

FOCUS

FALL 2013 | VOL. VI, NO. 4

**The Minority Business Partnership:
Growing talent
in the region**

**Getting Down
to Business with
Chancellor John Carey,
Ohio Board of Regents**

**Shale Spurs
Dayton Economy**

DAYTON

Dayton Area
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SAVE \$6,813**

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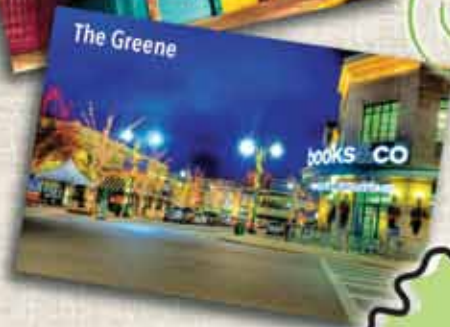
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FOCUS is a quarterly publication of the Dayton Area Chamber of Commerce. It is distributed to Chamber members and regional businesses. Copies are available online at www.daytonchamber.org.

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President's Message

The strategic plan is finished ... the work has just begun



Planning on how to run your business is and always will be part-and-parcel to your success. The Chamber has always counseled its members on business planning. For years we taught a year-long course under the volunteer tutelage of entrepreneurs like Dick Flaute, John Staten and Phil Parks. That similar type of course ... as well as many others ... is now taught at Aileron under the vision and oversight of successful business leader Clay Mathile.

Our Chamber has consistently done a yearly business plan with measurable outcomes. Its genesis comes from our 3-year Strategic Plan. The current 2011-2013 plan wraps up at the end of this year; so we now have completed a new 3-year plan led by Chair-elect Eric Cluxton and once again facilitated by long-time volunteer Tim Hull.

Our committee of 26 not only prioritized the key areas of Chamber service; but also reviewed our vision, mission and value statement which we will begin using next year. Our four (4) priorities are:

Business Retention & Growth **Expansion of Intellectual Capital** **Advocating a Business Friendly Environment** **Chamber Operational Excellence**

As you might expect, many hours and much work went into a multi-year strategic plan like ours; but the effort was well worth it. Our culture has always been to be member driven. Our membership, a very diverse group representing over 2,800 private-sector enterprises, was well represented by this year's leaders and volunteers. And through this leadership, they prioritized our roles, responsibilities and services to our member organizations. This type of plan takes great effort to produce; but in the end it gave us a much clearer roadmap for these next three (3) years.

The Committee's plan was reviewed and approved by our Board of Trustees and the Board's Executive Committee before implementation begins in 2014. We are proud to share our plan with our members and the community now that it is completed.

In the meantime, we still have an ongoing, active roadmap on how best to serve our business community today, tomorrow and the rest of this year. We, too, live by what we preach.

Phillip Parker
President/CEO
Dayton Area Chamber of Commerce



FOCUS is a "green publication" and is printed on Sterling® Premium, 70 lb. matte text, from New Page. Made in the USA.

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Growing talent IN THE REGION

By Vince McKelvey | Photos by Gregory Opt, the Graphic Image

Every Tuesday this fall, some 20 freshman at Dayton's Thurgood Marshall High School stay after school for one more class – a 75-minute session on architecture, engineering or construction taught by business professionals.

The 10-week program grew out of informal discussions two years ago among local business people who were involved with the Dayton Area Chamber of Commerce's Minority Business Partnership and who were frustrated over the lack of diversity in these particular fields.

Companies who were willing to employ minority engineers and subcontractors – and often needed to do so for diversity requirements in construction contracts – said they couldn't find enough minorities in these fields, said Adrian Taylor, manager of the Minority Business Partnership.

"In the professional side of our industry – architecture, engineering, construction management – there just isn't a whole lot of diversity," said Annmarie Thurnquist, senior preconstruction manager with Danis Building Construction Co. "So we started talking about, what can we do to make a difference."

The answer: Start a program to introduce minority high school students to the various professional careers in the construction industry and begin to build a workforce pipeline.

Construction is more than carrying a hammer, Thurnquist

said. "There are a whole lot of professionals on that side as well.

"We wanted to get to these students early and basically just give them an overview of the whole process from the planning, to the design of the building - the mechanical, electrical, structural - to the professional side of construction."

Those informal conversations in 2011 led to real planning sessions, with a subcommittee of the Minority Business Partnership's facilities committee providing the forum.

Taylor took the idea to Dayton Public Schools; Thurnquist enlisted businesses and developed a syllabus that's interactive and meant to engage students. In one recent class, for instance, students planned a construction site, deciding where to put the building and where to bring in water, sewer and electric service, etc.

It seems to be working.

The inaugural program ran for eight weeks last spring and in the end, organizers asked students what would make it better. "They said we want more sessions," Thurnquist said. Students also suggested moving the program to the fall, when it better fit their schedules.

She said about 10 to 12 students consistently attended last spring. This fall, 17 students were at the first class, and teachers knew of a few others planning to take part.

"(It's) after school, which is even more amazing," Taylor said. Even though the class starts at 4 p.m. at the end of a

MINORITY BUSINESS PARTNERSHIP

long day, the students are interested and engaged, and ask intelligent, thoughtful questions, he said. “We’re excited because they’re excited.”

“They love it,” said Shaorn Goins, principal at Thurgood Marshall. “The idea that our kids are actually solving real world problems with professionals is invaluable.”

She said the program not only fits Dayton Public Schools’ goal to create 21st Century learners, but it dovetails with Thurgood Marshall’s transition to a STEM school. Goins hopes the school-business relationships being developed might eventually lead to internships and immersion opportunities for students.

Thurquist said a dozen or more businesses are involved, with a different company or pair of companies taking the lead each week. At the school, two instructors are instrumental: engineering teacher John Ciprian, and STEM coach Samuel Eckhart.

Organizers are excited about what has happened so far and looking for ways to expand the program, not necessarily to more schools but by broadening the benefit for participating students.

“We’re exploring that. How can we sustain this? How can we expand what we’re doing to leave a legacy?” Thurnquist said. “I think our goal is that we will continue offering this to freshman, but will look at other ways we can engage those students who have gone through the program.”

She and Taylor said programs like this hold a promise for the region, as well as the students.

“If we can begin now to influence and encourage these students to go down this path, they can have economic success, our community can have economic success and our city can have economic success,” Taylor said.

“If we want to have Dayton as a viable, competitive economic region, then we must have educated and trained workers,” Thurnquist said. “I think diversity is very important ... to be healthy in the long run, you need that diversity.” ■



CHAMBER MEMBER PARTICIPANTS

School Year 2012-13

- Danis Building Construction Company
- Messer Construction
- Shook Construction
- Heapy Engineering
- The Kleingers Group
- SKanska USA
- PDT/SFA Architects

School Year 2013-14

- Danis Building and Construction
- The Kleingers Group
- VT Design Solutions
- SKanska USA
- PDT/SFA Architects
- DP&L





SHALE Spurs Dayton Economy

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CESO Corporate Headquarters

An economic impact study conducted by the Ohio Shale Coalition, predicted that there will be 64,000 jobs in Ohio directly related to hydraulic fracturing and an estimated \$9.2 billion economic impact on the State of Ohio. While the Dayton region may not sit on a large shale deposit, the Dayton business community is directly involved in the economic growth of natural gas drilling in eastern Ohio and surrounding states. In a recent analysis of the Dayton area business community, over 20 local companies are directly engaged in the natural gas industry and many are increasing employment and expanding operations to keep up with the demand. **In July 2013, the State of Ohio released a report that showed the Dayton area with 42.6% job growth, more job growth in the natural gas industry than any other region in the State.** A number of companies in the Dayton area have proactively evolved their business models and found strategic success in the natural gas industry.

