



Chamber Connection

Trotwood Chamber of
Commerce

Volume 2 Issue 6
June 2006

Building A Bright Future

TASTE RENAMED TO EXPO

The Trotwood Chamber Board has redesigned the Taste of Trotwood. Beginning in 2007 the annual event will be called the **Trotwood Community Expo**. Instead of just trying to attract a large quantity of attendees the changes are designed to attract a stronger target demographic that will support our local businesses. By attracting more qualified customers the chamber expects more members will want to participate as exhibitors. The event will continue to include businesses that offer free food samples as in the past.

To increase perceived value, there will be a ticket price of \$3 for adults and \$1 for youths under 12. Exhibitors will be given an ample supply of complimentary tickets to provide to their customers. Exhibitors are encouraged to mail tickets to customers, or pass them out to valued customers at their store. The Chamber will recommend that stores only distribute tickets with a purchase of \$10, but that will be at their discretion. Tickets will also be downloaded from the Chamber's web site. The date for the 2007 Trotwood Community Expo is March 7, 2007.

Breakfast with the Mayor

Don't forget to mark your calendar for Thursday, June 15 to have breakfast with the Honorable Donald McLaurin, Mayor for the City of Trotwood. You will have the opportunity to network with other businesses as well as have a wonderful breakfast! The breakfast will be at United Theological Seminary, 4501 Denlinger Road. Time: 8 a.m. Cost: \$7.50. Call the Chamber at 837.1484 for more information.

Membership Renewals/New Member

DGL Woodworking, Nurrenbrock's Quality Candies, Fifth Third Bank, Shiloh Springs Care Center, Grismer Tire Company, YMCA of Greater Dayton (New Member), Jeff Wyler Auto Dealer. Our sincere thanks to members that have renewed their membership and we welcome our newest member.

Newsletter Insert

The Trotwood Chamber offers you the opportunity to put an insert in the monthly newsletter. You must provide copies to be inserted. Our newsletter is issued monthly to members and quarterly to all businesses in the Trotwood community. If you want to include an insert in our quarterly (March, June, September and December) newsletter, we will need 500 copies, if you want to include an insert at other times, we will need 150 copies. The cost for members is \$50; non-members \$75. You may also advertise in our newsletter. The cost for a business card size ad for members is \$150/year; non-members \$250/year. One-fourth page ad for member is \$350/year; non-members \$450/year. For more information contact the Trotwood Chamber at 837.1484 or E-mail trotwoodchamber@earthlink.net

Homestead Exemption

If you are a Montgomery County resident 65 years of older, disabled and earn less than \$26,000 in yearly income, you may be eligible for a real estate tax break called Homestead. The deadline to apply is June 5th. For more information, call the Auditor's Office at 225.4341 or visit www.mcauditor.org for a Homestead Application.

Bruce Kettelle did an outstanding job of selecting a new computer and software for the Chamber. Hats off to Bruce!

Marie Battle, Executive Director



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September Quarterly Meeting

The Trotwood Chamber of Commerce is pleased to announce Michael Ehrler as our featured speaker at our quarterly meeting Wednesday, September 20. Michael owns The Growth Coach, a business coaching firm that operates throughout the Dayton metropolitan area. As owner of The Growth Coach, he is affiliated with a national network of business coaches that specializes in assisting business owners to get more out of their businesses and personal lives.

Michael is not only an acclaimed Business Coach, he also teaches multiple college courses in Marketing, Sales and Business Development and has been published in several newspapers and trade periodicals focusing on topical business issues. He has even written several articles for our Chamber. His background includes a wealth of experience with all types of businesses and industries.

No matter what your background may be, if you are interested in improving your business and finding more time to enjoy your personal life with family and friends, then Michael's presentation will be of interest to you. In fact, the title of his presentation is "Driving Success and Balancing Life." He will share with us the same interactive approach that he regularly uses with his clients to help them drive their business forward.

He will share insights into how we as Chamber members can become more successful by working "ON" our business rather than "IN" our business.

Take the time to come and hear Michael. Remember the best investment you can make for your business is to invest in yourself. Space is limited, so be sure to RSVP to 937.837.1484 by September 15, 2006.

As an extra incentive, Michael Ehrler has offered the book to each Chamber Member in attendance, Becoming a Strategic Business Owner, a proprietary book used by The Growth Coach and authored by Dan Murphy, its President and co-founder, to the first 50 Chamber members who RSVP us that they will be attending. In addition, a scholarship worth \$500 will be provided which can be applied toward Michael's normal fees for the first year of Michael's quarterly coaching strategic retreats.

We are pleased to be able to work with someone of Michael's caliber to assist you, our chamber members, to maximize your chamber membership.

Don't allow FUD's to get you down

What are FUD's? They are fears, uncertainties and doubts. Most people can afford to allow the minor setbacks of life to get the best of them. Not business owners. Business owners do not have the luxury of allowing even minor setbacks affect them or their business, much less to be paralyzed by them.

I have a saying; it is not what happens to you in life that is important, it is how you respond to things in life that is important. Many times business owners cannot share their fears, uncertainties and doubts.

Many people, even business owners, give in or give up. However, as a business owner, you can't afford to fall prey to this self-sabotaging behavior. Successful entrepreneurs must maintain positive thoughts, patience, and persistence.

One of the things that I have observed is that successful entrepreneurs take action, even under adversity. One of the worst things that business people can do is to let their Fears, Uncertainties, and Doubts (FUD's) get the best of them.

