

FOCUS

FALL 2014 | VOL. VII, NO. 3

Grand Opening
8 | 28 | 2014

**Hollywood Gaming
at Dayton Raceway
Looks Forward to
Late Summer Opening**

**Be a Tourist in
Your Own Backyard!**

**AAA Wastewater
Awarded for Innovation**

DAYTON

Dayton Area
Chamber of Commerce
www.daytonchamber.org

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DAYTON

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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

FOCUS on ... local spend



Chambers of Commerce all over the nation, whether they are in rural, suburban or urban settings, have a number of key core competencies in common. More than just their name, each should stand tall in their unwavering support of the business community perspective regarding public policy issues, economic development, good government, sound business practices and support of their communities. One common strategy is selling,

growing and protecting their local economies.

Most chambers understand the important impact of one's local economy and tactics that can be incorporated to enhance it. We have always believed in a strong business-to-business and business-to-consumer climate that starts and ends at home.

First, let me say that in today's national and global marketplaces, even the smallest of homegrown companies can make it big with a strategy that includes national, internet and social media marketing. But for many, their bread and butter still comes from support by other area businesses and the local consumer marketplace.

Our Chamber - your Chamber - is no exception. We have always promoted strategies of local B2B and B2C. Most every time we get together at Chamber events, we encourage localized networking opportunities. Whether you attend specific networking events like our Annual Meeting, Business After Hours or our educational programs in safety, leadership, our community Breakfast Briefings or other programs, we continue to support our local business growth. One of our newest local spend drivers, our Minority Business Partnership, continues to expand its mission of growth to also now include women-owned, veteran-owned and disability challenged-owned businesses. Each has its own important needs; none more important than the commitment of our own community to support them and their products and services right here in the Miami Valley; where men and women have made significant investments in starting and sustaining their own "American Dream". Buy Local is an imperative that deserves our focus and commitment.

The bottom line is when doing business and needing all types of products and services, we ask you to think local first. Naturally we want you to support your fellow local Dayton Chamber members within our 9-county region. But think locally; not everything, every day or every way needs to be a global exchange. Some things are best kept here in our own locale... home.

Phillip Parker
President/CEO
Dayton Area Chamber of Commerce

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RED CARPET AFFAIR

Hollywood Gaming at Dayton Raceway excited for late summer opening
Prospective workers demonstrate strong interest, high quality



When Penn National Gaming chose Dayton for a new racino, it pledged that 30 percent of its workforce would be city residents, a commitment to help demonstrate that “we’re good partners with our host communities,” said Gary DeWitt, vice president and general manager of Hollywood Gaming at Dayton Raceway.

Soon after hiring began in earnest, company officials could see they would hit the 30 percent mark and possibly exceed it. Penn National partnered with Ohio Means Jobs in Montgomery County to help recruit employees. It opened its career center in late April and by early June, already had more than 3,000 applications.

“The interest has been fantastic,” DeWitt said. “We’ve been extremely pleased with the number of applicants and the quality of applicants. We have all expectations that we will beat that 30 percent number.”

OFFICIALS PROJECT 1,000 DIRECT AND INDIRECT NEW JOBS

The company expects to hire about 500 people at the racino, which will open this fall and feature live harness racing, simulcast races and 1,000 gaming machines known as video lottery terminals. It will be open 24 hours a day, seven days a week, and officials expect it will generate another 500 jobs in the region.

HOLLYWOOD
Gaming
DAYTON RACEWAY



Gary DeWitt

“We’re very excited to be bringing this great new entertainment venue to the area and to be playing a role in the economic revitalization of Dayton and the Miami Valley,” said Dee Mara, marketing director of Hollywood Gaming at Dayton Raceway. “We’re looking forward to

welcoming our guests and also to becoming a significant and active member of the Dayton community.”

The \$250 million project includes \$125 million for construction, \$50 million for a license to operate the video lottery terminals and \$75 million for Penn National to transfer its racing license from Raceway Park in Toledo to Dayton. Once casinos were approved for Ohio, Penn National opened a Hollywood Casino in Toledo and one in Columbus, and petitioned to move its racing from those cities to Dayton and Youngstown.

“We pursued a relocation to Dayton as it was one of the largest underserved markets in Ohio,” said Eric Schippers, Penn National senior vice president for public affairs and government relations.

Penn National Gaming, based in eastern Pennsylvania, is the largest regional gaming company in the U.S. and the nation’s largest operator of pari-mutuel racetracks. It owns or operates 27 facilities in 18 separate jurisdictions.

CHARITABLE EVENT TO PRECEDE GRAND OPENING

The Dayton racino, at Wagner Ford and Needmore roads, is located where a Delphi automotive plant once stood and DeWitt said the company is proud to be redeveloping a brownfield site here, as it did in Columbus. Being a good corporate citizen and a true community partner are important to Penn National, he said.

He and Mara both said the grand opening will be a “red carpet” event, but a couple of days earlier, the racino will host a charitable evening. It will be open for several hours to invited guests, with proceeds going to selected charities.

The event provides both an important test run for the racino and a chance to support local charities, DeWitt said. “Penn is always trying to be a good charitable partner, (to) get involved with the community.”

