

# New Americans

Magazine

## Eminent Emmanuel S Wettee

My National Award Is Dedicated To  
All Liberians

November/December 2025

Once A Liberian



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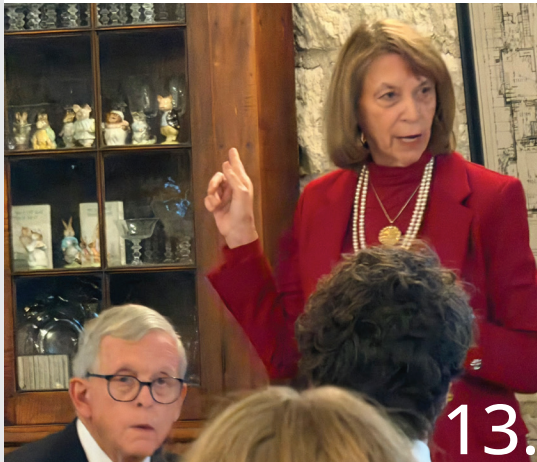
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## EDITORIAL

On behalf of the staff and management of the New Americans Press, I wish to express appreciation and gratitude for all the support and encouragement in 2025 and wish you a prosperous and innovative 2026. The diasporan community in America has done so well in 2025 with many elected to offices in different states, more businesses and innovations attributed to the community and many receiving recognitions from their countries of origin.

Eminent Emmanuel S Wettee, originally from the Republic of Liberia, came to Columbus, Ohio, on Tuesday, December 31, 1991. Forced to relocate to the United States in 1991 due to Liberia's civil crisis, he continued his advocacy and community service, leading Liberian organizations in Ohio, and championing immigration protections for Liberians under TPS and DED during his tenure as the 23rd President of ULAA. For his steadfast advocacy, he has been honored with multiple leadership awards and, in 2025, was admitted into the Humane Order of African Redemption as Knight Commander by President Joseph Nyuma Boakai.

Abdikhayr Soofe is Somali American, and an advocate for inclusive public policy and leadership development who lives and works in Columbus, Ohio. He wrote on "American Profanity: Why America Has Better Than Donald Trump to Offer." He examined the current attacks on the Somali American community by President Donald Trump, assuring that, "America is not synonymous with Donald Trump. While he enjoys First Amendment protections to voice his opinions—no matter how distasteful—his power to act on threats against American citizens, whether in the U.S. or overseas, is constitutionally constrained."

The entrepreneurs are making a great impact as well with two business owners featured in this edition. Emmanuel Obazuaye is the owner of OBAZ LLC, a household name, specializing in resource management and offering professional guidance to other businesses, particularly in management. Also, Fredericks Odughu started Fineline Lawn Care with a simple goal: to provide reliable, high-quality lawn and landscape services while building long-term relationships with customers.

The New Americans Press will be celebrating its 10 years anniversary in six months. Welcome to 2026.

# Hello From The Editorial Desk





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# Eminent Emmanuel S. Wettee

My National Award Is Dedicated To All  
Liberians





**E**minent Emmanuel S Wettee, originally from the Republic of Liberia, came to Columbus, Ohio, on Tuesday, December 31, 1991. He worked for the State of Ohio for 30 years and retired officially on December 31, 2022. Eminent Wettee currently teaches Computer-related classes at the Columbus State Community College, having been teaching since 1997. From his early years, Wettee's leadership was evident, consistently elected to student council roles. Forced to relocate to the United States in 1991 due to Liberia's civil crisis, he continued his advocacy and community service, leading Liberian organizations in Ohio, mentoring students as an Adjunct Faculty at Columbus State Community College, and championing immigration protections for Liberians under TPS and DED during his tenure as the 23rd President of ULAA.

His most notable achievement came as Chairman of the All-Liberian Conference on Dual Citizenship (ALCOD), where his tireless lobbying under the theme "Once a Liberian Always a Liberian" culminated in the passage of Liberia's dual citizenship law in 2022. For his steadfast advocacy, he has been honored with multiple leadership awards and, in 2025, was admitted into the Humane Order of African Redemption as Knight Commander by President Joseph Nyuma Boakai. Eminent Emmanuel S Wettee spoke with the Deba Uwadiae, publisher, New Americans magazine on the path to the Humane Order of African Redemption as Knight Commander.

### **National Honor**

When the Republic of Liberia is celebrating Independence Day, they always honor Liberians or people who have made a difference in the country. This year, on July 24th, I was one of those they honored. I was honored with the Humane Order of African Redemption, with the rank of Knight Commander, by President Joseph Nyuma Boakai. That is the highest Honor that the Republic of Liberia can give to anyone. This is for the work that my team and I have done.

