

FOCUS

Greater Dayton

RTA RESTRUCTURED, REBRANDED AND
RECONNECTED TO THE COMMUNITY p06



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THE
CHAMBER
WORKS
FOR ME



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VOL. II – NO. 4 2009



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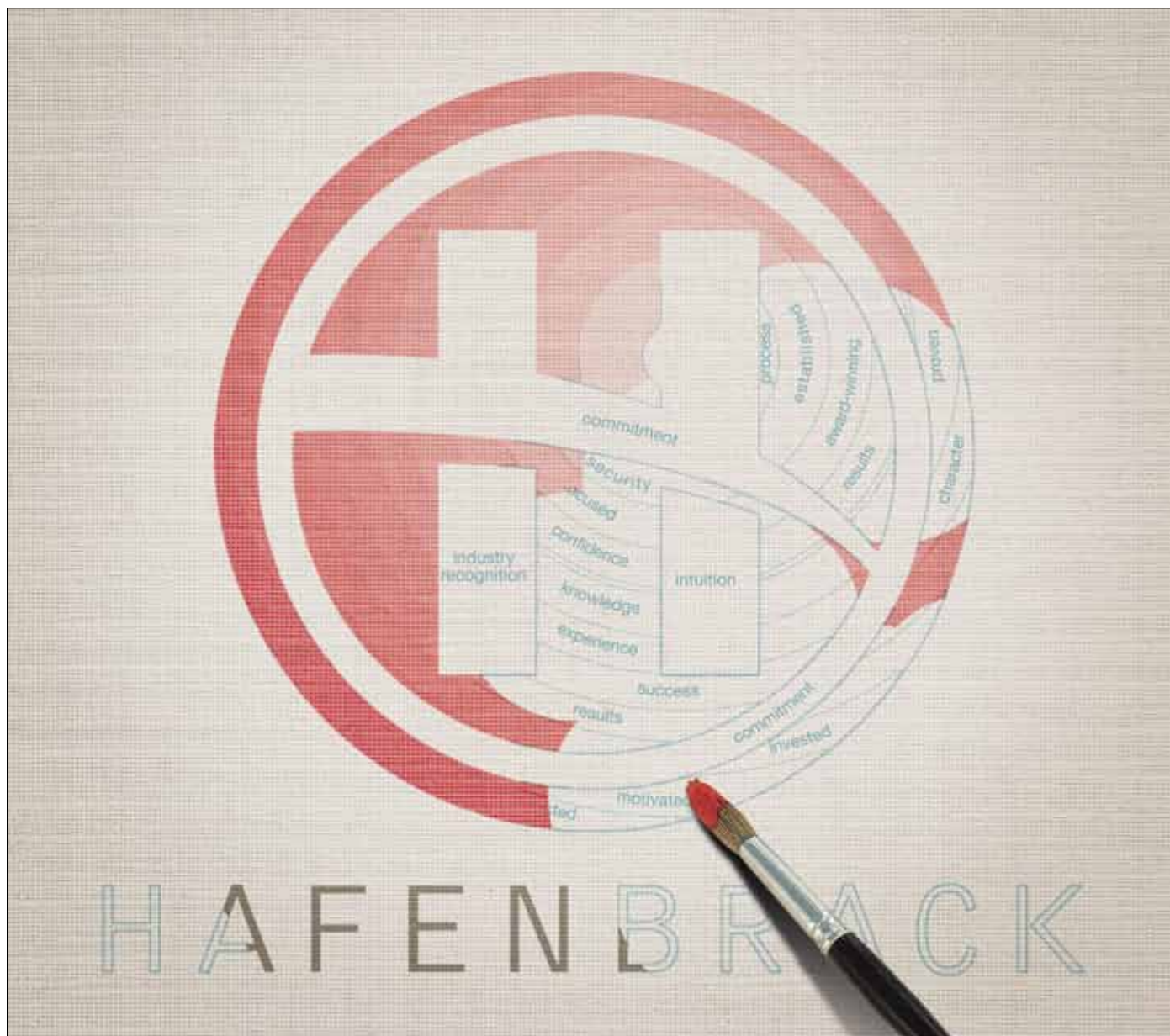


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G r e a t e r D a y t o n R e g i o n a l T r a n s i t A u t h o r i t y

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: HEALTHCARE REFORM

Over the last 10 years when visiting Chamber members and asking them to identify their top business issues, the

affordability of healthcare for their employees has consistently been #1, 2 or 3 in their rankings. No wonder that healthcare reform has finally made it to the forefront on the federal level and may ultimately produce some significant changes in the very near future.

Your Chamber has always been engaged in this issue. We have one of the best association healthcare plans in Ohio – ChamberCare. We have organized healthcare summits with keynote speakers such as former U.S. Speaker of the House Newt Gingrich. And we have formalized wellness programs for employers all over the region.

But frankly that just is not enough. We all must do more.

The recent federal legislation is diluted, complex and in many instances “off point”. If we are to have federal legislation, it must be focused on items that can produce real deliverables. As this goes to press, our Board and Legislative Committee are developing our Chamber’s position; not around a specific piece of legislation but rather key tenets or principles we believe will drive real change for positive outcomes.

These tenets are:

- Reform should provide clear access to healthcare for all American citizens
- Reform must lower costs and provide affordable insurance plans
- Tort/litigation reform must be part of the reform package

- New taxes or fees cannot be imposed on the business community
- Reform must not add to the nation’s deficit
- Insurance costs must be disbursed over all users
- Medicare and Medicaid reform is needed to eliminate fraud and streamline services
- Businesses must require more individual responsibility and plans must be more consumer and wellness driven
- A federal public option is not the answer as it would be bureaucratic and laden with problems like other government-run plans such as Medicare and Medicaid
- Coverages can be pooled through private-sector association and industry plans
- Increased private-sector competition in the marketplace will drive down costs
- Insurance policies must be portable and the practice of rescission, the denying coverage for insureds, must be eliminated

While some may disagree, these ideas from the business community are a logical start. We are actively sharing these tenets with our elected officials but will continue to solicit your thoughts and feedback on this very crucial issue.

