

Winter 2019 | VOL. XIII NO 4

# FOCUS

ON BUSINESS

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WINNER GLOBALFLYTE 26

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# FOCUS

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## CONTACT INFORMATION

**Dayton Area Chamber of Commerce**  
22 E. Fifth Street  
Dayton, Ohio 45402-2400  
tel 937.226.1444 | fax 937.226.8254  
[www.daytonchamber.org](http://www.daytonchamber.org)

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## EDITORIAL STAFF

### Editor-in-Chief

*Holly Allen*

### Contributors

*Vince McKelvey*

*Sylvia Stahl*

*Hannah Hitchcock*



## DESIGN

### MetroMedia, Inc.

4210 Shawnee Mission Parkway, Suite 314A  
Fairway, Kansas 66205  
913.951.8413  
[dsmall@metromediapublishers.com](mailto:dsmall@metromediapublishers.com)

### Director of Production

*Ryan Moore*

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# President's Message FOCUS ON ... 2019 AND BEYOND



**W**ow! Can you imagine as you read this issue that 2019 is almost over and we will be planning for 2020? Looking back through the year, it seems like a buzz saw to me.

Overall, business was good for most, but not necessarily for all of our members. There are always challenges, but this year was especially tough for those who were affected by the multiple tornadoes that stormed through our region Memorial Day evening and caused major devastation.

Then just over two months later, violence occurred in our core's Oregon District.

After the storm, the chamber stepped up to help businesses gain access to resources from the Small Business Administration, FEMA, and more. We continue to support our members through many and varied actions. Later, we partnered with the Downtown Dayton Partnership, Oregon District Business Association, our Dayton/Miami Valley Convention & Visitors Bureau and the City of Dayton to stage a one-day block party event on August 25 to pull people together, support the Oregon District businesses and raise monies for those who needed our help. I'm proud to have served with our staff and over 300 volunteers who worked hard to make that event a success. Special thanks to area resident Dave Chappelle for bringing in his friends to help us come peacefully together, lessening the tensions from the recent violence. (Read more about the event dubbed "Gem City Shine" on page 23 of this issue.)

2019 has been a year to remember, some good but some tragic. I congratulate our community for being so resilient and our business community and supporters for their grace and generosity during these challenges.

Now we start to plan for 2020, a new, fresh year. Our three-year 2020-22 Strategic Plan is complete, as well as our 2020 Business Plan and budget. In this issue, you will also see our proposed 2020-2021 Board of Trustees slate. If elected, we thank the listed individuals for their involvement and leadership as they work together to carry our organization forward in the upcoming year.

We also thank you, our members, for your continued support of our organization.

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

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# PREMIER HEALTH OFFERS FULL SPECTRUM OF CARE CHOICES

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Patients of Premier Health's new urgent care centers can use online scheduling at [www.PremierUrgentCareOH.com](http://www.PremierUrgentCareOH.com). Patients have the option to go online to make an appointment, sign themselves in, find out their place in line and know their wait time. The health system's Urgent Cares are in Englewood, Vandalia, Huber Heights, Troy, Miamisburg, Springboro, Centerville, Beavercreek and Mason. All are open from 9 a.m. to 9 p.m., seven days a week. The centers offer basic X-rays and lab services, treatment of minor illnesses and injuries, flu shots and sports physicals.

**I**n a room encompassing an entire office-building floor, Premier Health staff use the latest in high-tech equipment to perform life-or-death work, communicating with helicopters, mobile intensive care units and other ambulances to people in medical crisis.

"It's like a NASA command center," said Candy Skidmore, Premier Health's vice president for emergency and trauma services. "It's pretty amazing."

At Premier Health's Regional Referral Center, which opened in September at 1611 S. Main St. in Dayton, 62 staff members take on the "massive" task of managing the movement of patients from outside and within the 1,600-bed Premier Health system.

That includes keeping tabs on the health system's four CareFlight helicopters and six mobile ICUs, as well as 32 advanced-care ambulances, Skidmore said. Center staffers use a bank of 20 80-inch computer screens, which display real-time information to ensure patients in a 17-county area get the quickest and most appropriate care.

The more regional approach to care coordination comes as Premier Health is decentralizing some services, making it easier for people across southwest Ohio to get medical advice and treatment online and through new providers' offices and urgent care centers.

"It's a matter of meeting people where they are," said Diane Pleiman, president of Premier Physician Network. Nowadays, she said, people expect ease and convenience in accessing health care, and Premier Health is providing options. "It's not a one-size-fits-all environment that we're working under."

The referral center uses computer-aided dispatching and satellite tracking to rush patients to the most appropriate hospital and make sure an admitting physician is present upon a patient's arrival. Premier Health typically handles nearly 50,000 CareFlight, mobile ICU and ambulance transports a year, Skidmore said.

Sometimes transports are done from the scenes of accidents or shootings, but they also may be transfers from nursing homes to hospitals or from a regional hospital to Dayton's Miami Valley Hospital.

At these referring facilities, Premier Health has installed special telephones that automatically dial the referral center to start the transport process. "We lovingly call them 'bat phones,'" Skidmore said.

As patients' care needs change, the referral center facilitates their movement within the Premier Health system, and arranges for follow-up care after discharge.

Skidmore said the center also will be a key resource in managing disasters.

Premier Health has rolled out a host of other options to help people get easy access to routine medical advice and treatment.

"They're based on the needs of the patient – how does it best work for their lives," Pleiman said.

There are now numerous options for scheduling appointments with physicians and other providers.

People can use a single telephone number – 855-PREMIER – to find a new primary care provider at any of Premier Health's more than 180 practice locations.

Established Premier Health patients can schedule appointments anytime through their computerized MyChart account. New patients can schedule appointments online at [www.premierhealth.com/makeanappointment](http://www.premierhealth.com/makeanappointment).

Premier Health practice locations offer expanded hours, so busy patients can schedule appointments for before or after work and for Saturday mornings.

Nowadays, some routine provider visits can be handled online, so patients don't need to physically visit the doctor's office.



Established Premier Health patients can have an email-based “e-visit” with their providers through the MyChart portal. The visits, which cost \$30, are intended for common ailments like headaches, coughs, seasonal allergies, poison ivy, back pain, gout and heartburn. Doctors can prescribe medication through these visits.

New patients who don’t have a relationship with a doctor can talk with physicians and nurse practitioners in video chat “virtual visits” for minor ailments that don’t require diagnostic testing. Virtual visits cost \$45 and usually last 20 minutes. Health professionals ask patients about their conditions and can recommend treatment, prescribe medication or, if necessary, refer patients for in-person visits.

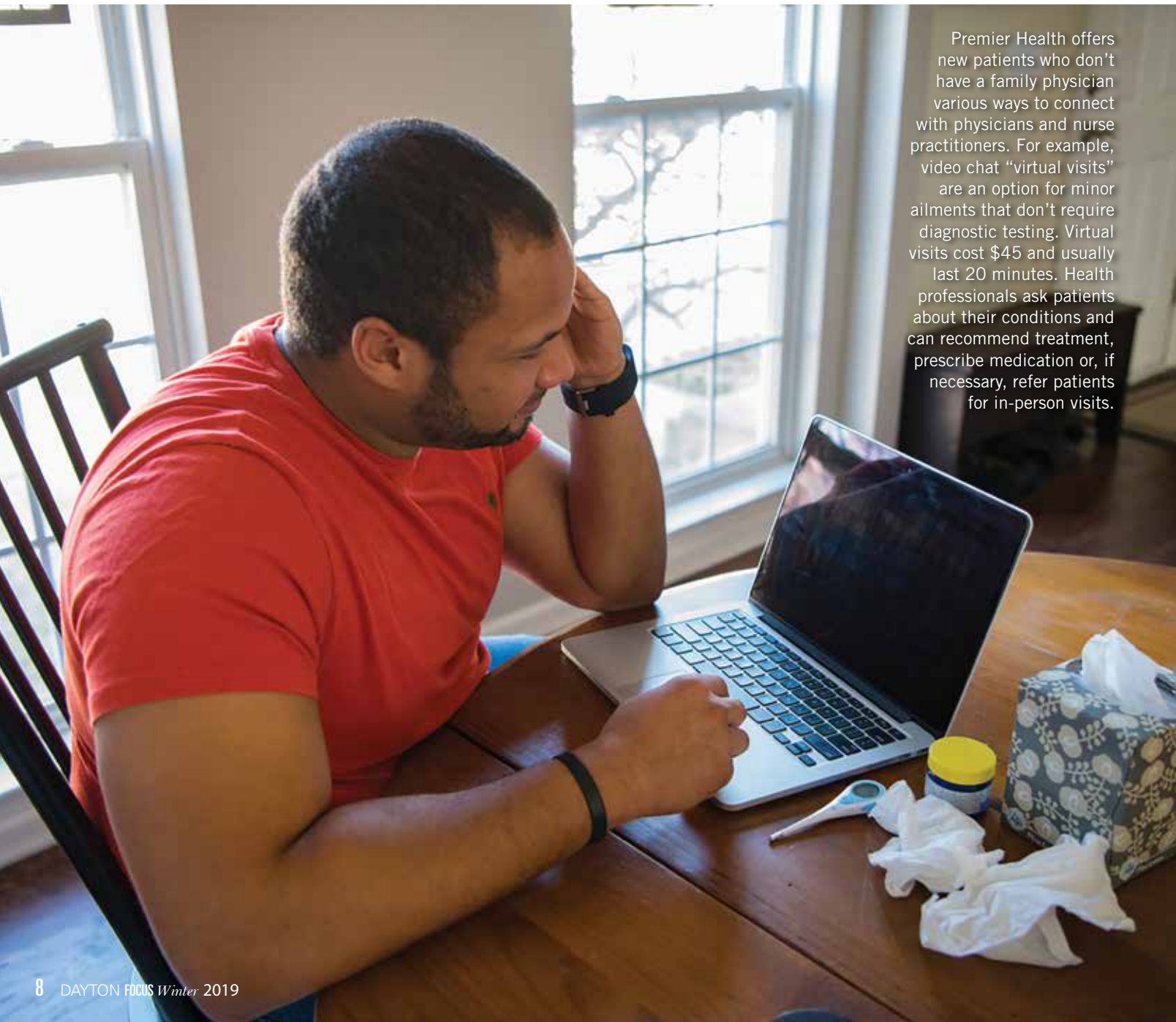
Premier Health also has launched “Fast Pass,” a system that electronically notifies patients of cancellations at specialists’ offices so they can get an earlier appointment, Pleiman said. It’s now being used in cardiology, and likely will be expanded to other specialties, she said.

