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# FOCUS

## Genessa Health Marketing

A SINGULAR  
FOCUS p06

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YOUR  
FUTURE.  
YOUR  
CHAMBER.



THE CHILDREN'S MEDICAL  
CENTER OF DAYTON p20

GETTING DOWN TO BUSINESS  
WITH STATE ISSUE 2 p22

WORKFORCE  
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IN SYNC WITH THE  
REGION'S NEEDS p24

VOL. IV – NO. 3 2011



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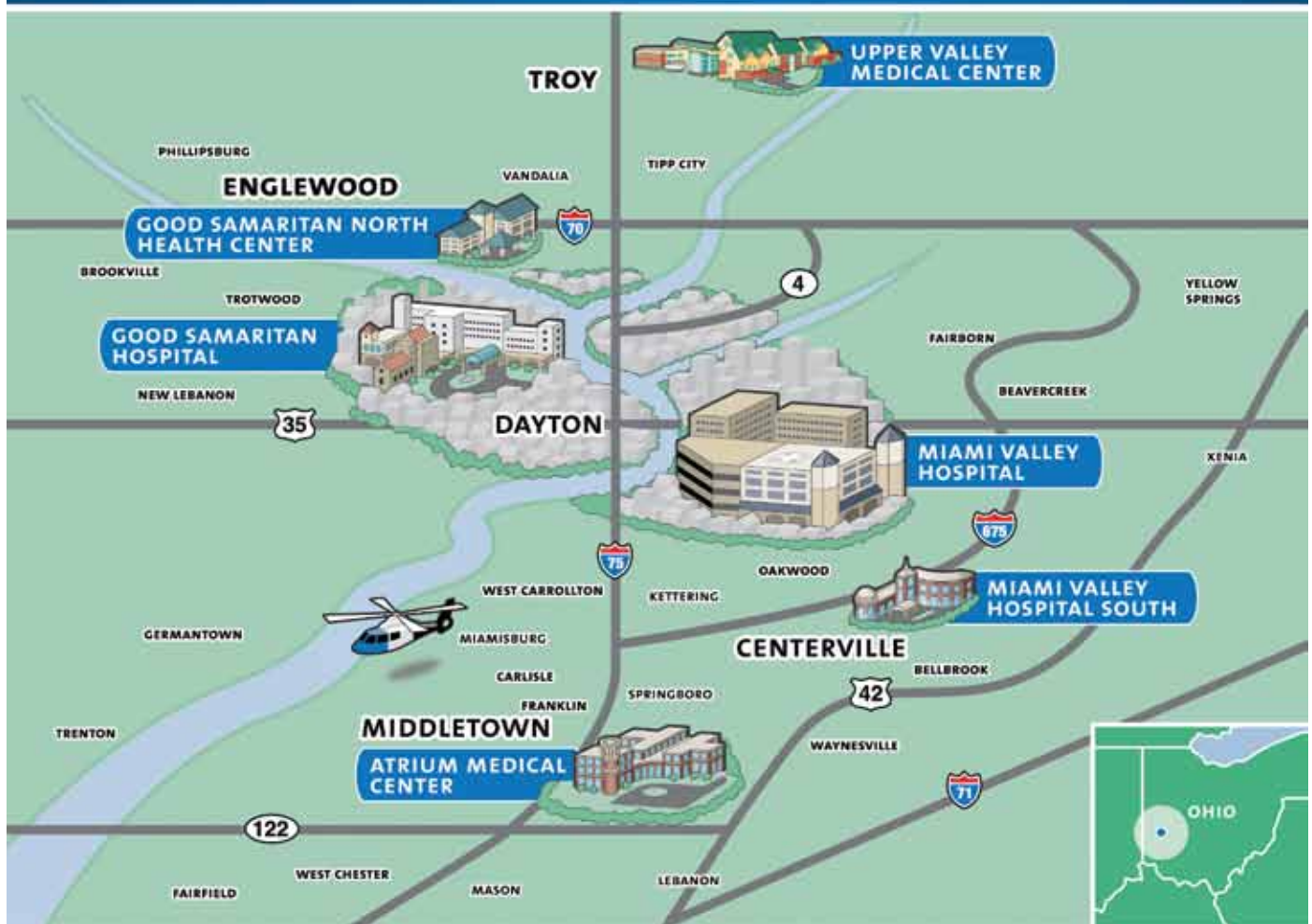
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# PRESIDENT'S Message



## FOCUS ON: HEALTH CARE

Over the last decade, health care has been a constant on the minds of business owners and management. It has been an important business

issue since well before my days at the Home Builders Association – but in the last few years, it has consistently been a first, second or third concern, interchanging positions with taxes, regulation and now the national debt.

The concerns in the health care debate have historically been accessibility, portability, affordability and quality. The federal Affordable Care Act, signed into law in March of 2010, has created a number of changes that are scheduled to be fully implemented by 2014. This issue of *FOCUS* is designed to keep the discussion of health care in the forefront. You may also want to turn to a number of web sites including [www.HealthCare.gov/law/introduction/index.html](http://www.HealthCare.gov/law/introduction/index.html); [www.whitehouse.gov/healthreform/healthcare-overview](http://www.whitehouse.gov/healthreform/healthcare-overview); or ask your insurance carrier or broker for a clearer understanding of what lies ahead over the next two years for your business, your employees and their families.

If not already confusing enough, voters in Ohio will decide in a November referendum if Ohio should reject or stay the course of the federal Affordable Care Act. Other states are considering similar actions; but my best guess is that any changes to the law will ultimately end up in the courts. The Chamber has not taken a position on this ballot issue.

Meanwhile, our Chamber has continued to identify areas where we can still be of benefit to our members including providing members access to one of the best association health care programs in Ohio, Chamber-Care; an employee assistance program, EAP Plus; health and wellness testing through CompuNet DIRECT; and our constant advocacy programs that monitor changes to local, state and federal laws. The Chamber is also actively engaged as a leader in the region's Quality/Cost Council.

If there is any certainty in all of this, it is this: In the Dayton region we have high-quality pediatric and adult care; excellent access to our hospitals and doctors serving those in need; and a community network of public and private organizations who work hard each day protecting our children and adults who need our help – all of which are competitively benchmarked against other regions throughout Ohio, the Midwest and the nation. Your Chamber will continue to work on your behalf through all of these future changes with the goals of keeping our members informed about health care changes, helping keep costs down and access and quality up – all while improving the quality of life of all of our citizens. — ■



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a division of Hafenbrack Marketing  
— this issue's premier sponsor.