### **Advocacy**

We advocated for Liberians in the United States for the extension of the Temporary Protected Status, TPS in 2007, and with the direction that Deferred Enforced Departure (DED) be provided to every Liberian on TPS whose status was due to expire, to be given work authorization and traveling documents. Years later, those advocacies paid off again when Liberians were qualified. We also advocated for dual citizenship in Liberia, and we were granted. Based on all those things that we have achieved, we were honored by the President and people of Liberia on July 24th, 2025.

### **Dual Citizenship**

Since 1973/1974, a law has been in place that says if you are born outside Liberia or naturalized in another country that you are not a citizen of Liberia. In 2012, Liberians from around the globe, Europe, Australia, Africa, America and Canada, met in Washington DC, where we developed a comprehensive plan on how to address the issue of dual citizenship in Liberia. On July 22, 2021, that demand was granted and signed into law by the President.

Before the law was passed, it was only the men in Liberia who can pass on citizenship to their children. If a Liberian woman gave birth to a child by a different nationality, that child cannot be a Liberian. Another interesting part of the constitution was that only a Liberian can own a parcel of land in the country. So, if you come from this side, whether America, Australia, if you are naturalized, you are no longer a Liberian, and so you can no longer own a parcel of land. Most people go through a third party



to own a parcel of land. If you have issues with the third party, it can be friends or family, they will tell you, according to our law, you are not a Liberian, and you have no right to the property.

### **Diasporan**

At that time, every time we go home, we're not welcome. We decided it was about time that we all pulled forces and our resources together and advocated that this law be changed. We in the diaspora are the ones that are helping and supporting our people, and no one is more Liberian than we are, and we too are not more Liberian than those at home. We are all Liberians. If we do not change the law we cannot own a land, our children born in America, Europe, Australia and Canada are not Liberians. If they intend to go to the land of their fathers, they are not Liberians. All these things factored in, we decided to change the law. Since 2012, we have been advocating for the change of the law, and now we have it. We now have dual citizenship. Any child that is born by a Liberian, in respective of the pigmentation, can now be a Liberian, including a child born by a Liberian woman. Also, when it comes to voting, we can vote, but you'll have to travel to Liberia to vote.

### **Visas**

Before now, you'll apply for visas to travel to Liberia. But now you have many options if you want to travel to Liberia. You can choose to travel with a Liberian passport, or you can have visas on arrival. It is good to have a Liberian passport. It allows you to visit some other African countries.

### **Passport**

The process is to go to the website

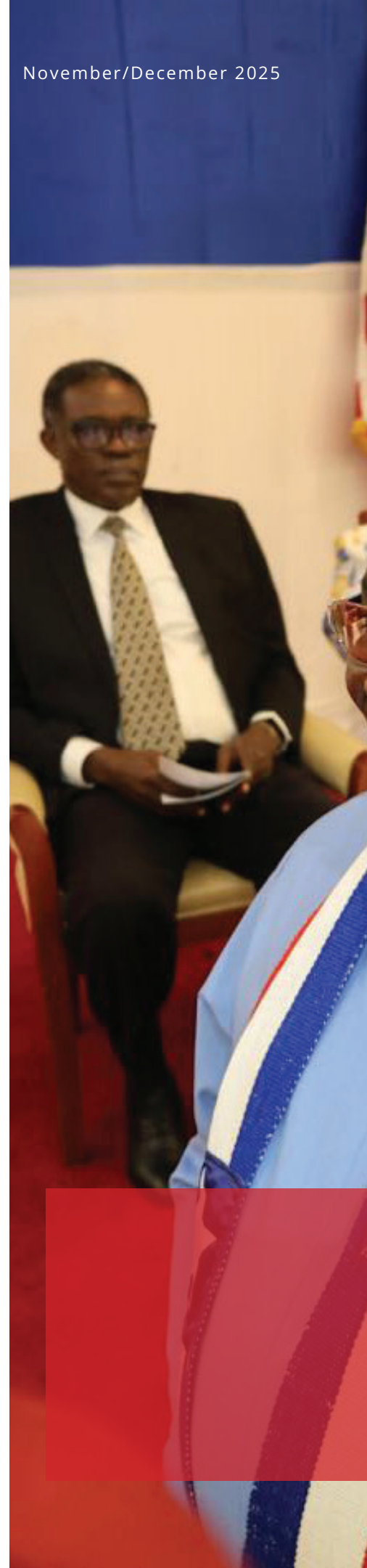
or any Liberian Embassy or consulate in any part of the world to apply for your passport. One of the key requirements is your birthday certificate to show that you were born in Liberia or that your parents or grandparents are from Liberia. There are other provisions as well. The good thing is that once you are a Liberian, you are always a Liberian.

