

Businesses leading on vaccine advocacy



Chris Kershner
President and CEO
Dayton Area Chamber
of Commerce

and showcase a path forward for a world after the vaccines are administered.

COVID-19 cases have dropped by almost 30% in the United States in just one week. Medical professionals speculate we could reach a critical mass of immunity between spring and fall '21.

While there are still many unknowns, one fact remains constant: Vaccines work. Vaccinations give employers the confidence they need to bring their employees back to work, conduct in-person meetings and restart business travel.

We never thought we would see the day when we would say, "I miss having quarterly sales meetings," or "When can I start business travel again?" Well, that day is here.

There is a strong desire to reconnect with colleagues, customers and the community. We relied on virtual relationships when we had to, but now we're feeling the pressure to reconnect and strengthen those business relationships that have been strained because of the coronavirus.

Employers feel this

Mask wearing, social distancing and now vaccines are key to ensuring a semblance of normalcy in the months to come. The business community wants to put employees back in the workplace and fully reopen the economy in Dayton and beyond.

Dayton-area employers have led the way on COVID-19 safety protocols for employees and guests, implementing safe working environments, cleanliness and mask guidelines, and even self-quarantine policies. Employer safety protocols are working, and businesses are being highlighted by government leaders as models for COVID-19 protocols.

Now is the time for the business community to continue this leadership

Residential Home Sales

	Nov '20	Nov '19	%Change	YTD '20	YTD '19	%Change
Number of Homes Sold	1405	1181	18.97%	15,787	15,265	3.42%
Total Home Sales	\$279,562,150	\$213,619,991	30.87%	\$3,104,416,420	\$2,706,425,382	14.71%
Average Sale Price (\$)	\$198,977	\$180,881	10.00%	\$196,644	\$177,296	10.91%

Source: Dayton Area Board of Realtors, Dayton Area Home Sales

Sales Tax Collections

County	Current Rate	November 2020	November 2019	12 Mos Change	YTD 2020	YTD 2019	YTD Change
Butler	0.75	\$3,880,057	\$3,736,388	3.85%	\$40,857,467	\$41,246,211	-0.94%
Clark	1.5	\$2,226,233	\$2,140,521	4.00%	\$25,215,771	\$23,685,702	6.46%
Darke	1.5	\$774,889	\$768,254	0.86%	\$8,891,488	\$8,318,467	6.89%
Greene	1	\$2,505,077	\$2,520,637	-0.62%	\$26,499,826	\$26,191,218	1.18%
Miami	1.25	\$1,745,494	\$1,587,769	9.93%	\$19,055,393	\$17,260,250	10.40%
Montgomery	1.25	\$9,555,943	\$8,481,427	12.67%	\$94,392,131	\$91,304,085	3.38%
Preble	1.5	\$563,162	\$478,369	17.73%	\$5,845,609	\$5,339,491	9.48%
Warren	1.25	\$4,581,435	\$4,633,827	-1.13%	\$50,988,655	\$50,330,918	1.31%
Region Total		\$25,832,291	\$24,347,193	6.10%	\$271,746,339	\$263,676,342	3.06%

Source: https://tax.ohio.gov/wps/portal/gov/tax/researcher/tax-analysis/tax-data-series/publications_tds_sales

pressure to reconnect, but they are also cautious, and want to ensure employee safety before they take the next step. That's why Dayton employers are leading the way on vaccine advocacy and healthy workplace incentives.

Employers across the region are providing employees time off to get vaccinated, HR incentives for those who get a

vaccine, and educational opportunities to help employees feel more comfortable about getting a vaccine.

Employers know vaccines are a critical step to moving forward, so while they're doing everything they can to respect their employees' personal choices, they're also incentivizing them to making healthy choices.

Priority number one at the Dayton Area Chamber of Commerce is getting the economy fully reopened, getting every employee back to work, and supporting the resurgence of a free enterprise economy that is humming on all cylinders.

This goal is only fully conceivable when we reach critical immunity as a community and world. These healthy decisions

will save lives and help us get back to business. There is a light at the end of the tunnel. We see the light and will get there. I'm proud the Dayton area business community is leading on this critical issue.

Chris Kershner is the president and CEO of the Dayton Area Chamber of Commerce.

Business advocacy team names 2021-22 public policy priorities



As the region's largest business association, the Dayton Area Chamber of Commerce has two registered lobbyists on staff and represents the voice of the Dayton business community locally, in Columbus and on a federal level.

By Dayton Area Chamber of Commerce

From equity to infrastructure and small business assistance, the Dayton Area Chamber of Commerce's business advocacy team plans to tackle timely issues that affect the region's business community in 2021-22.

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Biennially, the chamber

advocacy team releases its legislative agenda, which details anticipated issues in the next two years, and the chamber's public policy priorities.

"It's important that our business community has a voice in policy decisions," said Stephanie Keinath, vice president of strategic initiatives. "We anticipate a number of key issues to come before our elected officials in 2021 and 2022, and we'll represent our member businesses in advocating for business-friendly legislation."

"With ongoing input from our members and volunteers, we identify policy positions based on our mission

to create a better place for businesses to grow and prosper," she said.

