

# FOCUS

FALL 2015 | VOL. VIII, NO. 3

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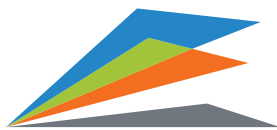
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## President's Message

# FOCUS ON ... MARIJUANA'S BAD DEAL



As we put together this latest issue of our Chamber's magazine, we know that the fall election season will be full of candidates and issues. One of these issues just doesn't seem to belong in a Midwestern state like Ohio versus others states like Washington, Oregon or Colorado.

The marijuana issue will be on the November 3rd ballot along with others, including an initiative to control monopolies being considered by the voters.

Your Chamber has had a tremendous amount of discussion with parties on both sides of this issue. We conducted a member survey and it received the heaviest amount of feedback on a Chamber survey in the last 5 years.

In addition, we have asked our peers in states who passed marijuana use if it has mattered ... or not. Here's what we have discovered:

- The overwhelming majority of members don't think it is sound public policy to vote in an Ohio constitutional mandate designed to specifically name ten growers/developers who have contributed millions each to be name as the sole benefactors of this business ... legal or not.

- Members are concerned with:

- Safety of their workers;
- The ability to hire a qualified, drug-free workforce;
- Liability of employees driving company cars, trucks or fleets;
- Rising costs to do more drug screening of employees;
- Increased accidents and costs of insurance in both property and casualty and health care;
- Ohio's future reputation as a business-friendly employment state.

In full disclosure, our member survey was not unanimous; about two-thirds disliked this initiative whereas about one-third supported marijuana use in Ohio... driven by an almost equal level of support for medical marijuana usage. My greatest concerns have both been expressed. Is this good policy to "seal the deal" in our constitution that will make hundreds of millions of dollars for a self-proclaimed few? And will this help us meet our workforce demands of the future?

To this last question, one member said this ... "I have considerable problems getting people past the current drug-free screenings; do we think for even a second that if this is passed it will make it easier to hire qualified workers? You must be kidding yourself ... or else you are already using the stuff."

Whatever employers, employees and families think, millions of dollars will be spent this fall trying to convince us that Ohio should follow the path of those other states who may now wish they had not rushed to judgment on this issue ... and their futures. This is a bad deal for Ohio and one we can ill afford. Look for more on this from your Chamber in this issue of Focus and over the next few weeks.

Phillip L. Parker, CAE, CCE  
President/CEO  
Dayton Area Chamber of Commerce

# Table of Contents

## CHAMBER ADVOCACY:

06 Employers “Smoke Out”  
the Truth behind Marijuana  
Legalization

## INDUSTRY SPOTLIGHT:

08 NONA Composites, Soin Award Winner,  
Shows Off Skills At Nuclear Spill Site

10 Check out these Chamber members  
in the following Technology Industries

## CHAMBER PARTNERSHIPS:

12 By land and sky,  
Google Business View IS HERE!

14 Presidents Club honors  
Dr. Clark Beck with top  
volunteer award

16 Group Purchasing Discounts

## CHAMBER CHATTER:

18 Ribbon Cuttings:  
Acclimate Technologies;  
BarryStaff

20 Upcoming Chamber Events

22 Graduation Day for  
Leadership Dayton Class of 2015

24 Leadership Dayton class knows  
how #DaytonLeads

25 Leadership Dayton Class  
of 2016 Announced

25 Volunteers of the Quarter

## ECONOMIC INDICATORS:

26 Economic Indicators

## CHAMBER ACADEMY:

28 Navigating the EMV Landscape

30 How to be Sales Savvy

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# EMPLOYERS “SMOKE OUT”

## THE TRUTH BEHIND MARIJUANA LEGALIZATION



– By: Chris Kershner,  
VP Public Policy & Economic  
Development, Dayton Area  
Chamber of Commerce

**Dayton Area Chamber Position: Vote NO on Issue 3**  
**Dayton Area Chamber Position: Vote YES on Issue 2**

The Dayton Area Chamber of Commerce has launched a coalition of employers, associations, organizations and public officials who will fight against a ballot issue that will ask Ohio voters to approve both medical and recreational marijuana use while inserting a monopoly into the Ohio Constitution. Dayton Regional Employers Against Marijuana (DREAM) has launched a grass roots campaign against the supporters of Issue 3, which will be on the ballot November 3rd. DREAM is a group of local business leaders and community organizations, including the Dayton Area Chamber of Commerce that believes Issue 3 is bad for business in Ohio.

**BUSINESS CONCERNS RUN DEEP**

The list of business consequences that could come from the passage of Issue 3 is long. Employer concerns range from the time it would require to overhaul Human Resources policies and practices to the increased hardship they would face when trying to attract a competitive workforce and the high costs associated with doing business in a state that allows marijuana use.

**THE ISSUES AT A GLANCE:**

Issue 3	DREAM’s Position
Inserts a monopoly for 10 marijuana growers into the Ohio Constitution	Business monopolies should never be in the Ohio Constitution
Legalizes recreational marijuana usage for adults over 21	Increasing access to intoxicating substances makes job recruitment, safety, productivity, legal challenges harder
Mandates employers to permit medical marijuana use in workplace	Could violate drug free workplace policies and pose serious legal challenges for employers
Allows edible marijuana products to be sold in Ohio, including candies	We need to protect our children from having access to marijuana infused products and candy
Issue 2	DREAM’s Position
Interest groups seeking to insert a monopoly into a constitutional amendment must first seek voter approval	Issue 2 will protect the Ohio Constitution from monopolies

The highest cost could be lives. Legalizing medical and recreational marijuana use increases safety concerns on the job. While a drug test can determine intoxication levels, there is no reliable way to determine an employee’s impairment level. If employers can’t guarantee the safety of their workers, liability risks are likely to increase significantly.