Patients of Premier Health’s new urgent care centers also can use online scheduling at [www.PremierUrgentCareOH.com](http://www.PremierUrgentCareOH.com). They can use the technology to make an appointment, sign themselves in, find out their place in line and know their wait time, said Paula Thompson, president and CEO of Premier Health’s Fidelity Health Care, which manages the centers.

The health system’s Urgent Cares are in Englewood, Vandalia, Huber Heights, Troy, Miamisburg, Springboro, Centerville, Beavercreek and Mason. All are open from 9 a.m. to 9 p.m., seven days a week.

The centers offer basic X-rays and lab services, treatment of minor illnesses and injuries, flu shots and sports physicals.

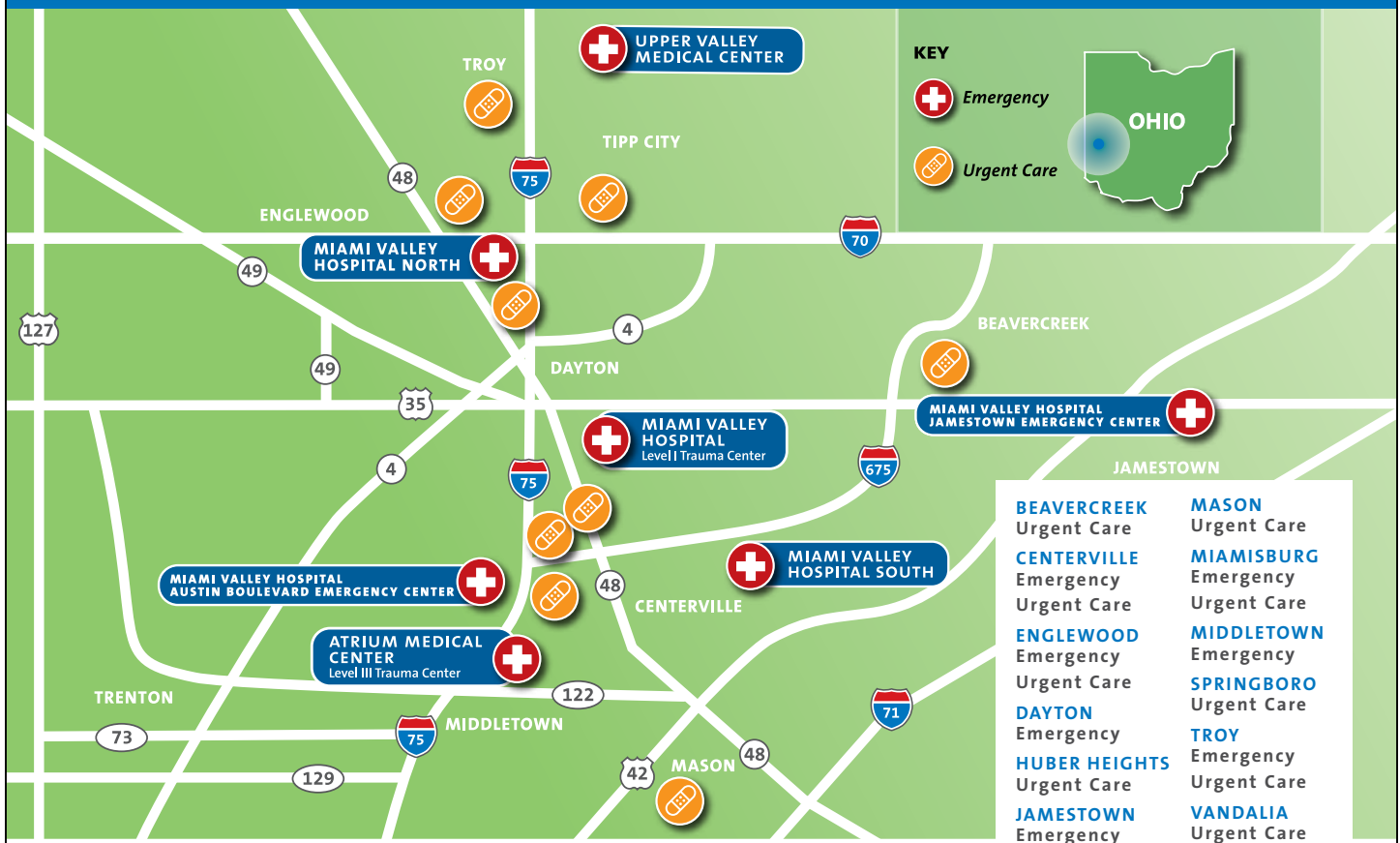
The centers are another way for Premier Health to “meet the patients in the communities where they work and live,” Thompson said. “It’s all part of a planned strategy to make (accessing health care) more convenient, whether you’re a new or existing patient. It’s been a very successful strategy.”



Premier Health offers new patients who don't have a family physician various ways to connect with physicians and nurse practitioners. For example, video chat “virtual visits” are an option for minor ailments that don't require diagnostic testing. Virtual visits cost \$45 and usually last 20 minutes. Health professionals ask patients about their conditions and can recommend treatment, prescribe medication or, if necessary, refer patients for in-person visits.



# EASY ACCESS TO CARE



## Emergency Centers

When health emergencies can't wait, a Premier Health emergency center is ready for you. From the fastest helicopters to the highest level of trauma care, our services are designed to meet your needs when serious illness or injuries arise. **Check out our wait times at [PremierHealth.com/ER](http://PremierHealth.com/ER).**



## Urgent Care Centers

Because illness or injury never comes at a convenient time Premier Health Urgent Care locations are open daily. We welcome your visit where you will receive skilled treatment for those minor health problems that can't wait until your primary care doctor can see you. We welcome all ages. **Reserve your appointment online at [PremierUrgentCareOH.com](http://PremierUrgentCareOH.com).**



## Primary Care

Primary care providers specialize in the comprehensive care that can help keep you and your family healthy. If you already have a Premier Health primary care provider, you can use your Premier MyChart® account to schedule an in-person appointment or request an E-Visit. If you're looking for a new primary care provider, visit **[PremierHealth.com/makeanappointment](http://PremierHealth.com/makeanappointment)** to schedule with a provider online, or call **1-855-PREMIER** and we can help you find a provider that fits your needs.



## Premier Virtual Care – Doctor Visits on Your Computer or Phone

Stay in the comfort of your home with just-in-time help via video chat to manage minor health issues in children and adults. This is available 24 hours a day, seven days a week for Ohio residents. **Connect online at [PremierVirtualCare.com](http://PremierVirtualCare.com) to get started.**

# 9 STEPS TO LAUNCH YOUR EMPLOYEE WELLNESS PROGRAM



You've made your business case. You're ready to start or continue with a wellness program. Now what?

