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SUMMER 2018 | VOL. XI NO 2

ON BUSINESS



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President's Message

FOCUS ON ...

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WORKFORCE



This issue of our FOCUS Magazine spotlights the ongoing challenges your chamber and our region face in providing the skilled workforce our area companies need in order to be successful and grow.

Just so you know, this issue remains #1 or #2 in just about every community in our nation and is discussed at each of my peer-group meetings.

But this is not new, as I remember speaking on it in January of 1995 (yep ... 23 years ago). We have made progress over the years, but the economics of recessions and challenging public resources have sometimes taken their toll and set us back. Right now

we are moving forward through both public and private initiatives that are helping us educate, train, mentor and grow a competent workforce base that will help us in a global economy.

Your chamber has been engaged for years in advocating the alignment of employer needs with the supply side of our local human capital. We continue to try many varied and sometimes unique ways to fill our gaps. This issue of Focus on Business highlights some of our needs in the warehousing and distribution sector through our recently organized Dayton Area Logistics Association (DALA). We also share with you a new mentoring program for our young professionals Generation Dayton (GenD) program. This program is all about attracting and retaining young professionals to our area. Both programs could use your ideas, your advocacy, and your direct support.

This issue of qualified worker needs is a concern for all of us, whether a large or small business and no matter what industry sector. We hope we can count on your help driving these or other chamber and/or community workforce initiatives that will enhance our business growth and area employment.

Phillip L. Parker, CAE, CCE

President/CEO

Dayton Area Chamber of Commerce

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KEEPING THE DAYTON REGION COMPETITIVE

Because great workers have to be great learners

Education is not just about reading, writing and math. As essential as those skills are, students also need to learn how to be successful in the workplace.

Schools across Montgomery County are preparing students for in-demand jobs in our community – and for the jobs of the future. Young people are learning the importance of collaborating and persisting to solve tough challenges. They're being exposed to the newest job opportunities, and they're even learning about careers that are still being invented.

WHAT MATTERS ON THE JOB

Employers need employees who have a strong work ethic and who can become inspirational leaders. Our students are learning to step up, accept responsibility and be accountable. Starting even in elementary school, they're learning how to work in teams, set goals and deliver results.



Colten Branham

Class of '17, Valley View High School/Miami Valley Career Technology Center

I knew I wanted to join the workforce right out of high school. So I enrolled in the **Miami Valley Career Technology**

Center's precision machining training program. My senior year, I started a two-week apprenticeship where I applied everything I had learned over the previous two years.

When I graduated, I was offered a job paying \$45,000 a year. Today my employer, **Dupps Company**, is covering 100% of my tuition and books, and I'm earning my college degree.

“

Our industry needs more Coltens! Too many young people don't know about the great careers they can have in advanced manufacturing. The Miami Valley Career Technology Center is preparing students to succeed in a growth industry that is critical to the Dayton region.

–Jim Vose, Human Resource Director, Dupps Company

”



Keilani Judkins

Class of '16
Jefferson Township
High School

Jefferson Twp.

I'm a senior at Bowling Green State University, majoring in clinical psychology. I'm graduating two years early because teachers at **Jefferson Township High School** helped me take advantage of the College Credit Plus program, which allowed me to take college courses at no cost while I was still in high school. I saved thousands of dollars in tuition and optimized my time in high school. I'm heading to graduate school next.



Ronnie Redd

Class of '90
Wayne High School

Huber Heights

My accounting teacher at **Wayne High School** inspired me to become a business administration major in college. Then a summer internship opened doors for me and led me to a career in insurance in my hometown. I know well the influence that teachers have on their students.

STUDENTS ARE READY TO MAKE A DIFFERENCE

Teachers are preparing Dayton-area students for careers in STEM. Schools are offering rigorous STEM-focused classes and, as part of those classes, young people are getting real-world experiences that prepare them for the world of work.



Matt Eakins

Class of '18
Kettering Fairmont
Career Tech Center

Kettering Fairmont Career Tech

I'm a senior in **Fairmont's Automotive Tech Prep** program. I appreciate having instructors who share valuable, real-world experiences. They've inspired me to love automobiles and to set goals. I'm taking a night class in Automotive High Performance at **Sinclair College**. One of my instructors helped me get an internship at **Voss Chevrolet**, where I'm working now.



Chaminade Julienne

Jasmine Hughes

Class of '18
Chaminade Julienne
Catholic High School

At **Chaminade Julienne**, STEM classes are preparing me for college and a career.

I'm learning teamwork, communication, time management, leadership and organizational skills. My classes are giving me compelling topics to write about in college and scholarship applications. Our project-based learning experiences have led to great conversations in my college interviews.



Julia Thomilson

Senior,
Ponitz Career Technology
Center – Allied Health

Ponitz Career Tech Center

Ponitz's Allied Health program is creating so many opportunities for me. My mentors in the health profession are helping me thrive academically, mentally and physically. My hands-on practice gives me an important advantage. My teachers are wonderful mentors, too. They never lose faith in me and are so encouraging. I am earning my CPR/ First Aid and State Tested Nurse Aide certification – for free.

THE WORKFORCE OF TOMORROW

Students are learning that employers aren't just interested in what they know. Great workers demonstrate what they can do with what they know.



