

FOCUS

SPRING 2015 | VOL. VIII, No. 1

DAYTON MOVES

Dayton Area Logistics
Association keeps
business rolling

FUELING GROWTH

Speedway LLC
expands in Enon

DAYTON

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President's Message

FOCUS ON ... STAY AHEAD



As we all start to look ahead to this New Year, your Chamber will have a number of services, issues and initiatives we hope to tackle during 2015.

First, we are creating a new business industry association around logistics (as reported late last year). The new Dayton Area Logistics Association will be a specialized industry sector amenity group that will use our region's strengths in supply chain delivery and management, along with our needs in the manufacturing sectors, to create a focused safety net of services that can help attract, grow and retain these important organizations and jobs in our region. We will focus on their workforce, infrastructure and public policy needs and enhance a regional culture and reputation in and around this growing sector. All members can participate.

Additionally in 2015, our Chamber will continue its leadership in advocating for public policy changes consistent with a "business friendly" agenda for Ohio. The upcoming state budget will be another opportunity for input to our elected leaders on the key funding issues and priorities of government and how decisions on efficiencies; return on investment of tax dollars; and regulatory policy can best position Ohio as a more competitively advantaged business location. Tax reform will be one of those issues actively debated during the early part of this New Year.

Your Chamber continues to be a leader in providing services to our members that will help them be successful in a very competitive environment. We will again work hard to obtain the highest level of national accreditation and use those benchmark lessons learned for our continuous improvement as an organization in 2015 and beyond.

We wish our very best to you our members in 2015. Thank you for your continued support.

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

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“Just in time delivery” of the Dayton Area Logistics Association

By: Chris Kershner & Holly Allen

The Dayton region is quickly making a move from hidden gem to polished precious stone in the world of logistics and distribution. The past year brought several logistics successes; companies now calling Dayton home and solidifying the region’s growing reputation in the industry.

Now the Dayton Area Chamber of Commerce is leading the way with the formation of the Dayton Area Logistics Association. A program of the Chamber, the Association will serve the needs of this thriving industry in the Dayton area.

Location, Location, Location

More than \$72 billion in goods are transported on Dayton area highways and interstates and the US Department of Transportation has designated the I-70/I-75 interchange as the freight “Crossroads of America.” The Dayton International Airport, the Dayton Foreign Trade Zone, the I-70/I-75 Interchange and the CSX rail line are all located within three miles of each other in the northern Dayton region. Dayton’s unique geographic location and the convergence of a multi-modal freight transport hub has positioned the region to become ground zero for logistics and distribution.

Logistics Successes

Proctor & Gamble is the most recent Fortune 50 company to invest in Dayton logistics and distribution industry. The new P&G Dayton Mixing Center in Union’s Global Logistics Air Park is an \$89 million investment that houses a 1 million square foot distribution center. It will serve P&G’s growing US retail customers, employing about 1,350 workers by the end of 2015.

Joining the list of global distribution companies that have found a home in the Dayton region are: Meijer Distribution, Caterpillar, IGS-CNG, Abbot Foods, Love’s, Payless Shoesource, Carter Logistics, White Castle and WinWholesale. These companies and many others are leveraging the access and ease of receiving and distribution unique to our region.

Local Impact

The Dayton region has long been home to a number of companies that helped set the foundation for logistics and distribution in the area. For companies such as Rush Transportation & Logistics, Miami Industrial Trucks, Jet Express, Gem City Tire, Speedway and Allied Shipping, new names mean growth. Many of these businesses that have become familiar names in the Miami Valley have found that Dayton’s new reputation in the industry has translated to stronger roots for the “originals.”

Rush Transportation & Logistics has become one of the leading same-day transportation companies in the Midwest and has service centers in Cincinnati and Columbus. But it calls Dayton home.

“Rush has been owned and operated in the Dayton area for more than 34 years. Logistics is in our DNA at Rush and we’re excited to be part of the region’s growth,” stated Ashley Von Derau, President Rush Transportation & Logistics.

Companies like Rush continue to support the industry in the region and provide the services Dayton needs to continue the boom.



Dayton Area Logistics Association - “DALA”

The Dayton Area Logistics Association will aim to fill a void that’s growing along with the logistics industry in the region. DALA will focus on economic development, advocacy, education & training and networking. Members of the association will have the valuable opportunity to help mold these services.

As the list of players grows, logistics and distribution companies will pursue business-to-business networking opportunities and strive to engage with local companies more than ever. The logistics association will provide the venue for those interactions.

DALA will also provide advocacy and lobbying to ensure the industry's maximum growth. As legislative and regulatory changes that could impact the logistics and transportation industry are considered at the federal and state levels, the Dayton region's logistics industry should be a part of the conversation. Tolling, gas taxes, infrastructure investments and funding of the highway trust fund are all significant public policy issues that could greatly impact the industry. Policy makers need to seriously consider the broad impact on the logistics and distribution industry in Southwest Ohio. DALA will have a targeted approach to advocacy that will support our local and corporate owned logistics companies.

