

MARIETTA AREA
MACC
 CHAMBER OF COMMERCE

The Riverview Building
 100 Front Street, Suite 200
 Marietta, OH 45750
 740-373-5176; Fax: 740-373-7808
 www.mariettachamber.com

Presort Standard
 U.S. POSTAGE
 PAID
 Marietta, Ohio
 Permit No. 27

ENTREPRENEUR

VOLUME 37 | NUMBER 1 | JANUARY 2013

MACC

Wishing You Bright New Beginnings in 2013!



Photo by Williamstown Resident Lori Yeater.

Inside This Edition:

- 98th Annual Dinner - page 2
- 2013 BAH Schedule—page 3
- Introducing NetStorming—page 3
- 2013 Rate Schedule—page 4
- Introducing Crystal Thomas—page 5
- Safety Council News—page 7

HYDE BROTHERS PRINTING CO.
 101 RATHBONE ROAD • P.O. BOX 585 • MARIETTA, OHIO 45752

Phone 740-373-2054
 Fax 740-373-8440
 1-800-696-5674
 e-mail hydebros@sbcglobal.net
www.hydebrosprint.com

Offering: offset & digital printing, color copies,
 personalization, mailing services,
 free pick up & delivery



Thank you for sharing the Holiday Season with us! We hope everyone enjoyed the 2012 Holiday Open House!
 Front: Charlotte Kuehn—RSVP volunteer, Santa Claus, Crystal Thomas—Administrative Assistant
 Back: Charlotte Keim—President, Candi Heiss—Accounting, Cody Frye—Member Services, Carrie Ankrom—Events

KINETIC NETWORKING
 Virtual Help Desk
 IT Consulting Services
 740.732.4455
www.kineticnetworking.com

BE PREPARED FOR THE
ICE & SNOW
 WITH OUR DE-ICERS
 PLUS FREE DELIVERY

as low as \$7.99 per bag

as low as \$4.79 per bag

Call 877-MOP-HEAD. Find more deals online—janisource.com.

JANI SOURCE

Advantage REAL ESTATE

228 Pike Street, Marietta, Ohio
 740-374-7325
www.advantagerealestatemov.com

From the Corner Office

Thank you so much for being part of the Marietta Area Chamber of Commerce.

As we begin this new year, the Board of Directors and Staff want to say thank you to you, our members, who support the work of this chamber.

As noted in last month's *Entrepreneur*, our annual membership fee structure is changing for 2013. A brief recap will help put this into perspective:

1990 Base Rate	\$150
1998 Base Rate	\$160
2005 Base Rate	\$170
2008 Base Rate	\$187
<small>(Board adopted a 2% increase p.a. policy)</small>	
2009 Base Rate	\$191

We expected that a small increase each year would help MACC meet financial obligations and continue to provide quality programs and events without requesting larger increases every few years or decade as once was happening.

In 2009 the 2% raised the base to \$191. In 2010, in 2011 and again in 2012 the Board waived planned dues increases due to the economic downturn.

For three years the board and staff have focused on helping our members through these tough economic times. Our budget is closely scrutinized and

expenses held to a bare minimum; and we stayed solvent. When the board and staff reviewed 2012 income and expense reports, it became apparent that we can not waive membership fee increases a fourth time.

As well as adjusting our membership fees, we also redesigned our membership category structure. Ten years ago there were 12 categories of membership. In 2008 it was reduced to 7. Today it is three categories—much simpler to understand for you and for the board and staff.

The new rate schedule, found on page 4, raises the base membership rate to \$200, which is \$16.67 per month or just **55 cents a day**.

Here's just one example of what MACC did in 2012: Our programs helped saved local area companies \$500,000. Ask us about our group health insurance program, our group workers comp program, our energy program, and the MOV Safety Council to find your costs savings.

We wish you a Happy and Prosperous New Year!

Charlotte Keim

740-373-6256

keim@mariettachamber.com

MARK YOUR CALENDARS!