## Could Issue 3 allow employees to use marijuana at the job site?

Section J(4) of the proposed constitutional amendments states that “A patient with a medical marijuana certification may self-administer the medical marijuana subject to the same conditions applied to the administration of prescription medications.” This specific clause in the Issue 3 language has employers seriously concerned about their internal drug use policies, legal challenges and impaired employees on the job.

Through a Chamber member survey that set a participation record and lengthy discussions with board members and officers, the Dayton Area Chamber of Commerce identified several other business concerns, including reduced employee productivity and reliability, increased workers’ compensation rates, increased insurance rates and a negative business climate perception that could impact operations in the Dayton region and across the state.

### MONOPOLY IN THE CONSTITUTION

Think about this: Would it be fair to allow your competition to write themselves into the Ohio Constitution as the only legal supplier of the goods or services you offer? Your answer is likely no and the DREAM Coalition agrees.

Issue 3 inserts a monopoly into the Ohio Constitution by limiting marijuana grow sites to 10 specifically named land parcels and 10 land owners. The issue also limits marijuana tax revenue to 15 percent of gross revenue on grow facilities and five percent gross revenue on retail stores. According to the proposed amendment, these tax revenues will be distributed to county and local governments and a marijuana control committee.

Chamber members believe writing a monopoly into the state constitution sets a dangerous precedent. The Chamber is adamantly opposed to creating a monopoly in the state constitution that exceeds the scope of government oversight, restricts free enterprise and reduces fair market competition. The Dayton Area Chamber also opposes including tax rates and tax revenue distribution rates in the constitution. If passed, these tax rates and distribution rates could not be adjusted to reflect economic changes, state budgeting and local government budgeting.



The DREAM Coalition launched August 11. It is a coalition of employers, associations, organizations and public officials against marijuana use and the insertion of monopolies in the Ohio Constitution.

### A POLITICAL DEBATE FOR THE FUTURE OF OHIO

The way in which Issue 3 is written has prompted the legislature to introduce a counter measure. State Issue 2, which will also be on the ballot this November, will deter these types of monopolies from being put into Ohio Constitutional Amendments.

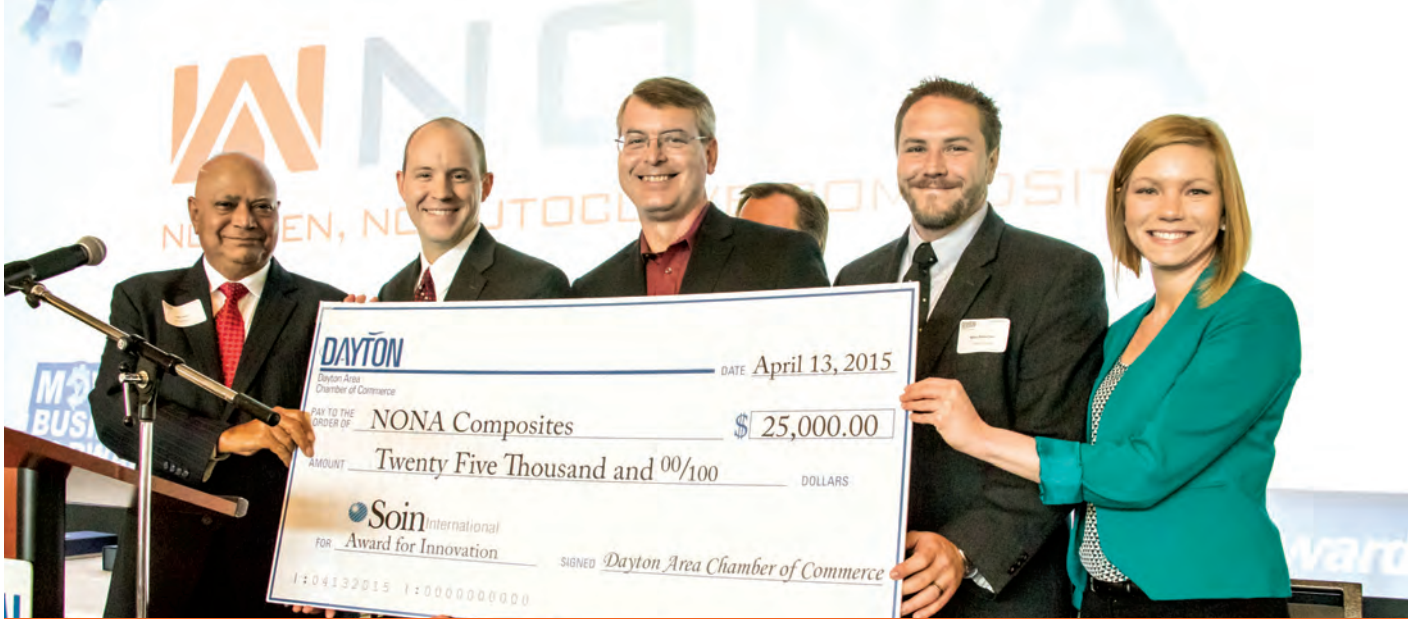


Montgomery County Sheriff Phil Plummer is among the original members of the DREAM Coalition. He addressed the media at the August 11 press conference.

