



# Z · PROMOTIONS

CREATIVE PRODUCT BRANDING

Chairman Edwards, Vice-Chair Powell, Ranking Member Upchurch, and members of the House Economic and Workforce Development Committee, thank you for allowing me to provide proponent testimony on Senate Bill 105.

My name is K. Zulene Adams and I am the CEO of Z Promotions, which is a certified minority and certified woman small business located in central Ohio. I am lending my support as a proponent in favor of SB105, sponsored by Senator Sykes and Senator Schuring.

I am also an active member of our business community. I am the VP of Public Policy for the [National Association of Women Business Owners](#) (NAWBO)– Columbus Chapter, I am the 2021 Chair of the [Pickerington Area Chamber of Commerce](#) (PACC), I am a board member of the [Asian American Commerce Group](#) (AACG), I am a board member of the [Diversity Chamber of Central Ohio](#) (LGBTQ+ business chamber), I am a marketing committee member for the [Central Ohio African American Chamber of Commerce](#) (COAACC), I am a member of the [Conference of Minority Transportation Officials](#) (COMTO), I am an advisory board member of the [Pickerington High School DECA Chapter](#) and I am a former board member and current member of the [American Marketing Association](#) (AMA) – Columbus Chapter.

Due to my engagement with diverse organizations, I understand the challenges that are faced by businesses that seek to do business with agencies that require certifications. SB105 would allow the certification that we obtain from the State to be accepted by all governmental agencies requiring certification for minority, women-owned and veteran friendly businesses. This will remove the additional barriers that we have in order to close the wealth and opportunity gaps. My own business employs 6 people all with their own families, we already hold multiple certifications and still are required to apply for additional certifications in order to do business with the jurisdictions I do not currently hold certifications with. The certification process for every agency is tedious and requires numerous documentation (which can be inconsistent from agency to agency), confirmation of all requirements and fees to many of the individual agencies. As a small business owner, I simply do not have the time, energy, inclination, nor the funds to dedicate this process to each and every agency. I have chosen to dedicate those resources to finding immediate sources of revenue such as building our client relationships, prospecting for new clients and allocating time and attention to submitting applications for grants and a few loans. Those sources of revenue are what have allowed me to keep my employees and maintain my business that has experienced more than a 50% reduction in revenue due to COVID-19. Had I continued to provide time and attention to applying for certifications with various jurisdictions, I am not sure where my employees and my business would be today.

Again, thank you for your consideration and allowing me to provide testimony on SB 105.

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