The most successful business owners, managers, and entrepreneurs see everything as valuable feedback, not failure. They set their goals, take action, assess outcomes, modify their approach to get better results, and take action once again. Successful entrepreneurs do not allow themselves to get "stuck" or blame others or the circumstances. They take full responsibility for their business and their results. They reflect on ways to improve and take action again.

Remember, "You become what you think." Are your thoughts and actions positive? Do you focus on your vision and goals? Your desire to help others? Or, are you focusing on fears, uncertainties, doubts, and setbacks.

When you encounter a setback stop any "negative thinking" and use this simple process to learn from your feedback and improve:

Initial Reflection

- What were my expectations? Were they realistic? What were my actual outcomes

Assessment: What worked/what didn't work

- What part of the process worked? What outcomes were good? How do I feel about this positive feedback?
- What part of the process didn't work? What outcomes were bad? How do I feel about this unexpected feedback?

Positive Lessons

- What positive lessons can I learn from this experience/feedback?
- What are the concrete steps I need to take to improve my performance in this area? When do I get started again?

Again, do not let your fears, uncertainties, and doubts get the best of you. For more information on overcoming your fears, uncertainties and doubts, contact Michael Ehrler at 937.287.2922 or E-Mail m.ehrler@thegrowthcoach.com

Article submitted by Michael Ehrler, The Growth Coach

Afternoon with the Dayton Dragons

The City of Trotwood, Parks and Recreation, will have an afternoon with the Dayton Dragons on Sunday, July 16 at 2:00 p.m. The Dragons will play the Clinton Lumberkings. Cost of the tickets is \$10. There are only 100 tickets and they will go quickly! You may purchase your ticket at the Parks & Recreation Office, located at 3035 Olive Road.

Benefits of Membership

- **Healthcare Benefits**—discounted premiums through United Healthcare
- **Dental Care Program** with Superior Dental Care
- **Vision Discount Plan** with EyeMed Access Plan D
- **Prescription Drug Discount Card** (print the card from the SOCA website www.joinsoca.com)
- **Hearing Aid Discount Program** (free)
- **Workers Compensation Group Program** with Hunter Consulting Company
- **Manager Care Organization** with CorVel
- **Cincinnati Bell Wireless Program**
- **Free use of GreaterDaytonWorks.com**—job search for job opportunities

United Healthcare is one of the benefit providers to Chamber members, following are ten benefits provided to members through United Healthcare:

Financial stability, strength and demonstrated market commitment

United Healthcare's parent company, UnitedHealth Group, was ranked the Most Admired Health Care Company in America by *Fortune* magazine, and ranked #40 on the *Fortune* 500 largest U.S. corporations list. UnitedHealth Group was also ranked #5 on the 2005 *Business Week* 50, the annual listing of the nation's best-performing large public corporations.

Outstanding customer service

Merging technology with the human touch, United Healthcare's Customer Care operations provide information to enrollees when and how they want it. A voice-activated, self service phone system allows individuals to get automated information quickly and easily, or speak immediately with a knowledgeable Customer Care representative.

Nationwide network access

United Healthcare offers a broad network of high quality, cost-effective physicians and health care professionals. The national network includes more than 470,000 physicians and other professionals, 60,000 pharmacies, and 4,500 hospitals – providing access to care wherever people need it.

Online tools to help people make informed health care decisions

With myuhc.com, individuals can research health information, check claims status, find network physicians, and more. The online Personal Health Manager helps them organize their medical history, appointments, health conditions, medications and allergies. And, they can receive health-related tips and reminders specific to their health situation.

Benefit plan design solutions that fit your unique needs

United Healthcare offers you the latest solutions in affordable benefit program design, including health savings accounts paired with high-deductible plan designs. The full range of products serves all small and mid-sized businesses (2-5,000 employees) as well as large customers (5000+ employees) in a single site.

A full complement of specialty products

Vision, dental, life, disability, and behavioral health plans are integral parts of a complete benefits plan. United Healthcare offers each of these products and more, all from a single carrier – reducing the administrative hassle.

Personal health solutions to help employees achieve better health

United Healthcare helps individuals stay healthy, get healthy or live with illness through a comprehensive set of care management and outreach programs. United Healthcare works to improve the health and well being of those with chronic conditions, such as asthma and diabetes, through education, disease management programs, outreach and lifestyle counseling.

Streamlined administration through technology

With Employee Services®, benefit administrators can manage benefit programs with Web-based technology that supports online enrollment, billing, real-time eligibility inquiries and electronic billing.

Wellness programs to help keep employees healthy

With many diseases attributable to unhealthy behaviors, more and more employers are turning to wellness programs to help keep their employees healthy. The UnitedHealth WellnessSM program is a portfolio of online and on-site wellness programs designed to help individuals make healthier choices in their lives. UnitedHealth Wellness is automatically included with United Healthcare medical benefit plans at no additional charge.

Practical innovation

United Healthcare delivers practical yet innovative solutions that meet our customers' evolving needs. The result is healthier employees, better cost management and less administrative hassle.

Call the Trotwood Chamber of Commerce at 837.1484 for more information.

Calendar of Events

- June 5 Homestead Reduction Program Deadline
- June 15 Breakfast with the Mayor—United Theological Seminary at 8:00 a.m.
- June 20 Salem Avenue Vision Coalition Meeting (SAVISCO) - Maria-Joseph Living Care Center at 11:00 a.m.
- June 21 Board Meeting -Trotwood Community Center at noon
- July 16 City of Trotwood afternoon with the Dragons at 2:00 p.m.

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