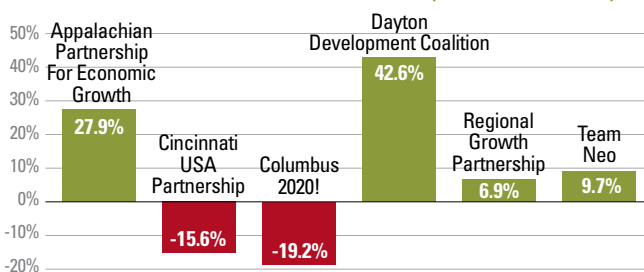
Industry Member Profiles

CESO, Inc.
Location - Dayton, Ohio
Owner - David Oakes



CESO, formed in December 1987, was organized by a small group of professionals with a vision of providing civil engineering and surveying services to businesses and municipalities in Dayton, Ohio. Through the years, the company has expanded its services and grown in sales volume, number of staff, and locations, with full service offices now located in Dayton, Canton, and Columbus, Ohio; Pittsburgh, Pennsylvania; Lansing, Michigan; and Bentonville, Arkansas. Today, CESO provides comprehensive engineering, architecture, survey, construction management, and environmental services to its public and private clients. CESO initially saw tremendous success in the Dayton area, providing critical services to public and private development opportunities, transportation and infrastructure investments and technology services. As the shale play was in the beginning stages of expansion in Ohio, CESO capitalized on an opportunity

CORE SHALE-RELATED INDUSTRIES PERCENT EMPLOYMENT CHANGE (2011 Q4 - 2012 Q4)



Source: Quarterly Census of Employment Wages.

to adjust its business model to be applicable to the oil and gas industry. This focus adjustment and strategic engagement in the oil and gas industry allowed CESO to become a direct contractor to oil and gas companies and provide essential, Ohio based services to the industry as they aggressively expanded into Ohio and other states. This partnership has allowed CESO the opportunity to increase their workforce by over 100 employees and become a “go-to” company for area college graduates as they enter the engineering and architectural fields. Today, CESO is recognized as a civil engineering leader in the oil and gas drilling industry. From the initial stages of land surveys, to design and document preparation and throughout construction, the CESO team is devoted to being involved and effectively responding to issues as they arise in the oil and gas industry. Because of CESO’s tremendous reputation in Ohio and their key partnership in the Dayton area business community, they have facilitated oil and gas sub-contracts to additional Dayton area companies that they know and trust. The largest contributing factor to CESO’s success is the importance they place on providing outstanding customer service. At CESO, their goal is to contribute to the success of their client’s projects by providing superior customer service with prompt turn-around response time to keep pace with project requirements as they arise. CESO is a model for a successful Ohio based company that has strategically invested in an emerging industry, workforce development and regional partnerships.

Kelchner, Inc.  **KELCHNER**
Location -
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Owner -
Todd Kelchner

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For decades, Kelchner focused on quality customer service and building relationships throughout the business community. This strategic focus on partnerships was realized when business partner and friend, David Oakes, Owner - CESO, Inc., partnered with Kelchner to engage in site preparation and excavation for the oil and gas industry. Through this relationship and Kelchner’s outstanding project delivery and customer dedication, Kelchner has become a leading a partner to the oil and gas industry. Kelchner has now expanded offices in Springboro, Ohio; Carrollton, Ohio; St. Clairsville, Ohio and West Virginia to support the oil and gas industry. ■



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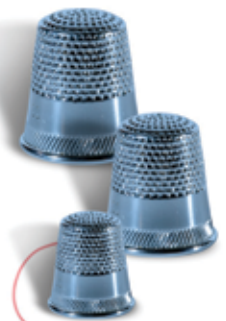
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The Chamber's monthly publication, "Economic Indicators", provides useful information in the areas of employment trends, new construction, home sales, sales tax collection and much more. These indicators allow analysis of economic performance and predictions of future performance. Here is a sampling from the August 2013 report.

Economic Indicators

Economic Development Highlights for August 2013

Several new development projects are under way aimed at revitalizing Dayton's urban core.

- A proposed \$36 million mixed-use development in downtown Dayton - called Water Street - has cleared a major hurdle, with the concept passing through the city planning board. Phase one of the project will feature 50,000 square-feet of office space, a three-story garage with 480 parking spaces and 161 luxury housing units in three buildings.

- After selling out the 18-unit Patterson Square community, Charlie Simms Development is building 31 additional townhome units across the street in a development called Patterson Place.

- The former Dayton Daily News buildings, at the corner of 4th and Ludlow Streets, is being demolished to make room for an \$18 million student housing complex. Current plans call for 50 one-bedroom units and 150 two-bedroom apartments. ■

Cost of Living Index 2013 Second Quarter Data

Columbus, Ohio.....	86.7
Raleigh, North Carolina.....	92.6
Dayton, Ohio	92.1
U.S. AVERAGE.....	100
Richmond, Virginia.....	101.5
Cleveland, Ohio.....	99.7
Denver, Colorado.....	105.2
Miami, Florida	107.2
Baltimore, Maryland.....	115.6
Chicago, Illinois.....	113.4
Portland, Oregon.....	116.9
San Francisco, California.....	159.5

CPI Consumer Price Index May 2013

August 2013 percentage monthly change.....	0.1%
Annual percentage change 2013	1.5%

GDP Gross Domestic Product, Annual Percentage Increase

2nd Qtr 2013	1st Qtr 2013	4th Qtr 2012	3rd Qtr 2012	2nd Qtr 2012
+2.5	+1.8	+0.4	+3.1	+1.3

2013 MBE Wins & Success for the Region

● Bob Ross Auto Group:

Jenell Ross elected Chair of the AIADA; Top 10 Auto Dealers nationally for government contracts.

- **Elements IV Interiors:** Received Federal 8a certification. Launching office supply business.

- **Lewaro Construction:** Selected to participate in construction projects over the next five years for the Ohio National Guard facilities.

- **Hooven-Dayton:** Awarded contract with Cleveland Clinic – MBDA supported opportunity.

- **Vocalink:** Awarded a significant multi-year contract with Cleveland Clinic – MBDA supported opportunity.

- **LWC:** Awarded Phase I A/E contract for the Dayton Metro Library Project

- **Anthony James Painting:** Recently became PEP certified

- **JYG Innovations, Vocalink and Shaw Textile Cleaning** presented to the Purchasing Roundtable

- **VT Design Solutions and Tall View Palladium** presented to the Facilities Committee

- **Outreach & Referrals:** F40/Local MBEs participated in speed networking, groundbreaking ceremony, and MBP has referred our companies on a regular basis.

- **Executive Development:** Vocalink, Hooven-Dayton, and Hightower Petroleum CEOs attended Dartmouth Executive Leadership Program.



Sales Tax Collections

County	Rate (%)	July 2013	July 2012	12 Mo. Change	YTD 2013	YTD 2012	YTD Change
Butler.....	0.75.....	3,014,285.....	3,078,027.....	-2.07%.....	20,436,722.....	18,865,655.....	+8.33%
Clark.....	1.50.....	2,031,247.....	1,938,363.....	+4.79%.....	13,335,347.....	12,879,379.....	+3.54%
Darke.....	1.50.....	687,738.....	615,621.....	+11.71%.....	4,497,148.....	4,258,875.....	+5.59%
Greene.....	1.00.....	2,081,222.....	2,082,102.....	-0.04%.....	13,574,678.....	13,470,639.....	+0.77%
Miami.....	1.25.....	1,373,984.....	1,387,467.....	-0.97%.....	9,320,981.....	8,864,808.....	+5.15%
Montgomery.....	1.00.....	6,250,385.....	6,193,276.....	+0.92%.....	42,321,303.....	40,637,768.....	+4.14%
Preble.....	1.50.....	429,591.....	443,422.....	-3.12%.....	2,860,994.....	2,805,859.....	+1.96%
Warren.....	1.00.....	3,088,712.....	3,105,391.....	-0.54%.....	19,033,291.....	18,062,503.....	+5.37%
Region (\$,000s).....		18,957,164.....	18,843,669.....	+0.60%.....	125,380,464.....	119,845,486.....	+4.62%