DALA and the Dayton Area Chamber of Commerce will be regional leaders in supporting new and existing logistics and distribution companies needing operations support, facility assistance, workforce development, support services, industry training and educational opportunities.

Get in the driver's seat

The Dayton Area Chamber of Commerce has strategically integrated DALA into the Chamber in order to serve members as soon as possible. It will operate as a program of the Chamber, available to all members.

"Having a support organization for the logistics industry in the Dayton region is so critical, we wanted to see come to fruition now," said Chris Kershner, VP Public Policy & Economic Development Dayton Area Chamber of Commerce. "The logistics businesses are here, now we have the infrastructure to help support their growth."

The Dayton Chamber will manage the operations of the organization, however, the Dayton Area Logistics Association will be advised by a steering committee of logistics companies in the Dayton area. This steering committee will help chart the course for growth of the organization, programming and initiatives.

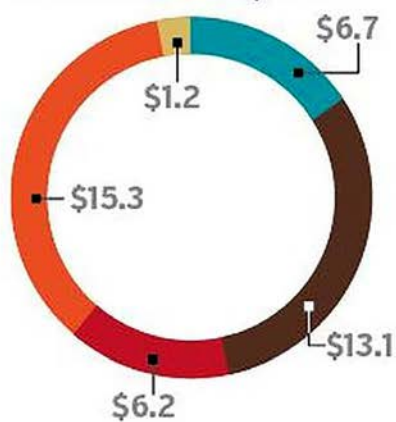
Go to daytonlogistics.com to learn more about the Dayton Area Logistics Association and upcoming meetings and events. ■

Logistics in Dayton

More than \$70 billion in goods are shipped annually from the Dayton Metro area in various sectors.

\$42.5 billion

Advanced industrial products

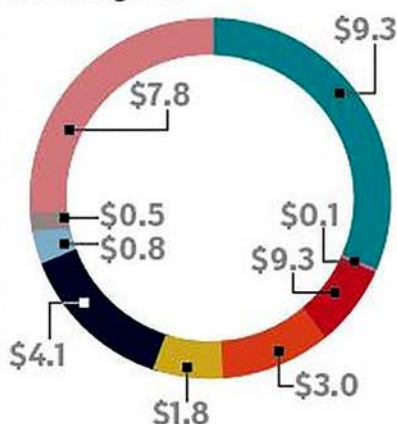


- Chemicals/plastics
- Machinery/tools
- Electronics
- Transportation equipment
- Precision instruments

Source: Brookings Institution

\$29.7 billion

All other goods



- Agricultural products
- Stones/ores
- Wood products
- Energy products
- Metals
- Waste/scrap
- Textiles
- Furniture
- Mixed freight

Courtesy: Cox Media Group



Forum kicks off Chamber's logistics push

The 2014 Logistics Forum served as the kick off to the DACC's new focus on logistics & distribution. Approximately 130 people filled the seats at the Dayton Marriott on Patterson Boulevard on November 7, 2014. Featured speakers included Kevin Burch, CEO of Jet Express; Joe Tuss, Montgomery County Administrator; Joe Kutka, Facilities Manager, Exel TPL, P&G Distribution Center; John Ayers, HR Team Leader, Meijer Distribution, Tipp City; Janet Kavinoky, Exec. Dir., Transportation & Infrastructure, U.S. Chamber of Commerce & VP, Americans for Transportation Mobility Coalition and Steve Stanley, Executive Director, Montgomery County Transportation Improvement District.





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Ohio Senator Keith Faber speaks with Chamber staff after addressing members at the Government Affairs Breakfast on December 12, 2014.

Getting Down to Business with

Ohio Senate President Keith Faber

DACC: Senator Faber, you have made pro-business legislation and public policy a priority in the Ohio Senate. What was one of the most significant accomplishments in 2014 that benefited the Dayton Area business community?

Senator Faber: During December 2014, the Ohio Senate made tax reform a priority and passed a municipal tax reform package that will ease the local tax burdens on Ohio businesses and allow for start-up businesses to grow and succeed in Ohio. The Dayton Chamber's leadership and advocacy on this bill was a key component to its ultimate passage and implementation. Under this new law, Ohio businesses have a standardized 5 year net operating loss carry forward and are only required to file taxes in municipality where they spend the majority of their day. These changes and many others included in HB 5 make significant strides and making Ohio more attractive to businesses.

DACC: The Dayton Chamber worked closely with you, the Ohio House and the Administration in the passage of the state capital budget, and specifically the arts and culture funding for the Dayton region. How successful were these efforts and do you anticipate a capital budget during the 131st General Assembly?

