

**DAYTON**

Dayton Area  
Chamber of Commerce

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# FOCUS

YOUR  
BUSINESS.  
YOUR  
FUTURE.  
YOUR  
CHAMBER.



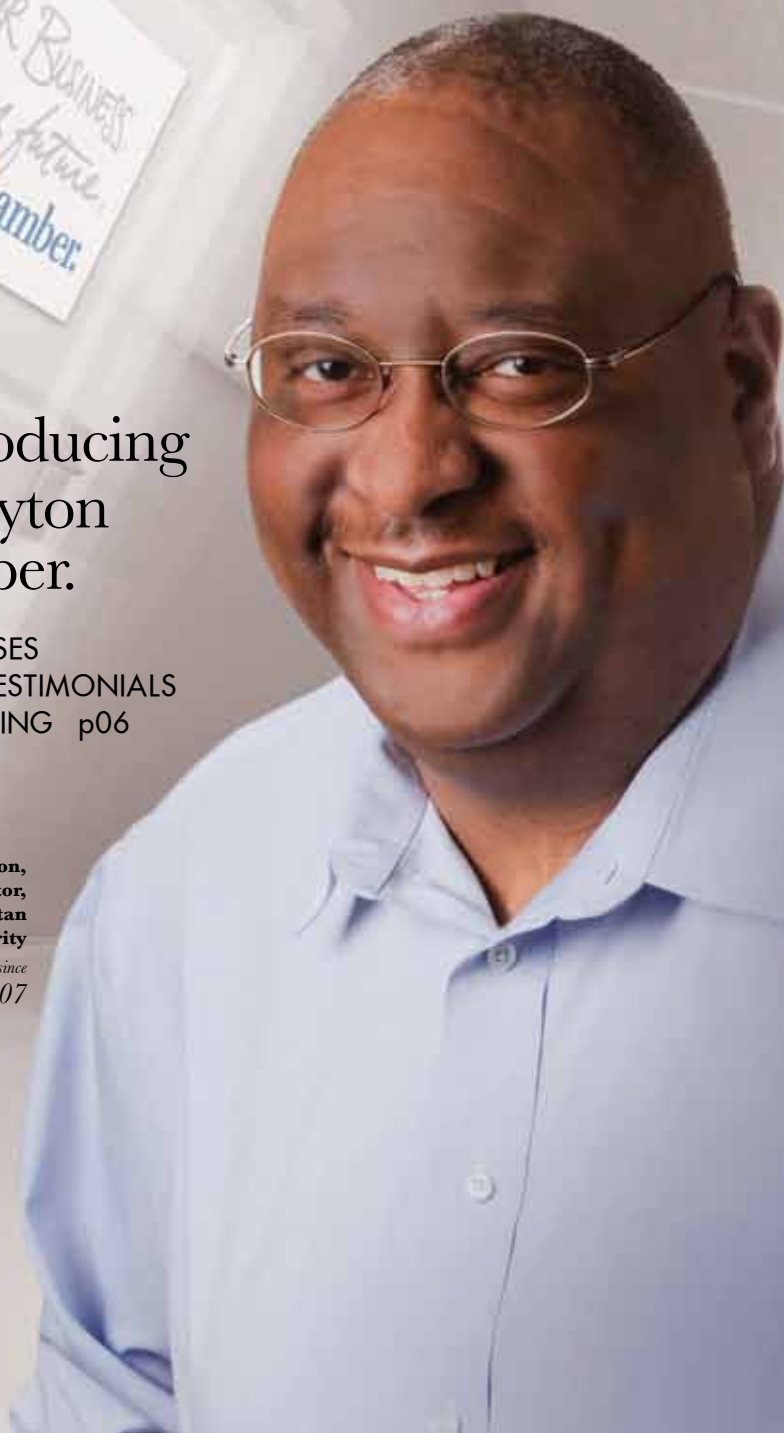
*Your Business  
Your Future  
Your Chamber*

## Reintroducing the Dayton Chamber.

CHAMBER USES  
MEMBERS' TESTIMONIALS  
IN ADVERTISING p06

**Greg Johnson,  
Executive Director,  
Dayton Metropolitan  
Housing Authority**

*Member since  
2007*



MEMBER PROFILE:  
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GETTING DOWN TO BUSINESS  
WITH MAJOR GENERAL  
GREGORY WAYT p16

HEALTHIER BODIES,  
HEALTHIER BOTTOM LINE p21

CREATIVITY CAN BE HARMFUL  
TO YOUR BOTTOM LINE p23

ANNUAL MEETING:  
A PHOTO ALBUM p26

VOL. III - NO. 2 2010



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**Thursday, June 10, 2010**

7:30 A.M. - 9:30 A.M.

DAYTON CONVENTION CENTER

## **Roundtable Q&A featuring:**

Erin Hoefflinger, Anthem Blue Cross and Blue Shield of Ohio

Matt Stokely, Pickrel, Schaffer & Ebeling

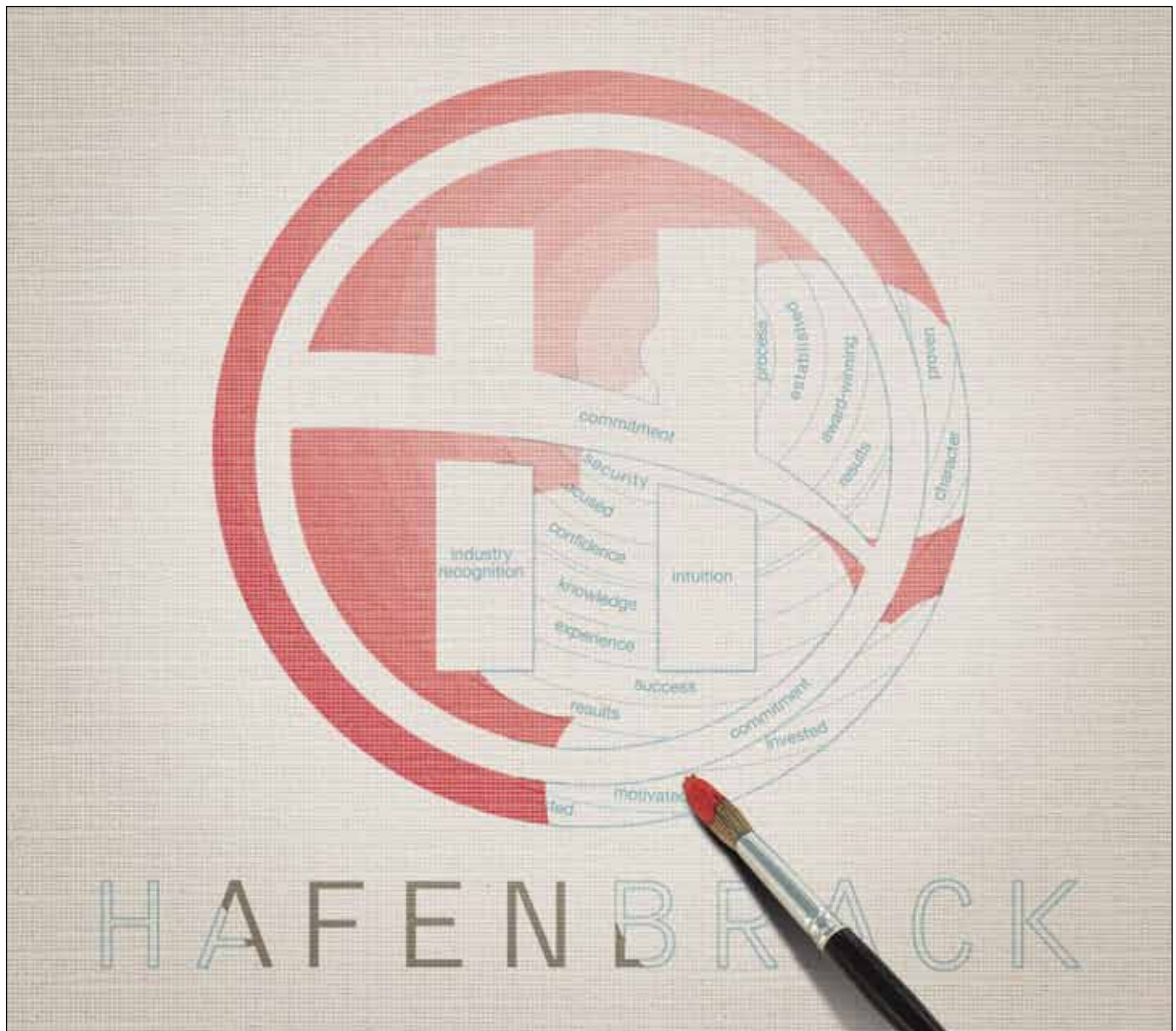
Bob Lewis, Thorn, Lewis & Duncan

Bryan Bucklew, GDAHA

Please join us for  
breakfast and a  
special presentation  
from Anthem Blue  
Cross and Blue Shield  
of Ohio President  
Erin Hoefflinger,  
followed by an  
exclusive Q&A  
session to help you  
learn more about  
how Health Care  
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your company.

This is a complimentary event.  
Please RSVP to Carly Lindstrom at  
[carlyl@dacc.org](mailto:carlyl@dacc.org) by Tuesday, June 8.

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# Diverse Businesses, Common Goals...

## DAYTON

Dayton Area  
Chamber of Commerce



“The Dayton Chamber has been a great resource for us. Every event I have attended has been interesting, informative and fun.

It has been very beneficial to be a part of an organization of diverse business with the common goal of success for our community.”

