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Marietta, OH 45750
740-373-5176; Fax: 740-373-7808
www.mariettachamber.com

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Gabe Zide Citizen of the Year
Nancy Putnam Hollister



MACC Business Leaders of the Year
Jerry James, President,
& Gene Huck, Vice President, Artex Oil

98th Annual Meeting Dinner & Awards



Special thanks to Melissa Corcoran and Boy Scout Troop 200 Allohok Council for the National Anthem and Presentation of Colors at the 98th Annual Dinner Meeting.



ZONTA Elizabeth L. Hadler Woman of the Year
Becky Parlin Johnston



Washington County Council of Cooperatives
Award Winner Ralph Coffman

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From the Corner Office

Marketing is time-consuming, yet crucial for your business to succeed. It used to be that a radio, television and print marketing plan was all that was needed. Next came the need for an online presence, so small businesses followed the lead of big biz and created their own websites. Facebook exploded in the last few years as a way to build relationships with existing customers and attract new customers.

Today, the list of small business marketing tasks can be overwhelming. Marketing is a whole new world with social media, email marketing, ecommerce and search engine optimization to name a few.

Today, finding information via your desktop PC is being replaced by smartphones and tablets. One of the trends for 2013 is mobile optimization—making sure your information is easily accessible and readable on the smaller smartphone and tablet sized screens.

With the proliferation of websites, online stores, blogs, apps, and more, consumers are also looking for excellent, top-notch content.

MACC is enhancing our efforts to market your company's products and services. Here's what we've done and where we are headed in 2013.

In 2013 we moved to a new membership management system, ChamberMaster, which offers direct benefits to you, our member. As a member of MACC you now have direct access to your information on the Chamber website. You have the opportunity to better market your products and services to consumers via our website by enhancing your

informational Home Page with more text and with pictures.

The new website also means you can post hot deals, job openings and events, add keywords to help consumers find you when they run searches, and run reports to see hit statistics for your home page and other advertised items.

You can also a link to your social media applications, such as Facebook and LinkedIn.

We now have a mobile friendly MACC directory of members plus our events, hot deals and jobs. Just one more way your customers on the go can find you. A Chamber App will be introduced later this year.

For those who attend our programs and events, we now offer an online registration process. You will need your user name and password to get the member discounted rate.

Interested? Just call or email Cody Frye at frye@mariettachamber.com and he will help you get started with your user name and password.

Not sure how to get started? We are offering how-to sessions monthly. This hour-long session will be on the second Tuesday from 8 am to 9 am at the Chamber.

And don't worry if you're not computer savvy, we will still take your information via fax, email, or snail mail and update your listing, address changes, and help you use MACC as a marketing partner.

Charlotte Keim

740-373-6256

keim@mariettachamber.com

WEBSITE STATS - Jan. 16 through March 22, 2013 (from Google Analytics)

Unique Visitors 3,911 Pageviews 13,088

Average Visit 2.47 minutes

iOS users 67.58% Android 30.55%

New Visitors was 13% higher than expected

QWekly Visitros was an average of 594 which is 23% higher than expected.

2013-2014 MACC Board

Donn Schafer, Chairman of the Board
Settlers Bank

Executive Committee

Colleen Cook, Past Chair
TheisenBrock

Kin Brewer, Treasurer
Food 4 Less

Dan Harrison, Business Advocacy
Harrison Construction

Beth McNally, Education
Marietta College

Terry Rataiczak
Communications & Technology
Kinetic Networking

Terry Tamburini
Economic Development
Southeastern Ohio Port Authority

Directors

Ken Bowen
Americas Styrenics

David Bricker
Hampton Inn

Dr. Bradley Ebersole
WSCC

Mark Morris
JD Byrider

Rob Schafer
Schafer Leather

Steve Smith
Selby Hospital

Rick Stafford
Peoples Bank

David Vandenberg
Microbac Laboratories

MACC Staff

Charlotte Keim, CCEO-AP
President/CEO

Carrie Ankrom
Program & Events Manager
MOV Safety Council Manager

Cody M. Frye
Member Services Manager

Crystal Thomas
Administrative Assistant

Candi Heiss
Better Bookkeeping Services

Charlotte Kuehn, RSVP Volunteer



Mid Ohio Valley Safety Council

Ohio BWC Workplace Wellness Grant Program

Employers who want to improve the health and wellness of their workers can benefit from the BWC's newest program, the Workplace Wellness Grant Program (WWGP). It provides funding to assist employers in establishing training and programs to reduce health risk factors specific to their employees.

