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FOCUS

CompuNet *DIRECT*

THE FIRST STEP TO A HEALTHY
WORKFORCE p06



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FOCUS ON ECONOMIC
DEVELOPMENT — A MESSAGE
FROM CHAMBER PRESIDENT
PHIL PARKER p02

GETTING DOWN TO BUSINESS
WITH GOV. TED STRICKLAND
AND JOHN KASICH p16

STRATEGIC PRIORITY
HIGHLIGHT —
TRANSPORTATION
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For more information contact:
Sharon Buse
CompuNet Clinical Laboratories
(937) 290-7012
Sharon.h.buse@questdiagnostics.com

www.compunetlab.com

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PRESIDENT'S Message



FOCUS ON: ECONOMIC DEVELOPMENT

Recently there has been media coverage and discussion about the region's economic development efforts and costs. This is healthy conversation since the success and potential growth of business and its opportunity for job development is vital to every community in every state of our nation — especially in what's been the most significant economically challenging environment since the Great Depression.

This discussion, however, does not have to be only about our losses but should also be about informing our community of the positives which include the resources we have gathered together — of people, of organizations and of government — that synergistically together measure greater than the singular sum of those individual parts.

However it is defined, economic development is a complex issue. To some it may mean job growth; to others it may mean tax incentives or reducing tax burden; and to others it may simply mean creating a nurturing business environment where there is less regulation or government intervention in which they just want governmental bureaucracy out of the way so their businesses can grow unfettered.

Our definition at the Chamber has historically been about the businesses' success; how we help keep businesses growing their revenues and their bottom lines; meeting their strategic needs or business plan goals; and if possible, growing jobs along the way. Our role has always been about listening to our members' needs, then representing them as part of "their" team when helping them solve problems or open doors for new markets. But this

is done always at the member's request or permission. This is what they view as our value-add.

Additionally, we are a very collaborative organization — that is the truth! If there are those who think we don't work well with our partners and they with us, know that it's just not so. Sure, there are many working in this arena and, true, we spend member and/or community resources in retaining, sustaining, recruiting or expanding businesses in our region. It is worth every penny of the effort of those professionals, local volunteers and organizations for without them, we would be in one heck of a mess.

If you question the local expense, just look at this one well-known example of the competitive environment in which we find ourselves. According to a June 12, 2009 *Dayton Daily News* article about Georgia's efforts to relocate NCR: "Georgia's multi-million dollar incentive package to lure NCR to the state included a \$13 million

(continued on page 25)



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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TABLE Of Contents

CompuNet <i>DIRECT</i> Offers Wellness Testing Options	06
Executive Dialogue – a Business Problem-Solving Forum	09
Anthem – New Incentives for Worksite Wellness Programs	10
Economic Indicators	12
Regional Update – Dayton International Airport	14
Getting Down to Business with Ted Strickland and John Kasich	16
Chamber Purchasing Opportunities	18
Expert Advice from Sandler Training....	19
Diversity and Inclusion	20
Strategic Priority Highlight – Transportation <i>MATTERS</i>	21
Chamber Chatter.....	24
Group Value Service Profile – Office Depot.....	24
New Members List.....	26
Calendar of Events	28



On The Cover

Robin Vincent, James Nong and
Bhavna Patel of CompuNet *DIRECT*, this
issue's premier sponsor.

Dayton International Airport — Changing to meet your needs.

14


Sandler Training — “Don’t spill your candy in the lobby.”

19

Transportation MATTERS — improving transportation in Ohio.

21





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Registration information will follow in the upcoming months. Please stay tuned to our website www.daytonchamber.org for more details.




Please direct questions to the Dayton/Miami Valley Safety Council at (937) 226-8227 or abyers@dacc.org



“Every single employer has at least one, if not multiple findings, that probably saved them the cost of this screening in an avoided hospital admission.”

— Sharon Buse,
Employer Wellness Liaison
for CompuNet
Clinical Laboratories.



Al Turnbull, CompuNet's Vice President
for Human Resources.

Established in 1986, CompuNet Clinical Laboratories, LLC — a committed partner in health — serves physicians, patients, hospitals, industry and managed care partners.



HEALTHY employees mean healthy employers.

By Vince McKelvey

Wellness testing is the first step to a healthy workforce and lower costs. Nothing keeps health care costs under control like staying healthy or identifying potentially serious health problems before they develop. That's exactly the point of CompuNet DIRECT, a relatively new service from CompuNet Clinical Laboratories.

CompuNet DIRECT

Lab Tests You Choose

A service of CompuNet Clinical Laboratories



CompuNet *DIRECT* lets individuals and companies purchase some medical lab tests without a doctor's prescription. The tests, done right here in the Miami Valley, give customers an idea of where they stand on important health issues and might even reveal a hidden health threat that needs to be treated.

"You don't get your health costs under control by negotiating with insurance companies alone," said Al Turnbull, CompuNet's vice president for human resources. The only real way to do that, he said, is if employees are healthy and "you can avoid one or two major events a year. You can save \$100,000 if just one individual avoids a major hospitalization."

