

# Chamber Connection

## “Creating a Bright Future”

**Trotwood  
Chamber of Commerce**

**Volume 5 Issue 12  
December 2009**

### Executive Director's Notes

#### Eighth Annual Dinner & Business of the Year

Dayton Hara Complex and Katie's Hallmark were selected as our Businesses of the Year Thursday, November 12 at our Annual Dinner and Business of the Year event. These businesses were selected based on integrity, economic development, contribution and commitment to Trotwood and the surrounding area. Please join me and congratulate these two very deserving businesses.

#### **Katie's Hallmark Small Business**



Pictures left to right—Mayor Darreyl Davis, David Simpkins (Hallmark), Paul Bradley ( U.S. Senator Sherrod Brown's Office), Garth Adams, WROU-92.1 FM

#### **Dayton Hara Complex Large Business**



Pictured left to right—Mayor Davis, Karen Wampler, (Hara Arena Complex), Paul Bradley, Garth Adams

Katie's Hallmark has been in Trotwood since 1987 and was one of the original tenants of Salem Consumer Square. Their philosophy is centered on providing outstanding customer service as well as high quality products in a wide range of prices for all gift-giving occasions.

Dayton Hara Complex is celebrating 50 years in the City of Trotwood this year. They have been the catalyst to successful hockey in the Miami Valley and are the home to many signature events. In May and October 2004, Hara was twice bestowed the honor of a Presidential visit from President George W. Bush.

Our special thanks to Garth Adams, WROU-92.1 FM, for doing an outstanding job as our Master of Ceremony; committee members Dora Garner, Maggie Hart, Angel Heath and Pat Lodge for volunteering and working untiringly to make our event memorable; our donors Cub Foods, Golling's Arena Dodge, Gordon Food Services, Grismer Auto Service Center, Honeybaked Ham, Jerri's Catering, Katie's Hallmark, Mercy Siena, Nurrenbrock Candies, Trotwood Florist, United Theological Seminary and Trotwood YMCA, and you our attendees for your participation, thank you very much, without your participation this event would not have been possible.

#### 2010 Projects

Your chamber will start to focus on projects for 2010 - projects such as State of the City Address, network breakfasts, benefit workshop, seminars, golf outing, Annual Dinner and Business of the Year. These events are an excellent way to network with other business leaders. We encourage our member businesses to participate by attending, donating or supporting our events so that your Chamber will continue to grow. The Chamber is only as effective as you, its members.

#### 2009 Officers

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Ray Garner Realty

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Friendship Village

Maggie Hart  
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John Smith  
Trotwood-Madison City Schools

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Maria-Joseph Living Care Center

Karen Wampler  
Hara Arena Complex

Marie Battle  
Executive Director

#### In this Issue

Executive Director's Notes  
Chamber Benefits  
Hunter Consultant Co.  
Business Builders  
Tree Lighting Event

**Membership Renewal**  
Hunter Consulting

# Chamber Connection



## Chamber Alliance Membership Give you a Competitive Advantage!

Did you know that included with your Chamber membership, the following Southern Ohio Chamber Alliance (SOCA) benefits may be offered to you and your employees?

1. **Healthcare Benefits with United Healthcare (UHC)** - United Healthcare for companies with two or more employees. The extensive and cost-effective coverage traditionally available to large business; discounted premiums with up to 3% savings.
2. **Healthcare for One**—is a unique one-stop shopping site that will provide your employees and their dependents with all the tools they need to make the best and most informed individual health insurance purchase. All you have to do is provide them with the web address and HealthCare for One will handle the rest. Call 1-888-577-4241 for more information
3. **Dental Care Benefits with Superior Dental Care (SDC)** Special benefit plans for Chamber members with two or more employees. offers discounted rates on select dental plans to members of Southern Ohio Chamber Alliance (SOCA). Call your Chamber for these special SOCA plans and rates.
4. **Workers' Compensation Group Program**—Offered through Hunter Consulting & Corvel/MCO. Competitive premium discounts on your Workers' Comp., legal representation at all BWC hearings pertaining to claims within the BWC and Industrial Commission
5. **Prescription Drug (free)** - Southern Ohio Chamber Alliance (SOCA) RX Prescription Drug Cards are available from your Chamber. Your card can save up to 50% off medications using the prescription savings program. No cost to sign up, no limit on usage, one card can be used by everyone in your family, membership is immediate. A list of pharmacies are on the back of the card.
6. **Cintas Document Management**—Confidential document destruction saving up to 35% to SOCA members

In addition to the benefits above, your Chamber offers you the following: \$300 off advertising offered to new members, tremendous discount off office supplies at Office Depot., VIP Card from Dayton Hara Complex, Gauntlet Awards, AAA Miami Valley, Life of Riley Landscape, Mo Better Me Studio, Just Sweat Fitness Center, Flash Quick Copy, MVCTC and more.

To take advantage of these and other benefits, call the Trotwood Chamber at 937.837.1484 or email [trotwoodchamber@earthlink.net](mailto:trotwoodchamber@earthlink.net) to get information on these money-saving opportunities....these savings can more than cover the cost of your membership.

### Do you often find yourself trying to answer these questions?

- How can I save money on my workers' compensation premiums?
- How can I reduce my administrative work load?
- How do I know my workers' comp claims are being properly administered?

If you find yourself searching for the answers to these questions, Hunter Consulting Company can help! In addition to our expert claims administration, we also provide:

- Competitive premium discounts.
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- Professional guidance with BWC Audits.
- Annual safety seminars.
- Automatic inclusion into the exclusive Defense Fund Program (through your chamber membership).