### **News**

I got a telephone call from the Deputy Foreign Affairs Minister, Consul Gregory; she called me and told me that "you have been nominated and expected to receive a national honor." Just the fact that the President and the people of Liberia recognized the work we did in the diaspora, for me, this award is for everybody. It demonstrates the efforts and what we are doing for our people. Liberians in diaspora are very happy. They are all excited about what we have achieved. If we continue to work together, we can accomplish more.

### **LICI**

The Liberians In Columbus Inc., LICI is making a great impact in Columbus. We are a shining star in the community. To every diasporan, this is home to us. We should respect the law, work hard, live honestly and move on. From my own experience, if you work hard, you will be rewarded. Columbus is a very good place. It is our home. I appreciate the people of the state of Ohio for giving me the opportunity to work in the government and retire honorably. I want to thank all the people of Liberia in America for their support.





## Insurance Today: End of the Year Means Preparation for the New Year

By Bob Cunningham

The need for auto insurance protection is ongoing. In good or bad weather, it is important to have the right auto insurance protection. You should also consider home insurance protection and maybe look at life insurance to avoid those financial challenges in the future.

The key is finding the right insurance agent that can walk you through the process and advise you on the best coverage options. Should you have full coverage or liability only? That is sometimes the question depending on the price you can afford each month.

At the Danny Hilton State Farm Agency, that is what we spend the time doing. We look at the best options and offer recommendations for insurance protection that best fits your budget.

The Danny Hilton State Farm Agency has years of experience and that helps you when it comes to insurance protection.

Our office is centrally located on Morse Road, and our office hours are Monday through Friday from 9am to 5pm. We do meet with customers on Saturday between 10am to 1pm by appointment.

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Danny Hilton State Farm Agency

Bob Cunningham, Office Manager



JPS Print Congratulates Eminent Emmanuel S Wettee on the Republic of Liberia National Honor of Humane Order of African Redemption, with the rank of Knight Commander, conferred on him by the President Joseph Nyuma Boakai.



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## Ohio First Lady Fran DeWine Hopes to Make Dolly Parton's Imagination Library Sustainable

**O**hio First Lady Fran DeWine drives Dolly Parton's Imagination Library of Ohio which mails children one free book each month until his or her fifth birthday. Any child between birth to age five in Ohio can sign up for this free book gifting program. The Imagination Library's high-quality, age-appropriate books help children develop critical early literacy skills before starting kindergarten. First Lady Fran DeWine recently gave an update on Dolly Parton's Imagination Library of Ohio in an interaction with journalists.

### Imagination Library Update

The story about the imagination library started years before Mike ran for Governor. My grandkids got books in the mail, and I found how excited they were getting the books from the mail. The two grandkids were ripping it over and saying to me, "Read to me, grandma!" They were so excited. I thought this was cool. I found out that it was through the county library. As soon as Mike became Governor, I thought "this is what I want to do". I wanted to make books available, not just where I was in Ohio, but I wanted to make books available to every single child in Ohio. That was fun for me. I started going to each county, picking a partner in each county. The partners raised the money. Every week, we meet a couple of legislators, and I will tell my story and help us make this happen.

### Partners

The way it works now, we work with our partners in every county. They sign the kids up for books. They

paid half of it and the state legislature matches the other half.

### Kids

At this point, we have 412,000 kids. This is a high. We keep growing up. We give up to 412,000 kids free books every single month until they turn five years old. That is 62 % of the kids in Ohio who are under five, but really, it's 70% of households because some people choose not to get two or three books if they have two or three kids. We encourage them to sign up for all the kids. Research shows that a child's brain is 80% developed before turning three.

### Efforts

We know we have neighborhoods where kids are not being signed up. For the whole state, we try to do birth certificates' signing up. When a woman has a baby in the hospital and they try to fill up the birth certificate and paperwork, on the next page, they check one box and their kids are signed up. Our numbers are going up from that, and we are excited about that. Our numbers are going up in the cities, and we are excited about that too.

### Number 1

We are number one in the country as far as our program. My challenge now is to make this sustainable. I am working every day to make sure that each partner raises the money. The Rotary Club is doing a lot. There are a lot of ways they are doing it.





# American Profanity

## Why America Has Better Than Donald Trump to Offer

By Abdikhayr H. Soofe

America's story is one woven from the threads of diverse origins, a tapestry that defies the simplistic narratives often peddled in heated political rhetoric. From the earliest days, the nation's foundations were laid by waves of immigrants, refugees fleeing persecution, colonial soldiers hailing from distant lands like England, France, and Germany, and enslaved Africans forcibly brought to these shores against their will. Many of those enslaved people came from West Africa, where Islam had a presence, though the majority practiced indigenous religions or were later converted to Christianity under duress.

Figures like Frederick Douglass, an escaped slave turned abolitionist, or Harriet Tubman, who led countless to freedom, embody this complex heritage. Even icons such as Thomas Jefferson, a descendant of Welsh immigrants, or Alexander Hamilton, born in the Caribbean, underscore how America's greatness stems from its mosaic of backgrounds. This history isn't just a footnote—it's the essence of what has made the United States a beacon of opportunity, innovation, and resilience.

