



Small Business Development Center  
Clarion University

Helping businesses start, grow, and prosper.

# NEWSLETTER

[web.clarion.edu/sbdc/](http://web.clarion.edu/sbdc/)

[Clarion SBDC Blog](#)



Spring 2015

## Clarion University SBDC Assists Company With Business Startup

[Ronshop, Inc.](#) has been manufacturing radio controlled hobby car bodies for the past five years. [Ronshop, Inc.](#) is owned and operated by Ron Ehrhart of Summerville, Pennsylvania. Currently [Ronshop, Inc.](#) manufactures and sells large scale radio controlled car bodies to customers in the United States, Canada, South America, and Australia. Ronshop, Inc.'s annual sales are projected to be \$25,000 in 2015.

While talking with his current customers and retail hobby store operators, Mr. Ehrhart discovered that there is a potentially profitable market for aftermarket radio controlled hobby car replacement tires. When you purchase a radio controlled hobby car the tires are included. In many cases the tires wear out or are not very functional in wet and adverse conditions. Mr. Ehrhart believes that large scale radio controlled car enthusiasts do not have much choice and offerings when it comes to aftermarket radio controlled car tires.

Mr. Ehrhart decided that he wanted to take advantage of the niche market of aftermarket hobby car tires and started to develop different types of tires with various tread designs. He contacted the Clarion University Small Business Development Center seeking assistance in researching the potential market for radio controlled hobby car replacement aftermarket tires.

In December of 2014, Ronshop, Inc. was awarded a \$15,000 grant from the Northwest Pennsylvania Innovation Support Program to explore the market and to develop and test a prototype tire. Mr. Ehrhart of Ronshop, Inc. is currently in the development and prototype stage of his product development. He plans to start manufacturing and selling aftermarket radio controlled tires in 2016.

[Read This and Other Success Stories](#)

Click Here For:

[Free and Discounted Offers to Clarion University SBDC Clients](#)

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## Tax Tips if You Are Starting a Business

If you plan to start a new business, or you have just opened your doors, it is important for you to know your federal tax responsibilities. There are five basic tips from the IRS to help get you started. Know the type of business: each business type reports its business on a different tax form. Type of taxes: the type of business you run usually determines the type of taxes you pay. EIN: A business often needs an EIN for tax purposes. Recordkeeping will help you when it is time to file your business tax forms at the end of the year. Every taxpayer must use a consistent accounting method for reporting income and expenses.

To get a more in-depth look at these five tips, check the IRS page [here](#).



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## Clarion Entrepreneurial Leadership Center

Since the inception of the Pennsylvania State System of Higher Education's Annual Business Plan Competition, the Clarion University ELC has been assisting students from Clarion who wanted to join the chase for the \$10,000 grand prize. While Clarion University students consistently made it into the semi-finals and finals rounds, there had yet to be a top-three placement. That is until this year. At the Awards Ceremony for the 2014-2015 4th Annual PASSHE Business Plan Competition, Clarion University student Evan Schindler was awarded the second-place, \$5000 award. This year's competition consisted of 48 entrants from across the 14 State Schools.



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## Social Media in Marketing

The age of the internet and social media is here. It is becoming vital for small business owners to jump on the band wagon and join the social media trend. For a few quick how-to pointers check out the articles below. If you desire a more hands-on approach, check out our Social Media Skills Workshops.

## Clarion University SBDC Coupon

### For \$10 off any SBDC Event

Present with Registration Form. Offer expires 12/31/15

## Helpful Small Business Articles

[A Beginner's Social Media Guide for Small Business](#)

[22 Social Media Marketing Solutions for Small Business](#)

[Making Social Marketing Make Sense for Small Business](#)

[18 Social Media Marketing Tips from the Pros](#)

[How to Hang on to Every Fan and Follower](#)

[10 Social Media Tips for Small Business Marketing](#)

## Education Corner

The Clarion University SBDC offers a variety of educational programs for start-up and existing businesses

### First-Step: Starting a Small Business

**A Workshop designed to give you a head-start with your new business**

**Small Business Development Center: Clarion:**  
Saturdays 9:00 am to 12:30 pm  
[May 2](#), [June 6](#)

**Fairfield Inn & Suites: DuBois:**  
Tuesdays 9:00 am to 12:30 noon  
[May 19](#), [June 16](#)

**Bradford Area Public Library: Bradford:**  
Saturdays 9:00 am to 12:30 pm  
[April 25](#), [June 27](#)

**Potter County Education Council: Coudersport:**  
Wednesdays 9:00 am to 12:30 pm  
[May 27](#),

**NexTier Adult Learning Center: Ford City:**  
Wednesdays 5:30 pm to 8:30 pm  
[June 17](#)

### Business Skills Workshops

**Workshops designed to give you skills to better operate your small business**

[How the Fair Labor Standards Act Affects Your Business: Clarion](#)  
Tuesday, April 28: 9:00 am - 12:00 noon

[Develop Your Small Business Exit Plan Now!: Cranberry \(Venango County\)](#)  
Tuesday, May 5: 9:00 am - 12:00 noon

[Recognizing Innovation. From Idea, to Invention, to Marketplace: Clarion](#)  
Friday, May 8: 9:00 am - 2:30 pm

[Using Instagram as a Marketing Tool: Clarion](#)  
Monday, May 11: 6:00 pm - 8:00 pm

[Getting Ready for Ecommerce: DuBois](#)  
Wednesday, May 13: 9:00 am - 4:00 pm

[Increase Performance, Make Better Decisions and Grow Your Family Business: Clarion](#)  
Wednesday, May 20: 9:00 am - 11:30 am

[Financial Management for Business: Day 1 & 2: Ridgeway](#)  
Thursdays, May 28 & June 4: 9:00 am - 4:30 pm

[Blogging for Business: Oil City](#)  
Tuesday, June 2: 9:00 am - 11:30 am

[An Overview of WordPress: Oil City](#)  
Tuesday, June 2: 1:00 pm - 3:30 pm

Business Skills Workshops are not limited to the events listed in this newsletter. New workshops are always being planned and added to the schedule. For the most up-to-date listing of Business Skills Workshops, please click [here](#).

### Latest News

[Counterintelligence and Mitigating Risks in International Markets](#)

[PASBDC Announces Affordable Care Act Webinar Series for Business Owners \(Free Online Training\)](#)

[More News](#)

## Looking for Space to Hold Your Event?

If you are looking to hold an event, our new office building has conference room space available for rent. It holds 30+ people, 15 computers, projection equipment and screens, and a kitchen area to prepare refreshments. Contact Cindy Nellis at [cnellis@clarion.edu](mailto:cnellis@clarion.edu) or telephone (814) 393-2060 for additional information.