One thing is for certain – healthcare will change. But how it changes and what affects these changes will have on an already “stressed” economy are to be seen. Let’s hope our federal legislators are as logical as our members in developing future policy consistent to your key tenets on healthcare reform. — ■

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



FOCUS is a “green” publication. The paper is made from 30% recycled fiber with chlorine-free pulp timber from managed forests. The soy-based ink meets all requirements of The American Soybean Association.



Leadership Dayton

LEADING TOGETHER

A Program of the Dayton Area Chamber of Commerce

INTRODUCING THE CLASS OF 2010

Leadership Dayton, a program of the Dayton Area Chamber of Commerce, is a premier leadership development program designed to identify, educate and motivate a network of community leaders and increase the individual's capacity to serve the Dayton region. Selected participants learn through seminars, small work groups, panel discussions, direct interaction with community leaders, and a variety of experiential activities. Leadership Dayton is the fourth oldest continuously operating community leadership program in the United States. The class of 2010 was selected from over 60 applicants from the greater Dayton region.

PLEASE WELCOME THESE FUTURE LEADERS WHEN YOU SEE THEM IN THE COMMUNITY.

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Hugh Bolton
James Bosse
John Buscemi
Sarah Carter
Bryan Chodowski
Beth Churchill
Marty Coates
Rebecca Cole
Erik Collins
Stacia Edwards
Diane Ewing
Diane Farrell
Jacque Fisher
Daniel Gentry
Janet Grant
Leslie Grooms
Christy Hagerman
Shaun Hamilton
Matthew Hayden
Seth Hummel
Janet Jones
Maha Kashani
Raj Kejriwal
Jamie Kenny

Natalie King-Albert
Scott Knebel
Joni Magnus Ramsey
April Mescher
Sheldon Mitchell
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On The Cover

Greater Dayton RTA is this issue's premier sponsor. Pictured is Mark Donaghy, Executive Director of Greater Dayton RTA.



Alphabet Soup of Health Plans — Continued from our last issue.



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BY THE NUMBERS

\$60.8 million
current operating budget

650
approximate number of employees

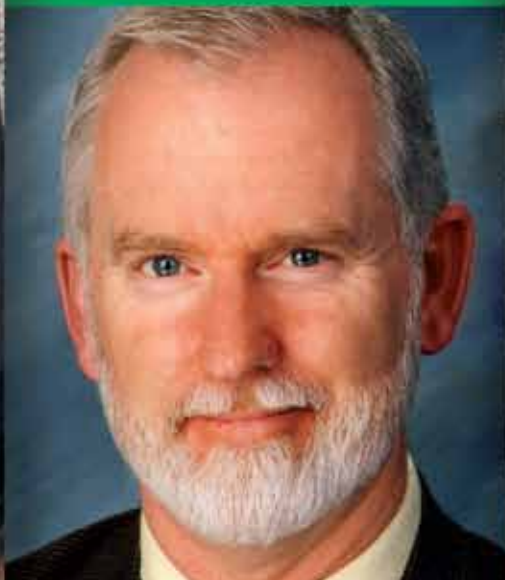
400
approximate number of drivers

280
*approximate number of buses
on the street each day*

11 million
passenger trips each year

29
bus routes

3,313
bus stops



Mark Donaghy,
Executive Director of Greater Dayton RTA

RTA has unveiled a completely new look and attitude. You won't be able to miss the impact of the new green-themed buses and signage.



“We’re not your MOTHER’S RTA.”

By Vince McKelvey

*Restructured, rebranded and
reconnected to the community...
we’re not your mother’s RTA.*

When Executive Director Mark Donaghy arrived at the Greater Dayton Regional Transit Authority about four years ago, he found an agency effectively cut off from critical pieces of the Dayton community. Burdened by negative media reports and a damaged public image, RTA “kind of withdrew,” he said.

“The relationships that typically I would think would need to be strong ... just weren’t there. We weren’t engaged with the chamber, we weren’t engaged with the downtown partnership, even to a large extent with local government,” he said. “We wanted to get back out and re-establish ourselves in the community and say ‘this is what good transit does for the community.’”

And good transit, of course, does more than move people from point A to point B. It’s a sign of community vitality; it supports local projects and special events, and it drives economic development by enhancing quality of life and delivering workers to the businesses. “We implemented a great number of strategic changes to try to give ourselves an extreme makeover to change a number of things,” Donaghy said, including RTA’s perception among riders, businesses and local governments, and the general public.

What’s the story now? “I’d say, we’re not your mother’s RTA. This is a new and maybe reinvigorated RTA.”

NEW TRANSIT CENTER EMBODIES CHANGES

The latest and very visible sign of change is RTA’s downtown transit center – a high-tech hub that opened for passengers September 1. The transit center gives customers a safe, secure place to catch their bus, protected from the weather. But it also helps to address a downtown perception problem. RTA has now moved its main transfer point from the street – where loiterers mixed with riders and crowds led to occasional problems – to the transit center. There RTA can enforce codes of behavior and restrict access only to bus riders. The \$9.6 million project, adjacent to RTA’s headquarters, also eliminated a downtown eyesore by razing the long-vacant Admiral Benbow hotel.

The center was designed by RTA staff and is unique because it accommodates RTA’s mix of electric trolley and diesel buses, Donaghy said. It’s also chockfull of passenger amenities — WI-FI service, indoor and outdoor waiting areas, interactive kiosks for planning trips, and GPS-driven alerts let riders know when their bus will be arriving. “It’s a big improvement over what they had standing out in the street,” Donaghy said. “It operates like a nice big-city transit hub.”

“To me it’s a key, too, to help sell our downtown,” he added.

SUPPORTING BUSINESS, DEVELOPMENT

Helping to sell downtown and the Dayton area is part of RTA’s mission. “We want to be another tool in the tool box for the folks who do economic development,” Donaghy said. He works with local development officials when there’s a project in the offing, discussing how to get workers to a prospective facility. “That’s where our sales to business is. We try to be as flexible as we can to get people where they need to be. In that way, we think we’re a crucial component of economic development and we’ll continue to do that.”

(continued on page 08)



The latest and very visible sign of change is RTA's eagerly-anticipated downtown Transit Center — a high-tech hub that opened for passengers on September 1, 2009.



(continued from page 07)

RTA also tries to accommodate existing businesses that might have a special transportation need, and wants to help companies that want to help employees commute by bus. RTA's SmartChoice program provides a tax incentive to employers that offers commuter benefit solutions to workers, but Donaghy said companies don't have to buy bus passes for their employees to get help from RTA. Simply offering RTA passes for sale would be welcome. "We'll come out at break times, and set up a table and teach people to use the bus system if they want," he said.