Issue 2 requires the people of Ohio to first okay any interest group that wants to put a monopoly into a constitutional amendment. If permission is granted, the group would need to go back to the voters with its specific request. This issue allows Ohio voters to decide when a monopoly is appropriate. Vote YES on Issue 2.

DREAM continues to grow as we lead up to the November 3 vote. In addition to the strength of dozens of members, DREAM is working in tandem with a statewide campaign against Issue 3, Ohioans Against Marijuana Monopolies (OAMM). OAMM is made up of employers, children’s hospitals, chambers of commerce, farm bureaus and churches that are directly opposed to state Issue 3 and inserting a monopoly into the state constitution. OAMM has a strategic campaign plan which will reach out to voters and educate them about the serious ramifications this amendment would have on the future of Ohio. To join us, visit [DreamDayton.com](http://DreamDayton.com). ■

Read more, request a speaker or learn how you can join at [DreamDayton.com](http://DreamDayton.com)



# NONA COMPOSITES, SOIN AWARD WINNER, SHOWS OFF SKILLS AT NUCLEAR SPILL SITE

*Beavercreek company delivers key tool under tight deadline*

– By: Vince McKelvey

A year ago, the U.S. Department of Energy was dealing with a spill of nuclear waste at an underground storage facility in New Mexico. A 55-gallon drum of contaminated material had burst open and the DoE needed to assess the damage. It wanted a beam that could carry a camera and sensors over the area without stirring up contaminated dust – and it wanted it in a hurry.

NONA Composites of Beavercreek – working with its sister company Advantic and their parent, the Cornerstone Research Group – was able to fill the bill, thanks in large part to a fast-curing resin that needs no oven and no autoclave – hence, NONA – to set up.

“They came to us and said can you build a composite beam that’s 90 feet long; that can extend over a waste stack; it can carry a camera; it can’t deflect at all – you can’t hit the waste ... and, oh by the way, can you do it in six weeks?” said Mike Rauscher, PhD, NONA’s chief technology officer and director of Cornerstone’s research center.

Six weeks seemed a stretch. The local group offered to do it in eight.

“They had been used to hearing, we’ll do it in three months, or we’ll do it in six months or no, we can’t do it,” Rauscher said. “But because we had NONA we were able to dramatically reduce the time it takes to make the tooling.”

In fact, seven weeks later, the beam and camera caddy system designed and built by NONA Composites, Cornerstone Research, Advantic was ready to go. NONA’s beam comprised 12 sections that were light enough to be hand-carried and engineered to be assembled by workers in full protective gear a half-mile underground. When put together, the beam could be fully extended without bending more than six inches at the tip. “That’s pretty darn stiff,” Rauscher said.

## SOIN AWARD WINNER

NONA Composites is this year’s recipient of the Dayton Area Chamber of Commerce’s Soin Award for Innovation. The award, created in 2007 and named for its sponsor, local entrepreneur Rajesh Soin, recognizes a company with a unique product that exemplifies the region’s tradition of innovation and entrepreneurship.

It carries a \$25,000 prize – no small matter when a company is less than two years old. “We’re still a very small business and every dollar counts,” said NONA Composites President Ben Dietsch said. “This award has helped us go a long way in being able to continue to reach out from a sales and marketing perspective and do some internal product development.”

NONA Composites, LLC, spun off of Cornerstone Research in late 2013 and remains a Cornerstone subsidiary. Cornerstone, founded in 1997, does contract research with an eye toward commercializing the most promising new products through spin-off subsidiaries. Patrick Hood, the president and CEO at Cornerstone, is also CEO at NONA Composites and Advantic.

Dietsch said NONA Composites benefitted from five years of research and development at Cornerstone – some of it funded through NASA’s Small Business Innovative Research program – that allowed it to “basically hit the ground running in January of 2014.”

NONA Composites currently consists of five people including the three principals, Hood, Dietsch and Rauscher. It’s on track to reach \$1.5 million in sales this year, Dietsch said.

The five-year goal is to have 20 to 30 employees and upwards of \$40 million in annual sales. “I think we’re in the traditional new start-up path, where it’s slow for a while and then hopefully things start to really take off as market-acceptance gains steam,” he said.

The company has three product units: it makes and sells resin, manufactures composite tools and parts, and offers engineering services related to its products and processes.

NONA Composite’s resin is the foundation.





### CURING THROUGH CHEMISTRY

NONA Composites' resin system creates heat through an internal chemical reaction and cures quickly on its own. Composites manufacturers don't need ovens or autoclaves to cure it, which both reduces costs and opens up the manufacturing process.

"We heat through the chemistry and I think that's a pretty unique approach," Dietsch said. "You can go faster. You don't have to wait for this thing to heat up and cool down. And you can be more operationally flexible, meaning you can make a part at another location in your plant, or in the field, if necessary."

The DoE beam is a good example. Because the parts didn't need to be oven-cured, NONA Composites could make several parts at the same time, Rauscher said. "We could do parts in parallel ... If you've only got one oven that means you can only cure one part a day. I was curing seven or eight parts a day."

In addition, he said, NONA Composites' resin allowed the company to make molds out of low-cost plastic foam. That's because the resin cures so quickly the parts are fixed in shape before the heat can distort the molds – which would also distort the part.

### LOWERING THE COSTS OF HIGH-QUALITY COMPOSITES

Dietsch said the manufacturing process itself accounts for a lot of the costs of composite materials. NONA Composites is focused on cutting those costs by reducing the time it takes to make a composite and eliminating the need for large and expensive ovens and autoclaves.