- 1 Identify the behaviors or conditions you're targeting.**
  - What are critical health issues for employees? Pull relevant data from online health assessments, screenings, claims, and/or utilization reports. Survey employees on their health goals.
  - Is this for employees only? Spouses? Dependents? A certain segment like low-risk or high-risk?

- 2 Define the program's short-term and long-term goal.**
  - Make goals specific, measurable, flexible, and achievable.
  - Line them up with your corporate goals, vision, values, and mission.
- 3 Develop wellness program values and mission statement.**
  - Include primary functions or activities, purpose, and stakeholders.



## 4 Build a project plan.

- Include budget, timelines, and implementation strategy.
- Budget for events and promotions – and remember things like posters and program incentives.

## 5 Create a marketing strategy and tactics.

- Employ a variety of media (for example, email, social media, and your newsletter). The key is to know your employee population and what forms of communication work best for them.
- Take key barriers such as time, logistics, and negative perceptions into consideration. Address them in your marketing efforts.
- Use our health education materials to keep wellness top of mind.

## 6 Present to leadership and gain buy-in and participation. Seek legal approval for compliance.

## 7 Target potential champions, team captains, or ambassadors from various departments throughout your organization and invite them to join in.

- Assign team member roles and responsibilities.
- Choose a combination of management, front-line staff, and employees from each part of the company with every level of fitness. If you have multiple locations, cultivate a champion at each site.

## 8 Identify program evaluation and measurement. You can use:

- Number of registrants and participants
- Surveys and pre- and post-event questionnaires for feedback
- Aggregate data/reports from screenings and online assessments
- Attendance, sick leave usage, and turnover

## 9 You're ready to launch your wellness program.

- Share success stories throughout the company.





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The chamber's monthly publication, "Economic Indicators", are compiled through a partnership with Wright State University's Applied Policy Research Institute (APRI). The latest indicators are available at [DaytonChamber.org](http://DaytonChamber.org). Below is a sampling from the June 2019 report.

## CPI

### Consumer Price Index

June 2019 % Monthly change ..... 0.0%  
CPI over the last 12 months avg. .... 1.2%

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](http://www.bls.gov/regions/mountain-plains/news-release/consumerpriceindex_midwest.htm#chart1)

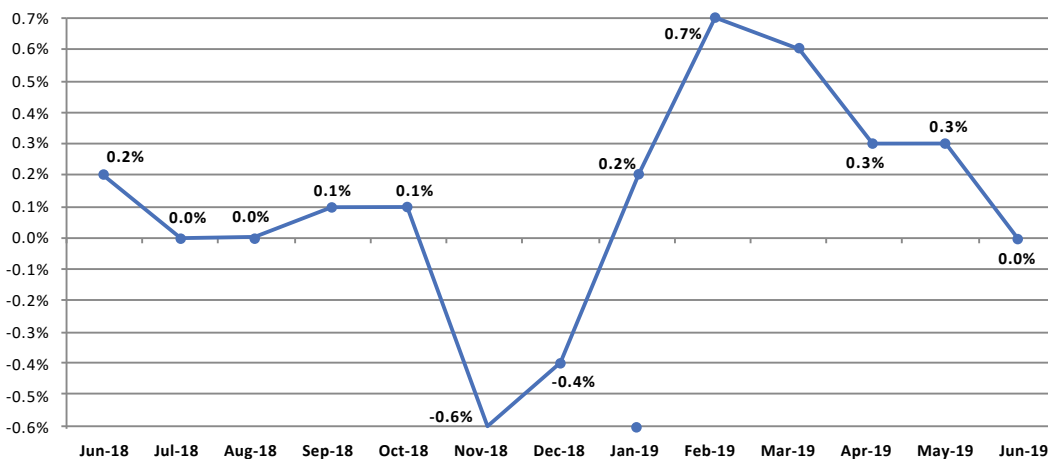
## Cost of Living Index

### 2019 Second Quarter Cost of Living Index

Dayton, Ohio.....	88.9	Denver, Colorado .....	110.8
Columbus, Ohio.....	91.5	Baltimore, Maryland .....	113.7
Richmond VA.....	92.8	Miami-Dade County, Florida .....	114.5
Raleigh, North Carolina .....	95.1	Chicago, Illinois .....	120.1
Cleveland, Ohio .....	95.9	Portland, Oregon .....	134.0
U.S. AVERAGE .....	100	San Francisco, California .....	201.7

Source: Council for Community and Economic Research (C2ER), ACCRA Cost of Living Index

## 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](http://www.bls.gov/regions/mountain-plains/news-release/consumerpriceindex_midwest.htm#chart1)



# Sales Tax Collections

County	Current Rate	Jun 2019	Jun 2018	12 Mos Change	YTD 2019	YTD 2018	YTD Change
Butler.....	0.75	\$3,799,804	\$3,845,218	-1.18%	\$22,302,544	\$21,540,538	3.54%
Clark.....	1.5	\$2,349,693	\$2,154,474	9.06%	\$12,806,749	\$11,876,283	7.83%
Darke.....	1.5	\$793,118	\$763,652	3.86%	\$4,405,992	\$4,316,293	2.08%
Greene.....	1	\$2,452,830	\$2,414,593	1.58%	\$13,936,157	\$13,543,850	2.90%
Miami.....	1.25	\$1,582,710	\$1,580,564	0.14%	\$9,266,729	\$9,085,381	2.00%
Montgomery.....	1.25	\$8,658,126	\$6,591,228	31.36%	\$48,758,479	\$38,401,397	26.97%
Preble.....	1.5	\$485,281	\$489,733	-0.91%	\$2,917,074	\$2,789,434	4.58%
Warren.....	1.25	\$4,487,260	\$4,525,906	-0.85%	\$26,631,040	\$23,906,622	11.40%
<b>Region Total</b> .....		<b>\$24,608,821</b>	<b>\$22,365,368</b>	<b>10.03%</b>	<b>\$141,024,764</b>	<b>\$125,459,799</b>	<b>12.41%</b>

Source: [http://www.tax.ohio.gov/tax\\_analysis/tax\\_data\\_series/sales\\_and\\_use/publications\\_tds\\_sales/S1M0619.aspx](http://www.tax.ohio.gov/tax_analysis/tax_data_series/sales_and_use/publications_tds_sales/S1M0619.aspx)

# Residential Home Sales

	Jun '19	Jun '18	%Change	YTD '19	YTD '18	%Change
<b>Number of Homes Sold</b> .....	1529	1684	-9.20%	7776	7796	-0.26%
<b>Total Home Sales (\$)</b> .....	\$298,618,817	\$309,647,478	-3.56%	\$1,348,494,690	\$1,278,682,510	5.46%
<b>Average Sale Price (\$)</b> .....	\$195,303	\$183,876	6.21%	\$173,418	\$164,018	5.73%

Source: Dayton Area Board of Realtors, Dayton Area Home Sales for June 2019

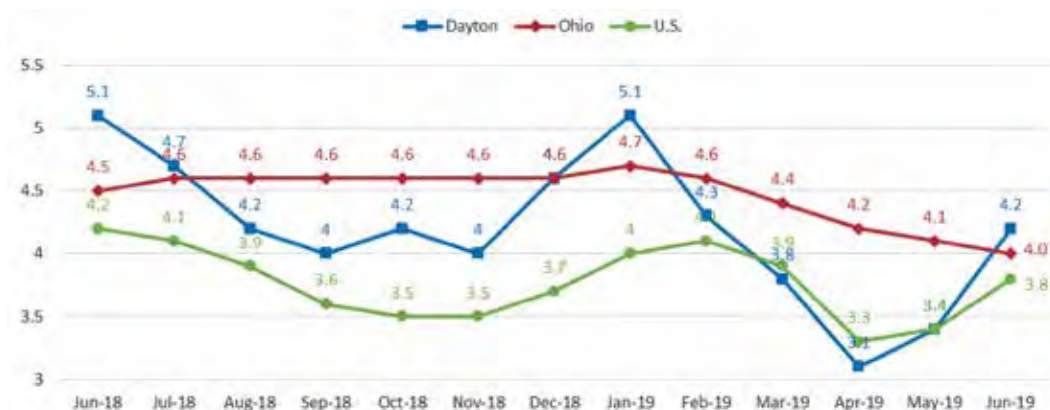
# Regional Employment Trends

Dayton MSA	Jun-19	May-19	Jun-18	2019 Avg.	12-month change
<b>Total nonfarm employment</b> .....	390,700	391,900	389,800	389,017	900
<b>Goods producing employment</b> .....	57,900	57,400	56,500	56,783	1,400
<b>Service-providing employment</b> .....	332,800	334,500	333,300	332,233	-500

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

# Unemployment Rates

	Jun-19	Jun-18	12-month Avg.
<b>Dayton MSA</b>	4.2%	5.1%	4.2%
<b>Ohio</b>	4.0%	4.5%	4.5%
<b>U.S.</b>	3.3%	3.7%	3.8%



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

# WHEN RUNNING A BUSINESS IS ABOUT MORE THAN JUST BUSINESS

## Chamber members lend a hand after Memorial Day tornadoes

By: Vince McKelvey, Focus on Business Contributor

**E**vans Bakery in Old North Dayton and Jet Express Inc. in Harrison Twp. largely escaped damage last Memorial Day despite being perilously close to some of the worst-hit areas when tornados tore through the region. But that personal good fortune was not the end of the story for officials of those two businesses.