Regional Employment Trends

Dayton MSA	August 2013	July 2013	August 2012	2013 Average	12 Mo. Change
Total Nonfarm Employment.....	375,300.....	375,500.....	374,600.....	376,175.....	+700
Goods Producing Employment.....	52,600.....	52,700.....	53,300.....	51,388.....	-700
Service Producing Employment.....	262,500.....	263,100.....	260,600.....	261,438.....	+1,900

Unemployment Rates

	August 2013	August 2012	12 Mo. Average
Dayton MSA.....	7.3%.....	7.3%.....	7.4%
Ohio.....	6.9%.....	6.8%.....	7.0%
U.S.....	7.3%.....	8.2%.....	7.6%

Value of New Construction

Dayton MSA	August 2013	August 2012	12 Mo. Change
Nonresidential.....	19,821,000.....	33,981,000.....	-42%
Residential.....	28,650,000.....	18,819,000.....	+52%
Total.....	48,471,000.....	52,800,000.....	-8%

Dayton MSA	YTD 2013	YTD 2012	YTD Change
Nonresidential.....	327,644,000.....	353,327,000.....	-7%
Residential.....	181,813,000.....	183,824,000.....	-1%
Total.....	509,457,000.....	537,151,000.....	-5%



Residential Home Sales

Dayton MSA	August 2013	August 2012	% Change	YTD 2013	YTD 2012	% Change
Number of Homes Sold.....	1,337.....	1,120.....	+19.38%.....	8,809.....	7,539.....	+16.85%
Total Home Sales (\$,000s).....	172,559.....	148,535.....	+16.17%.....	1,121,823.....	796,268.....	+40.89%
Average Sale Price.....	129,065.....	132,621.....	-02.68%.....	125,824.....	126,500.....	-00.96%



Leadership Dayton Class of 2013 - CLASS PROJECT

Addressing the “SUMMER SLIDE”

By Ritika Kurup, Leadership Dayton Class of 2013

Moved by the research on how children who do not have access to quality summer reading materials fall behind in the summer months, the Leadership Dayton Class of 2013 adopted its class project to address “Summer Slide” for elementary grade students.

Studies over the century have documented summer learning loss to be a major contributor of the achievement gap. According to research, as much as two-third of the achievement gap by the end of ninth grade between low-income students and their higher income counterparts can be attributed to this learning loss over the summer months.

Leadership Dayton Class members researched strategies that are proven to help disadvantaged children keep learning in the summer months and decided to run a book drive. The class of 42 local leaders set the goal to collect 10 new or gently used books for 350 PreK-3rd grade students at Louise Troy elementary of Dayton Public Schools.

To meet this ambitious goal, class members made personal financial and book donations and collected donations from other community groups as well. Crayons to Classrooms, a local not-for-profit organization, donated 350 new backpacks for this project. With generosity of the class members, several of their employers, and many other service organizations, the class members collected close to 6,000 books. All the books were age appropriate and high quality and a large percentage were brand new.

Moving 6,000 books to the school site and sorting them by age level for children in different grades was no easy task but the group’s can do spirit, team work and servant leadership made it not only possible but also very well organized and orchestrated. On May 23rd, 2013, just about a week before the start of the summer break the Class of 2013 arrived at the school with brand new backpacks and more than 10 books per student at Louise Troy PreK-3rd. By the end of the school day each student in the building had a brand new backpack filled with books to match their reading skills and interest. The children were all smiles and the adults all damp eyed.

At the start of the school year some of the class volunteers went back to check-in with the students and provide rewards to them for reading over the summer. Even after three months, the children were still very excited about their books and backpacks.

The Class of 2013 has committed to continue its relationship with Louise Troy on an ongoing basis and has been in communication with the school principal over the summer to continue the involvement throughout the year and also next summer. All alumni of Leadership Dayton and any community member are welcome to join the class in collecting and donating books to reduce summer slide. For more information please contact 2013 Class Representative – Jessica Saunders (SaundersJ@childrensdayton.org) or project sustainability chair Ritika Kurup (ritika.kurup@readysetsoar.org). ■

2014 Leadership Dayton Class

The Dayton Area Chamber of Commerce has accepted the 2014 Leadership Dayton Class. Class members of Leadership Dayton are chosen from a cross-section of the community and represent the region's mid-to-upper level management. The program focuses on leadership, education, economic development, diversity, justice, the arts, government, health, and human services.

Leadership Dayton is a community leadership program that has existed in the Dayton region since 1976. With over 1,200 members, the mission of the program is to identify, educate, and motivate a network of community leaders, to increase the individual's capacity to serve the Dayton region, and to advocate continual engagement in support of the Dayton region.

Abels, Brian.....	Energy Optimizers, USA	Jackson, Tyra.....	YWCA Dayton
Badman, Ernest.....	88th Air Base Wing	Kavanaugh, Kelly.....	The Children's Medical Center of Dayton
Bebbington, Jim.....	Cox Media Group Ohio	Kin, Joshua.....	Pickrel, Schaeffer and Ebeling
Black, Donerik.....	Unified Health Solutions	Kroeger, Viki.....	Dayton Sweeping Service
Bowman, Emily.....	Junior League of Dayton	Larsen, Alexi.....	The Dayton Art Institute
Bramlage, Kim.....	Goodwill Easter Seals Miami Valley	Laubie, Thomas.....	LJB Inc.
Buckwalter, Jennifer.....	Wright State University	Lounsbury, Joshua.....	Coolidge Wall
Cass, Roger.....	LexisNexis	McCaskey, Christopher.....	Flagel Huber Flagel
Catalano, Rosalie.....	Sinclair Workforce Development & Corporate Services	McCoy, Melanie.....	KeyBank
Cosby, Paula.....	Clothes That Work	McNaughton, Jarrod.....	Kettering Health Network
Cruz, Anthony.....	Sinclair Community College	McNerney, David.....	Think Patented
D'Aurora, Jackie.....	Graceworks Lutheran Services	Mueller, Carrie.....	Alzheimer's Association Miami Valley Chapter
Davidson, Matthew.....	Wright-Patt Credit Union	Murphy, Mary.....	Hospice of Dayton
Domansky, Rosemary.....	Dayton Progress Corporation	Parks, John.....	Montgomery County Board of County Commissioners
Dudley, Tracy.....	Vantiv	Robinson, Paul.....	Montgomery County Treasurer
Dutton, Tim.....	Kettering Health Network	Romito, Mark.....	AT&T
Elkins-Lopez, Holly.....	Project READ	Sawyer, Frank.....	Premier Health - Good Samaritan Hospital
Erbes, Troy.....	Danis Building Construction Company	Simmons, Michele.....	City of Dayton/Department of Water
Frazer, Dana.....	Dayton VA Medical Center	Smith, Donna.....	WilmerHale
Gartner, Jim.....	CareSource	Sobecki, Judi.....	DPL Inc.
George, Renee.....	Premier Health Partners	Thornburg, Katherine	
Graham, Mark.....	Better Business Bureau	Vikan, Ramona.....	TACG
Gusty, Dan.....	PNC Bank	Webb, Kenneth.....	Fifth Third Bank
Hayde, Kevin.....	The Dayton Foundation	Wierwille, Brett.....	The Citizens National Bank of Southwestern Ohio
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2013 Leadership Dayton Annual Meeting



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1. Keybank Table: Kenya Taylor
2. Guest Speaker: Congressman Mike Turner
3. Leadership Dayton Alums: Kevin Robie & Lindsay Ackley
4. Program Partner of the Year: The Hon. Judge Jeffrey Froelich and The Hon. Judge Nick Kuntz
5. Volunteer of the Year: Susan Hayes
6. Leader of the Year: Michelle Riley, The Foodbank, Inc.