BWC established WWGP to study the effect of a wellness program in the workplace on bringing down incidence and cost of accidents and illnesses. The goal is to control the escalating cost of workers' compensation claims through addressing health risk factors. The WWGP's collateral goals are also to reduce health-care costs for employers, as well as improve the health of the workforce.

To learn more about this grant go to <http://www.ohiobwc.com/employer/programs/safety/WellnessGrants.asp>.

Ohio Safety Congress and Expo 2013 April 9-11, 2013

at the Greater Columbus
Convention Center

Plan to attend the largest safety
conference in the Midwest.

Benefits of attending:

- Find solutions for worker safety.
- Learn from Worker's compensation & rehabilitation sessions.
- Visit Equipment and services expo.
- Free registration and CEU's.

Through its resources, the BWC works with you to prevent workplace incidents and help injured workers recover. Working together keeps Ohio workers safe, injured workers achieve better outcomes and reduces costs for Ohio businesses.

Join 5,000 representatives from Ohio businesses, associations and government to find realistic solutions to safety issues and concerns. Register at <http://www.ohiobwc.com/employer/programs/safety/SHRegistration.asp>

MOVSC Upcoming meetings

Wednesday April, 17
Awards Banquet

Topic:
"Drug Use: How it Affects the
Community"

Speaker:
Chief Deputy Mark Warden,
Washington Co. Sheriff's Department

Sponsored By:
Thermo Fisher Scientific

Wednesday, May 15

Topic:
"The Funny Thing About Stress"

Speaker:
Kay Francis, Comedian
Sponsored By:
Cindy Bennett and Washington County

Location For All Meetings:

Marietta Country Club
705 Pike Street, Marietta, OH
Registration: 11:30 am
Program: Noon to 1 pm
Cost: \$12 includes lunch
RSVP: 740-373-5176
Email: info@mariettachamber.com

Destination: EXCELLENCE

Design a safety and return-to-work plan that meets your needs!



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Destination: Excellence is BWC's bundle of programs that can help your organization:

- Improve workplace safety;
- Enhance injured worker care;
- Lower workers' compensation costs.

With Destination: Excellence you choose the options that work best for your company and your employees. For more info or to apply, visit us at ohiobwc.com/DestinationExcellence.

Ohio Bureau of Workers' Compensation

REMEMBER!

**RSVP your extra guests
for the April Safety
Awards Banquet.**



**We are
expecting a
full house!**

Securing Your Financial Future

74.5% of individuals with at least \$1 million in net worth felt that the world is a dangerous place (Source: *Financial Planning*, June 2007). While there might not be much we can take on an individual level to reduce crime, war, or even stock market corrections, we can all take appropriate steps to mitigate the risks under our control. If you're looking for ways to increase your financial security, consider the following tips:

- **Get your estate in order.** While dealing with your own mortality is often difficult, it is one of the most important things you can do to ensure your family can survive financially in the event of your death. Make sure your will reflects your current desires for the disposition of your assets and names a guardian for your minor children. You should also consider a durable power of attorney, which designates someone to control your financial affairs if you become incapacitated, and a health care proxy, which delegates health-care decisions when you are unable to make those decisions.
- **Review your portfolio.** Stock market fluctuations may have made you



a little nervous. It is often helpful to work with an experienced professional to assist you in this process.

- **Take another look at your life insurance.** An appropriate amount of insurance to protect your family in the event of your death. The amount needed will depend on your current net worth, the lifestyle you want to provide for your family, and your personal circumstances and desires. Since your insurance needs will change over time, assess your insurance coverage periodically, especially after major events in your life.

- **Obtain sufficient disability income insurance.** You should consider disability income insurance if your current assets won't support you until age 65. A good guideline is your available resources and disability benefits when possible should equal at least 60% of your pretax salary.
- **Make sure you have an emergency cash reserve.** Consider setting aside at last three to six months of living expenses, although the exact amount will depend on your age, health, job outlook, and borrowing capacity.
- **Consider long-term-care insurance.** This coverage is often considered the missing link in many retirement plans. Many purchase the insurance while they are in their 50s or 60s. After that, the premiums get Also, if you develop a serious health condition, you may not be able to purchase the insurance. After that, the premiums can get prohibitively expensive.
- **Protect your financial identity.** To help protect your financial identity, only give out your Social Security number when it is required, shred financial documents, cut up old credit cards, and review your credit reports periodically.
- **Properly store important documents.** Documents that you might need when the bank is closed, such as passports, birth certificates, wills, or insurance policies, can be kept in a fireproof home safe. Other documents, such as deeds, stock certificates, and titles, should be kept in a safe deposit box at a bank.

Please call Peter J. Keim, CRPC if you'd like to review these tips in more detail.



