



Chamber Connection

Trotwood Chamber of
Commerce

Volume 1, Issue 12
December 2005

Building A Bright Future

Recognition/Award Dinner December 7

Executive Director's Notes

The Recognition Committee has planned a wonderful evening for you *December 7, at Hara Conference Center. Let your holiday spirit show and have some fun at our annual bash! It all starts with a social hour and silent auction at 6:00 p.m.*, followed by dinner, proclamation, door prizes, speaker Marvin Olinsky, recognition of businesses, business of the year award, cash bar and many more enjoyable memories. Make your reservation today to join us for a wonderful evening at Hara Conference Center, 1001 Shiloh Springs Road. The cost (including dinner) is \$25/person. *Call 937.837.1484 and make your reservation no later than Monday, December 5*

Breakfast with the Mayor

You will not want to miss Breakfast with the Honorable Donald McLaurin, Mayor for the City of Trotwood, *December 15 at 8 a.m., at Trotwood Community Center, 4000 Lake Center Drive.* The Mayor will give an update on the new Landmark (formerly Salem Mall), address those questions you have always wanted answered, network with other businesses and enjoy a light breakfast. Cost for breakfast is \$7.00/ person *Call the Chamber at 937.837.1484 and make your reservations no later than Monday, December 12.*

Trotwood Chamber Officers 2006

President	Larry Jackson—President Dayton Center Courts
President-Elect	Karen F. Wampler—Marketing Mgr. Hara Conference Center
Vice-President	Derek Grauduss—President DGL Woodworking
Secretary	Sharon Thornton—CEO Maria—Joseph
Treasurer	Sandra K. Allen— Mgr. Salem Woods Apartments

Board Members

Ashley Briedenbaugh	Moto Franchise
Rhonda Finley	City of Trotwood
Karen Garner PhD	Summit Towing
Raymond Garner	Ray Garner Realty
Henry Gathagan	Retired Friendship Village
Loren Gross	Salem Towing
Bruce Kettelle	Totally Trotwood
Al Miller	Dayton Nutra Foods
John Smith	Trotwood City Schools
Monica Sumlin	The MHS Group

Congratulation to the Officers/Board. We encourage members to attend our monthly meetings and let officers/board know how you want them to represent you. Meetings are open to the public and are held the 3rd Wednesday of every month (unless indicated otherwise), at noon at the Trotwood Community Center, 4000 Lake Center Drive.

Invoices will be mailed early January for membership renewals 2006. There are a number of you that have already paid your membership fee for 2006, this does not apply to you. Your invoice will indicate a slight increase in membership fee. This increase is due to increased cost to operate as well as projects we have planned.

This holiday season, show love and share with those that are less fortunate.

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2005 Officers:

President

Monica Hill-Sumlin

President-Elect:

Larry Jackson

Vice President

Derek Grauduss

Treasurer

Sandra Allen

Secretary

Sharon Thornton

BOARD OF DIRECTORS

Board of Directors

Ron Bryant
Dr. Karen Garner
Raymond Garner
Rev. H.G. Gathagan
Loren Gross
Bruce Kettelle
Michael Lucking
Al Miller
John Smith
Karen Wampler

Executive Director

Marie Battle

Benefits of Belonging to the Trotwood Chamber

Southern Ohio Chamber Alliance offer the following benefits to Trotwood Chamber members:

- Healthcare Benefits discounted healthcare premiums through United Healthcare
- Dental Care program with Superior Dental Care
- Vision Discount Plan with Eye Care Plan of America (ECPA)
- Prescription Drug Discount Card (free)
- Hearing Aid Discount Program (free)
- Workers Compensation Group Program with Hunter Consulting
- Cell Phone Program with Cincinnati Bell Wireless

In addition to the benefits above, you will be entitled to discounts at other businesses in the Trotwood Community such as a VIP Card from Hara, UPS Store and Office Depot. Contact the Chamber at 937.837.1484 for additional information and benefits offered.

UTS Seeking Public Comments

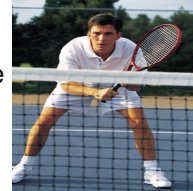
United Theological Seminary is seeking comments from the public about the seminary in preparation for its periodic evaluation by its national and regional accrediting agencies. UTS is accredited by the Association of Theological Schools in the United States and Canada and the North Central Association of Colleges and Schools. The seminary will undergo a comprehensive evaluation visit April 23-26, 2006, by a joint team representing these two agencies. The team will review UTS's ongoing ability to meet these agencies' criteria for accreditation and general institutional requirements.

The public is invited to submit comments regarding the seminary to the North Central Association of Colleges and Schools: Public Comment on United Theological Seminary—Commission on Institution of Higher Education—North Center Association of Colleges & Schools—30 N. LaSalle Street, Suite 2400—Chicago IL 50602.

Comments must address substantive matters related to the quality of the institution or its academic programs. Comments must be in writing and signed; comments cannot be treated as confidential. All comments must be received by March 23, 2006.

Dayton Center Courts

One of the largest indoor tennis club's in the greater Miami Valley area is the Dayton Center Courts, located right here in your community, 4801 Salem Avenue. They work with Montgomery County Parks and Recreation, YMCA, a local high school and are the indoor home site for the University of Dayton tennis teams. Dayton Center Courts will host the first National tournament in the Dayton area from January 20-23, 2006. This event will showcase the best junior boys in the United States. Participants will come from as far as California, New York, Florida and Texas.



