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Dayton Area
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FOCUS

Chamber's 105th Annual Meeting

A FIVE-STAR
YEAR! p16

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VOL. IV – NO. 2 2011



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Your Help is Needed to Re-energize Leadership Dayton

Leadership Dayton is taking on two community service initiatives to fulfill its mission to the greater Dayton community. These initiatives will provide differing levels of community service opportunities to Leadership Dayton current and past participants, their families, friends, and co-workers – anyone who would like to be involved.

HAVING AN IMPACT ON THE COMMUNITY

The Impact action is a one-day, once a quarter sweat-equity volunteer project. It will be a “flash mob” style call-to-action. Different not-for-profits, public agencies, and organizations will be eligible to submit a nomination for an Impact action. A notification of the quarter’s action will be sent out in advance stating the needs of the action and a request to sign-up to help. It is a “get in, get it done, get out” volunteer action day.

MAKING RIPPLES IN THE COMMUNITY INITIATIVE

The Ripples action is a larger volunteer project, in the style of our class projects. Ripples actions will be once-a-year and will require not only sweat equity but in-kind and monetary donations. Ripples action nominations will be solicited, evaluated, with one chosen for Leadership Dayton to accomplish each year.

AD HOC COMMITTEES

In order to accomplish these initiatives, four ad hoc committees are being set up:

- » Impact Committee
- » Ripples Committee
- » Website & Social Media Design Planning
- » Writing the 2011-2012 Marketing Leadership Dayton Plan

Your service on any one committee will last no more than one year or when the tasks of that committee are accomplished.

If you’d like more information, to volunteer for a committee, an Impact or Ripples action, nominating an organization or agency, please contact:

Lou Es Greene
Leadership Dayton Marketing Liaison
937.435.5067 (p)
L.E.Greene@L2MR.com

I hope you will join us in serving the greater Dayton community, re-engaging with the Leadership Dayton community, and having fun.

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CONTACT INFORMATION

Dayton Area Chamber of Commerce

1 Chamber Plaza
Fifth & Main Streets
Dayton, Ohio 45402-2400
P: 937.226.1444
F: 937.226.8254
W: www.daytonchamber.org

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Dayton Area Chamber of Commerce

EDITORIAL STAFF

Editor-In-Chief

Toni Bankston — tbankston@dacc.org

Contributors

Stephanie Hicks
Chris Kerschner
Roger Wentworth
Chris Wimsatt

DESIGN

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PRESIDENT'S Message



FOCUS ON: BEING THE REGION'S BUSINESS ADVOCATE

Since our organization's founding in 1907, one of the most important tenets that has

been part of our service to our members is the advocacy of business issues. At times, those issues may be very controversial and take the form of concerns about regulations or legislation that could affect our members in such a way as to restrict or stop businesses from conducting commerce.

Over the years, your Chamber's positions on some issues have not always been popular – not with some of our elected officials and perhaps not even with 100% of our members. However, our work behind the scenes locally in Columbus and Washington has been guided by these 3 key principles: First, do what's best for the majority of our members' businesses; second, our positions are volunteer driven (not staff) by a process of information, conversation, communication, debate and ultimately volunteer-member decision-making; and third, how will these decisions affect our community, region, state or even nation?

Recently our Chamber, through the participation and oversight of your peer members, worked on and published a comprehensive document of state government reforms that was openly shared with state elected leaders and the public. It was not discussed and debated in closed-door sessions – no, just the opposite. It was a wide-ranging and open look at ideas, recommendations and outcomes for the consideration by state leaders to help them ultimately streamline state government; improve government

efficiency and productivity; and help solve our state's \$8 billion budget deficit. *Redefining Ohio: Transforming Government into a 21st Century Institution*, was professionally researched and jointly written by the 8 large Ohio metropolitan chambers of commerce and the Ohio Chamber of Commerce. It was purposely published after the November 2010 elections in order to remove any potential partisan conflict that might taint our results and credibility.

Now several months later, we are in part two of this important statewide chamber initiative – the advocacy stage. A large number of our recommendations made sense to our state elected officials and are now being considered in the state budget as well as in legislation meant to change or reform Ohio into a more competitive, business-friendly environment; one that is ready, willing and able to grow more and better business for our members and for our communities – just as in our own Chamber mission.

Being an open advocate is not always popular. Not everyone sees the issues from the same perspectives. Actually, however, this is a healthy attribute of our American political process – we call democracy. Open debate and ideas strengthen the process and ultimately create better, more intelligent legislation. Right now we are in the middle of one of those important statewide debates and many of us believe how we come out of this – through debate and compromise if need be – could shape Ohio's future for decades. It will influence and change not only our current business practices, our employees' and families' lives, but also the futures of our children and perhaps their children, too.

