

## Be an ally to female executive leaders



**Chris Kershner**  
President and CEO  
Dayton Area Chamber  
of Commerce

The mission is simple: more women in executive leadership in the Dayton region. However, the actions and outcomes aren't always as easy as the mission statement. Since 2016, the Dayton Area Chamber of Commerce has made a public commitment to helping more women advance into corporate leadership roles in the community and providing resources to employers to support this leadership pipeline.

To put this into numbers, Ohio's population is 51% female. In the Dayton region, MBA grads are 40% women, management is 51.5% women, first-year law students are 51% women. However, when it comes to

executive leadership in the region, that number drops significantly to only 23% women. We don't have an intake problem in this region, we have an upgrade problem.

Supporting a solution to this problem and providing an equitable pathway is the responsibility of our entire community. It's even more important for those of us in leadership roles, and that responsibility grows even greater for those of us who are men in leadership roles. Being a male ally, challenging the norms and being an advocate for advancing women is a role we should be proud to play. We haven't had the same experiences as women in the workforce, but that doesn't mean we can't help carve a path forward to creating equity for opportunity and advancement. As male leaders, we are in a position to create change and support our female colleagues, peers and staff.

It's not advancement or promotions based on gender; it's about realizing and understanding the challenges, culture,

### Residential Home Sales

	Jan '21	Jan '20	%Change	YTD '21	YTD '20	%Change
<b>Number of Homes Sold</b>	1020	928	9.91%	1020	928	9.91%
<b>Total Home Sales</b>	\$196,978,619	\$157,545,696	25.03%	\$196,978,619	\$157,545,696	25.03%
<b>Average Sale Price (\$)</b>	\$193,116	\$169,769	13.75%	\$193,116	\$169,769	13.75%

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

### Sales Tax Collections

County	Current Rate	January 2021	January 2020	12 Mos Change	YTD 2021	YTD 2020	YTD Change
<b>Butler</b>	0.75	\$4,761,473	\$4,667,532	2.01%	\$4,761,473	\$4,667,532	2.01%
<b>Clark</b>	1.5	\$2,881,329	\$2,761,540	4.34%	\$2,881,329	\$2,761,540	4.34%
<b>Darke</b>	1.5	\$966,909	\$935,270	3.38%	\$966,909	\$935,270	3.38%
<b>Greene</b>	1	\$3,097,593	\$3,118,165	-0.66%	\$3,097,593	\$3,118,165	-0.66%
<b>Miami</b>	1.25	\$2,091,383	\$1,914,793	9.22%	\$2,091,383	\$1,914,793	9.22%
<b>Montgomery</b>	1.25	\$10,017,280	\$10,040,644	-0.23%	\$10,017,280	\$10,040,644	-0.23%
<b>Preble</b>	1.5	\$638,445	\$562,163	13.57%	\$638,445	\$562,163	13.57%
<b>Warren</b>	1.25	\$5,979,960	\$5,779,034	3.48%	\$5,979,960	\$5,779,034	3.48%
<b>Region Total</b>		<b>\$30,434,372</b>	<b>\$29,779,142</b>	<b>2.20%</b>	<b>\$30,434,372</b>	<b>\$29,779,142</b>	<b>2.20%</b>

Source: [https://tax.ohio.gov/wps/portal/gov/tax/researcher/tax-analysis/tax-data-series/publications\\_tds\\_sales](https://tax.ohio.gov/wps/portal/gov/tax/researcher/tax-analysis/tax-data-series/publications_tds_sales)

diversity of perspective and benefits of advancing women into leadership roles. I'm blessed to be the father of two daughters. I would never advocate that my daughters are given a job based on their gender, but as a father, I want them to work for an employer that provides an equitable opportunity for them

to earn their place as a leader in the company.

Not only is this the right thing to do, but there's a business case. Women leaders in the C-suite have proven to generate increased staff performance and create more inclusive workforce policies that support employee retention and recruitment. Additionally,

companies that have transitioned women to executive leadership have realized increased bottom line profitability.

Being an ally to women leaders is a responsibility of good corporate leadership and is reflective of a strong, inclusive and equitable community. I challenge all (male and female) leaders in the

community to identify how you can be an ally to corporate female leaders and continue to make the Dayton region our business community reflective of what makes us great ... our differences.