Air Force Research Laboratory

Michael Ooten

Air Force Research Laboratory

The Air Force Research Laboratory is proud and grateful to be part of the Wright Scholar Research Assistant Program, which gives high-school students the chance to work alongside Air Force scientists and engineers. The students get hands-on experience in technical career fields, and we're creating a pipeline of talent to fill critical jobs.



Works with Centerville

Bryan Holzinger

Triangle Precision Industries

Triangle Precision Industries works with Centerville High School students interested

in pursuing a career in engineering. Young people come to our business three afternoons per week for a semester. We mentor them in design and design manufacturing. The students are exceptional – they're prepared and motivated, and it's a joy to see them so excited about a career in a high-demand field.



Northmont

Jenn Shafner Elkins

Class of '05, Northmont

Physician Assistant, Dayton VA Medical Center

My education at Northmont was incredibly well-rounded. I learned that I had educational and career options. After I went to the University of Toledo and earned a bachelor's of science degree in bioengineering, I worked for two years in industry as an engineer. Then I went back to school to earn a master's degree and become a physician assistant. Northmont gave me the foundation for both careers.

GREAT WORKERS HAVE TO BE GREAT LEARNERS

Montgomery County's schools and educators are igniting young people's curiosity. They're preparing students to be life-long learners and expert problem-solvers. They're encouraging creativity, risk-taking and entrepreneurship.

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The chamber's monthly publication, "Economic Indicators", provides useful information to allow analysis of our region's economic health and predictions for future performance. The latest indicators are available at DaytonChamber.org. Below is a sampling from the November 2017 report:

CPI Consumer Price Index

November 2017 %	
monthly change	0.2%
CPI over the last 12 months Avg.....	1.9%

Cost of Living Index 2017 Third Quarter Cost of Living Index

Dayton, Ohio	89.2	Denver, Colorado.....	112.1
Columbus, Ohio.....	89.2	Miami-Dade County, Florida.....	114.3
Raleigh, North Carolina.....	96.1	Baltimore, Maryland.....	116.7
Richmond VA	96.0	Chicago, Illinois.....	123.5
U.S. AVERAGE.....	100	Portland, Oregon.....	125.7
Cleveland, Ohio.....	101.2	San Francisco, California.....	191.8

Consumer Price Index - Percent Change



Statistics for the Dayton MSA are no longer available. Based on Midwest region B/C MSA Population 50,000- 1,500,000.
Source: http://www.bls.gov/regions/mountain-plains/news-release/consumerpriceindex_midwest.htm#chart1

Sales Tax Collections

County	Rate (%)	Nov 2017	Nov 2016	12 Mo. Change	YTD 2017	YTD 2016	YTD Change
Butler.....	0.75.....	3,377,341	3,537,623	-4.53	40,090,040	40,282,264	-0.48
Clark.....	1.50.....	1,789,526	1,993,512	-10.23	23,207,158	23,587,630	-1.61
Darke.....	1.50.....	692,819	687,419	-0.79	8,207,247	8,098,400	1.34
Greene.....	1.00.....	1,975,046	2,115,328	-6.63	24,749,987	24,692,408	0.23
Miami.....	1.25.....	1,357,782	1,451,398	-6.45	16,624,932	16,474,775	0.91
Montgomery.....	1.00.....	5,923,154	6,457,778	-8.28	73,921,214	76,560,595	-3.45
Preble.....	1.50.....	438,082	479,309	-8.60	5,293,090	5,370,471	-1.44
Warren.....	1.00.....	3,187,595	3,156,853	0.97	36,952,569	35,926,420	2.86
Region Total (\$000s)		18,741,345	19,879,220	-5.72	229,046,237	230,992,964	-0.84

Residential Home Sales

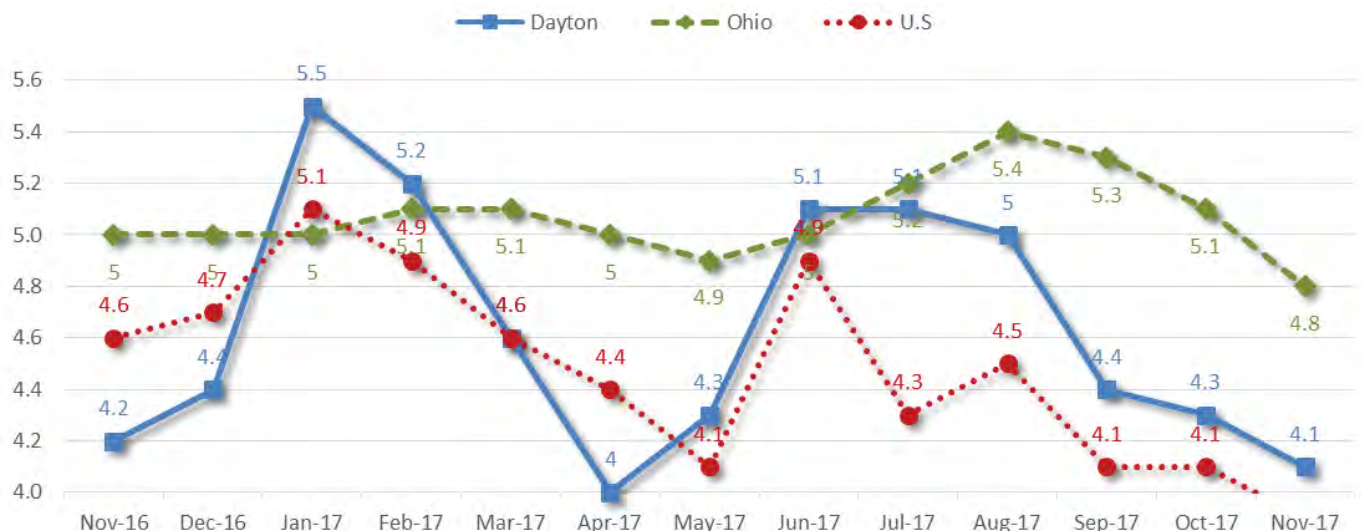
Dayton MSA	Nov 2017	Nov 2016	Change	YTD 2017	YTD 2016	Change
Number of Homes Sold.....	1219	1201	1.50	15036	14861	1.18
Total Home Sales.....	186,464,350	178,966,344	4.19	2,342,944,306	2,190,213,703	6.97
Average Sale Price (\$)	152,965	149,014	2.65	155,822	147,380	5.73