Like business people throughout the area, Matt Tepper of Evans Bakery and Kevin Burch at Jet Express jumped in to help; Evans through his neighborhood association and Burch through connections in the trucking industry.

"It's truly like that old saying, it's not what you know, it's who you know," said Burch, president of Jet Express and a past chairman of the American Trucking Associations.

Burch, a native of Flint, Michigan, helped to deliver some 20 trailer loads of water four years ago during Flint's water crisis. So it wasn't surprising that Harrison Twp. called him after the tornados to ask for trucks for cleanup. Burch, however, said Jet Express' enclosed trailers would work not well hauling the large-scale debris left by the storms.

"I felt really bad. The first time I had to say no," he said.

Burch said Jet Express had 200 trailers and about 50 tractors at its home base on Webster Street on Memorial Day. As he made his way there that night, he expected to see trailers all upside down. "We missed it by a thousand yards," he said. "I was just shocked. We've got over 10 acres and we didn't have any damage at all; but a thousand yards, total devastation."





A day or so later, Burch realized he might be able to help after all.

Through his work with the American Trucking Associations, Burch knows there are many and various trade groups. "We needed gravel trucks, open tops, and sure enough, I called and there's a sand and gravel association of America," he said.

Through that group, Burch found a local contact for the Ohio Aggregates & Industrial Minerals Association, who put out the call for open, heavy-duty trucks. Burch also did an interview on Road Dog radio, a SiriusXM trucker station, asking listeners who might be traveling through Dayton to stop and help.

Both pleas yielded results. Volunteer truckers were active in the cleanup for about three weeks, Burch said. "Those weren't my

trucks, but indirectly, I was able to get trucks in here to help. It was a real grassroots effort."

In the end, a use also was found for a couple Jet Express trailers as temporary storage for donated goods. "We played a very small role. I was just blessed," he said.

For Tepper at Evans Bakery, one of the hardest things the night of the tornados was feeling helpless "listening to siren after siren after siren ... all going just to the north of us" to where the damage was severe. "You couldn't do anything," he said. "That was probably the worst feeling I had all night."

Tepper and Jennifer Evans came to Dayton in 2012 to reopen the Evans family bakery on Troy Street. They live above the shop and managed to get to their basement barely 20 seconds before strong winds hit the building.





The bakery is about a half-mile from the where a tornado touched down, Tepper said, but the wind was still strong enough to rip a rain stack from their roof. “I (could) only imagine what it was like in the direct path.”

There was little he could do that night, but Tepper knew he’d get involved the following day. He has been helping ever since.

“We started a cooling center because it was unbearably hot,” he said. But tornado victims, reluctant to leave their vulnerable properties and busy with the aftermath, weren’t coming to the center. So, he and two neighborhood volunteers loaded his pickup and began delivering water door-to-door. “The next day we started with water and food and we actually created a food station up there and moved the station around the neighborhood each day,” he said.

“We kept that up actively until that Saturday when we had 700 volunteers coming in to help clean up the neighborhood. That was wonderful. The Living Cities Project helped us get the word out.”

At that point, he added, they’d set up an emergency food pantry at the Polish Club. Then, St. Vincent de Paul began to

inventory people’s needs and neighborhood volunteers “started asking what physically is next; tarping up roofs, that sort of thing,” Tepper said. “Now, we’re helping people with the tail end of the FEMA process.”

That was in September, four months after the storm.

Tepper’s involvement was largely through the Old Dayton Neighborhood Association, where he serves as president and Jennifer Evans is treasurer. They’re also both active in the neighborhood business association. “When Jennifer and I reopened the bakery – it’s the neighborhood she grew up in – we resolved we would be very active in the neighborhood,” Tepper said.

In addition to Living Cities and St. Vincent’s, the neighborhood has been working with the Miami Valley Long Term Recovery Operations Group. A Cincinnati Bell crew spent eight days right after the tornados to help cut trees for people. Offers of help continue.

“It’s something that’s ongoing,” Tepper said. “It’s been great because we could not have gotten as far as we have in Old North Dayton without all that help.”



# VOLUNTEERS OF THE QUARTER

Congratulations to our volunteers of the quarter for the 2nd quarter of 2019.

Pictured (L-R): Courtney Osting, Sumaria Systems; Kevin Sedensky, Montgomery County. Not pictured: Benjamin Keller, JumpStart, Inc.

Awards are presented at the quarterly Dayton Area Chamber Board of Trustees meetings.



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## CHAMBER CHALLENGE

Chamber members took to both courses at NCR Country Club on September 16, 2019 for the 27th Annual Chamber Challenge Golf Outing. With nearly 200 golfers in play, the Chamber Challenge is one of the largest golf outings in the region – and is certainly the most fun! (We might be biased.)

The Chamber Challenge begins with a dramatic ball drop from the top of a crane, courtesy PSC Crane & Rigging. From there, golfers are treated to cocktails, cigars and sunshine. Later, they gather at the clubhouse for awards, drinks and dinner. Missed out this year? Mark your calendar now for the 28th Annual Chamber Challenge on September 21, 2020.



## LEADERSHIP DAYTON ANNUAL MEETING

Celebrating 43 years and dozens of alumni, Leadership Dayton grads gathered on September 18, 2019 at the Dayton International Airport for their annual meeting. During the meeting, Leadership Dayton recognized individuals and organizations that showed outstanding commitment to its mission. Attendees also heard an update on the changes happening at the airport from Interim Aviation Director, Gil Turner.

2019 Leadership Dayton Award Recipients:

- **Leader of the Year:** The Foodbank, Inc.
- **Program Partner of the Year:** Dayton Power & Light
- **Volunteer of the Year:** Jessica Saunders, Dayton Children's Hospital
- **Outstanding Community Board Service:** Ramona Vikan, TACG (matched with Dayton Art Institute)





# LEADERSHIP DAYTON CLASS OF 2020 KICKS OFF WITH OPENING RETREAT



**L**eadership Dayton's newest class is off and running! This group of business leaders began their experience with an opening retreat at Deer Creek State Park on August 16, 2019.

Class members of Leadership Dayton are selected from applicants representing a cross-section of the community and represent the diversity of the region's business and nonprofit leaders. The program focuses on leadership, education, economic development, diversity, justice, the arts, government, health, and human services.

Founded in 1976, Leadership Dayton is one of the oldest community leadership programs in the nation. With more than 1,700 alumni, the mission of the program is to identify, educate, and motivate a network of community leaders, to increase the individual's capacity to serve the Dayton region, and to advocate continual engagement in support of the Dayton region.

## Members of the Leadership Dayton Class of 2020 are:

Jim Ahrns . . . . . Think Patented  
Mary Bane . . . . . Dermatologists of Southwest Ohio (DSWO)  
Denise Banks . . . . . Verso Corporation  
Timothy Bement . . . . . App Architecture  
Ashley Bielefeld . . . . . Messer Construction  
Chad Bocook . . . . . Dayton Power & Light  
Jyllian Bradshaw . . . . . Porter Wright Morris & Arthur  
Mary Butts . . . . . PSA Airlines  
Erin Davis . . . . . Taft Stettinius & Hollister  
Beth Duncan . . . . . LIZard Apparel & Promotions, LLC  
Cory Earl . . . . . Dayton Business Journal  
Nick Eden . . . . . Danis  
Susan Edwards . . . . . Wright State University