STRATEGIC PLAN SETS THE WAY

Months after Donaghy took office, RTA set out a three-year strategic plan to bring the agency's budget under control, improve service quality, and make the agency more accessible and engaged with the community.

It began with a management reorganization that eliminated about 30 positions, Donaghy said. RTA had been living off of cash reserves for a number of years, but the surplus was evaporating and the agency was committed to ending deficit spending. RTA reached out to employees for cost-saving suggestions and "you would be amazed at what people came back with," Donaghy said. A group of administrative assistants offered ideas that added up to a couple hundred thousand

dollars. "We ended up taking \$3 million out of our overhead in annual costs," Donaghy said.

Finances remain a challenge. Service cuts and a fare increase helped to balance this year's budget, but "we're running out of opportunities there," he said. "Our problem is a revenue problem." Income from a voter-approved sales tax — RTA's primary revenue source — has declined with the economy, but even before the recession, it had been essentially flat for a decade. The sales tax and user fees provide 77 percent of the agency's income, and RTA now is looking for opportunities to use its expertise to generate revenue. A case in point: RTA is going to become the local agent for Greyhound bus. "We have to be open. Are there other things like that we could or should be doing," Donaghy said. "We're looking for anything we can do."

EVERYONE'S A CUSTOMER, IF NOT A RIDER

Donaghy entered the world of public transportation 33 years ago, driving a bus part-time in Omaha, Nebraska, and fell in love with the business. In it, he has done just about every job there is to do, from cleaning buses to being a mechanic to running an agency. He commutes by bus from his home in Dayton's Wright-Dunbar neighborhood, and uses the bus when he can during the work day. Still, given the realities of urban sprawl, both residential and commercial, he knows not everyone can or will ride the bus.

But even those who don't are still important to the agency. They're taxpayers, they vote, and their view of RTA contributes to its public image. "Eventually, our hope is to get them out of the car and onto the bus if we can, but if nothing else, we still want them to be happy because they're all taxpayers," Donaghy said.

Improving service quality — clean, safe, comfortable and reliable service — is both a priority and a work in progress. "I think we're a lot better but I don't think we're there yet," Donaghy said. "The cleanliness level is way up." And everyone at RTA who operates a bus is now being trained in a defensive driving course called the Smith System. This reinforces safe practices, but also is a piece of good community relations. "How they drive the bus is a marketing tool," Donaghy said.

MAKING PROGRESS

In his office, Donaghy said he still keeps handwritten notes from when he was given the job of "things we needed to get accomplished and the whole changing of the perception, to me, is critical for us." He believes the agency has made strides on that score, and cited a recent observation by Bryan Bucklew, who just ended a term as RTA's board president. "His sense is that we've kind of grown from an organization that people had to work with to one they want to work with," Donaghy said. "On that part, I think we've gone a long way." — ■



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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. Here is a sampling from the August 2009 report.



GDP

GROSS NATIONAL PRODUCT — ANNUAL PERCENTAGE CHANGE

2nd Qtr '09	1st Qtr '09	4th Qtr '08	3rd Qtr '08	2nd Qtr '08
-7.4	-6.4	-6.2	-0.5	2.8

CPI

CONSUMER PRICE INDEX JULY '09

12 month change, ending in May '09.....	-0.2%
Annual percent change '09.....	-1.9%

Key Economic Indicators — August 2009

SALES TAX COLLECTIONS

COUNTY	RATE (%)	JUN '09	JUN '08	YTD CHANGE	YTD '09	YTD '08	YTD CHANGE
Butler.....	75.....	2,304,987.....	2,608,436.....	-13.1%.....	14,465,424.....	17,364,869.....	-20.0%
Clark.....	1.50.....	1,515,475.....	1,684,126.....	-11.2%.....	9,400,146.....	9,262,543.....	-1.5%
Darke.....	1.50.....	529,282.....	587,904.....	-11.0%.....	3,278,012.....	3,622,005.....	-10.5%
Greene.....	1.00.....	1,719,314.....	1,680,812.....	-2.3%.....	10,336,476.....	10,475,300.....	-1.3%
Miami.....	1.00.....	803,535.....	953,366.....	-18.7%.....	4,937,864.....	5,553,600.....	+12.4%
Montgomery.....	1.00.....	4,965,938.....	5,352,347.....	-7.8%.....	29,184,208.....	33,477,903.....	-14.7%
Preble.....	1.50.....	323,716.....	366,368.....	-13.3%.....	1,981,386.....	2,239,710.....	-13.0%
Warren.....	1.00.....	2,051,574.....	2,100,828.....	-2.4%.....	12,648,335.....	13,128,452.....	-3.8%
Region (\$,000s).....	-.....	109,512.....	116,436.....	+6.4%.....	657,863.....	709,800.....	+7.9%

Cost of Living Index

AUGUST 2009

Dayton, OH.....	94.0
Columbus, OH.....	97.7
Cleveland, OH.....	97.9
Richmond, VA.....	108.3
Chicago, IL.....	115.0
Miami, FL.....	116.6
Baltimore MD.....	121.9
San Francisco, CA.....	172.1
U.S. AVERAGE.....	100.0

UNEMPLOYMENT RATE

	JUL '09	JUL '08	'09 AVERAGE
Dayton MSA (Metropolitan Statistical Area).....	12.2%.....	7.7%.....	11.4%
Ohio.....	11.1%.....	7.2%.....	10.2%
U.S.....	9.7%.....	6.0%.....	8.9%

VALUE OF NEW CONSTRUCTION

DAYTON MSA NEW CONSTRUCTION	YTD JUL '09	YTD JUL '08	12 - MONTH YTD CHANGE
Non-residential.....	82,073,000.....	31,718,000.....	+158.0%
Residential.....	19,171,000.....	29,629,000.....	-35.0%
Total.....	101,244,000.....	61,410,000.....	+65.0%

HOME SALES

DAYTON MSA	JUL '09	JUL '08	% CHANGE	YTD '09	YTD '08	% CHANGE
No. of homes sold.....	1048.....	1017.....	+3.04%.....	5,747.....	7,894.....	-37.0%
Total home sales (\$,000s).....	146,495.....	139,410.....	+5.08%.....	692,793.....	1,068,266.....	-54.0%
Average sale price (\$).....	139,786.....	139,126.....	+0.47%.....	116,021.....	128,526.....	-7.7%



ALPHABET Soup of Health Plans

HRA (Health Reimbursement Accounts) — *As we discussed in the last issue, consumer-driven health plans (CDHP) allow small businesses to control their costs while continuing to provide employees with health coverage. CDHPs offer lower monthly premiums, so employees pay for health care as they need it.*

(STORY CONTINUED FROM LAST ISSUE)

Health Reimbursement Accounts (HRA) and Health Savings Accounts (HSA) are the two primary types of CDHPs. We talked about HSAs in our last issue.