Regional Employment Trends

Dayton MSA	Nov 2017	Oct 2017	Nov 2016	2017 Average	12 Mo. Change
Total nonfarm employment.....	397,500	393,700	390,200	387,782	7,300
Goods producing employment.....	55,700	55,400	53,200	54,609	2,500
Service-providing employment.....	341,800	338,300	337,000	333,173	4,800

Unemployment Rates

	Nov 2017	Nov 2016	12 Mo. Average
Dayton MSA.....	4.1	4.3	4.6
Ohio.....	4.8	5.0	5.1
U.S.....	3.9	4.4	4.5



Source: U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics (LAUS), Labor Force Statistics including the National Unemployment Rate, www.bls.gov



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Kevin Weckesser, Chair
of the Board of Trustees
with his mentee, Jake
Current, Miami Luken



BUSINESS WISDOM:

How a fledgling mentorship program opens the door for insight that flows both ways

By: Andy Sedlak, BarryStaff; Chamber MarCom Committee member

Early last year three people – all members of the networking group Generation Dayton – volunteered to be part of a new mentorship program. The idea was to pair them with leaders on the Dayton Area Chamber of Commerce Board of Trustees. If everything gelled, they would lay a foundation for a full program to follow.

Needless to say, it did.

“One of the things I was told early on is that it’s all about integrity,” 30-year-old Natalie Burke said. “You only get what you give.”

Burke, who has been in the workforce for eight years, is an IT specialist for Kettering Health Network. Her mentor, Christine Soward, serves as the president and owner of DMS Ink, the Bricks Agency and Barrett Brother Legal Publishing.

“With each conversation I’ve stepped away with a bit more confidence and perspective which has helped



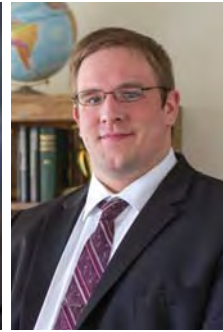
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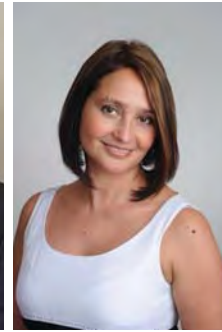
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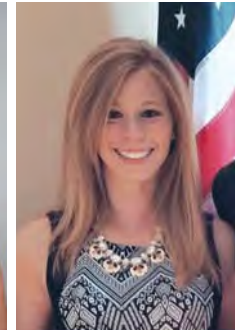
Mentor:
Kevin Weckesser



Mentee:
Jake Current



Mentor:
Christine Soward



Mentee:
Natalie Burke

me grow to better lead and serve my teams,” Burke said.

The idea for the program is rooted in troubling statistics. Census numbers show that Ohio lost more than 65,000 young adults between 2000 and 2010. Nationwide, Michigan was the only state to lose more. More than 6,000 young adults left the Dayton area for greener pastures. These were professionals whose hard work and leadership could have benefitted the region for decades to come.

MAKING THE MENTOR CONNECTION

The creation of a mentorship program will help young professionals lay down roots and develop a bond with the area. The hope is that they cultivate potentially influential relationships.

The Dayton Area Chamber of Commerce quickly came up with a strategy. All participants – mentors and mentees – will be required to allocate at least an hour per month to the program. Mentors must be employed by a Dayton Area Chamber of Commerce member company. Mentees must be active members of Generation Dayton. It would be the mentee’s responsibility to initiate meetings with the mentor.

The payoff would be mutually beneficial. While mentors get the chance to develop hungry operatives (and mine the next generation for new trends), mentees will receive precious career advice and access to the mentor’s network of influencers.

“The demand for mentorships has been unbelievable,” said Chris Kershner, executive vice president of the Dayton Area Chamber of Commerce. “Business leaders in the Dayton community are excited to work with our young professionals and help them navigate their paths to success.”

“These young people have something special. I’m excited to see the companies they will lead and the impact they will have on our community,” Kershner said.

LAUNCHING THE MENTORSHIP IDEA

Mentorships aren’t thrown together at random. Each side must complete a survey application that takes into account career and life goals. They must answer whether they prefer a structured or fluid meeting schedule and

whether industry guidance or project-based concerns are of greater importance. Members of Generation Dayton must be able to articulate a vision and objectives to attain professional growth.