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

### DAYTON AREA CHAMBER OF COMMERCE CALENDAR OF EVENTS

- Register for all events at DaytonChamber.org.
- Virtual: Immigrant and Refugee Employer Roundtable, April 28, 2-3:15 p.m. Topic -- Resources for Upskilling Your Workforce
- In-person: Cost Saving Solutions for Employer Healthcare Benefits, April 29, 8:15-9:30 a.m. Speaker -- Kathy Shiplett from Anthem Blue Cross Blue Shield.

Location -- Montgomery County Business Solutions Center, 1435 Cincinnati Street, Dayton

- In-person: Generation Dayton: Speaker Series, April 29, 4:30-6 p.m. Speaker -- Dayton Daily News Panel of Journalists. Location -- Hills & Dales MetroPark, 2471 Deep Hollow Road, Oakwood
- In-person: 2021 Empower Information Session, May

11, 8-9:30 a.m. Topic -- Learn more about Empower, a program to advance women business leaders. Location -- NCR Country Club, 4435 Dogwood Trail, Kettering

- Virtual: Safety Breakfast with the Experts, May 20, 8-9 a.m. Topic -- Avoiding slips, trips and falls

## Bikes

continued from D1

instances ... because of the technology that exists today," Parlett said. "You're going an average of 15 to 20 miles per hour, so it's not going to take you as long as it once did."

First-time riders of a pedal-assist or full-throttle e-bike often are surprised at the power a Buzz E-Bike or E-Trike offers, he said.

"They start pedaling and then all of a sudden the boost kicks in and they're like 'Whoa!'" he said. "It's almost like that juvenile reaction that a kid has the first time the training wheels come off and the hands are on the hand grips, but it's as an adult and it's with someone that's ridden a bike their whole life."

Buzz E-Bikes' mission is to get people to understand that feeling and the benefit of extending the ride, Parlett said.

"Extending means not just length, but if you have a hill that has kept you from riding or your terrain in general has kept you from riding to work or school, it's not an issue any more. You've got help and that's what that boost is for," he said. "If someone in your family or close



The new Buzz Charter folding E-Bike will be released this summer. MARSHALL GORBY/STAFF

in your neighborhood rides their bike and you've never been able to ride with them in that shared experience because you don't have the same stamina, now you've evened the playing field."

Buzz E-Bikes cost \$1,349 and Buzz E-Trikes cost \$1,549.

Through May 31, Buzz E-Bike is encouraging people nationwide to nominate their favorite small business for a chance to win a new Buzz E-Bike to help make

local deliveries faster and easier. Entrants for the Buzz Across America Giveaway at [www.buzzbicycles.com/buzz-across-america](http://www.buzzbicycles.com/buzz-across-america) will be asked to share how a Buzz will help the small business being nominated and winners will be chosen randomly from the eligible pool of entrants.

Contact this reporter at [eric.schwartzberg@coxinc.com](mailto:eric.schwartzberg@coxinc.com).

### BUSINESS OPENINGS

#### Practice ready to help allergy sufferers

**Family Allergy & Asthma**, a leading allergy and asthma medical practice headquartered in Louisville, Ky., is opening a new location near Miami Valley Hospital South in Centerville. The office, located at 6252-B Wilmington Pike, officially opened on April 19. **Amy Castilano**, MD, a native of Centerville, is the board-certified allergist seeing patients in this office and is excited to open Family Allergy's second location in the Dayton area.

"I've enjoyed practicing in Cincinnati for these last four years, but I've always wanted to return home to Centerville to practice in my hometown," said Castilano. "I'm excited to provide allergy and asthma services that are more convenient for patients in the area."

Dr. Castilano is board-certified in Internal Medicine and Allergy/Immunology and sees patients of all ages. A graduate of Kent State University, she completed her medical training at the Northeast Ohio Medical University and the Summa Akron City

Hospital. She then completed her fellowship in Allergy/Immunology at Louisiana State University in Shreveport, Louisiana.

After joining the practice in 2017, Dr. Castilano saw patients in Family Allergy & Asthma's Cincinnati area offices. She now joins board-certified allergist Vidyashankar Revan, MD, in the Dayton area, who sees patients in the Family Allergy & Asthma Springboro office. For more information, call 937-234-4919.

#### New 'lifestyle' store opening

A new lifestyle store offering "affordable, contemporary clothing, accessories, gifts, home décor and more" will open its doors to Dayton this fall.