**Carol Hinton**

CEO, YWCA DAYTON

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eliminating racism  
empowering women

**ywca**

*My business*  
*My future*  
**my chamber.**



Make the Dayton Chamber Yours at [www.daytonchamber.org](http://www.daytonchamber.org)

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](http://www.daytonchamber.org).

The Chamber is not responsible for advertisements included in this magazine.

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Phillip Parker  
Dayton Area Chamber of Commerce

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# PRESIDENT'S Message



#### FOCUS ON: CELEBRATING WINS

It seems like the economy may be starting to show some life after a very long and ugly economic downturn. While nearly

everyone I talk to is sick and tired of the negativity and economic bad news, we are now starting to see an uptick of activity that will surely help improve your digestion and sleep deprivation.

As you all travel around the region, pay close attention to the fact that there is some new concrete and steel going up in numerous areas of the community. Miami Valley Hospital is completing its expansion; a new Kettering Health Network hospital is coming to Beavercreek (800 jobs); the Blood and Tissue

Center expansion in Miami Valley Research Park; the new announcement of WilmerHale law firm in Kettering with the addition of 187 jobs; Caterpillar in Clayton (500 jobs); TechTown in Dayton; Teradata plus two other new office complexes at Austin Landings south of town – and the list may not be done yet. All of which are hiring.

These do not include several well-thought plans that include the City of Riverside and its vision connecting WPAFB; a very comprehensive plan for downtown Dayton; and of course the big-picture plan for Austin Boulevard at I-75, a 15 to 20 year project.

In all, it's starting to add up. Housing sales are showing some signs of movement and improved values in the market. Employers are once again starting to actively re-engage in their hiring and expansion needs; something they must do to fill the needs of some added, new contracts. And lest we forget – Wright-Patterson continues to grow organically each year in front of the 2011 BRAC transformation, adding another 1000+ jobs in 2008, 2009 and 2010; Payless in Brookville (500+ jobs); and ConAgra in Troy (250 jobs).

Perhaps spring is more than just warmer weather and longer days. Maybe, along with baseball and yard work, it's the beginning of our growth season – growth of our economy and our community. We have much to be thankful for in this region. Perhaps it's our time. I think it's a great time to celebrate these success stories and how we can all help make and celebrate your win and other wins, too. — ■

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.



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## On The Cover

Greg Johnson is one  
of several Chamber Members  
highlighted in a new branding initiative.

*Anthem — Instead of cutting jobs, try cutting calories.*

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*DACC Annual Meeting — A photo album.*

26

*DACC Membership Survey — The results are in.*

28





The Chamber proudly  
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[www.daytonchamber.org](http://www.daytonchamber.org)  
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CHAMBER MEMBERS SHARE  
THEIR SUCCESS STORIES

*These Chamber members, along with Greg Johnson pictured on the front cover, are part of the new branding initiative to reintroduce the Chamber to the region. Their stories are just a few of the many examples of the benefits of Chamber membership.*



**Larry  
Dosser**  
*Member since  
1996*



**Carol  
Hinton**  
*Member since  
1983*



**Cathy  
Ponitz**  
*Member since  
1995*



**Nick,  
Joe,  
Stephen  
Keyes**  
*Members since  
2002*

**Your Business. Your Future. Your Chamber.** The new tagline presents the Chamber as *the* business development and networking organization for its members.



# REINTRODUCING the Dayton Chamber.

By Toni Bankston, VP Marketing

*Over the past 100+ years the Dayton Chamber has changed a lot as a company. Beginning this spring, the region will see vibrant new advertisements that showcase Chamber members and why members still seek to belong. The ads will serve to remind members and the community of who we are: a regional business partner, 103 years young, with a distinguished history, but always looking forward.*



Developing a marketing campaign to reintroduce the Chamber is a huge challenge! As we worked through the various ideas for the campaign the Chamber's Marketing Department and Oversight Committee took note of why businesses join the Chamber. The campaign will promote these findings through advertisements that feature Chamber members. All of the advertisements will showcase a sleek update to the logo along with the Chamber's new tag "Your Business. Your Future. Your Chamber." The new tag reflects the Chamber's commitment to being a member-driven organization that strives to reach its mission of enabling members to do more and better business. At its core members use the Chamber as a business development and networking organization.

## INTERNAL CAMPAIGN

The internal campaign will be placed in local media outlets and focuses on a positive and

informative set of testimonial ads. We hope you find them eye catching, while at the same time, learn a few things about what the Dayton Chamber has done to help members throughout the Dayton region and ultimately why members belong. The first three ads are shown at the top of this page. Several more ads will be produced for our internal campaign and will continue to run for much of 2010.

## EXTERNAL CAMPAIGN

The external campaign takes a slightly different approach. Ads will be placed in regional publications and billboards and is primarily business and economic development related. We still talk about the unique attributes of the Dayton Chamber, but we bring together various industries in a fun way to emphasize the diversity in the Chamber's membership. The first set of billboards are shown at the top of this page.

## RADIO / TV

You will also hear this campaign on the radio. Our first couple of ads will again remind members of how the Chamber helps member businesses in the region – and if you're not a member they will provide you with testimonials of similar companies detailing why they belong. The spots will be 30 to 60 seconds and air during drive time on WHIO Radio.

## SOCIAL MEDIA/WEBSITE

In late 2009, the Chamber became actively involved with social networking. Members are now able to keep in touch with the Chamber and its happenings on Facebook, Linked In, Twitter, and You Tube. To further promote the Chamber's updated brand member testimonials will be streamed from the Chamber's updated website beginning in early August 2010.

In the meantime members are encouraged to visit our YouTube Channel (DACC) to hear what members are saying about us. Additionally we encourage members to submit their testimonies for potential use during the campaign through Facebook and Twitter.

If you have a comment or would like to participate in the campaign please contact me at [tbankston@dacc.org](mailto:tbankston@dacc.org) or call 937-226-8245.

# SOCIAL Media Survival Kit

*Social Media is quickly evolving the structural design of marketing plans and the way businesses communicate with their clients, employees and potential customers. Many companies are now recognizing the importance of Social Media and the influence this form of communication has over their prospective audiences.*



By Melissa Wyatt, PR Consultant, Hafenbrack Marketing

Social Media is quickly evolving the structural design of marketing plans and the way businesses communicate with their clients, employees and potential customers. Many companies are now recognizing the importance of Social Media and the influence this form of communication has over their perspective audiences.

However, this speedy transformation of the outlets people now use to communicate often puts many individuals in a state of confusion. What is Social Media? Why should I use it? How will it benefit my company? What is my return on investment for participating in Social Media?

Many can rest easy knowing they are not alone. Every Social Marketing plan put into place by a company is different from the next. What may work for your company, will not always be the best solution for another. The best place to start is at the beginning. Get your feet wet by researching your options. Determine what goals you hope to accomplish and what platform will work best to achieve these results.

The time, energy and monetary value placed into Social Media can be as little as 10 minutes a day to having a full-time employee in place within your staff. It often will depend on the goals you are trying to reach, the online presence you want to achieve and the size of your company.

## INTEGRATING SOCIAL MEDIA INTO A MARKETING PLAN

There are many businesses engaging and experimenting with the constantly shifting world of Social Media. These companies are finding ways to best adapt to a new era of conversation and networking.

The ability to connect instantly with customers, prospects and influencers can be exciting and intimidating to most. In the beginning, it is common to feel that Social Media is somewhat oversaturated and overwhelming, and it is often easier to not dive into the communication confusion at all.

Companies are primarily using Social Media to:

1. Build brand recognition by making products known to the public and creating an image using valuable information to attract potential customers.
2. Monitor what others are saying. Through avenues such as Twitter Search (<http://searchtwitter.com>), companies are able to automatically determine what people are saying about their company, a competitor or a particular trend within the industry.
3. Build link popularity. Providing rich content on social media sites will allow people to link back to the content and the company's website through social bookmarking sites and blogs. These create popularity to a website, ultimately raising the rankings with search engines.
4. Network and target business with people anywhere in the world. A company may not have had the opportunity to talk to an individual or become aware of a potential business lead without the use of Social



Whether it's ten minutes a day, or a full-time pursuit; blogging to a coworker in town or across the globe — Social Media is here to stay and can be a valuable asset to your business.

Media tools. Many businesses are able to develop new leads or even new hires through these avenues.

5. Engage with customers instantly. Not only can you communicate information and news about the business, product or service offering, Social Media also provides companies with a channel to listen to feedback provided by customers. Businesses use this feedback as ways for improvement to make a business more successful.

Below is a brief list with some of the major Social Media outlets used by companies of all sizes. How a company chooses to use these outlets will often depend on the marketing plan they put into place, and the outcomes they hope to achieve through this new avenue.