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Closing the Skills Gap

SINCLAIR trains region's workforce to meet employer demands

In the wake of the economic recovery, reports of jobs returning to areas that were hit hard during the recession have become a common occurrence. Along with those reports are an alarmingly high number of instances where good paying jobs sit vacant due to a lack of skilled workers qualified for the available positions.

Sinclair Community College's Workforce Development division is responsive to meeting the demands of the region's industry leaders by providing the custom training and consulting services needed for rapidly-changing markets and related job requirements.

For a workforce to stay relevant in today's ultra-competitive market where half of the jobs did not exist 25 years ago, training and education have become a virtual non-stop process. Whether it's technical training for the manufacturing industry, emerging technologies tied to programming and mobile application development, or soft skills which are needed for effective communication, critical thinking and collaboration, today's workforce has learned that education isn't something that ends with graduation.

By offering short-term training and development courses and certificate programs designed specifically to meet the needs of employers, Sinclair plays an integral part in closing the skills gap and keeping the region's businesses and industries thriving in a fast changing market where skill sets

can depreciate quickly.

With more than 2,500 manufacturers doing business in the region and employing nearly 12 percent of the area's workforce, manufacturing in Dayton is one of the most developed and productive in the country. It was also one of the hardest-hit sectors during the recession, and its ongoing recovery has shown that manufacturers need employees with the skills to help them innovate and grow their businesses.

Through SkillsTrac, a comprehensive industrial maintenance training program designed for the manufacturing industry, Sinclair provides multi-tiered development that covers a wide array of topics and levels of complexity. Coursework is delivered through both online and in lab settings, providing necessary hands-on training paired with the flexibility of a virtual learning experience.

"We're able to meet some very tight training schedules for companies through the flexibility that SkillsTrac offers with both online and hands-on lab components," said Donna Hoying, Manager of Manufacturing Solutions and Lean Leader for Sinclair. "Employers are consistently impressed with our lab, curriculum and the return on

Member Profile



investment they receive from partnering with us. Their workforce returns better equipped to handle new challenges and meet the needs of their customers.”

By monitoring trends in emerging technologies, Sinclair was able to launch a new course in Java programming and mobile application development, a rapidly growing field that has created more than 466,000 jobs nationwide. Since the widespread introduction of smartphones and mobile engineered technology in 2007, there have been more than one million applications created and a surge of job openings for those with the skills to bring new apps to market. Global mobile app downloads are forecast to top 100 billion in 2013, leading to revenues of \$26 billion.

“This is just one of the many ways Sinclair is working to keep the region’s workforce in step with emerging markets,” said Deb Norris, Vice President of Workforce Development and Corporate Services. “By monitoring trends in these fields, we’re able to move quickly to meet increasing demands and provide training that is relevant and valuable to incumbent workers, job seekers and employers.”

Studies are also beginning to show that the skills gap isn’t just a result of a lack of technical skills. A survey conducted by Adecco Staffing US in September asked 500 executives to offer their best definition of what the gap was in the country’s workforce skills gap. Nearly half of those surveyed stated that the biggest problem area was a lack of employee soft skills, which include communication, critical thinking, creativity and collaboration. While technical skills are a necessity in landing a job, a lack in soft skills can limit career advancement.

Closing this skills gap was a driving factor in Sinclair’s launch of the college’s call center program, designed to provide businesses with skilled personnel who could provide a high level of customer service. Shortly after it was developed, a financial institution contacted Sinclair with the desire to partner with the college and customize the program to fit their needs.

“The employers we have worked with to develop these programs weren’t finding enough qualified applicants,” said Hope Arthur, Director of Strategic Programs and Projects. “When we ran the classes, employers were there with us, helping to shape the curriculum and offering interviews to those that completed the certification.”

These partnerships are benefitting employers and job seekers alike, as they provide a direct pipeline into areas where particular skill sets are necessary and can provide a quick turnaround on the time and money invested. ■

“Employers are consistently impressed with our lab, curriculum and the return on investment they receive from partnering with us. Their workforce returns better equipped to handle new challenges and meet the needs of their customers.”



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Getting Down to Business with Chancellor Carey

1 Since your appointment as Chancellor of the Ohio Board of Regents earlier this year, you have been committed to aligning Ohio's educational institutions with the economic and workforce development goals of the state. Could you highlight some of the key aspects of your strategy for higher education that you believe will lead to overall economic prosperity for the State of Ohio?

We want to give Ohio's citizens the best possible opportunity to make a good living and raise their families here. We want to provide them with the tools necessary to be successful. One way that we're aligning our higher education institutions with workforce development is through the creation of a comprehensive education and training inventory that is mapped to jobs that are available in Ohio. This effort will provide Ohio's businesses with a snapshot of programs available as well as the potential talent supply pipeline in our state that will feed into their job openings. It will also deliver a resource to Ohio's students and job seekers as to which programs would give them the skills necessary for a particular career. Through collaboration with Ohio Means Jobs and the Ohio Department of Jobs and Family Services, we know that there are more than 100,000 job openings that require skilled workers, in several critical Ohio industries. Many employers struggle to find talented employees for their vacant positions. This inventory is designed to help with that while strengthening Ohio's economy.

2 Recruiting and retaining talented and qualified workers continues to be a primary concern for businesses not only in the Dayton community, but also throughout the State. Toward this end, the Choose Ohio First Scholarship program, as well as the Education for Veterans program and 3-Year Degree program has been highlighted by your



agency over the past several years to address some of these workforce deficits from a variety of fronts. Could you comment on the success of these initiatives and what changes you've seen in our state's economy and workforce as a result of the programs?

The Choose Ohio First program continues to produce exceptional graduates, and our statistics show that a higher percentage of COF recipients earned degrees within four years when compared to their peers. A recent analysis of the COF program by Tripp Umbach shows that by 2016, COF programs will lead to the support of 843 jobs, more than \$110 million in economic output around the state and \$4.5 million in state and local tax revenue.

Our higher education institutions in Dayton have outstanding veterans' programs, and we are trying to build upon that with help from the Governor's Executive Order, which tasked us with making even greater efforts to provide our veterans with college credit for the skills they learned and acquired during their military service. We're working with our academic partners to build on our prior successes and do all we can to ensure our veterans get the credit they deserve when entering a two-year or four-year institution and feel comfortable pursuing higher education.

The 3-Year Degree program gives students an opportunity to enter the workforce more quickly by completing their degree in less time through dual enrollment, Advanced Placement courses, credit transfer and early college high schools. Our four-year schools offer various paths to a degree in three years, and the acceleration gives students more options for their future.

3 During Governor Kasich's administration, educational reforms have been advanced that place a greater emphasis on accountability, collaboration and a "results-based" funding formula for public education. Could you discuss the efforts of the Public University System in Ohio to implement these reforms? In your opinion, what may still be needed to improve graduation and performance outcomes for our public universities and colleges?

Working together in the fall of 2012, Ohio's two-year and four-year institution presidents developed a set of funding recommendations that encourage colleges and universities to embrace more innovative practices and help students succeed and graduate. The recommendations provide funding to University System of Ohio schools based mostly on student completion, rather than student enrollment.

Around that same time, a statewide task force on best practices for completion recommended that each USO school develop a completion plan that would show how they intend to increase completion rates among their students. This recommendation was incorporated into the biennial budget bill and those plans are due to the Board of Regents next June, but in the meantime our schools are finding ways to provide more student support throughout the course of their post-secondary education. I think more of that support will be needed as students are guided through the system, and I'm sure we'll learn of other ways to improve performance

outcomes as the new funding formula is in place.