We ask you to trust this process that you and your fellow members designed years ago and oversee. Trust your fellow members,

(continued on page 07)



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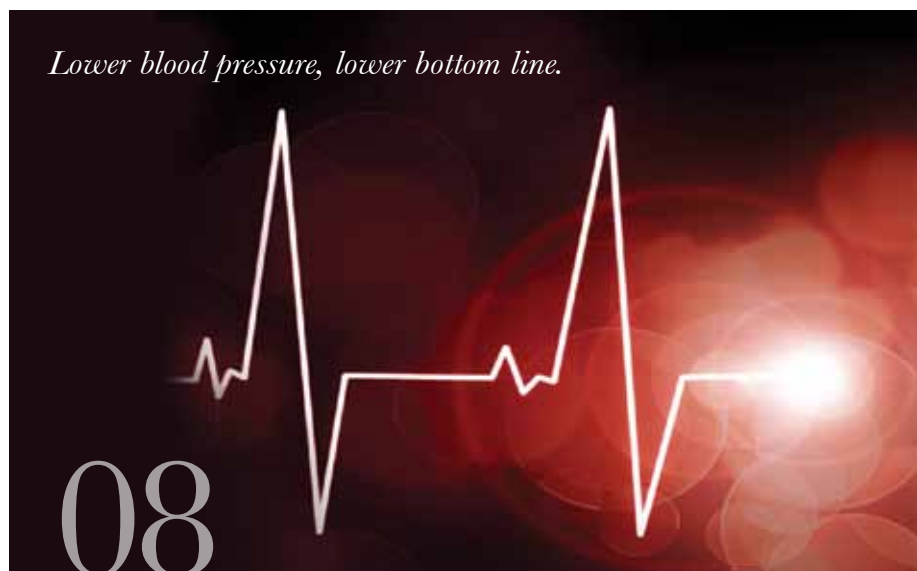
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The Dayton Chamber of Commerce
Annual Meeting was held on
April 26, 2011.



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BUILDERS Breakfast Series

The Dayton Area Chamber of Commerce Minority Business Partnership Facilities Committee is the source for connections in the construction and building services industry, helping companies looking to diversify their supplier base find local minority contractors.



DACC MBP FACILITIES COMMITTEE BUILDERS BREAKFAST

The Dayton Facilities Committee was established in 2005 by The Dayton Foundation and the University of Dayton to connect buyers and suppliers who are committed to increasing minority business participation in the construction and building services industries.

As a part of the Dayton Chamber Buy-Local initiative, this is an economic development effort designed to increase local spend by encouraging buyers to do more business with local companies. The group assembles monthly to share best practices, set goals, network, and monitor and report progress against the goals. Outcomes include:

- New strategic supply chain relationships between facility owners and local construction/building services companies
- More facility owners leveraging their buying power to keep more spend in our local economy
- More local small and minority owned businesses doing business in the region

The Facilities Committee is lead by industry representatives and managed by the Dayton Area Chamber of Commerce Minority Business Partnership (MBP). Industry leaders stress the importance of gathering professionals in the industry to discuss supplier diversity and create new business partnerships.

Thus, the MBP introduced the Builders Breakfast Series, a networking opportunity for owners of facilities, construction companies and specialty trade contractors to come together. The first event was held in April with over 40 facility owners and construction companies participating in a speed networking event. Many new potential business relationships were formed with contractors and buyers having an opportunity to meet and share needs and capabilities. Over the next few months the owners of facilities and builders will contact the contractors met at this event for potential bid opportunities.

The next Builders Breakfast event is set for August 25, 2011. Check the Dayton Chamber website in June for more information. — ■

EVENT SPONSORS —



BUDGET Advocacy Plan

In December 2010, the Dayton Area Chamber of Commerce in partnership with the other eight metropolitan chambers of commerce — including the Ohio Chamber, released a series of strategic state budget recommendations that were designed to bring efficiency and solvency to the state budget, without road blocking business growth opportunities.