Penn National Gaming also has a charitable foundation that it started in 2005 to help employees hurt by Hurricane Katrina and that now offers grants to non-profit organizations in the communities where the company operates.

DeWitt said local groups will be able to link to the foundation through the Dayton facility or Penn National’s website. “Corporate sets our guidelines and things along those lines (but) a local situation that we believe we can support, we will,” DeWitt said. The foundation focuses on projects that promote community development, education, human services, cultural affairs and diversity, and health services.

RACING TO START OCT. 3

The inaugural harness racing season at Hollywood Gaming at Dayton Raceway will kick off Oct. 3 and run through Dec. 27. Races will be held five nights a week – Sundays and Tuesdays, excepted – and the season will dovetail with the harness seasons at Scioto Downs near Columbus and the new Miami Valley Gaming in Warren County.

“We’re going to treat it somewhat like a circuit. We definitely don’t want to overlap (seasons) and that’s been the desire of the (Ohio) Racing Commission, as well,” DeWitt said. “It just makes good sense for our customers, for the horsemen, for all parties involved.”

Bolstering the horse racing industry was a major impetus behind the legislation that authorized video lottery terminals at Ohio’s racetracks, Schippers said. A percentage of gaming revenue will be used to increase racing purses, thus attracting more and higher-quality horses. The state constitutional amendment that allowed casinos in Ohio also directed funds to help the horse race industry, Schippers added.

OFFICIALS SEE A HEALTHY MARKET

Despite early reports that Ohio casino revenue was lower than initial projections, Penn National remains confident in the gaming market, Mara said. “Penn National’s belief is that Ohio remains a strong gaming market as it continues to evolve and grow. We’re very confident that the Miami Valley will be a successful market for us.”

DeWitt said the Dayton facility is planned to accommodate an expansion, if the demand were to justify it.

Meanwhile, he echoed other Penn National officials when he talked about the positive reception the company has received in the region and how pleased it is to be here.

“The greater Dayton area has been so supportive of the project; our community partners, our relationship with the chamber (of commerce), everyone has been extremely welcoming and it’s been nice to be a part of the community,” DeWitt said. “We’re just thrilled to be in Dayton.” ■





Be a Tourist In Your Own Backyard!

It seems as though no matter where folks live they often take for granted or don't fully appreciate all of the things there are to see and do in their own community. Perhaps it's the old adage "the grass is greener elsewhere," or maybe it is a lack of awareness.

As Greater Daytonians we have so much to see and do in our own backyard that you could literally fill every summer day and still not check through the full list! Take time this summer to celebrate some of our world-class offerings!

The Dayton Convention & Visitors Bureau (CVB) brings conventions, youth and amateur sports events, meetings, reunions and leisure business into Dayton and Montgomery County. By bringing outside people, and their money, into Greater Dayton the CVB serves as an economic catalyst for our area. We hear again and again how impressed visitors are with all that Dayton has to offer. They frequently say "I had no idea! Dayton is marvelous; we're definitely coming back!"

Nowhere else in the world can you experience the amazing attractions and activities Greater Dayton offers. Here is a very brief list:

- Check out the largest connected bikeway network in the country! With over 330+ miles of paved paths you can experience a different route each weekend. Visit www.miamivalleytrails.org for routes and details.
- Dayton boasts the National Museum of the U.S. Air Force, the world's largest and oldest military aviation museum and Ohio's most visited FREE tourist attraction. If you've already been, come back to check out the new interactive displays, experience the new NASA Space Shuttle exhibit and STEM learning modules, see a film in the newly renovated 3-D theater, take a simulated flight in the Morphis Movie Ride, or step onto the presidential plane that flew Kennedy's body back from Dallas and on which Lyndon Johnson was sworn in as President. This museum is in our backyard and it's free! www.nationalmuseum.af.mil



- Did you know Dayton has a National Park? Learn all about the Wright Brothers and their friend poet Paul Laurence Dunbar at the Dayton Aviation Heritage National Historical Park's four fascinating sites. Fly a Wright Flyer simulator, walk on the hallowed ground of Huffman Prairie Flying Field where the Wrights "really learned to fly!" www.nps.gov/daav The interactive Interpretive Centers are FREE!

- The Boonshoft Museum of Discovery (www.boonshoftmuseum.org), the Dayton Art Institute (www.daytonartinstitute.org), SunWatch Indian Village/Archaeological Park (www.sunwatch.org), Carillon Historical Park (www.daytonhistory.org), the Packard Museum (www.americaspackardmuseum.org), Aullwood Audubon Center and Farm (<http://aullwood.center.audubon.org>), Five Rivers MetroParks (www.metroparks.org), the Wright B Flyer (www.wright-b-flyer.org), each offer incredible interactive discovery experiences to name a few.
- Unique shopping and dining experiences at local independent shops, restaurants and the ever expanding craft breweries.
- Summer festivals, music and cultural performances abound in Greater Dayton.