Jenni Frazer . . . . . Federal Reserve Bank of Cleveland, Cincinnati Branch  
Cindy Garner . . . . . Clothes That Work  
John Garrity . . . . . Brixey & Meyer, Inc.  
Patrick Gill . . . . . The Dayton Foundation  
Sarah Hackenbracht . . . . . Greater Dayton Area Hospital Association  
Timothy Henry . . . . . Premier Health  
Jesse Edel . . . . . University of Dayton  
Erin Kunkle . . . . . JJR Solutions, LLC  
Andy Lehman . . . . . Kettering Health Network  
Beth Ling . . . . . CareSource  
Carol Lundin . . . . . Front Street Building Co. LLC  
Mark Lyle . . . . . Wright-Patterson AFB  
Lindsay Maxam . . . . . Junior League of Dayton  
Joshua Nalls . . . . . Dayton Public Schools  
Michelle Niedermier . . . . . Montgomery County JFS  
Michael Osborn . . . . . Coolidge Wall Co., L.P.A.  
Michael Pabst . . . . . Flagel Huber Flagel  
Kunal Patel . . . . . Coldwell Banker Heritage Realtors – Kunal Patel Group  
Cory Paul . . . . . American Red Cross, Dayton Area Chapter  
Kayleigh Pratt . . . . . Girls on the Run of Dayton  
Laura Rapoch . . . . . Crayons to Classrooms  
Pamela Rath . . . . . LexisNexis  
John Schuermann . . . . . Fifth Third Bank  
Samantha Sommer Morris . . . . . Dayton Daily News/Cox Media Group  
Michael Stemen . . . . . Rieck Services  
Devon Stinson . . . . . Central State University  
Amy Thorson . . . . . Dayton Children's Hospital  
Tracey Tomme . . . . . Dayton Society of Natural History  
Lee Lauren Truesdale . . . . . The Foodbank, Inc.  
Graig Tuschong . . . . . Goodwill Easter Seals Miami Valley  
Mariah Vogelgesang . . . . . City of Centerville  
Monica Walker . . . . . The Dayton Art Institute  
Terra Williams . . . . . Public Health – Dayton & Montgomery County  
Janet Wirth . . . . . Wright Patterson AFB  
Brian Yeakley . . . . . Miami Valley Financial Partners



## CHAMBER'S MISSION CONTINUES TO 'EMPOWER' DAYTON'S FEMALE LEADERS

**T**he chamber's Empower program has welcomed its second cohort of female business leaders. In partnership with program sponsor Fifth Third Bank, this group of women began its experience September 13, 2019, with a retreat hosted at Mills Park Hotel in Yellow Springs.

Empower began as a new initiative under the Dayton Area Chamber of Commerce in 2018.

Over the next nine months, the cohort will engage in leadership workshops combined with 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. The experience will culminate with a closing retreat in June 2020.

### Introducing the Second Empower Cohort:

Stephanie Balser .....	CareSource
Britney Bart .....	Kettering Health Network
Ashley Bethard .....	Cox Media Group Ohio
Mandy Bingaman .....	University of Dayton
Stacey Domicone .....	Verso Corporation
Lindsay Dorsey .....	Dayton Power & Light
Samantha Elder .....	Montgomery County
Diane Farrell .....	Dayton Metro Library
Tami Fourman .....	LexisNexis
Leslie Goodwin .....	Nidec Minster Corporation
Christine Haaker .....	Thompson Hine LLP
Antoinette Hampton .....	The United Way of the Greater Dayton Area
Jessica Jones.....	Universal 1 Credit Union
Grace Jones.....	Dayton Children's Hospital
Kim Lahman .....	Miami Valley Regional Planning Commission
Jodi Long.....	Montgomery County ADAMHS
Kristen Marks .....	Centerville-Washington Parks District
Jacqueline McGuire.....	Buckingham Advisors
Marya Rutherford Long .....	Fifth Third Bank
Charlynda Scales .....	Mutt's Sauce LLC
Errin Siske .....	Spark Space Creative LLC
Katina Stone-Jones .....	Department of Veterans Affairs Medical Center
Zdravka Todorova .....	Wright State University
Jill Weaver .....	Wright-Patt Credit Union

**EMPOWER**  
ADVANCING WOMEN LEADERS





# GEM CITY SHINE RECLAIMS THE OREGON DISTRICT AFTER TRAGEDY

By: Holly Allen

**A**ugust 25, 2019 will forever weigh heavy on the hearts of Daytonians. Our community lost nine lives that night, and the lives of countless others were permanently changed.

As your chamber of commerce, our attention turned to the needs not only of the victims and their families, but also to the business community in our beloved Oregon District. This section of downtown is known for its local and eclectic flair, created and maintained mostly by small business owners. After a summer of tragedy and hurdles, they needed support. But how to help?

Teaming with partner organizations and the City of Dayton, a spark of an idea for how to reclaim the Oregon District ignited.

The resulting concert, Gem City Shine, attracted more than 30,000 people to downtown Dayton on August 25, 2019, to enjoy a night of music and appearances from high profile musicians and talent such as Stevie Wonder, Kanya West,

Chance the Rapper, DJ Trauma, Thundercat, Teyana Taylor, Talib Kweli, Jon Stewart and Michael Che. And earlier in the day, Kanye West and Kim Kardashian made appearances for a Sunday Worship service at Riverscape.

Famous appearances aside, the collaborative effort that made this event happen, and the resulting kindness and generosity shown by our community and business leaders was nothing short of incredible and inspiring. As Dave Chappelle told the crowd from the stage during the event, “Dayton, you’re beautiful.” Dave is spot on. Thank you.

## WE REMEMBER...

Lois Oglesby, 27  
Megan Betts, 22  
Saeed Saleh, 38  
Derrick Fudge, 57  
Logan Turner, 30  
Nicholas Cumer, 25  
Thomas McNichols, 25  
Beatrice Warren-Curtis, 36  
Monica Brickhouse, 39



# TO THE MEMBERSHIP OF THE DAYTON AREA CHAMBER OF COMMERCE:

**P**ursuant to the Chamber Bylaws Article V. ELECTION OF TRUSTEES, Sections 1. through 6., the Chamber's Governance Committee must meet and develop a slate of candidates qualified to meet the requirements as members of the Board of Trustees.

Additional names of candidates for Trustees can be nominated by using an official Chamber petition bearing the genuine signatures of at least five percent (5%) of the Chamber members in good standing. Such petition(s) shall be filed with the Governance Committee within ten (10) days after this notice has been delivered to the membership. If no petition(s) is valid within

such ten (10) day period, nominations will be officially closed and the slate of candidates presented will be considered duly elected for the specified term(s).

The Chamber's Governance Committee has met and has recommended a slate of trustees to be elected during our annual process. The Chamber's Executive Committee has reviewed this list, determined that each is a qualified candidate and in good standing, and unanimously supports the election of the following candidates. If you have any questions or would like to request a petition, please contact the Dayton Area Chamber of Commerce at (937) 226-8225.

## Recommended for Election to an Additional 2-Year Term From 1/1/2020 – 12/31/2021:

**David Abney**  
Wise Construction

**Doug Barry**  
BarryStaff

**Dr. Jo Alice Blondin**  
Clark State Community College

**Randy Domigan**  
Brady Ware

**Cindy Gaboury**  
Audio Etc...

**Jackie Gamblin**  
JYG Innovations

**Dennis Grant**  
United Rehabilitation Services

**Beth Grubb**  
RSM US

**Steve Helmeccamp**  
Fifth Third Bank

**Andy Horner**  
University of Dayton

**Jeff Liu**  
Fuyao Glass America

**John Middelberg**  
Chase

**Anne Marie Singleton**  
McGohan Brabender

**Steve Tieber**  
The Dublin Pub

**Bill Whistler**  
Shook Construction

## Recommended for Election to a New 2-Year Term From 1/1/2020 – 12/31/2021:

**Jeff Bardonaro**  
KeyBank

**Cassie Barlow**  
Southwestern Ohio Council for  
Higher Education

**Jessica Barry**  
The Modern College of Design

**Judi Budi**  
Graceworks Lutheran Services

**Kevin DeWine**  
CBD Advisors

**Jennifer Heapy**  
Greater Dayton  
Premier Management

**Dave McNerney**  
Think Patented

**Clara Osterhage**  
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Emerson Climate Technologies

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## CATCHING UP WITH 2019'S SOIN AWARD WINNER: GLOBALFLYTE

By: Holly Allen

**I**t's been more than seven months since GlobalFlyte, a company based in Riverside, was officially named the chamber's 2019 Soin Award for Innovation recipient in front of more than 300 guests at the DACC Annual Meeting.

In the time since, GlobalFlyte has not only expanded its reach, but most importantly to company leaders, given back to first responders in the Dayton region.

"We have federal agencies and military units looking at GlobalFlyte, and we're [now able to] offer this to those departments in the Miami Valley that want to have the same technology that folks around the world are using. They're able to use it right here in our own backyard and that was the important part of winning the Soin Award," said Tim Shaw, president & COO, GlobalFlyte.

### INNOVATION CHANGES THE GAME FOR RESPONDERS

The product that drew the attention of Soin Award judges is a cloud-hosted software solution for first responders. The product uses maps and transcription technology to allow emergency personnel to get a clearer picture of an emergency situation in order to streamline their response and to make better, safer decisions in the field.