MACC's 98th Annual Dinner Meeting

The Mid-Ohio Valley's Largest Social Gathering!

Monday, March 11, 2013

5-6:15 Social Time

6:30 Dinner and Awards

Stay Tuned For More Details!

2012-2013 MACC Board

Colleen Cook, Chair of the Board
TheisenBrock

Executive Committee

Tom Betz, Past Chairman
Peoples Bank

Kin Brewer, Asst. Treasurer
Food 4 Less

Dan Harrison, Business Advocacy
Harrison Construction

Beth McNally, Education
Marietta College

Steve Porter, Member Benefits
The Career Center

Terry Rataiczak, Communications & Technology
Kinetic Networking

Donn Schafer, Treasurer
Settlers Bank

Terry Tamburini, Economic Development
Southeastern Ohio Port Authority

Directors

Ken Bowen
Americas Styrenics

DeeAnn Gehlauf
Memorial Health System

Marty Hansell
Skuttle Manufacturing

Wally Kandel
Solvay Specialty Polymers

Rob Schafer
Schafer Leather

David Vandenberg
Microbac Laboratories

Mike Williams
Document Solutions-Xerox

MACC Staff

Charlotte Keim, CCEO-AP
President

Carrie Ankrom
Program & Events Manager
MOV Safety Council Co-Manager

Cody M. Frye
Member Services Manager

Crystal Thomas
Administrative Assistant

Candi Heiss
Better Bookkeeping Services
MOV Safety Council Co-Manager

Charlotte Kuehn, RSVP Volunteer



Mid Ohio Valley Safety Council

Support Safety & Gain Recognition for your Business

Here's an easy way to promote your business to 120 MOVSC members?

Be a sponsor of the next monthly meeting. All that is required is a giveaway for each person and a door prize.

Contact Carrie for more information—740-373-1884.



Pre-Paid Program 2013

The MOVSC Pre-Paid Program is \$144. This covers your attendance at all safety Council Meetings in 2013.

- Benefits of participation include:
- No need to RSVP for a meeting.
 - Special Registration table where your nametag will be waiting.
 - No more collecting an invoice at the meeting to take back.

Invoices were emailed to all participants in December. If you would like to be in the pre-paid program it is not too late. Call MACC to get enrolled—740-373-5176..

News From The Ohio BWC!

Ohio employers can begin using BWC's new video library scheduling program on ohiobwc.com. The new program will allow users to:

- search for videos by topic, keyword or title;
- schedule their own videos;
- track their orders;
- extend the loan periods of videos;
- view past borrowing history.

Because of the time needed to fully transition to the new program, the video library is not accepting any new orders to ship from December 7 through January 2, 2013.

Please visit www.ohiobwc.com on or after December 17 to see the improvements and schedule a title for your safety education program.



It Is Almost Reporting Time!

It is almost time for the Safety Council semi-annual report. The report covers July 1-December 31, 2012. Semi-Annual Reports will be emailed to all members who have indicated they are the primary contact for their company.

The forms will also be included in the January 2013 MOVSC Newsletter / Meeting Reminder and at www.movsafetycouncil.com

This information is used for the awards program and must be provided to be eligible for the incentive program.

If you have any questions call MACC at 740-373-5176.

TRADEMARK SOLUTIONS

www.tm-solutions.com
740.374.9779

Embroidery & Silk Screening on Designer Apparel

Employee Gifts

Service Awards

Trade Show Items

2167B State Rt. 821
Marietta, OH

OHIO Licensed Vendor

Your Brand is Our Business

A HAPPY NEW YEAR

From the Mid Ohio Valley Safety Council

Have a Safe and Happy 2013!

Planning for Your Financial Future

As the year 2013 begins -

Your friends at Keim Financial Services wish you the best for a successful, happy, fun and healthy New Year.