Senator Faber: Thanks to the support and advocacy of the Dayton Chamber and its members, Governor Kasich, the Ohio Senate, Ohio House supported a capital budget package that included over \$9.3 million in arts and culture funding for the Dayton region. We realize that the Dayton area has

tremendous arts and culture amenities that are key to economic development and regional vitality. I'm happy that Ohio was in a strong financial position and was able to fund some of these much needed community assets in the Dayton region.

Regarding a future capital budget – I want to make sure we can get through the state operating budget first. After we finish the state operating budget in June 2015, we will be able to take the temperature on Ohio's financial situation and see if this is something we can consider.

DACC: What challenges and opportunities do you anticipate for the FY2016-FY2017 operating budget that will be considered during Q1 and Q2 2015?

Senator Faber: I anticipate that the Medicaid budget will be broken out and considered separately from the general operating budget. Medicaid encompasses such a significant portion of the state budget, that it deserves separate consideration and vetting in the legislative process. Dayton area companies like the Dayton Chamber, CareSource and the three area hospital networks will be key players as the Medicaid budget is debated.

I think we will also see a strong focus on government organizations and institutions being asked to pursue fiscal efficiencies and reduce expenses. The State of Ohio is leading by example and has reduced expenses by 18%, we're going to be looking at innovative ways to work with partner government entities to reduce expenses and be better stewards of taxpayer dollars. ■



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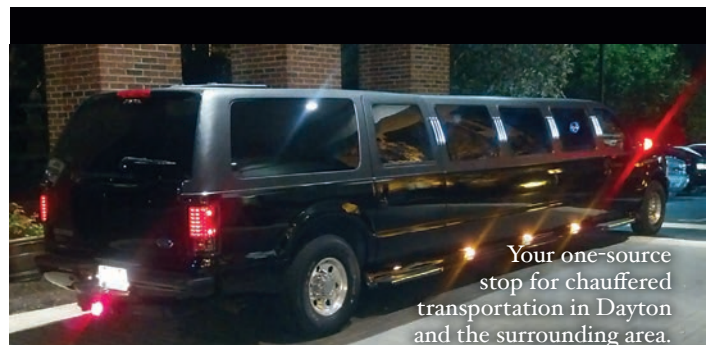
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OSHA Takes a Stand on Texting While Driving

– By: Gary Auman, Dunlevy, Mahan & Furry

I have spent quite a bit of time over the past several months talking about heat stress and the General Duty Clause.

What does that have to do with texting while driving – four words – The General Duty Clause. Most employers get so caught up in worrying about compliance with specific safety standards that they sometimes lose sight of the fact that they are responsible for providing their employees a place of employment free of all hazards. Yes, I know the General Duty Clause says “recognized” hazards; but let’s be realistic. If there is an obvious hazard in the workplace to which your employees are exposed, you are going to have a hard time convincing OSHA that you did not consider it a hazard. This is especially true in the case of something that has been in the forefront of the news as much as texting while driving.

OSHA has stated that it will consider an employer to be exposing its employees to a recognized hazard concerning texting while driving if the employer:

1. Requires workers to text while driving,
2. Creates incentives that encourage or condone texting while driving and/or
3. Structures the work so that texting while driving is a practical necessity.

Right now you are saying to yourself, I am fine because I don’t do any one of those three things. You might be right, but are you? How much do you know about how your managers incentivize those who work for them to work above their potential with positive or negative incentives? Perhaps not every day, but are there any days when the only way to get all the work done is to communicate while traveling? Unless you are absolutely sure that you can answer these questions correctly you are at risk. Even if you feel that you can, what would your employees say to an OSHA compliance officer during a confidential interview?

OSHA expects you to have distracted driving policy as part of your safety program and to train you employees with regards to distracted driving. Your distracted driving program should have five components:

1. You should prohibit texting while driving.
2. You should establish work procedures and rules that do not make it necessary for workers to text while driving in order to carry out their duties.
3. You should set up CLEAR procedures, times and places for drivers’ safe use of texting and other technologies for communicating with managers, customers, and others.
4. You should incorporate sage communications practices into worker orientation and training.
5. You should eliminate financial and other incentive systems that encourage workers to text while driving.

OSHA has announced that it is prepared to act quickly when it receives a credible complaint that employees are required to text while driving, either directly or indirectly. If the OSHA investigation bears out the complaint a citation will be issued, and I would expect that such a citation would be serious. In addition I fully expect compliance officers to review contractor safety programs to determine if the program contains material and training on distracted driving. The absence of such material may well result in serious citations.