Yet, in recent years, former and current President Donald Trump has repeatedly targeted segments of American society he perceives as vulnerable, using inflammatory language to insult, discriminate, and stoke enmity against them. This tactic often appears designed to distract from substantive policy discussions and unfulfilled campaign promises, such as comprehensive infrastructure reform or balanced trade deals that truly benefit working-class Americans.

Instead of focusing on deliverables for the Oval Office, Trump has singled out specific communities to appeal to a base he believes responds to divisive rhetoric. A prime example is his recent tirade against Somali immigrants in Minnesota, where he labeled them "garbage" and declared he doesn't "want them in our country." This echoes his past attacks on other groups: calling Mexican immigrants "rapists" and criminals during his 2015 campaign launch, proposing a "total and complete shutdown" of



Muslims entering the U.S., spreading baseless claims about Haitian immigrants in Ohio eating pets, and deriding Central American caravans as “invasions.”

Communities like the Somalis in Minnesota—majority of whom are U.S. citizens contributing as entrepreneurs, educators, and public servants—suddenly found themselves vilified by the very leader sworn to protect all Americans, whether at home or abroad. Such statements not only alienate these groups but also signal to U.S. allies and adversaries that America’s commitment to its diverse citizenry is conditional.

The majority of Americans, polls and public discourse suggest, are repulsed by this vitriol emanating from the White House, save for a vocal minority influenced by echo-chamber media and amplified bigoted voices. This rhetoric isn’t just distracting, it’s destructive. Domestically, it frays the social fabric, fostering division in communities where unity is essential for progress. Internationally, it erodes America’s moral authority, making it harder to champion human rights or lead coalitions against tyranny when our own leadership echoes exclusionary tropes. How can the U.S. credibly promote democracy abroad while its president undermines it at home through targeted harassment of citizens?

Importantly, America is not synonymous with Donald Trump. While he enjoys First Amendment protections to voice his opinions—no matter how distasteful—his power to act on threats against American citizens, whether in the U.S. or overseas, is constitutionally constrained. The executive branch cannot unilaterally deport citizens or strip rights without due process and checks like congressional oversight and judicial review stand as bulwarks.

Looking back, the best course of action for the U.S. Congress should have been swift bipartisan condemnation, perhaps through resolutions or investigations into whether such rhetoric incites violence or violates ethical standards for public officials. Censure or even impeachment proceedings could have been pursued if the comments crossed into impeachable territory, as seen in past administrations.

For the American media and civil society, the role must be proactive: not just reactive reporting or protests for affected groups like the Somalis, but vigilant fact-checking, amplifying diverse voices, and holding power accountable to safeguard everyone’s freedoms—because unchecked authoritarianism threatens all skins, regardless of color or origin.

The judiciary, meanwhile, will need to reinforce constitutional guardrails, swiftly adjudicating cases of discrimination, executive overreach, or threats to civil liberties, ensuring that no one person can erode the rule of law.

In the end, to Somali-Americans and all communities feeling the sting of exclusion: America’s promise of better days endures, rooted in a history of overcoming division through collective resolve. And to fellow Americans, now is the time to stand for what is right—not out of charity, but because our shared future demands it. Rejecting hate and embracing our pluralistic strength is the only way we can reaffirm that this nation offers far more than fleeting profanity; it offers enduring hope.

*(Abdikhayr H. Soofe, A@soofe@gmail.com. Mr. Abdikhayr Soofe is Somali American, and an advocate for inclusive public policy and leadership development who lives and works in Columbus, Ohio.)*



**F**redericks Odughu started Fineline Lawn Care with a simple goal: to provide reliable, high-quality lawn and landscape services while building long-term relationships with customers. “Landscaping has always been hands-on work for me—I enjoy seeing a property transform and knowing our work adds value, curb appeal, and pride to someone’s home or business. Fineline Lawn Care is built on consistency, attention to detail, and honest service,” Fredericks Odughu told the New American magazine.

### Landscaping

Landscaping is both a skilled trade and a service business. It involves maintaining and improving outdoor spaces through lawn care, plant health, hardscaping, and seasonal services. From mowing and edging to mulch installation and property cleanups, landscaping blends design, horticulture, and physical labor. As a business, it’s about delivering dependable and reliable results on a schedule customers can trust, while adapting services to each property’s needs.

### Operations

Fineline Lawn Care operates on a scheduled service model. We assess each property, recommend services, and set up routine maintenance plans—weekly or bi-weekly depending on the client needs. Communication is key, so customers always know what’s being done and when. During peak seasons we focus on mowing, trimming, and bed maintenance, spring and fall bring cleanups, mulching, and prep work. During winter we plow snow. Safety, efficiency and consistency guide our daily operations.