Still, a concept is one thing. Hammering out a strategy is another. As Burke and others pieced together a pilot program in 2017, they wondered if there would be enough interest from the business community. What if no one wanted to mentor?

They didn’t need to worry.

“Several board members volunteered on the spot to be mentors in our pilot program and shared their stories of the impact mentors have had on their own lives,” Burke said. “I see so much potential for this program on a larger scale.”

Indeed there is. In 2013 the Sage Group – the world’s third-largest supplier of enterprise resource planning software – surveyed more than 11,000 small and medium size businesses in 17 countries across the world. Ninety-three percent of those businesses acknowledged that mentoring fosters success.

However, the same survey also concluded that while “an overwhelming majority (of businesses) recognize that mentoring can help them to succeed, very few currently make use of (it).” That’s evidenced by the fact that 28 percent of small and medium sized businesses currently make use of business mentors.

Twenty-seven percent of decision-makers surveyed said they would be most likely to go to people they know for business advice and mentoring.

In Dayton, the idea is to connect the necessary dots so that the business community becomes a bit more interconnected.

“Developing and building a mentorship is good experience in and of itself,” Burke said. “Knowing you have someone on the other end that has lived and learned through the challenges and obstacles you’re facing and is willing to help you grow and navigate through them to be successful is invigorating.”

If you are a Dayton Area Chamber of Commerce member employee who would like to become a mentor to a Generation Dayton member, contact the chamber at 937-226-1444 or info@dacc.org. ■



REELING IT IN:

Miamisburg creative firm lands a big job

By: Holly Allen, Focus on Business Editor

Watching the light glint off the scales of an exotic, colorful species of fish as it swims effortlessly through the water is mesmerizing – especially for children – and for many, those vivid memories stay with them as they grow into adulthood.

So when Dayton Area Chamber member U! Creative won a bid to rebrand Cincinnati's Newport Aquarium, the team was banking on tapping into that sense of wonder that still lives inside us.

"Southwest Ohio has an almost overwhelming number of options to entertain a family, so we knew we had to show their target market something different," said Ron Campbell, president of U! Creative. "The first instinct was to be brighter and louder, but instead, we developed this ethereal, dream-like brand that would offer a calming alternative to the chaos."

The idea caught the attention of Newport Aquarium's parent company, Herschend Family Entertainment, and the concept is now in place, greeting this summer's aquarium visitors with the tagline, "Discover the Wonder ... Together".

DOING BUSINESS IN THE BIG POND

The task lying ahead of U! Creative was no small fish. Newport Aquarium sees approximately 700,000 visitors each year, and its marketing reach extends across state lines. While smaller than many of the creative firms typically vying for similar jobs, U! Creative, located on South Main Street in Miamisburg, is no stranger to entertainment branding.

When Herschend Family Entertainment came calling, U! Creative had already worked with many of the company's brands, including Dollywood, Silver Dollar City, Dolly Parton's Splash Country, Wild Adventures,

Dolly Parton's Stampede, Dolly Parton's Smoky Mountain Adventures, and Dolly Parton's DreamMore Resort. The agency had also done creative work for SeaWorld.

So how does a 10-year-old Miamisburg-based firm land such highly visible jobs and corner the market on attraction branding?

"We're not your typical creative agency," said Campbell. "Heck, we don't even like that 'industry term'. We're an idea collective. A house of thought and execution. We're a grab bag of innovators, illustrators, designers and rock stars who are always in pursuit of the big idea!"

'ROCK STARS' AT HOME ON MAIN STREET

For U! Creative's full-time staff of 12, the 'big ideas' flow out of what might be considered an unlikely place. After all, one doesn't typically search for 'creative rock stars' on Main Street in an Ohio suburb. But the U! Creative office

space is vibrant and engaging, and the unusual items tucked into every corner are always sparking conversation. It's the perfect space for fostering innovation, Campbell says.

"Our building, which was one of the last record stores in America, serves as the playground for our creative minds to frolic and thrive," Campbell said.

And if you ask Herschend Family Entertainment's Senior Vice President of Marketing, Steve Hallowell, what he thinks of U! Creative, well, he thinks they're quite a catch:

"We chose U! Creative because we knew from experience that they had the destination attraction knowledge we were looking for," said Hallowell. "They really ... delivered awe-inspiring creative that got the job done."

U! Creative has proven once and for all that creative rock stars can be found on Main Street in Miamisburg, Ohio. ■



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KEEPING THE ROAD OPEN

Dock-to-Driver program helps Dayton Freight skirt trucking industry driver shortage

By: Vince McKelvey, Focus on Business Contributor

About a decade ago, Tom Sample was happy working the dock at Dayton Freight's service center in Huber Heights, occasionally making local deliveries, when his bosses encouraged him to become a driver.

"Best decision I've made," said Sample, 45, of Springfield, who now drives full time and has his Class A CDL license. "I didn't go to school. I started in a smaller truck and moved my way up."

At the time, Sample was one of a handful of Dayton Freight dock workers who got their commercial driver's licenses and became drivers. Since then, the company has institutionalized a 'Dock-to-Driver' program that step-by-step lets dock workers move into the driver's seat – going from vans and small trucks to larger trucks and semis.

The program holds a number of advantages for Dayton Freight, including one critical piece for a trucking company: a steady supply of drivers.