This list is just the tip of the iceberg. Please contact the CVB office (226-8211) for a copy of your free Destination Dayton Visitors Guide for additional ideas, and be sure to log onto www.daytoncvb.com to scan the Calendar of Events. Have fun this summer rediscovering our own backyard! ■



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Gaming

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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 May 2014 report.

Economic Indicators

Economic Development Highlights for May 2014

Major economic initiatives for the Dayton region have officially been announced recently. Most notably, the \$240 million investment by Fuyao Glass America Inc. that will create 800 jobs in Moraine and the \$89 million distribution facility being built by Prologis for Procter & Gamble in Union. In addition there is the \$40 million expansion of the Whirlpool Corp. Greenville facility which will mean 400 new jobs, and the \$100 million Meijer dairy production facility that will add 100 jobs in Tipp City. Our local manufacturing sector received great news as well. Dayton and Cincinnati have been selected as one of 12 regions in the United States in a new manufacturing initiative making them eligible for a share of \$1.3 billion in federal assistance through the US Department of Commerce.

GDP Gross Domestic Product, Annual Percentage Increase

1st Qtr 2014	4th Qtr 2013	3rd Qtr 2013	2nd Qtr 2013	1st Qtr 2013
-2.9	2.6	4.1	2.5	1.1

Cost of Living Index 2014 First Quarter Data

Dayton, Ohio	93.2
Columbus, Ohio.....	91.9
Raleigh, North Carolina.....	94.6
U.S. AVERAGE.....	100
Richmond, Virginia.....	100.6
Cleveland, Ohio.....	99.1
Denver, Colorado.....	106.6
Miami, Florida.....	110.5
Baltimore, Maryland.....	107.9
Chicago, Illinois.....	117.5
Portland, Oregon.....	121.7
San Francisco, California.....	163.9

CPI Consumer Price Index May 2014

May 2014 %	
monthly change.....	0.4%
CPI over the last 12 months Avg.....	2.1%

Sales Tax Collections

County	Rate (%)	Mar '14	Mar '13	12 Mo. Change	YTD 2014	YTD 2013	YTD Change
Butler.....	0.75.....	2,838,979.....	2,671,088.....	6.29%.....	8,970,553.....	8,588,127.....	4.45%
Clark.....	1.5.....	1,958,594.....	1,766,618.....	10.87%.....	5,821,384.....	5,620,911.....	3.57%
Darke.....	1.5.....	621,013.....	556,814.....	11.53%.....	1,908,877.....	1,828,542.....	4.39%
Greene.....	1.....	1,739,165.....	1,686,260.....	3.14%.....	5,988,595.....	5,777,529.....	3.65%
Miami.....	1.25.....	1,235,989.....	1,194,299.....	3.49%.....	3,956,229.....	3,892,077.....	1.65%
Montgomery.....	1.....	5,552,292.....	5,725,804.....	-3.03%.....	18,134,562.....	18,074,430.....	0.33%
Preble.....	1.5.....	405,697.....	390,121.....	3.99%.....	1,256,702.....	1,192,774.....	5.36%
Warren.....	1.....	2,428,437.....	2,282,863.....	6.38%.....	8,239,309.....	7,703,803.....	6.95%
Region (\$,000s).....		16,780,166.....	16,273,867.....	3.11%.....	54,276,211.....	52,678,193.....	3.03%

Regional Employment Trends

Dayton MSA	May 2014	April 2014	May 2013	2014 Average	12 Mo. Change
Total Nonfarm Employment.....	381,600.....	379,400.....	380,900.....	374,020.....	700
Goods Producing Employment.....	52,900.....	52,400.....	53,000.....	51,860.....	-100
Service Producing Employment.....	263,700.....	262,600.....	262,700.....	258,240.....	1000

Unemployment Rates

	May 2014	May 2013	12 Mo. Average
Dayton MSA.....	5.3%.....	7.3%.....	7.0%
Ohio.....	5.3%.....	6.9%.....	6.7%
U.S.....	6.1%.....	7.3%.....	6.9%

Value of New Construction

Dayton MSA	May 2014	May 2013	12 Mo. Change
Nonresidential.....	77,974,000.....	53,797,000.....	45%
Residential.....	21,764,000.....	24,606,000.....	-12%
Total.....	99,738,000.....	78,403,000.....	27%

Dayton MSA	YTD 2014	YTD 2013	YTD Change
Nonresidential.....	172,085,000.....	195,923,000.....	-12%
Residential.....	101,650,000.....	95,160,000.....	7%
Total.....	273,735,000.....	291,083,000.....	-6%

Residential Home Sales

Dayton MSA	May 2014	May 2013	% Change	YTD 2014	YTD 2013	% Change
Number of Homes Sold.....	1,231.....	1,258.....	-2.15%.....	4,706.....	4,844.....	-2.85%
Total Home Sales (\$,000s).....	167,721.....	161,772.....	3.68%.....	590,562.....	582,597.....	1.37%
Average Sale Price.....	167,721.....	128,592.....	9.46%.....	123,366.....	121,213.....	1.78%



Dayton Chamber's Annual Legislative Day in Columbus a Huge Success!