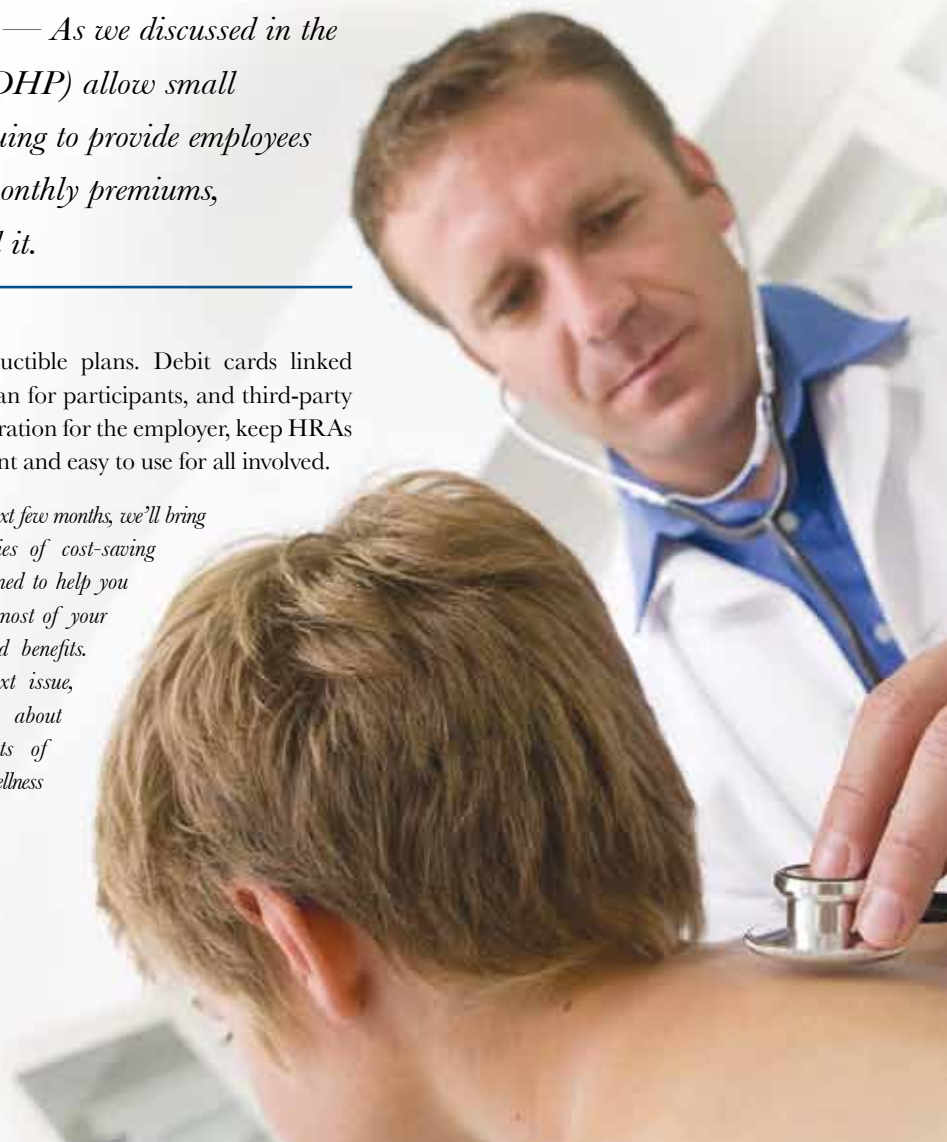
An HRA is similar to an HSA, but it is funded entirely by the employer. This gives an employer a greater tax advantage, in addition to the option to customize the account to the company's needs. For example, the employer can decide whether to allow funds to roll over from year to year. The employer pays to reimburse expenses as they occur, rather than funding the plan upfront. Funds received by employees are tax free.

HRAs are used to reimburse only items that are not covered by the company's health plan, such as copayments, deductibles, and other services approved by the employer. HRAs can also couple with other types of health insurance, and are not limited to

high-deductible plans. Debit cards linked to the plan for participants, and third-party administration for the employer, keep HRAs convenient and easy to use for all involved.

Over the next few months, we'll bring you a series of cost-saving tips, designed to help you make the most of your budget and benefits.

In the next issue, we'll talk about the benefits of employee wellness programs.



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ABOUT SHERROD BROWN

Sherrod Brown's political experience includes serving as a member of the Ohio State House of Representatives (1975 to 1982) and as Ohio Secretary of State (1983 to 1991). He was elected to the One Hundred Third and to the six succeeding Congresses (January 3, 1993 to January 3, 2007). He was elected to the United States Senate in 2006 for the term ending January 3, 2013. A native of Mansfield, Senator Brown is married to Pulitzer-prize winning columnist Connie Schultz. They reside in Avon, and have three daughters, a son and a grandson – all residing in Ohio.

In Ohio and in Washington, Senator Brown has earned a reputation as a public official who looks to the future. As a U.S. Senator, Brown is working with Ohio's universities, entrepreneurs, labor unions, and community leaders to help utilize Ohio's natural resources – wind, solar and biofuels – and to develop a clean energy industry in the state.



Sherrod Brown (D),
United States Senator, Ohio.

An opportunity to interact with elected officials is what "Getting Down To Business" is all about – your Chamber's part in public policy and advocacy activities.



Getting Down To BUSINESS With...