### Equipment

Our work relies on professional-grade industry standard equipment to ensure clean and efficient results. These include commercial lawn mowers, string trimmers, edgers, leaf blowers, hedge trimmers, and hand tools for detail work. We also use trailers, safety gear, and maintenance tools to keep equipment in top shape. Well-maintained tools are essential—they save time, protect properties, and deliver a higher-quality finish.

### Central Ohio

Central Ohio is a strong market for landscaping. The region has witnessed a steady growth in sub-divisions, apartment quarters, (in fact, some are still being built) diverse neighborhoods, and there’s a real need for dependable lawn care. The ups include a long growing season, and customers who value professional service. The challenges come from the unpredictable weather, wet springs, dry summers, and fast-growing grass can all test schedules and equipment. Winters also slow outdoor work, so planning and budgeting are critical to staying successful year-round.

Is there any other information you may want to share that we have not talked about?

One thing people often overlook is how much trust matters in this industry. Customers are inviting you to their property week after week. At Fineline Lawn Care, we take that responsibility seriously. Our goal isn’t just to cut grass—it’s to help properties look their best and to grow a business known for reliability, professionalism, and pride in our work. Landscaping is hard work, but it’s rewarding when you see the results and hear customers say they’re proud of their lawn again.

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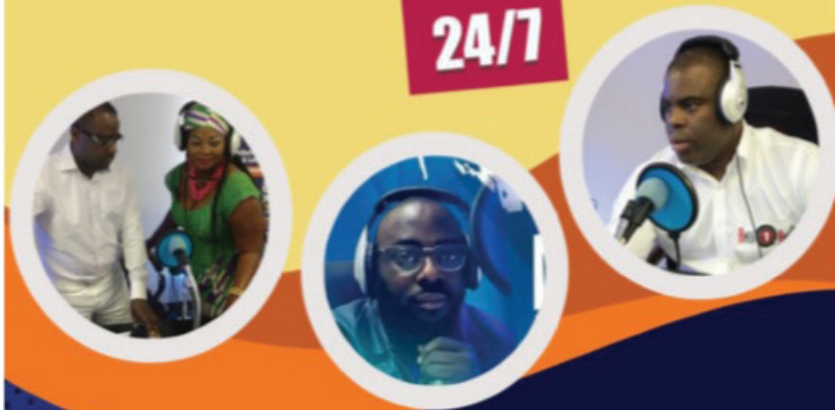
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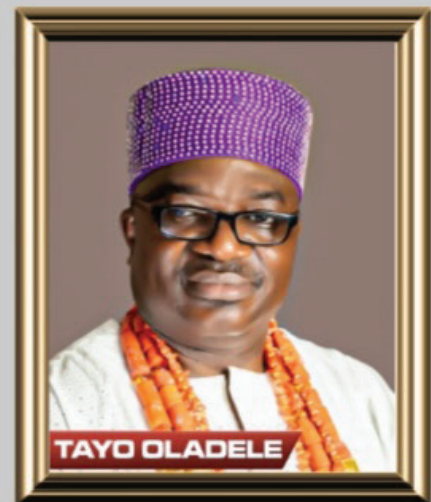
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# Life Insurance: A Way to Protect the Family

Felix Quachey is an insurance agency owner, dedicated to helping families protect what matters most. As an insurance agency owner, Felix has been recognized with the American Star Award for outstanding service to his clients. An American of Ghanaian descent, a husband, father, and avid cyclist, he is also a passionate Manchester United soccer fan. Felix Quachey, spoke with the New Americans magazine publisher Deba Uwadiae on life insurance, appropriate age, pricing, types, benefits and options.

## Agency

The Felix S. Quachey Jr. Agency LLC of American Family Insurance is located at 1425 E Dublin Granville Rd, Ste 102, on the north side of Columbus. I chose to establish our agency in the heart of this community because I believe in being present and accessible to the people we serve. Our mission is to provide honest, professional service and to help protect what matters most to our neighbors. We're dedicated to making a positive impact and building lasting relationships within our community. Our agency has been proudly serving the Columbus community for the past 15 years—and we look forward to many more.

## Life Insurance

Life insurance is a way to help protect your family if something happens to you. If a person with life insurance dies, the insurance company gives money to their family. This money can help replace the income or paycheck that the person used to bring home, so their loved ones can still pay for important things like food, a home, or school. For many families, life insurance is also a way to leave a financial gift, or inheritance, to help support children and future generations. It's like a promise to keep taking care of the people you love, even if you are not there. Many people are surprised to learn that life insurance is much more affordable than they think. In fact, according to the 2023 Insurance Barometer Study by LIMRA and Life Happens, most people overestimate the cost of life insurance by three times or more. For example, a healthy 30-year-old can often get \$250,000 of term life insurance for less than \$20 a month. (\*Source: 2023 Insurance Barometer Study – LIMRA and Life Happens).