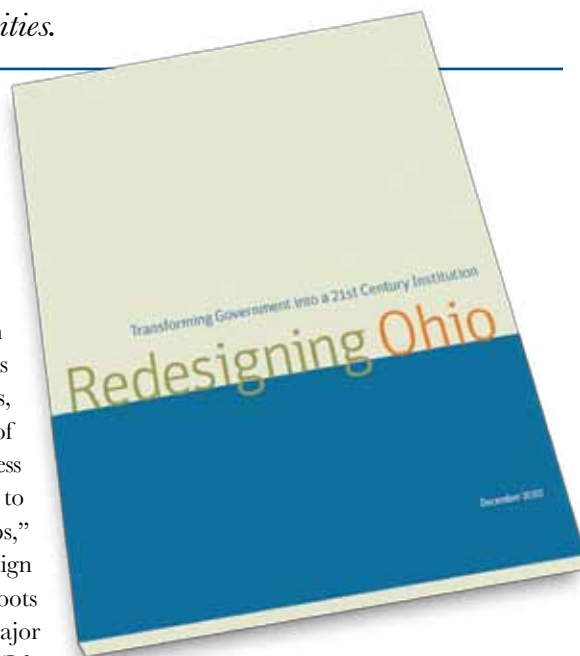


The state budget recommendations were released in a 50 page report that detailed new state budgeting methodologies, criminal sentencing reform, civil service reform, a review of tax expenditures, public pension reforms, free enterprising of state services, chartering of state agencies, local government shared services, and health care reforms. These recommendations were presented as new and innovative budgeting measures to Governor Kasich and the Ohio legislature, to help bring solvency to the looming \$8 billion state budget deficit.

The recommendations included in the *Redesigning Ohio* report were well received by the Administration and the legislature, and to this end, many were included in Executive Budget introduced by Governor Kasich in March 2011. “The real challenge is now upon us – ensuring that these recommendations

are enacted and bring the desired efficiencies to the state budget is paramount,” stated Phil Parker, President & CEO, Dayton Area Chamber of Commerce.

To ensure the merit and foundation of these recommendations remains intact through the legislative process, the Dayton Area Chamber of Commerce has partnered with business organizations throughout the state to launch “Ohio’s Campaign for Jobs,” on April 19, 2011. “Ohio’s Campaign for Jobs” was launched as a grassroots initiative to secure passage of the major reforms contained in the Governor’s “Jobs Budget,” that is now being considered before the Ohio General Assembly. This campaign is a coalition of Ohio citizens, business organizations, community groups and chambers of commerce from throughout Ohio.



development initiative, JobsOhio, must have a dependable funding stream in order to help and retain jobs in Ohio. This budget utilizes the sustainable source of state liquor profits to fund JobsOhio.

- Reforming education so that more dollars go directly to the classroom for students and high quality teachers and away from administrative costs that overburden the system.

Ohio’s \$8 billion budget deficit highlights the need for transformational change at all levels of government. This deficit was not incurred overnight, but instead is a culmination of years inefficient budgeting and unmonitored costs inflations. These recommendations will help to rein-in these costs and bring solvency to Ohio taxpayer investments. For more information of Ohio’s Campaign for Jobs, visit www.campaignforjobs.com. — ■

Source: *Ohio’s Campaign for Jobs*. (2010). Retrieved April 29, 2011 from www.campaignforjobs.com.

(continued from page 02)

volunteers and Board members to make suggestions and decisions that will be in the best interests of our members’ businesses, our organization and our community. Then we ask you to get involved and support those ideas you feel are important to your rights to be successful entrepreneurs, business owners and business leaders. We cannot be successful advocates without your help, active involvement and support. You are the Dayton Area Chamber of Commerce. — ■

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

KEY RECOMMENDATIONS INCLUDED IN THE EXECUTIVE BUDGET

- Making long overdue changes that eliminate waste and inefficiency by adopting modern practices already in use in the private sector and utilizing technology to streamline government.
- Lifting barriers and providing necessary tools for local government across Ohio to improve and streamline operations by sharing services at a lower cost without reducing quality.
- Changing criminal sentencing policies with common sense approaches to rehabilitate young, non-violent and first time offenders rather than incarcerating them with hardened career criminals.
- Sustainable funding for JobsOhio initiatives. The recently created state economic

LOWER Bottom Line

Lower blood pressure, lower bottom line — May is National High Blood Pressure Education Month, so it's the perfect time to remind your employees about the importance of regular blood pressure screenings.



Anthem 

Sources:

- 1 Centers for Disease Control and Prevention, *High Blood Pressure Frequently Asked Questions* (February 1, 2010): cdc.gov
- 2 Medscape Cardiology, *The Epidemiology of Hypertension: Latest Data and Statistics: New Report Documents Economic Impact of Hypertension in the United States* (2007): medscape.com
- 3 Centers for Disease Control and Prevention, *High Blood Pressure Facts* (March 12, 2011): cdc.gov
- 4 WebMD, *High Blood Pressure Prevention* (March 6, 2009): webmd.com
- 5 University of Massachusetts Lowell, *Financial Costs of Job Stress* (accessed April 21, 2011): uml.edu

May is National High Blood Pressure Education Month, so it's the perfect time to remind your employees about the importance of regular blood pressure screenings.

In 2010, high blood pressure – hypertension – was estimated to cost the U.S. \$76.6 billion in health care, medications, and missed work.¹ And presenteeism due to hypertension, when an employee comes to work but isn't at his or her best, costs employers about \$247 per employee with high blood pressure.² Since about a third of U.S. adults have it,¹ that amounts to a large chunk of change.

