

IVIE Motivator Newsletter

Winter 2024

Welcome to the quarterly IVIE Motivator Newsletter!

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MESSAGE FROM IVIE President

Hi members,

Another busy quarter has passed. IVIE received some new members over the last three months. Please check the IVIE member directory for new member listings. Please invite other blind and visually impaired entrepreneurs to join us for any of our events.

We hope you've been enjoying our monthly "Entrepreneur Exchange" calls. If you have not, please read more information about these calls in the section of this newsletter called "Member Opportunities". Descriptions of all the opportunities IVIE has to offer members are listed. I've added some info learned from recent "Entrepreneur

Exchange" calls and IVIE list posts. I've also included a survey we recently sent to members. If you have not filled it out, please do send an email with the answers to info@ivie-acb.org.

I've written an article about some networking events you can attend which would benefit you and your business. If any of you have suggestions for IVIE, particularly for reaching additional entrepreneurs, please let us know. If you have suggestions for the IVIE website: ivie-acb.org, please send them to info@ivie-acb.org. You can also reach me at 303-963-5153.

Happy reading,

Ardis Bazyn

MEMBER OPPORTUNITIES

IVIE will continue to provide opportunities for members to network and share ideas. If you have not already taken advantage of the following options available for members, please consider participating in one or all of them.

- On the second Sunday each month, IVIE sponsors an ACB community call called the IVIE Entrepreneur Exchange. Each month, a speaker often gives tips on a particular topic and each attendee gets the opportunity to introduce themselves and their business. Comments and questions are answered. For our next upcoming call, the topic is: April 14: Handling social media. If you'd like a specific topic addressed, do let us know. We'll be happy to add it to our list of upcoming topics.
- The IVIE email discussion list is available for members and others interested in creating or developing a business to share announcements, resources, opportunities, and other information of interest for business owners and others. If you are not on the general IVIE email discussion list, please subscribe by sending an email to ivie+subscribe@acblists.org
- All members should be on the IVIE-members email list for members only. If you are not currently subscribed, please send an email to ivie-members+subscribe@acblists.org. Members can share entrepreneur related information, IVIE business related information such as potential Constitution and Bylaw amendments, resolutions, and positive strategies to improve IVIE in the future. The quarterly Motivator newsletter is sent to the IVIE-members email list. All upcoming calls and events are also publicized on this

list as well as anything members wish to share with other members.

- The IVIE business directory gives members a free way to advertise their business and publicize contact information for networking or business purposes. If you'd like changes to your listing on the business directory, please send an email to info@ivie-acb.org or call 303-963-5153. We want to share specific details in your member directory listing. Those without businesses have their personal information on the list so anyone can contact them. If members would like to add why they joined, they can do so by saying retired business owner, their current job- title and company, someone with resources to share, etc.
- Our quarterly newsletter is sent to members via the IVIE-members email list. Members can submit articles about their business or give helpful tips to readers. See suggested topics under the article at the end of the newsletter called SUBMITTING ARTICLES.
- On the fifth Sunday each quarter, if we do not have a book to discuss, we'll have an open discussion call.

National and state networking events

Are you aware of the variety of national, state, and local networking events available to business owners to meet and share information? I've been a member of Business Network International for many years. They have chapters throughout the world. Every city of any size will likely have a local chapter you could visit. Check the website BNI.com to find a chapter near you. At each meeting, members are given an opportunity to give a short commercial from 30 seconds to one minute depending on the number of members. Each meeting also has education moments where networking tips are given. Some meetings are all in person while other chapters have a mix of in person and virtual meetings. There are also regional and national conferences where you can network with others throughout the area or the nation as well as internationally.

Another national organization with chapters in most areas of the country is the American Business Women's Association. If there is not one in your local community, there are many now which have virtual meetings so you can join the closest one to you. They also hold regional and national conferences with lots of business related information. After I moved to Colorado, I joined the Pathfinders chapter in San Francisco since they were on Zoom and there were no chapters in CO. Monthly meetings have speakers on a variety of topics for business

owners to learn. You also can introduce yourself and your business.

I belonged to a local Chamber of Commerce in cities where I lived as well. It's a great way to know what is going on in your local community and for local businesses to meet you. I urge you to search for other networking opportunities in your community. Even if you don't wish to join any of these organizations, it is good to visit them.

**Preview of upcoming IVIE sessions during the 2024
American Council of the Blind conference and
convention**

Carla is working hard to get our IVIE convention activities confirmed. Thus far, IVIE is joining Randolph-Sheppard Vendors of America in there luncheon and programs on Saturday, July 6. Also, the IVIE Business Expo will be held on Wednesday, July 10 from 1 to 3:30 PM. Carla will share all the latest convention tidbits in our next newsletter. Stay tuned!

IVIE “Entrepreneur Exchange” Call Tips and IVIE Email Discussion Posts

Some of the valuable information learned at the recent “Entrepreneur Exchange” calls are below. On the November 12 call, " Finding the right sighted assistance for digital design and other visual needs" was the focus. Some found BeMyEyes and AIRA helpful for many tasks; others found sighted assistants through church and other networking organizations, and others used online sites such as “YELP”, Angie’s list, and others. It was suggested to have a list of skills you need before interviewing possible helpers.

The January 14 call was on " Setting realistic goals". Ron Brooks was the presenter on this topic and he gave his goal setting strategy. Others commented on how they set goals as well so participants received some good tips to keep their businesses on track.