## Age

You can get life insurance at almost any age. Some life insurance are for children, and some are for adults. Most people get life insurance when they are grown

up, but parents can buy it for their children too.

It is very important to get life insurance when you are young. When you are younger, it is usually much cheaper and easier to get. If you wait until you are older or if you get sick, it can cost more or be harder to get life insurance. Getting it early helps make sure your family is always protected.

The price of life insurance depends on a few things:

- Your age
- Your height and weight
- If you are a smoker or non-smoker
- Your health when you apply

## Types

There are two main types of life insurance:

**Term life insurance:** This lasts for a certain number of years, like 10, 20, or 30 years. If something happens during that time, your family gets money.

**Whole life insurance:** This lasts your whole life. As long as you pay for it, your family will get money when you pass away. Whole life insurance also has something called "cash value." This means that, over time, your policy can grow money that you can use while you are still alive.

Life insurance helps protect your family and gives them money to help with important things if you are not there.

## Other Coverage

Most people have some life insurance through their job. Usually, this coverage is only one or two times their yearly salary. This amount is often not enough to pay for final expenses or to support a family if something happens and there is only one income left. Also, if you change jobs, you usually cannot take this life insurance with you. Sometimes, there can be a gap of up to 90 days before your new job's life insurance starts—if your new employer even offers it. That's why I strongly encourage everyone to get extra life insurance outside of what your job provides. This is especially important for people who are self-employed or part of the new American community. Taking this step helps make sure your family is protected, no matter what happens.

(You can reach me by phone or text at 614-536-0237 or by email at [fquachey@amfam.com](mailto:fquachey@amfam.com). While walk-ins are always welcome, we recommend calling ahead to schedule an appointment so you can avoid waiting).





# Positive Attitude

By Awista Hamidi

12th Grade - Focus North High School

he saying “Life is 10% what happens to you and 90% how you react to it” reminds me that while we can’t always control the events in our lives, we do have full control over our responses. To me, it means that attitude and perspective shape our experiences more than the events themselves.

For example, I grew up in Mazar. My father worked for the Americans in a government office before the Taliban came to Afghanistan. His job put him in danger, but he enjoyed his job. When the Taliban took over Mazar, my father received a warning call from a friend that his life was in danger and so he fled from the Taliban to the capital, Kabul.

A few days later, the rest of our family joined him in Kabul. However, the same day we arrived in Kabul, the Taliban took over this city, too. We were very afraid during this time, and my hope was that we would receive permission to emigrate to the United States.

We first received asylum status from the country of Germany and my family lived there without my father for two years. My father didn’t want to put us in danger, so he hid in Afghanistan for two months until it was safer to travel and then he received asylum in Pakistan for two years. Eventually, in 2023, my family united in America. We lived in New Jersey for a year and now are settled in Columbus, Ohio.

During this time, I kept a positive attitude and did my best to keep up my mother’s faith that things would be okay. In Germany, I helped my family by learning some German and going out to speak with people when we went



shopping. The German people were very friendly and helpful. I also told my mom that everything was going to work out okay, and one day we would join my dad in America. I gave her hope, and this helped her through this time.

Now, we have a very good life in America, and I am very happy and grateful to be here.

Another hardship that isn't spoken about very much is that under the Taliban in Afghanistan, girls have no rights, and they can neither go to school, work, nor out shopping. The only thing they can do is to get married.

When the Taliban took over my country, I worried that this would be my fate, too.

However, now that I am out of that place, I am grateful for the American education I am receiving. A single student, even one who has fled from oppression in her homeland, can make a big difference in creating a school environment that promotes positivity. I have done this by showing respect to teachers and classmates, participating actively in class and encouraging others.

When I think about the fact that girls in my country don't have rights, I want to do something for the other girls in my country. I know I will someday help these girls, and this gives me hope and a positive attitude.

And one more thing that I learned from my life is if I face a setback, I can choose to be discouraged, or I can see it as a learning opportunity. This mindset has taught me to focus on solutions rather than dwelling on problems.

I think this story should be told because a lot of people don't have a positive attitude. And I believe that this story shows them that when we have a positive attitude, we can accept the biggest problems and easily solve them.

It's an untold story about how maintaining a positive attitude can help us all in many ways. Having a positive attitude has helped me and my friends. For instance, during group projects, I try to stay optimistic even when things don't go

smoothly. My encouragement often helps the group stay motivated and focused. Friends and classmates have told me that my positive outlook helps ease their stress, making challenges feel more manageable.