4 On a personal note, our community truly appreciates the accessibility of your office and the commitment that you and your predecessors have made to assisting with our local workforce challenges. As you know, improving educational outcomes and creating an internship pipeline for college students to enter into the business community is a top priority for the Dayton Area Chamber of Commerce. When it comes to workforce development, what do you believe are some of the best and unique strengths of the business and educational communities in the Dayton region?

The Dayton area is blessed with strong higher education institutions and a strong business community that are working together to provide opportunities for students. In July, I visited both Clark State Community College and Wright State University, where I learned more about some of these collaborations. I was impressed with the enthusiasm from the business community and how, when talking about co-ops and internships, businesses understood the benefits of these opportunities for themselves as well as for the students. Dayton is big enough to have a wealth of resources that are accessible to the region's students, but nimble enough to foster strong collaborative relationships that will benefit our students, our businesses and our state. ■

Eight million new jobs will be available in STEM-related fields by 2018.

The Choose Ohio First Scholarship Program awards Ohio colleges, universities & their business partners that have developed innovative academic programs to recruit and retain more Ohio students into STEM fields. The funding that they receive is used to offer scholarships for those programs to current and potential students.



For more info:

Choose  hio First.org



CareSource University

'Learning environment' boosts staff engagement, customer loyalty

CareSource offers 543 different courses for employees to take through its CareSource University, a comprehensive in-house educational service that ranges from new employee training to career development, coaching and the continuing education needed by clinical staff.

Let's just say, the Dayton-based managed care company is serious about training.

"It's an expectation around here, that people learn," said Jaelyn Smith, vice president of CareSource University. "They want to develop. Their managers encourage them to go and do this. They have expectations that they're developing their skill set."

Smith, who began doing leadership training with CareSource nearly a decade ago, came on fulltime when President & CEO, Pamela Morris, asked if she'd like to develop an internal university that would offer training tailored to the organization's needs. Morris wanted to "make the learning very specific to CareSource, to use (training) dollars wisely and to use that time very wisely, as opposed to sending people out to more general training," Smith said.

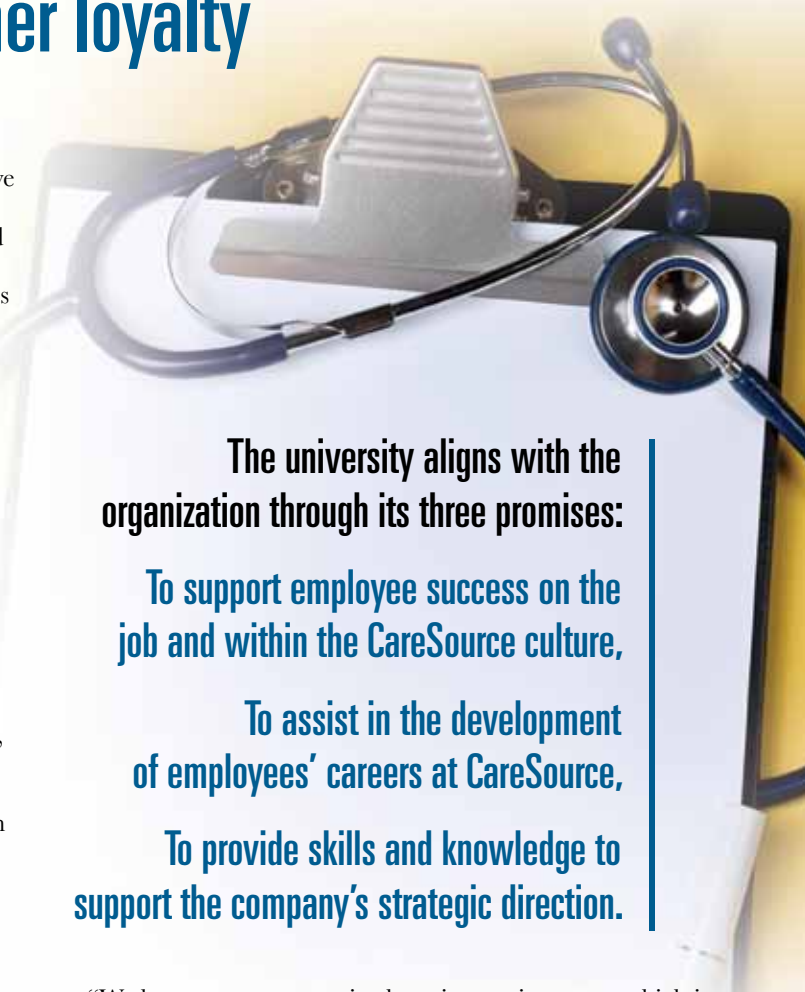
"Today we have 20 people supporting our learning group, which absolutely speaks to the commitment we have toward learning here," she said.

CareSource University is comprised of four schools, much like a traditional educational institution.

There's a School of Application and Systems that's primarily focused on training for new employees; a School of Business and Interpersonal Skills, that introduces employees to the world of Medicaid and managed care, and provides interpersonal skills and leadership training; the School of Coaching and Consulting that designs customized sessions for teams and coaching for leaders; and the School of Professional Education that offers the continuing education required by clinical staff, social workers and project managers to maintain their professional licenses.

CareSource University "is a little bit of a hybrid, between learning as well as HR because we also do performance management and succession planning ... It's everything around talent development," Smith said.

Employees have a minimum number of required training hours each year and every new manager, whether hired from the outside or promoted from within, works with a coach for the first six months, Smith said.



The university aligns with the organization through its three promises:

To support employee success on the job and within the CareSource culture,

To assist in the development of employees' careers at CareSource,

To provide skills and knowledge to support the company's strategic direction.

"We have a very supportive learning environment which is driven off our company values," she said.

According to company literature, Morris founded CareSource in 1989 "with the goal of expanding health care for the underserved and improving outcomes for Medicaid consumers." Today, the nonprofit is one of the nation's largest Medicaid managed health care plans, serving nearly 1 million Medicaid consumers in Ohio and Kentucky. It now also offers healthcare coverage on the new Health Insurance Marketplace.

The company has about 1,500 employees – 1,200 of them in Dayton – and is growing.

The university aligns with the organization through its three promises: To support employee success on the job and within the CareSource culture,

To assist in the development of employees' careers at CareSource,

To provide skills and knowledge to support the company's strategic direction.

At one time, intensive internal staff development programs like CareSource University were common among major corporations, but many have fallen by the wayside, said Tom Maher, president and CEO of Manpower of Dayton.

"Those big organizations had entire departments dedicated to in-house training," Maher said. "The training they're doing is on a much different scale than they were once doing. And that's one of the reasons why you hear all the complaints from business that, 'I'm not able to find someone whose plug and play.'"

In a few industries, such as manufacturing and information technology, workplace dynamics are forcing companies to train new employees, Maher said. Advanced manufacturing, for instance, is far more high-tech than in the past and the needed skill sets aren't readily available. So, companies are "hiring people with the right attitude, the right background ... and then they're doing training at that point," Maher said.

Smith, too, said corporate downsizing has taken its toll on large in-house training programs, but she said cutting training is a short-sighted move that affects both staff and customers.

"It might save the dollars in the short-term, but it has long-term implications on employee engagement and how staff support their customers. The impact of employee development is not just the learning. It has a direct business impact."

CareSource scores well on several important measures that relate directly to training, Smith said. "We have very

high levels of engagement."

"Level of engagement" measures not just employee satisfaction, but employee commitment to the organization and its mission. In the last survey, CareSource had a 63 percent engagement level compared to a national average that hovers around 40 percent, Smith said.

And, "If you look at it from a customer side, we have a very low member disenrollment rate and hold one of the highest customer satisfaction ratings in the industry."

Ultimately, she added, companies that don't develop their in-house talent have to go out and buy it "and that actually is more costly than to grow your own."

While there's a benefit to bringing new people into an organization and to having a balanced approach, a company that develops people internally also gets the benefit of their commitment "while they are growing in their career path," Smith said.