**TWITTER**

Twitter is a collection of what people and companies are thinking, doing or working on built into a social networking and microblogging service. It is a unique tool allowing users to update their followers using messages under 140 characters in length, better known as “tweets”. To learn more or establish an account on Twitter visit: <http://twitter.com/signup>



**FACEBOOK**

Facebook is a global social networking website that allows customers to create Fan Pages that can be viewed by the public without having an account. These Fan Pages allow businesses to interact with their customers through photos, videos and recent news updates. This platform is often used as a way to instantly keep customers informed about all topics relating to the company. To learn more or establish a Fan Page on Facebook visit: <http://www.facebook.com/pages/create.php>



**LINKEDIN**

LinkedIn is a business-oriented social networking website that allows individuals and businesses to “link” with colleagues and customers, get introduced to new people through shared connections, and exchange ideas and opportunities to a large network of business professionals. Through LinkedIn a company can share news, search for people, read resumes, post job opportunities, answer

## The Current Stats on Social Media

*Credits: Social Media at Work, Econsultancy*

- Twitter now has 75 million user accounts, with over 15 million users utilizing the network on a regular basis.
- Facebook claims 50% of their active users log into the site daily. This is the equivalent of at least 175 million users every 24 hours.
- 51% of active Twitter users follow companies, brands or products.
- 48% of Americans are members of at least one social network.
- B2C marketers who are using Twitter generate 2 times more leads.
- LinkedIn has over 50 million members worldwide.
- 50% of City Governments are on Facebook; 56% are on Twitter.
- Twitter fields 600 million search queries every day.
- 60% of mobile internet time is spent on social networking

questions and create events. To learn more about LinkedIn visit: <http://learn.linkedin.com/what-is-linkedin/>



**YOU TUBE**

YouTube is a video-sharing website where users have the ability to upload, share and view videos. Through YouTube channels, businesses can upload educational videos, commercials or industry related materials to connect to their market. To learn more about YouTube visit: [http://www.youtube.com/create\\_account?next=%2F](http://www.youtube.com/create_account?next=%2F)



**DIGG**

Digg is one of many social news websites. It allows individuals to vote on submitted stories and share them with their network. Companies use Digg to post their latest news releases and increase traffic to their site. To establish a company account for Digg visit: <http://digg.com/register/>

### BEGIN WITH YOUR FANS — THE CUSTOMERS

Although Social Media can seem new and scary to some, it is similar to any other marketing tool used by a company. Best results are produced when a Social Marketing Plan

is put in place with organized and measurable objectives and a timeline to determine the effectiveness of the campaign. And like any other campaign, the best place to often begin is with the clients.

In order to determine your starting point with Social Media, a company needs to determine what your clients are using, as opposed to what outlet your company prefers. Instead of diving onto the social media bandwagon because “everyone is using it”; take the time to research where your current and potential customers are focusing their time and energy within the social media tools. After this is captured, a company can begin to strategize and better spend their time and money on this new marketing avenue.

Although new and sometimes intimidating, Social Media is worth looking a little deeper into as you begin to flush out a new marketing plan for your business. Your customers are using it, the cost for entry into the Social Media world is minimal and the measurement tools available for your plan are endless. Take a deep breath and explore the new and exciting ways to put your message into the hands of the customer electronically. — ■

# 2010 Soin Award for Innovation

*Economic Development at Work: Composite Advantage spun out of the National Composite Center and into a niche of its own.*

SOIN  
AWARD WINNER



Phil Parker, Jim Pancoast,  
Rajesh Soin and Scott Reeve.

## Recent Highlights

### FEBRUARY 2009 —

*Infinite Possibility Award from the American Composites Manufacturers Association for its Drop-N-Place prefabricated composite bridge system. The system incorporates bridge support beams and decks into the same molded panels.*

### JUNE 2009 —

*Economic Development Project of the Year award from CityWide Development Corp., which helped the company acquire its 22,000-square-foot manufacturing plant at 401 Kiser Street, Dayton.*

### APRIL 2010 —

*Soin Award for Innovation from the Dayton Area Chamber of Commerce for its new composite mat that provides a strong, lightweight, environmentally friendly temporary foundation for oil and natural-gas rigs.*



Scott Reeve, president of Composite Advantage, makes no bones about it. “Last year was disappointing,” he said. “Being a newer company, you hope and you push to have growth and something like last year, of course, slows things down.”

Last year was disappointing for most any business, let alone a relatively new company in a relatively new field. But Composite Advantage made it through the dark months of 2009 and, “Things are definitely picking up,” Reeve said.

Composite Advantage grew out of work at the National Composite Center and has found a niche making large-scale composite parts for construction and industry. Products include prefabricated bridges and bridge decks; marine infrastructure – piers, ramps, dock bumpers for submarines; and its latest product, mats that provide a work surface for oil and natural gas exploration.

The company also developed and installed the nation’s first Drop-N-Place prefabricated composite bridge superstructure system, which incorporates support beams and bridge decking into the same panels. “We use a manufacturing technique that works well for making large parts up to 50 feet long and 8 feet wide,” Reeve said. “We can make things larger, it’s just that you run into shipping issues.”

### LIGHT WEIGHT COMPOSITES WELL SUITED FOR HARSH ENVIRONMENTS

In lay terms, Composite Advantage makes fiberglass parts, strong and lightweight. Generically, it’s called Fiber Reinforced Polymer (FRP). Composite Advantage uses glass fibers and a vinyl ester resin, which makes its products ideal for wet, corrosive environments. Customers look to Composite Advantage if “they have some issues or problems or need some solutions around corrosion resistance because we just don’t

rot and we don’t rust – or perhaps they need lighter weight,” Reeve said.

The oil exploration mats are a prime example. Energy exploration is happening in increasingly remote areas, and materials must be flown in by helicopter. Composite mats, though initially more expensive, are lighter than their wooden counterparts and cheaper to transport. Plus, since they don’t rot, they don’t need to be replaced – which means drilling companies don’t have to spend money hauling out broken and rotting mats, Reeve said. Composite Advantage worked with Canadian Mat Systems, an established mat manufacturer, to develop the new product.

### NEW PRODUCT EARNS SOIN AWARD

The new mat earned Composite Advantage this year’s Soin Award for Innovation from the Dayton Area Chamber of Commerce.

*(continued on page 31)*

# KETTERING HEALTH NETWORK

## TOP TEN HEALTH SYSTEM IN THE NATION

For every step in life's journey, Kettering Health Network (KHN) is there. We are a non-profit health system that joins the area's most-respected health care facilities – Kettering, Grandview, Sycamore and Southview medical centers, Greene Memorial Hospital, Kettering Behavioral Medicine Center, Kettering College of Medical Arts and 60 outpatient care centers.

Our 8,300 employees, 1,500 doctors and 900 volunteers serve residents in 11 counties across the region. We are committed to providing world-class health care and five-star customer service that carries out our mission to improve the quality of life for people in the communities we serve.

We enable quick, convenient access to advanced medical technology, specialized care and an experienced team of professionals. In 2009, KHN was honored by Thomson Reuters as one of the **10 Top Hospital Systems** in the entire country, based on clinical quality and efficiency of operations. Similar criteria prompted the Ohio Partnership for Excellence to give KHN the **2009 Gold Level Achievement Award**.

For the seventh consecutive year, HealthGrades® has honored Grandview and Southview with the **Distinguished Hospital Award for Clinical Excellence (2004-2010)**. Only 47 American health care institutions can claim such a run of continued excellence.

Kettering Medical Center earned HealthGrades' **2010 Women's Health Excellence Award** and **2010 Stroke Care Excellence Award**, placing KMC in the top five percent in the nation for both categories. All five of Kettering Health Network's acute care hospitals are **accredited Chest Pain Centers**, and KHN was listed among *Dayton Business Journal's* Best Places to Work three years in a row (2007-2009).

Skilled doctors and staff at all KHN facilities provide a wide range of services, including the most advanced heart, cancer and emergency care; orthopedics, sports medicine and rehabilitation; breast MRI, a hospital-based fertility program, maternity care and a special care nursery; senior services, sleep disorders treatment, and comprehensive behavioral health services for youth and adults. KMC is the only hospital in the region to offer **Gamma Knife**, a means for brain surgery without a scalpel. Our Community Wellness staff offers multiple health screenings, educational seminars and other health improvement activities year round.

Greene Memorial Hospital's John C. Hostel Emergency Trauma Center is the longest-standing **certified Level III trauma center** in Ohio. Kettering, Grandview and Sycamore are **Bariatric Centers of Excellence** for weight loss surgery, and Greene Memorial Hospital offers the area's only medically-supervised, non-surgical weight loss program. Greene Memorial Hospital features a **Breast-Specific Gamma Imaging** camera, the only molecular imaging of its kind in southwestern Ohio.

On the Sycamore campus in Miamisburg, older adults live independently with a full array of senior living options, from houses and condos to assisted living at **Sycamore Glen Retirement Community** and 24/7 skilled nursing care at **Sycamore Glen Health Center**. Similar facilities and services are also available in Xenia adjacent to Greene Memorial Hospital at the **Greene Oaks Senior Community**.

To learn more about us, visit [www.khnetwork.org](http://www.khnetwork.org).



Kettering Medical Center



Grandview Medical Center



Southview Medical Center



Sycamore Medical Center



Greene Memorial Hospital



Kettering Behavioral Medicine Center

# 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 March 2010 report.*



## GDP

### GROSS NATIONAL PRODUCT — ANNUAL PERCENTAGE CHANGE

4th Qtr '09	3rd Qtr '09	2nd Qtr '09	1st Qtr '09	4th Qtr '08
+5.6	+2.2	-0.7	-6.4	-5.4

## CPI

### CONSUMER PRICE INDEX FEB. 2010

<b>February 2010</b>	
<b>monthly change.....</b>	<b>0.0%</b>
<b>Annual percent</b>	
<b>change '09.....</b>	<b>2.1%</b>

# Key Economic Indicators — March 2010

## SALES TAX COLLECTIONS

COUNTY	RATE (%)	JAN '10	JAN '09	12 MO. CHANGE	YTD '10	YTD '09	YTD CHANGE
Butler.....	0.75	2,900,071	3,218,846	-11.00%	2,900,071	3,218,846	-11.00%
Clark.....	1.50	2,001,534	2,172,725	-8.50%	2,001,534	2,172,725	+8.50%
Darke.....	1.50	674,899	722,671	-7.10%	674,899	722,671	-7.10%
Greene.....	1.00	2,340,835	2,408,210	-2.90%	2,340,835	2,408,210	-2.90%
Miami.....	1.25	1,223,229	1,075,532	+13.70%	1,223,229	1,075,532	+13.70%
Montgomery .....	1.00	6,067,111	6,276,279	-3.40%	6,067,111	6,276,279	-3.40%
Preble .....	1.50	425,527	423,611	+0.50%	425,527	423,611	+0.50%
Warren .....	1.00	2,643,606	2,808,612	-6.20%	2,643,606	2,808,612	-6.20%
Region (\$,000s).....		18,275	19,104	-4.50%	18,275	19,104	-4.50%