COMPUNET *DIRECT* IS CENTERED ON WELLNESS

CompuNet launched the new program in the summer of 2009 and has seen it grow in popularity month-to-month with limited marketing. "It went from doing zero tests a year ago to 150-160 a month now," Turnbull said. "We'll do probably 1,200 tests this year." People can simply walk into any of CompuNet's 26 patient service centers and pick from a menu of tests ranging from a comprehensive health profile to specific screenings for cholesterol, diabetes, prostate problems and thyroid function, among others.

The tests have one thing in common: They focus on wellness. "The reason we started giving the option to directly order some testing was to put something on the market that would get people to look at their numbers proactively," Turnbull said. "This product allows you as a consumer to do the test first, then share the test results with your physician if it looks like you need medical intervention of some kind. The results are very simple to understand."

EMPLOYERS AND EMPLOYEES BOTH BENEFIT

CompuNet has now begun a serious effort to market CompuNet *DIRECT* to employers. It recently teamed with the Dayton Area Chamber of Commerce to offer the service at a discount to chamber members. Even before then, CompuNet had signed up a half-dozen area employers for the service.

Invariably, the testing turned up some conditions — high blood sugar, high cholesterol, hyperthyroidism — that left untreated could lead to a serious and costly hospitalization, said Sharon Buse, CompuNet's employer wellness liaison. "Every single employer has had at least one, if not multiple findings, that probably saved them the cost of the screening in an avoided hospital admission," she said.

Companies can choose to pay for the tests or simply offer workers the chance to get their own tests done. Specific results go to the employee. Companies with at least 20 workers — a large enough sample to protect individual privacy — get a report that aggregates the findings. This can be the foundation of a workplace wellness program and, with annual screenings, can be used to track progress. If a company is too small for an aggregate report, Buse said she can still help them create a wellness program for their workplace.

(continued on page 08)



Nichole Kahmann in the Chemistry and Hematology Department.

(continued from page 07)

Marketing Specialist Kim Stanforth said the benefits of a healthy workforce include increased productivity and reduced absenteeism. Buse drew an analogy to everyday life. Smart business people, she said, know that maintaining their equipment holds down repair costs. “The same holds true for the human component. Wellness programming and screening is a part of that routine preventive maintenance and education,” she said. “Tests can be a ‘call to action’ that heads off a condition before some of the outcomes are not reversible.”

COMPUNET HAS SERVED PHYSICIANS FOR NEARLY 25 YEARS

CompuNet, headquartered in Moraine, is jointly owned by Miami Valley Hospital, Valley Pathologists Inc., and the national lab Quest Diagnostics, Inc. It started with the idea of offering laboratory services to physicians’ offices. “Hospital labs are basically set up to serve the hospital patients and the doctors there,” Turnbull said. “In 1986, we took that leap of faith saying we think we could service the physician market as well.”

He said the company now serves 700 to 800 physicians in a 15-county area – a major share of the physician market – and operates the lab at Miami Valley Hospital. It has 600 employees and 26 patient service centers, grosses \$60 million in revenue a year and performs nearly all of its tests right here at its local facilities. Local testing ensures a quick turnaround, both for physicians and individuals using CompuNet *DIRECT*. “If you went to a patient service center today and had your blood drawn for one of these tests, you could have the results back by the fourth day, even with mail delivery time included.”

CONSUMER-DRIVEN HEALTH CARE IS HERE TO STAY

A changing health care landscape is driving CompuNet *DIRECT*. The program provides the uninsured with access to medical testing – something physicians appreciate, officials said. They also said the service can be attractive to people whose health insurance has high deductibles or limits on how often they can take certain tests. It’s convenient, saves consumers a step in their health care – people can have the test done before seeing the doctor – and serves young adults who may not yet have a family physician.

What’s more, the program is right in step with the current culture where consumers want to control their own care and can purchase off-the-shelf tests through pharmacies or the Internet. “People seek more information these days and consumer-driven health care isn’t going away,” Turnbull said. CompuNet *DIRECT* offers similar convenience to off-the-shelf kits, Buse said, but its tests are collected and analyzed using gold standard methods.

Selling health tests directly to consumers is growing nationally, but this is something new for the region. Insurance doesn’t pay for tests that aren’t doctor-ordered, but Turnbull believes that will change. A decade ago, he said, insurers didn’t pay for mammograms unless prescribed by a doctor. Now they do. “We’re hoping insurers will see a similar value in allowing consumers to have some wellness screenings without a prescription as well. Either way, we’re moving forward with direct order lab testing because it’s a worthwhile service for the community.”



CompuNet Clinical Laboratories headquarters are located in Moraine.

CompuNet spent three years developing CompuNet *DIRECT*. Future plans include offering it on the web, where customers will have the added convenience of ordering and paying for the test online, going to a patient service center for the procedure, then retrieving their results online – all password protected to ensure confidentiality. At the request of employers, CompuNet also recently purchased health risk assessment software to complement the testing program.



Terrie Grant, Medical Lab Technician with the Chemistry Department.

CONSUMERS SAY IT'S A 'SERVICE'

A year into CompuNet *DIRECT*, officials said, the response from customers has been gratifying. "They're referring to it as a service," Stanforth said. "I can't tell you how many surveys we get back that say, thank you so much for this service. I'm so glad you offer it. I'm uninsured. I'd not be able afford to have lab testing done."

