



# B2B BUSINESS TO BUSINESS

Advertising supplement to the Dayton Daily News

## Say no to State Issue 2; it isn't good for Ohio



**Phillip L. Parker**  
CAE, CCE president & CEO

It seems Ohio, with its current rules on statewide ballot initiatives, is one of the easiest states in America to get something placed on its ballot.

It seems if you have 3 million bucks to spend, you can basically hire a group of solicitors and "buy" your way onto an Ohio ballot.

That's an issue for another day (hopefully our legislators are reading this); but suffice it to say, here we are again this fall with another statewide ballot initiative: Issue 2.

So now we have this new

initiative on the ballot Nov. 7 to change the laws of our Ohio Revised Code, but don't you think changing the Ohio Revised Code should have a higher threshold or standard of truth and clarity?

Issue 2 doesn't fit. On the surface, it looks like Issue 2 could be good, but far be it from outsiders proposing something good for Ohioans. This group out of California failed miserably in 2016 with their Proposition 61 because they thought Californians would vote on just about anything, right or wrong. Congrats - they didn't. Strike one against Issue 2.

Issue 2 proponents say it will lower the cost of prescription drugs in Ohio by millions of dollars. Well, the simple answer is, nope, it won't. Not only will it not be guaranteed to do so, it has been reported by the State of Ohio Office of Bud-

get Management that the savings just aren't there (as reported recently by the Dayton Daily News Oct. 12).

Most feel it will even do worse damage by cost shifting to the other two-thirds of Ohioans paying through our private insurance carriers. Strike two against Issue 2.

And then the unadulterated arrogance of these outside petitioners to write in their own proposed ballot language that "individual petitioners responsible for proposing the law have a direct and personal stake in defending the law; require the state (that's you and me as taxpayers) to pay petitioners' reasonable attorney fees and other expenses."

So let me see ... if the taxpayers sue them, or they sue the state or if anybody names them in a lawsuit, they get an Ohio taxpayers' check to defend their actions.

Are you kidding me? What gall! Oh, and if you're still counting, that's strike three - they're out!

Still unsure? Read the ballot language, please.

Let's see: We don't think Issue 2 will save us a dime and could cost many of us more, another outside group wants our blank check? Forget it. This in no way belongs in Ohio's Revised Code. When is stupid stuff like this gonna stop?

After much study and review, the Dayton Area Chamber of Commerce, as well as many healthcare advocacy groups, business and veterans' organizations, decided not to support Issue 2.

A "no" vote by the voters on Issue 2 is our only reasonable choice. Send these self-appointed "Saviors of Ohio" packing back to California.

## BUSINESS

### Millennials sought to bring the boss into 21st century

Junior office workers have role as executive mentors.

**Kevin Roose**  
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Junior office workers once had a fairly predictable set of daily tasks. Write the sales memo. Build the PowerPoint. Make the coffee.

Now, many young professionals have a new mandate: Drag the boss into the 21st century.

While businesses chase evanescent market trends and grapple with a fast-moving future, millennial mentors, as many companies call them, have emerged as a hot accessory for executives. Young workers, some just out of college, are being pulled into formal corporate programs to give advice to the top ranks of their companies.

Millennial mentorship programs represent a formalized, mildly absurdist version of the advice junior workers have been giving their older colleagues for ages. Some executives want the views of young people on catering to new markets and developing new products, while others seek glorified tech support - Snapchat 101, Twitter tutorials and emoji lessons.

These programs are not just a departure from the business world's traditional top-down management style. They are also a sign of just how perplexed some executives are by the young people in their midst.

Companies like Mastercard, Cisco Systems and Mars Inc. have experimented with these mentoring programs. Inga Beale, 54, chief executive of the insurance marketplace Lloyd's of London, has said that her junior mentor, who is 19, has a "totally different perspective" and leaves her "inspired."

Melanie Whelan, 40, chief executive of SoulCycle, holds monthly meetings with her younger mentor, whom she has credited with helping her get "hip with what the kids are doing these days."

"It's like reconnecting with your lost youth," said David Watson, 38, a managing director at Deutsche Bank who has been mentored by Fernando Hernandez, 29, an engineer in the Wall Street bank's global markets technology division. He credited Hernandez with good tips for retaining young employees, like giving them more flexible work-from-home arrangements, and with helping him spot trends in the financial tech industry.

"It's valuable information," Watson said. "When you're making decisions about budgets, or priorities, or hiring, you can actually put into practice what you learned."

It was perhaps inevitable that older executives would turn to their young employees for advice. As technology has changed the way businesses run, it has also put power in the hands of digital natives, and left older, less tech-savvy executives angling for ways to keep up.