Introducing our services -

Keim Financial Services offers life, health, disability as well as long-term care insurance and is associated with many leading insurance companies. We also offer investment and advisory services through Lincoln Financial Securities (LFS) Corporation.

In this ever-changing world with uncertainty about tax rates, and a volatile marketplace, understanding and planning for your financial needs is increasingly important. Not just for yourself, but for your children, and for many of us, for our parents and our grandchildren.

We offer this family information checklist to help you prepare for 2013 and your future financial plans.

1. Record personal and family members' information: names; dates of birth; relationships; beneficiaries of insurance policies.
2. Develop a personal and family financial picture: income/expenses and assets/liabilities.
3. List your financial goals (i.e., home purchase; education costs; auto purchase, etc) and prioritize these with appropriate time lines.
4. Develop an annual budget. Look for ways to re-allocate your income or cut expenses to re-deploy funds to reach desired goals.
5. Ask if you may expect any extra income in 2013, such as money from inheritance, oil or gas leases,

bonuses, etc.

6. Review different investment and insurance options that will meet today and tomorrow's needs, including:
 - 529 Education Funding Plans for children, grandchildren, nieces, nephews
 - investment ideas and products
 - estate planning concepts
 - long-Term care insurance solutions for self and family
 - life insurance solutions and disability insurance concepts
 - health insurance, especially for family members age 65 and older
7. Determine your investment risk tolerance. Ask your advisor for tools that can help assess your level of tolerance.
8. Ask your financial professional to conduct a review of your insurance coverage.

You may want to consider reviewing this information annually with your financial professional to increase the possibility that your financial future will match or hopefully exceed your expectations.

Lincoln Financial Securities (LFS) Corporation along with Keim Financial Services is very pleased to be part of the business community in the Greater Marietta Area and Wood County.

HAPPY NEW YEAR

From your neighbors at Keim Financial Services



Keim Financial Services



Peter J. Keim, CFP®

1200 County House Lane, Suite 2.
Marietta, OH 45750

Tel. 740-374-6043
888-439-4543

Visit our website at
www.keimfinancial.com



Peter J. Keim is a Registered Representative and Investment Advisory Representative offering investments and advisory services through Lincoln Financial Securities Corporation. Member SIPC, FINRA. Lincoln Financial Securities is a member of the Lincoln Financial Group which is the marketing name of Lincoln National Corporation and its affiliates. Lincoln Financial Securities Corporation and Keim Financial do not offer tax or legal advice and are not affiliated.

Get the Chamber Connection!

Business After Hours

Thursday, January 10
5—6:30 pm

Bring in the New Year Comfortably

Comfort Keepers

148 c Gross Street
(in the Frontier Shopping Center)

Appetizers, soft drinks, beer, wine and door prizes

\$5 Special Member Price
\$10 General Admission

RSVP 740-373-5176



Professional Women's Roundtable

Wednesday, January 23

daVinci's
11:45am —1 pm

Topic:
Getting Balanced
in an Imbalanced World:
Remedies for Hormones
Speaker: Barb Stewart

\$10 Special Member Rate
\$15 General Admission

RSVP: 740-373-5176

YOUR AD HERE

for \$20 per issue
Call 373-5176

We reach the
decision makers in
the Mid-Ohio Valley

2013 Business After Hours Schedule

Thursday, January 10
Comfort Keepers

Thursday, February 14
Campus Martius Museum

March 11
Annual Dinner

April 11
The Olde World Rug
Washing Company

May 9
Boys and Girls Club

June 13
DaVinci's

July 11
Oxbow Golf Course

August 8
Over the Moon Pub & Pizzeria

September 12
Faces by Design

October 10
Washington Electric Cooperative

November 14
Business Expo

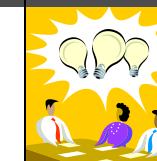
December 6
MACC Holiday Open House

Note: Hosts and dates may change.