Keim Financial Services



Peter J. Keim,
CRPC®

1200 County House Lane, Suite 2.
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Tel. 740-374-6043
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Visit our website at
www.keimfinancial.com

Peter J. Keim is a Registered Representa-



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98th Annual Meeting Dinner Highlights

“Reaching Beyond Boundaries” best describes MACC's 98th annual meeting featuring **Don Mann**, former Navy SEAL, best-selling author and endurance athlete. Sharing stories about his service as a Navy Seal, Mann used examples from the training regiment of warriors in SEAL Team 6 (the group responsible for the death of Osama bin Laden) to remind the audience of over 650 people that each of us is capable of much more than we think possible. He encouraged guests to set goals, break the goal into micro-goals and push until we “bonk.”

Donn Schafer, president and CEO of Settlers Bank, was introduced as the new MACC Board Chairman by outgoing chair **Colleen Cook**, TheisenBrock. He is the 71st person to lead the Chamber in the organization's 126 year history.

Nancy Putnam Hollister was honored as the *Gabe Zide Citizens of the Year*. Presenters Charlie and Keelan McLeish, 2012's recipients, noted her numerous contributions, as an elected official and as a community leader: serving on Marietta City Council, our first woman City Mayor, Director of the Governor's Office of Appalachia, Lieutenant Governor of Ohio and in the Ohio House of Representatives. She has the distinction of being Ohio's only female governor, serving out Gov. Voinovich's term after he was elected to the US Senate.

She currently serves on the boards of the Betsey Mills Corporate Board, Campus Martius/River Museum Board, Ohio Historical Society Board of Trustees, and the Marietta College Board of trustees.

Wally Kandel, last year's honoree, introduced **Jerry James and Gene Huck** as the *2013 MACC Business Leaders* of the Year. They operate one of Ohio's largest oil and gas producers, Artex Oil, where James serves as president and Huck as Vice-President. Both received B.S. degrees in petroleum engineering from Marietta College.

James has served as president of the Ohio Oil and Gas Association (OOGA), and was honored as the recipient of the 2012

Workhorse Award by the Southeastern Ohio Oil and Gas Association (SOOGA). He is also the inaugural recipient of the OOGA's Oilfield Patriot Award, recognizing his efforts to protect, promote and advance the common interests of the Ohio crude oil and natural gas producing industry. In 2005 James led the effort to revise the oil and gas real property “ad valorem” taxes. Most recently he has traveled around Ohio, explaining the potential impact of the proposed severance taxes on the development of the Utica and Marcellus Shale in Ohio.

Huck brings a vast knowledge of the industry to this region. With experience throughout the USA supervising developmental drilling in North Louisiana and Southern Arkansas plus experience in New Mexico, Illinois, Mississippi, and, Huck Texas, Huck manages the field operations of Artex Oil which employs 16 people in its Marietta headquarters plus helped create approximately 500 jobs in its area of operations. It has been said that Huck's “field expertise is unmatched.” Huck currently serves on the board of SOOGA and received the Workhorse Award in 2009.

Work aside, both men are active in the community, supporting area youth at the livestock auctions, securing funding for the new Don Drumm Stadium and contributing to the Kyle Hockenberry Tunnel to Towers fundraiser last year. Also, James personally raised money to allow Brownie's Bakery to reopen after a fire. He rallied and organized college students to help the downtown merchants during Marietta's recent floods. Gene Huck is an active member of St. John's Church.

The *Washington County Council of Cooperatives Agriculture* of the Year was awarded to **Ralph Coffman**. Coffman has enjoyed a long successful career as an agriculture educator, communicator, and advocate. He grew up on a 330-acre dairy farm in Washington County. As an educator, he coached five soil conservation judging teams that qualified for the national finals, and his 1985 team placed ninth in the nation. Other achievements include: National Vocational Agricultural Teachers' Association Teacher of the Year; chairman of the District Agricultur-

al Teachers Association, which represents more than 25 schools. As a coach, his team had 290 wins in junior high and varsity football and boys and girls basketball and in 2011 he was inducted into the Warren Local School District “Warrior Hall of Fame. Even today in retirement, Coffman influences agriculture as the founder, editor, and author of *The Agricultural View* newsletter

Becky Parlin Johnston is the 40th recipient of the *ZONTA Elizabeth L. Hadler Woman of the Year*, selected for her dedication to Marietta. It is said that “Volunteerism has been a way of life for this nominee.” She has volunteered with numerous organizations and projects, including the Humane Society of The Ohio Valley, Easter Seals, the Incredible Playground, Marietta Area Merchants Association, Friends of front Street, where she planned the February Pajama Parties.; Clean Sweep Saturdays; July 4th Jazz & Blues Concert; Christmas decorating and worked as a member of the “Flower Crew” for over 10 years. Her artistic talents provided a decorative “store front scene” on the plywood walkway wall constructed after the Front Street fires. Johnston also owned a retail store in historic downtown Marietta for several years.