Could these executives just ask their children for tech tips? Sure. But workplace programs allow executives to peer into the future of their industry and bond with a junior colleague simultaneously, with minimal embarrassment.

Reverse mentoring - another name companies give to younger people training older workers - is not a new concept. Jack Welch, while chief executive of General Electric in the 1990s, required 500 of his top managers to pair up with junior workers to learn how to use the internet. But executives are especially eager to learn from millennials, whose dominance in Silicon Valley has given older workers a fear of obsolescence.

An entire cottage industry now peddles advice to youth-obsessed executives, with books like "Understanding Millennials" and events like "Millennial Week," a two-day festival meant to "promote and present ideas reflecting the impact of Generation Y on culture and society." Millennial consultants now advise companies like Oracle, Estée Lauder and HBO, charging as much as \$20,000 per hour to give executives advice on marketing their products to young people. Overall, U.S. organizations spent about \$80 million on "generational consulting" last year, according to Source Global Research, a firm that studies the consulting industry.

Compared with the prospect of shelling out thousands of dollars for one of those outside consultants, many executives prefer the alternative of using the young people on their payroll.

"It's a pretty smart thing for them to do," said Malcolm Harris, author of "Kids These Days," a forthcoming book about millennials and the economy. "If you can't get a 25-year-old to run your company, you can at least tell people your CEO is talking to 25-year-olds."

Tiffany Zhong, 20, began mentoring Kara Nortman, 41, a partner at the venture capital firm Upfront Ventures, after Nortman asked her for advice on dealing with a new generation of tech entrepreneurs.

Zhong now texts Nortman almost daily, doling out cultural lessons and pointers. She advised her on the proper usage of "Gucci" - a slang term used by teens to mean "good" - and gently corrected Nortman's texting etiquette.

### Calendar of events

Register for all events at [DaytonChamber.org](http://DaytonChamber.org).

- **Catapult Staffing Ribbon Cutting**, Oct. 25, 12:30 to 2:30 p.m., Catapult Staffing, 700 W. Pete Rose Way, Cincinnati
- **Generation Dayton Speaker Series**, Oct. 25, 5:30 to 7:30 p.m., Dayton Public School Headquarters, 115 S. Ludlow St., Dayton. Speaker:

- Marsha Bonhart; topic: Reconstruction
- **Dayton Area Logistics Association Event**, Nov. 2, 7:45 to 9:30 a.m., Spectrum Brands, 2800 Concorde Drive, Vandalia. Topic: Spectrum Brands Global Auto Care - Why Dayton?
- **Insights for Women in Business**, Nov. 3, 7:30 to 9 a.m., Dayton Metro Library Miamisburg Branch, 545 E. Linden Ave., Miamisburg.

- Speaker: Judy Brinegar, president & CEO, B63 Line; topic: Buying a business - the good, the bad and the risky
- **Breakfast Briefing**, Nov. 10, 7:15 to 9 a.m., Dayton Racquet Club, Kettering Tower, 29th Floor, 40 N. Main St., Dayton. Speaker: Anthony Rocco, VP of operations, Dayton Freight
- **Generation Dayton Professional**

- Development**, Nov. 14, 5:30 to 7:30 p.m., Reynolds & Reynolds, 1 Reynolds Way, Dayton. Topic: The basics of business etiquette
- **Safety Breakfast with the Experts**, Nov. 16, 7:30 to 9 a.m., Crowne Plaza, 33 E. Fifth St., Dayton. Speaker: Nick Seitz, Firefighter Safe; topic: High on heroin? How to detect, protect & prevent opiate addiction in the workplace

### Economic indicators

#### Sales Tax Collections

County	Current Rate	Jul 2017	Jul 2016	12 Mos Change	YTD 2017	YTD 2016	YTD Change
Butler	0.75%	\$3,843,952	\$3,876,538	-0.84%	\$26,309,397	\$25,792,728	2.00%
Clark	1.50%	\$2,363,006	\$2,310,408	2.28%	\$15,637,060	\$14,976,415	4.41%
Darke	1.50%	\$840,335	\$790,961	6.24%	\$5,370,394	\$5,209,613	3.09%
Greene	1.00%	\$2,413,780	\$2,372,784	1.73%	\$16,316,601	\$15,750,038	3.60%
Miami	1.25%	\$1,546,531	\$1,607,078	-3.77%	\$10,959,528	\$10,605,045	3.34%
Montgomery	1.00%	\$7,392,655	\$7,268,708	1.71%	\$49,561,299	\$49,718,256	-0.32%
Preble	1.50%	\$529,300	\$632,650	-16.3%	\$3,516,436	\$3,435,311	2.36%
Warren	1.00%	\$3,698,658	\$3,709,491	-0.29%	\$23,690,949	\$22,851,781	3.67%
<b>Region Total</b>		<b>\$22,628,217</b>	<b>\$22,568,617</b>	<b>0.26%</b>	<b>\$151,361,662</b>	<b>\$148,339,187</b>	<b>2.04%</b>