"It's a good value and the proof of it is the consumer is telling us, 'This is great, keep doing it,'" Turnbull added. "Every month it's ramping up more and more. We're past the goal we set for the year already. And we are going to have to start thinking about adding resources to continue to grow this service, but that's a separate issue. That's a good problem to have." — ■

The Chamber's Best Kept Secret:

EXECUTIVE dialogue

What is it? *Executive Dialogue is a forum for business owners and executives to discuss common and not-so-common business problems and solutions in a frank, confidential environment. Participants meet monthly in groups of ten to fourteen people. Competitors are not placed in the same group.*

Each Executive Dialogue group provides its members with support and consultation on any number of business issues including marketing, hiring, financial issues, etc. The group to which you are assigned can function as an unpaid board of directors for your business — discussing important business issues and providing you with a place to build trusted relationships with other business owners.

The pooled experience, expertise and talent of the group can often point to better answers to many everyday and long-range questions about your business. An Executive Dialogue group is not a networking group but rather a professional support network to help propel you towards your business goals.

WHAT IS THE COST?

- \$250 annually of which \$170 goes directly into your group's account to pay for monthly meeting expenses.

HOW CAN I JOIN A GROUP?

- Contact LaDonna Wulfeck at lwulfeck@dacc.org or 937-226-8264 for an application. — ■

What do others say?

"I've found Executive Dialogue to be one of the best values for our Dayton Area Chamber membership. No matter what the widget is that you sell, businesses have the same challenges: the economy, growing market share, employee HR issues, legislative, insurance, technology, etc. For only \$250 a year, I have a group of 12 to 15 business leaders I can turn to as a sounding board for business challenges and decisions. We all benefit by learning from each other and sharing our strength and knowledge with one another. I know I can turn to any one of them any time for advice, because the relationships I've made with my group will be carried with me for the rest of my life."



— Kim Duncan, Executive VP, Elements IV Interiors

Anthem **WELLNESS** Programs

Fitness pays off in more ways than one — for the exercise buff as well as his or her employer. Now Anthem suggests new incentives and cost-saving programs to promote worksite wellness.



Physical Activity” tool kit from Anthem Blue Cross and Blue Shield’s 360° Health program. Print-on-demand posters and payroll stuffers are available at Anthem.com/timewellspent. — ■

Certain factual or statistical information was derived from the following sources:

* *CNNMoney.com, Bribe your workers to be healthy (May 12, 2010): money.cnn.com*

** *Inc., How to Start a Wellness Program (May 3, 2010): inc.com*

Healthier employees equate to lower insurance premiums, but starting in 2011 small businesses may be eligible for grants to help fund workplace wellness initiatives launched after March 23, 2010.* Studies show that employers can expect worksite wellness programs to reduce absenteeism, health care costs, and workers’ compensation and disability claims by more than 25% each.**

Start raking in that extra cash immediately by encouraging your employees to take brief fitness breaks throughout the day. The best results come from high-intensity exercises like jumping jacks that — let’s be honest — will make most people feel ridiculous.

Depending on your company’s culture, a minute-long company-wide jumping jack session at 2:30 might build rapport and burn calories at the same time. If that isn’t for you, though, a brisk walk around the building gets the heart pumping and the creative juices flowing.

Get your company moving! Check out the American Heart Association’s “Start!” worksite wellness walking program at startwalkingnow.org. Encourage your employees to take advantage of the tracking tools, grocery list builder, social media plug-ins, and individually tailored walking plans. And don’t miss the Time Well SpentSM “Increasing



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**Nick, Stephen
& Joe Keyes**

KEY ADS

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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 June 2010 report.



GDP

GROSS DOMESTIC PRODUCT — ANNUAL PERCENTAGE CHANGE

1st Qtr '10	4th Qtr '09	3rd Qtr '09	2nd Qtr '09	1st Qtr '09
+3.0	+5.6	+2.2	-0.7	-6.4

CPI

CONSUMER PRICE INDEX MAY 2010

May 2010	
monthly change.....	-0.2%
Annual percent	
change '10.....	+2.0%

Key Economic Indicators — June 2010

SALES TAX COLLECTIONS

COUNTY	RATE (%)	APR '10	APR '09	12 MO. CHANGE	YTD '10	YTD '09	YTD CHANGE
Butler.....	0.75	2,580,095	2,434,010	+5.90%	9,830,776	9,881,216	-0.50%
Clark.....	1.50	1,792,409	1,567,385	+14.40%	6,538,442	6,397,696	+2.20%
Darke.....	1.50	554,655	549,352	+0.90%	2,172,208	2,257,512	-3.90%
Greene.....	1.00	1,868,224	1,760,042	+6.10%	7,062,843	7,091,730	-0.40%
Miami.....	1.25	1,149,448	786,713	+49.10%	4,232,985	3,330,575	+27.0%
Montgomery	1.00	5,256,118	4,960,499	+5.90%	19,764,985	19,728,176	+0.20%
Preble	1.50	596,641	347,486	+71.70%	1,682,547	1,355,810	+24.10%
Warren	1.00	2,509,462	2,167,550	+15.80%	8,703,009	8,667,385	+0.40%
Region (\$,000s).....		16,307	14,573	+11.90%	59,987	58,710	+2.20%