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“In the lead-up to launching Genessa, several healthcare providers facing marketing challenges proactively contacted Hafenbrack. At that point we said, ‘OK, this is a great time to be really visible and really clear to people. Let’s start growing this new company to service this need.’ ”

— Alex Loehrer,  
President of Genessa  
Health Marketing.



Alex Loehrer, president of Genessa Health Marketing, and partner/Vice President of Hafenbrack Marketing in Dayton, Ohio.

Health marketing encompasses many types of businesses and organizations — from hospitals to physician groups to business-to-business to senior care. Genessa's services benefit all of these and more.



# A singular **FOCUS:** Genessa Health Marketing.

By Vince McKelvey

***Genessa Health Marketing brings clarity to a crowded, competitive health industry. In just a few short months, Genessa (a division of Hafenbrack Marketing that's focused solely on the healthcare industry) landed several new clients and was already seeing the company's footprint expand well beyond the Dayton region.***

"I drive a lot more now," said Alex Loehrer, a Hafenbrack vice president and president of Genessa.

As he said it, in fact, Loehrer was in his car headed to northeast Ohio to speak with a client, CompMed Analysis — a Cleveland company that helps hospitals recover worker's compensation payments that were initially denied.

Hafenbrack Marketing has long been a key player in the world of strategic communication in the Dayton region. The emergence of healthcare as a growing part of Hafenbrack's business and as an extremely dynamic industry in its own right — crowded, competitive and continually introducing new technologies and services — led Hafenbrack to create an agency just for healthcare clientele.

"That marketplace has just exploded in the last decade," Loehrer said. "Healthcare providers really need to differentiate themselves from alternatives and competitors. They invest in technology, they invest in new facilities, they're constantly working to improve the quality of care. It's a busy, busy place and it's a place that really requires clarity. And our services bring that to our clients."

## MOVE IS GOOD FOR HAFENBRACK AND GENESSA

Hafenbrack launched Genessa in the spring, with a soft launch in March, then a major kickoff in May connected with the The Capital City Half Marathon, and Loehrer believes Genessa is the region's only agency focused solely on the health sector. The arrangement serves both Hafenbrack and Genessa by clarifying each brand. "Hafenbrack doesn't go away by any means," Loehrer said. "It continues to be a really strong organization and I've been delighted to see our client base continue to grow there."

Genessa, meanwhile, is able to draw on Hafenbrack's resources and three decades of marketing experience to develop an even greater expertise by specializing in one industry, something that will benefit its existing healthcare clients as well as new ones, Loehrer said. "We feel that by working with new clients and expanding that footprint, we can only become better," he said.

"We're using, certainly, a lot of the talent and expertise and institutional knowledge that we have, but at the same time we're growing the agency with new positions that are effectively dedicated to healthcare," Loehrer added. "The decision to embrace the Genessa brand has been a great one for us. It doesn't change who we are; that's 31 years of experience that we are leveraging and a host of case studies and best practices."

*(continued on page 08)*





(continued from page 07)

## NEW AGENCY DOES CONSUMER MARKETING AND B2B

Genessa is headquartered in Dayton, with offices in Columbus and Springfield, sharing space with Hafenbrack. Its clients run the gamut in the healthcare industry, from hospital systems to individual facilities within a system to physician groups. The company serves both healthcare providers and, in a business-to-business component, organizations that sell products or services to care providers. “We’ve got an entire assisted living and senior living category where we work with any number of senior care facilities,” Loehrer added.

Clients include The Children’s Medical Center of Dayton, Grand Lake Health System in St. Mary’s, Fisher-Titus Medical Center in Norwalk and PriMed Physicians, to name just a few. On the B2B side, Genessa works with Standard Register Healthcare Division, CompMed Analysis and Physician Practice Development, a company that helps medical practices refine the business end of their operation. “We just brought on board the Henry County Hospital in Napoleon, Ohio,” Loehrer said.

Such a move further demonstrates how specializing in healthcare helps the company grow geographically. Hafenbrack has some national and international clients, but is essentially a Greater Dayton marketing firm. Genessa will follow the healthcare industry into other markets because it can and, to some degree, it must. In such a competitive industry, one firm can’t be a strategic partner with clients that go head-to-head in the same market.

“We’re a Dayton-based agency and firmly rooted here, but the same demand that we see existing in Dayton is the demand that’s been expressed to us by other clients throughout the state,” Loehrer said. “With Genessa, in the short time we’ve had it, we’ve found that our healthcare footprint has expanded pretty considerably.”

## SOCIAL MEDIA PLAY A SPECIAL ROLE

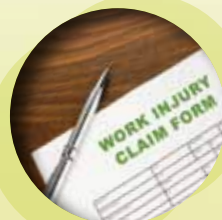
The agency offers a full range of integrated marketing and communications services including research, market strategy, positioning concepts, advertising, websites, social media connectivity and specialty programs. Social media are especially important in healthcare today, when consumers do their own research and have many ways to find out about a particular treatment or facility. “They have so many tools at their disposal now,” Loehrer said. “The referring physician still plays a huge role in that process but people now have the ability to get a second opinion on their own.”

Likewise, being aware of what’s happening in the marketplace is what led Hafenbrack to create Genessa. “This is an instance in which we monitor our business, we monitor our

clients, we keep our relationships with them, and we saw a way to deliver our services to an expanding client base,” Loehrer said. “It’s really us doing for ourselves what we always tell our clients they should do, which is finding a unique value and clearly communicating that to a targeted audience.”

He added that working in healthcare can be especially rewarding. Not only does it involve exciting new technologies, but it means working with caring and compassionate people who are dedicated to helping others.

“We’re not the ones holding the scalpel or administering the medication, or offering the diagnosis, but in the end it’s neat to just play a role in that process in some way, shape or form,” he said. “To see those outcomes and play a role in it, it really makes you feel good and proud.” — ■



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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 2011 report.*



## GDP

### GROSS DOMESTIC PRODUCT — ANNUAL PERCENTAGE CHANGE

| 1st Qtr '11 | 4th Qtr '10 | 3rd Qtr '10 | 2nd Qtr '10 | 1st Qtr '10 |
|-------------|-------------|-------------|-------------|-------------|
| +1.8        | +3.1        | +2.6        | +1.7        | +3.7        |

## CPI

### CONSUMER PRICE INDEX JUNE 2011

|                            |              |
|----------------------------|--------------|
| <b>June 2011</b>           |              |
| <b>monthly change.....</b> | <b>-0.2%</b> |
| <b>Annual percent</b>      |              |
| <b>change 2011.....</b>    | <b>+3.6%</b> |