"It gives first responders on scene a common operating picture which allows everyone to understand what's going on with the incident; where they need to be and who's where. Then it gives the Incident Commander the ability to comprehend 70 percent more of what's being said the first time over the radio," said Shaw. "That saves lives and property."



In its fourth year of operation, GlobalFlyte is led by former first responders who understand the challenges of responding to large-scale events.

GlobalFlyte uses technology called “Multi-Modal Communication”, an innovation that came out of the Air Force Research Laboratory.

“We were spending hours and hours trying to describe to responders where things were,” said Jim Gruenberg, Chief Mission Officer, GlobalFlyte. “We were having troubles understanding radio communications because there are just so many complex radio communications going on, it was difficult to track.”

GlobalFlyte is the first company to offer a way for emergency responders to read radio transmissions.

“We can now take multiple radio conversations and instead of trying to hear them, we can now read them,” Gruenberg said.

The system also allows responders to upload photos from the scene, which eliminates the need for describing them to other team members, and to set up perimeters and other markers on maps that can be seen by all responders, even if they’re from other jurisdictions.

“This really solves problems that are real for responders all over the country,” said Gruenberg.

### SOIN AWARD RECIPIENT PAYS IT FORWARD

When the leaders of GlobalFlyte applied for the Soin Award for Innovation, they already knew what they wanted to do with the \$25,000 cash award. They wanted to use it in an innovative and meaningful way that would allow more affordable access to local departments.

“We offered five jurisdictions (all under 50,000 in population) and all within the Miami Valley, a \$5,000 grant towards the

purchase of our very affordable technology suite – technologies that will improve their situational awareness, improve operational efficiencies and that will save lives and property,” said Ronda Mosley, Senior Program Director, GlobalFlyte.

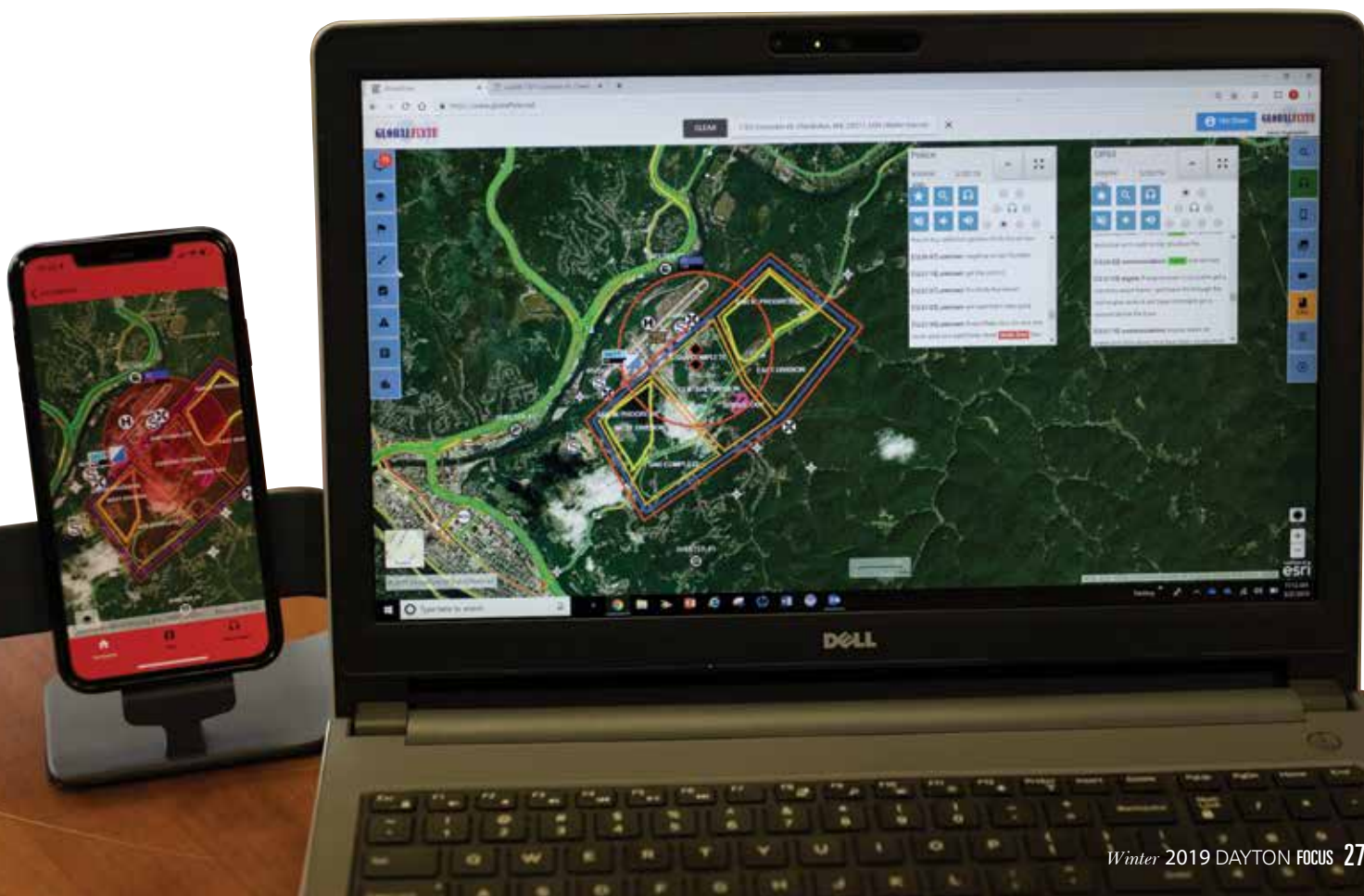
To date, Huber Heights has accepted GlobalFlyte’s offer, and the cities of Trotwood and Riverside are expected to follow suit. With two remaining grants, GlobalFlyte is reaching out to jurisdictions all across the Dayton area and encouraging them to request a hands-on demonstration of GlobalFlyte’s unique capabilities.

“Our mission from day one has always been to build the best common operating picture solution for small to medium-sized jurisdictions,” said Shaw. “In just a little over two years of development, we have a powerful, one-of-a-kind system that is also being tested by National Guard Teams and Air Force Operational Units across the country through a \$1.5 million small business innovation and research (SBIR) Phase 2 award from AFWERX (Air Force). Our efforts with the National Guard and Air Force will make our solution that much stronger for our local government audience.”

The GlobalFlyte team is focused on bringing their solution to local jurisdictions because of their strong belief in its ability to save lives, and earning the title of Soin Award for Innovation recipient has paved the way for future success.

### APPLICATIONS ACCEPTED SOON FOR 2020 SOIN AWARD

The chamber will begin accepting applications for the 2020 Soin Award for Innovation on December 2, 2019. Visit [DaytonChamber.org](http://DaytonChamber.org) for more information and to apply. Applications are due February 7, 2020.



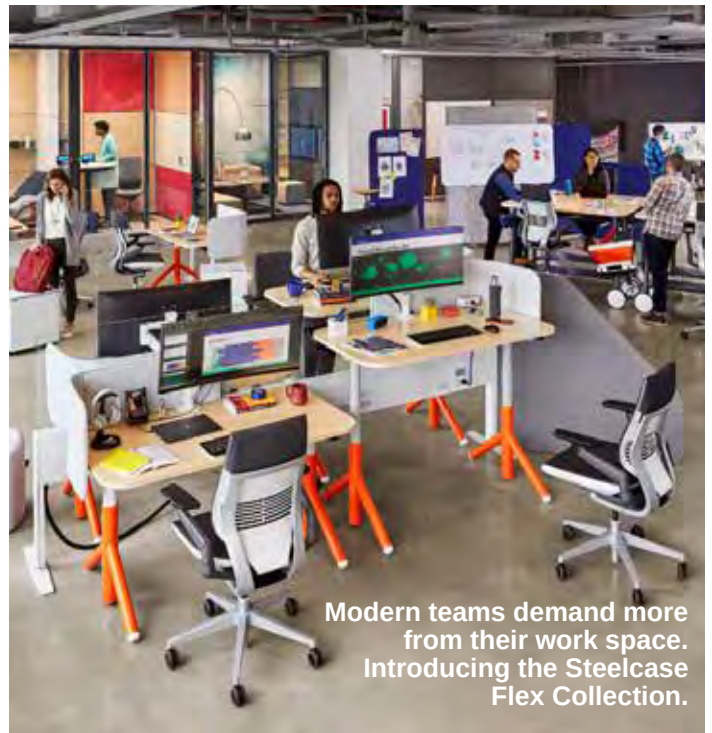


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# CHAMBER MEMBER SAVINGS

*Your chamber membership could pay for itself – and then some. Take advantage of the buying power afforded to you as a chamber member with these valuable offers! Find more information at [DaytonChamber.org](http://DaytonChamber.org).*



## 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

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!