I believe that how we react to challenges, how we support our learning environment, and how we maintain a positive attitude all contribute to our personal growth and the well-being of those around us. My experiences have shown me that one person really can make a meaningful difference.

One thing that sets me apart is organizing community clean-up. I led volunteers to clean our park, which made our neighborhood nicer and brought people together. It taught me leadership and the power of taking action.

In short, I believe staying positive and helping others creates a stronger, better community. And I'm so grateful for the chance to share my story with you.

Awista Hamidi was a winner at the inaugural New Americans Book Fair Essay, Short Story and Drawing competition – 2025.



## Ohio Somali TV

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## Ohio Attorney Emmanuel Olawale Hosts Winners of NABF K-12 Essay & Short Story Competition

Columbus, Ohio-based Attorney Emmanuel Olawale hosted winners of the K-12 New Americans Book Fair Essay, Short Story and Drawing competition, as they received their cash prizes at the reception.

Accompanied by their parents and family members, nine of the 13 winners in the different categories received their cash prizes and copies of personally signed book of the Attorney, "The Flavor of Favor: Quest for the American Dream. A Memoir."

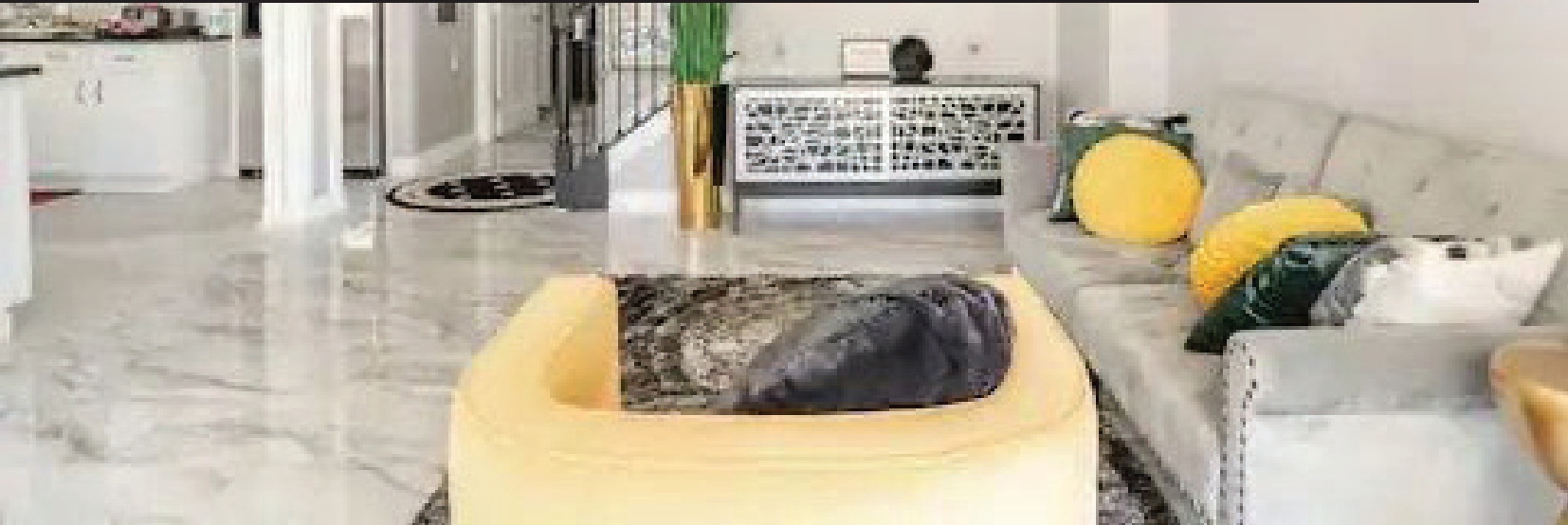
"It's an honor to host all of you," Attorney Emmanuel Olawale told the young writers.

"I am also an immigrant from Nigeria. What we are celebrating is literature and writing. Everything you see here today, me being a lawyer, all started from writing."





# Short- and Mid-term Rentals Often Offer a Better Experience Than Hotels



**E**mmanuel Obazuaye, a Nigerian immigrant resident in Ohio since 2014 is the owner of OBAZ LLC. It has been an amazing experience understanding my present society and the need to adapt to the opportunities it presents. I grew up in a family where my parents were successful entrepreneurs in their chosen trade. From a young age, I learned the importance of managing people, resources, and businesses, and this influenced the career path I chose. I started my career working as a sales manager for Anteo Gideon Nig. Ltd, our family business, where I was later promoted to a project manager. This new position helped me discover and understand the joy and satisfaction an individual can achieve in bringing different resources together to achieve desired goals.

