewers and archive content indefinitely."
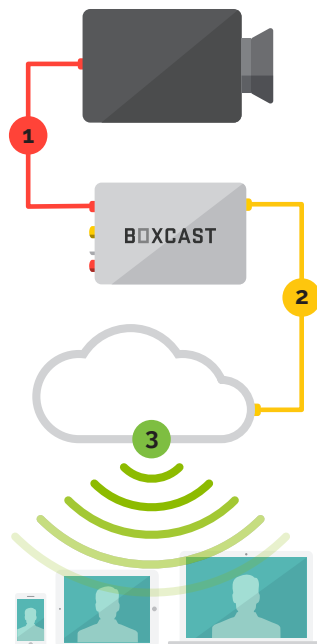
Another slick feature of BoxCast is the ability to charge admission for your events, creating a new revenue stream. From townhall meetings to sales or training events, to sporting or church events, you can broaden your audience by bringing your message or event directly to where your customers and spectators are – either online or at another venue.

Launched in Cleveland in May 2013, BoxCast technology is now being embraced by large corporations, colleges, and churches, and small businesses are starting to catch on, too. "Every organization needs to be digitally relevant today," says Daily. "Live video makes that happen. Schools, churches and businesses can now engage a broader audience than ever before."

TIP

For more ideas how BoxCast technology might work for your business, log on to www.boxcast.com. ℹ
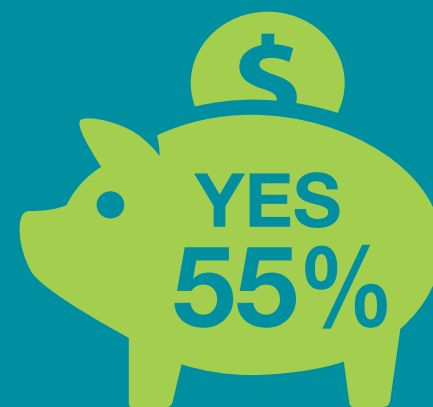
BOXCAST

BOXCAST
a smarter way to stream

By The Numbers

Do you expect to increase employee compensation over the next 12 months?

YES 55%

Up **15%** from July 2013

Connection Calendar

1 MILLION CUPS CLEVELAND
Featured Business: Gigfinity
WEDNESDAY, MARCH 18
9 AM, FREE
RED Space at HotCards

SMALL BUSINESS BOOT CAMP #1 "MONEY MATTERS"
Featured Speaker: Claude Booker, Simply Southern Sides
WEDNESDAY, MARCH 11
11:30 AM – 1:30 PM
Crop Bistro
Cost: $25 COSE Members, $40 Non-Members, Lunch Included

TECHFUTURES: PROMINENT TECH TRENDS
THURSDAY, MARCH 12
11:30 AM – 1:30 PM
LockKeepers, Valley View
Cost: OHTec Member $20, Non-Member $40
Can't make it to LockKeepers? The event will also be streamed live at the Burntwood Tavern in Cuyahoga Falls.

Register for the live or streaming event at www.cose.org/events.

GOLDMAN SACHS 10,000 SMALL BUSINESSES INFORMATION SESSION - WEBINAR
Learn about the program and get personal questions answered live.
THURSDAY, MARCH 19
3 – 3:30 PM
Register at 10ksb@tri-c.edu or call 216.987.3220

Check out www.cose.org/events for all the latest happenings.