And that's no small matter in a trucking industry that's plagued by high turnover and a shortage of drivers nationwide.

"Our idea is let's replace those drivers we lose each year with our own employees," said Anthony Rocco, vice president of operations at Dayton Freight, who compares the program to baseball's farm system. "Last year we developed at one level or another ... 116 drivers. That was the first year in company history that we developed more drivers than we lost."

HUB SYSTEM KEEPS DRIVERS CLOSE TO HOME

Dayton Freight began in Dayton in 1981 and now operates 55 service centers in 13 states, from Pennsylvania to Nebraska and Minnesota to Tennessee. The company has 4,300 employees, including about 350 in the Dayton area, and is an LTL carrier, meaning that it specializes in picking up freight that's "less than a truckload." It takes this freight to regional service centers where the partial loads are assembled into full truckloads based on geography, then shipped to another hub, where the load is broken down for local deliveries.

Most Dayton Freight drivers shuttle between hubs or, like Tom Sample, pickup and deliver within a particular region. As a result, almost all of Dayton Freight's drivers are home every day, which helps the company avoid the astronomical turnover rates seen among long-haul, "truckload" carriers. In the second quarter of last year, turnover for truckload companies hit an annualized rate of 90 percent, the American Trucking Associations said.



Rocco said those companies will have a core of longtime employees, but may see a steady churn of workers through about a third of their driving positions.

"Our driver job is very attractive," he said. "We only have, from a drivers' perspective, about five-and-a-half to six percent turnover ... That doesn't sound like a lot, but we have 2,000 drivers. Do the math on that. We're still losing 100 drivers a year and there's a driver shortage."



Anthony Rocco, vice president of operations at Dayton Freight, looks for ways to develop drivers internally to fight the driver shortage.

AN 'AWESOME CAREER' IN A 'BOOMING INDUSTRY'

The need for drivers could be with us a while.

"There are almost 2,000 openings right now in Ohio for drivers," said Kimberly Kegley, a former long-haul driver and state CDL examiner who now owns the Driver's Edge CDL Training Academy in Piqua. "And by the year 2023, the American Truckers Associations is saying there are going to be some 870,000 positions available nationwide because of baby boomers retiring and things like that."

Trucking is the lifeblood of the U.S. economy. The trucking associations says more than 70 percent of all the freight tonnage moved in the U.S. goes on trucks. And nationally, the driver shortage is pushing up both driver compensation and shipping rates and it makes it hard for companies to add capacity.

Driver's Edge operates year round. Its standard class runs Monday to Friday for four weeks -- longer for students choosing the weekend



sessions – and includes no more than eight students. The cost is \$5,800 and at the end of the session, students are ready to take their CDL test and start working immediately.

"About 99 percent of our students have a job lined up before they graduate," Kegley said. "It's a booming industry. It's not going anywhere. We're always going to need truck drivers."

Whether there's a broad awareness of that need is an open question.

Rocco said the industry needs to let people know that driving a truck is a really good job. "I think there's a point now where we have to get a little bit of our voice out there," Rocco said.

Kegley advertizes on radio, has a website and Facebook page and has no trouble filling classes. "We get calls, e-mails constantly, but there's a lot of people that maybe are unaware," she said, or who assume truck driving is all long-haul.

"But there's also the opportunity out there where you're home every couple of days, or every day. It just depends on what you're looking for," Kegley said. The average starting pay at large trucking companies is about \$45,000 a year, she said. "It's an awesome career."



Kevin Kueffner, manager, Dayton Freight Huber Heights service center.



Kimberly Kegley, owner, Driver's Edge CDL Training Academy, sees nearly 200 students graduate from her school with a CDL license each year.



DOCK-TO-DRIVER HAS ADDED BENEFITS

Dayton Freight began its Dock-to-Driver program about five years ago. Participants start out in vans or small trucks and gradually work their way up to the largest trucks and a CDL license, getting training all along the way.

In fact, Sample is not just a Dayton Freight driver. He's a driver trainer, helping people make the same transition he did. "There're plenty of guys out here who want to do it," Sample said.

Kevin Kueffner, manager of the Huber Heights service center, said 21 of the 51 drivers who do pickups and deliveries in the Dayton region have either gone through the program or are in it now. "We have another 4 to 5 more guys who are interested but are on a waiting list," he said.

The company has purchased a number of vans and smaller trucks to let employees work their way into driving without first needing a CDL. Those vehicles have also come in handy as the freight industry has changed to include more residential deliveries, Rocco said.

That's just one of the side benefits of the Dock-to-Driver program, he and Kueffner said. Employees have to be with Dayton Freight for at least six months to qualify for the program, which means Dayton Freight avoids some of the hassle and risk of hiring new people when looking for drivers.

And having an established training program helps when hiring a new driver who has limited driving experience, Kueffner said. "We can put them in the Dock-to-Driver program, skipping the dock, but putting them through some of those steps."

RECRUITING YOUNGER WORKERS IS THE 'NEXT LEVEL'

For insurance reasons, Dayton Freight drivers have to be at least 21-years-old to drive a Class B truck and 23 to drive a Class A. By that time, Rocco said, a young person who didn't go to college may have already gotten into some other line of work. He wants to recruit people as they're leaving high school.

To that end, the company has bought delivery vans, which can be driven by 19-year-olds. A new high school graduate could work the dock for a year, then can go into the company's "farm system," Rocco said.