## Cost of Living Index

MARCH 2010

<b>Dayton, OH</b> .....	<b>92.6</b>
<b>Columbus, OH</b> .....	<b>93.8</b>
<b>Cleveland, OH</b> .....	<b>99.6</b>
<b>Richmond, VA</b> .....	<b>106.7</b>
<b>Miami, FL</b> .....	<b>109.8</b>
<b>Chicago, IL</b> .....	<b>113.2</b>
<b>Baltimore MD</b> .....	<b>121.5</b>
<b>San Francisco, CA</b> .....	<b>162.9</b>
<b>U.S. AVERAGE</b> .....	<b>100.0</b>

## UNEMPLOYMENT RATE

	FEB '10	FEB '09	'10 AVERAGE
Dayton MSA (Metropolitan Statistical Area).....	12.50%	11.10%	12.55%
Ohio .....	11.80%	10.20%	11.80%
U.S.....	10.40%	8.90%	10.50%

## VALUE OF NEW CONSTRUCTION

DAYTON MSA NEW CONSTRUCTION	YTD FEB '10	YTD FEB '09	YTD CHANGE
Non-residential.....	32,792,000	43,016,000	-24.0%
Residential.....	31,762,000	17,210,000	+85.0%
Total .....	64,554,000	60,226,000	+7.0%

## HOME SALES

DAYTON MSA	FEB '10	FEB '09	% CHANGE	YTD '10	YTD '09	% CHANGE
No. of homes sold.....	569	635	-11.60%	1,089	1,155	-6.0%
Total home sales (\$,000s).....	65,691	59,538	+9.37%	124,152	113,266	+9.6%
Average sale price (\$). .....	115,450	93,762	+18.79%	114,046	98,543	+15.7%



# MEMBER Profile

*Edge & Tinney Architects, Inc. — Celebrating 50 years in business!*  
*James Tinney, AIA, CEO of Edge & Tinney, participates in this issue's Chamber member profile.*

## WHO ARE THEY?

Edge & Tinney Architects, Inc. has been doing business in the Dayton region for 50 years. Founded in 1960 by Thomas L. Edge, the firm has grown from providing design services for housing, retail and commercial developers to focus on upper education, governmental, and corporate clients.

Edge & Tinney's resume is impressive. Walking through the modest headquarters there are countless photos and awards for projects throughout the Dayton region that illustrate their outstanding 50 year history. According to Jim Tinney, the firm strives to remain "low-key". Tinney is humble when

describing their success and is eager to point out clients such as the University of Dayton and Wright-Patterson Air Force Base as being significant in their longevity.

## WHAT DO THEIR CLIENTS SAY?

### Wright Patterson Air Force Base

Jim Balsamo, Chief of Design, Wright-Patterson Air Force Base (Wright Field Team) is very familiar with Edge & Tinney's work. Balsamo described the firm's work and dedication to design excellence as "instrumental in shaping the architectural fabric" of Wright Patterson for nearly 25 years. One of their most memorable projects was the renovation of Page Manor Housing Area in the late 1980s

## Chamber Stats

**MEMBER SINCE** — 1984

**NUMBER OF EMPLOYEES** — 11

### NOTABLE ACCOMPLISHMENTS —

- 25-year relationship with University of Dayton
- Wright-Patterson Air Force Base's first LEED™ silver certificate building
- 20+-year relationship with WPAFB
- 60+ design awards

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Tinney**  
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through the early 1990s. This multi-phased project significantly improved both the quality of life for countless Air Force families and the aesthetic appearance of the Page Manor complex. This effort won numerous Air Force awards including a Department of Defense Design Award in 1993.

More recently Edge & Tinney completed the first 1st LEED™ Silver Certified Building at WPAFB. The new academic building for Air Force Institute of Technology (AFIT) was completed in 2008. The project involved the design and construction of a 3 story 48,000 square foot classroom and academic office. Balsamo commented that Edge & Tinney's performance over the last quarter century at WPAFB has been "exceptional" as evident in having won 13 Air Force Materiel Command, 6 Air Force and 1 Department of Defense Design Awards.

#### WHAT DO THEIR EMPLOYEES SAY?

Edge & Tinney currently has a staff of eleven. Among them is Larry Richter, Senior Associate who has been with the firm since 1985. Richter said, "People here are a lot of fun and I enjoy the variety in my job. Every day is different."



Air Force Institute of Technology (AFIT), completed in 2008.

Larry's sentiments were echoed by the firm's newest licensed Architect, Scott Kopittke. Kopittke has been with Edge & Tinney for 10 years. According to Scott, there is an "open door policy" here that really works. Everyone from the CEO to the office assistant works in an open workspace. This not only allows for collaboration on projects but makes everyone feel valuable and apart of the team.

#### WHERE IS THE BUSINESS GOING IN THE FUTURE?

Admittedly the company is grateful for their work at University of Dayton and Wright-Patterson Air Force Base. Like many Chamber members, the firm is looking at additional markets in the region to help sustain them. Tinney remains optimistic about the region's future. "Dayton (region) has some of the best talent and resources around," Tinney boasted. — ■

## HIS STORY

*Major General Gregory Wayt assumed the duties as the Adjutant General, Joint Force Headquarters – Ohio on July 1, 2004. He is a member of the Governor's cabinet and is responsible for the command of the Ohio National Guard and the military readiness of the Ohio Militia. The Ohio National Guard consists of the Ohio Army National Guard, Ohio Air National Guard, Ohio Military Reserve, and Ohio Naval Militia, totaling more than 16,000 personnel. General Wayt supervises four flag officer heads of these components and four deputy directors in the day-to-day operation and management of the readiness, fiscal, personnel, equipment, and real property resources of the agency.*

*General Wayt's career began in 1975. He was a Distinguished Military Graduate from The Ohio State University Reserve Officer Training Corps program and received a Regular Army commission in 1975 as an Air Defense Artillery Officer.*

*He has commanded and has held staff officer assignments at all levels from battery, battalion, group, regiment, brigade and Joint Force Headquarters. — ■*



Major General Gregory Wayt, Adjutant General, Ohio National Guard.

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...

## Major General Gregory Wayt, ADJUTANT GENERAL, OHIO NATIONAL GUARD

**Q** *The Dayton Area Chamber of Commerce represents over 3,000 businesses throughout the nine county Dayton region. Could you talk about the important relationship between Ohio employers and the Ohio National Guard, particularly the efforts that are being made to help businesses understand and address the unique circumstances of their employees who are also servicemen and women?*

**Gregory Wayt** First, the Ohio National Guard is the fifth largest National Guard in the nation, comprised of about 17,000 members. The total Army is comprised of 51 percent reserve component and the total Air Force is 39 percent reserve component today.

Employers are an essential part of our national security team because their support enables reserve component forces to maintain readiness. Employers are making huge sacrifices to accommodate their employees' mobilizations; the support of deployed employees and their Families has been tremendous. Nationally, nearly 50 percent of currently serving Guard and Reserve members

have been mobilized in support of Operation Iraqi Freedom and Enduring Freedom and about 18 percent have deployed two or more times. As the National Guard has transformed over the last eight years from a strategic reserve to an operational reserve, our employers have faced new challenges.

Since September 11, about 18,000 members of the Ohio National Guard have mobilized to 36 countries. Many of Ohio's 6,500 Guard member employers go above and beyond in support of their service members and Families which is greatly appreciated.

Over the last two years, the Ohio National Guard initiated an employer outreach campaign to build sustainable employer relationships. We invite employers to call to duty, welcome home, reintegration and "hands-on" events to educate them about our Soldiers and Airmen responsibilities and our missions. We actively recognize supportive employers in collaboration with Ohio Employer Support of Guard and Reserve.

In particular, we educate employers about the total mobilization and reintegration process and the many services available to military members and their families. This is important because Citizen-Soldiers spend a great deal of time at work and their employers may be the first to notice issues of concern.

We want to expand the awareness that, nationally, the unemployment rate for veterans is 21%. Although service members are noted for bringing leadership, professionalism and discipline to the civilian workplace, multiple deployments and the recession have made an impact on reserve component members.

To help military members find jobs, the Ohio National Guard has partnered with the Ohio Department of Jobs and Family Services and Ohio's American Veterans to connect military-friendly employers to military members seeking jobs. These job search websites can be found at [www.ohiomeansjobs.com](http://www.ohiomeansjobs.com) or [www.ohiovetscan.com](http://www.ohiovetscan.com) respectively. Please consider using them.

The Ohio National Guard also reaches out to professional associations to build awareness about our people and our missions and to explore ways to partner. We are pleased to work with the Dayton Area Chamber of Commerce and look forward to participating in multiple collaborative activities.

*(continued on page 18)*

(continued from page 17)

**Q** *The Dayton region is fortunate to be home to both Wright-Patterson Air Force Base and Springfield Air National Guard Base. While the Dayton community clearly values both these installations as major assets to our region, we're always looking for ways to further integrate the servicemen and women on base into the larger community. In your experiences travelling throughout Ohio, what "success stories" have you seen in terms of communities that are taking the right steps to engage our servicemen and women?*

**GW** Our service members live in nearly every community throughout Ohio. The community support is essential to provide support to our service members, families and employers. Our members are your friends, neighbors and relatives. They attend your church and their children go to school with your children. You see them at the grocery store and library every day.