To cut down on what high blood pressure is costing your company:

- **Educate your workforce.** Make sure they know the dangers of hypertension and pre-hypertension. Have a health professional visit the office to provide free blood pressure screenings – more than one in five people with high blood pressure don't know they have it.³ For colorful posters, brochures, and educational materials, visit anthem.com/timewellspent and look under "Know Your Numbers."
- **Get them moving.** Being physically active dramatically lowers a person's risk for

developing high blood pressure. In fact, regular exercise can cut it in half.⁴ Encourage your employees to be active by negotiating a discount with a local gym, sponsoring company-wide fitness events, or offering incentives for getting fit.

- **Keep them balanced.** Aside from raising blood pressure,⁴ employee stress is costly in itself.⁵ To cut your costs, take a proactive approach. Take advantage of a free "Quality of Worklife Questionnaire" from the National Institute for Occupational Safety and Health. Form a team to make recommendations on how to improve working conditions and reduce stress. Meanwhile,

keep lines of communication open so your employees feel confident they're being heard. — ■



WHEN AN APPLE A DAY IS JUST NOT ENOUGH.

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Anthem  

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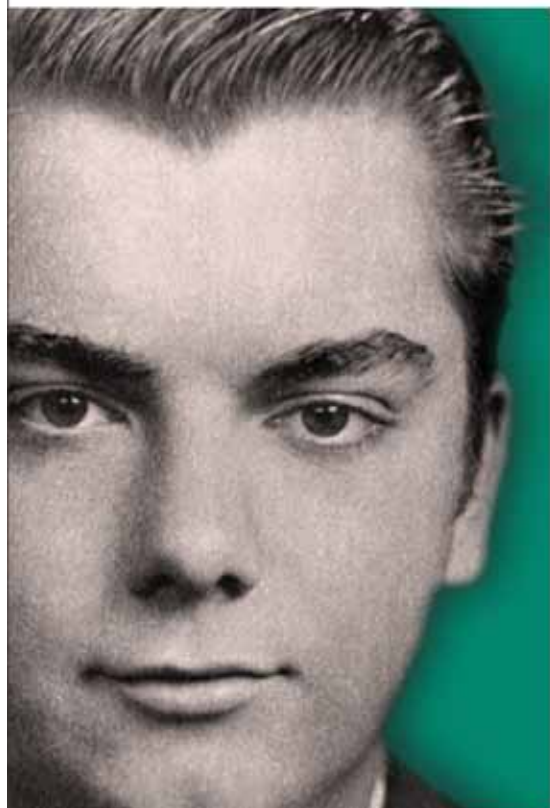
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A former brakeman for the B&O Railroad, he had no visible material possessions. No one would have believed that he was a millionaire twice over. He loved to give gifts – and he loved children. When Frank Crosthwaite died, he left a \$2 million endowment in The Dayton Foundation to help children for decades to come.

The Foundation has awarded grants of more than \$700,000 from his field-of-interest discretionary fund, just since the year 2000. One major grant helped Dayton Children's establish the Triage Program that has helped save many children's lives.

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INVEST In Your People

Now is the time — *At a time when the economy remains sluggish, it may seem counter-intuitive to make investments in your company or organization's workforce. But business-savvy companies are doing just that not only to retain their current employees, but to make sure they have the talent they need to thrive in the critical recovery period ahead.*

"Typically in a slower economic environment, training budgets are among the first to be cut because they are viewed as discretionary," said Deb Norris, Vice President for Workforce Development & Corporate Services at Sinclair Community College. "But where training and development are concerned, they should be viewed as a strategic investment because they create a flexible and knowledgeable workforce that can more easily adapt to changing market requirements."



A recent example of a local company that has recognized the importance of investing in employee development is WinWholesale Inc., a leading supplier of domestic and industrial supplies and materials headquartered in Dayton. WinWholesale's vision is to be the premier wholesale distribution company for its customers, vendors and its nearly 4,000 employees.

WinWholesale's management feels a strong obligation to "pay it forward" and works hard to recruit and train future leaders. A key to WinWholesale's success are the over 500 Presidents operating local companies across the country. In addition to providing extensive training on company processes and systems, WinWholesale partnered with Sinclair Workforce Development to create and deliver a "Leadership Academy". This program is focused on accelerating leadership ability in the specific skills shown to be critical for success in the President role.

One WinWholesale local president who participated in the *Leadership Academy*, Rob Ferguson of Grandview Winnelson, has seen his year-to-year sales increase 44.6%

Sinclair Community College has developed and delivered tailored training to WinWholesale Inc. of Dayton. Here, Sinclair instructor Kristi Dinsmore discusses that training with WinWholesale's Whalen Ward, president of Portland Windustrial Co. in Portland, Ore.



from 2009 to 2010 and his return on investment rise 29% in 2010. Both increases he attributes in large part to skills he developed in his *Leadership Academy* training.