**Rose & Remington**, a women's lifestyle shop launched in 2013 by two Ohioans, Kristen Ponchot and her mother Dee Alexander, will open in fall 2021 at the Dayton Mall, located at 2700 Miamisburg Centerville Rd. Ponchot's brother, Nate Alexander, also co-owns the store along with the mother-daughter duo.

The store will be located in a 5,501 square foot space next to First Watch and Hand & Stone Massage & Facial Spa.

"Inside Rose & Remington guests can find a unique selection of empowering and affordable fashion with most dresses ranging from \$30 to \$65 and tops ranging from \$20 to \$45," according to a Dayton Mall release. "In addition to this Dayton location, Rose & Remington will increase their footprint within other Washington Prime Group centers this year, including Great Lakes Mall in Mentor, OH, Southern Park Mall in Boardman, OH, Grand Central Mall in Vienna, WV and The Mall at Johnson City in Johnson City, TN."

Rose & Remington can also be found inside The Mall at Fairfield Commons in Beavercreek.

"The store will carry a wide selection of eclectic jewelry, candles and other items that support nationwide and global initiatives," stated the release. "Rose & Remington also offers opportunities to host give-back events to support local nonprofits."

## Stocks

continued from D1

ham, a professor at George Washington University Law School, who researches corporate governance and runs a research project that studies individual shareholder behavior. "Corporations would do well to pay attention and cultivate them."

Small investors who buy single stocks have not been a major force in financial markets for the better part of half a century. In the 1960s, such investors controlled over 85% of the stock market, with most portfolios built around concentrated holdings in a few blue-chip companies.

But in the 1980s and 1990s, as people moved their

money into mutual funds and 401(k)s, large fund managers and Wall Street analysts became the constituency most important to corporate America. According to SIFMA, a brokerage industry lobbying group, individual investors owned just 38% of the stock market in direct shares in 2018.

Such investors were growing in influence before the pandemic, partly because of the popularity of free trading apps such as Robinhood, which meshed the buying and selling of stocks with gamelike features. And companies like Tesla have long had a loud and loyal base of investors who follow founder Elon Musk's missives on Twitter.

But with millions of Americans stuck at home

during the pandemic, the trading trend escalated. According to the Federal Reserve, American households bought roughly \$211 billion in individual stocks last year -- the highest level since 2014.

"Retail trading now accounts for almost as much volume as mutual funds and hedge funds combined," Amelia Garnett, an executive at Goldman Sachs' Global Markets Division, said on a recent podcast produced by the firm. "So, the retail impact is really meaningful right now."

There's no telling how long Americans will keep their pandemic-bred focus on the market. Average daily trading volume at some large brokerage firms is down sharply from its peak in January, and

as vaccinations continue and the economy reopens, newly mobile Americans may be less interested in picking stocks. But companies, awakened to the power of individual investors, are seizing the moment, and finding new ways to engage with them.

"It's forced companies to understand the importance of retail investors," said Zach Hascoe, a co-founder of Say Technologies, a New York startup that sells shareholder communication services to companies and brokerage firms. "Companies are seeing the opportunity to kind of tap into shareholder loyalty, tap into that passion."

Say Technologies offers a social-media style platform that allows companies to field questions from verified individual shareholders at key

corporate events. Investors can pose their questions on Say's message board, which can then be up-voted, Reddit-style, by other participants.

Tesla, which has long eschewed traditional communications with Wall Street, is perhaps the best-known user of the service. Ark Investment Management -- the high-flying, tech-focused exchange-traded fund company run by the investor Cathie Wood -- and Palantir Technologies, another favorite among individual investors, have also used it.

Before Lemonade, a company that sells insurance to consumers online, went public in July, it went on a traditional tour of Wall Street, meeting big investors and talking up its prospects. How-

ever, the company has since discovered that over half of its shares are held by small investors, excluding insiders who own the stock, said CEO Daniel Schreiber.

That has prompted a strategy adjustment. In addition to spending time communicating with analysts whose "buy" or "sell" ratings on the stock can move its price, Schreiber said, he has made a point of doing interviews on podcasts, websites and YouTube programs popular with retail investors.

"I think that they are, today, far more influential on, and command far more following in terms of stock buying or selling power than the mighty Goldman Sachs does," Schreiber said. "And we've seen that in our own stock."