"This is a really good-paying job and we've done a terrible job at reaching the kids out of high school and bringing them into the logistics industry," Rocco said. "We've got to go out and recruit, and say to the 18- and 19-year-old, 'Why don't you come be a driver. It's a good wage.' That's what we've got to be better at. That's our next level." ■



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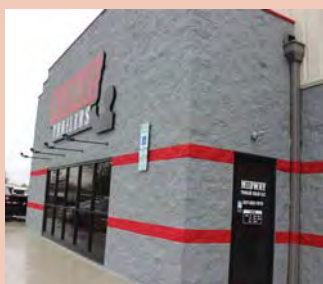
The new owners of the **The Mandalay** banquet facility, 2700 E. River Road, Moraine, hosted a ribbon cutting and grand re-opening on February 1, 2018. Little Miami River Catering Company bought The Mandalay from long time owners Don and Cay Phillips in December 2017. The Mandalay is equipped to handle everything from a small business meeting to a large affair.



MIDWAY TRAILER SALES



Known for more than 20 years for its customer service and trailer knowledge, Saint Marys-based **Midway Trailer Sales** celebrated a new Dayton-area location on February 21, 2018. The 7,500 square foot facility has more than 200 trailers on the lot prepared to fill the void of locally-owned, community focused trailer dealers in the area. Midway Trailer Sales has operated in Saint Marys, Ohio for more than 20 years. This is the company's second location.



SCHOOL OF ADVERTISING ART

Leaders at the **School of Advertising Art (SAA)**, 1725 E. David Road, Kettering, celebrated the official opening of their newly expanded campus on March 2, 2018 with a ribbon cutting and the announcement of an impending change in name. Starting this summer, the School of Advertising Art will be known as the **Modern College of Design**. The campus expansion added 23,000 square feet to the school, which has nearly 200 students enrolled.



VOLUNTEERS OF THE QUARTER



Congratulations to our volunteers of the quarter for the fourth quarter of 2017! This quarter, we recognized the following volunteers (L-R): Natalie Burke, Kettering Health Network; Jake Current, Miami Luken, Inc.; Nick Ripplinger, Sunbelt Business Advisors; Cindy Gaboury, Audio Etc.; David Abney, Wise Construction.

Their leadership and dedicated service are appreciated by the Dayton Area Chamber of Commerce. Awards are presented at the quarterly Dayton Area Chamber Board of Trustees meetings.

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DHL Supply Chain

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Dayton, OH 45449

TRAVEL WITH THE CHAMBER AND TAKE IN THE “WONDERS OF CHINA”

If you’ve ever wanted to marvel at the Great Wall of China, come face-to-face with history while admiring the famous terracotta warriors, or to savor foods from another culture, get ready to pack your bags. The Dayton Area Chamber of Commerce is headed to China! The chamber’s tour group will take off from Washington, DC on November 1, and over the course of

the next eight days and seven nights, take in the sights in Beijing, Xian and Shanghai. The group will be paired with a professional, English speaking tour director, and will enjoy five star accommodations and fantastic food while experiencing Tiananmen Square, the Forbidden City, Temple of Heaven, the Great Wall, the Terracotta warriors and more.



As a chamber member, your price is just \$2,549, which includes hotels, meals, day trips and airfare from Washington Dulles. The deadline to book your trip is July 1, 2018. For

more information, visit DaytonChamber.org/services/memberbenefits/chambertrip or contact the chamber at 937-226-1444. We'd love the opportunity to travel with you! ■



INTRODUCING: EMPOWER

Chamber launches new initiative to excel women business leaders

When it comes to propelling women to what's known in the business world as the "C-suite", Dayton, and our country, have a lot of work to do.

According to Emsi, a labor market analytics firm, there are 622 c-suite executive positions in the Dayton region. Of those, 144 are occupied by women, or roughly 23 percent. When you consider that 50.8 percent of the United States population is female, according to the 2010 Census, it's clear that the percentage of female

business leaders in our region is low. Very low.

But why? It's not because there aren't enough qualified women.

Nationally, women hold 51.5% of all management and professional positions, and 40 percent of U.S. MBA grads are women.

These numbers caused Dayton Area Chamber leaders to pause.

"The chamber team recognized a gap that exists in many metros across the country; the number of women in



top-level executive positions in our business community doesn't proportionately reflect the number of educated women in our community who have the skills to lead companies," said Chris Kershner, executive vice president, Dayton Area Chamber of Commerce.

Enter 'Empower'. This new chamber initiative, announced at the chamber's 112th Annual Meeting on April 24, 2018, will use in-depth leadership workshops combined with engaging day-sessions, business coaching and an extensive network of training support to help participants identify individual leadership strengths, values and goals, develop a personal brand and eliminate barriers to advancement.

Through a strategic partnership with Aileron, the region's world class leadership and training development

center, Empower will provide participants with a unique blend of hands-on business coaching and group support with peers.

"Partnering with Aileron will allow us to take a deep look at each individual participant and what they need

to grow professionally. They'll have access to the best business and leadership coaches in the country. Participants will also form a network within the group, which will provide long-term support system," said Kershner.