This should not be too difficult a program to institute. But, be sure you do more that add a page or two to your safety program. Be sure to do the training and also be sure that you enforce the rules you establish. Finally, this program should not stop a texting while driving. Your program on “Distracted Driving” should cover anything else an employee might feel inclined to do while they are behind the wheel on company business. ■

MBP F40 firm acquires Dayton-based company

Developing total solutions for customized packaging and disposable products

One of the roles of the Minority Business Partnership (MBP) is to connect minority companies with large buying organizations in the Dayton region. Several forums and opportunities exist to fulfill this role:

- Quarterly Purchasing Roundtable Forums (focused on Goods & Services)
- Bi-Monthly Facilities Committee Meetings (focused on construction & facilities maintenance activities)
- Leadership Council Meetings (focused on introducing strategic business partnership efforts and outcomes to CEOs/senior leaders)
- Business Outreach Efforts (networking and outreach efforts focused on specific projects).
- Business Opportunities Breakfast (three networking events/year focused on networking with businesses in key industries)

Most recently, MBP had the opportunity to introduce a new venture during the December Leadership Council and Purchasing Roundtable meetings. Che International Group (CIG) and TrueChoicePack Corporation (TCP) presented their new partnership venture with the recent acquisition of the Dayton-based company TrueChoicePack Corporation. TrueChoicePack manufactures and distributes customized packaging and disposable products.

Christopher Che, President and CEO of Dayton-based, Hooven-Dayton (a subsidiary of CIG and Focus 40 member) announced CIG's controlling interest in TCP. Both companies presented the value proposition of their partnership in providing packaging and disposable solutions that maximize quality, efficiency, sustainability and profitability for their customers. Christopher Che believes that TCP is now in a stronger position to have a greater opportunity to sell their products to large corporations.

Christopher is a strong advocate for economic inclusion and formerly served as Co-chair of the MBP Leadership Council with Jim Pancoast (CEO, Premier Health). He also represents minority companies in our region as the OMSDC Chair, Minority Business Enterprise Input Committee (MBEIC).

Che International Group has a proven track record of serving dozens of Fortune 500 companies with its packaging products for over 30 years and serving paramount customers such as Proctor & Gamble, Johnson & Johnson, Johnson Controls, Clorox, McCormick and Sysco. CIG has also consistently been included in Black Enterprise Magazine's BE 100 list. We believe the experience and success of CIG will provide support, vision and marketing development for TCP to become a nationally recognized leader in producing customized packaging of bio-degradable and compostable products," said Belinda Matthews Stenson, Director for the Minority Business Partnership. ■

About Che International Group LLC

- ▶ Christopher Che, President/CEO
- ▶ Incorporated in 2005 and headquartered in Cincinnati, OH
- ▶ Multinational holding company with (3) subsidiaries:
 1. Hooven-Dayton Corporation (located in Miamisburg, OH) acquired in 2007
 2. Cog Corporation (located in Cincinnati, OH) acquired in 2012
 3. TrueChoicePack Corporation (based in Dayton, OH) acquired in 2014

About TrueChoicePack Corporation (formerly BioGreenChoice)

- ▶ Heena Rathore, President/CEO and Rakesh Rathore, COO
- ▶ Incorporated in 2008
- ▶ Acquired by Che International in 2014
- ▶ Re-incorporated as TrueChoicePack in 2014



Dragons and Chamber members at bat to keep streak alive

Some streaks might never be broken. Cal Ripken Jr.'s 2,632 consecutive games and Joe DiMaggio's 56-game hitting streak are two that come to mind.

Our very own community has established a similar record that stands alone in the annals of sports. Our Dayton Dragons have produced a streak that has lasted 1,051 consecutive games, every game in the history of a franchise that now enters its 16th season. The numbers tell the story:

- 1,051 consecutive sell-outs (all-time sports record)
- National attendance leader for the Class-A level for 15 consecutive years (every year of the organization's existence)
- Its 15 seasons represent the 15 top attendance totals in Class-A baseball history
- It is the only minor league team in any sport ever to be selected as a finalist for national "Team of the Year" by

Sports Business Journal

- It is the only minor league team in America recognized by Sports Illustrated as having one of the "10 Hottest Tickets in Sports"

The Dragons success through the years is a result of a number of contributing factors, many of which have also been key components to successful teams at the Major League level. For any sports franchise to be successful, whether the team is part of the NFL, NBA, NHL, or MLB, it must gain corporate support within its community.

The Dragons are certainly no exception to the rule. Without the support of the Dayton business community over the past 15 seasons, the Dragons would have enjoyed none of the national attention the team has received (congrats, Dayton!). Without that corporate support, none of the records would have been broken. The



corporate support has made it possible for more than 8.8 million fans to enjoy the Dragons baseball experience since 2000.

The Dragons goal throughout their history has been to create mutually-beneficial corporate partnerships that bring value to both parties. Dragons' ticket packages have proven to be valuable, inexpensive investments for businesses.

Business owners can utilize tickets to benefit employees, clients, prospective clients, and key vendors, for incentivizing results, rewarding sales volumes, thank you's to those that reduce expenses; customer services "pats on the back," celebrations of tenure, donations to favorite charities, and the list goes on.

The Dragons home schedule features 70 dates from April to September, and packages are available that include all 70 games. But smaller plans of 9, 17 or 35 games are also available to fit any size company and budget. These are very inexpensive options for companies to enjoy the tradition of Dragons Baseball.