# Key Economic Indicators — June 2011

## SALES TAX COLLECTIONS

| COUNTY                | RATE (%) | MAY '11    | MAY '10    | 12 MO. CHANGE | YTD '11    | YTD '10    | YTD CHANGE |
|-----------------------|----------|------------|------------|---------------|------------|------------|------------|
| Butler.....           | 0.75     | 2,144,153  | 2,361,008  | -10.12%       | 12,588,594 | 12,191,783 | +3.26%     |
| Clark.....            | 1.50     | 1,485,942  | 1,543,183  | +3.91%        | 8,355,822  | 8,081,625  | +3.31%     |
| Darke.....            | 1.50     | 528,996    | 509,641    | +3.73%        | 2,784,267  | 2,681,849  | +3.84%     |
| Greene.....           | 1.00     | 1,663,706  | 1,658,720  | +3.85%        | 9,032,742  | 8,721,563  | +3.57%     |
| Miami.....            | 1.25     | 1,077,572  | 1,013,165  | +6.31%        | 5,754,346  | 5,246,150  | +9.68%     |
| Montgomery .....      | 1.00     | 5,183,396  | 4,801,511  | +7.96%        | 27,594,611 | 24,566,496 | +12.33%    |
| Preble .....          | 1.50     | 333,140    | 258,849    | +28.71%       | 1,856,158  | 1,941,396  | +4.58%     |
| Warren .....          | 1.00     | 2,258,823  | 2,208,660  | +2.26%        | 11,580,442 | 10,911,669 | +6.31%     |
| Region (\$,000s)..... |          | 14,675,728 | 14,354,737 | +2.23%        | 79,546,982 | 74,342,531 | +7.00%     |

## 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

|   | MAY '11 | MAY '10 | '11 AVERAGE |
|---|---------|---------|-------------|
| Dayton MSA (Metropolitan Statistical Area)..... | 9.3%    | 10.9%   | 9.7%        |
| Ohio.....                                       | 8.6%    | 10.1%   | 9.2%        |
| U.S.....  | 9.1%    | 9.3%    | 9.3%        |

## VALUE OF NEW CONSTRUCTION

| DAYTON MSA NEW CONSTRUCTION | YTD MAY '11 | YTD MAY '10 | YTD CHANGE |
|-----------------------------|-------------|-------------|------------|
| Non-residential.....        | 218,631,000 | 148,928,000 | +47.0%     |
| Residential.....            | 78,628,000  | 99,035,000  | -21.0%     |
| Total.....                  | 297,259,000 | 247,963,000 | +20.0%     |

## HOME SALES

| DAYTON MSA                      | MAY '11 | MAY '10 | % CHANGE | YTD '11 | YTD '10 | % CHANGE |
|---------------------------------|---------|---------|----------|---------|---------|----------|
| No. of homes sold.....          | 1,029   | 1,268   | -18.85%  | 3,852   | 4,246   | -10.22%  |
| Total home sales (\$,000s)..... | 76,195  | 117,771 | -35.30%  | 414,845 | 514,038 | -23.91%  |
| Average sale price (\$)......   | 94,652  | 120,421 | -21.40%  | 107,042 | 119,539 | -11.60%  |





# RECAP on Reform, by Anthem

*What has the health care reform law changed? And what's coming? In March 2010, the health care reform law — called the Affordable Care Act — put changes in place to give Americans new rights and benefits. Here's a recap of those changes, what they may mean to you and what you'll see in the next few years.*

## COVERAGE CHANGES IN 2010/2011

**Children younger than 19 who had a health problem** — Plans must cover children younger than 19 even if they had a disability or illness before signing up for coverage (children younger than 19 may be required to enroll during an open enrollment period).

**Young adults** — Young adults can stay on their parent's plan until they turn 26 (some rules may apply, depending on the parent's plan).

**Preventive care** — All new plans must cover certain preventive services like Pap smears, annual Mammogram screenings (age 40+), colon cancer checks and shots (vaccines) without you paying a deductible, copay or coinsurance.

**Lifetime and yearly dollar limits** — Health plans cannot have lifetime dollar limits on key benefits like hospital stays. By 2014, yearly dollar limits won't be allowed either.

**Appeals** — The law gives a member more rights to ask a health plan to rethink its decision on health benefits if the member doesn't agree with the result.

## CHANGES IN 2012

**Simpler benefit summaries** — The summary must be in a standard format using the same language as all other health plans to help make terms like “deductible” and “copay” easier to understand.

## CHANGES IN 2014

**Essential health benefits** — All individual and small group health plans must offer certain benefits. This set of benefits will be defined by the U.S. Department of Health and Human Services and state governments. This rule may also affect large group health plans.

**Pricing rules** — All individual and small group health plans must follow new rules for pricing. This could be a major change for small businesses and those who buy health insurance on their own.

**New taxes** — All health insurance plans will pay a tax for certain coverage changes in the health care reform law.

**Health insurance required** — All Americans must have a minimum of health insurance coverage or face a fee. Some people may not have to follow this rule in special cases. Also, employers with more than 50 employees must offer health benefits or face a penalty.



**Health exchanges** — If you do not get health insurance at work, you can shop for it through an “exchange.” These state-run or federally run exchanges will offer different plans and prices so you can compare and choose the plan that's best for you. This includes subsidized plans for those who earn less than 400% of the Federal Poverty Level (\$89,400 for a family of four today). Small businesses also can use Exchanges to find insurance for their workers.

To learn more, talk with your broker or health plan account representative. — ■



## WHEN AN APPLE A DAY IS JUST NOT ENOUGH.

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# save the date

MONDAY, SEPTEMBER 19, 2011

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# GREEN Businesses

## ***Dayton Regional Green Business Certification Program —***

*On July 6, 2011, the Dayton Chamber, in conjunction with Heapy Engineering and Montgomery County, rolled out the Dayton Region's Green Business Certification Program at a press conference at Madison Lakes.*

The Green Business Certification program is a key component of the Dayton Regional Green (DRG3) Task Force's mission, of which the Chamber is a charter member.

First convened in 2007 at the request of the Montgomery County Commissioners, a forum of local citizens, government and business leaders met to identify strategies to reduce greenhouse gas emissions in Montgomery County and the region. Many ideas were generated from the forum and as a result, the Dayton Regional Green 3 (DRG3) Task Force was created.

From the initial formational meetings, the name *Dayton Regional Green Task Force* and the *DRG3* label were developed in an effort to open the Task Force's efforts to include

all of the Dayton Region and not limit it to Montgomery County. The *DRG3 Task Force* was divided into three Workgroups: Residential, Business, and Government. Each Workgroup was charged with three Focus Areas: Education, Policy and Economic Development. One of the outcomes of the Business Workgroup was the development of the *DRG3 Green Business Certification Program*.