To be effective, in-house training has to have support from the top and managers up and down the line, and Smith said, "Our President and CEO models this and supports us being a learning organization."

For four years in a row, CareSource has made Training magazine's list of the Top 125 training organizations and for the last three years, it has been in the top 15. Others in the top tier included Verizon, Farmers Insurance and PNC Financial Services Group.

"That speaks volumes about our commitment given the fact we are a non-profit and much smaller than most of the companies in the top 20," Smith said. ■



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Questioning Social Media

By David Bowman, Chief Marketing Strategist – The Ohlmann Group

Many businesses are collaborating with external partners to help them use social media more effectively. This is a great way to extend business capabilities without adding overhead, but an effective partnership is more complex than handing over the keys to Twitter and setting the cruise control. If you're considering hiring an agency to manage your social media, here are 5 questions that will increase your chances of establishing a successful partnership.

Who are we interested in engaging?

Start with people. I have bookshelves full of examples where the intended audience was not considered prior to launching a social media initiative. Overzealous brands expend a lot of energy — and accomplish little — by going out on every platform under the sun, directionless, trying to engage the world as a homogenous entity. Speaking to The World is great for a 70's Coke commercial, but it is not an effective way to approach social media. You don't have time to talk to everyone, nor should you be interested in it. Work with your agency to get a clear picture of who you want to engage and why. Explore the things that matter to these people and identify the online platforms where they congregate. Conduct basic research to establish how they behave online. For example, an 18 year male interested in drinking Red Bull and posting YouTube videos of himself doing Parkour is likely to behave quite differently online than a 68 year old female interested in quilting and giving the “thumbs up” to pictures of her grandchildren. Make sure your agency has a basic understanding of the people you want to connect with, what they enjoy, how they engage with brands, what problems they face and what gets them excited. If your agency understands your audience, you are off to a great start.

What Business Problem Are We Interested In Solving?

Charles F. Kettering said, “A problem well stated is a problem half solved.” These are wise words to consider as you approach social media. If you clearly define the business problem you're trying to solve, it can illuminate the types of conversations you need to participate in and create. It won't come as a surprise that businesses have no shortage of problems: recruiting new employees, attracting new customers, building brand loyalty and providing better technical support to name just a few. Social media can be helpful in solving any and all of these issues, but only if they are clearly defined. Be disciplined about sitting down with your agency and articulating the problem you want them to help you solve. The direction this simple action provides will yield huge dividends as you implement and execute



your plans. Focusing on specific problems will help you tie measurements for success to business goals, rather than hollow metrics like fans, followers or hits. The best social media strategies establish explicit objectives. Achieving these objectives then clearly addresses the perennial question of “what the heck is the ROI on Social Media?” You can't measure ROI unless you understand of what returns you are seeking. Define the problem. Set your goals. Establish your metrics. Plan your work. Then... get busy.

Who Is Responsible for Doing What, When, Where, and Why?

Ok, so this is not exactly one question. The point of this question is to create a fundamental system for managing social media. The system must be flexible enough to respond to the dynamic nature of public conversations, but rigid enough to ensure that people have clearly defined roles and measurable, manageable goals. The “if you build it, they will come” strategy might work for reviving dead baseball players in Iowa cornfields, but it is not the best approach to social media. People are busy and social media takes time, energy, thought and effort. Expecting that it is just going to magically take care of itself is the first naïve step down the reckless road to Failure Town. Ask your agency to work with you to define who is responsible for creating, editing, publishing, and managing content. Determine who gets to talk to customers, how to handle problems, how often content should be created and which topics are or are not important. These questions should be asked regularly because the answers to them may change dramatically over time. The bottom line is: ask these questions, and create a plan that ensures you and your agency are on the same page as you move forward.

Where Are We Going to Be Active and How?

Once you have identified your audience, defined the problem you hope to solve, and established basic responsibilities, it's time to begin looking at platforms. Where are you going to be active in social media? In this instance, it may be wise to take the angler's approach — fish where the fish are. You should have conducted research by this point to determine what social media platforms your audience uses, now make some decisions about where you will and will not go. If your

audience is highly active on Pinterest, you may want to explore the platform. If you are seeking out personal and professional networking opportunities, you may want to explore LinkedIn. The same holds true for Google+, Facebook, Vine, Twitter, Instagram, YouTube, Tumblr and the myriad other options you have for social media. You can't be everywhere. Find your audience and meet them where they are. If your audience does not have a home, create one. Once you've chosen your platforms, work with your agency to get creative about what you are going to do on the platforms you've chosen. What kinds of content will you publish? How much will you create, share, and converse? How active will you be on each platform? Understand that every platform has unique features, aspects and norms for behavior. Ask your agency what they will do differently from one platform to another to ensure that your brand is properly represented.

How Does Social Media Integrate with the Rest of My Media?

Social media does not happen in a vacuum. If you believe that there is the "social media world" and the "real world" you are sadly mistaken. Social media platforms are simply places where human beings communicate with one another. These are real conversations between real people. To be fair, there are also spam bots, fake personas, and people personifying their pets, but even these aspects parallel things people do offline. The point is that social media should not exist in a silo. If you are using other forms of media to recruit employees, communicate with customers or attract the attention of new prospects, think about how these channels can be integrated with your social media activity. If you watch sports, you've probably noticed that almost every event (and every television commercial within the event) has its own Twitter hashtag. This is an example of using one communication channel to reinforce another. It deepens the experience, reinforces the message and extends the conversation. Look for ways that your YouTube videos can drive traffic to your website or your Facebook posts and be incorporated into your radio promotions and print ads. There is no one-size-fits-all answer for this question, but it is imperative that you and your agency spend time considering it. Integrating your media can yield huge benefits and improve the returns on investments you make in all forms of media.

Like science, social media often yields more questions than it answers. That does not stop scientists from making progress, nor should it stop you. These are but a few of the many questions that you should be asking yourself and your agency about social media. Doing so will help you get more out of your social media and help your business and your agency partners be more effective in delivering measurable results for your firm. This inquisitive approach yields new knowledge, solves big problems, and produces new ideas and opportunities. ■



Do the Math and Grow Your Sales Part 2

By Roger Wentworth – Sandler Training

Everyone is looking for the magic formula for sales. Well there is no magic formula but there are some things that can be derived to create a repeatable formula for success in sales.

- **Bonding & Rapport + Equal Stature = Pain Discovery**
- **Pain + Appropriate Budget + Fair Decision Process = Qualified Prospect**
- **Qualified Prospect + Good Solution = Sale**

In part one, we discovered Bonding and Rapport is a science and requires behavior not natural for salespeople in most instances. Part two is about establishing equal business stature. Here's the problem: Salespeople put their prospects on a pedestal. The prospect has all the money and decision power and the playing field is not level. The truth is the playing field is level, salespeople just don't know it. You see, if a customer did not value what is provided MORE than the money they're paying for it, there would be no transaction. In the same way, if the salesperson (or their company) did not value the money they receive MORE than what is provided, there would be no transaction. It is a level playing field but salespeople don't know it and they assume a subservient role. At Sandler we teach selling, but we don't want our clients to look like, act like, sound like a salesperson. We want them to look like, act like, sound like business people and create a peer to peer relationship with prospects. When they do, the conversations are different, the information shared is deeper and the outcome is accelerated. In a peer to peer relationship, the salesperson has the right to the truth and they will hold prospects to the intent of the discussion, which is to determine if the prospect is worthy of their time.

So now we're at the heart of the question. Is this prospect worthy of the investment of time and money to try to do business? In a level playing field the salesperson has the right, just as the prospect to disqualify the situation and move on. In fact the best salespeople in the world do just that at every step of the process and they are quick to stop the process if the likelihood of doing business does not meet their criteria. They assume and create equal business stature with every prospect.