Cost of Living Index

JUNE 2010

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

UNEMPLOYMENT RATE

	MAY '10	MAY '09	'10 AVERAGE
Dayton MSA (Metropolitan Statistical Area).....	10.90%	11.20%	12.00%
Ohio	10.10%	10.40%	11.20%
U.S.....	9.30%	9.10%	10.00%

VALUE OF NEW CONSTRUCTION

DAYTON MSA NEW CONSTRUCTION	YTD MAY '10	YTD MAY '09	YTD CHANGE
Non-residential.....	138,215,000	187,538,000	-26.0%
Residential.....	99,496,000	71,186,000	+40.0%
Total	237,711,000	258,724,000	-8.0%

HOME SALES

DAYTON MSA	MAY '10	MAY '09	% CHANGE	YTD '10	YTD '09	% CHANGE
No. of homes sold.....	1200	853	+40.68%	4,246	3,638	+16.71%
Total home sales (\$,000s).....	152,359	107,872	+41.24%	514,038	403,630	+27.35%
Average sale price (\$).	126,966	126,462	+0.40%	119,539	109,464	+9.20%



DAYTON International Airport

At long last the Dayton International Airport has constructed a new Multi-Level Parking Garage, offering convenient covered parking for travelers and guests. On July 29, 2010, a grand opening ceremony was held for the new 660,000 square foot parking garage.

THE DAYTON INTERNATIONAL AIRPORT — CHANGING TO MEET YOUR NEEDS

Covered parking has been a longstanding customer request. This parking garage will make life easier for travelers, and will help the Dayton International Airport remain competitive with other airports in the region.

The three-level parking garage has approximately 1,400 public parking spaces on the second and third levels. The ground level will be occupied by the Airport's six on-site rental car companies. The parking garage is the new location for Short Term Parking as well as those seeking a parking option close to the Terminal Building. The daily maximum rate for the Short Term/Parking Garage is \$18.00, which is reduced

from the former \$25.00 daily rate. The first 30 minutes of parking in the garage is *free* for more convenient drop off and pick up of traveling passengers. The next 31 minutes to 1 hour costs \$3.00 and each additional hour is \$3.00.

Other unique features of the parking garage include access ramps in and out of the garage that are equipped with special coils to prevent the ramps from freezing during inclement weather, and two 15-foot fountains facing the Terminal Building that are incorporated into the landscape design.

The parking garage showcases the artistic talents of 3rd and 4th graders from 22 schools from across the Dayton region. The artwork aptly called "Though the Eyes of Children" is installed in the five stairways

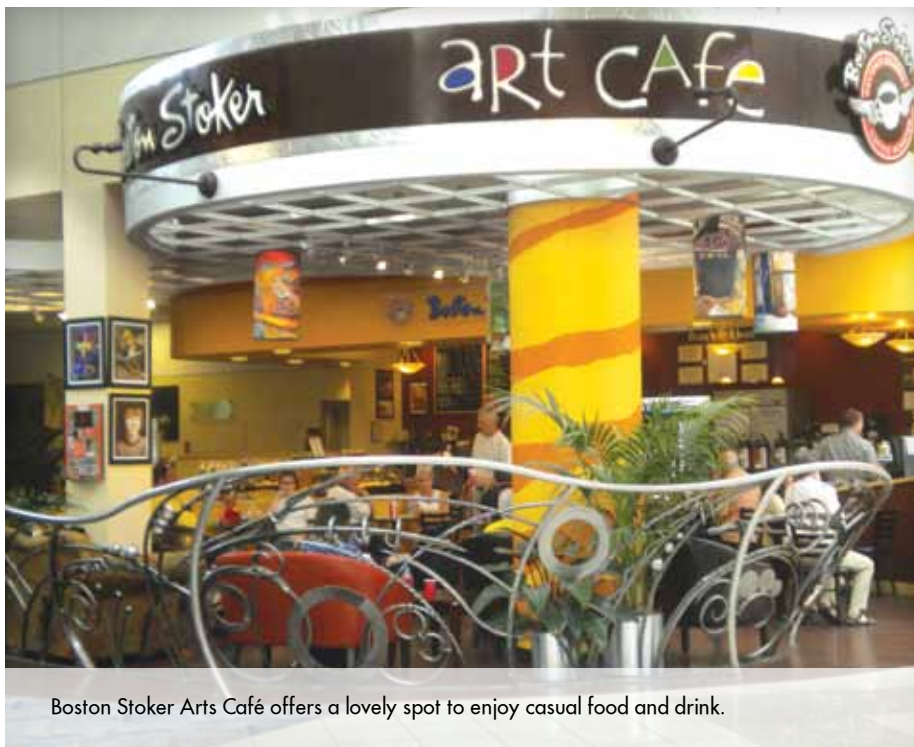


of the parking garage. The art installation is part of the Arts at the Airport Program, which is a collaboration between the Airport and Culture Works, created to enhance and enrich the visitor and passenger experience at the Airport by the introduction of works of art on exhibit.