At the press conference on July 6, 2011, fourteen area businesses were officially "green certified" in a ceremony with Montgomery County commissioners and other members of the DRG Task Force. The certified businesses were required to submit an application and checklist that outlined their actions and policies in the following categories:

- general standards for all businesses
- solid waste reduction and recycling
- environmentally preferable purchasing
- energy conservation
- water conservation
- pollution prevention



## CONGRATULATIONS TO THE DAYTON REGION'S FIRST GROUP OF CERTIFIED GREEN BUSINESSES!

- AAA Wastewater
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- Heapy Engineering
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- Montgomery County Solid Waste District
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  - Salem Office Products
  - Square One Salon

The DRG3 Green Business Certification program emphasizes small changes that can be made in day to day operations and policies. Each category contains a few mandatory requirements, however, the program has been designed to allow for maximum flexibility, with the intention that every business can find and implement green strategies that fit their own facilities. As a part of the certification process, on-site verification will occur for 5% of applications (randomly chosen). The auditing process might occur after certification. If non compliance issues are discovered through the auditing, a

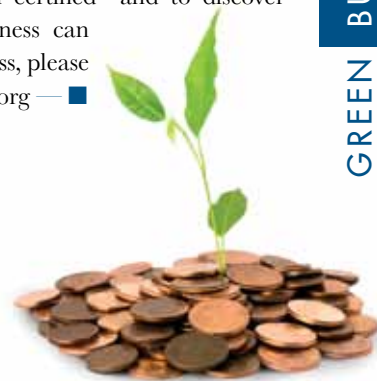




L-R: Montgomery County Commissioner Dan Foley; Stephanie Precht, Director of Public Policy with the Dayton Area Chamber of Commerce; Montgomery County Commissioner Debbie Lieberman; Michael Berning, Director of Sustainable Design with Heapy Engineering, Montgomery County Commissioner Judy Dodge.

voluntary steps to conserve energy and water, reduce their carbon footprint, generate less waste and implement recycling programs are reaping the rewards when it comes time to pay the utility bills, repair and maintain equipment and recruit a young educated workforce.

At the Dayton Chamber, it is our mission to help our members do more and better business. The Green Business Certification program will play a key role in that mission, and it is our hope that through the creation of and participation in voluntary programs like this one, we can avoid costly mandates and regulations in the future. For more information on the program, to find out which businesses in the region have already become "green certified" and to discover how your business can begin the process, please visit [www.drg3.org](http://www.drg3.org) — ■



grace period of 6 months will be given to the business for compliance. The first time application (valid for the first two years) is *free*!

The Dayton Area Chamber of Commerce is proud to be a founding partner in the Dayton Regional Green (DRG3) Task Forces' "Green Business Certification Program".

This program is completely voluntary and is designed to help businesses save money by implementing a series of green practices to reduce their energy and resource use. Every day, businesses are realizing that by making a commitment to environmental stewardship, they are also affecting their bottom line. Companies that are taking

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## save the date Dayton/Miami Valley Safety Day in the Region



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This is your opportunity to receive affordable safety training and education with leading professionals in the safety and workers' compensation fields. In conjunction with training sessions, the 59th Annual Safety Day in the Region will also feature an exhibitor showcase, where participants will be able to obtain up-to-date information on equipment and services.

# MEMBER Profile

**Optimus Prosthetics** — combining traditional values and advanced technologies with innovative business concepts to improve lives.

## A UNIQUE VISION

Started in 2007 by John Brandt, CPO, and Scott Schall, MSE, BSME, Optimus Prosthetics is the region's leading provider of innovative prosthetic services and products. From the very beginning of their venture, Brandt and Schall knew that they wanted to create a unique organization that would combine advanced technologies and traditional values like compassion and customer service to improve the quality of life for patients living with amputations. What they didn't know was that innovative business concepts used by companies in industries outside of health care would play significant roles in helping them realize their vision of mission-driven patient care.

## VALUES AND TECHNOLOGIES

The core of Optimus' success is its dedication to helping people. The reason the company continues to grow is that patients genuinely like the Optimus team, the personalized support they receive, and the high quality of Optimus' prosthetics. Even patients who have worn other prosthetics for years find new leases on life with Optimus, and it's directly attributable to Brandt and Schall's commitment to treating people as they would want to be treated; making every effort to find the perfect prosthetic and interface for each patient. The staff at Optimus takes the time to really understand patients' challenges. They talk to them. They empathize with them. They make them feel comfortable. Although it can be difficult to find these days, great customer service really makes a difference, and Optimus extends it to all its patients and to their physicians, therapists, and case managers, too.

As for the technologies that drive Optimus' business and patient satisfaction, they're truly state-of-the-art. Optimus actively

pursues the most advanced prosthetics in the world, and partners with the companies that make them. For example, Optimus is the first licensee in the world for the High Fidelity Socket Interface for people with transfemoral (above the knee) amputations, and a partner with the maker of ProDigits, fully functional fingers for patients with partial hand amputations. The key element that Optimus provides is the interface – the place where the prosthetic meets the patient. It's Optimus' careful sizing and precise craftsmanship, utilizing sophisticated materials, equipment, and engineering concepts, that creates enhanced comfort and quality of life for patients. But it doesn't stop there.

Optimus also uses technology to improve efficiency, which directly improves the patient experience. They use practice management software (PMS) to ensure patient service and satisfaction by tracking every stage of the care process from initial consultation and preliminary fittings to model creation and final delivery of the prosthesis. Not only does this streamline the day-to-day operations of the business, but it also allows for more time to be spent interacting with patients and shortens the time interval between appointments (which means that patients are fitted with their prosthesis sooner).

To facilitate great customer service for physicians, therapists, and case managers, Optimus keeps them abreast of all the latest prosthetic innovations by delivering over 150 one-hour presentations every year.

## AILERON'S DOC MODEL AND LEAN MANUFACTURING CONCEPTS

To discover new ways to keep their business moving forward as they helped patients, Brandt and Schall took courses at Aileron – a renowned business leadership and development organization. There, they were exposed to the DOC (Direction Operation Control) Model for professional business management. "Direction" initiatives at Optimus included the implementation of a board of advisors and strategic plan, the





development of sales and marketing plans, and the launch of new patient programs.

On the “operational” side of the business, Optimus attended lean concepts training, hired an HR firm, implemented a company-wide bonus incentive program, and made key personnel acquisitions. It was in lean training that Brandt and Schall were inspired to incorporate efficiency measures to reduce waste in the office and enhance patient service. Schall says that making seemingly simple changes “made a big difference in the quality of the work we’re doing for patients. Things like putting tools in the same place after every use and developing in-depth processes allows for more time to monitor quality and to give each patient the attention he or she deserves.”