Therein lies the true strength of the National Guard. When we deploy, America deploys. We have your support because we are you, and you are us. That is why when we bring a unit home from war, people line the streets, waving flags, as the busses pass, and thousands of people come to our ceremonies, welcoming home our Soldiers and Airmen, and thanking them for their service.

Many communities engage and actively support our service men and women. In Lebanon, as in many communities, we can count on a large show of support at troop call to duty or welcome home ceremonies. In Cincinnati, Columbus and Cuyahoga County educational institutions are developing creative programs to help Veterans be successful in college and the Governor and Chancellor

Fingerhut established GI Promise. The communities around Camp Perry near Port Clinton, Rickenbacker in Columbus, Toledo, and Mansfield all have a networked civilian-led "friends of the military" support group.

Together with the 4-star Chief of the National Guard Bureau, General Craig R. McKinley, we recently recognized the USO of Northern and Central Ohio and the Ohio Patriot Guard Riders for their high levels of support. Local communities frequently provide donations of food, services to needy families, and restaurant or retail discounts.

Communities are pouring out their support through our Regional Inter-Service Family Assistance Committees (RISFAC) community meetings. We implemented this re-occurring forum to link local community support with area military leaders.

Guard-member employers provide support in many philanthropic ways. The Reynolds and Reynolds Company in Dayton has demonstrated a longstanding pattern of support. They assembled bicycles for children of deployed members, sent care packages overseas, provided calling cards, started a military educational scholarship fund and donated thousands of dollars to several military-related causes. Other exceptional employers include NetJets, The Ohio Department of Public Safety, JP Morgan Chase, Big Lots, Cardinal Health, PNC Bank of Cleveland and the Timken Company. These are but a few of the many who provide significant support to our service members and their families.

**Q** *As we begin 2010 with Ohio National Guard men and women deployed all over the world, would you discuss the important services and support made available to not only the families of our deployed servicemen and women, but also the resources available to those returning from service into the Dayton community?*

**GW** Increased operational demands accentuate the need for strong Family bonds. The Ohio National Guard Family Readiness Program supports families prior to and during mobilizations and promotes the overall well-being of service members and their loved ones.

Supporting our families with robust programming helps our service members focus on their mission. We have implemented many programs to build and maintain strong families and greatly increased our staffing to ensure our success.

Family Readiness programs essentially provide two broad categories of services: steady-state and deployment activities. Steady-state activities focus on building resilience, quality family time and camaraderie among reserve component, geographically dispersed Families. The Ohio National Guard supports all military Families across Ohio. Steady-state activities include weekend marriage enrichment retreats, single service member retreats, Family camps, parenting courses, youth camps, and camaraderie events such as military day at an Ohio State Basketball game.

## DEMAND RESPONSE

Have you been hearing this phrase lately and wondered what it meant?



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# save the date

18TH ANNUAL MONDAY, SEPTEMBER 20, 2010

## chamber challenge golf tournament



Deployment activities strengthen the ability of Families to overcome challenges they may face before, during or after mobilizations. Programs include troop and Family mobilization briefs coupled with youth deployment workshops, monthly Family Readiness Group meetings for Families of deployed troops, and reunion briefs.

In addition, the National Defense Authorization Act of 2008 mandated the implementation of reintegration-focused activities for all troops and their Families. Employers of Soldier and Airmen are included in this activity to assist our troops as they transition back into their civilian careers.

The result of these comprehensive programs and services is improved individual readiness and overall quality of life for service members and their loved ones.

The Ohio National Guard offers other meaningful Family support services. Independent military Family life counselors and personal financial counselors optimize Family wellness and career transition specialists help troops reintegrate into their civilian lives. Most recently, the Ohio National Guard initiated a jobs program to help service members connect with military-friendly employers.

Devoted specialists in ten Family Assistance Centers (FAC), located regionally throughout the state, connect local communities to military units and tirelessly provide timely Family support. For information about how to support troops or obtain Family services, please contact the State Family Readiness Program office at (800)589-9914 or [www.ong.ohio.gov/family](http://www.ong.ohio.gov/family).

**Q** *How can the Dayton community continue to support the mission at Springfield Air National Guard Base, and also work to bring new missions and opportunities for international collaboration to the base?*

**GW** The mission at the Springfield Air National Guard Base is changing. The Base Realignment and Closure (BRAC) Commission in 2005 recommended to Congress that the 178 Fighter Wing at Springfield should lose its mission training U.S. F-16 pilots. Congress agreed and the final U.S. Air Force F-16s will leave Springfield later in 2010.

The BRAC documents, however, required that the positions assigned to the base remain so that new missions could be assigned to the base. In 2007, the Air Force, through its Total Force Integration initiatives, did just

that, assigning the 178th the responsibility of training foreign pilots to fly the F-16 under the auspices of the Foreign Military Sales program. We have developed a close relationship with the Royal Netherlands Air Force.

The men and women of the 178 FW have demonstrated unqualified commitment and unmatched excellence in the performance of their missions and that deserves to be recognized. The base infrastructure is one of the best in the nation with more than \$65 million of new facilities built since 1999.

The leadership of the 178 FW, the Ohio National Guard, Governor Strickland, Ohio's Congressional delegation, Ohio's General Assembly and state and local elected officials have been fully engaged with the political and military leadership in Washington to place new, stable, relevant missions at Springfield, and to do so within a time frame that mitigates the disruption of the lives of people who work at the base. The Dayton Development Coalition has recently become another valued partner in these efforts, the support of the Dayton Community is also important to helping ensure the Air National Guard base at Springfield remains viable well into the future.

Your support helps our members – a thank you, a nod or a handshake can give them the strength to maintain their commitment. Please let our team know that you appreciate their efforts as they fight for the future of the Springfield Air National Guard Base and for increasing prosperity for the entire Dayton-Springfield region. Community support means a lot to our members and truly makes a big difference.

*(continued on page 20)*



(continued from page 19)

**Q** During your time as Adjutant General of the Ohio National Guard, of what accomplishments are you most proud? How have you witnessed the Ohio National Guard change during your years of service?

**GW** I am most proud to serve beside the men and women who have volunteered to serve as Citizen-Soldiers and Airmen for their state and nation and all the missions they have accomplished since September 11. The National Guard has become an operational force during my tenure that is an integral part of the Army and Air Force. It is populated by seasoned veterans with multiple deployments in support of operations in Iraq, Afghanistan, and the Balkans and Multi-Force Operations-Sinai. These men and women have also provided support during Hurricanes Katrina and Rita and here in Ohio. Most recently they served in Haiti.

On an average day, 17 Governors call upon their National Guard to help citizens in need. They are professional, dedicated, and serve with an uncommon commitment. They deserve all the credit for all their many accomplishments since September 11.

The Non-Commissioned Office Corps has become world-class. They have an awesome responsibility today to ensure their Soldiers and Airmen are trained to perform at home and aboard. Their responsibility for executing our missions have dramatically increased today. Our Non-Commissioned Officers are the envy of the world and the most accomplished group of professionals. Our Non-Commissioned Officer Corp has been the key to helping the Guard transform from a strategic reserve to an operational force.

They are the back-bone of the organization — leaders who consistently demonstrate unwavering dedication and willingness to do what it takes to complete the mission. I am honored to serve along side such professionals.

For the Army National Guard, the transition to an operational reserve occurred with the start of the Iraq war in 2003. The National Guard is a full partner in the national military strategy. National Guard units are being sequenced with Army Reserve and Active Duty forces in nearly every Army operation around the world. As a result, since September 11, the Ohio Army National Guard has mobilized over 13,000 members somewhere in the world.

The Air National Guard has been in an operational role for a longer period of time. Since the Gulf War in 1990, the Air National Guard has been a part of the Air Expeditionary Force, integrated into the Total Air Force.

This is a challenge for the National Guard because we are a force comprised of part-time members. Most of our members have full-time civilian jobs. We have to help our Soldiers and Airmen manage their relationship with the employers as we take them away from their jobs to deploy to Afghanistan, Iraq or elsewhere. We are committed to meeting unique challenges of being an operational reserve.

Because employers are an important part of our national security team, the Ohio National Guard recently initiated the first-of-its-kind employer support program. Employer understanding and loyalty helps the Ohio National Guard stay ready.

Our Families serve side by side with their service members and make sacrifices. I am truly proud of our families and all they do to support their serve member and other members of their unit. The Ohio National Guard is truly one big family. To support our families, we have established the Nation's benchmark program. The Family Readiness Director, Wing Family Coordinators and Family Readiness group leaders worked together tirelessly to create this program. They have been amazing. I can't thank them enough for their dedication and professionalism.

Our readiness and assigned personnel have remained at all-time-high levels as we transformed. The Ohio Army and Air National Guard maintain an assigned strength over 100%. Recruiting has never been higher with a waiting list of over 50 at each Air base.

In terms of the Air National Guard, the 2005 Base Realignment and Closure (BRAC) round and the follow-on struggle to secure stable, relevant missions for Ohio are the biggest change and the biggest challenge of my tenure as Adjutant General. As a result of BRAC, the 178th Fighter Wing (Springfield) and the 179th Airlift Wing lost their missions (the 178th FW was teaching U.S. pilots to fly the F-16, and the 179th AW was an operational C-130 unit). We have had more long-term good news for Mansfield to date than for Springfield, but we continue to work to secure the future of both installations and their talented, dedicated personnel. — ■



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Because medical costs are typically about 20% higher for obese people than for people of normal weight, you can save a nice chunk of change by encouraging your employee population to adopt healthier lifestyles. Dow Chemical's wellness initiatives – which include offering healthy food choices such as fruit, yogurt, baked chips, nuts, and granola bars in vending machines, marking walking paths and posting signs encouraging physical activity – have resulted in a decreased risk of obesity among employees after just two years.