For over thirteen years, the Dayton Chamber has hosted an annual Legislative Day in Columbus focused on public policy and business advocacy for the Dayton region. This unique event provides an opportunity for Dayton Chamber members and area business leaders to travel to Columbus and spend a day meeting with the Dayton Region's state elected delegation, collectively advocating on issues that are most important to the business community. Each year, this event provides business leaders with the opportunity to meet with their elected representatives in the General Assembly, as well as statewide officials and other policy leaders, to share priorities and concerns.

On Tuesday, May 20, 2014, the Dayton Area Chamber of Commerce traveled to Columbus with more than 100 business leaders from Dayton, to meet with statewide elected officials, Ohio Congressional leadership and public policy experts at this year's Legislative Day in Columbus. Speakers included Ohio Budget Director Tim Keen and Secretary of State Jon Husted, in addition to officials from the Dayton Development Coalition and JobsOhio who provided an update on the Fuyao Project. Democratic Party Chairman Chris Redfern and Republican Party Chairman Matt Borges were present to discuss the election outlook for November. Attendees concluded the day with a

private lunch and networking with the Dayton region's legislative delegation.

We would like to thank Taft, Stettinius & Hollister & Time Warner Cable for their generous and continued sponsorship of this event. We hope that you will join us for our next Legislative Day in Columbus in May 2015!



Ohio Republican Party Chairman Matt Borges (standing) and Ohio Democratic Party Chairman Chris Redfern (seated)



Attendees network during breakfast



Secretary of State Jon Husted addresses the audience



Ohio Budget Director Tim Keen addresses the audience



Representative Mike Henne dialogues with attendees during lunch



Chamber Vice President Chris Kershner and the University of Dayton Statehouse Scholars

JOURNEY

♥ The distance we travel on this human Journey is not without challenge. At CareSource, our direction was set 25 years ago with a conviction that all people deserve access to health care and to be treated with compassion, dignity and respect. It has become our heartbeat. 🟩 Today, we are privileged and humbled that CareSource is making a difference in the lives of the people we serve and in the communities in which we have a presence. 🟦

While we are proud to celebrate the first 25 years of our quest, our Journey has become less about the time or distance traveled than about the lives touched along the way. Less about where we have been, than where we have to go. Less about the destination, more about the Journey. 🟪 The greater good is still in the road ahead.





DAYTON MBP

Dayton Area Chamber of Commerce

MINORITY BUSINESS PARTNERSHIP

MBP Metrics Scorecard

Focus 40 (Portfolio MBEs)	2011 Actual	2012 Actual	2013 Preliminary	2014 Goal
Focus 40 MBE Firms	22	N/A	31	36
Focus 40 Aggregate Revenue	\$391M	\$475M 22%	\$495M 4%	10% Growth over prior year
Focus 40 Aggregate Headcount	N/A	619	622	N/A
<hr/>				
MBE Construction Contract Wins Influenced by MBP	\$16.5M	\$16.5M	\$28.8M	\$30.0M
<hr/>				
Committed Buying Organizations (CBOs)	2011 Actual	2012 Actual	2013 Preliminary	2014 Goal
MBP Committed Buying Organizations	22	24	25	28
CBO Total MBE Spend Reported	\$54.7M 2.0%	\$105M 3.7%	\$136M 4.2%	N/A

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AAA Wastewater Awarded 2014 Soin Award for Innovation

At the Dayton Chamber's Annual Meeting on May 13, AAA Wastewater, a Dayton Chamber member company based in Franklin, Ohio, was the 2014 recipient of the Soin Award for Innovation. President & CEO Tim DeHart and founder Gene DeHart were present to accept the award.

The Soin Award for Innovation was designed to identify, honor and financially assist a company in the Dayton region which demonstrates



the historical innovative spirit in our community. The award recipient best demonstrates this entrepreneurial spirit through a recently introduced or pending introduction of a unique product or service that will have the ability to sustain long-term growth for the company, increase local employment and assist in the creation of economic prosperity within the region.

With generous support of our members and especially Soin International and the Rajesh K. Soin

Continued to Page 18

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Member Profile

Continued from Page 16

family, the Chamber's Education and Public Improvement (EPI) Foundation presents the Soin Award for Innovation each year at the Dayton Area Chamber of Commerce Annual Meeting.

A selection committee, made up of representatives of the region's business and academic leaders along with the EPI Foundation Board members, select one recipient annually from the applications to receive a \$25,000 cash award and its accompanying public and community recognition.

Since first opening in 1954, AAA Wastewater has provided a variety of services in the Dayton and Cincinnati areas including residential septic tank cleaning and repairing; commercial and municipal sewer and drain cleaning and repair; grease trap cleaning and disposal services for local restaurants and food processing plants; and portable restroom services for construction sites, parks and special events.

AAA Wastewater was selected as the 2014 Soin Award recipient based on its inventive and eco-friendly methods of turning wastewater and brown grease into valuable and natural recovered resources. Currently, the company collects and processes approximately 2.7million gallons of septage and 360,000 gallons of grease trap waste annually. The company is capable of significantly accelerating the recovery of nutrients and resources from septage, including nitrogen, phosphorus and oils that should be recovered and reused in an environmentally and fiscally responsible way.