Restructuring the Optimus organizational chart, doubling facility space, hiring a marketing firm, and implementing a two-year budget and forecast were all part of the company’s “control” measures.

“Beyond the DOC model,” Schall points out, “Aileron has served as an invaluable



The Optimus Prosthetics team in front of their office on North Dixie Drive in Dayton:  
L-R: Anita Curtis, Tim Riedlinger, Lynda Craft, John Brandt, Scott Schall, Beth Warren,  
Travis Barlow, Ellie Thompson. (Not pictured: Nick Collinsworth, Crystal Reed.)

networking center for us. We’ve made several key connections with other business professionals and consultants throughout the region. The leads and fantastic staff support that we’ve received from Aileron have helped us to find success in creating and sustaining superior performance within our organization.”

After nearly five years of rapid growth and plans for continued expansion, the team at Optimus is making great progress toward realizing John Brandt and Scott Schall’s shared vision for a prosthetics provider that’s successful at helping people enjoy more fulfilling lives by combining innovative technologies with great service and traditional values. — ■

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# MEMBER Profile

**Dayton Children's** — *It serves 20 counties. It has 155 beds, is home to the area's only Level 3 newborn intensive care unit, and is one of just 11 pediatric cancer care programs accredited by the American College of Surgeons.*



The Children's Medical  
Center of Dayton



"Wow." A 10-year-old boy had just watched images of fall leaves scatter as he moved his arm across the "interactive video wall" in the emergency department waiting room at The Children's Medical Center in Dayton. When the images changed to dangling spiders that could be dispatched with the tap of the hand — like a larger-than-life video game — the boy's younger brother came over to check it out, too.

Their mother, Rochelle Williams of Trotwood, sat nearby filling out hospital paperwork, but her sons weren't hanging onto her, bored and fidgety. They were having fun. "Dayton Children's new waiting room is a big improvement over the old one," Williams said. It's roomier, and "there's much more for the kids to do."



The new waiting area is part of a recently completed \$8.5 million renovation of Children's emergency department, now called the Soin Pediatric Trauma and Emergency Center. Funding came from the hospital's "Meet

the Need" campaign, which kicked off in 2008 with a generous gift from the Raj and Indu Soin Family Foundation, said Kelly Kavanaugh, hospital director of marketing communications.

"The center was built in the 1980s and was last renovated in the 1990s," she said. "Over that period of 20 years, the volume that we saw in that emergency department had really increased."

Children's Medical Center Emergency Exam Room offers large space for families.



The renovation doubled the size of the emergency center to about 29,000 square feet. It added 20 exam rooms, two state-of-the-art trauma rooms, and a fast-track triage area to improve patient flow.

"We made it a lot more family friendly," Kavanaugh added. The exam rooms are large enough to accommodate families and, there's a private space for relatives of critically injured children that's adjacent to the trauma rooms. "You can imagine they would need that kind of space," Kavanaugh said.

Accommodating relatives and providing distractions – such as the interactive video wall – is especially important in a children's hospital. "Kids come with families," Kavanaugh said. "If you've come to the emergency room with your child and the siblings are with you because you can't leave them home alone, you've got to provide some entertainment."



Dayton Children's, one of 50 free-standing pediatric hospitals in the country, traces its history to around 1918, when philanthropist Annae Barney Gorman opened a health clinic and community center on Chapel Street in Old North Dayton. During the

polio epidemic, the community center evolved into a convalescent hospital, serving child polio victims, and then in 1963, it joined forces with Elsie Mead and other local leaders who were raising money for a full-service children's hospital in Dayton. The result: The Barney Children's Medical Center opened in 1967.

Dayton Children's, as it's now known, serves 20 counties. It has 155 beds, is home to the area's only Level 3 newborn intensive care unit, and is one of just 11 pediatric cancer care programs accredited by the American College of Surgeons, said Kavanaugh.

"We had 275,000 visits in 2010," she said. "We did 11,968 surgeries."

The main campus remains in Old North Dayton, not far from the original Barney clinic, but Dayton Children's now operates care centers, specialty clinics or testing centers in six other communities, from Springboro to Lima.

The original vision for the hospital was to make it so children didn't have to travel far to get the care they require and these

outlying centers can be seen as an extension of that vision. Children's is looking at adding others, Kavanaugh said. "Again, trying to increase the convenience so that kids can get the kind of care that they need and deserve – and that's pediatric care." — ■

## Entrepreneurs Helping Entrepreneurs



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## ABOUT STATE ISSUE 2

*State Issue 2 is a referendum on the November 8th ballot asking Ohioans to approve a set of fair and reasonable reforms to help our local communities get their growing government labor costs under control. State Issue 2 is a referendum on the November 8th ballot asking Ohioans to approve a set of fair and reasonable reforms to help our local communities get their growing government labor costs under control.*

**Myth** *State Issue 2 is an attack on Ohio's middle class*

**Fact** Issue 2 empowers the middle class – and every Ohio taxpayer – with reasonable reforms to the growing cost of government pay and benefits, which now consume as much as 80 percent of local budgets. As *The Columbus Dispatch* wrote in an editorial: “There is no question that Senate Bill 5 is about the middle class. But it is not an attack, it is an attempt to restore to Ohio’s middle class the control of the government it pays for and elects.” State Issue 2 makes some very fair and common sense requests of government employees to help get labor costs under control.

**Myth** *State Issue 2 will cut Ohio teacher salaries.*

**Fact** That’s one of the scare tactics government unions are using to turn people against these reforms. Nothing in Issue 2 determines salary levels. It only ends the practice of handing out automatic pay raises, or “step” increases, and longevity pay – or bonuses just for holding the job for a certain period of time. Issue 2 also asks that performance be added as a factor in teacher compensation, a goal President Barack Obama set out in his national education policy in 2009. — ■



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# Getting Down to BUSINESS with...

POLITICS

Q&A IN

## State Issue 2 — OHIO

**Q** *What is the problem you're trying to address with these reforms?*

**A** Ohio's state budget faced an unprecedented \$8 billion shortfall this year – the largest in state history – and many local communities are facing similar financial challenges. Local elected officials across the state have identified rising labor costs as a common area of concern.