In just 15 years, Dragons baseball has truly become a

summertime tradition in the Dayton community. In 2000, Dragons fans and their children watched slugging star Adam Dunn belt home runs at Fifth Third Field. Now, those teenage children from the Dragons first season attend games with their own young kids, introducing a new generation to Dragons baseball. As the years have gone by, Dragons fans have cheered players like Joey Votto, Homer Bailey, Johnny Cueto, Jay Bruce, Todd Frazier, and Billy Hamilton at Fifth Third Field. The next generation of Major Leaguers is on the way.

The Dragons sell-out streak is still alive as we head toward the 2015 season, standing at 1,051 straight games. Just like Ripken's and DiMaggio's legendary achievements, it takes a new full season of games to continue the streak. The Dragons 2015 season promises to bring another summer of great family entertainment to Fifth Third Field.

Let's continue to support of the Dragons by our business community and keep our nationally-known streak alive. ■



Speedway Continues to Grow

Headquartered in the village of Enon, Ohio, Speedway LLC (Speedway) has been on a consistent growth pattern. Speedway is the largest company in Clark County and the greater Dayton area by revenue, reporting in excess of \$14 billion in 2013. A wholly owned subsidiary of Findlay, Ohio-based Marathon Petroleum Corporation (MPC), Speedway has been in growth mode since 2011 when MPC separated from Houston, Texas-based Marathon Oil Corporation.

At the time of the July 2011 split, Speedway President Tony Kenney noted, “As a bigger part of a new public company, Speedway’s results are now reported quarterly. There’s an excitement to that...and a challenge to deliver on our promises.” Kenney also stated at the time, “Our message to shareholders is that we are focused on growing Speedway both organically and through acquisition.”

In May 2011, Speedway acquired 23 Gas City locations in Chicago. In early 2012, Speedway bought 88 GasAmerica stores throughout Indiana and Ohio. Growth continued in July 2012 with the purchase of 10 Road Ranger sites in Kentucky and Ohio.

In May 2014, Speedway announced its plans to acquire Hess’ retail operations – a chain of 1,255 stores in 15 states along the East coast. Finalized in October 2014, the acquisition nearly doubled Speedway’s size. Previously the fourth largest convenience store chain in the nation, Speedway is now the second largest based upon store count with approximately 2,740 stores in 22 states.

Speedway also announced in August 2014 plans for a \$9.1 million investment in Clark County that included the purchase of a 55,572 square foot office building in the NextEdge Applied Research and Technology Park on East National Road as well as renovations to its existing office building in Enon, Ohio. The company, which has nearly 800 employees at its Enon facility, plans to add approximately 350 new jobs. The new positions will be a mix of new hires and relocations and will be in the areas of human resources, accounting, information technology and marketing.

Speedway’s growth is not only through acquisition, but also organically – by building new stores or rebuilding others. Most

of Speedway’s organic growth is in Pennsylvania and Tennessee. In the past two years, Speedway has built or acquired 27 stores in these two states with thirteen more under construction.

A Customer and Community-Centric Company

Speedway’s growth is a direct result of delivering on its pledge to be “The Customer’s First Choice for Value and Convenience.” Much of Speedway’s success is due to its focus on outstanding customer service, quality fuels, a wide selection of merchandise and the ability to provide real value for one’s dollar.

Speedway’s value can be found in Speedy Rewards®, its industry-leading customer loyalty program. Speedy Rewards® allows customers to earn free merchandise and beverages, as well as points on purchases that can be redeemed for merchandise and gift cards. Any customer can participate and it is completely free.

The Speedway brand is further enhanced by its commitment to making a positive difference in the lives of its customers and the communities in which it operates. On a national level, Speedway is the fourth largest corporate contributor to Children’s Miracle Network Hospitals (CMNH). In 2013, Speedway raised over \$7.6 million for CMNH. For many of the local hospitals that these funds support, Speedway is the largest contributor. Speedway’s CMNH focus is fueled by the knowledge that the funds collected stay within the communities in which they were raised.

This community-based commitment is also demonstrated through local support. Employees at Speedway’s Enon and Springfield offices work hard throughout each year to raise funds for the United Way of Clark, Champaign and Madison counties. In fact, Speedway is the largest contributor to the local United Way.

Corporate employees also assist in other local causes such as supporting Junior Achievement of the Mad River Region for the past 25 years. Speedway donated \$500,000 to help build the Springfield Regional Medical Center.

As Speedway grows, so does its support of the local Springfield and Clark County area. Its familiar jingle shares that Speedway is “around the corner, around the country, at work or play we’re on your way...” Speedway is truly around the corner and, from a growth standpoint, it is definitely on its way. That’s good news for both the local community and the local economy.