Making things "larger, faster and with more operational flexibility. That's kind of our mantra," he said. "What we like to focus on with customers is: Now you can build things that are larger. You don't have to worry about some massive piece of curing equipment."

NONA Composites is not the only resin system that cures at room temperature, but Dietsch said, "No other system on the market has the performance capability, the temperature capability that our system has; and no other system out there that cures at room temperature will cure as fast as our system will."

He said NONA Composites' products are every bit as good as oven-cured composites and come close to the performance capabilities of materials cured in autoclaves. Some aerospace engineers still want the top performance offered by an autoclave, Dietsch said. But even in the aerospace industry, "people are starting to consider slightly lower performance systems – which are still very high performance to begin with – in exchange for bringing the costs way down."

NONA Composites initially targeted the aerospace industry for its product, but is expanding into other industries, such as oil and gas, trucking and high-performance boating.

### COMPOSITES ARE A REGIONAL ASSET

Dietsch worked at Cornerstone for nine years early in his career as a research engineer and manager before leaving for GE Aviation for three years. He came back as NONA Composites was being spun out.

For him, the Dayton region is a good place to be in the composites business. Not only was Dayton the site of a lot of early development work on composites, it's also home to several institutions – the National Composites Center, Wright-Patterson Air Force Base and the University of Dayton Research Institute – which all have people focused on composite materials. Plus, he said, Cornerstone has been in the business of advanced materials and processing for almost 20 years.

He said NONA Composites benefitted from having ready access to people who have spent most of their careers in composites.

To help support this key local industry – and perhaps build researchers for the future – NONA Composites is contributing a small portion of its SoIn award to a Kettering Fairmont High School STEM class devoted to materials technology.

Dietsch said the class, taught by Beth Hann, is the only one of its kind in the area.

NONA Composites is giving the class \$250 and it helped to secure an additional \$1,000 grant from the Society for the Advancement of Material and Process Engineering (SAMPE).

In addition, NONA Composites will be an ongoing resource for the class.

That's especially exciting for Dietsch, who was once an intern at Cornerstone and understands the value of introducing young people to a field of study early in their lives.

"Giving the money is one thing, but we're excited to start to become more involved in working with them and be more directly connected to the teachers and students," Dietsch said. ■

## CHECK OUT THESE CHAMBER MEMBERS IN THE FOLLOWING TECHNOLOGY INDUSTRIES:

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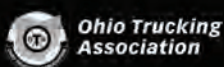
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# BY LAND AND SKY, GOOGLE BUSINESS VIEW IS HERE!



— By: Holly Allen,  
Director, Marketing & Communications,  
Dayton Area Chamber of Commerce

If you missed the logo on his shirt, you might not have noticed that Google left a footprint on Dayton Area Chamber of Commerce members this summer. A Google certified photographer has been snapping photos of our members businesses via tripod on the ground and by drone up above.

## GOOD FOR BUSINESS

A new partnership with a group of Google certified photographers, called Places Mobile, has catapulted your chamber into the digital world. Members can now take advantage of a fairly new Google program, Business View, at a discounted price.

Business View allows you to give your customers a taste of what you do and where you operate without the need for a car or plane. Why is this important? We know making a customer feel comfortable can increase the chance of first time and repeat business. We also know that a strong Google presence adds legitimacy to a business.



## SIMPLE, LOW COST; HIGH MARKETING VALUE

The process is simple. A Google certified photographer will arrive at your business with a surprisingly small amount of equipment. A tripod and camera is all that's needed on site. The photographer takes a series of pictures: 360 degrees at each tripod location. Those images are then melded together to create a virtual tour that works just like Google Street View. When it's finished, the tour allows users, and potential customers, to click through the tour and virtually walk through your business.

The tour can be used in three different ways. It will be added to the business's Google profile, enhancing its Google presence. The tour is also added to chamber's website as a part of a virtual Dayton Area Chamber of Commerce member guide and the participating business will be provided an embed code that will allow for sharing on the business's website and Facebook page.

If you'd like more information, to see the chamber virtual guide, or to get started on your own tour, go to [DaytonChamber.org](http://DaytonChamber.org) and click on "Google Business View Program" under the "Member Benefits" tab. ■

# ARE YOU UNSURE IF YOU QUALIFY FOR VETERAN HEALTHCARE BENEFITS?



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- |  |                                     |                                     |
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| You have to have served overseas to utilize the VA   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| You have to have been injured on active duty to utilize the VA   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
| You have to be a retired Veteran and served at least 20 years active duty to utilize the VA                            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> |
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# PRESIDENTS CLUB HONORS

# DR. CLARK BECK WITH TOP VOLUNTEER AWARD

**T**he Presidents Club of Dayton has announced that Dr. Clark Beck is the 65th recipient of the region's 2015 Citizen Legion of Honor Award. The award, given every year since 1951, is the oldest and most continuous recognition of volunteer service in the Dayton area.

Dr. Beck's life of service is inspired by second chances. After one university told him, "your people cannot be engineers," Beck not only proved them wrong, but in 1955, he became the first African-American to earn a mechanical engineering degree from the University of Cincinnati.

Dr. Beck spent 33 years working as an engineer. Most of those years were at Wright-Patterson Air Force Base. Beck also shared his knowledge; teaching at Central State University, Sinclair Community College and Wright State University over the years.

In 1972, Dr. Beck received a kidney transplant and is now one of the oldest living kidney transplant survivors who still has the original functioning kidney.