POLITICS

Q&A IN

Sherrod Brown, (D) UNITED STATES SENATOR

Q Recently, you joined representatives from the Pew Charitable Trust and business leaders from Ohio to announce the findings of a report on the clean energy job potential for several states, including Ohio. Could you discuss these findings and highlight the potential for job growth in the clean energy sector for Ohio?

Sen. Brown The Pew report is key because it's the first study to give us a clear picture of actual clean energy job creation, as opposed to projections. For Ohio, it means we must continue to do what's already working. Ohio's clean energy sector is one of our fastest growing new industries. Our state ranks fourth in the country in clean energy jobs. In Dayton, the University of Dayton's Industrial Assessment Center is transforming small- and medium-sized industries by helping them retool, reduce costs, and bolster competitiveness and economic success. I'm encouraged by the progress in Dayton and throughout our state, and I'm committed to investing in the next generation of clean energy manufacturing and business development.

Q Your office has made it a priority to conduct roundtable discussions with business, labor and environmental leaders across the State of Ohio. How have these discussions influenced your perspective on what is needed to stimulate job growth in the state?

SB I've held more than 130 roundtables and visited every one of Ohio's 88 counties. It's through these discussions that I learn about the new innovative ways Ohioans are responding to our economic and energy needs. These roundtable discussions often inspire legislation in Washington. After a meeting with Ohio energy, business, and environmental leaders in northwest Ohio, I introduced the Carbon Leakage Mitigation Study Act of 2009 to explore how clean energy policy can improve U.S. manufacturing competitiveness to keep jobs in Ohio.

Q You recently hosted a Clean Energy Summit in Columbus to discuss the federal government's commitment to fund alternative energy projects through the American Recovery and Re-investment Act (ARRA). Is Ohio poised to take full advantage of opportunities outlined in the ARRA?

SB Columbus' Clean Energy Summit was the first-of-its-kind forum to connect federal energy officials with Ohio's clean energy sector. Events like this one in Columbus are critical to streamlining federal funding opportunities with Ohio organizations, businesses, and local communities who are

engaged in clean energy initiatives. The economic recovery package makes a significant investment in clean energy development by offering competitive grants, loans and tax incentives. Ohio is slated to receive more than \$266 million for weatherization assistance. I'm confident in Ohio's position as a clean energy leader. Clean energy production and development is working for Ohio because it's putting to work Ohio's strengths – a talented workforce and a solid manufacturing heritage. The economic recovery package is investing in the future of Ohio – in clean energy.

Q You recently introduced new legislation that would expand the use of municipal solid waste as a source of clean energy. Could you discuss how this legislation fits into the overall plan to grow Ohio's renewable energy sector? Has there been consideration given to federal support for private businesses that convert solid waste into a source of clean energy?

SB I introduced the Rubbish to Renewables Act to take what's working in Ohio – an innovative approach to convert landfill waste into fuel for new advanced vehicles – and apply this example nationwide. We need to encourage this kind of innovation to

(continued on page 18)

(continued from page 17)

help our state and nation rethink waste and rethink energy. By converting disposables from our homes, our factories and our farms, we can help solve some of our domestic energy concerns and create new jobs in the process. Ohio is poised to become the Silicon Valley of Clean Energy Development and production because our state alone can support every step of a clean energy supply chain. But to get there, we need to ensure that government at every level is on board to promote energy ingenuity. We need to provide incentives for alternative or renewable sources of energy, and we must be committed to investing in ideas like Rubbish to Renewables that work.

Q *Wright State University and the University of Dayton have recently announced a new collaborative master's program focused on sustainability, the first of its kind in the Dayton region. As we look toward the economic future of Ohio, how do we better link the resources of our educational systems with the potential for job growth and expansion in clean and alternative energy fields?*

SB This partnership — determined locally between Wright State and the University of Dayton — could not have come at a better time. We are continuing to witness a gap between the growing availability of clean energy jobs and the number of Ohioans with the specialized qualifications to fill them. I've introduced SECTORS — the “Strengthening

Employment Clusters to Organize Success” Act — to ensure that as we promote Ohio's clean energy industry, we also invest in developing a highly-skilled workforce. SECTORS pairs and tailors educational training programs to meet the needs of a region's fastest growing industries. This keeps Ohio businesses competitive and helps to rebuild our state's middle class. By encouraging sustainability studies, Dayton can prepare its students with the skills and training for new jobs in one of the fastest growing sectors of our state's economy, and that's attractive to business as well. — ■

SINCLAIR Workforce Development

What have you done for YOU lately? — *Even the strongest resume can use an extra boost, especially in a competitive job market.*



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To better serve your individual needs, Sinclair's Workforce Development & Corporate Services (WFD&CS) has partnered with ed2go and Command Spanish to offer a wide range of highly interactive, instructor-facilitated, non-credit online courses and career training programs.

Ed2go offers hundreds of engaging online courses and career training programs, including a wide variety of professional development, national certification prep and personal enrichment topics. Each course comes equipped with a qualified, interactive instructor, lively discussions with your fellow students, and plenty of practical information you can put to immediate use. All courses run for six weeks and include lessons, quizzes, hands-on assignments, discussion areas, supplementary links, and more.

Command Spanish is the country's leading provider of occupational Spanish language training materials and programs for the

workplace. As Spanish is the second most-common language in the United States after English, the objective is to provide learner-friendly language programs and training classes that require no prior knowledge of Spanish. In addition, the course offerings combine the expertise of language and curriculum with the knowledge and experience of real world practitioners.

“Constant changes in our regional workforce demands have created a real need for employees to consistently upgrade their skills to maintain a competitive edge. Sinclair's WFD&CS mission is to be a “partner in meeting the workforce needs of individuals, employers and the community through an array of innovative, high-value, customer-focused programs and services,” stated Deb Norris, Vice President, WFD&CS. “Adding ed2go and Command Spanish to our ever-expanding offerings for individual enrollment training classes, online courses, workshops and corporate services is just another step in furthering our mission.”

Now it's easier than ever to incorporate learning that new program, updating your skills or taking that certification prep course you have always wanted into your schedule and budget. All of the course offerings include expert instructors, many of whom are nationally known authors. The courses are affordable, easily accessible and convenient.

How do you know if online learning is right for you?

- Do you desire a stimulating, interactive, instructor-led class?
- Do you need credentials to support current skills and experience?
- Do you like the idea of gaining skills in just six weeks?
- Do you require affordable training classes?