In 2011, AAA Wastewater's president, Tim DeHart, officially renamed the company's wastewater treatment plant as the Resource Recovery Center. Currently, the company is in the development stage of an innovative new propriety formula and method that will significantly improve the resource recovery process. AAA Wastewater has been an active participant and supporter of the Dayton Regional Green task force, proving that sustainability is a key component of their overall business model.

The Dayton Area Chamber of Commerce congratulates the leadership and staff of AAA Wastewater and wishes them the best of luck as they continue to innovate and grow in our community! ■

AAA Wastewater was selected as the 2014 Soin Award recipient based on its inventive and eco-friendly methods of turning wastewater and brown grease into valuable and natural recovered resources.



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At its **Annual Member** meeting on May 7, 2014, the Chamber honored the following outstanding organizations and individuals:



John H. Patterson Corporate Partner Award – Think Patented



Stahl - Ambassador of the year



McCabe – volunteer of the year



Jonathon Dayton Public Partner Award – The Entrepreneur's Center

Dayton Area Chamber Calendar of Events August – October

Small Business Toolkit: Social Media and Marketing

Thursday, August 21, 2014
11:00 AM - 1:00 PM

MBP Business Opportunity Breakfast

Thursday, August 28, 2014
7:30 AM - 11:00 AM

Government Affairs Breakfast, WPAFB Commander, Colonel Devillier

Thursday, August 28, 2014
7:30 AM - 9:00 AM

Breakfast Briefing

Friday, September 12, 2014
7:15 AM - 9:00 AM

Small Business Toolkit: Insurance: How Much is Enough & Retirement Plans

Tuesday, September 16, 2014
11:00 AM - 1:00 PM

Safety Breakfast with the Experts

Wednesday, September 17, 2014
8:00 AM - 9:00 AM

Speaker: Mike Lampl, Ergonomics Technical
Advisor, Ohio BWC
Topic: Ergonomics

22nd Chamber Challenge Golf Outing

Monday, September 22, 2014
11:00 AM - 7:00 PM

Breakfast Briefing

Friday, October 10, 2014
7:15 AM - 9:00 AM

Safety Conference & Symposium

Tuesday, October 14, 2014
8:00 AM - 4:00 PM

Small Business Toolkit: Managing Your Workers' Compensation Program

Tuesday, October 21, 2014
11:00 AM - 1:00 PM

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Check out these Chamber members in the Arts, Entertainment & Recreation Sector