Comparison of control sites to sites participating in the wellness initiative found that, while employees at participating sites

maintained their body mass index and weight, the percentage of overweight employees at control sites increased by nearly 2%. This is important to note: If no changes are made, your normal-weight employees of today will be your overweight employees of the future.

The Centers for Disease Control and Prevention's (CDC) *LEAN Works!* program offers free interactive tools to walk employers through the steps of creating or building on existing employee wellness programs. An Obesity Cost Calculator allows you to see what excess weight is adding to your budget, and enables you to calculate your ROI for any programs you initiate. Sample forms and templates posted to the site at [cdc.gov/](http://cdc.gov/)



leanworks make it easy to get your program up and running.

Healthier employees mean a healthier bottom line. Fill the break rooms and vending machines with healthy snacks, and boost employee fitness and morale at the same time.

*Source: Goetzel RZ, Baker KM, Short ME, et al. First-year results of an obesity prevention program at The Dow Chemical Company. J Occup Environ Med. 2009;51(2):125-38. — ■*

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FOCUS VOL. III, NO. 2 — 10

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# GROUP Value Services

*SALES WARNING: Creativity can be harmful to your bottom line. Here in Dayton, Ohio, we especially value creativity. Creativity and innovation have given us powered flight, self-starting automobiles, and much more. But creativity can be a salesperson's worst enemy... WHY?*



By Roger Wentworth, President, Sandler Training



Sometimes knowing when **not** to be "too creative" can make the difference in long-term profitability from a sales call.

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Because the sales process is just that – a process – with defined steps. Professional selling is scientific, and there are tried, tested, and proven steps for bringing a sales transaction to a successful conclusion. Elements of a professional sales process include:

- An understanding of interpersonal dynamics and communication.
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- Proven methods for uncovering the prospect's pain, budget and decision-making process.

How can you tell that your sales staff has become too creative in their selling? Well, you may notice it in lower revenues. But before that, look for these telltale signs of salesperson over-creativity:

- Your salespeople invest your company's time in creating sales presentations – before they've discovered if the prospect is willing or able to pay for your solution.
- Your salespeople are giving away free consulting when they call on a prospect.
- Your salespeople are telling their prospects how to solve their problems based on what you sell, not based on what the prospect actually needs and is willing to buy.
- Your salespeople or engineers invest company money and resources to respond to RFPs that they may have no chance of winning.

Imagine the impact it could have on your company's bottom line if your sales staff were less creative. What would it mean to you if your sales team could:

- Identify and eliminate dead-end prospects during a phone call.

- Uncover a prospect's real budget (or lack of one) before any face-to-face meeting.
- Discover whether your company has any realistic hope of winning the business before you put on a dog-and-pony show.
- Stop giving away free consulting and start earning your prospects' respect and business.
- Get firm commitments from prospects about how and when they will make a decision.

Here are some questions you can use when debriefing a sales call. Use this list or your modified version every time you debrief a sales call.

1. What was the agreed-to agenda and objective for the meeting?
2. Did you accomplish the objective? (Objectives include qualifying, presenting to get a decision etc.)
3. What is the clear compelling reason they would want to do business with us?
4. What is the clear compelling reason we would want to do business with them?
5. Do they have a budget in place and how much is it?
6. If we choose to offer our product or service, how will they decide if they will buy?
7. What is the next step? There are five possible outcomes for any sales call:
  - a. You get a YES
  - b. You get a NO
  - c. You determine a clear next step with a time and date
  - d. You get a referral to another prospect
  - e. You get a lesson you can use as a professional salesperson. — ■



# DAYTON

Dayton Area  
Chamber of Commerce

@ the crossroads of  
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AVG. SAVINGS: \$480

### Frank Gates/Avizent

Members participating in the Chamber's Workers' Compensation Program receive up to a 65% Discount, effectively a 51% Discount after the BWC Break Even Factor is applied.

AVG. SAVINGS: \$13,600

### Speedway

Members and their families receive \$.06 discount per gallon of gasoline at all participating Speedway locations.

AVG. SAVINGS: \$1,580

### Office Depot

Average savings of \$.64 per \$1.00 spent on office supplies. Average members spend \$4200 each year.

AVG. SAVINGS: \$2,400

### FedEx

Members save 40% on all air package deliveries and 15% on ground deliveries.

Questions? Visit for more details: [daytonchamber.org](http://daytonchamber.org)

\*All numbers shown here are approximate, based on members' past experience



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## Sponsorship Opportunities

Our wide range of sponsorship packages give you flexibility in reaching the target you desire. From professional speaker series, networking events and special programs a sponsorship provides heavy promotion to business professionals in the Dayton region.

AVG. SAVINGS: Priceless

## New Relationships with the Dayton Region's Business Community

Connect with thousands of business and community leaders to advance your business. Chamber members support and do business with one another.

AVG. SAVINGS: Priceless

## Chamber Credibility

Customers view Chamber members as companies of integrity who care about the Dayton region. The Chamber has been around for over 100 years.

AVG. SAVINGS: Priceless

## Business Advocacy

The role of the Chamber in public policy is to help ensure that local, state and federal government policies and decisions support a strong business climate, quality growth and economic opportunity for our members.

AVG. SAVINGS: Priceless

**daytonchamber.org**  
Visit for more details

## Government & Community Affairs

Your team of Chamber lobbyists watches the political arena, alerts you about pending regulations that may affect your business and takes your concerns to elected officials.

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## Publicity Opportunities for Special Events

If you are planning to open a new business or a new business location the chamber has many vehicles to help you get the word out. Through our website, newsletter, and Ribbon Cutting services we can help you introduce your business to the community. For more information on any of these services contact us at 226-8261.

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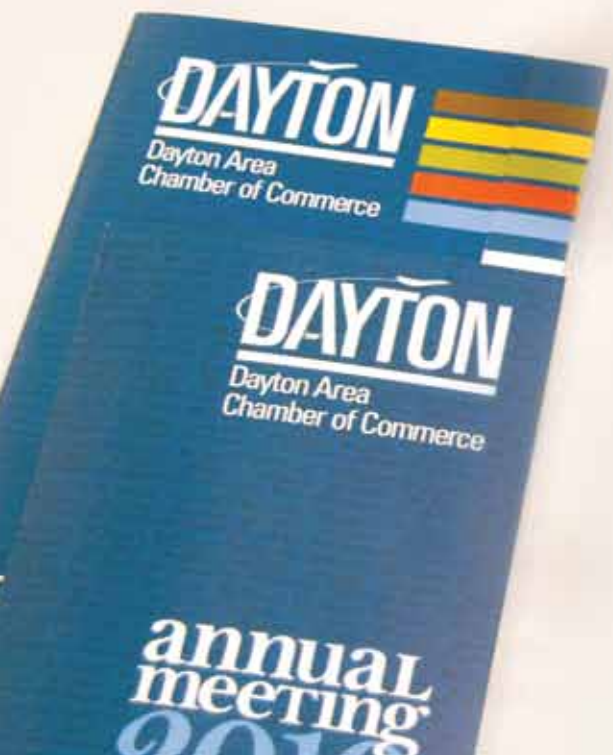
1 Chamber Plaza • Dayton OH 45402-2400 • [www.daytonchamber.org](http://www.daytonchamber.org) • p: 937-226-1444 • f: 937-226-8254

# 103rd Annual Meeting

**Your Business. Your Future. Your Chamber.** More than 500 people attended the Chamber's Annual Meeting this past April. For more photos from the event, please visit us on Facebook.

**A.)** Laura Hines, First Financial Bank.  
**B.)** Frank Hollingsworth, Marty Grunder and Kent Shoulder. **C.)** Guest speaker Marty Regalia, U.S. Chamber of Commerce. **D.)** Roberta Walker, Manager, Workforce Development. **E.)** Matt Shumlas, Ryan Howard and Nick Dattilo. **F.)** Tim Hull, TDH Marketing and Steve Stanley, Montgomery Count TID 2009 Volunteer of the Year. **G.)** Attendance was high at this year's meeting. **H.)** Bob Taft and Chris Kershner, V.P., Public Policy. **I.)** Jim Pancoast, outgoing Chair Mark Thompson and Phil Parker.





# 2010 Membership Survey



*Your responses and ideas were invaluable! Below is a summary of what members had to say.*

By Toni Bankston

## DEMOGRAPHICS

Overall, the mix of respondents mirror what we know about Chamber membership in general. The significant portion of respondents was in the professional services (25%) or manufacturing (10%) sectors. These sectors accounted for roughly 35% of the respondents and represent the largest segments of our Chamber membership.

## OVERALL SATISFACTION

- When asked why they joined the Chamber, the top four reasons were: Business contacts (71%); Community involvement (56%); Support the area's economic development (56%); and Representation in the Chamber (52%).
- 70% of the respondents would recommend membership in the Chamber to a colleague.

## PUBLIC POLICY

### Advocating on behalf of members

- 52% rate The Chamber as very effective on the local level.
- On the state level, the results (78%) are in between very effective and somewhat effective.
- The Chamber is viewed as the least effective in advocating at the federal level. A total of 35% of the respondents were unaware the Chamber did so.

### Top public policy issues important to members

1. Health Care Costs
2. Tax Reform
3. Small Business Regulatory Reform

## PROGRAMMING & SERVICES

- A lot of the respondents were unable to rate many of the Chamber's services and programs indicating a lack of use or attendance. The number one reason given for that was "lack of time" (45%).
- 72% of respondents prefer events that occur outside normal business hours with early morning receiving 42% of the vote.
- Of those who were able to rank various Chamber programs and services, the majority of the ratings were good. Breakfast Briefing (53%), Business after Hours (44%), and Government Affairs Breakfast (41%) received between good and excellent ratings.
- Programs where the vast majority of respondents were unaware of their existence were the Safety Breakfasts with the Experts, and Executive Dialogue.