This second chance at life sparked a call to service for Beck. He recalled his struggle achieving his professional dream and harnessed that energy to help others. In 1987, Beck founded the first STEM program in the area, Wright STEPP, at Wright State University. The program helps female and minority students

prepare for college in technical disciplines that also provides full tuition scholarships to WSU. Beck is also involved with a group of early University of Cincinnati African-American alumni, called the "Pioneers," which gives minority students scholarships to those chasing the same goals at UC.

Dr. Beck has been deeply involved in service organizations throughout the region. He was the first black president of the Dayton Engineers Club and has served numerous other organizations in the region.

"The Presidents Club is honored to recognize Dr. Clark Beck with the region's top community service recognition," said Phil Plummer, President of the Presidents Club. "Dr. Beck has exemplified what it means to serve, giving back in ways that have changed the lives of others."

Dr. Beck will be honored at the Citizen Legion of Honor Award ceremony Thursday, October 1, 2015 at the Dayton Convention Center. The event will start at 10:30 AM with a VIP reception, followed by a luncheon from 11:30 AM – 1 PM. Tickets and table sponsorships are available by calling Marcia Bostick at 937-226-8225 or by emailing her at [mbostick@dacc.org](mailto:mbostick@dacc.org). All proceeds from the event go toward establishing scholarships at Sinclair Community College for students who are active volunteer leaders in our community. ■



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# Group Purchasing Discounts

**Fact: More than 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 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**

The Chambers long time relationship with Frank Gates changed in 2015, when Frank Gates combined with CareWorks Consultants, Inc. to form CareWorks Comp, Ohio's largest workers' compensation Third Party Administrator (TPA). Our group rating program allows employers with good safety and claims records to pool together to enjoy discounted workers' compensation



**MEDICAL MANAGEMENT SOLUTIONS**

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



**GAS CARD DISCOUNT PROGRAM**

Save 5 cents per gallon of 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 or WI.



**ENERGY SAVINGS PROGRAM**

Chamber members receive an exclusive discount offer from DPL Energy Resources. Businesses can benefit from custom pricing that could save them hundreds on their energy bills. Member employees are also eligible for custom pricing at home.



**SHIPPING SERVICES**

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

**START SAVING!**  
For a complete list of chamber discount programs and services, visit our website at [DaytonChamber.org](http://DaytonChamber.org).



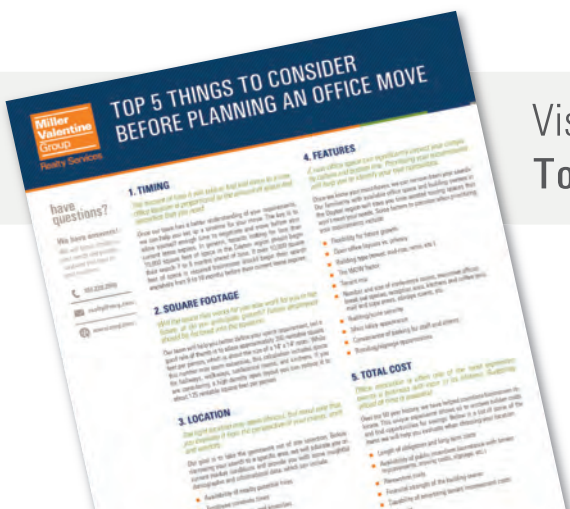
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# RIBBON CUTTINGS:

## ACCLIMATE TECHNOLOGIES

**A**ccimate Technologies moved into its 4,700 square foot facility at 8565 Gander Creek Drive in Miami Township on June 18. The move and expansion gives this team of tech-minded Value Chain Solution experts a culture of its own after spending 11 years working from The Entrepreneur Center. The company helps businesses add efficiencies to their value chain through automation, systems integration, and managed services. Acclimate Technologies employs 20 people and is currently looking to hire two more. The expansion will also mean additional hiring down the road.



## BARRYSTAFF



**B**arryStaff, a Dayton-based staffing company that specializes in industrial, clerical and permanent placement, cut the ribbon on its new headquarters in downtown Dayton June 19. BarryStaff maintains offices in Sidney, Piqua, Springfield and Cincinnati, but owner Doug Barry solidified his commitment to downtown by building a 13,000 square foot facility at 230 Webster St. The facility boasts a community room, which is free to use, and 100 parking spaces. Barry says he will contract with local non-profits to park cars in the lot during Dayton Dragons games, to benefit the non-profit.

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## Moving Ideas to Market

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# UPCOMING CHAMBER EVENTS

## BREAKFAST BRIEFING

**Friday, September 11, 2015 / 7:15 – 9 AM**  
 Speaker: Kevin Burch, President, Jet Express  
 Location: Dayton Racquet Club

## SAFETY BREAKFAST WITH THE EXPERTS

**Wednesday, September 16, 2015 / 8 – 9 AM**  
 Speaker: Craig Brown  
 Topic: PPE/Hand Protection  
 Location: Crowne Plaza Dayton, 33 E. Fifth St., Dayton

## SMALL BUSINESS TOOLKIT: BREAKING DOWN THE BASICS OF HEALTHCARE

**Thursday, September 24, 2015 / 11:30 AM – 1 PM**  
 Speaker: Jeffrey Mullins, Taft; Fred Francis, Clark Schaeffer Hackett  
 Location: UD River Campus, 1700 S. Patterson Blvd., Dayton Rm 2380