**Q** *Why do opponents keep saying this is an attack on the middle class?*

**A** Opponents like to use class warfare rhetoric to incite an emotional response. *The Columbus Dispatch* said it best: "The assertion is a flat contradiction of reality. Not only are the public-sector workers affected by Issue 2 not representative of the majority of Ohio's middle class, but the comfortable wages, automatic raises, benefits, pensions, job protections, sick-day payouts and negotiating power enjoyed by many of these public-sector workers comes at the expense of the vast majority of Ohio's middle-class taxpayers. Most of these taxpayers have nothing remotely like these benefits nor the economic security that the public sector takes for granted and regards as a right."

**Q** *Does State Issue 2 affect employee wages?*

**A** State Issue 2 does not mandate salary levels. It would, however, allow an employee's performance to be considered when determining compensation, rather than just awarding automatic pay increases based only on an employee's length of service. Issue 2 also eliminates "step" increases.

**Q** *Would public employees lose jobs under State Issue 2?*

**A** Issue 2 is designed to give local communities alternatives to balancing their budgets, so layoffs aren't the only option. In the private sector, families and businesses are able to restructure their budgets under difficult economic conditions. They give up perks and reduce spending until profitability is restored. Companies might decide to consolidate services or reassign employees to avoid layoffs. That kind of flexibility is almost non-existent under today's collective bargaining agreements. Many government union contracts are designed to keep public employers – and taxpayers – locked into rigid, often costly workforce demands, leaving employers with few options but to lay off valuable employees when revenues get tight. Restoring flexibility will actually save jobs.

**Q** *How does Issue 2 affect the ability of certain public safety workers to get safety equipment?*

**A** Public safety unions often include equipment demands in their contract negotiations, and Issue 2 allows that practice to continue. In fact, state legislators took extra steps to clarify in the bill that safety equipment is included under "terms and conditions" of employment. — ■



# DRIVING Success In-sync with Region's Needs

*For many years, economic development efforts focused on attracting and retaining businesses through financial incentives. Now, companies require that a well-trained, educated workforce is readily available when making a decision to relocate or stay in a region.*

"It is critical to our region's economic success that we partner with regional employers to understand their current and projected workforce needs, and then create and deliver training to individuals to fill these positions," stated Deb Norris, Vice President for Workforce Development and Corporate Services at Sinclair Community College.

To that end, Sinclair Workforce Development, as part of the Midwest Community Healthcare Information Technology (HIT) College consortia, has partnered with regional healthcare employers to meet their workforce needs. Since 2010, Sinclair has been recruiting individuals with healthcare or information technology backgrounds for a six-month retraining program designed to increase the number of HIT workers. This initiative is part of a nationwide effort to meet requirements of the HITECH Act, which mandates that every U.S. citizen have an electronic medical record by 2014.

Grant funds are being used to train these individuals on how to integrate the electronic health record information systems into hospitals, doctor's offices and other medical facilities. The curriculum focuses on job-specific training for two roles, Implementation Support Specialist and Technical/Software Support Staff. Sinclair is committed to training up to 300 students over the two-year grant period.

In another example, Sinclair Workforce Development and Cincinnati State Technical and Community College's Workforce Development Center have worked closely with regional pharmaceutical and medical device companies to develop a relevant seven-week short term certificate curriculum in the areas of pharmaceutical

manufacturing, medical device manufacturing and lab skills. More than 100 students will be trained over the life of this three-year grant.

One Bioscience trainee is Karmen Vranesevic who previously worked as a machine operator and later supplier operator at Avon, which is closing its operations in northern Cincinnati.

"I attribute my success in landing a new job in large part to the short term Bioscience training I took through Sinclair Workforce Development," said Vranesevic, now a pharmaceutical packaging technician working full-time at Cincinnati's Teva Pharmaceuticals. "The company was so pleased with my training that they were happy for me to continue in the program as they recognized it would be mutually beneficial to my growth and theirs too."

"The bioscience training programs focus on preparing individuals for positions as development operators, manufacturing technicians, packaging technicians, CNC – Computer Numerical Control – operators, quality technicians, and laboratory and research assistants, to name a few," said Brenda Latanza, the Sinclair Workforce Development representative helping to coordinate the Bioscience and HIT training.

In addition to the above programs, Sinclair Workforce Development also offers online healthcare career training courses and continuing education modules. For more information about all of Sinclair Workforce Development offerings, go online to [www.sinclair.edu/workforce](http://www.sinclair.edu/workforce). — ■



Bioscience trainee Karmen Vranesevic is a student of the Sinclair/Cincinnati State Bioscience Manufacturing Technology training program. Here she performs class work in the lab located at Cincinnati State's Workforce development Center in Evendale, north of Cincinnati.



This letter was sent to the Ohio Governor and Ohio General Assembly Leadership through a collaborative initiative by the Dayton Area Chamber of Commerce and the Dayton Development Coalition, in an effort to preserve U.S. Congressional representation of Wright-Patterson Air Force Base. If you would like to also send a letter to the Ohio Apportionment Board, please visit the chamber's website at [www.daytonchamber.org](http://www.daytonchamber.org).

The Honorable John Kasich  
Governor of the State of Ohio  
Vern Riffe Center, 30th Floor  
77 S. High Street  
Columbus, OH 43215



The Honorable Thomas Niehaus  
President of the Ohio State Senate  
Statehouse, 1 Capitol Square, 2nd Floor  
Columbus, OH 43215



The Honorable William G. Batchelder  
Speaker of the Ohio House of Representatives  
77 S. High Street, 14th Floor  
Columbus, OH 43215

Dear Governor Kasich, President Niehaus, and Speaker Batchelder:

It has recently come to our attention that a proposal is under consideration to combine the core population centers of the present Third and Seventh Congressional Districts abutting Wright-Patterson Air Force Base (WPAFB). We are opposed to any plan that combines WPAFB into one congressional district. We believe that any such plan would damage the local economy and our ability to protect and advance WPAFB. We ask for your assurance that WPAFB's congressional representation not be diminished.

WPAFB is the largest single site employer in the state of Ohio. Over the last 10 years the workforce has grown steadily to its current level of about 27,500 and could, as a result of the 2005 defense base closure process (BRAC), reach close to 30,000 in the near future. Additionally, approximately 20,000 affiliated jobs are located just outside of the base grounds. This combined workforce of about 50,000 Ohioans are resident predominately in the Third and Seventh Congressional Districts.

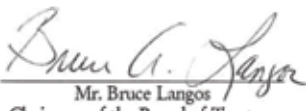
Wright-Patterson is one of the largest, most diverse and complex research bases within the Air Force. It holds the headquarters of the Air Force Materiel Command, a major Air Force Medical Center, Air Force Institute of Technology, Aeronautical Systems Center, and headquarters of the Air Force Research Laboratory. Our congressional delegation works to advance the core mission of WPAFB, grow its workforce and defend against attempts to transfer missions or functions from Ohio. As you are aware, other states continuously seek to siphon jobs from Wright-Patterson but have been rebuffed through strong congressional action.