Tune in Monday mornings at 8:40 am for *Chamber Live* on local radio WMOA 1490 am



Solvay
Specialty Polymers



NetStorming

Lunch, Learn & Connect

Tuesday, January 8
MACC Conference Room

Definition: Growing your business through *networking* plus solving your business problems through *brainstorming* equals **NetStorming**.

Each month we will focus on a specific business issue with a guest speaker/expert who will share insights, answer questions, and facilitate a brainstorming session. A second meeting each month will focus on networking and building connections to grow business.

Pamela Lankford, director of the Small Business Development Center, will be the facilitator for the first quarter of 2013.

Tuesday, January 8

Ways to create a niche for your business

How to adapt your business model to take advantage of a specific customer segment

Tuesday, January 15

Networking for Growth and Success

UPCOMING TOPICS:

Tuesday, February 5

Government Programs

Various levels of government want your business to succeed. Understand the programs available and how they might help your business.

Tuesday, March 5

Sources for interns

Using an intern can be a win-win. The student gets real-world experience and the business is able to add capacity.

Cost: \$5 per session plus the cost of the meal. RSVP's required.

Call Charlotte Keim 373-6256 to find out to sign up for this special members-only MACC program.

Member Info & News

Welcome New MACC Members

Celebration Center
822 Front Street
Marietta, OH 45750
740-374-5300

Church Administrator: Peggy Deer

Hicks Outdoor Advertising
102 Racer Drive
Cross Lanes, WV 25313
800-559-0105

Sales Director: Heather Perkins

Pioneer Pete Daycare Center
822 Front Street
Marietta, OH 45750
740-374-5300

Director: Carla Minney

Paradynamix
100 Front Street
Ste. 400

Marietta, OH 45750
866-280-2237

Owner: Leith Stetson

Pastime Lanes

211 1/2 Second Street
Marietta, OH 45750
740-374-7240

Primary Contact: Russ Mercer



INSERT TIM HENSON SMC BUSINESS CARD

- Welcome to **Dr. Matt Hiener, DDS.** He has recently joined **River City Dental Group.**

- Ryan Taylor**, president of **Pickering Associates**, was named by West Virginia Executive magazine as one of its "Young Guns of 2013" in the edition released in November.

- MMH Vascular Laboratory** has achieved accreditation and recognition for quality care in vascular testing by the Intersocietal Accreditation Commission (IAC) after a thorough review of its operational / technical operations by a panel of experts. The hospital is the only one so recognized in our immediate area.

Ribbon Cutting for Kay Jewelers



Sharon Hoffee-Cranston Real Estate; Andy Coleman-City Economic Development; Mike Price -Kay Jewelers; Cody Frye—MACC; David Sams-Send Out Cards; and Tonya Tullis -Schwendeman Agency welcome this new store to Marietta with a ribbon cutting.

239 Captain D Seeley Drive in Marietta
(between Lowe's and Walmart)
Ph: 740-374-8276

2013 Member Fee Schedule

This is the 2013 annual membership fee schedule approved by the MACC Board of Directors in December.

Category 1: Consumer/Retail

Includes retail businesses, travel/tourism/recreation, lodging/dining, catering, personal services (hair stylists, dry cleaners, salons, auto repair, dry cleaners, and professional service (attorneys, accountants, physicians/chiropractors/healthcare providers, financial advisors, insurance agents).

Description

Full-Time Equivalent Employees

up to 4 employees	\$ 200.00
5 to 9 employees	\$ 223.00
10 to 15	\$ 267.00
16 to 20	\$ 305.00
21 to 30	\$ 353.00
31 to 50	\$ 427.00
over 50	\$ 419.00 +
	\$5.10 per employee over 50

Note: \$50 per additional professional or principal to be listed in the membership directory.