On February 18, the topic was “business tax focus”. Beneficial Ownership: how many of you have heard about this? One of the most important items mentioned was on the new Beneficial Ownership Reporting Requirements. All

entrepreneurs need to be aware of these new requirements resulting from the passage of the Corporate Transparency Act. As of January 1, 2024, any “corporations, limited liability companies, and any other entities created by the filing of a document with a secretary of state or any similar office in the United States,” are required to register their businesses with Financial Crimes Enforcement Network (FinCEN). It should be noted that a retail vending business would NOT appear to fall into any of the exempted categories. If you started your business after January 1, 2024 you have only 90 days to submit the report. If your business was started before January 1, 2024, you have until December 31, 2024 to file. It is a simple form to file so shouldn't be difficult to comply. To read all the details, go to <https://www.fincen.gov/boi>

There are stiff penalties for noncompliance. The direct link for filing is: boiefiling.fincen.gov/fileboir

Other suggestions on the call were using accessible tax software such as taxactonline.com or Intuit's [Turbotax.com](https://turbotax.com).

Some content from the IVIE email lists posts follow. I forwarded this info I saw on Facebook...

If you run your own business, we want to support you during these challenging times. So we are giving away

Free copies of our book '77 Ways To Get More Customers.' Acquiring Customers is the foundation of your business. This book will help you.

Get your FREE copy here:

<https://www.cardellmedia.com/gl/fb-free-book/>

CARDELLMEDIA.COM

FREE Book: 77 Ways To Get More Customers

For Entrepreneurs To Grow Your Business And Increase Your Profits

Other posts suggested future topics for upcoming entrepreneur exchange call topics which have been added to our list for future calls.

Recent IVIE Survey

IVIE board members have been reaching out to contact those of you who were members in 2023. Since some of you have not responded, I wanted to request that you complete a short seven-question survey that IVIE's Board of Directors will use to make IVIE meetings and programs the best they can be for all our members. Please send your responses to info@ivie-acb.org

Text of Survey

1. On a scale of 1 to 10, with 1 being “not at all” and 10 being “completely,” how familiar are you with IVIE’s mission and goals as an ACB special interest affiliate?

2. Which of the following topics would be of most interest to you? Place an X next to no more than three.
 - a. Starting a business
 - b. Managing an existing business
 - c. Sales and marketing, to include social media, email marketing, website development, etc.
 - d. Technologies and tools to assist blind and low vision business owners
 - e. Resources to assist with regulatory, tax, financial and other business administration needs
 - f. Coaching and tools for business owners and leaders
 - g. Different types of business ownership such as BEP, multi-level marketing, traditional business ownership, etc.

3. Please identify other topics that would be of interest to you.

4. For each of the following types of IVIE programs, share any ideas you have for making the content more relevant for meeting your needs.

a. Monthly IVIE Exchange calls (second Sunday night at 6 PM Pacific/9 PM Eastern)

b. Quarterly IVIE book reviews

c. IVIE programs at the ACB Annual Conference

5. If you are not currently attending IVIE meetings, which of the following is true? Place an X after any that apply.

a. I did not know IVIE was having meetings.

b. The meeting dates/times are inconvenient.

c. The topics are not of interest.

d. Other – Please describe.

6. Please provide any other comments that will help us make IVIE the best possible resource for blind and low

vision entrepreneurs or those who are considering an entrepreneurial career.

7. Would you be willing to be featured in a Membership Spotlight article appearing in a future edition of the IVIE Motivator?

Thanks for taking the time to complete our survey.

What's New?

(Items in this column are not endorsed by the IVIE board. If you wish to contribute an item for this column, please send it to info@ivie-acb.org)

There is an alternative to the Executive Products Inc cases (they are no longer available): Turtleback Leather Cases. Their Phone: 855) 915-0005. The official Store for Turtleback Low Vision Device Cases website is turtlebacklv.com

A benefit of having an Office 365 subscription is often under the radar for most people. It is one included in the

subscription benefits - the ability to transcribe audio using Microsoft's services at no additional charge. It can create transcripts for podcast for example and the accuracy and speed are quite good. Typically you can get 60 minutes of audio transcribed in under five minutes. Read this blog post and an audio demonstration of how you can do this at <https://theideaplace.net/transcribing-audio-using-the-desktop-version-of-word-for-windows/>

Currently, there is no limit to the amount of audio you can transcribe as long as you have an Office 365 subscription.

SUBMITTING NEWSLETTER ARTICLES

I hope you've enjoyed reading this issue of the IVIE Motivator. Articles are due for the next issue on or before March 30, 2024. Please forward information you think other business owners might find useful. Our newsletters are more valuable when many members share resources. We welcome articles on technology particularly helpful for business owners, starting a business, and growing a business. Please share your business experiences in a "member profile" article about you and your business. Include: your name, business name or reason you joined IVIE, how you started your business, the way you advertise or market your business, the technology you

use, and other items which might interest other members. Please include any specials, new products, or new features of your business as well. If you don't feel comfortable writing an article yourself, contact us and we'll give you a call.

We also welcome book reviews, technology reviews, online resources, or info about organizations or agencies you've found beneficial. Send any items for the newsletter to info@ivie-acb.org or abazyn@bazyncommunications.com.

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