Generation Dayton: Message from the Chair

I want to begin this message by thanking our 2014 leadership and welcoming the new 2015 Generation Dayton Steering Committee! We kicked off New Year off with incredible energy and fantastic ideas. We also bring with us an exciting development – our new website is up and helping us to become more efficient in reaching out to members and future members! Having the new website, along with a talented committee will help us with our mission and purpose – to attract and retain talented young professionals in the Dayton area.

We focused attention in 2014 on providing quality events - really strategizing together as a committee on how to get the most value for our members and provide top-notch events and speakers alike. The start of a new year is a great time to look at where we've been and refocus on committing to the Generation Dayton experience, making it the best possible for our members. We want to continue to be the leader in providing opportunities for our members to succeed and reach new levels in their careers. At the same time, we realize our members want to feel connected with their peers and the community as well and thus will offer the best possible opportunities for those connections.

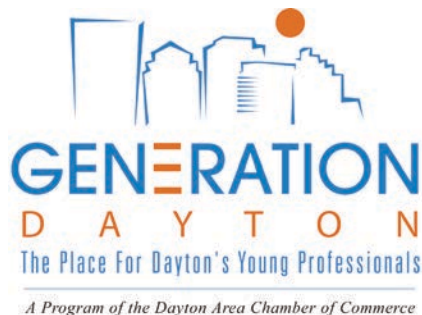
Generation Dayton is, in my opinion, a great one-stop, all-encompassing organization in that it provides professional development, social, and community service opportunities. I think there is a lot of value in being able to give back to my community, while at the same time networking with a diverse group of young professionals. While we continue in this same regard, in 2015 we also plan to reach out to students at local universities in order to attract the soon-to-be young professional. I have benefited greatly from Generation Dayton and my biggest wish would be that I could have joined right out of college (perhaps college diplomas should come with a Generation Dayton application?). All joking aside, we'd like to give that chance to the next generation of young professionals so that they can set up roots in Dayton, build strong relationships within the community, and develop skills that will help them achieve professional goals from the start of their career.

Thank you to our members, volunteers, and leadership. I look forward to seeing what we all can do together in 2015 to be the leading Young Professional organization in Dayton.

Happy 2015,



Taryn Ward
Chair, Generation Dayton



Taryn Ward,
Chair, Generation Dayton

2014 Generation Dayton Membership Award Winners:



Tristan Navera
Featured Professional of the Year



Mary Mierzejewski
Advocate of the Year



Andrea Livingston
Volunteer of the Year

United Way of the Greater Dayton Area Focused on the Future

United Way Prepares for 100th Anniversary

When your statistics show that one in every three people in Montgomery, Greene and Preble counties is touched by your programs and services it shows the value of providing resources. At United Way of the Greater Dayton Area, the mission of meeting human needs has been consistent for the past 100 years.

Between 1914 and 2014, United Way of the Greater Dayton Area reported an investment of more than \$665 million in programs and initiatives that are producing positive outcomes for residents in the Miami Valley area.



The goal for the 1928 area United Way campaign was \$574,000 and the thermometer was placed outside of the Dayton Courthouse.



United Way of the Greater Dayton Area



J. Thomas Maulsby, President and CEO of United Way of the Greater Dayton Area

This May, our local United Way will celebrate 100 years of preserving and strengthening the local network of health and human services. “This centennial celebration is an opportunity for the organization to reflect on our long human service history and to also realize a future where individuals and families are healthy, educated and sustained,” said Tom Maulsby, President and CEO of United Way of the Greater Dayton Area.

United Way programs focus on making advancements in *Education*, *Income*, and *Health*, in addition to funding dozens of programs on an annual basis that help achieve strategic goals. “United Way works to implement targeted community initiatives consistent with evidence-based research,” Maulsby said.

Two of the new United Way programs that address previously unmet needs are the Montgomery County Freedom Schools Collaborative, which provides free education summer camps to more than 300 local children and the FamilyWize Prescription Discount Program, which automatically reduces the cost of medications marked down voluntarily by more than 61,000 participating pharmacies.

A Changing Giving Environment

As the social and philanthropic landscapes change, the need for positive, systemic change leading to problem solving will be a part of the United Way strategy. United Way of the Greater Dayton Area has shifted its focus to building strong relationships with people in addition to organizations, allowing for a more diverse pool of resources that includes



Following the successful 1928 campaign this ad appeared in the Dayton Daily News

individual gifts, online gifts, grants and strategic partners. “As we look to the future, we see an organization that provides needed human services and is a key contributor to the economic impact in our community,” said Maultsby.

Celebrating 100 Years

United Way of the Greater Dayton Area is celebrating 100 years this May with a gala event at the Dayton Art Institute May 1. Visit LiveUnitedDayton.org for completed details about all events and activities.

Thank you, Miami Valley for your continued support of United Way of the Greater Dayton Area.

Why our clients are winners.

We've had a lot of additions to our "ego wall" lately. But it's not about ego at all. Rather, it's about our clients.