They use what we term, Up Front Contracts. UFCs are used at every step of the process to ensure clarity for both parties. The elements include:

The purpose of the interaction

The time required

The prospects agenda

The salespersons agenda



Sandler Training

The potential outcomes of, Yes, *Finding Power In Reinforcement*, No, or a clear next step that is in the best interest of both parties.

The result of the first equation is pain discovery. If they trust the salesperson and they believe them to be worthy of a peer to peer conversation, the discovery of pain will be facilitated. And the truth of the matter is, No Pain, No Sale.

In part three we'll explore uncovering the budget. ■

Why **Print** is like Fine Wine

By **TP** | think patented.

In the past, if you wanted to communicate a message or advertise a brand, the list of options was pretty basic. We had print, TV and radio spots. However, the combination of the Internet, social networks, mobile devices and DVR technology has made it pretty challenging to grab someone's attention, let alone hold their attention. New choices battle traditional outlets, leaving customers dizzy and providers frantically trying to maintain revenue streams.

As a consequence, the way money is allocated towards the use of print has changed. According to Mark Potter, publisher of CANVAS magazine – a national magazine for printers, a few marketers have turned away from print simply because of cost. "I think people believe that social networking and e-mails do not cost anything and therefore translate into a better ROI (return on investment)," he says. "Print actually deserves a seat at the table because it acts like the 'wine of communication'."

Think Patented Chairman Niels M Winther has been in the business for more than 30 years. In that timeframe, when it comes to issues such as ROI, accountability and tracking, print has had the edge. "Print has always been the leader in ROI no matter how you analyze it," says Winther. "When the Internet came in, it became even more so, because it became the main way you got people to the Internet. If you don't have a person's email address, then how do you get to them? You have their physical address. Then, when companies started to link direct mail with creating a website, the response rates started to go up. This continues to hold true today."

Print has another edge, no other medium has the ability to elicit thoughts and emotions through a single, hand-held offering. Winther believes that print has this advantage due to its variety of formats, textures, colors and overall visual presentation, and the industry needs to position itself with these resources.

According to Potter, "The channels available to us all are many. And while print has decreased in volume, I truly believe that its impact has risen over the past few years. The amount of information quickly turns into noise because of its immediacy. Print presents the chance to sit with us and stay with us. In other words, print creates an intimacy that the other channels cannot."

E-mails, phone calls, websites, even radio and TV spots... Have you ever seen any of those on a coffee table? Print lasts. Even direct mail, which has the shortest lifespan of print products, still lasts. Print is flexible, it's handheld and it can be used in many different facets and produced in different ways, including the timeframe.

Kenneth McNerney, CEO of Think Patented thinks print has been unfairly judged.

"The printing platform has become extraordinarily efficient and automated... make readies are measured in minutes not hours, waste of substrates is in single figures, not hundreds of sheets or cutoffs and most recycled. Web to print, variable print, print on demand — all are platforms that change the way printed communication is valued and delivered in the context of the total spend. Print has

also become an extremely environmentally friendly process."

Consumers have all the power these days and most of us do not enjoy when a vendor pushes a product on us. Telemarketers and spam email are often considered intrusive. You cannot just put an ad on TV or in a publication and ensure that consumers see it. The consumer is in control of when they want content, and what platform they use to get it. In contrast, print reaches customers in a way that other outlets can't – at their leisure.

"Print is provided to the reader when they want it," says Kenneth McNerney. "When they're ready to read it, they can take it out and look at it. It puts them in control, allows them the ability to say yes or no, I want more information. Technology has given control of access to media to the consumer."

If you share only one point with your customers on why print is the "wine of communication," it's this – print tastes great with other mediums. Print doesn't have to compete. It can collaborate.

It's very similar to the discussions from 15 years ago when the world was saying the physical store is old fashioned and everyone will buy what they need on-line. The companies that are winning are those that found how to integrate the on-line experience with the physical store.

David McNerney, Director of Sales & Marketing for Think Patented, says his company sees a tremendous spike in response rates whenever an email or web campaign is linked with print. The same goes for telemarketing campaigns. Instead of an intrusive phone call, the customer receives a promotional piece in the mail with a number to call and can decide when to make the phone call. Internet campaigns linked with print follow the same successful formula.

"Print's future is less about competing with other technological communication platforms and more about using its portability and flexibility to integrate communication touch points for the marketer and the consumer," says David McNerney. "The ability to integrate scent, texture, hi-resolution graphics as well as variable data at multiple points of engagement is print's strength."

Indeed, the "wine of communication" may be print's permanent spot in the scope of media. It's been around the longest, and it strengthens other media's campaigns. In today's landscape, one will not get it done. ■

"Print is provided to the reader when they want it. When they're ready to read it, they can take it out and look at it. It puts them in control, allows them the ability to say yes or no, I want more information. Technology has given control of access to media to the consumer."

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7 Ideas for 2013 Tax Planning for Your SMALL BUSINESS



By William Hallmark, tax shareholder, and Robin Dennis, tax manager – Clark Schaefer Hackett

A tax strategy should be a fluid planning process that adapts to changes in your business and tax law. Fortunately passage of the ATRA makes planning a bit more certain. But remember, planning isn't an annual event of pulling out an envelope full of receipts and begrudgingly sorting them. That's tax procrastinating! Let's get planning.

1. Save for the future. Many small business owners don't have a retirement vehicle. Some plan options reduce your tax bill now, and others allow you to earn investment income tax-free. Remember that SIMPLE IRAs and 401k plans need to be established during the current calendar year.

2. Review your entity structure. Are you unincorporated? Maybe that is the best answer but other entity choices such as corporations, LLCs, and partnerships come with their own tax advantages and disadvantages.

3. Get insured. Many small business owners don't have a medical plan. But you may qualify for the self-employed health insurance deduction on your tax return.

4. Avoid fraud. Perhaps you utilize a third-party to process your payroll. Some scandalous third-party providers have failed to transfer withholding taxes to the tax authorities. Unfortunately, in this instance, companies are still liable for the taxes. Make sure your provider is bonded, and that you receive proof the withholding is being remitted to the IRS or other tax authorities.

5. Be all that you can be. If you hire a qualified veteran prior to December 31, 2013 you are entitled to a tax credit up to \$6,000. In order to qualify for the credit the employee must be certified via Form 8850 within 28 days of starting employment.

6. Keep timely records. Keep up with your bookkeeping throughout the year. You will have a better idea as to how your business is doing financially. If it's October and you haven't entered any of your activity since February, how can you possibly know how your business is performing? Last but not least, tracking mileage is key for those using vehicles for both business and personal.

7. Make needed capital investments. Consider capital purchases in the current year rather than next year. There are a few accelerated write-off rules that allow you to deduct most, if not 100%, of the asset cost currently, as opposed to "over the useful life of the asset." Certain provisions are set to expire at the end of 2013 unless extended.

Contact a tax professional to see if you can implement any of these ideas in pursuit of a smaller tax bill. Find out more about Clark Schaefer Hackett at www.cshco.com. ■





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DAYTON CHAMBER ANNOUNCES TOUR TO TURKEY IN 2014

“Discover Modern & Classical Turkey”

The Dayton Chamber of Commerce is pleased to announce that it will be leading a trip to Turkey from November 6-18, 2014. Based on the success of previous international cultural and business tours to China, India, Brazil, Cuba, and Thailand, Singapore & Hong Kong, the Chamber will be offering this exciting tour to visit one of the most vibrant emerging markets in the world. The Republic of Turkey, at the crossroads of Europe & Asia, boasts a highly developed and successful free-market economy, in addition to a rich cultural and historical heritage. The Tour will traverse the country, visiting Gallipoli, Troy, Pergamon, Ephesus, Kudas, Cappadocia, Istanbul and Ankara. Come explore this exciting destination with the Dayton Chamber!