"Had we not joined the chamber, we would be spending more than we should have. With IGS, we've saved nearly \$12,000 a year. We save about \$6,000 a year with Infintech. With Office Depot, we will save roughly \$800-\$1,000 for the year. Between the three of those programs, I think we will be a lifetime member of the chamber."

– Craig Feltner, CFO, Clean Water Environmental





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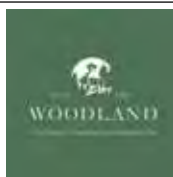
## Holiday Remembrance Service and Memory Tree Ornament Events

All families are welcome to attend our annual candlelight service in memory of their loved one on Friday, December 6 at 6:00 PM in the Woodland Mausoleum. Afterwards, place an ornament for family and friends on our memory trees through December 25. Ornaments are provided or you can bring your own.



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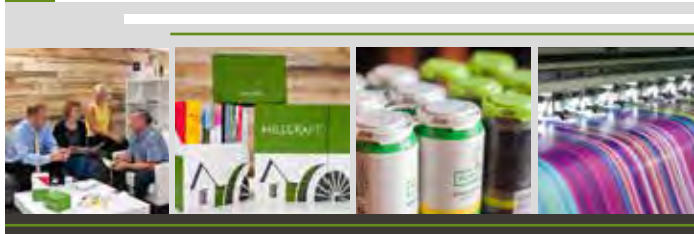
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# NO BUSINESS IS SAFE

**Cyber Criminals change tactics, increase  
risk for middle-market businesses**

RSM & U.S. Chamber Reports; Compiled by Holly Allen



In 2019, a report released by UpGuard, an Australian cybersecurity startup, alleged that more than 540 million Facebook user records were exposed on Amazon's cloud computing service. The news caused more headaches for Facebook, which had already faced scrutiny over not only previous data breaches, but also its data collection and usage policies.

Of course, Facebook isn't alone, but it is experiencing the glaring lights of the media alongside its business peers of size and scope. Typically, similar scrutiny befalls large corporations, not small or mid-size enterprises. This is part of the problem facing middle market companies, according to a new study released by RSM in partnership with the U.S. Chamber of Commerce: Middle market businesses have been enjoying a false sense of security, but that ignorance is starting to crack.

## OVERCONFIDENCE IS A 'DANGEROUS SITUATION'

Middle market companies have all the data hackers covet, but typically possess fewer guards against theft. According to the RSM report, the "number of reported breaches has tripled over the last five years, [yet] the level of confidence expressed by [middle market] executives has actually grown by 18 points. This creates a dangerous situation..."

The report found many middle market companies are starting to see the importance of cyber security investments, but adding insurance coverage or security protocol isn't always enough.

"More funds are being directed to information security, which seems like a positive on the surface," said Daimon Geopfert, RSM principal and leader, national security, privacy and risk. "However, that strategy does not often translate into an actual improvement in an organization's security posture without significant effort put into deployment and configuration. Most security tools are only moderately useful out of the box, and getting full value from your purchase requires extensive changes in the environment and business processes."

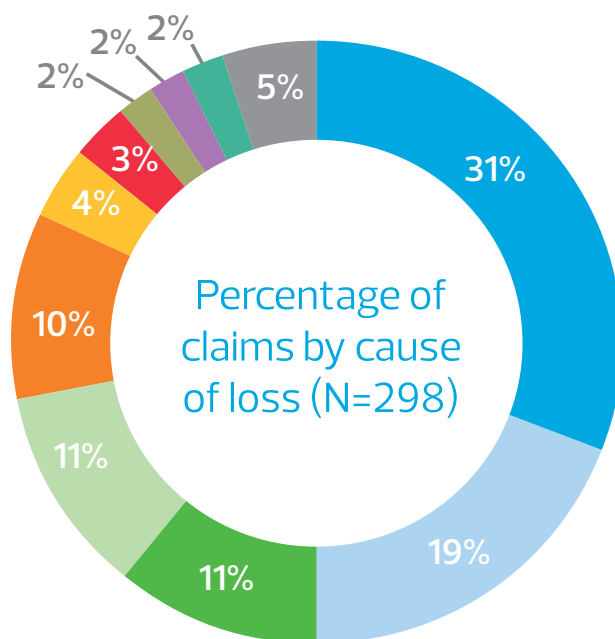
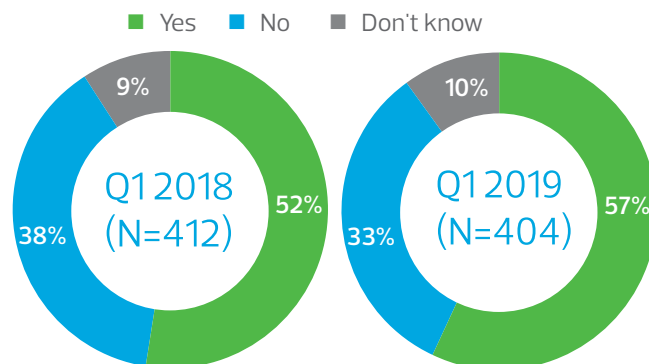
It's also important to understand your insurance coverage. The RSM report found that while more than half of midsize companies report carrying cyber insurance, of those with coverage, only 43 percent of executives claim familiarity with policy details. This proves especially risky with cyber insurance, which needs to evolve as fluidly as the threats against your business.

## HACKERS KEEP THEIR EYES ON THE PRIZE

Data still lands near the top of the list of prized business possessions. Protecting it should remain a priority, but it's also important to understand the changing landscape for hackers. The RSM Business Index Report points to a rise in ransomware attacks in 2018, which is likely a reaction to the flooding of the stolen data market. Large breaches have resulted in troves of stolen credit card numbers, social security numbers and more, available to anyone with access to the dark web. That's driven down the price of these stolen goods. In response, some hackers have changed their target to cash rather than data.

Ransomware can bring business to a rapid halt and land the hacker large sums, sometimes with something as simple as a fraudulent email. Once a hacker gains access to a network, he or she encrypts important files and sends a ransom note, demanding cash in exchange for unlocking the files. According to RSM's report, more than one-third (35 percent) of middle market executives know someone who has been hit by a ransomware attack. That's a four percent increase over last year.

### Organization carries a cyber insurance policy



Source: 2018 NetDiligence Cyber Claims Report

Similar to ransomware, social engineering or employee manipulation can prove successful for a hacker with very little sophistication. These attacks prey on employees and their desire to be helpful. The hacker can attempt an attack by contacting the employee by phone, email or even in person. The idea is to trick the employee into providing credentials or access to sensitive data.

The most common example of a social engineering attack is phishing. These emails typically look similar to legitimate messages from a trusted source, but send the user to a malicious site or include encrypted files.

These attacks are easy for hackers to pull off, and while they're not usually successful (17 percent, according to the RSM report), it only takes a single breach to create chaos for a business.

“Cybercriminals are not only more aggressive, they are using a wider variety of brute-force and selectively targeted tactics, including hacking, ransomware, malware and viruses, phishing, business email compromise, DDoS attacks, stolen devices, theft of money via wire transfer, and banking and ACH fraud,” said Mark Greisiger, NetDiligence president.

According to data from a 2018 Cyber Claims Study done by NetDiligence, the average data breach cost submitted for cybersecurity claims in 2017 was \$604,000. A breach can also cost a business its reputation and potential ongoing regulatory sanctions.

## FIVE STEPS TO IMPROVING YOUR CYBER SECURITY

### 1. **Align with a nationally recognized framework:**

Your business's first line of defense is aligning its processes with an established information technology security framework. Common frameworks include the National Institute of Standards and Technology Cybersecurity Framework, also known as the NIST CSF, according to the RSM report. Another is the International Organization for Standardization 27000 family of standards and the Payment Card Industry Data Security Standard.

### 2. **Create policies/procedures:**

Beyond preventative planning, having tools in place for identification and containment in the event of a breach is key to minimizing damage. The Ponemon Institute's 2018 Cost of a Data Breach Study reports the mean time to identify breaches in 2018 was 196.7 days. That number increased over 2017, likely because criminals are getting better at hiding their handiwork.

### 3. **Communication with stakeholders:**

Communication is key between executives, the board, and the staff on the ground who are implementing security processes and controls. It's important to ensure stakeholders are on the same page from top to bottom in order to properly address potential security issues.

4. **Know what's valuable:** Middle market companies often undervalue their data. Just when you believe you're too small to matter is when you're a prime target for cyber criminals. A company's data is one of its most valuable assets. Protect it as such.
5. **Train employees:** Make sure your employees are knowledgeable in security awareness. Keep them updated on trends in cyber-attacks. While uninformed staff can often prove to be the weak link in with an organization,

when properly trained, they will be your first line of defense in a social engineering attack.