- In terms of the Chamber discount benefit programs, the Frank Gates workers' compensation, Business Travelers Center, and Speedway received the overall highest rankings. The other top ranking programs were Office Depot, Anthem health insurance, and FEDX.

## INFORMATION & COMMUNICATION

### Contacting members

- 76% of respondents feel they get the right amount of information from the Chamber.
- Email is the preferred communication vehicle (56%). While 29% of respondents prefer a mix of electronic and snail mail.
- 48% of respondents found the Chamber's website easy to navigate and 54% found the website a convenient source of local information.

## ECONOMIC DEVELOPMENT

### Top three economic development issues important to members

- Retention and expansion of existing businesses
- Recruitment of new business to the region
- Marketing the region either to industry or prospective employees

### Where should the Chamber focus resources

- Business Retention
- Business Expansion
- Workforce Development

### What are the top three issues affecting business growth?

1. Lack of Taxes Incentives (27%)
2. Inadequate Workforce (25%)
3. Access to Capital (21%) — ■






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# TERADATA Recognized



*Teradata, the Miamisburg-based data warehousing and analytics firm, has received a string of accolades since becoming an independent company in 2007 and earlier this year it racked up three more in quick succession.*



Teradata is a central component of major industries and businesses worldwide. In addition to data warehousing storage, Teradata sells analysis, offering clients a “360° view” of their customers.

Teradata spun off from NCR in October 2007 and is the world’s largest company focused solely on data warehousing and enterprise analytics. It employs about 6,400 people worldwide and has 975 customers, many of them household names – Apple, Amazon.com, Pfizer, AT&T Wireless. A handful, including eBay and Walmart, are “using our products to manage data volumes in the multiple-petabyte range,” said Mike O’Sullivan, company spokesman.

More than storage, Teradata sells analysis, offering clients a “360 view” of their customers. On any given business day, more than a million users access a Teradata warehouse as they make decisions, the company says.

Teradata’s strategy, simply put, is to keep doing what’s it’s been doing. The company has a new family of products targeted at new industries and is hiring people to go after these markets. “We have a lot of opportunity globally and we’re trying to establish new territories,” Langos said.

It’s also looking forward to moving late this year into new headquarters at Austin Landing. The new building will give the company more space and flexibility for growth, Langos said.

For Langos, Teradata’s success says something very good about the Dayton region, something that can resonate with businesses that may be considering moving to the area. “You do have a lot of opportunity here,” he said, “a lot of smart people and some great companies in the region to work with and to work for.” — ■

**TERADATA**  
Raising Intelligence

In February, *InformationWeek* listed Teradata among the “10 Most Strategic IT Vendors.” In March, it made the “contender” category in the computer software industry on *Fortune* magazine’s list of “most admired” companies. Then in April, The Ethisphere Institute, an international think-tank, named Teradata one of the world’s 100 most ethical companies.

“When you add those three awards together – it just makes us feel really good,” said Bruce Langos, chief operations officer, who gives the credit to Teradata’s employees,

management team, loyal customers and industry partners. “You can’t do it without the great people and the great customers that we help and help us.”

*Information Week’s* list included IT giants such as IBM and Microsoft. “When you look at the company that we had on the Top 10 list,” Langos added, “obviously it makes us feel tremendous. It makes our employees feel great that all the hard work and the accomplishments we’ve had are well recognized by the leaders in the business.”



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Community Tissue Services distributes more than 130,000 tissue grafts annually, making it one of the largest non-profit tissue banks in the United States.

(SOIN AWARD WINNER continued from page 11)

The honor carries a \$25,000 prize that Composite Advantage will use to develop the “business case and the sales side” for the mats, Reeve said.

Reeve and his partner, Vice President Andy Loff, started Composite Advantage in 2005. The two engineers were working at the National Composite Center in Kettering, which incubates new businesses and helps to commercialize new ideas, but doesn’t get into the manufacturing of products itself. “As we were doing some work there – developing some products for customers – some of them were going to need places to have it manufactured,” Reeve said.

He and Loff left the Composite Center as employees, but rented space there to begin their company. In December 2007, with financing through CityWide Development Corp., they purchased their own building, a former steel fabrication plant at 401 Kiser Street in Dayton. The city also helped them through the process, Reeve said. “Somebody from the city of Dayton actually came around to different places we were looking at.”

Their story is one of economic development as it’s intended to work. They had a new product, incubated at the Composite Center, moved to their own plant with help from local officials and now are up and running, hiring local workers, supporting local suppliers and tapping local sources for services.

“It’s a perfect example of one of the intents of the NCC from an incubation model,” said Lisa Novelli, the center’s president and CEO.

#### LOOKING TO GROW

Reeve said he and Loff are the only two engineers at Composite Advantage. Reeve, 50, an aerospace engineering, tends to handle the business issues; Loff, 30, a composite engineer, focuses on technical matters.

The company employs 18 people and, while taking a cautious approach to increasing employment, added a few workers this spring as it headed into its busy season. Prospective employees don’t need experience, but must be reliable and have a good work

ethic, Reeve said. At a small business, “if somebody doesn’t show up for work, that’s a big hole to fill.”

Also, “as a small company, you just don’t have all those HR resources,” and Composite Advantage uses local staffing agencies and Montgomery County’s Job Center to find workers, who start as temporary employees and move to permanent hires if things work out.

Reeve said it takes time to establish a new business – “that’s always the tough part” – and Composite Advantage’s products are generally still viewed as having specialized applications in industries that are used to traditional materials.

But he said, “There’s a lot of opportunity for doing this,” and the company is looking to grow. “Eventually, we’d like to have a second facility ... That’s the long term plans; gives us something to work toward.” ■

# NEW MEMBERS List

For members' complete information, visit [www.daytonchamber.org](http://www.daytonchamber.org)