The initial Empower participant group will consist of approximately 20 business women, and will launch in September 2018. Applications will be accepted through May 31, 2018 at DaytonChamber.org ■

EMPOWER

ADVANCING WOMEN LEADERS



AGGRESSIVE GOALS SET TO HELP PREVENT ADDICTION, INCREASE ACCESS TO CARE

More people in the United States are suffering from opioid addiction and dying from overdoses than ever before. Opioids are drugs commonly prescribed to relieve pain, like morphine, methadone, codeine, hydrocodone and oxycodone. While useful when used correctly, their misuse has led to a serious national epidemic and public health emergency. That's why Anthem, Inc. and its affiliated health plans have set some aggressive goals in its efforts to find ways to make sure our members who need addiction treatment get better access to it, faster.

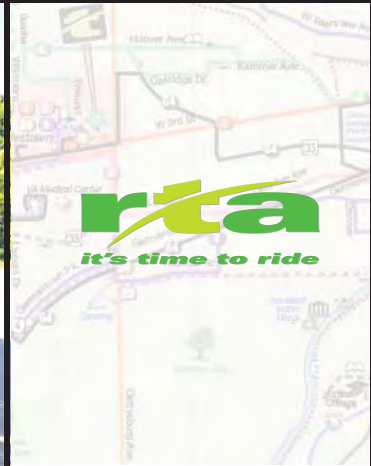
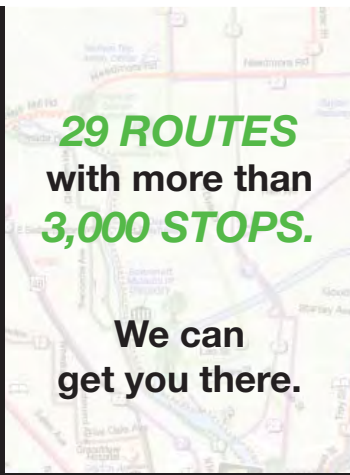
Research has shown that combining in-person behavioral health counseling with medication-assisted therapy (MAT) — using drugs like buprenorphine to combat addiction — works better than drug therapy alone. But a lot of people weren't getting both, so we aim to change that. Our goal over the next year or so is to double the number of members who get counseling along with their MAT therapy for opioid addiction.

- **Taking down barriers.** Recently, for members covered by our prescription drug benefits, we ended our policy of prior approval for drugs to treat opioid use disorder. By removing this step, addicts get the treatment they

need right away, without having to wait for approval and possibly risk overdose or death while waiting.

- **Establishing treatment connections.** Once MAT treatment begins, we want to make sure members get connected with counseling while receiving their drug therapy. Then we work with professionals during all phases of treatment and recovery, coordinating member care and providing crucial support.
- **Limiting quantities, monitoring use.** We've already started to make many policy changes to limit and control the use of opioid drugs. In doing so, our goal over time is to reduce the amount of opioids dispensed to members by 30% from peak levels. For members with our prescription drug coverage, quantity limits on prescribed opioids are already in place. And we have lock-in programs to limit drug access to a single pharmacy and prescriber, when needed. We also have the means to monitor fraud and prescription drug abuse.

As one of the largest health insurers in the country, we've always strived to make changes that improve the health and lives of our members and our communities. It's our duty to those we serve. ■



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WHO'S SUPPLYING YOUR NATURAL GAS?

If you don't know, you could be leaving savings on the table

Fluctuating energy costs can wreck a small business's budget. In fact, according to the National Federation of Independent Business's Energy Consumption poll, energy costs are one of the top three business expenses for 35% of small businesses. The good news is, a little homework could save you big money.

To start - do you know who supplies your natural gas? If you answered Vectren, you need to take a deeper look.

Vectren is a great Dayton Area Chamber member business, and a reliable energy delivery company, but it's not in the business of supplying natural gas. In fact, Vectren stopped supplying gas in 2008. Vectren delivers natural gas. When it comes to who's supplying your gas, you have a choice.

ANSWERING THE SUPPLIER QUESTION

If you're not sure who supplies your business's natural gas, take a look at your gas bill. Your supplier is listed under the "Gas Supplier Detail" heading. But knowing who supplies your gas isn't enough. If the words "Standard Choice Offer" are printed above the name of your gas supplier on the bill, you are being served by that supplier at a variable rate based on the month-end market price of natural gas listed by the New York Mercantile Exchange (NYMEX) – plus a fixed adder that is set annually in April through an auction process.

Each year, Vectren conducts an auction to determine that year's natural gas suppliers. All customers who have not chosen a gas supplier are then served by to one of those third parties. This means the customer's natural gas

bill will fluctuate with the price of natural gas on the open market. And each year, if you haven't chosen a supplier, you'll find yourself being served by one of the annual Standard Choice Offer suppliers who has won a place in the supplier auction.

HOW TO TAKE CONTROL OF YOUR GAS SUPPLY

According to Vectren, the cost of natural gas typically makes up more than half your monthly bill. Choosing a supplier and taking advantage of the programs they have to offer could result in savings.

Dayton Area Chamber member businesses have access to more possible savings. Through chamber partner IGS Energy, member businesses can control costs through fixed price, straight variable or the Active Commodity Allocation Program (ACAP). The ACAP is a blend of the fixed price and variable concepts. It allows smaller users to procure energy in the same way a large industrial customer would. IGS's team watches the market for you, and buys when gas prices are low, both keeping costs down and mitigating market risks.