## 23<sup>RD</sup> ANNUAL CHAMBER CHALLENGE GOLF OUTING

**Monday, September 28, 2015 / 10:30 AM – 8 PM**  
 Location: NCR Country Club



Chamber Challenge Golf Outing

## BREAKFAST BRIEFING

**Friday, October 9, 2015 / 7:15 AM – 9 AM**  
 Speaker: TBA  
 Location: Dayton Racquet Club

## SMALL BUSINESS TOOLKIT: FINANCIAL FORECASTING

**Thursday, October 22, 2015 / 11:30 AM – 1 PM**  
 Speaker: Amy Sampson, PNC; Jay Murnen, Clark Schaeffer Hackett  
 Topic: Closing the book on 2015, Financial forecasting – Grants, Loans & State Financing  
 Location: UD River Campus, 1700 S. Patterson Blvd., Dayton, Rm 2380



Mike Webber, Safety Conference & Symposium Keynote Speaker

## 63<sup>RD</sup> ANNUAL SAFETY CONFERENCE & SYMPOSIUM

**Wednesday, October 28, 2015 / 8 AM – 4 PM**  
 Keynote Speaker: Mike Webber, Producer, The Elephant in the Living Room  
 Topic: Exotic animals as pets – what are the dangers?



## BEHIND THE SCENES

**Thursday, October 29, 2015 / 9 AM – 10 AM**  
 Location: Mike-Sell's Potato Chip Company, 333 Leo Street, Dayton

## MBP BUSINESS OPPORTUNITY BREAKFAST

**Thursday, November 5, 2015 / 7:30 AM - 10**  
 Topic: Doing business with educational institutions  
 Location: Central State University, Dayton Campus, 840 Germantown Street, Dayton

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# GRADUATION DAY FOR LEADERSHIP DAYTON CLASS OF 2015

A class of nearly 50 Dayton area professionals graduated from the Leadership Dayton program in June. The graduation ceremony was held at the Dayton Country Club. These community leaders have been partnered with area non-profits and are now using their skills and talents to make the Dayton region a better place. Congratulations to the Leadership Dayton class of 2015! ■



The Leadership Dayton class of 2015.



Chris Kershner, Chamber VP of Public Policy & Economic Development, speaks to the graduations and their families.



(L-R) Karen Posey, Julie Belden, Katie Moody, Cheryl Mueller



Linda Ashworth, Chamber VP of Operations, congratulates graduate Susan Cornett.



(L-R) Richard Manchur, Steven Fabrigar, Steve Chavez

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# LEADERSHIP DAYTON CLASS KNOWS HOW #DAYTONLEADS

## Class project takes on Dayton's reputation and social media

— By: Kris Kropff, Leadership Dayton Class of 2015

**H**ow can we make Dayton a better place to live, work and play? It's a question posed to each class of Leadership Dayton.

As a sign of the times, the Leadership Dayton class of 2015 turned to social media. This year's class project consisted of a social media campaign, #DaytonLeads, to showcase the positive attributes of our region. Class members captured the beauty of the Dayton region on their smart phones and cameras and posted the images to Facebook, Twitter and Instagram with the hashtag #DaytonLeads.

Dayton leads today in a diverse range of areas, yet so many Daytonians undersell, even apologize for, our city. By using our individual perspectives to show the different aspects of the wider community. As you can see, our class didn't have to look hard to find visual representation of the beauty Dayton has to offer.

Class members continue this experience, complementing what we're already doing in the community and with our new board matches.

Leadership Dayton is a program operating under the umbrella of the Dayton Area Chamber of Commerce. Each year, the program selects a group of community leaders to participate in a nine month course designed to cultivate and grow their leadership skills to help them better serve the Dayton region. ■



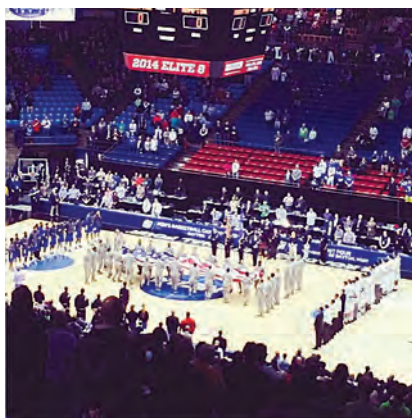
This year's class project captured Dayton's beauty. Here, the skyline can be seen beyond Carillon bell tower.



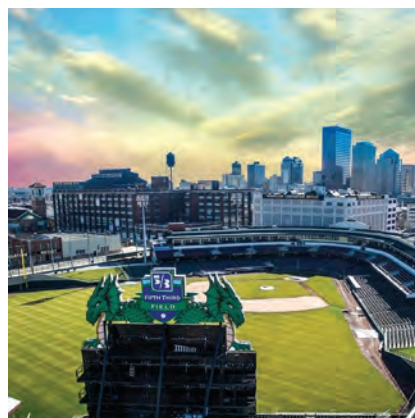
Dayton mixes art and history in a mural portraying the legacy left by the Wright Bros. and the National Cash Register Company.



The Leadership Dayton class of 2015 learned about Dayton's military ties at Wright Patterson Air Force Base.



Leadership Dayton's project featured the University of Dayton's run to the NCAA elite 8 in 2014.



Fifth Third Field, home of the Dragons, set against Dayton's skyline.



Dayton's cultural value is easy to find.



# LEADERSHIP DAYTON CLASS OF 2016 ANNOUNCED

The Dayton Area Chamber of Commerce is proud to announce the next Leadership Dayton class. Activities are already underway. Graduation is expected in the spring of 2016.