The 13 day tour will include roundtrip international airfare from Cincinnati, bus transportation from Dayton, all taxes and air fees, 11 nights hotel accommodation, all deluxe coach bus transportation in the country, all

breakfasts, 7 dinners, all sightseeing and tour entrance fees per itinerary, and English speaking guides for tours. Optional tours will be available for additional cost during free time. In addition, complimentary business briefings on the economy and major industries in the cities visited are being arranged for passengers who express an interest. The price for this package is \$3949. Early bird pricing: if you book by May 16, 2014 you can save \$250, and the overall trip price would be \$3699 per person. Single supplements are available. Limited seats are available for this trip and they are filling up quickly! If you are interested in more information on the trip, please visit the Chamber's website or contact the trip coordinator, Stephanie Precht, Director of Public Policy & Economic Development with the Dayton Chamber at 937.226.8277 or sprecht@dacc.org

An informational briefing will be held November 5, 2013 from Noon-1:30 pm in Room 208 of the Dayton Convention Center. ■

2013 Greater Dayton Workplace Diversity Award

THE AWARD

Each year The Dayton Chamber, along with our partner the National Conference for Community and Justice (NCCJ) of Greater Dayton, looks to honor local companies who foster an inclusive work environment in which all employees are inspired to contribute their best through their different perspectives, backgrounds and experiences. Our objective is to encourage and increase the number of businesses and institutions implementing innovative programs, projects, or practices that will help to improve workforce diversity/inclusion excellence. The award recognizes organizations and/or companies who have been a role model in their local community as a strong advocate for diversity. The Greater Dayton Workplace Diversity Award is presented at The National Conference for Community and Justice (NCCJ) Annual Friendship Dinner. This year's award is sponsored by KeyBank.

2013 WINNER

WilmerHale is a "100 lawyer strong" firm with 14 offices in the United States, Europe and Asia, and a strong heritage of legal aid, foundation and pro bono work. Their lawyers have played prominent roles opposing discrimination and defending human rights around the world. One of the firm's guiding principles is diversity, defined by its mission to foster an environment that embraces each individual's unique background, experience and perspective. WilmerHale's goal – to reflect the diversity of its clients and the communities in which it practices – is made a reality through firm-wide efforts led by the Director of Diversity, Diversity Committee Co-Chairs and the WilmerHale Staff Diversity and Inclusion Council. The law firm was ranked among the top 30 firms in the "Top Law Firms for Diversity" by Multicultural Law Magazine in 212 and was number two in the "Top 100 Law Firms for Women."

The firm's comprehensive diversity strategy focuses on several areas, including recruitment, leadership commitment, financial support and client engagement.

Recruitment. An ongoing goal of the firm is to help the firm attract minority, LGBT and women lawyers and law students and staff, while finding ways to distinguish the firm from our competitors. We accomplish this through targeted recruiting and outreach efforts that include participating in job fairs, supporting student led affinity groups, hosting receptions for law students and supporting diversity pipeline initiatives.

Leadership Commitment. Management demonstrates



WILMER CUTLER PICKERING HALE AND DORR LLP

its commitment to diversity through direct involvement and financial support. For the past three years, members of the Management Committee and the Diversity Committee Co-Chairs have met with department and practice group leaders to discuss the progress and prospects of all minority and LGBT non-partners in our domestic offices. While several factors impact retention and advancement, this deliberate approach gives leadership an opportunity to identify accomplishments and address potential issues early.

Financial and Human Resources. In 2012, firm leadership allocated more than \$450,000 to support the firm's diversity efforts. The Diversity Committee used the budget to fund internal activities, expand its pipeline initiatives, support lawyers involved in various bar associations, and send attorneys to conferences that enhanced their professional development and expanded their external networks.

Client Engagement. The firm has developed innovative opportunities to engage clients. We invite clients to attend and/or participate in our Diversity Speaker Series, which include panels discussing issues relevant to minority and LGBT lawyers. Clients are expressing greater interest in our diversity efforts. Of the 300+ surveys and RFPs the firm received and responded to in 2012, 36% specifically asked about diversity.

According to WilmerHale its diversity programs have existed since their predecessor firms, Wilmer, Cutler & Pickering and Hale and Dorr, merged in 2004. These programs were expanded in 2008 with the development of internal diversity affinity groups in each US office.

On behalf of the Dayton Chamber and NCCJ we would like to Congratulate WilmerHale as the 2013 Greater Dayton Workplace Diversity Award Winner. ■



Ali Moallem, Kathryn Philips, Marieta Bingatati and Rebecca Owen
– Dayton-based members of the firm's Staff Diversity and Inclusion Council



Dayton Area Chamber Partners with Infintech

New Credit Card Processing Program Offers Savings for Chamber Members

The Dayton Area Chamber and Infintech, a national provider of credit card processing for all types of business, announce the launch of an exclusive Chamber member discount program.

Through the partnership, Dayton Area Chamber members will have the opportunity to participate in a nationwide group discount program to accept Visa, MasterCard, Discover and American Express card transactions.

“We are excited to partner with the Dayton Area Chamber, complete with local service and representation,” said Ryan Rybolt, president of Infintech. “We feel this exclusive program will make the Dayton Area an even greater place for businesses.” If historical

data proves consistent, chamber members should expect to reduce their processor’s fees by nearly 40%.

Infintech’s group discount program began with the Cincinnati USA Regional Chamber seven years ago and has grown to include over 150 chambers and associations across the United States. In that time, thousands of businesses have participated, catapulting Infintech as an emerging leader in the processing industry. To recognize the company’s growth, Cincinnati USA Regional Chamber named Infintech the 2013 Small Business of the Year.

Companies that want to learn more about Infintech’s new chamber affinity program should visit www.infintechllc.com/daytonchamber or call Ramone Kenney, (513) 504-9253 for more information. ■

Group Buying Power (and how to get it).

Lower your credit card payment processing fees today.

The Dayton Area Chamber of Commerce has partnered with Infintech to bring members lower payment processing fees—thanks to the combined buying power of our membership.

How much can YOU save?

Contact Ramone Kenney at (513) 504-9253 or ramone.kenney@infintechllc.com.



Infintech, LLC is a registered ISO in association with First National Bank of Omaha, Omaha, Nebraska.



infintechllc.com/daytonchamber

Group Purchasing Discounts

FACT: Over 60% of all Chamber members participate in at least one of our discount programs.

Affordable Health Insurance for Small and Mid-Size Businesses

The Chamber and Anthem Blue Cross and Blue Shield have combined efforts to offer health, dental, and disability insurance coverage to small and mid-sized businesses. ChamberCare offers competitive rates and comprehensive services from a large network of providers.



Workers' Compensation Discounts

Through our relationship with Frank Gates, our group rating program allows employers with good safety and claims records to pool together to enjoy discounted workers' compensation premiums and reach the highest possible discount.



Medical Management Solutions

For 15 years, the Chamber has contracted with CareWorks to offer members innovative claims and medical management services for workers' compensation, helping our more than 93,000 employer customers control costs and enhance employee productivity.



Office Supplies

Chamber members can save up to 30% on frequently used office supplies at Office Depot. Receive free next day delivery. Member employees receive the same great discount when they shop at Office Depot.



Gas Card Discount Program

Save 5 cents a gallon on gas from any Speedway or Super America gas station when using your Chamber Benefits Card. The per gallon discount is not available for fuel purchases made in WV and WI. For more information about this benefit contact the Chamber.



Energy Savings Program

Chamber members receive an exclusive discount offer from DPL Energy Resources. Eligible businesses must use less than 700,000 kWh annually. For more details visit our website at www.daytonchamber.org.



Shipping Services

The Chamber has teamed up with FedEx to help boost your savings on all air and ground deliveries. It's easy. It's free. And there is no minimum shipping, copy or print quotas. Enroll today.



Details about these offers and others

For a complete list of chamber discount programs and services visit our website at www.daytonchamber.org.



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