MAKE A SUPPLIER CHOICE

As a chamber member business, don't miss out on your chance to have a free cost estimate. Contact Reggie Franklin, IGS Energy, at 937-972-0382 or rfranklin@igsenergy.com to learn more. You can also learn more or contact Reggie via the contact form here: <https://daytonchamber.org/services/member-benefits/igs-energy/>. ■



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HEALTH INSURANCE FOR SMALL AND MID-SIZE BUSINESSES

The Chamber and Anthem Blue Cross Blue Shield have combined efforts to offer health, dental and disability insurance coverage to small and mid-sized businesses. These offerings come with competitive rates and comprehensive services from a large network of providers.



WORKERS' COMPENSATION DISCOUNTS

The Chamber's long time relationship with Frank Gates changed in 2015, when Frank Gates combined with CareWorks Consultants, Inc. to form CareWorks Comp, Ohio's largest workers' compensation Third Party Administrator (TPA). Our group rating program allows employers with good safety and claims records to pool together to enjoy discounted workers' compensation premiums.



MEDICAL MANAGEMENT SOLUTIONS

The chamber contracts with CareWorks to offer members innovative claims and medical management services for workers' compensation, helping our more than 93,000 employer customers control costs and enhance employee productivity.



OFFICE SUPPLIES

Chamber members see significant savings on frequently used office supplies at Office Depot AND free next day delivery. Employees of member businesses can also get the same great discount when they shop at Office Depot, using their chamber discount card.



GAS CARD DISCOUNT PROGRAM

Save 5 cents per gallon of gas from any Speedway or Super America gas station when using your Chamber Benefits Card. The per gallon discount is not available for fuel purchases made in WV or WI.



ENERGY SAVINGS PROGRAM

Chamber members receive an exclusive discount offer from IGS Energy. Member businesses benefit from custom pricing that could save them hundreds on their energy bills. Member employees are also eligible for custom pricing at home.



PAYMENT PROCESSING

Does your business accept credit cards? When's the last time you took a close look at your processing fees? There might be a better way, using new technologies that could save you significantly. Infintech offers Dayton Area Chamber member discounts, and will complete a free analysis of your current processing to see how much you can save!



SHIPPING SERVICES

The Chamber has teamed with FedEx to help boost your savings on all air, freight and ground deliveries. It's easy, it's free and there's no minimum shipping, copy or print quotas. Enroll today.



ENERGY SAVING AUDITS

The Chamber's partnership with Energy Optimizers, USA offers Chamber members an exclusive discount on an Energy Audit Program (value \$2,500-\$10,000). An ASHRAE Level 2 energy audit will be conducted by professional and certified energy, mechanical and electrical engineers. You'll receive recommendations for reducing energy costs, projected energy savings for positive cash flow, and options for financing a turn-key energy efficiency project.

START SAVING! For a complete list of chamber discount programs and services, and information on how to participate, visit DaytonChamber.org or call 937-226-1444.



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CHAMBER PARTNERSHIPS

PRODUCT REVIEWS BOOST REVENUE

Most of today's shoppers don't buy anything without checking for product reviews and feedback on a product or service they are going to purchase. Not surprising, a whopping 55% of consumers do their shopping research on Amazon says pymnts.com.

And it's not just Amazon who sees larger than life traffic on their websites due to reviews. Companies like Trip Advisor, Angie's List, Target, and Costco all utilize customer reviews to help improve their search rankings as well as boost their revenue.

PRODUCT REVIEWS AND WHY FEEDBACK MATTERS

In the case with Amazon, arguably one of the leaders in eCommerce, they have proven that the more reviews a product has, the more it gets purchased and the higher it ranks in the search results online. What does this mean for merchants? Customer reviews and feedback are quickly becoming an integral part of conducting business and overall revenue growth.

Nowadays, one-third of eCommerce shoppers will not purchase a product unless it has favorable reviews. Positive reviews can boost sales by 20% on merchant sites that do a good job of displaying them according to usatoday.com.

For retail companies, reviews are just one part of the puzzle to help reduce customer doubts and encourage them to complete the checkout process. There are other strategies that can also aid in this such as free shipping, site help, coupons and guarantees. Merchants may not be able to execute all these things but implementing the basics is a start to see how reviews can drive conversion.

ARE THERE OTHER BENEFITS?

Feedback not only boosts sales, it also has a positive side effect. Every time a product is mentioned or reviewed on a site, the higher that keyword ranks in Google search which boosts Search Engine Optimization (SEO), upsell and cross-sell opportunities.

Research shows, consumers who interact with reviews on a merchant's site are:

- Much more likely to convert (upwards of 58%)
- Generate more overall revenue per site visitor
- Typically spend more money per individual order

PRODUCT REVIEWS DRIVE MORE BUSINESS

Whether merchants and consumers realize it, reviews carry a lot of weight and are worth a lot of money. Just 5-10% of consumers give feedback but that small percentage yields almost \$400 billion worth of global sales. That impact is worth paying attention to. For merchants that haven't jumped on the review bandwagon yet, there are many reputation management software options that can get merchants off the ground.

By using reviews, merchants can build customer confidence and improve the client buying experience which translates to more purchased goods in the cart. The hardest part is getting those first reviews. But once reviews and feedback start coming in, chances are revenue will increase as well as site traffic.

STAY UPDATED ON THE LATEST TRENDS:

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