As part of the Airport's \$156 million 5-year capital program, the cost of the parking garage, including design, is approximately \$37 million, which was financed by Airport revenues that are restricted to Airport uses because the Airport does not rely on general tax revenues of the City of Dayton. The design and project/construction management team included: Levin Porter Associates (the architect of record); Post, Buckley, Schuh & Jernigan, Inc.; BEAC, Inc.; RW Armstrong; Carl Walker Parking; and M Engineering. Barton Malow Company was the prime contractor for construction.

"The Airport has delivered on its promise to provide covered public parking just steps away from the ticketing lobby and baggage claim. This parking garage will help the Dayton International Airport remain competitive with other airports in the region," said Walter J. Krygowski, Interim Director of Aviation for the City of Dayton.

The parking garage is the latest and greatest improvement at the Airport, but if you haven't been to the Dayton Airport recently you'll be pleasantly surprised with the many changes



Boston Stoker Arts Café offers a lovely spot to enjoy casual food and drink.

and improvements that were undertaken during the past year. The changes are immediately evident as you drive onto the Airport grounds. The landscape has been artistically transformed with well manicured trees and shrubbery along Terminal Drive. Colorful banners adorn this Airport entry way that represent all of the 19 non-stop destinations available from the Dayton International Airport.

In 2007 a survey was conducted to understand the wants and needs of the traveling public at the Dayton Airport. The customers asked for expanded shopping close to airlines gates as well as a Terminal lobby shop. They wanted the restaurants to be located amidst the gates so travelers did not have to walk back to the checkpoint for food and beverages. Now this is exactly what you will see when you travel through the Dayton Airport.

The following improvements were completed in April, 2009 as part of The Paradies Shops Improvement Project:

- **Wright Stop TravelMart** (opened June 6, 2009) — The Wright Stop Travel Mart is located next to Gate C16/18. It provides one-stop shopping with a broad assortment of news, magazines and traveler convenience items.
- **Dayton Marketplace** (opened June 11, 2009) — The Dayton Marketplace is located next to Gate B14. It provides an assortment of news, magazines, and traveler convenience items as well as local gourmet foods and gift items that provide the flavor of the Dayton area.

(continued on page 23)



Dayton children showcase their art.

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THE 2010 OHIO
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POLITICS

Q&A IN

Gov. Ted Strickland

AGE: 69

PARTY:
Democrat

OCCUPATIONS:
· Governor, State of Ohio
· Methodist Minister
· Psychologist
· College Professor
· Member of Congress

EDUCATION:
· BA, Asbury College
· MA, University of Kentucky
· M. Div., Asbury College
· PhD, University of Kentucky

TERMS IN CONGRESS:
· 1993-1995
· 1997-2007

RESIDENCE:
Bexley, Ohio

John Kasich

AGE: 58

PARTY:
Republican

OCCUPATIONS:
· Author
· Weekly Television News Host
· Investment Banking
· Member of Congress

EDUCATION:
· BA, The Ohio State University

TERM IN CONGRESS:
· 1983-2001

RESIDENCE:
Westerville, Ohio

Ohio Gubernatorial candidates Gov. Ted Strickland and John Kasich are making their presence known to the Dayton Area business community. In separate speeches delivered to members of the Dayton Area Chamber of Commerce, both candidates touted their vision and strategy to strengthen Ohio's economy.

On June 22, 2010, Governor Ted Strickland spoke to Dayton area business leaders and highlighted a list of his accomplishments and future initiatives that will energize the business community. Strickland's comments

centered on his gubernatorial experiences and the unique public policy challenges that he has faced as Governor. In his remarks Strickland highlighted his P-16 education initiatives and their importance to the future workforce in Ohio and the Dayton area.

On July 2, 2010, former Congressman John Kasich candidly addressed the Dayton area business community and gave attendees an intimate insight into his professional and elected history. Kasich focused on his past experiences as a business leader and his commitment to supporting business growth in the State of Ohio. Kasich highlighted his commitment to retain business leaders in Ohio and provide an environment where business success can thrive.

Both candidates have made it known that the business community will be vitally important to their election campaigns. The Dayton Area Chamber of Commerce urges all of its members to carefully consider which candidate will best represent their business in the Ohio Statehouse and make your voice heard on Election Day. — ■

For more information on either candidate, please visit their official campaign websites:

Governor Ted Strickland:
TedStrickland.com

John Kasich:
KasichforOhio.com



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TOO MUCH Too Soon?

Have you ever shared too much information too soon? —

- *Have you taken a “trip” at the movies?*
- *Get the prospect to talk.*
- *Save your knowledge and expertise.*



By Roger Wentworth, President, Sandler Training



DON'T SPILL YOUR CANDY IN THE LOBBY

You headed for the theatre doors all ready to find a good seat with your box of candy, and munch your way through the movie. But not three feet from the door, you stumbled on a ripple in the carpet. As you lurched forward, so did the contents of your candy box.

You make your way to a seat and settle in. But, with most of your candy on the floor out in the lobby, the movie experience just won't be the same. If only you waited a few more minutes to open that box!