Some opportunities for advocacy this year stem from the COVID-19 pandemic, including pushing for additional support for small businesses and equitable expansion of broadband access.

The overall priorities identified for the chamber this year include:

- Ballot issue protection
- Equity
- Logistics and transportation
- Military/Veteran quality of life
- National defense
- Regulatory and tax

reform

- Small business support
- State budget advocacy
- Workforce development

The chamber's Legislative and Regulatory Affairs Committee, made up of chamber member volunteers, works alongside chamber staff to identify priority issues throughout the year.

The Dayton Area Chamber of Commerce is the lead advocacy group in the Dayton region that represents the business community.

The Dayton Area Chamber of Commerce's full 2021-2022 legislative agenda can be viewed at DaytonChamber.org.

DAYTON AREA CHAMBER OF COMMERCE CALENDAR OF EVENTS

- Register for all events at DaytonChamber.org.
- **Virtual:** Leadership Dayton Class of '22 Information Session, March 11, 4 to 4:30 p.m.
- **Virtual:** Safety Breakfast with the Experts, March 18,

8 to 9 a.m. Topic — Cameras: Beyond Catching a Thief — Monitoring the workplace with video surveillance; speakers: Christina & Mike Pearson, Safeguard Data & Security

■ **In-Person:** Talent 360, March 31, 8:30 a.m. to 1:30 p.m. Topic: Employment Best Practices, Hot Topics and more



Bridget Walker says people should still — safely — celebrate with a cake or sweet treat. BONNIE MEIBERS / STAFF

Sweets

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her two daughters in Xenia around all their family and some of her friends. Walker said she is also proud to have started the business from what savings she had two decades ago.

"I look back over the years and I am just so proud of myself that I have been able to start from really nothing, you know, no one gave me anything. And I'm just proud of myself when I look back at how far I've come," Walker said.

The baker said now she often tries out new baked goods or lunch items on her extended family or her friends. But owning a business in her hometown has not always been easy.

"It's a very small town, and the economy at times has been very unpredictable and so there have been many hurdles that I just overcame and I just didn't stress about it," Walker said. "If something's not working, I just switch it to something else and I just kind of go with the flow. And I think that's a big part of why I am successful here."

The bakery's pivot during the pandemic is one example of that.

"I just want people to remember to not stop celebrating the happy events in their life, just because it's COVID, they don't have to stop," Walker said. "And that's what we're here for. To make all the good food."

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Multiple jobs

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from 7.5% and for males it rose to 6.6% from 6.3% between 1996 and 2018, Speltzer said during a webinar on the report this week.

Earnings from multiple jobs were, on average, 27.8% of a multiple job-holder's total quarterly earnings, the report found.

Multiple jobholders earn, on average, less than people who have just one job.

Speltzer said the research indicates that multiple job

holding increased because of:

- A growing number of jobs in industries where part-time work is normal.
- Earnings stagnation in lower paying jobs.
- Advances in technology make it easier to do a second job.

The new report's findings have not been reviewed by the U.S. Census and no endorsement should be inferred, according to the report. The researchers said they will continue their research.

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Hip Senior

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in nursing homes. And from the uncertainty, she pulled together a newsletter — a newsletter that turned out to be an online magazine that today has readers across the country and in 10 countries.

"I created a newsletter and showed it to a friend of mine," Bailey said. "She said, 'Marianne, that's a magazine.' I said, 'Oh my gosh, you're right.'"

It was now or never, she decided. In June, she created the newsletter — or magazine — with 10 pages of material she compiled by herself.

By July, she had a 20-page publication with six people writing for her. The publication's size roughly doubled

every several weeks.

"Now I have 24 people writing for me," she said. "I have readership across the U.S. and in 10 different countries."

Once the newsletter (which can be found at <https://thehipsenior.com/>) was moving forward, she shifted gears yet again, creating a directory of senior-focused businesses marketing to senior citizens, creating a "safer shopping experience."

Bailey had also been active on Facebook live. From that, a new podcast was created, which is now in its infancy. Shelby Duncan, community liaison for Grace Hospice in Cincinnati, has worked with Bailey since in the second issue of The Hip Senior.

"I enjoy bouncing ideas off of her because she will



Cheyenne Water and Natalie Herrfurth, employees at Bath and Body Works at the Dayton Mall, greet customers as they walk into the store in December. MARSHALL GORBY / STAFF

always give me honest feedback and genuinely wants to help the people who are involved in her projects," Duncan said. "I love what she is trying to do in the community to offer services of value to our seniors — and the passion that she has for The Hip Senior."

The theme running through all of this might be seen as: Stay active and engaged in life. Bailey's newsletter features articles on dating, tips on avoiding COVID scams, travel, weight-loss regimens, money tips and much more.

"We want people to be active and engaged with us in return," Bailey said.

The market is there, she believes. The number of Americans ages 65 and older will reach 80 million

in 2040, and the number of adults ages 85 and older will nearly quadruple between 2000 and 2040, according to the Urban Institute.

She believes her experience might also offer an example for women-owned businesses, as well.

"I want to create a foundation that helps other women who are in business improve their lives, whether that's getting out of bad relationships, or sending their kids to college," she said. "They can learn they can be in business and be successful, even on a shoestring budget, no matter where they can come from."

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