"Out of all the leadership and sales programs I have been involved in, this was the best one." Ferguson goes on to say, "Every time I came back to my company, I was able to implement change that added value to my customers, my employees, and my bottom line."

Monte L. Salsman is Chief Operating Officer for WinWholesale Inc. As COO, Salsman oversees the support operations of more than 500 Win local companies in 44 states across the U.S. He readily recognizes the positive return

WinWholesale has seen through its investment in talent development. "In wholesale distribution, people development and training are the equivalent to research and development in other enterprises. We are committed to the continuous investment in the skills of our people in order to increase the value we provide our customers," said Salsman.

For more information about Sinclair Workforce Development go online to www.sinclair.edu/workforce. — ■



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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 March 2011 report.



GDP

GROSS DOMESTIC PRODUCT — ANNUAL PERCENTAGE CHANGE

4th Qtr '10	3rd Qtr '10	2nd Qtr '10	1st Qtr '10	4th Qtr '09
+3.2	+2.6	+1.7	+3.7	+5.6

CPI

CONSUMER PRICE INDEX MAR. 2011

March 2011	
monthly change.....	+1.0%
Annual percent	
change 2011.....	+2.7%



Key Economic Indicators — March 2011

SALES TAX COLLECTIONS

COUNTY	RATE (%)	JAN '11	JAN '10	12 MO. CHANGE	YTD '11	YTD '10	YTD CHANGE
Butler.....	0.75	3,008,626	2,900,071	+3.72%	3,008,626	2,900,071	+3.72%
Clark.....	1.50	2,118,208	2,001,208	+5.84%	2,118,208	2,001,208	+5.84%
Darke.....	1.50	677,270	674,899	+0.35%	677,270	674,899	+0.35%
Greene.....	1.00	2,390,545	2,340,835	+2.13%	2,390,545	2,340,835	+2.13%
Miami.....	1.25	1,396,105	1,223,229	+14.14%	1,396,105	1,223,229	+14.14%
Montgomery	1.00	6,684,254	6,067,111	+10.17%	6,684,254	6,067,111	+10.17%
Preble	1.50	440,904	425,527	+3.52%	440,904	425,527	+3.52%
Warren	1.00	2,894,162	2,643,606	+9.41%	2,894,162	2,643,606	+9.41%
Region (\$,000s).....		19,610,074	18,276,486	+7.30%	19,610,074	18,276,486	+7.30%

Cost of Living Index

MARCH 2011

Dayton, OH	91.4
Columbus, OH	91.9
Cleveland, OH	101.0
Richmond, VA	104.4
Miami, FL	106.0
Chicago, IL	116.8
Baltimore MD	119.3
San Francisco, CA	163.8
U.S. AVERAGE	100.0

UNEMPLOYMENT RATE

	FEB '11	FEB '10	'11 AVERAGE
Dayton MSA (Metropolitan Statistical Area).....	10.2%	12.5%	10.4%
Ohio	9.8%	11.8%	9.9%
U.S.....	9.5%	10.4%	9.6%

VALUE OF NEW CONSTRUCTION

DAYTON MSA NEW CONSTRUCTION	YTD FEB '11	YTD FEB '10	YTD CHANGE
Non-residential.....	101,271,000	32,477,000	+311.0%
Residential.....	24,836,000	32,705,000	-24.0%
Total	126,107,000	65,182,000	+93.0%

HOME SALES

DAYTON MSA	FEB '11	FEB '10	% CHANGE	YTD '11	YTD '10	% CHANGE
No. of homes sold.....	637	601	+5.99%	1,191	1,089	+9.37%
Total home sales (\$,000s).....	70,994	69,198	+2.59%	126,933	124,152	+2.24%
Average sale price (\$).	111,451	111,140	-3.20%	106,663	114,046	-6.93%



DAYTON Public Schools

What's the outlook for Dayton Public Schools given all the changes in the economy and state capitol? Some may be surprised to hear this, but the outlook is positive. In my visits to schools, I see more teachers raising the bar and more children meeting expectations. ————— Lori Ward, Superintendent



DOING THINGS BETTER IN DAYTON PUBLIC SCHOOLS

In my visits to schools, I see more teachers raising the bar and more children meeting expectations.

No question, the environment is challenging. Without rehashing what you see and hear daily, property tax collections are still depressed. The state budget is still unsettled, and surely problematic. Senate Bill 5 is headed to the ballot. Yet, as Treasurer Stan Lucas says, “we will find the way to make the money work next year.”

I’ll say more on the budget later. Our total purpose is turnaround. The vital signs inside DPS are stronger than they have been in years.

I feel a sense of teamwork and accomplishment. We are not where we need to be, but the future is looking up.