Source: [http://www.tax.ohio.gov/tax\\_analysis/tax\\_data\\_series/sales\\_and\\_use/publications\\_tds\\_sales/S1M0116.aspx](http://www.tax.ohio.gov/tax_analysis/tax_data_series/sales_and_use/publications_tds_sales/S1M0116.aspx)

#### Residential Home Sales

	Jul '17	Jul '16	%Change	YTD '17	YTD '16	%Change
<b>Number of Homes Sold</b>	1547	1607	-3.73%	9304	9093	2.32%
<b>Total Home Sales</b>	\$241,550,537	\$252,221,389	-4.23%	\$1,439,029,189	\$1,338,032,719	7.55%
<b>Average Sale Price (\$)</b>	\$156,141	\$156,952	-0.52%	\$154,668	\$147,150	5.11%

Source: Dayton Area Board of Realtors, Dayton Area Home Sales for July 2017

## BUSINESS AWARDS

### INVESTMENTS

#### Managing director named among best

Morgan Stanley recently announced that **Richard "Rip" Hale**, a managing director of wealth management in the firm's Dayton Wealth Management office, has been named to

*Forbes Magazine's list of America's Top Wealth Advisors.*

Forbes' Top Wealth Advisors list comprises a select group of individuals who have a minimum of seven years of industry experience. The ranking, developed by Forbes' partner SHOOK Research, is based on an algorithm of qualitative and quantitative data, rating thousands of wealth advisors and weighing factors like revenue trends, AUM, compliance records, industry experience and best practices learned through telephone and in-person interviews.

Morgan Stanley Wealth Management, a global leader, provides access to a wide range of products and services to individuals, busi-

nesses and institutions, including brokerage and investment advisory services, financial and wealth planning, cash management and lending products and services, annuities and insurance, retirement and trust services.

For further information about Morgan Stanley, please visit [www.morganstanley.com](http://www.morganstanley.com).

### LAW

#### Lawyer honored for client satisfaction

The American Institute of Criminal Law Attorneys has recognized the exceptional performance of Ohio's criminal law attorney **Dennis A. Lieberman** as *Three Years 10 Best Criminal Law Attorneys for Client Satisfaction*.

The American Institute of Criminal Law Attorneys is a third-party attorney rating organization that publishes an annual list of the Top 10 Criminal Law attorneys in each state. Attorneys who are selected to the "10 Best" list must pass AIOCLA's rigorous selection process, which is based on client and/or peer nominations, thorough research, and AIOCLA's independent evaluation. AIOCLA's annual list was created to be used as a resource for

clients during the attorney selection process.

One of the most significant aspects of the selection process involves attorneys' relationships and reputation among his or her clients. As clients should be an attorney's top priority, AIOCLA places the utmost emphasis on selecting lawyers who have achieved significant success in the field of Criminal Law without sacrificing the service and support they provide. Selection criteria therefore focus on attorneys who demonstrate the highest standards of Client Satisfaction.

You can contact Dennis A. Lieberman directly at 937-223-5200.

Premier Health hospitals achieved dozens of awards for the quality of their care, Healthgrades announced today.

### HEALTH CARE

#### Miami Valley awarded in 5 areas

**Miami Valley Hospital** received "America's 100 Best Hospitals" awards in five specialties: critical care (seven consecutive years); cardiac care (five consecutive years); stroke and pulmonary care (four consecutive years); and gastrointestinal care (three

consecutive years). The hospital also received an "Excellence Award" for critical care and pulmonary care (10 consecutive years); cardiac care (five consecutive years); cardiac surgery; general surgery; joint replacement; neurosciences, stroke care and gastrointestinal care (four consecutive years).

### HEALTH CARE

#### Good Samaritan earns awards

**Good Samaritan Hospital** garnered "America's 100 Best Hospitals" awards for critical care; cardiac care (three consecutive years); and coronary intervention (two consecutive years). The hospital achieved an "Excellence Award" for cardiac care (three consecutive years); coronary intervention (two consecutive years); stroke care and critical care (two consecutive years).

### HEALTH CARE

#### Atrium named one of 100 Best Hospitals

**Atrium Medical Center** achieved an "America's 100 Best Hospitals" award for critical care (four consecutive years), and an "Excellence Award" for critical care (five consecutive years).