We think it is essential that WPAFB retain its full congressional representation. At a time when Ohio is struggling, it is vital that jobs at Wright-Patterson are protected and that the base continues to grow. Combining congressional representation would result in political division and a diffusion of needed resources for advancing job producing causes in the Dayton region.


We hope to hear from you regarding this important issue for the region and the state.

Sincerely,

  
Mr. Jeff Hoagland  
President & CEO  
Dayton Development Coalition

  
Mr. Bruce Langos  
Chairman of the Board of Trustees  
Dayton Development Coalition  
COO, Teradata Corporation

  
Mr. Phil Parker, CAE, CCE  
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Dayton Area Chamber of Commerce

  
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**Abraham Katampe**  
CEO, IYA TECHNOLOGIES  
MEMBER SINCE 2008



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**Dayton Surgeons, Inc.**  
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Dayton, OH 45417

**Dayton Vision Center**  
111 East Third Street  
Dayton, OH 45402

**Edict Systems, Inc.**  
2680 Indian Ripple Road  
Dayton, OH 45440-3605

**Frosted**  
4140 Linden Avenue  
Dayton, OH 45432

**Globe Food Equipment Co., Inc.**  
2153 Dryden Road  
Dayton, OH 45439

**Golden Transportation**  
6077 Far Hills Avenue  
Dayton, OH 45459

**Group One Development, LLC**  
P.O. Box 60009  
Dayton, OH 45406

**H.E.F. USA, Inc.**  
2015 Progress Drive  
Springfield, OH 45505

**Haley-Dusa Engineering  
& Surveying Group, LLC**  
270 Regency Ridge Drive, Suite 203  
Dayton, OH 45459-4250

**Harborlink**  
3131 S. Dixie Drive, Suite 500  
Dayton, OH 45439

**Harmony Systems & Service, Inc.**  
1711 Commerce Drive  
Piqua, OH 45356

**Harrison Township**  
5945 North Dixie Drive  
Dayton, OH 45414

**Health Foods Unlimited**  
2250 Miamisburg Centerville Road  
Centerville, OH 45459

**HR Insiders, LLC**  
P.O. Box 292211  
Kettering, OH 45429-0211

**Integrity Manufacturing Corporation**  
3723 Inpark Circle  
Dayton, OH 45414

**J. F. Peters & Son Stone**  
3169 U.S. 68 South  
Xenia, OH 45385

**Joseph Airport Toyota**  
1180 West National Road  
Vandalia, OH 45377

**LDSS Corp.**  
5100 Springfield Street, Suite 104  
Dayton, OH 45431

**Mamma DiSalvo's Ristorante**  
1375 E Stroop Road  
Kettering, OH 45429-4925

**Matrix Dayton, LLC**  
732 Smithtown Boulevard, Suite 200  
Smithtown, OH 11787

**McKinney Technical Services, LLC**  
6180 West Ford Road  
Trotwood, OH 45426

**Merit Home Loan Company**  
5335 Far Hills Avenue, Suite 213  
Dayton, OH 45429

**Miami Valley Memory Gardens**  
1639 E. Lytle Five Points Road  
Centerville, OH 45458

**Miami Wabash Paper, LLC**  
413 Oxford Road  
Franklin, OH 45005

**Mil-Mar Century Corporation**  
8641 Washington Church Road  
Miamisburg, OH 45342

**Minster Bank**  
95 West Fourth Street, P.O. Box 90  
Minster, OH 45865

**Net X Computers**  
685 Lyons Road  
Dayton, OH 45459

**New York Life**  
6640 Poe Avenue, Suite 100  
Dayton, OH 45414

**PESCO dba Production Engineering**  
1344 Woodman Drive  
Dayton, OH 45432

**Pointe Oakwood**  
4054 Royal Oak Drive  
Kettering, OH 45429

**Premiere Builders Supply**  
630 Orchard Lane  
Beavercreek, OH 45434

**Provest Properties**  
P.O. Box 614  
Dayton, OH 45409

**Qsem Solutions, Inc.**  
1251 Kemper Meadow Drive, Suite 400  
Cincinnati, OH 45240

**Quality Decorating, Inc.**  
P.O. Box 484  
Vandalia, OH 45377-0484



**R. F. Woehrmyer Concrete Construction, Inc.**  
P.O. Box 55  
Minster, OH 45865

**Regent Systems, Inc.**  
7590 Paragon Road  
Centerville, OH 45459

**Rich's Pawn Shop**  
708 Watervliet Avenue  
Dayton, OH 45420-2547

**RSVP Ohio**  
806 East Franklin Street  
Centerville, OH 45459

**Sa-Bai Asian Cuisine**  
200 South Jefferson Street  
Dayton, OH 45402

**Staples, Inc.**  
6254 Wilmington Pike  
Centerville, OH 45459

**Stein and Sobol, M.D., Inc.**  
8913 North Main Street  
Dayton, OH 45415

**Stellar Innovations & Solutions, Inc.**  
10 West Second Street, Suite 324  
Dayton, OH 45402

**Summers Tire Sales  
Car Care Center**  
100 North Main Street  
Centerville, OH 45459

**Super Scout Specialists, Inc.**  
1318 West Main Street  
Springfield, OH 45504

**The Eric Ryan Corporation**  
P.O. Box 473  
1 Early Street, Suite A  
Ellwood City, OH 16117

**The Miami Products &  
Chemical Co.**  
P.O. Box 486  
Dayton, OH 45401-1411

**The Rider Group, Inc.**  
578 Cottingwood Court  
Dayton, OH 45429-3457

**The Rucks Group**  
P.O. Box 24655  
Dayton, OH 45424-0655

**Tomco Machining, Inc.**  
4962 Riverton Road  
Dayton, OH 45414

**W.C. Sims Co., Inc.**  
P.O. Box 4  
Springfield, OH 45501-0004

# GrowNOW Program

*Electripack, Inc. hosts state treasurer Josh Mandel, a supporter of the GrowNOW program. The GrowNOW program enables small businesses to receive a 3% interest rate reduction on new or existing loans for two years with the opportunity of renewal.*



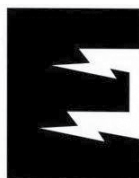
Dayton Chamber member, Electripack, Inc., located in Centerville, originally began as a small packing company. With the help of the Ohio Treasury's GrowNOW program, Electripack is now a manufacturing facility, fulfillment warehouse and distribution company and recently hosted Ohio Treasurer Josh Mandel to tour their facility.