“The support from our business members and from this whole community is, at times, overwhelming. Even through these difficult times, your Chamber has remained strong as one can clearly see when we sell out our annual meeting dinner. Don Mann's message of reaching beyond boundaries is certainly one we'll be heeding as we continue to promote our Mid-Ohio Valley and work to strengthen our business community,” said Charlotte Keim, chamber president.

More information and photos on Facebook/MariettaChamber or www.mariettachamber.com

98th Annual Meeting in Pictures!

Check out more pictures on our website at www.mariettachamber.com



Jennifer Garrison & Jane Whittington, Ohio Land Owners Association chat with Roger Shepard, WTAP.



Ambassadors Jennifer Dennis ~Back2Back Chiropractic & Wellness Center~ and Joan Zoller~Trademark Solutions ~welcome Tom Betz~Peoples Bank to the dinner.



The Olde World Rug Washing Company representatives Tom Sherman & Adam & Andy Fenton talk rugs with Cheryl Lang, A Unique Flower & Gift Shop.



Congressman Bill Johnson and Wife LeeAnn enjoy the evening.



Representative Andy Thompson reconnects with Mark Kerenyi & Ron Feathers.



Fairfield Inn had an awesome exhibit booth as a Bronze Sponsor. Pictured are Michael Koker, Brittany McIntire & Becca Green



Special thanks to Al Lang, Greenleaf Landscapes, for the beautiful greenery on the stage!

SCORE is always there to assist small businesses.

Beat the Personal Paper Chase

Ask SCORE article, abridged by SCORE Volunteer Bob High

Forget everything you've read about the "paperless" office. In spite of the electronic devices in our lives, paper is still very much with us. That's not necessarily a bad thing, after all, clutter is usually a sign of activity. Some entrepreneurs love their cluttered desks and offices because they know exactly where to find something they need - maybe.

When you become too accustomed to clutter, you may not realize how it compromises your productivity. Minutes spent looking for a document can add up, especially if you're pressed for time. You are also more likely to be distracted during your searches, derailing the reason you dove into the pile in the first place!

Consider a five-step approach called DRAFT: Discard, Refer, Act, File, and Table, to increase your efficiency:

Discard: If you'll never retrieve again, trash it, don't file it! Your files should be "resource files," not a dead storage place.

Refer: If someone else needs the information, or can handle it for you, pass it along.

Act: If it requires action by you, do it now. It's inefficient to delay and handle the paper a second or third time. Today's mail - open it during lunch break.

File: If it's important and you will need it later, place it in an alphabetical or numbered filing system that allows you to find things quickly.

Table: If it's something you'll need in the near future, place it in a simple follow-up system for quick access. This could also be your master file.

Planning is also essential to staying organized, organized by category or activity. The planner should have your to-do list, phone calls and key documents.

Use a filing system for critical information such as contacts, ads, proposals and marketing content. Assign one or two words to label the topic for future use -short, specific terms will really help.

Manage business contacts better with a client information system that contains details about your client, associates' names, family information, past contacts, and a summary of previous conversations or requests.

Get the Chamber Connection!

Business After Hours
Thursday, April 11
5—6:30 pm

The Olde World Rug Washing Company

\$5 Special Member Price
\$10 General Admission



Professional Women's Roundtable

Wednesday, April 24
11:45am — 1 pm

"Know Your Elevator Speech"
SPEAKER: Pamela Lankford,
Small Business Development Center

Location: daVinci's
\$10 Special Member Rate
\$15 General Admission



**NetStorm-ing:
Lunch, Learn and Connect**

Tuesday, April 2
and
Tuesday, April 16
Noon—1 pm

How to qualify for a line-of-credit:

Learn how to position your business to qualify for a revolving source of funds.

Location: To be Announced
Cost: \$5 per plus your meal.

CALL 740-373-5176 to make a reservation. Location will be decided once we know the number of attendees.

Welcome New MACC Members

Community Bank
631 Juliana Street
Parkersburg, WV 26101
304-420-5568
Barb Close, Primary Contact
Banking Services

Parkhurst Dining
215 Fifth Street
Marietta, OH 45750
740-376-4434
Anna Fliehman, Primary Contact
Catering Services

GhostBlind Industries, Inc.
2347A St. Rt. 821—PO Box 664
Marietta, OH 45750
740-374-6766
Kevin Pottmeyer, Primary Contact
Manufacturing—Outdoor Recreation

Dimit Accounting
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(304) 615-3419
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