All of these services are included in our exceptionally competitive administrative fee.

**NO HIDDEN CHARGES** — All you need to do is join the Trotwood Chamber of Commerce and call Hunter Consulting Company.

Follow these simple instructions to receive your free, no obligation quote for the Trotwood Chamber's Group Rating Program.

1. Go to our website at [www.hunterconsulting.com](http://www.hunterconsulting.com)
2. Click "Online Forms" at the top of the page
3. Click "AC-3" under "Group Rating Forms"
4. Print the form and fill it out
5. Fax the completed form to 513-231-4325

For more information, please contact Tammy Purcell at (800) 486-6652 ext. 114 or visit us on the web at [www.hunterconsulting.com](http://www.hunterconsulting.com)—where the quality of service is not based on the size of your business!



## Business Builder— Controlling Workplace Stress

The day-to-day activities of any business can be very stressful. There are always deadlines to meet and people to please. When we think about stress in the workplace, we usually refer to coronary heart disease, cancer, and insomnia. The symptoms of stress have been placed in different categories, the most common being physical, psychological behavior and mental. Headache, fatigue, grinding teeth, clenched jaws, chest pain, shortness of breath, insomnia, nausea, high blood pressure, muscle aches, constipation or diarrhea and heart palpitations are all physical symptoms of stress.

Many of these symptoms, when not treated, can lead to serious medical problems as well as lost time on the job. Workplace stress is costing your business thousands of dollars per year.

*Is stress a line item on your budget?* Knowing how much you are spending on stress is a good place to start. Stress in the business world can be elevated by many factors such as, the type of job, the hours worked, the co-workers around you, and the amount of responsibility placed on the worker. It is especially important for people who are out in the fast paced business world to remember to take a moment to relax.

Here are a few tips on ways to help reduce employee stress.

- Address the need to provide an attractive and comfortable work environment.
- Communicate clearly and often about everything important
- Make it a point to acknowledge good performances by your employees
- Organize a quiet space, a room where employees can take a break.
- Help employees design their jobs.
- Allow your employees to experience a sense of personal power.
- Make sure employees have the resources and training.
- Ensure you provide ergonomically efficient tools, equipment and furniture in the workplace

Article submitted by Edythe Kidd-Okwilagwe, PhD, CCHT, CAMF, CART, SMC-C, founder of (K-Okwils Counseling and Hypnosis Center.) known as, My Life Direction and Hypnosis Center. (A Holistic Center for the whole family. Age 4 and up.) For more Info. please call 937-262-9912 or email [Edythe@mylifedirection.com](mailto:Edythe@mylifedirection.com); Website: [www.mylifedirection.com](http://www.mylifedirection.com)

## Business Builder—30-Second Commercial

What is the appropriate length for a thirty-second commercial? No, it's not a trick question, hopefully though, it's a thought-provoking one.

The objective of a "30-second commercial" or "elevator pitch," whatever you choose to call it, is to achieve one thing—initiate a conversation. So, how long should it take to accomplish that? Is 30 seconds long enough? Is it too long? Too short, perhaps?

If you suspect that the time element—whether it is 15 seconds, 30 seconds, or 67.3814 seconds, is not so important, you are correct. Time is not the benchmark; it's what you say, how you say it, and more importantly, the reaction it elicits from the prospect that really counts.

Since the objective is to initiate a conversation with your prospect, your commercial should be delivered in a conversational tone...as if you were talking to a friend or colleague. You shouldn't sound like an infomercial announcer, barking the unique aspects of your product at an unsuspecting prospect; nor should you sound like an unimpressed college professor, lecturing on the benefits of products and the advantage that will accrue to its users—instead, keep your message simple and brief. Focus on the one aspect of your product or service that your research and experience indicates is likely to be of greatest interest to the prospect. Then, boil it down to one thought that you can articulate in a conversational manner—an idea the prospect can absorb and understand quickly. Here's an example:

We provide international freight forwarding services for several large companies who rely on us to not only expedite their overseas shipments, but do so at substantially lower costs than they were accustomed to. One idea: faster shipments at lower costs. If the prospect is at all interested in efficiency and profitability, he/she are likely to engage in a conversation.

So, don't be so concerned about the length of your "pitch," focus on the content. And, keep it to the point—one thought. If your "commercial" sparks the prospect's curiosity to know more about what you do or how you do it, you have accomplished your goal—to start a conversation!

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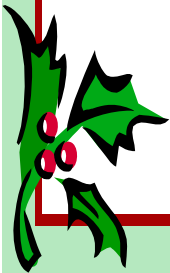
## Season Greetings



*Our sincere appreciation to you, our members, for your commitment and support in 2009. May you enjoy your holidays with family, friends and those you love.*

*We wish you a Happy Holiday Season and may you have a good and productive New Year*

*Trotwood Chamber of Commerce*



# Chamber Connection

## City of Trotwood Holiday Tree Lighting Ceremony

Saturday, December 5, 2009 from 2:00 –5:00 p.m. The lighting ceremony begins at 4 p.m., there will be a drawing for a child to assist Mayor Davis in lighting the tree.

The event will be held at Olde Towne Train Depot. Activities will include: horse drawn hay wagon, musical entertainment, and a visit with Santa. Refreshments will be provided by Trotwood-Madison Historical Society.



*Happy Holidays!*

## Upcoming Events

**December 5, 2009**  
City of Trotwood Tree Lighting

**December 16**  
Board Meeting at noon

**December 25**  
Christmas

**January 1, 2010**  
Happy New Year

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