Company	Contact	Phone	Address
Dixie Drive In	Mr. Greg Dove	937-223-0222	7812 McEwen Road, Suite 200 Dayton, OH 45459
The Human Race Theatre Company	Mr. John Faas	937-461-3823	126 North Main Street, Suite 300 Dayton, OH 45402-1710
Schwabe Studio, Inc.	Ruth Hale	937-890-1211	8525 N. Dixie Dr. Dayton, OH 45414
The Dayton Art Institute	Alexis Larsen	937-223-5277 ext. 243	456 Belmonte Park N Dayton, OH 45405-4700
Easterling Studios	Mr. Darryl Neff	937-222-8410	431 Wayne Avenue Dayton, OH 45410
Cincinnati Reds, LLC	Mr. Jon Wagner	513-765-7975	Great American Ball Park 100 Joe Nuxhall Way Cincinnati, OH 45202-4109
Miami Valley Golf Club	Mr. Greg Ingersoll	937-274-1133	3311 Salem Avenue Dayton, OH 45406-2610
Cincinnati Bengals, Inc.	Mr. Andrew Brown	513-455-8715	1 Paul Brown Stadium Cincinnati, OH 45202
Country Club of the North	Pam Vitale	937-374-5000	One Club North Drive Beavercreek, OH 45385-9399
Action Sports Center	Tresa Kirbabas	937-224-7529	1103 Gateway Drive Dayton, OH 45404
Hoosier Park Racing & Casino	Mr. Mike Kase	765-609-4616	4500 Dan Patch Circle Anderson, IN 46013
Five Rivers MetroParks	Rebecca Benna	937-277-5300	409 East Monument Avenue 3rd Floor Dayton, OH 45402
Kings Island	Mr. Greg Scheid	513-754-5450	P.O. Box 901 Kings Mills, OH 45034
Poelking Bowling Centers	Mr. Joe Poelking	937-435-3855	8871 Kingsridge Drive Centerville, OH 45458
Buckeye Pools, Inc.	Mr. Chris . Durbin	937-434-7916	P.O. Box 750548 Dayton, OH 45475-0548
Dayton Dutch Lions	Mr. Koen Driessen	937-530-5123	8 North Elm Street West Carrollton, OH 45449
Beaver-Vu Bowl	Mr. Doug Wilson	937-426-6771	1238 N. Fairfield Road Beavercreek, OH 45432
Dayton Contemporary Dance Company	Mr. Jay Peterson	937-228-3232	840 Germantown Street Dayton, OH 45402
National Aviation Hall of Fame	Mr. Alan Hoeweler	937-256-0944 Ext. 10	P.O. Box 31096 Dayton, OH 45437-0096
SKH Quest Center Martial Arts	Mr. Stephen Hayes	937-436-9990	6236 Far Hills Avenue Dayton, OH 45459
Diamonds Cabaret	Amy Smith	937-439-4530	960 Miamisburg Centerville Rd Centerville, OH 45459-6527
Penn National Gaming, Inc.	Gary DeWitt	937-329-9781	4701 Wagnor Ford Rd Dayton, OH 45414
Scene 75	Mr. Les Sandler	937-619-3200	6196 Poe Avenue Dayton, OH 45414
Dayton Docs	Mr. Joe Marker	937-423-3053	P.O. Box 773 Greenville, OH 45331
Wright State University/Ervin J. Nutter Center	Mr. James Brown	937-775-3498	3640 Colonel Glenn Hwy Suite 430 Dayton, OH 45435-0001
Dayton Society of Natural History DbA Boonshoft Museum of Discovery	Mr. Mark Meister	937-275-7431	2600 Deweese Pkwy Dayton, OH 45414-5499
Dayton Demonz	Mr. Paul Contreras	937-723-8461	1001 Shiloh Springs Road Dayton, OH 45415
Wine and Canvas Dayton	Shannon Egbert	937-999-8868	P.O. Box 221 Vandalia, OH 45377
That Photo Studio	Barb Gay	937-433-8771	861 W. Spring Valley Paintersville Road Spring Valley, OH 45370
Kentucky Speedway	Mr. Benjamin Hue	859-578-2324	1 Speedway Drive Sparta, KY 41086
Pinot's Palette	Karen Doggett	937-432-9481	2826 Miamisburg-Centerville Road Dayton, OH 45459
Miami Valley Gaming	Jen Swope	513-934-7660	6000 SR 63 Lebanon, OH 45063
JIVA Medical Spa	Nancy Dovell	937-306-1555	4235 Indian Ripple Road, Suite 200 Beavercreek, OH 45440
Dayton History	Mr. Brady Kress	937-293-2841x 104	1000 Carillon Boulevard Dayton, OH 45409
National Cinemedia	Alexis McCain	937-818-5960	6590 Riverbend Drive Dayton, OH 45415
Vectren Dayton Air Show	Terry Grevious	937-898-5901 Ext. 135	3800 Wright Drive Vandalia, OH 45377-1004
Dayton Dragons Professional Baseball	Mr. Robert Murphy	937-228-2287	P.O. Box 2107, Fifth Third Field Dayton, OH 45401-2107
Personally Fit (Beckersize, Inc.)	Mary Beth Gouge	937-298-8866	3578 Kettering Blvd., #300 Dayton, OH 45439
Culture Works	Martine Collier	937-222-2787, x220	126 N Main St., Suite 210 Dayton, OH 45402-1766
Winter Guard International	Mr. Ron Nankervis	937-247-5919	2405 Cross Pointe Drive Dayton, OH 45342
Tom's Maze	Mr. Tom Eby	937-866-2777	4677 Germantown-Liberty Rd. Germantown, OH 45327
Dayton Visual Arts Center	Eva Buttacavoli	937-224-3822	118 N. Jefferson St. Dayton, OH 45402
The Whole Frenchilada	Mr. Jean-Luc Lo Cicero	937-277-3651	2021 Sherer Ave. Dayton, OH 45414-4631
James M. Awsumb	Mr. James M. Awsumb		728 Murrell Drive Kettering, OH 45429
Dayton Performing Arts Alliance	Kathy Reed	937-224-3521	126 North Main St., Suite 210 Dayton, OH 45402
Black Oak Swim Club	Melanie Poon	937-291-2465	7635 Rolling Oak Drive Centerville, OH 45459
LaComedia Enterprises, Inc. DbA LaComedia Dinner Theatre	Mr. Joe Adkins	937-746-4554	765 W Central Ave P.O. Box 204 Springboro, OH 45066-1113



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MATHILES TO BE HONORED WITH Top Community Service Award

Former owners of The Iams Company and community leaders Clay and Mary Mathile will be honored by The Presidents Club of Dayton as the region's 2014 Citizen Legion of Honor Award recipients at the organization's October 2, 2014 annual meeting luncheon.

The community volunteer award, given each year since 1951, is the region's oldest continuous recognition of volunteer leadership in the Miami



Valley. The Mathiles, 64th annual recipients, join a list of former honorees such as Franz Hoge, Dan Sadlier, Frank Perez, Brad Tillson, Bro. Ray Fitz, Fred Smith, David Ponitz, David Holmes, Burnell Roberts, Vic Cassano, David Rike and others, all active members of our Chamber of Commerce.



Mary and Clay (Aileron) established the Mathile Family Foundation among other community involvement in 1989. Celebrating the 25th anniversary of the Foundation, it has awarded more than \$300 million to area non-profit organizations.

Table sponsorships for the October 2nd event are now available by contacting Kelley Long at the Presidents Club at 937-226-8274 or email her at klong@dacc.org. Sponsorship donations are tax deductible (less cost of meal) and proceeds from this 501(c) 3 organization's event are used to fund three (3) annual scholarships at Sinclair Community College.