The MHS Group

The MHS Group was recently awarded as a top owned business by Diversity Business Company. They were distinguished as one of the of the top entrepreneurs in the country. The award is based on the annual top business list which is seen by over 15 million people and is used by major corporations.

Monica Hill-Sumlin started the business over five years ago. The success of The MHS Group is due to her continued determination and genuine need to empower people in the community.

Our sincere **Congratulations** to Monica and The MHS Group

West Third Street Paving Progress

The City improvements along West Third Street will have to wait until spring. Cold temperatures have slowed progress and the final paving will have to wait for the spring thaw. When the work is completed there will be curbs and sidewalks all the way from Route 49 to Union Road.

The project began seven years ago when Trotwood and Jefferson Township initiated the West Third Street Task Force. Elected officials from the two communities realized the importance of this shared corridor. They have targeted code enforcement, demolished some condemned buildings, and directed improvements to the street to create a uniform look that should help to attract economic revitalization to the area.

Since the completion of Route 49, West Third Street is the only area that has exceeded the engineers estimated traffic counts. Every day over 25,000 cars drive on this stretch of road. The Chamber hopes these improvements and proven traffic counts will draw new businesses and create jobs in this underdeveloped area.



Use Holidays to Market Year Round Sales

It may be busy today, you worked late last night and the crowds and bargain hunters may make you frustrated at times. Even so, don't forget the most effective inexpensive marketing tools are right at you fingertips, courtesy and a smile.

Use eye contact as you greet every customer with sincerity and try to fill his or her needs. If you don't have it in stock offer to make that special order, it's a great way to get them back to your store a second time. If you carry a better product be sure to point it out and tell them.

Listen to your customers. They will appreciate your attention and you can learn about their likes and dislikes to make appropriate suggestions.

Above all thank them for coming to your store and for shopping in Trotwood. Make them feel welcome and that you look forward to seeing them throughout the year. Ask if they would like to be on the mailing list for promotions during the next year.

The in store experience makes a huge difference in the way a customer feels about their purchase. By making this experience positive and memorable these shoppers will be back in the spring, summer, and beyond. It is important for the future of our community to reinforce the Chamber's message and keep shoppers coming back to Trotwood -- Think Globally, Shop Locally.

Submitted by Bruce Kettelle, Totally Trotwood

What Makes Your Business Unique

I have found that most business owners, executives, and self-employed professionals cannot articulate their unique advantages of their business. Some consultants refer to the unique advantages as unique selling proposition. As a business owner, manager, or self-employed professional, I urge you to think about what differentiates your business from your competition. It is critical to the survival of your business to know your unique value of your company.

If you cannot communicate what differentiates your business from your competitors, what is going to get your customers to continue to do business with you rather than a competitor? I urge you to take time away from the day-to-day operations of your business to reflect on what separates you from your competitors. If you cannot communicate the advantages, neither can your customers.

Far too often I hear "it is me and our people that make the difference." That is only the beginning. You need to go further in developing what is unique about you, your business, your product offerings, and your customer service delivery. Ask yourself, why do my customers keep utilizing my services and what keeps them coming back to do business with.

Here is an original idea which may help you realize what makes your business unique; you can ask your customers why they continue to utilize your services! You may be surprised by their answers. Whether you are surprised or not, it is important that you regularly educate your customers and potential customers about what separates your business from all others, why your business is the place to come to in order to get the job done! How? By first determining what your unique selling proposition is, and then by developing a marketing and promotion plan that will communicate your uniqueness. Through effective marketing your customers, prospects and referral sources, learn the unique and superior advantages, benefits, value and results you can provide.

Your goal is that your customers are able to articulate and completely understand why they do business with you or your company. They have to trust you otherwise they will not do business with you. This means that you have to build a relationship with people long before they become your customers. If you do not have trust, you do not have a customer.

I equate building a customer relationship to that of a spousal or significant other relationship. You have to have trust, a long-term perspective, a win-win mentality, and respect for both your spouse and your customer. People will not do business with you if they do not trust that you will do what is in their best interest.

If we know our unique selling proposition, know our customers needs, have developed a long-term relationship with them based on trust, we will hold onto their business and be able to easily develop new business. We need to make sure that we continue to nurture the relationship. This means we treat our clients the way we want to be treated.

Submitted by Michael A. Ehrler, The Growth Coach

May all of you have a wonderful Holiday Season and a prosperous New Year!

Welcome New Member

Rhonda Smith-Bass Np, Inc.

Welcome New Member

Stitching Post

Calendar of Events

- ✓ Trotwood Chamber's Business of the Year Recognition Dinner, Hara Conference Center December 7, 6:00 PM
- ✓ City of Trotwood Town Hall Meeting, Trotwood Madison High School Auditorium, December 12, 5:30 PM

- ✓ Board Meeting January 18, 2006
- ✓ State of the City Address, Phillips Temple CME February 27, 2006
- ✓ Taste of Trotwood March 15, 2006

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Advertise Your Business

Contact the



Trotwood Chamber
 937.837.1484 for advertising rates

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