What do you need to get started? First, you can review the online training opportunities at the WFD&CS website <http://workforce.sinclair.edu>. From there, all that is needed is a computer with Internet access, a Web browser, and an active email address. — ■



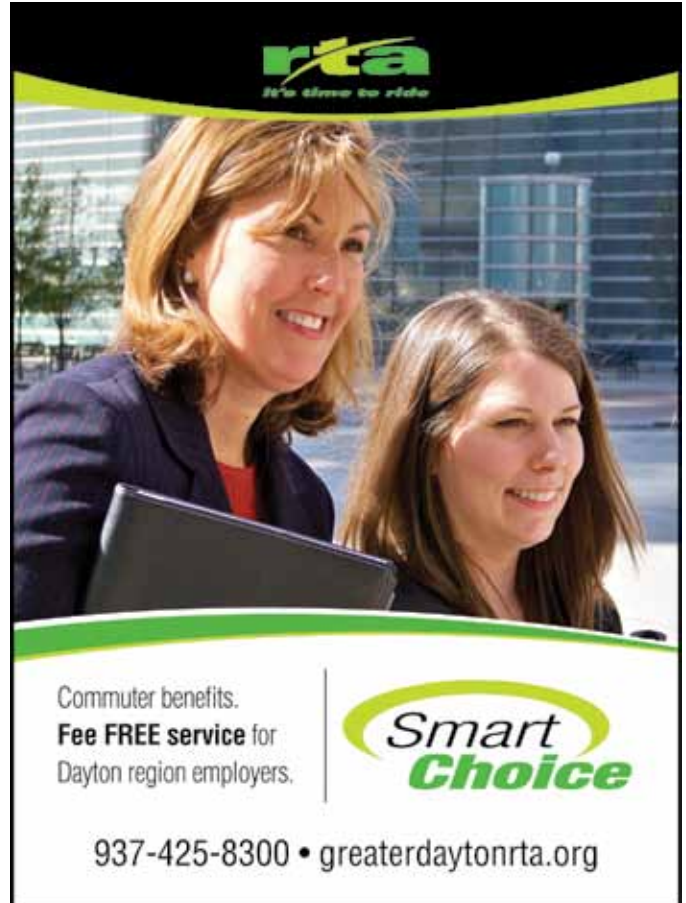
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ABOUT PNC

For the past several issues, the Chamber has asked area financial institutions to give their evaluation of the region's economy. In this issue of Dayton Focus we are pleased to share PNC Financial Services Group's economic assessment of the Dayton region.

PNC is America's fifth largest bank by deposits and is the third largest bank off-premise ATM provider in the country.



Researchers expect the region to fully recover once current economic challenges begin subsiding.

Education and healthcare
provide stable employment
and create qualified labor
for the region.



New PNC Economic OUTLOOK Survey Findings

By Craig Thomas

***PNC Financial Services Group** survey reveals cautious Ohio business owners expect lift in sales and profits, delay hiring; still awaiting boost from stimulus. The new PNC Economic Outlook survey findings, released October 1, 2009, support PNC's forecast that the U.S. economy has started a moderate U-shaped recovery amid cautious optimism among Ohio small business owners.*

In Ohio, businesses show signs they are beginning to recover from the economic slump:

- **Better sales and profits:** 33% expect sales to increase; 30% expect profits to rise – both improvements from record-lows in PNC's Spring survey.
- **Managing labor costs:** 72% expect their number of full-time employees to remain the same; 9% foresee hiring; 47% are taking actions to manage labor costs, led by reductions in employees' hours and temporary layoffs

- **Pricing power is short-circuited:** Only 23% plan to raise prices to preserve profit margins since few think market conditions will allow a hike.
- **Waiting for the Stimulus:** Across the state, most business owners, 82%, feel they have yet to benefit from the federal stimulus program; 18% have received some benefit.
- **Long road to recovery:** The vast majority, 56%, say the U.S. economy has not begun to improve; 13% now expect the economy to noticeably improve in the next six months while 30% feel that economic recovery is more than a year away.

On a local level, PNC's economic research reveals challenges in Southern Ohio that are not unique among other Midwestern regions, but expects the region to recover once current economic challenges begin to subside.

DAYTON OUTLOOK SUMMARY

Southwest Ohio is struggling with deep job losses and questions regarding the long-term viability of its important manufacturing industries. However, it certainly could be worse. One interesting point regarding manufacturing in Southwest Ohio is that not all companies and niches are underperforming in today's difficult marketplace. For instance, the presence of non-durable manufacturer Procter & Gamble in Cincinnati is a great asset and source of long-term stability for the market region. Moreover, while sales of Honda vehicles have been hurt just like any other vehicle makers, Honda appears to be a long-term winner and Dayton benefits from its presence.

Additionally, there are a number of educational institutions that both provide stable employment and create qualified labor for the local job market. Furthermore, there are several strong healthcare firms, providers and insurers, not to mention tech firms like LexisNexis and NCR that are each important sources of innovation and growth. It is simply the case that the positive contributions from these industries and firms are today being overwhelmed by the depth of this global recession.

(continued on page 29)

ATTENTION Employers!

Interested in hiring Fortune 500 talent? — The Dayton area has a new free resource for employers to access and connect with NCR employees looking for new career opportunities, and other talented professionals who are considering a career change.



ChooseDayton.com was launched in August 2009 and has over 800 top-level career seekers already registered. This website was designed to help connect former and current NCR employees and other top professionals who are looking for new career opportunities with employers in the Dayton area. Employers registered on this site are taking advantage of this unique opportunity to recruit skilled, trained, professional Fortune 500 talent to their organizations.

This is a once-in-a-lifetime opportunity for Dayton area employers to recruit top workforce talent from their own backyard.

ChooseDayton.com allows career seekers to anonymously register their career profiles, which include: education, certifications, skill sets and employment history. Interested employers can review career seeker profiles and select individuals that they would like to

provide these individuals with the opportunity to connect with new career opportunities and stay in the Dayton area.

Did you know that the average cost for an employer to recruit and hire a new employee is \$70,000? A majority of this cost is absorbed in employer sponsored training and educational initiatives for new employees. By an employer participating in **ChooseDayton.com** and

having access to trained, educated and skilled Fortune 500 employees, a significant amount of this cost can be severely reduced and will positively affect the bottom line of your workforce budget.