One tangible step forward is the Board of Education’s approval of neighborhood-based schools. When schools are anchors and assets in our city, then teachers, families, civic groups and local businesses will become partners in the development of our children. With families and communities involved, we can make a real difference for our city.

We are also re-inventing our relationship with Dayton’s teachers, many of whom do exceptional work every day. And it’s reciprocal. Unprecedented collaboration on the national Race to the Top program with the Dayton



Education Association will yield better returns for children, teachers and taxpayers.

Race to the Top requires a team that’s 50 percent teachers and 50 percent administrators, believe it or not a first for DPS in reform efforts. The core task is to make sure all children have highly effective teachers and the resources to advance academically.

We are totally committed to making it happen. DEA president David Romick and I started on the same day, July 1, 2011. That day will be a milestone in a new DPS-DEA relationship for student achievement.

We will improve teaching, use data to improve instruction, turn around struggling schools, and produce great teachers and leaders for the future.

We must get leverage from these changes and provide great customer service and communications – both high priorities for next year – to do better work preparing children for college and jobs.

Obviously, it takes resources. The state funds well over half of the DPS budget, so the Ohio budget matters. The budget process in Columbus is not completed, but there’s more to it than meets the eye.

Looking only at core funding, DPS was hurt as much as other schools. But gone is \$32 million in federal stimulus funding in the last state budget that had to be used immediately. Gone is at least \$10 million through reduced property tax collections and the phase-out of business tangible personal property tax.



The Stivers Jazz Orchestra, under the direction of orchestra leader Claude Thomas, won first place in Division V at the 43rd annual Berklee College of Music High School Jazz Festival in Boston. It is the third time the orchestra has emerged from this competition as a national champion.

Our situation is difficult. Budget reductions will result in the loss of valuable educators, straining our ability to deliver. But it's difficult for all of Dayton; so we're doing things differently to make it work.

We're "zero base budgeting": funding our system from the ground up in relation to student achievement goals, state requirements, and collective bargaining agreements. We are determining what it really takes to run this organization, prioritizing every cost, and dedicating funds to moving students along academically. I tell everyone DPS is an enterprise and dealing with limited funds. It creates focus, savings and results.

As a result of this approach, and previous help from the business community, we are getting more results from our transportation dollars, our food service dollars, and our facilities dollars.

Wherever possible, those funds are redirected to the classroom because next year's budget situation, while still not finalized, will be a difficult one. We must change permanently to survive.

But it's not about DPS surviving, it's about children thriving. That's why despite the budget, we must stay focused on better academics, on data-driven teaching, on every instructional dollar getting positive results.

The state budget and local funding matter a lot. What we do with our resources matters even more. As I tell our students and graduates, "Become great. Do not let the economy deter your plans. Focus and move forward. Correct your mistakes. Build on your success."

That's what we're doing, too. With continued hard work and community support, it will pay dividends. — ■



Ponitz CTC video production team members John-Moshe Henderson, Tiffany Rinehart and Deven Thomas (*not pictured*) captured first-place honors at the recent state-level Business Professionals of America competition. They will advance to the BPA National Leadership Conference this May in Washington, D.C.

DEMAND RESPONSE

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



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CHAMBER Chatter

A Five Star Year!

Over 650 people attended the Chamber's 105th annual meeting on April 26, 2011. Below is a recap of this year's award winners.

- > **SOIN AWARD FOR INNOVATION**
Commuter Advertising, Inc.
- > **JONATHAN DAYTON**
PUBLIC PARTNER
Third Frontier Commission,
Ohio Department of Development
- > **JOHN H. PATTERSON PRIVATE PARTNER**
Cox Media Group, Ohio
- > **TIMOTHY J. HULL VOLUNTEER OF THE YEAR**
Ginny Strausburg
- > **JACK MOORE AMBASSADOR OF THE YEAR**
Marilyn Caporini
- > **CHAMBER ROOKIE OF THE YEAR**
Dave Stupp

Ribbon Cuttings

MARCH 2011



Two Men and a Truck

MARCH 2011



Goodwill Easter Seals

APRIL 2011



Primerose School on Yankee

Volunteers

1ST QUARTER
2011 —

Susan Hayes
Deb Norris —
Sinclair Community
College

Julie Barhorst —
Horizon Payroll Services

Julee Terilli —
Coldwell Banker



New Hire

BARBARA PRATER—

The Chamber welcomes Barbara Prater! Barb is the Chamber's new website specialist. To contact Barb, email her at bprater@dacc.org



Oops! – Sorry We Missed You

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Rick Wegmann — CEO
4080 Executive Drive
Suite 201
Beavercreek, Ohio 45430
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Business Consultants