What does a spilled box of candy in a theatre lobby have to do with a sales call? Everything! Your box of candy represents your knowledge and expertise. Many salespeople are eager to open the box as soon as possible, and let all the candy spill out.

There's a time for all that “candy,” of course — during a presentation, demonstration, or proposal review. And even then, you only want to focus on the elements that specifically pertain to issues and concerns you and your prospect have previously identified — together.

KEEP THE “CANDY” IN THE BOX

During the initial phase of a sales call, the “candy” must remain in the box. You need to fully understand the prospect's situation. Your task is to determine if your product or service is truly a best fit for the situation. Your task is not to dump “candy” on the floor! That leads, all too often, to an unfortunate state of affairs.

If you're routinely dropping off information, proposals and marketing materials without really understanding your customer's buying motives, you are making a habit out of spilling your candy in the lobby.

Instead, gather enough facts to qualify the opportunity fully. If you get far enough along in the development cycle to make a presentation, then you can open the candy box.

The best way to help early on in the game, however, is by asking questions. Your job is to get information, not give it. Don't give away too much, too soon. Save your goodies for later.

CHANGE YOUR BEHAVIORS

Identify the specific times during sales calls where you are likely to be too eager to share information. Ask yourself: Why do I want to share the information? Is it, perhaps, the result of a desire to establish credibility or display expertise?

For each instance you identify, develop specific questions you could ask to determine whether the information you are now “spilling” is actually relevant and of interest to the prospect. — ■



DIVERSITY & Inclusion

Focusing on diversity and developing strategies to have a more inclusive workplace is not just the “politically correct” thing to do, but can result in greater productivity, a competitive advantage and a greater return on the investment in human resources.

By Pat Meadows, MSSW, Executive Director, The National Conference for Community and Justice of Greater Dayton



Effective diversity and inclusion strategies include hiring employees from diverse perspectives and populations, while creating an environment where those employees are supported and valued.

- **Ability to attract and retain a quality workforce** — The return on your investment in recruitment, development, training and salaries is greater because quality employees want to join and remain with companies that hire a wider array of employees.
- **Ability to attract and retain new constituent bases** — Your clients prefer to do business with a company that has employees who represent the variety of populations with whom they interact in the global market.
- **Ability to generate new and creative models and approaches to your business** — Different perspectives and viewpoints, as well as life experiences, can result in better ideas and solutions, products and/or services. Diverse organizations also find new “niches” and business opportunities.
- **Greater flexibility and adaptability to meet the changing and challenging times** — As a result of learning how to deal with a changing, more diverse workforce, companies are primed to respond to changing business environments and demands which ensures sustainability.

Effective diversity and inclusion strategies include hiring employees from diverse perspectives and populations, but also creating an environment where those employees are supported and valued.

Henry L. Meyer III, CEO of Key Corp says it best: “Involving people with diverse backgrounds and ideas always produces better decisions. And better decisions create stronger neighborhoods, promote stable workforce, produce happier clients and make companies more profitable.” — ■

Often when speaking of diversity, we only focus on the visible dimensions of diversity, i.e. race, gender, ethnicity and age. Yet the dimensions of diversity go beyond the obvious and include faith, socioeconomic status, education, work style, geographic location and many more. The broader the definition,

the greater inclination to embrace the uniquenesses we have as strengths and work more effectively toward attaining the goals of the organization.

The following benefits can be realized as a result of a broader, more diverse workforce:

TRANSPORTATION Update

The Dayton Area Chamber of Commerce is part of a new coalition of Ohio organizations and individuals committed to advocating for Ohio's transportation needs and priorities.



Transportation MATTERS is a new broad-based, statewide transportation coalition that has been formed to advocate for a strategic approach to improving transportation in Ohio, including new and increased funding for all modes of travel.

Recognizing that a well-funded, interconnected transportation system is the backbone of a strong economy in Ohio — in moving goods, people and services to where they need to go — and alarmed by the shortfalls in transportation funding, Transportation MATTERS was formed by 26 founding organizations in October 2008.

The group continues to grow with over 70 member organizations, including the Dayton Area Chamber of Commerce, transit agencies, airports, metropolitan planning organizations, highway contractors and transportation industry professionals and associations. The coalition's goal is to bring together multiple interests to educate the public and policy-makers on how strategic transportation investments are critical to Ohio's economic prosperity.

To achieve that goal, Transportation MATTERS concentrates on three focus areas:


- **Advocacy.** Be the most influential, well-recognized (non-ODOT) voice on Ohio transportation issues, policy and funding. Provide vision and leadership on key transportation issues.
- **Partnerships** with key federal, state, regional and local agencies and elected officials to maximize and promote investment in Ohio's transportation systems.
- **Education and Outreach.** Provide factual information on the value of transportation and how it plays a critical role in economic growth and quality of life. In essence, making transportation one of the top five public policy priorities in the state.

Transportation is a key driver for job growth and economic growth. For every \$1 million invested in Ohio's transportation system, approximately 22 jobs are supported. Every \$1 invested in Ohio's transportation system results in \$2.54 increase in Ohio's gross domestic product. Transportation investment can spur and support substantial economic development. For example, a transportation project can bring residual investment from business, restaurants, housing and cultural venues.