**Holly Allen** • The Dayton Area Chamber of Commerce

**Patrick Bailey** • Montgomery County Department of Job and Family Services

**Lauryn Bayliff** • Dayton History

**Thomas Belanich** • Messer Construction Co

**Brett Bogan** • LexisNexis

**Ronda Brandstater** • Kettering Health Network

**Leslie Cayot** • HQ AFMC/FMB

**David Clear** • Brady Ware & Company

**Megan Cooper** • Dayton Metro Library

**John Fabelo** • lwc inc

**Mark Feuer** • Taft Stettinius & Hollister PLL

**Tracy Fors** • Wright-Patt Credit Union

**Kimberly Frisco** • Dayton VA Medical Center

**Tony Goheen** • Key Private Bank

**Rachel Goodspeed** • Vectren

**Benjamin Goodstein** • Dayton Childrens Hospital

**Seth Gordon** • Wright State University

**Ryan Honeyman** • Sinclair Workforce Development

**Shaun Hunter** • CareSource

**Jessica Jenkins** • Montgomery County/Human Services Planning & Development Department

**Dan Johnson** • Merrill Lynch

**Steven Kopecky** • Goodwill Easter Seals Miami Valley

**Darlene Langhout** • Girl Scouts of Western Ohio

**Josh Martin** • Premier Health Plan, Inc.

**Matt Mason** • The Dayton Foundation

**Cory Miller** • C.H. Dean

**Terry Posey** • Thompson Hine LLP

**Matthew Purkey** • United Way of the Greater Dayton Area

**Lisa Rich-Milan** • CompuNet Clinical Laboratories

**Aurea L Rivera** • Imagineering Results Analysis Corp.

**Eddy Rojas** • University of Dayton

**Ed Ruff** • Hospice of Dayton

**Aaron Savino** • Miller Valentine Group

**Errin Siske** • Spark Space Creative, LLC

**Donna Smith** • WilmerHale

**Marci Snyder** • Woolpert

**Audrey Starr** • Junior League of Dayton

**Charles (Dave) Thomas** • Cox Media Group Ohio

**Katie Thorp** • AFRL/RX

**Melissa Tolle** • Sinclair Community College

**Ashley Von Derau** • Rush Expediting

**Steven Watts** • United States Air Force

**Ford Weber** • City of Dayton

**Holly Wiggins** • The Dayton Power & Light Company

**Mackensie Wittmer** • National Aviation Heritage Alliance

**Cindy Wourms** • TACG

**David Yarborough** • PNC Bank

**Tracy Young** • Wright-Patterson AFB Fire Emergency Services

## VOLUNTEERS OF THE QUARTER



Congratulations to the Volunteers of the Quarter for Q1 of 2015. Pictured left to right are: Ashley Von Derau, Rush Transportation; Doug Anspach, Taft, Stettinius & Hollister; Lori Kershner, LK Advocacy. Not pictured: Jessica Armstrong Blimbaum, Standard Register

# Economic Indicators

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. Digital copies of the indicators are available on demand to Chamber Edge members. More information can be found at [DaytonChamber.org](http://DaytonChamber.org). Here is a sampling from the May 2015 report:

## MBP WELCOMES Four NEW F40 FIRMS

The Minority Business Partnership has added four new MBE firms to the F40 portfolio. Please join the Dayton Area Chamber of Commerce in welcoming them to the Minority Business Partnership!



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WC Jones Asphalt & Paving Company has been in business and a leader in the asphalt paving industry for 69 years. They are known throughout the Dayton area for paving churches, driveways, parking lots, tennis courts and subdivisions just to name a few. They have serviced corporations, government entities and not-for-profit organizations in re-surfacing all phases of asphalt paving.

## Sales Tax Collections

County	Current Rate	February 2015	February 2014	12 Mos Change	YTD 2015	YTD 2014	YTD Change
Butler.....	0.75%	\$2,899,976	\$2,701,243	7.36%	\$6,710,148	\$6,131,574	9.44%
Clark.....	1.50%	\$1,649,461	\$1,659,970	-0.63%	\$4,071,392	\$3,862,791	5.40%
Darke.....	1.50%	\$587,746	\$551,419	6.59%	\$1,401,593	\$1,287,863	8.83%
Greene.....	1.00%	\$1,689,536	\$1,671,043	1.11%	\$4,399,701	\$4,249,430	3.54%
Miami.....	1.25%	\$1,240,530	\$1,171,933	5.85%	\$2,829,550	\$2,720,241	4.02%
Montgomery.....	1.00%	\$5,486,316	\$5,361,200	2.33%	\$13,515,634	\$12,582,270	7.42%
Preble.....	1.50%	\$388,052	\$381,680	1.67%	\$915,395	\$851,005	7.57%
Warren.....	1.00%	\$2,265,860	\$2,345,135	-3.38%	\$5,985,177	\$5,810,872	3.00%
Region Total.....		\$16,207,476	\$15,843,621	2.30%	\$39,828,589	\$37,496,046	6.22%

## Estimated Monthly Sales for Manufacturers, Retailers, and Merchant Wholesalers

(In millions of dollars)	Mar '15	Feb '15	Mar '14	Mar 15/Mar 14% Change
Total Business.....	\$ 1,309,670	\$ 1,303,812	\$ 1,338,446	-2.1
Manufacturing.....	\$ 482,197	\$ 479,921	\$ 495,965	-2.8
Retail.....	\$ 385,875	\$ 381,432	\$ 382,356	0.9
Merchant Wholesale.....	\$ 441,598	\$ 442,459	\$ 460,125	-4.0