The Presidents Club of Dayton was founded in 1932 for the purpose of encouraging volunteerism, community leadership and support of area non-profit service clubs. ■

Good news! Some Anthem Blue Cross and Blue Shield clients can keep their current group health plan for another year as a result of a recent ACA extension.



As a result of new guidance from the federal government about the Affordable Care Act (ACA), Anthem Blue Cross and Blue Shield clients who renewed their existing plan at the end of 2013 will be able to renew their current group health plan for another year. This gives these companies more time to understand how health care reform will work for them and their employees before having to move to an ACA-compliant plan. And it is the best option if they want to keep offering their employees their existing benefits.

We will send information about this option to the companies who are eligible for this second extension of their pre-ACA health insurance plans in their renewal packet. Renewing will be simple for companies who want

to stay on their current health insurance plan. As long as they pay their new premium, their coverage will continue for another year. It's that simple. Please note that ACA rules require the elimination of pre-existing condition clauses at renewal.

Eligible companies will also have the option to switch to an ACA-compliant SHOP Exchange or off-Exchange plan if they wish. Please note that once a company moves from their current pre-ACA plan to an ACA-compliant plan, per ACA rules, they will not have the option to switch back to their current plan later.

If you have any questions, please contact your broker or Anthem sales representative.



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Cash Flow and Working Capital, is there a difference and if there is, does it matter?

By Richard Vaughan, Business Banking Sales Leader for KeyBank

Cash flow and working capital have one important commonality – both are important signs on whether your small

business is in good fiscal health. It can show its ability to meet financial obligations. However, knowing the difference between cash flow and working capital can be the difference between success and just being ok.

Cash flow is the money your business generates over a period in time .aka how much money is coming in for products/services. Working Capital is a simple way to say current assets – current liabilities. For example, how much cash and receivables you have compared to your payables, taxes, and payroll.

Every business owner or future business owner needs to know the difference and how it affects your business. Many times, as a business owner, your capital determines how much you need to manage your cash flow. If you have plenty of capital (positive current assets); you can think and act more strategically and plan for the growth of your company. If capital is tight, you may need a significant increase in your cash flow to pay your expenses.

Each owner of a business needs to decide how much risk they are going to take to effectively manage their capital. We tend to place business owner's risk appetite into three categories:



- Conservative – This business owner maintains higher than average cash balances, and possible inventories. This allows the business owner to be less concerned about

meeting short term obligations and can ease the pain of an unexpected emergency. The downside of this approach is that it tends not to pay you much for having larger reserves.

- Middle of the Road – The business owner decides to match assets and financing. This owner uses lines of credit for short term working capital needs, and long term financing for longer projects/equipment. The downside of this approach may be interest rate risk or changes in the economy or industry may delay the business from keeping up with the changes.

- Aggressive – The business owner limits its cash and near-cash assets in favor of putting assets in long term investments and/or borrowing for immediate needs. The downside is significant interest rate risk (can be positive or a negative). It is often more difficult to improve working capital quickly, especially if cash flow begins to slow, and can be difficult to borrow more if there isn't sufficient capital and/or cash flow.

Careful management of cash flow and working capital can give small business owners the confidence to not only take care of their short term and long term obligations. Proper management can lead to improved profitability, growth in the business, expansion, and peace of mind. ■

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Workers' comp billing system being updated, sign-up deadlines changing



BWC is changing the way it bills for workers' compensation coverage to better serve Ohio employers.

For decades, the agency has billed for employer premiums after-the-fact. It will begin billing in advance of coverage starting July 1, 2015 for private employers and Jan. 1, 2016 for public employers. This change will align the BWC with standard industry billing practices.

Due to the switch to prospective billing, a number of deadlines for plan and program sign-ups are changing as well. Among them is the snapshot date for experience calculation: for private employers, that date is Sept. 30. For public employers enrolling for the 2016 policy year, it will be March 31, 2015.

Here's a breakdown of other key date changes. Note that the public employer dates below relate to the January 1, 2016 rate year. The dates for the January 1, 2015 rate year remain unchanged:

- **Group experience rating:** Nov. 24, 2014 for private employers (July 1, 2015 rate year) and May

29, 2015 for public employers (January 1, 2016 rate year);

- **Group-retrospective rating, Deductible Program, Individual-retrospective rating, One Claim Program:** Jan. 30, 2015 for private employers and July 31, 2015 for public employers;
- **Destination Excellence:** May 29, 2015 for private employers and Nov. 30, 2015 for public employers.

Benefits of prospective billing include reduced overall systems costs for the agency, and in turn, an expected overall base rate reduction of two percent for private employers and four percent for public employers. It will give BWC an increased ability to detect non-compliance and fraud, which will lead to long-term savings. Also, more flexible payment options will be available with prospective billing – up to 12 installment payments instead of semi-annual billing.