Think Patented has just become one of only 11 *Pantone® Certified printers in the world!* We've just received 34 *Print Excellence Awards* from the Printing Industries of Ohio - N. Kentucky. Last year we earned the designations of *G7™ Master Printer* and *Process Control Master*. And we won four *AAF/Dayton Hermes Awards* this year.

We may get the hardware, but why we earned it is why every product we deliver to our clients is their trophy.

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- UV Inks & Unique Coatings
- Wide & Special Format
- Direct Mail Services
- Marketing Automation
- Fulfillment Services
- Promotional Products
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What if you could see a doctor without leaving your home? You can with Live Health Online!



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LiveHealth Online is a new communications tool that lets you talk to doctors online by two-way video on a computer. Doctors can answer questions, make a diagnosis and may prescribe certain medications as permitted by state law.

Here's why you will love LiveHealth Online:

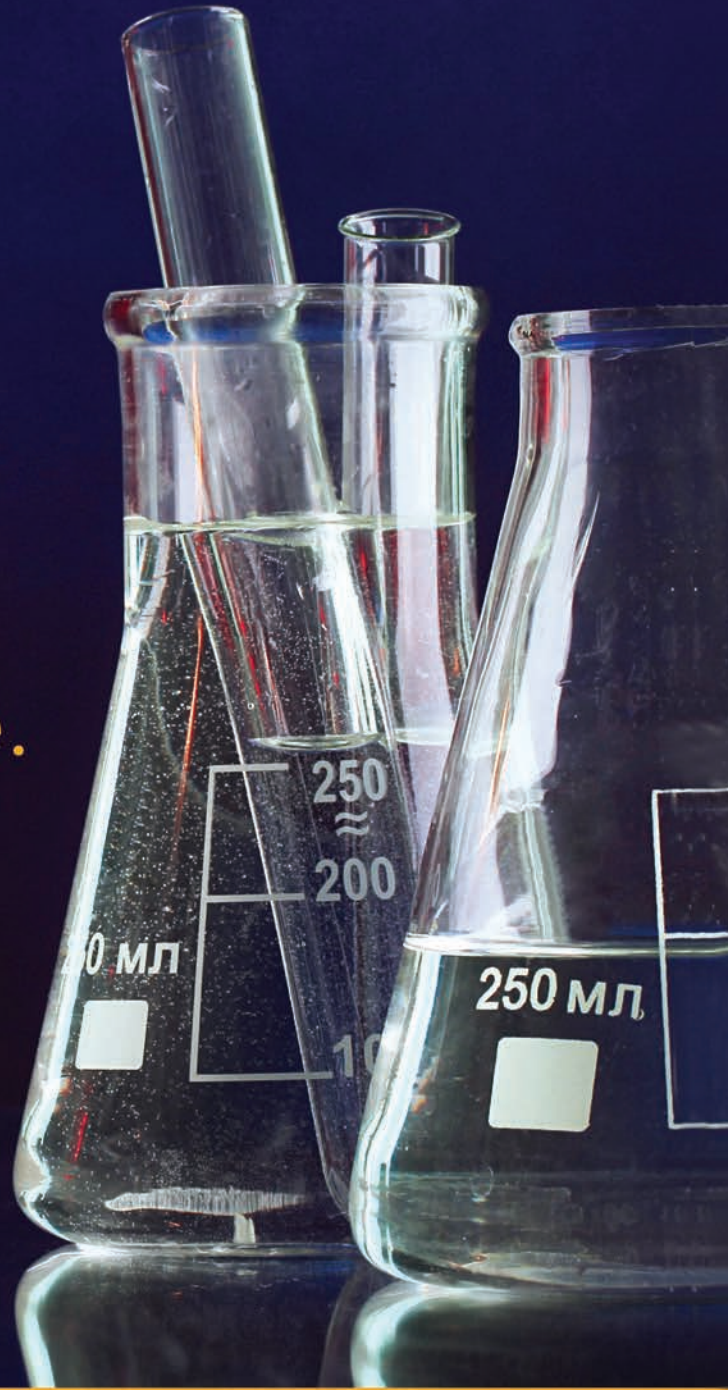
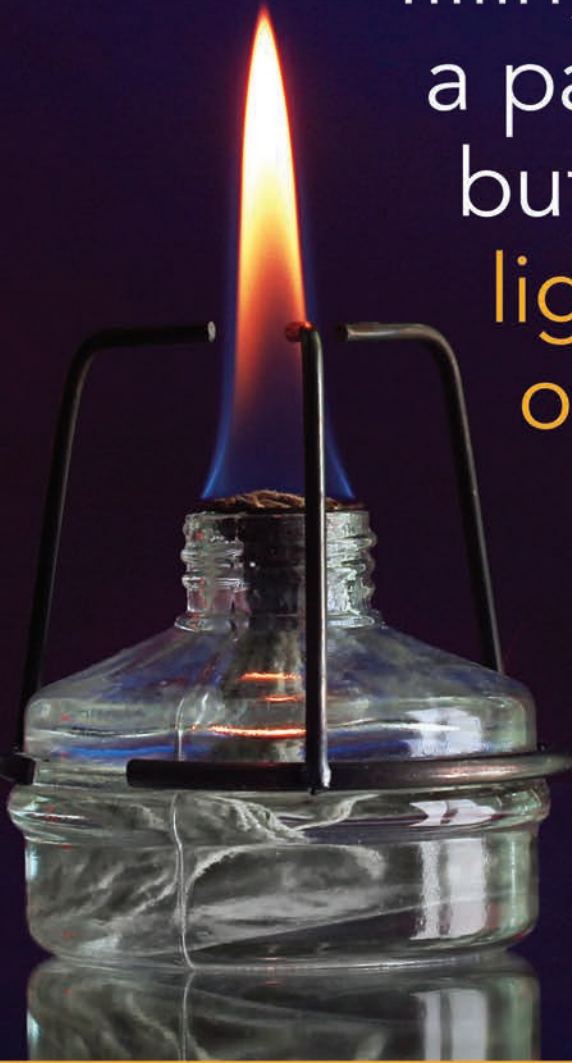
- You can use it at work, at home, anywhere that LiveHealth Online is available. You never need an appointment.
- It's fast. You can log in and talk to a doctor within a few minutes.