## **Aamco Transmissions**

128 Alexandersville Road  
Miamisburg, OH 45342

## **Accuphase Metal Treating LLC**

2490 Arbor Boulevard  
Dayton, OH 45439

## **Advanced Welding**

901 North Main Street  
Franklin, OH 45005

## **APS-Materials, Inc.**

4011 Riverside Drive  
Dayton, OH 45405

## **ARC Architectural Reclamation Company**

529 Oak Street  
Dayton, OH 45410

## **Beavercreek Auto Service**

3870 Kemp Road  
Beavercreek, OH 45431

## **Behnken Concrete**

15900 Providence Road  
Brookville, OH 45309

## **Bellyfire Catering**

2462 Dryden Road  
Dayton, OH 45459

## **Bitec**

220 North Jersey Street  
Dayton, OH 45403

## **Bohman's Drive-Thru**

521 E. Main Street  
Saint Henry, OH 45883

## **Boone's Power Equipment**

1050 Diamond Mill Road  
Brookville, OH 45309

## **Bridging Hope Farms**

6450 Sandlake Drive, Suite 200  
Dayton, OH 45414

## **Buckeye Oil Equipment Co.**

4377 Old Springfield Road  
Vandalia, OH 45377

## **Burton Law LLC**

5540 Far Hills Avenue, Suite 202  
Dayton, OH 45429

## **Canon Business Solutions**

4900 Parkway Drive, Suite 170  
Mason, OH 45040

## **Cassis Packaging Co.**

1235 McCook Avenue  
Dayton, OH 45404

## **Charbroast Chicken**

40 South Main Street, #20  
Dayton, OH 45402

## **China East Chinese Restaurant**

523 N. Main Street  
Piqua, OH 45356

## **Cincinnati Reds, LLC**

Great American Ball Park  
100 Joe Nuxhall Way  
Cincinnati, OH 45202-4109

## **Consolidated Hunter Heating**

334 Godfrey Avenue  
Celina, OH 45822

## **Consolidated Riggers**

15 Heid Avenue  
Dayton, OH 45404

## **Craig T. Matthews & Associates**

320 Regency Ridge Drive  
Dayton, OH 45459

## **Dale Carter Ford, Inc.**

510 South Barron Street  
Eaton, OH 45320

## **Dayton Air Control Products**

216 South Torrence Street  
Dayton, OH 45403

## **Dayton Gems Professional Hockey**

1001 Shiloh Springs Road  
Dayton, OH 45415

## **Dickerson Dermatology**

1299 East Alex-Bell Road  
Dayton, OH 45357

## **Doggie Retreat**

2451 Patterson Road  
Dayton, OH 45358

## **Double Day Holdings, LLC**

6450 Sandlake Drive, Suite 200  
Dayton, OH 45359

## **Downing Enterprises Retail, Inc.**

1287 Centerview Circle  
Dayton, OH 45360

## **Dryden Builders, Inc.**

1741 Thomas Paine Parkway  
Dayton, OH 45361

## **Electra Form Industries**

852 Scholz Drive  
Dayton, OH 45362

## **Elite Catering**

155 West Franklin Street  
Dayton, OH 45363

## **Energy Optimizers USA**

6 South Third Street  
Dayton, OH 45364

## **Entitle Direct**

281 Trusser Boulevard, 6th Floor  
Dayton, OH 45365

## **EO Burgers**

605 South Main Street, Suite 2  
Dayton, OH 45366

## **F & G Tool and Die Co.**

3024 Dryden Road  
Dayton, OH 45367

## **F.tech R & D North America, Inc.**

1191 Horizon West Court  
Dayton, OH 45368

## **Forgeline Motorsports LLC**

3522 South Kettering Boulevard  
Dayton, OH 45369

## **Fountainhead Nursing Home**

4734 Gallia Pike  
Dayton, OH 45370

## **Fourjay Industries**

2801 Ontario Avenue  
Dayton, OH 45371

## **Fox Towing & Truck Service**

29 West Curry Road  
Dayton, OH 45372

## **Fundamental Insurance & Retirement**

6450 Poe Avenue, Suite 120  
Dayton, OH 45373

## **Industrial Holdings Group**

6234 Far Hills Avenue  
Dayton, OH 45374

## **Ink Technologies LLC**

7600 McEwen Road  
Dayton, OH 45375

## **Intrig**

280 Brubaker Drive  
Dayton, OH 45376

**Jackson Garage**

P.O. Box 615  
Dayton, OH 45377

**Jacobs Telephone Contractors, Inc.**

3831 Dayton Park Drive  
Dayton, OH 45378

**Johnnie's Carryout LLC**

3985 East Patterson Road  
Dayton, OH 45379

**Kings Island**

P.O. Box 901  
Dayton, OH 45380

**Lap-Technology, LLC**

6101 Webster Street  
Dayton, OH 45381

**LeVeck Lighting Products**

P.O. Box 24063  
Dayton, OH 45382

**Littlelines**

50 Chestnut Street, Suite 234  
Dayton, OH 45383

**Lower Valley Home Furnishings**

5690 Lower Valley Pike  
Dayton, OH 45384

**Mar-Flex Building Solutions**

6866 Chrisman Lane  
Dayton, OH 45385

**Matrix Architects Incorporated**

249 Wayne Avenue  
Dayton, OH 45386

**Membrane Specialists LLC**

2 Rowe Court  
Dayton, OH 45387

**Miami Valley Alliance  
of Construction Professionals**

3131 South Dixie Drive, Suite 415  
Dayton, OH 45388

**Mid-Valley Gastroenterology  
Associates, Inc.**

255 North Breiel Boulevard  
Dayton, OH 45389

**Midwest Trucks & Equipment**

6975 Brookville Salem Road  
Dayton, OH 45390

**Mike Mobley Reporting**

1477 Church Drive  
Dayton, OH 45391

**Mound Manufacturing Center, Inc.**

33 Commerce Park Drive  
Dayton, OH 45392

**Mullins Rubber Products, Inc.**

P.O. Box 24830  
Dayton, OH 45393

**Next Medical Staffing**

70 Birch Alley, Suite 240  
Dayton, OH 45394

**Northside Appliance**

239 East Columbia Street  
Dayton, OH 45395

**Northstar Wealth Management**

3333 Dayton Xenia Road, Suite D  
Dayton, OH 45396

**One Communications**

111 West First Street, #400  
Dayton, OH 45397

**Ovations Food Services**

22 East Fifth Street  
Dayton, OH 45398

**Paradigm Management Corp.**

P.O. Box 9023  
Dayton, OH 45399

**Quickstep Composites LLC**

3251 McCall Street  
Dayton, OH 45400

**Ritz Safety**

8039 Washington Village Drive, Suite 110  
Dayton, OH 45401

**Riverside Nursing  
and Rehabilitation Center**

1390 King Tree Drive  
Dayton, OH 45402

**Runyeon Construction, Inc.**

1193 Timberhawk Trail  
Dayton, OH 45403

**Select Staffing**

212 Springboro Pike  
Dayton, OH 45404

**Seniors Helping Seniors**

5740 Frederick Pike  
Dayton, OH 45405

**Sierra Lobo, Inc.**

11401 Hoover Road  
Dayton, OH 45406

**Springdot, Inc.**

2611 Colerain Avenue  
Dayton, OH 45407

**Summit Finishing Technologies, Inc.**

2490 Arbor Boulevard  
Dayton, OH 45408

**Tark, Inc.**

420 Congress Park Drive  
Dayton, OH 45409

**The Carriage Werkes**

421 North Eastern Avenue  
P.O. Box 412  
Dayton, OH 45410

**The Chiropractic Health & Wellness  
Center of Dayton**

6450 Sandlake Drive, Suite 200  
Dayton, OH 45411

**Tower Wireless/  
Verizon Wireless Premium Retailer**

15B Greene Boulevard  
Dayton, OH 45412

**Trident Precision, Inc.**

P.O. Box 24829  
Dayton, OH 45413

**Unison Industries**

2455 Dayton Xenia Road  
Dayton, OH 45414

**Udike Supply Company**

8241 Expansion Way  
Dayton, OH 45415

**Vic Green Realty**

774 Yankee Trace Drive  
Dayton, OH 45416


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2000 West Dorothy Lane  
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*Pushing the Possibilities*

# CHAMBER Chatter

*CHAMBER RIBBON CUTTING CEREMONIES — 2010 shows promise for the opening of new businesses in the Dayton region. The Chamber welcomes these new ventures and wishes them well.*

JANUARY, 2010



**SportClips**

FEBRUARY, 2010



**Kaplan College**

FEBRUARY, 2010



**Charbroast Chicken**

FEBRUARY, 2010



**ManagePoint**

## VOLUNTEERS —

1ST QUARTER  
2010 —

**Mark Johnson** —  
PIP Printing

**Jeff Zaret** —  
National Processing Solutions

**Mark Tangeman** —  
Wenco, Inc.



MARCH, 2010



**Dayton Clinical Oncology Program**

## CHAMBER HIRES SALESPERSON —

**Mike Poeppelmeier** — “I was born, raised and still reside in Centerville, and graduated from Wright State University. I have a 10-year-old daughter named Michaela. I have been enjoying outside sales for 16 years. Prior to joining the DACC team, I sold Toyota Capital Equipment for 15 years in and around the Dayton/Cincinnati area. Some of my hobbies include working out, playing golf and tennis, and coaching basketball, soccer and lacrosse.”



# CALENDAR Of Events

JUNE  
10

## GENERATION DAYTON —

### Thirsty Thursday

DATE/TIME ..... June 10, 5:30 - 7:30 pm  
LOCATION ..... Flanagan's Pub  
(101 East Stewart Street)  
COST ..... Free to attend, no cover

JUNE  
10

### Breakfast Briefing

DATE/TIME ..... June 10, 7:30 - 9:30 am  
SPEAKER ..... Erin Hoeflinger, President, Anthem Blue Cross and  
Blue Shield Ohio  
TOPIC ..... How Will Health Reform Impact Your Company?  
LOCATION ..... Dayton Convention Center  
REGISTRATION ..... 937-226-8274

JUNE  
11

### Breakfast Briefing

DATE/TIME ..... June 11, 7:15 - 9:00 am  
SPEAKER ..... Aaron Wilcox, Director, CBI Payless (StrideRite)  
TOPIC ..... TBA  
LOCATION ..... Dayton Racquet Club  
REGISTRATION ..... 937-226-8253 or registration@dacc.org

JUNE  
16

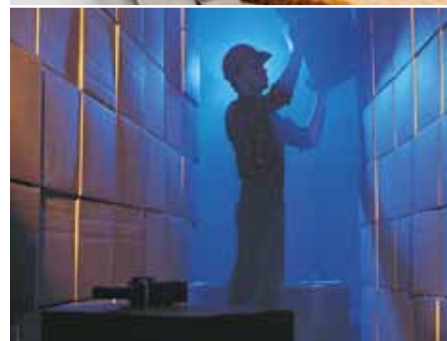
### Safety Breakfast With The Experts

DATE/TIME ..... June 16, 7:30 - 9:00 am  
SPEAKER ..... Dick Gilgrist, Cincinnati Area OSHA Director  
TOPIC ..... OSHA Update  
LOCATION ..... Mandalay Banquet Center  
REGISTRATION ..... 937-226-8224 or mpontius@dacc.org

JUNE  
23

### Business After Hours

DATE/TIME ..... June 23, 7:30 - 7:30 pm  
TOPIC ..... Networking/Exhibits  
LOCATION ..... The Salvation Army's Ray & Joan Kroc Center



# CALENDAR Of Events

JUNE

25

## GENERATION DAYTON —

### Fourth Friday Lunch

DATE/TIME ..... June 25, 12:00 noon - 1:00 pm  
 LOCATION ..... Blind Bob's Tavern  
 (430 East Fifth Street, Oregon District)  
 COST ..... Lunch at your own expense  
 RSVP ..... Andy Hickey at ahickey@technologyfirst.org



JULY

09

### Breakfast Briefing

DATE/TIME ..... July 9, 7:15 - 9:00 am  
 SPEAKER ..... David Ray, President/CEO, Mike-Sell's  
 TOPIC ..... TBA  
 LOCATION ..... Dayton Racquet Club  
 REGISTRATION ..... 937-226-8253 or registration@dacc.org



JULY

16

### Greater Dayton Workforce Diversity Award

DATE/TIME ..... July 16, by 5:00 pm  
 TOPIC ..... Applications due  
 INFORMATION ..... 937-226-8258 or rwalker@dacc.org



JULY

21

### Safety Breakfast With The Experts

DATE/TIME ..... July 21, 7:30 - 9:00 am  
 SPEAKER ..... Heath McDowell, First in Safety  
 TOPIC ..... Creating a Culture of Safety with Staff  
 LOCATION ..... Mandalay Banquet Center  
 REGISTRATION ..... 937-226-8224 or mpontius@dacc.org



AUGUST

11

### Business After Hours

DATE/TIME ..... August 11, 5:30 - 7:30 pm  
 TOPIC ..... Business to Business Networking  
 LOCATION ..... Carillon Park Dayton History Culp's Café Belly Fire  
 Catering



For more information or to register, visit us online at [www.daytonchamber.org](http://www.daytonchamber.org)