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231-8888

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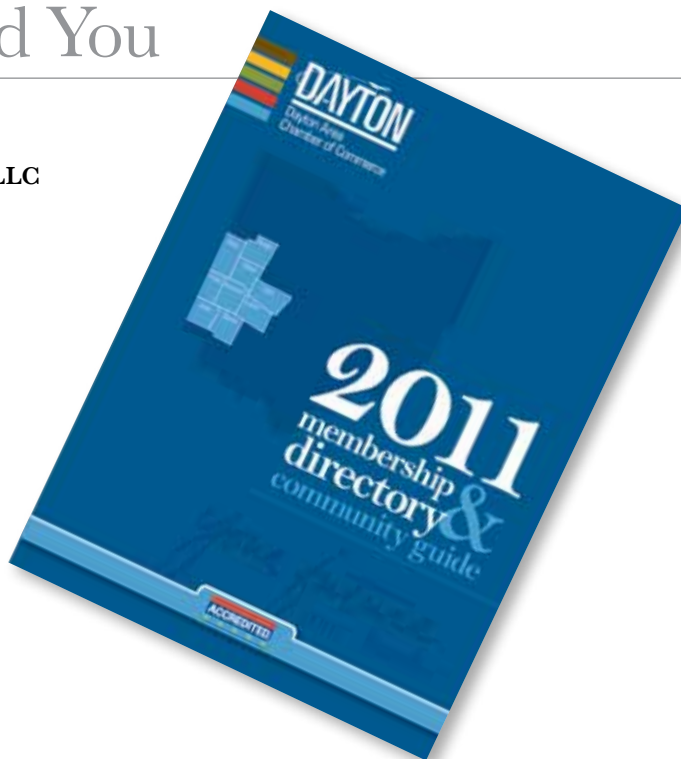
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DEBRIEFING Sessions

Getting the most from your people — One of the dictionary's definitions for "debrief" is "to interrogate to gain information or intelligence." The term is generally used in the context of a military mission or professional assignment. — By Roger Wentworth, President, Sandler Training



WHY CONDUCT SALES CALL DEBRIEFINGS?

In sales, debriefing takes place after a sales call. The sales person is questioned to determine progress with the prospect and how the salesperson performed in the sales call. As a manager, debriefing is also a tool for:

Coaching and education. Your questions and discussions should uncover any instances in which the salesperson went off course or neglected an integral part of the sales process. For example, how effectively did the salesperson set up-front contracts with the prospect? Did the salesperson end the sales call with a clear understanding of what would happen next? The answers to these questions will give you critical information about the salesperson's behavior, attitudes, and technique.

Gathering budget and planning data. In order to do either long or short term business planning and strategizing, you must be able to determine the reality of the sales activity in your department. Each sales call has the potential to become a sale, and you must judge which one of those calls can be put in the sales person's pipeline. To develop reliable projections you need to know the:

- What are the true buying motives (pain)
- What is their budget and timing for the purchase
- Who is involved in the decision process and how does this impact them

That's where debriefing comes in. The salesperson should have gotten this information during the call. Take care to separate fact from optimistic thinking.

HOW TO CONDUCT THE DEBRIEFING

All too often, what passes for a debriefing is little more than a casual, uninformative conversation on the fly between salesperson and sales manager. You know how they go

— you run into the salesperson in the hallway and ask, "By the way, what happened in your meeting the other day with ABC?" The information exchange is off the cuff. In order to be effective, debriefing sessions must be well planned. The following tips can help your debriefings be more informative:

Have a set time for the meeting and a format, and your salespeople must agree to "full disclosure" about events that occurred during the sales call.

Have a standard set of questions in place so the salesperson knows ahead of time what information to bring back.

Your lead question could be, "What happens next?" This way, you can find out immediately what the outcome of the meeting was. Also, it prompts the salesperson to give an objective account of the conclusion of the sales call, rather than a blow-by-blow retelling that may not be systematic or relevant.

You will find that conducting regular, systematic sales call debriefings will give you the information you need to manage your sales people, not just their numbers. It will also help them grow as professionals and become more systematic in their selling process. — ■





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Pushing the Possibilities

GENERATION Dayton Calendar

JUNE

07

Dayton Rocks

DATE/TIME June 7, 5:30 - 7:30 pm
 TOPIC What Dayton Offers to Young Professionals
 LOCATION Fifth Third Field, Conference Room
 REGISTRATION LaDonna Wulfeck, lwulfeck@dacc.org



JUNE

21

2011 Business & Breakfast Speaker Series

DATE/TIME June 21, 7:00 - 8:30 am
 SPEAKER Allen Elijah, United Way
 TOPIC The Aladdin Factor
 LOCATION Courtyard by Marriot, University of Dayton
 REGISTRATION LaDonna Wulfeck, lwulfeck@dacc.org