Don't miss out on this once-in-a-lifetime opportunity. Register your employer profile today at **ChooseDayton.com!** — ■



consider for employment at their organizations. NCR's recent announcement to move their world headquarters to Georgia has left many employees with career options to consider. Many of these employees have an established family, volunteer activities and investments in the Dayton region. **ChooseDayton.com**

ChooseDayton.com is the area's best resource for matching up employers with the skilled, trained, professional Fortune 500 talent that the Dayton region has to offer.

YOUNG At Heart

By Beth Anspach, Communications Director, American Heart Association



The theme for this year's Dayton Heart Ball, "Young at Heart", focuses on overcoming childhood obesity and was designed to inspire healthy eating habits in both adults and children.

From the American Heart Association — *Our children are our most precious resource. Yet today in our community, we are at danger of losing them to diseases long thought to only affect middle-aged and older adults.*

Did you know that nearly 1 in 3 kids and teens in the U.S. is overweight or obese? And in Dayton the figure is even more alarming, with a whopping 45% of kids aged 2 to 5 carrying too much weight.

But being too heavy isn't really about the way we look. It can cause some serious health problems that we can't see, like type-2 diabetes and heart disease. Luckily we can all take steps to stay healthy and strong.

empowerME is a "by kids for kids" movement that's inspiring all kids to make healthy behavior changes and to become advocates and leaders for healthy eating and physical activity. Through **empowerME**, healthy lifestyles become "cool" for tweens and teens. In addition to working to engage two million kids in this movement by 2010, we're encouraging kids to use their own voices to motivate each other, get educated and get

activated. As an adult you can empower young people to take charge of their health by eating right and getting physically active.

The movement works because kids today are more technologically advanced, smarter and more connected than ever before. They have learned the value of social networking and the **empowerMe** website invites them to share their struggles and their stories with kids from all across the nation.

And at this year's Dayton Heart Ball the theme, "Young at Heart" was designed to inspire all of us to stand up for our kids and for ourselves and learn to extend our lives through creating healthy habits.

The Heart Ball will take place this year on March 13, 2010 at the Sinclair Ponitz Center in downtown Dayton. With a focus on childhood obesity, the event will feature a special appeal designed to raise funds to help support research and education specifically geared towards this growing health problem.

Guests will be invited to wear attire in keeping with the theme, including colorful sneakers and shirts with their suits, tuxedos and formal dresses. They will also be inspired by stories of kids from our community and beyond who are working hard to overcome childhood obesity and the health issues that result.

For more information about the American Heart Association Heart Ball, log on to www.americanheart.org/daytonheartball or call 937-853-3101. For more information about the **empowerMe** movement, log on to www.empowerme2b.org — ■



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OUR HISTORY

Early Express opened its doors back in 1977. Car doors, that is. Founder Karen Sensel started by delivering mail in her '76 Chevy Nova in December 1977. Perhaps

she would have waited until spring if she knew that in just a few weeks the blizzard of '78 would hit. The snow that blanketed Dayton paled only to the flurry of interest Karen received from companies interested in having her deliver corporate mail from their Post Office Boxes.

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GOLF OUTING —

The 2009 Chamber Challenge was a huge success. Members turned out for a day of golf and an evening auction. If you missed this year's event, be sure to check the chamber's event page for other networking opportunities.



VOLUNTEERS —

2ND QUARTER 2009 —

(TOP PHOTO)

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Kelly Gray —
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(BOTTOM PHOTO)

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Englewood, OH 45322

US Chrome Corporation

107 Westboro Street
Dayton, OH 45417

Valley Medical Primary Care

6611 Clio Road
Centerville, OH 45459

Vantage Land Title

1 Prestige Place, Suite 100
Miamisburg, OH 45342

Viamedia

8796 Cottonwood Place
Springboro, OH 45066

WIN USA EXPO

2101 South Hamilton Road, Suite 112
Columbus, OH 43232

Wright & Van Noy, LPA, Inc.

130 West Second Street, Suite 1600
Dayton, OH 45402


(continued from page 21)

There is no question that this market region will eventually put this contraction behind it. The timing, however, will depend on how quickly Dayton can overcome slow population growth and a net loss of residents to other areas of the country.

Craig Thomas is senior economist at PNC Financial Services Group, Inc. Locally, National City is now part of PNC. Additional information may be found at www.pnc.com.

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Pushing the Possibilities

NOMINATIONS: Board of Trustees

Pursuant to the Chamber Bylaws Article V. ELECTION OF TRUSTEES, Sections 1. through 6., the Nominating Committee must meet and develop a slate of candidates qualified to meet the requirements as members of the Board of Trustees.



Additional names of candidates for Trustees can be nominated by using an official Chamber petition bearing the genuine signatures of at least five percent (5%) of the Chamber members in good standing. Such petition(s) shall be filed with the Nominating Committee within ten (10) days after this notice has been delivered to the membership. If no petition(s) is valid within such ten (10) day period, nominations will be officially closed and the slate of candidates presented will be considered duly elected for the specified term(s).

The Nominating Committee has met and has recommended a slate of trustees to be elected during our annual process. The Executive Committee has reviewed this list, determined that each is a qualified candidate and in good standing, and unanimously supports the election of the following candidates. If you have any questions or would like to request a petition, please contact the Dayton Area Chamber of Commerce at (937) 226-8225. — ■

Recommended — for election to...

... AN ADDITIONAL 2-YEAR
TERM (1/1/2010 – 12/31/2011)

Brian J. Bailey
— NCR Corporation

Roy Chew, PhD
— Kettering Health Network

Satish Damodaran
— Appleton Papers, Inc.

Dave Dysinger
— Dysinger, Inc.

James Hoehn
— National City

George Hummel
— Global Certification-USA, LLC

Gregory D. Johnson
— Dayton Metro Housing

Toni Kennedy
— Dayton Marriott Hotel

Bruce A. Langos
— Teradata

Robert W. Lewis
— Thorn, Lewis & Duncan, Inc.

Daniel J. McCabe
— Dayton Power & Light Company

Deb L. Norris
— Sinclair Community College

James R. Pancoast
— Premier Health Partners

Denise L. Rehg
— Culture Works

Jeffrey S. Sharkey, Esq.
— Faruki Ireland & Cox PLLC

Fred A. Ungerman, Jr., Esq.
— Taft, Stettinius & Hollister LLP

Rick Wegmann
— Digital Concepts, Inc.