### **Bonus – Cyber Insurance & Consulting:**

Cyber-attack trends are constantly changing, which is why having a consultant on your side to make sure your insurance coverage matches the current threats is something to consider.

According to RSM, which provides cyber security consulting services in the Dayton area and beyond, the majority of corporate insurance firms now have separate cyber departments or practice leaders and underwriting procedures with separate policies or riders for cybersecurity coverage.

“We do all manners of consulting around cybersecurity and often review cyber insurance policies for our customers. When it comes time to actually talk about obtaining or bolstering coverage, we partner with [insurance provider] contacts in the area,” said Kevin Carpenter, Risk Advisory Services, RSM US LLP.

If a consultant isn't in the cards for your business, be sure to look for the following:

“Make sure your policy covers all the common attack types, including ransoms and losses due to social engineering,” said Daimon Geopfert, principal, RSM US LLP. “Also, ensure your policy has specific requirements for penetration testing, security

monitoring and others, and confirm you are meeting those obligations. If you violate the requirements of the policy, the insurer can claim that the policy is not in effect.”

Read the full Middle Market Business Index Report from RSM US and the U.S. Chamber of Commerce at [DaytonChamber.org/news](http://DaytonChamber.org/news).

## ARE YOU IN COMPLIANCE?

New data privacy laws put pressure on businesses to protect customer data, and it will only continue to grow. Being found in compliance could cost your company.

- The model for new international data privacy legislation is the EU's General Data Privacy Regulation (GDPR), which took effect May 25, 2018. If your business transmits, processes or holds EU resident data, you must be in compliance.
- Individual states in the U.S. have used GDPR as a model for their own privacy regulations.
  - o The California Consumer Protection Act (CCPA) is scheduled to take effect in 2020.
  - o Washington's legislature is considering consumer data privacy rights.
  - o Massachusetts and Texas already have data privacy protections in place.
  - o Congress is considering similar legislation at the federal level.
  - o The U.S. Chamber of Commerce has published model privacy legislation, promoting federal legislation.





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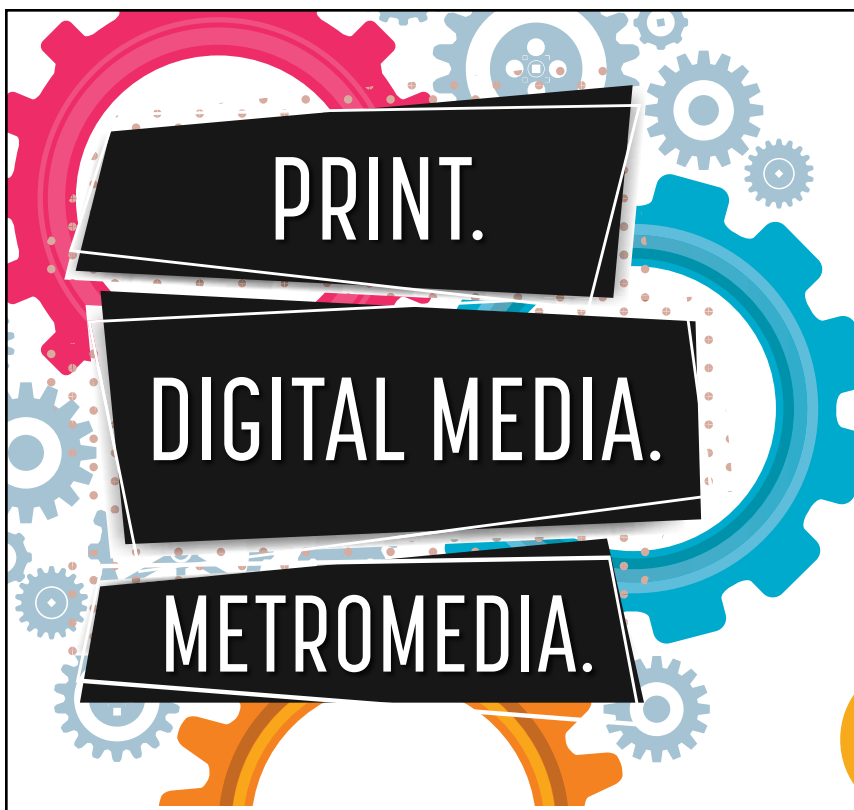
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# MORE THAN JUST LIKING

The word is out! Instagram might be getting rid of the “like” button.

By: Hannah Hitchcock

Instagram has been a great resource of communication and attraction for anyone on social media: fun filters, videos, and more! Instagram can be a great tool for people who want to connect to more people in a fun way, or simply just sharing day-to-day life events with the people they care about most. And when scrolling past a post, a sudden urge to hit the little empty heart hits. Suddenly, you’ve communicated to that person that you care and like their post!

*So why is Instagram thinking of getting rid of it?*

## THE NEED FOR CONNECTION.

Instagram wants its users to be able to have an authentic connection with each other. This is hard to do when people might be a little too focused on the amount of likes they get on the post rather than who is liking the post. Understanding the value and the rush that people get when the amount of likes to go up on the post, Instagram also sees the value in having the connection with the people.

Is the connection lost? No.





Now, not saying people don't already have an authentic connection with people on Instagram. But, the authenticity of the connection, communication and involvement can definitely improve.

Not having a "like button" encourages people to take more time on the post and maybe comment something that they feel or like about the post, rather than just passively "liking."

### QUALITY MATTERS.

Making a well crafted post takes skill. A skill many people may sometimes find intimidating. So what does it take to create the perfect post or profile?

Most people would probably say the most important aspect is the likes you get after the post. Others would say the followers you gain from said post. This is why Instagram is having a hard time with likes. Posting something on Instagram can be funny, serious, weird or something else entirely, but the one thing that always makes for a good, authentic post- regardless of the content-is quality.

Quality can mean many different things; having a good look and meaning to photos or videos, using hashtags or certain stickers, and much more. Overall, Instagram seems

to want to bring back the idea of quality posts so people can focus on the message and content, rather than the like button.

### VIDEO IS NOW.

Another reason for downplaying likes on photos is the large push for more dynamic content.

The future is video.

IGTV, or better known as Instagram TV is a new addition to Instagram that allows viewers to watch longer and more specific videos to the type of account an individual follows. IGTV recommends content from users past use of hashtags, likes and follows for a better user experience. Instagram TV is still very new and users are taking full advantage of the little TV icon in the right hand corner.

So that's one new video aspect, what else is there?

Instagram stories have been booming in 2019. The additions of new stickers, GIFs, and (my personal favorite) music and lyrics! Adding any of these additions to a post will make stories all the more fun to be involved in.

You might be thinking, "what is the difference between if I post a video on my profile or on a story?" Great question, I'm glad you asked!

# Social Media



The difference between the two is that stories give you the ability to post photos, videos and numerous other things. Videos seem to be catching the eye of viewers these days, stories are great because they give the creator more direct interaction with their audience along with more control of how they want it to be in whatever way they want it to be.

In love with your story? Don't want to see it leave? You can add the story to your highlights on your page! Amazing right?

You can post however much you want one on your story and save it without the overload of posts on your actual page! People even make little series out of their stories with services or product lines as the focal points. From buying a home to bringing a new baby home, making a little series about life events is easy with stories.

## SO WHATS NEXT?

That was a lot to take in. With all that in mind, getting rid of the popular like button is still an idea that is being tested. So don't panic! Keep your head up and wait to see what happens.

Now you know some of the reasons as to why Instagram felt the need for some change. Not bad reasons, but rather because they want the best experience and outcome for everyone! Having a positive mindset and readiness to take on the new challenges that might come will help you be on top of your Instagram game for when the time comes!

*While your in the waiting, here are some tips that can help you now and when or if Instagram decides to move forward!*

## TIP 1: COMMENTING

Being active with your followers will show them that you are still wanting their involvement and communication. Just by commenting on a post or replying to what someone said will help followers still be active with you!

## TIP 2: HASHTAGS STILL EXIST!

Don't forget about hashtags! Putting a little flare of a hashtag can connect you to different pages and people! Utilize it. #hashtagsMatter

## TIP 3: INSTAGRAM STORIES

Posting a Instagram story will help with involvement. Make fun and creative questions, polls or just a cool sticker that will connect you to your viewers. Everyone likes stickers.

*Hannah Hitchcock is a consultant with Holmes, a full service marketing agency, in Springfield, Ohio. Holmes specializes in equipping businesses to be the hero of their own stories. We believe in authentic human connection and collaboration. Ready to have a true partner for your company's marketing efforts? Visit [www.thinkholmes.com](http://www.thinkholmes.com) to learn more.*



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