The transition won't cost Ohio employers any extra money. BWC will provide a one-time, \$1.2 billion premium credit to eliminate the need for double payments during the transition. ■



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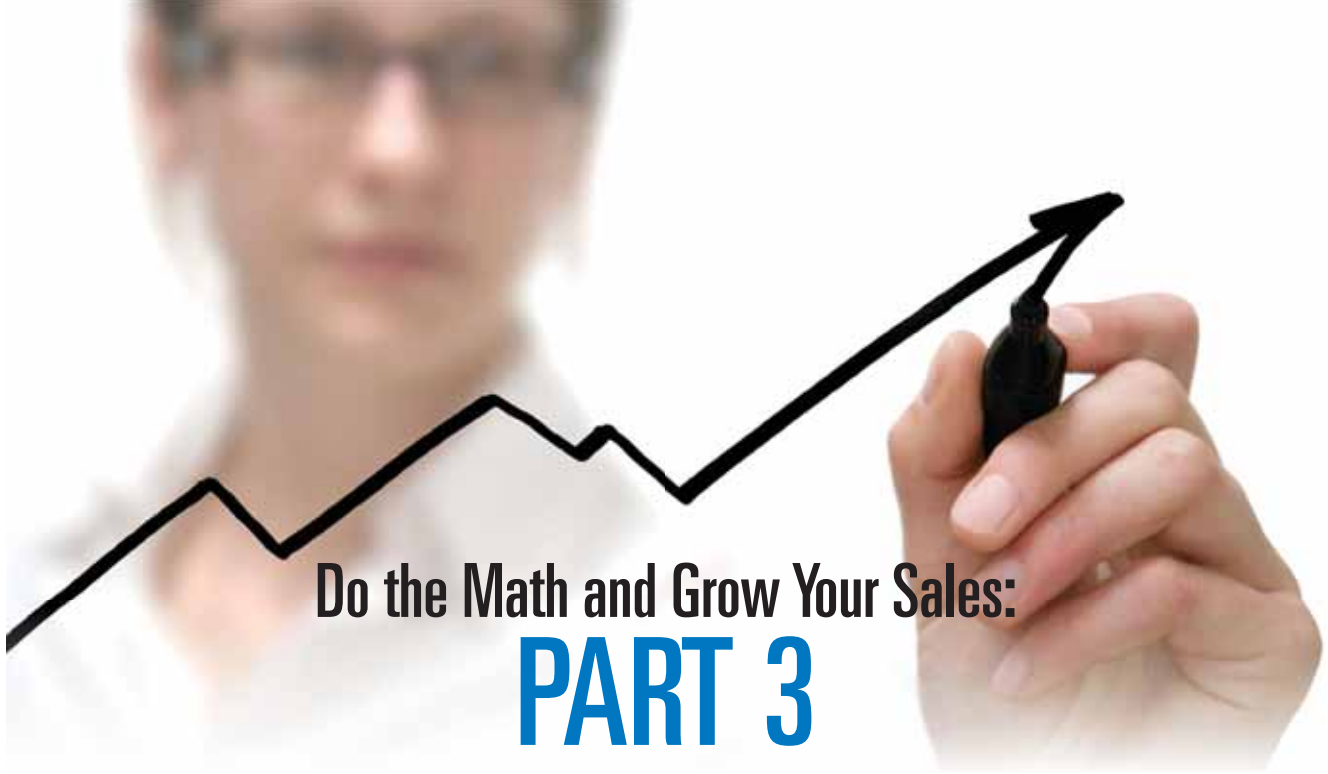
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Do the Math and Grow Your Sales: PART 3

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 was about establishing equal business stature.

Part three is about PAIN. Pain is a common yet misunderstood term in sales. Pain is NOT money. Pain is a compelling emotional reason to do business with you. You see people make decisions emotionally and justify those decisions intellectually. If that weren't true, we'd all be wearing the same clothes, driving the same cars, living in the same style of house. If you look deep enough in any transaction, you'll find a compelling emotional reason for the purchase.

Psychologists tell us people take action for one of two basic reasons: To move away from pain, or to move toward pleasure. There's pain in the present, pain in the future, pleasure in the present, pleasure in the future.

Pleasure in the future will cause a prospect to buy a ski boat in January. The boat salesman will say it's because of the discount given at the boat show in January. The fact is the person buying it would still have purchased it in the spring. A large discount was the intellectual justification for buying it in January.

Pain in the future is worry or fear about a potential situation that has not yet occurred. Life

insurance companies sell to the emotion of pain the future.

What's difficult for many salespeople to do is find pain in the present. And rather than discovering the pain, they endeavor to educate the prospect on every feature of their product and the multitudes of benefits from each. This diatribe typically ends up with the prospect losing interest or becoming defensive to ward off the close tactic which experience has told them is coming soon. This is the primary driver of stalls and objections from prospects, which many salespeople think can be overcome by proving the prospect's reasoning is incorrect. The dialogue sounds more like an argument than a collaborative discussion.

Pain in the present requires a systematic method of questioning to discover. Often the prospect does not truly understand their own pain. They just have the emotions of frustration, anger, fear, etc. Pain is personal and it's different for everyone. Once the real pain is discovered (the compelling emotional reason to do business with you), if your product or service can alleviate it, you have one step of the qualification process completed. You know why they would buy from you and exactly how important it is to your prospect. ■



— BE A —

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