Constance R. Woods
— Woods Financial Group, Ltd.

... A NEW 2-YEAR TERM
(1/1/2010 – 12/31/2011)

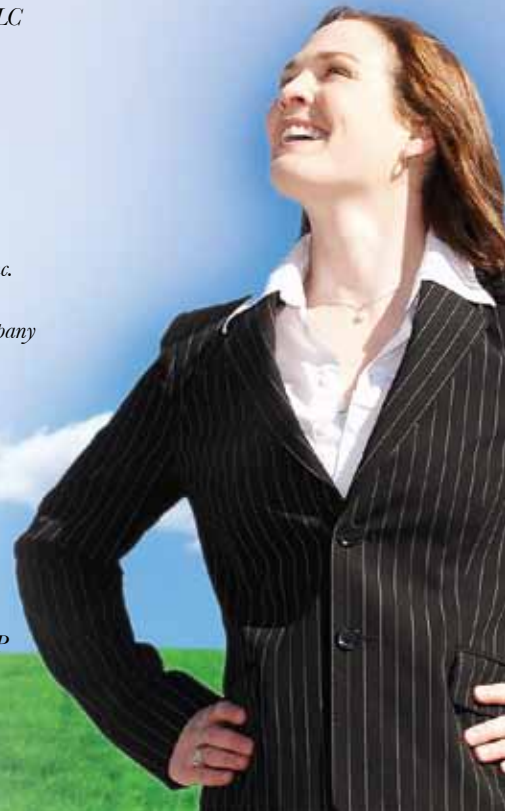
Eric Cluxton
— Wells Fargo Insurance Services

Carol Hinton
— YWCA Dayton

Judi Law
— Judo Steel Company, Inc.

Gerald Sparkman
— Cincinnati Bell Telephone

John Winch
— The Minster Machine Company



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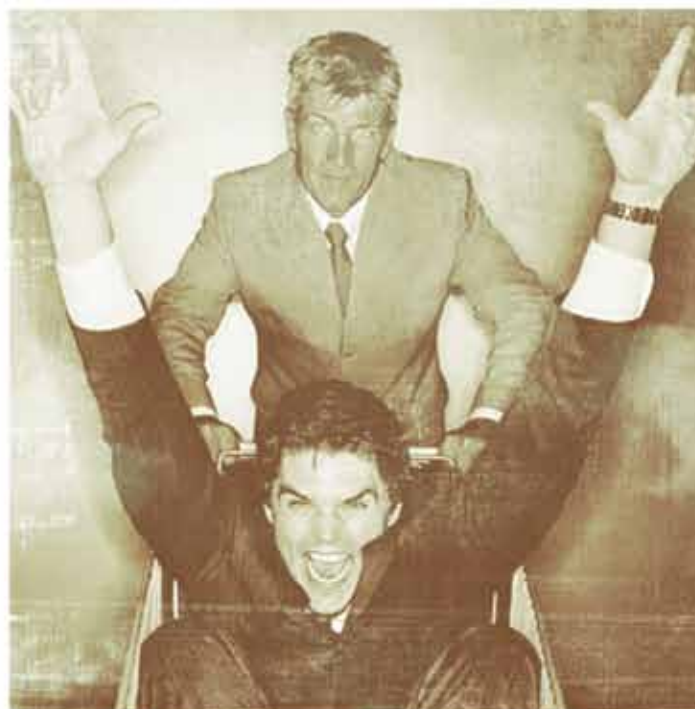
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what does the chamber offer?

The Chamber provides several tactical programs and products to meet employers' needs. In addition, the Chamber acts as the business community's advocate in the shaping and implementation of the region's strategic workforce initiatives, including:

- » STEM EDUCATION
- » EDUCATION FUNDING REFORM
- » BRAIN DRAIN PREVENTION
- » INTERNSHIPS AS A WORKFORCE SOLUTION
- » REGIONAL WORKFORCE TRANSFORMATION CONSORTIUM
- » PUBLIC / PRIVATE SECTOR TASKFORCES
- » DEMAND DRIVEN MARKET APPROACHES

want to know more?

Visit our website at www.daytonchamber.org/tied

Or contact Roberta Walker at 937-226-8258 or via email at rwalker@dacc.org.



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Dayton Area
Chamber of Commerce

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CALENDAR Of Events

NOVEMBER

13

Breakfast Briefing

DATE/TIME Friday, November 13, 7:15 - 9:00 am
SPEAKER..... Satish Damodaran, Mill Manager, Appleton Papers
TOPIC..... TBA
LOCATION Dayton Racquet Club
REGISTRATION..... registration@dacc.org

NOVEMBER

17

GENERATION DAYTON — Business And Breakfast

DATE/TIME Tuesday, November 17, 7:00 - 8:00 am
LOCATION Tanks
(2033 Wayne Avenue, Dayton)
REGISTRATION..... lwulfeck@dacc.org

NOVEMBER

18

Safety Breakfast With The Experts

DATE/TIME Wednesday, November 18, 7:30 - 9:00 am
SPEAKER..... Utah Bailey, Butler County Department of Safety
TOPIC..... Confined Spaces
LOCATION Mandalay Banquet Center
REGISTRATION..... mpontius@dacc.org

DECEMBER

11

Breakfast Briefing

DATE/TIME Friday, December 11, 7:15 - 9:00 am
SPEAKER..... Susan Bodary, Executive Director, EDvention
TOPIC..... Stem School
LOCATION Dayton Racquet Club
REGISTRATION..... registration@dacc.org

DECEMBER

15

GENERATION DAYTON — Business And Breakfast

DATE/TIME Tuesday, December 15, 7:00 - 8:00 am
LOCATION Firstwatch - Kettering
(4105 W. Town & Country Road)
REGISTRATION..... lwulfeck@dacc.org

DECEMBER

16

Safety Breakfast With The Experts

DATE/TIME Wednesday, December 16, 7:30 - 9:00 am
SPEAKER..... Gary Auman, Dunlevey, Mahan & Furry
TOPIC..... Workers' Compensation Update
LOCATION Mandalay Banquet Center
REGISTRATION..... mpontius@dacc.org