## Consumer Price Index

Apr. 2015 % Monthly change.....	0.1%
CPI over the last 12 months avg.....	-1.1%

## Unemployment Rates

	Feb-15	Feb-14	12-month Avg.
Dayton MSA.....	5.2%	6.4%	5.5%
Ohio.....	5.4%	6.5%	5.4%
U.S.....	5.6%	6.8%	5.9%



## Residential Home Sales

Residential Home Sales	Apr '15	Apr '14	%Change	YTD '15	YTD '14	%Change
Number of Homes Sold.....	1225	1049	16.78%	3772	3562	5.90%
Total Home Sales.....	\$164,854,356	\$141,237,157	16.72%	\$488,947,816	\$427,047,057	14.50%
Average Sale Price (\$) .....	\$134,575	\$134,640	-0.05%	\$129,626	\$119,890	8.12%

## Regional Employment Trends

Dayton MSA	Feb-15	Mar-15	Mar-14	2015Avg.	12-mochange
Total nonfarm employment.....	362,200	372,200	366,800	367,200	5,400
Goods producing employment.....	49,900	49,600	49,300	49,750	300
Service-providing employment.....	319,000	322,600	317,500	320,800	5,100

# NAVIGATING THE EMV LANDSCAPE



- By: Charmaine Moore,  
Strategic Partnerships Manager, Infintech

**A**re you up to speed on EMV? Let's start with the basics. "EMV" stands for Europay, MasterCard and Visa, a standard for chip-based transaction processing technology created in the 90's as a more secure way to handle credit and debit purchases. Why does it matter? Because MasterCard, Visa, Discover and American Express each have plans already in motion to affect EMV adoption in the United States. This means that merchants must adopt and integrate new compliance standards to handle these transactions. Support for this standard swipe card format will remain until all magstripe cards expire, but issuers will cease production of these cards in lieu of chip technology by October 1, 2015.

How will this shift affect your business, and how are credit card companies facilitating it? For starters, once the rollout is complete, merchants will be liable for fraudulent charges made using magstripe cards – not the credit card companies. You might see payment-processing companies incite fear to push sales solutions, or even horror stories of business owners fretting about the possible consequences of fraud liability. But don't panic!



Ben Sicnolf

Unless your business encounters a high number of fraudulent transactions, there's no need to jump to anxiety-driven solutions. The first step is to breathe and know you have options.

Working with a partner in payment processing like Infintech, the Dayton Chamber's preferred provider, will guarantee that you're prepared with the equipment and knowledge to move forward with confidence. To find out how EMV will affect your business, contact your Infintech payment processing advisor, Ben Sicnolf at (513) 338-8471 or [ben.sicnolf@infintechllc.com](mailto:ben.sicnolf@infintechllc.com). ■

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- By: Roger Wentworth,  
Sandler Sales Training by the  
Roger Wentworth Group, Inc.

# HOW TO BE SALES SAVVY

**S**elling is challenging and has many problems and opportunities. Some are simple and some are complex, but most are not fully understood. Below are some common sales challenges. Use this table to make sure you're not working on the "wrong end of the problem".

PROBLEM	REASON	SOLUTION
<b>Opportunities Not Closing</b>	There are many potential reasons for this but most of the time the salesperson does not know enough to have thoroughly qualified the opportunity. It's not a closing problem, it's a qualifying problem.	Qualify the opportunity in terms of Pain (why do it and why with you?), Budget (are they willing and able to spend the money?) and Decision process (what is the process and what do all the players in the process think?)
<b>Price is too high</b>	The price might be too high but most often this is a tactic for either getting you to lower your price (seldom necessary) or as an excuse because they don't want to tell you the real reason for choosing someone else or not buying at all.	Before you quote, establish with the prospect, what they are WILLING and ABLE to invest. Budget is a QUALIFIER, not a DIFFERENTIATOR. If you're within their budget range and don't win the business, it was not about your price.
<b>Communicating Value Proposition</b>	Often salespeople make assumptions about the value of their features & benefits, service, quality etc. The value that's most important to the customer is sometimes never understood (even when they buy) because of poor qualification discussions.	Prospects buy for their reasons, not the salesperson's assumptions of value. The professional salesperson makes no assumptions of their value to the person or organization, and therefore spends the majority of the initial interaction discovering what value they might bring.
<b>Margins are too thin</b>	Many salespeople and companies are led to believe (by their prospects) they don't bring as much value to the customer as actually do. Professional buyers know that most salespeople are wimpy regarding their value (improperly discussed as price) and that if they push back a little, they will often get a concession causing margins to shrink on the front end.	As with the "Price is Too High" problem, make sure you clearly understand the budget range that makes sense for the prospect. If they won't support the margins you deserve, don't devalue what you bring to the table, and go find better customers that don't mind paying for great value. They're out there, you just have to go find them.
<b>Selling Cycle is Too Long</b>	Lacking a specific selling process and repeatable sales template, the typical salesperson will depend too much on building relationships and become a professional visitor vs. a professional salesperson. They will have many meetings, lunches etc without clear objectives or next steps put in place.	A professional salesperson has an extremely high hourly value to the company. A million dollar annual quota equates to \$500 for every hour they work. Every meeting, conversation, quotation or proposal should have a clear objective that either moves the prospect closer to becoming a customer, or stops the process of wasting time.

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