- Doctors are available 24 hours a day, seven days a week.
- It's private and secure, and you can choose a board-certified doctor.
- When needed, prescriptions are emailed right to your local pharmacies, if that information is given to the doctor.
- It's affordable. Anthem members can use the tool, as part of your health plan, at the cost of your PCP office visit copay.
- Those who aren't Anthem members can use it too, just pay a flat rate charge of \$49.

See how easy it is to get started with LiveHealth Online!

Just download the app or go to LiveHealthOnline.com on your computer to sign up and get started. ■

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is not the
filling of
a pail,
but **the**
lighting
of a fire.



Igniting ideas.
Fanning the flames.

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Do the Math and Grow Your Sales: part 5

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 four we focused on dealing with money and gave you have the right and responsibility to discover the prospect's budget before you go to work quoting a solution.

The last element in a qualifying sales process is clearly understanding your prospects decision process. Many sales people have been taught to ask "are you the decision maker". While this question is better than asking nothing, it's still amateurish and a little dangerous. You see if they are not the decision maker, the question implies they are not very important and that can destroy the rapport. If however they are the decision maker, the question puts them under pressure by implying the salesperson now knows exactly who to badger for an order. Replace that old immature question with something like this: "George, when you're looking at this sort of purchase, what

kind of process do you use to make the decision and who else do you bring into the conversation? And what will they think about this?" You see we need to know who the white knights are and who the black knights are. The white knights want to do business with us, the black knights want to do business with someone else.

We often survey salespeople about why they did not win opportunities they quoted. There are three common reasons. One, they did not fully understand the prospects compelling emotional reason(s) for doing business with them (PAIN) and their proposal missed the mark. The second common reason is they missed the prospects budget. Their price was either too high for the prospect to buy or so low the prospect did not trust it. The third and most often the case is they did not understand the prospects decision process. So after they submitted their proposal, conversations occurred that they did not know would occur. The proposal was examined and scrutinized for things they did not consider when quoting.

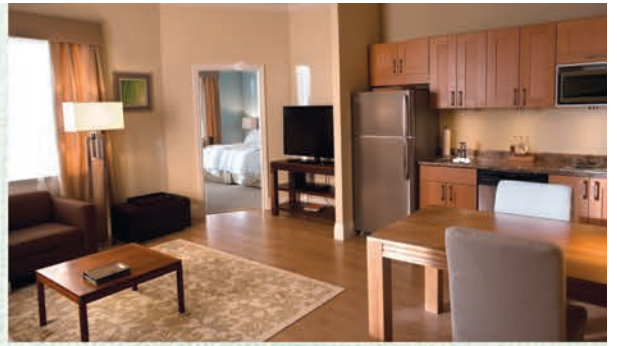
The conversations and scrutiny were always part of the prospects plan for evaluating the offer, but because the salesperson did not investigate the prospects process, they did not understand how their proposal would be judged. So because they had little or no understanding of the prospects decision process, they had little or no hope of influencing the decision process.

Don't fall victim to the most common reason for salespeople not winning business. Make sure you fully understand the process they will use, the people that will be involved and what each of those people really care about. You can then tailor your solution to meet the needs of all the players and win the business. ■

Congratulations to our Volunteers of the Quarter for the 3rd quarter of 2014! The awards were given at the Chamber's Board of Trustees Meeting on November 19.



(L to R: David Lyttle, Dayton Minority Business Assistance Center; Richard Graf, Hammerman, Graf, Hughes and Co., Inc.; Brady Kress, Dayton History; Ron Joseph, Dayton Power & Light)



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