According to a U.S. Chamber Report "Transportation Challenge, Moving the U.S. Economy": Transportation infrastructure plays a critical role supporting Ohio's economy. Similar to land, labor and capital, transportation is a key input to production. Across all economic sectors, a transportation network providing reliable, fast and cost-effective performance is critical to maintaining a competitive advantage in a global market place. Transportation infrastructure is vital to the success of the five major economic sectors that account for 84% of the US economy — services, manufacturing, retail, agriculture and natural resources, and transportation providers (equipment and services).

Transportation services — moving people and goods via truck, railroads, public transportation, aviation and ships and barges — accounts for nearly \$1.3 trillion spent to purchase transportation services. The productivity and success of the transportation

(continued on page 22)




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(continued from page 21)

services sector is tied directly to the capacity and performance of the nation's transportation infrastructure. When transportation service sector productivity drops and costs go up, clients in the manufacturing, retail, agriculture, natural resources and service

sectors feel the effects immediately.

A well-designed, interconnected transportation network with adequate capacity and efficient management has significant economic and social benefits.

TransportationMATTERS is working to bring Ohio's transportation's assets to light and obtain more funding for transportation across all modes. —■

(Source: Transportation Matters Coalition Staff)

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(continued from page 17)


- **CNBC Express** (opened July 13, 2009) — The CNBC Express is located near baggage claim across from the Boston Stoker Arts Café. It offers a broad range of popular newsstand items including books, magazines, newspapers, snacks and beverages.



HMS Host is the master concessionaire for Food & Beverage in the terminal. The following improvements were completed in February, 2010 as part of the HMS Host Improvement Project:

- **Quiznos** (opened September 14, 2009) — Quiznos is located across from gate B14, next to Tool Town Tavern. Quiznos features oven-toasted sub sandwiches that are made with special spices, freshly sliced meats and veggies piled high over the Quiznos bread of your choosing.
- **Boston Stoker Arts Café** (opened October 26, 2009) — The Boston Stoker Arts Café is located near the baggage claim. It features Boston Stoker gourmet coffee as well as a broad assortment of teas, smoothies, baked goods, sandwiches, and snack items.
- **Starbucks** (opened November 16, 2009) — Starbucks is located across from gate C16/18. In addition to delicious beverages, Starbucks also offers a variety of pastries, confections, sandwiches and salads.
- **12th Fairway Bar & Grill** (opened February 8, 2010) — The 12th Fairway Bar and Grill is located across from gate C16/18. It is a unique, family friendly restaurant and bar that provides a lively, casual atmosphere. The walls feature murals of Kitty Hawk and Madden golf courses.

The Dayton International Airport has responded to their customer's requests. These improvements will generate additional revenue as well as help to reduce airline cost and provide travelers with a better travel experience when flying from Dayton. — ■



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James Bosse	Graceworks Lutheran Services
John Buscemi	TriComB2B
Sarah Carter	Pickrel, Schaeffer & Ebeling
Bryan Chodowski	City of Riverside
Beth Churchill	Junior League of Dayton
Marty Coates	MJ Coates Construction Co.
Rebecca Cole	Wright State University
Erik Collins	Montgomery County
Diane Ewing	Premier Health Partners
Diane Farrell	Dayton Society of Natural History
Jacque Fisher	Wright-Patterson Air Force Base
Daniel Gentry	Coolidge Wall Co. LPA
Janet Grant	CareSource
Leslie Grooms	Kettering Health Network
Christy Mauch	Better Business Bureau
Shaun Hamilton	Miami Valley Hospital
Matthew Hayden	Tasca Inc.
Seth Hummel	IOC
Janet Jones	Sinclair Community College
Maha Kashani	Cincinnati Bell
Raj Kejriwal	AARIS LLC
Jamie Kenny	NewPage Corporation
Natalie King Albert	Dayton Area Chamber of Commerce
Scott Knebel	LJB Inc.
Joni Magnus Ramsey	Cox Ohio Publishing
April Mescher	Excellence in Motivation
Tim Pepper	Taft Stettinius & Hollister LLP
Steven Petitjean	Fifth Third Bank
Therese Plaspohl	PNC
Nancy Robie	Grandview Medical Center
Steven Rubenstein	Crayons to Classrooms
Walter Sackett	Kettering Health Network
Annette Schmeling	University of Dayton
Leigh Semples	St. Vincent de Paul Society, Dayton District
Marc Smith	Wright-Patterson Air Force Base
Ty Stone	Sinclair Community College
Bryan Suddith	A Kid Again, Dayton Chapter
Karen Thomas	City of Dayton
Mark Vest	Dayton Power & Light Company
Lisa Wagner	Victoria Theatre Association
Ariel Walker	City of Dayton
Brian Wright	Faruki Ireland & Cox



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.