A major outcome of the training received from my parents was the establishment of OBAZ LLC in 2021. The goal was for OBAZ LLC to become a household name, specializing in resource management and offering professional guidance to other businesses, particularly in management. To further enhance my management abilities and sharpen my skills, I obtained a master's degree in management and

leadership from Western Governors University in 2023, where I was also honored with an Award of Excellence for the Application of Effective Leadership. I later completed an MBA in IT Management at the same University in 2025.

## OBAZ LLC

OBAZ LLC is your premier choice for short and mid-term rental management. We work for homeowners to provide comfortable and well-managed accommodation for professionals and tourists. Our properties are fully furnished, well-located, and equipped with modern amenities to ensure a comfortable and seamless stay. At OBAZ LLC, we focus on creating a true home-away-from-home experience, with a strong emphasis on quality, safety, and convenience.

We also work with homeowners to maximize their rental income by helping them earn more from their properties without stress. We also help new hosts get started by serving as consultants for the specifications of the house to be used for the rental business. Furthermore, we assist them with furnishing such homes at a lower cost. Trust OBAZ LLC for exceptional rental solutions tailored to your needs. Discover the difference with OBAZ LLC – where comfort meets convenience.



## Model

Our Business Model is the ‘Business-to-Consumer’ type model. We focus on bringing unique and elegant housing experiences directly to traveling professionals by ensuring that homeowners connect with the right travelers and traveling professionals have access to quality housing and amenities that create a home-away-from-home experience.

Our Mission is to serve as the connecting bridge between traveling professionals and homeowners, providing an elegant and safe housing experience.

Our Vision is to become a household name for unique, elegant housing that serves traveling professionals and serves as a helping hand to homeowners.

## Airbnb

First, Airbnb is used to generalize the short-term and mid-term rental markets. Short-term rentals (STRs – used mostly by tourists) differ from long-term rentals (MTRs – used mostly by traveling professionals) mainly in the duration of guest stays (STRs are stays of less than 30 days, while MTRs are stays from 1 to 6 months). Both short-term and mid-term rentals are relevant to travelers (professionals and tourists), homeowners, and the city.

For travelers, short- and mid-term rentals often offer a better experience than hotels. When visiting Columbus, staying in a place that feels like a home away from home makes the experience more comfortable and enjoyable.

For homeowners, these rentals create an opportunity to earn extra income and build a hospitality business.

For the City of Columbus, understanding this growing market is very beneficial for proper regulation, planning, and tracking of rental activities across the city.

## Management

Due to the highly competitive market, your short-term and mid-term rental manager could be the missing piece in the growth of your hospitality business. Managers are valuable in bringing together homeowners, tourists, and traveling professionals, and helping them navigate the intricacies of the rental market. The complicated and detailed parts entail, among others, marketing, federal, state, and city regulations, documentation, cleaning details, and guest management. It's the manager's duty to ensure your rental competes effectively in the market.

## Why Airbnb needs managers – a simple scenario

The short-term and mid-term managers are equivalent to both the hotel managers and realtors. These individuals pay attention to the little details that make a big difference.

For example, preparing a room for an incoming guest may seem simple but a few details like cleanliness, setup, timing, communication, and first impressions can determine whether a guest leaves a good review or never returns.

Our research shows that there are at least 4000 registered and unregistered short-term rentals for tourists in Columbus. More than half of these rentals are used for mid-term rentals (for traveling professionals). These numbers will give you an idea of how many competitors you must compete with as a short-term and mid-term rental homeowner, and why you must engage in several marketing strategies outside of traditional rental websites to boost your revenue. At OBAZ LLC, we take that burden off homeowners. Our marketing team focuses on attracting the right guests—what we call “fit guests”—and positioning homeowners as “fit landlords.” Our goal is to build loyalty and return guests, helping owners consistently earn without stress.

## Potentials

Research shows that both short and mid-term rentals have strong potential in Columbus. Among other factors, they are driven by sustained population growth and the presence of diverse, large employers such as Google, Intel, Amazon, Meta, OSU, and Nationwide Children's Hospital, which leads to steady demand for housing.

When venturing into the short-term and mid-term rental business, it is vital to understand that the type of house, number of bedrooms and bathrooms, location, interior design, seasons, and other factors will determine how your rental responds to the market. I therefore advise owners to involve managers from the beginning to ensure that the right choices are made. If you reach out to OBAZ LLC, we will offer a streamlined helping hand from the planning stage of your rental business to when you count your profits.

Lastly, it is exciting to know that these rental options will minimize wear and tear on your property compared to your traditional long-term rental.

Emmanuel Obazuaye lives in Columbus, Ohio. Email: [obazuayeemmanuel@gmail.com](mailto:obazuayeemmanuel@gmail.com). Tel : +1 4402220952.



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# Preparing Columbus Students for the Future for Over 25 Years

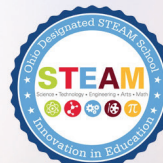
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