Category 2: Industry, manufacturing, and agriculture

Description	Rate
Base Rate	\$ 223.00 Plus
\$ 2.75 per full-time equivalent employees	

Category 3: Miscellaneous

Description	Rate
Government agencies	\$ 200.00
Charities	
(501 c3 designation)	\$ 200.00
Public Schools	\$ 200.00
Individuals	
(retirees, volunteers—not representing a business)	\$ 85.00

Banks/credit unions based on assets

Note: FTE is full-time equivalent employees, which is your full-time employees plus part-time employees divided by 2. Example: 30 full-time and 10 part-time employees is the FTE of 35 employees.

2013 Ohio Minimum Wage Increase

Ohio's minimum wage will increase to **\$7.85 or up 15 cents an hour effective on January 1, 2013.**

For employees who receive tips, the new minimum wage will increase to \$3.93, according to the announcement from the state commerce department.

The new minimum wage rates will apply to employees of businesses with annual gross receipts of more than \$288,000 a year as of January 1. Note that the 2012 rates applied to business with gross receipts of \$283,000 annually.

For employees at companies with less than \$288,000 in gross receipts, and for 14 and 15-year-olds, the state minimum wage is \$7.25 an hour, which is the federal minimum wage of \$7.25 an hour.

In 2006 voters approved an amendment to the Ohio Constitution that changes the state minimum wage annually by the rate of inflation. The minimum wage rate is tied to the Consumer Price Index for urban wage earners and clerical workers for the 12-month period prior to September. The CPI index rose 1.7 percent from Sept. 1, 2011 to Aug. 31, 2012.

The **MACC Nominating Committee** is selecting future board directors. Directors establish policies, set goals and direction, ensure the financial well-being of the Chamber, and represent the Chamber's interests in the business community. They attend monthly board meetings, work on committees, and help with MACC events/programs.

Any MACC member may suggest a candidate by submitting a written petition signed by at least 20 other members in good standing by January 15, 2013. All nominees must be active members in good standing in MACC. Call Charlotte Keim or talk to a director on MACC's Board.



**MACC's
Newest
Team
Member:**

**Crystal
Thomas**

Welcome to Crystal Thomas, who joined MACC in November. Crystal is the first voice you will usually hear when you call and the first you will see when you visit our office.

With several years of experience in customer service at retail locations, Crystal has a knack for making people feel welcome when they step up to our front desk. In just a few weeks, she has decided that she thoroughly enjoys working with our Chamber members.

Crystal has been quite busy fulfilling Marietta Bucks orders and processing the redeemed Bucks.

Crystal lives in Marietta with her husband, Richard, and two beautiful daughters Zoey and Maddalyn. They all enjoy picnics in the park.

New Year's Resolutions for Your Small Business

Consider adopting these Resolutions for your business in 2013.

Show appreciation for your employees. Make it part of your plan to find a way to recognize each employee every month. This can be a simple card of appreciation or a lunch to congratulate on extra effort made. Praising employees in front of your team can raise morale, work ethic and performance.

Increase revenue

Review your client base. Concentrate on the top 20%. Provide them opportunities to build their relationship with your company. Determine if the bottom 20% is costing you money and if you should then continue those relationships. Review your sales process to make it more customer-focused for the middle 60%

Reflect and learn from the previous year. Look back at 2012 and evaluate what worked and what did not. Capitalize on what was the most successful in the prior year.

Listen to customer feedback

Spend more time talking directly with customers and understanding their needs. This can lead to a better experience for them as well as point out opportunities for new products or services to the business owner.

Get out of your comfort zone

Growing a business involves a certain level of risk. If you aren't willing to assess and take advantage of promising opportunities, your business will stagnate.

These Business Success Tips provided by



Marietta SBDC Office
Pamela Lankford, Director
740-373-5150
plankford@sbdcmarietta.org



Sandy J. Harris
Account Representative/Sales Consultant

304.428.0121 | 800.344.5229

Fax 304.428.7695
sandy@noeoffice.com



610 Green Street, PO Box 1368 | Parkersburg, WV 26102