MAY, 2010



Cousin Vinny's Pizza

JUNE, 2010



QCR Imaging & Supply

JUNE, 2010



FirstDay Financial Credit Union

JUNE, 2010



Harmon Business Center

VOLUNTEERS —

2ND QUARTER 2010 —

Susan Herrmann —
Applied Mechanical Systems

Suzanne Klopfenstein —
Cox Ohio Media

Ginny Strausburg —
Dayton Power & Light



GVS Profile

*See our selection of Chamber Group Value
Purchasing Opportunities on page 18!*



The Dayton Area Chamber of Commerce offers many group purchasing opportunities designed to help our members lower their operating costs. Our program with Office Depot is one of our most valuable and widely used offerings. This partnership provides exclusive savings for members on office supplies, technology equipment and digital print services. And it's absolutely FREE with membership! Benefits of the program include:

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of lowest retail price found in-store and online

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(continued from page 02)

grant to buy real estate equipment and other assets, pushing the total value to well over \$100 million.” Those dollars did not include the staff or volunteer efforts that took place in pulling that package together. That “deal” was a very complex one with no fewer than 9 different organizations or agencies taking part and no fewer than 40 individuals working together as a team to finalize that agreement.

Bottom line, economic development is a team sport. This region must continue to work together as a team and not be divided or defensive. Chambers have their place — as do other private and pseudo-public entities — as well as do governments which reinvest hard tax-dollar assets in the growth of our businesses and region. No community goes it alone and this environment has been the toughest I’ve ever seen. The real answer is not always hard-dollar incentives. The best and ultimate answer is a low-tax, pro-business atmosphere that puts Ohio at an absolute competitive advantage compared to other areas in the nation. With that, we can compete at any level in “economic development” — with anyone. — ■

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

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Pushing the Possibilities

CALENDAR Of Events

SEPTEMBER

10

Breakfast Briefing

DATE/TIME September 10, 7:15 - 9:00 am
 SPEAKER..... Joe Morgan, President/CEO, Standard Register
 TOPIC..... TBA
 LOCATION..... Dayton Racquet Club
 REGISTRATION.... 937-226-8253 or registration@dacc.org
 SPONSORS..... *Presenting Sponsor:* Benefits Network
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SEPTEMBER

15

Safety Breakfast with the Experts

DATE/TIME September 15, 7:30 - 9:00 am
 SPEAKER..... Drew Kiger, Koorsen Fire & Security, Inc.
 TOPIC..... Fire Safety
 LOCATION..... Mandalay Banquet Center
 REGISTRATION.... 937-226-8224 or mpontius@dacc.org
 SPONSORS..... AAA Miami Valley



SEPTEMBER

20

18th Annual Chamber Challenge

DATE/TIME September 20, 11:00 am - 7:00 pm
 LOCATION..... NCR Country Club
 REGISTRATION.... 937-226-8283 or robinf@dacc.org
 SPONSORS..... *Presenting Sponsor:* Cincinnati Bell



OCTOBER

08

Breakfast Briefing

DATE/TIME October 8, 7:15 - 9:00 am
 SPEAKER..... Mark Thompson, President, LJB, Inc.
 TOPIC..... TBA
 LOCATION..... Dayton Racquet Club
 REGISTRATION.... 937-226-8283 or registration@dacc.org
 SPONSORS..... *Presenting Sponsor:* Benefits Network
Supporting Sponsor: Pickrel, Schaeffer & Ebeling Co., L.P.A.



OCTOBER

13

Business after Hours

DATE/TIME October 13, 5:30 - 7:30 pm
 TOPIC..... Networking
 LOCATION..... TBA
 REGISTRATION.... 937-226-8253 or registration@dacc.org



NOVEMBER

12

Breakfast Briefing

DATE/TIME October 12, 7:15 - 9:00 am
 SPEAKER..... John Ernst, Ernst Concrete
 TOPIC..... TBA
 LOCATION..... Dayton Racquet Club
 REGISTRATION.... 937-226-8253 or registration@dacc.org
 SPONSORS..... *Presenting Sponsor:* Benefits Network
Supporting Sponsor: Pickrel, Schaeffer & Ebeling Co., L.P.A.



For more information or to register, visit us online at www.daytonchamber.org

GENERATION Dayton Events

SEPTEMBER

09

Thirsty Thursday

DATE/TIME September 9, 5:30 - 7:30 pm
LOCATION Beef O'Brady's
953 South Main Street, Centerville, OH
COST Free to attend, cash bar



SEPTEMBER

21

Business and Breakfast

DATE/TIME September 21, 7:00 - 8:00 am
LOCATION Bob Evans Restaurant
7400 Miller Lane, Dayton, OH
REGISTRATION LaDonna Wulfeck, lwulfeck@dacc.org
COST Free to attend, breakfast at your own expense



SEPTEMBER

24

Fourth Friday Lunch

DATE/TIME September 24, 12:00 - 1:00 pm
LOCATION Murray's Place
2866 South Dixie Avenue, Moraine, OH
REGISTRATION Andy Hickey, ahickey@technologyfirst.org
COST Free to attend, lunch at your own expense



OCTOBER

07

Generation Dayton's 2010 Golf Outing

DATE/TIME October 7, Tee time 1:00 pm
LOCATION Miami Valley Golf Club
3311 Salem Avenue, Dayton, OH
REGISTRATION LaDonna Wulfeck, lwulfeck@dacc.org
COST \$50 Members, \$60 Non-Members



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