Jeanne Wright, Electripack's owner, wanted to invest in new equipment to increase automation and make her business more efficient. GrowNOW's rate reduction provided a cost effective way to help her business expand, while purchasing high-speed automated equipment to make business operations more efficient. This expansion paid off, and

today the manufacturing side of Electripack makes up 60% of the firm's business.

"It is absolutely vital for Ohio's future that we are able to create, retain and grow manufacturing companies in our state. Because of the Grow NOW program, a small manufacturer like Electripack had a business-friendly environment to thrive and grow in Ohio. I am committed to supporting programs such as these to help Ohio's small businesses and manufacturers," State Treasurer Josh Mandel said.

For more information on the GrowNOW program, go to [www.GrowNOW.ohio.gov](http://www.GrowNOW.ohio.gov) or call 1-800-228-1102, option # 3. — ■



**ELECTRIPACK**



Josh Mandel talks to employees of Electripack.

# CHAMBER Chatter

## Discover India Tour Wrap-Up

*From April 12-20, 2011, the Dayton Area Chamber of Commerce led a group of 31 members and business leaders to India for a 9-day tour.*



While there, the group learned about India as an emerging market, and experienced some of the local culture and customs. The group spent their time exploring three major cities in the north of the country, New Delhi, Jaipur and Agra, dubbed the “Golden Triangle”. These three cities offered travelers a glimpse at both the new development and ancient sites of this vast and interesting country.

The group heard briefings from the Ohio Department of Development India Offices, the Executive Director of Pricewaterhouse Cooper, and took a tour of the Noida Economic Development zone outside of New

Delhi. On the cultural side of things, the group visited the Taj Mahal in Agra, one of the Seven Wonders of the World and spent time exploring the capitol city of New Delhi.

This trip marks the second time the Chamber has led an international business and cultural tour, with a group of 54 travelers participating in the “Discover China” tour in 2010. Stay tuned for more information regarding business and cultural travel opportunities for 2012. — ■



## With Pride



### DECAL ON DISPLAY —

*Audrey Treasure of Antioch University Midwest is applying the Dayton Area Chamber of Commerce decal to their office window following a visit by the Chamber to this member company.*

## Ribbon Cutting

### SABAI ASIAN CUISINE AND SUSHI BAR —

*Congratulations to this new business at 200 South Jefferson Street in downtown Dayton!*



## Volunteers

### 2ND QUARTER 2011 —

**Nick Lair** —  
Premier Health Partners

**Chris Elrod** —  
Quanexus

**Kevin Connell** —  
Freund, Freeze, Arnold

**Maha Kashani** —  
Cincinnati Bell





# CALENDAR Of Events

SEPTEMBER

02

## Breakfast Briefing

DATE/TIME..... Friday, September 9, 7:15 - 9:00 am  
SPEAKER..... Andy Matt, Director of Operations, Payless  
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.



SEPTEMBER

14

## Business Connections Speed Networking

DATE/TIME..... Wednesday, September 4, 3:45 - 7:00 pm  
LOCATION..... Dayton Racquet Club  
REGISTRATION..... 937-226-8275 or aberger@dacc.org  
RSVP by September 9  
SPONSOR..... Dayton Racquet Club



SEPTEMBER

19

## Chamber Challenge Golf Outing and Auction

DATE/TIME..... Monday, September 19, 10:30 am - 7:00 pm  
LOCATION..... NCR Country Club  
REGISTRATION..... 937-226-8253 or robinf@dacc.org



SEPTEMBER

21

## Safety Breakfast with the Experts

DATE/TIME..... Wednesday, September 21, 8:00 - 9:00 am  
SPEAKER..... Thom Kramer, LJB  
TOPIC..... Fall Protection  
LOCATION..... The Mandalay Banquet Center  
REGISTRATION..... 937-226-8227 or abyers@dacc.org  
SPONSORS..... AAA Miami Valley



OCTOBER

11

## 59th Annual Safety Conference and Symposium

DATE/TIME..... Tuesday, October 11, 7:30 am - 4:00 pm  
LOCATION..... Dayton Convention Center  
REGISTRATION..... 937-226-8227 or abyers@dacc.org



OCTOBER

14

## Breakfast Briefing

DATE/TIME..... Friday, October 14, 7:15 - 9:00 am  
SPEAKER..... Brad Proctor, CEO, Dayton RFID Convergence Center  
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.



OCTOBER

19

## Business After Hours (NEW for 2011 — FREE to attend!)

DATE/TIME..... Wednesday, October 19, 5:30 - 7:30 pm  
TOPIC..... Networking  
LOCATION..... Community Blood & Tissue Center



# GENERATION Dayton Calendar

SEPTEMBER

07

## Volunteer Speed Match

DATE/TIME ..... Wednesday, September 7,  
5:30 pm registration, 6:00 - 8:00 pm  
LOCATION ..... Dayton Racquet Club  
REGISTRATION..... 937-226-8264 or lwulfeck@dacc.org

SEPTEMBER

08

## Thirsty Thursday

DATE/TIME ..... Thursday, September 8, 5:30 - 7:30 pm  
LOCATION ..... Bar Louie

SEPTEMBER

20

## Business and Breakfast Speaker Series

DATE/TIME ..... Tuesday, September 20, 7:00 - 8:30 am  
SPEAKER ..... Rob Rohr, Senior VP of Sales and Julia Wallace, Senior  
VP of News and Programming, Cox Media Group  
TOPIC ..... A New Vision for Local Media  
LOCATION ..... Cox Ohio Media Center  
REGISTRATION..... 937-226-8264 or lwulfeck@dacc.org

SEPTEMBER

23

## Fourth Friday Lunch Speaker Series

DATE/TIME ..... Friday, September 23, Noon - 1:30 pm  
SPEAKER ..... David Kinsaul, President and CEO, The Children's  
Medical Center of Dayton  
LOCATION ..... Hilton Garden Inn Dayton/Beavercreek  
REGISTRATION..... 937-226-8264 or lwulfeck@dacc.org

OCTOBER

13

## Thirsty Thursday

DATE/TIME ..... Thursday, October 13, 5:30 - 7:30 pm  
LOCATION ..... Wine Gallery

OCTOBER

18

## Breakfast and Business Speaker Series

DATE/TIME ..... Tuesday, October 18, 7:00 - 8:30 am  
SPEAKER ..... Jim Pancoast, CEO, Premier Health Partners  
TOPIC ..... The Future of Healthcare in Dayton and the USA  
LOCATION ..... Crowne Plaza Rooftop Restaurant, Wilber Room  
REGISTRATION..... 937-226-8264 or lwulfeck@dacc.org