JUNE

24

2011 Fourth Friday Lunch Speaker Series

DATE/TIME June 24, 12:00 noon - 1:30 pm
 SPEAKER Dr. Roy Chew, President, Kettering Medical Center
 TOPIC Healthcare and Its Impact on You
 LOCATION Amber Rose Restaurant, Dayton
 REGISTRATION LaDonna Wulfeck, lwulfeck@dacc.org by June 23



JULY

19

2011 Business & Breakfast Speaker Series

DATE/TIME July 19, 7:00 - 8:30 am
 SPEAKER Vicki Giambrone, Beavercreek City Council/VP of Marketing & Development for Children's Medical Center
 TOPIC Strategies for Effectively "Networking Up"
 LOCATION Engineers Club of Dayton
 REGISTRATION LaDonna Wulfeck, lwulfeck@dacc.org



JULY

22

2011 Fourth Friday Lunch Speaker Series

DATE/TIME July 22, 12:00 noon - 1:30 pm
 SPEAKER John North, President & CEO, Better Business Bureau of Dayton
 TOPIC Communicating Across Generations
 LOCATION MCL Cafeteria, Kettering
 REGISTRATION LaDonna Wulfeck, lwulfeck@dacc.org



AUGUST
08

Third Quarter Membership Meeting

DATE/TIME August 8, 5:30 - 7:30 pm
LOCATION Goodwill Easter Seals, 1511 Kuntz Road, Dayton
REGISTRATION LaDonna Wulfeck, lwulfeck@dacc.org

AUGUST
16

2011 Business & Breakfast Speaker Series

DATE/TIME August 16, 7:00 - 8:30 am
SPEAKER Harold Gibson, Managing Director, Wilmer Hale
TOPIC Why Dayton?
LOCATION Crowne Plaza, Stars Restaurant, Dayton
REGISTRATION LaDonna Wulfeck, lwulfeck@dacc.org

AUGUST
24

Professional Development Event: Business Ethics

DATE/TIME August 24, 5:30 - 7:30 pm
SPEAKER John North, President & CEO,
Better Business Bureau of Dayton,
2011 Sponsor of Generation Dayton
LOCATION Crowne Plaza, Resnik Room
REGISTRATION LaDonna Wulfeck, lwulfeck@dacc.org

AUGUST
26

2011 Fourth Friday Lunch Speaker Series

DATE/TIME August 26, 12:00 noon - 1:30 pm
SPEAKER Mark Kingseed, Mayor of Centerville
TOPIC TBA
LOCATION Engineers Club of Dayton
REGISTRATION LaDonna Wulfeck, lwulfeck@dacc.org by August 24



CALENDAR OF EVENTS

10

DATE/TIME June 10, 7:15 - 9:00 am
SPEAKER..... Bill Harchick, Calamityville
LOCATION Dayton Racquet Club
REGISTRATION.... 937-226-8253 or registration@dacc.org
SPONSORS *Presenting Sponsors:* Benefits Network
 Suborting Sponsor: Pickrel, Schaeffer & Ebeling Co., L.P.A.



15

DATE/TIME.....June 15, 7:30 - 9:00 am
SPEAKER.....Dick Gilgrist, Cincinnati Area OSHA Director
TOPIC.....OSHA Update
LOCATION.....Mandalay Banquet Center
REGISTRATION.....937-226-8227 or abyers@dacc.org
SPONSOR.....Wells Fargo Insurance



23

DATE/TIME June 23, 7:30 - 10:30 am
SPEAKER..... Sequent
TOPIC..... Making the Most of Incident Investigations
LOCATION Dayton Convention Center
REGISTRATION.... 937-226-8253 or bwiford@dacc.org
SPONSOR..... Frank Gates/Avizent



08

DATE/TIME.....July 8, 7:15 - 9:00 am
SPEAKER.....TBA
LOCATION.....Dayton Racquet Club
REGISTRATION....937-226-8253 or registration@dacc.org
SPONSORS.....*Presenting Sponsor:* Benefits Network
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13

DATE/TIME July 13, 5:30 - 7:30 pm
TOPIC..... Business-to-business networking
LOCATION..... Antioch University Midwest



20

DATE/TIME July 20, 8:00 - 9:00 am
SPEAKER..... Robert Shearer, AGC of Dayton
TOPIC..... Rigging Safety 101
LOCATION..... Mandalay Banquet Center
REGISTRATION... 937-226-8227 or abyers@dacc.org
SPONSOR..... Ernst Concrete



12

DATE/TIME.....August 12, 7:15 - 9:00 am
SPEAKER.....Rick Holley, Boozy, Allen Hamilton
LOCATION.....Dayton Racquet Club
REGISTRATION....937-226-8253 or registration@dacc.org
SPONSORS.....Presenting Sponsors: Benefits Network
Supporting Sponsor: Pickrel, Schaeffer & Ebeling Co., L.P.A.

