



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

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# ENTREPRENEUR

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## On the Road Again! MACC Ambassadors Make Their Mark!



Working Together. Building Success.

PLATINUM LEVEL  
SUSTAINING MEMBER



Small Business Services

SILVER LEVEL—SUSTAINING MEMBER



### Celebrating the Move!

CashMax celebrated their new location with a ribbon cutting and grand opening. Beth Buxton and Jodi Smith are surrounded by the MACC Ambassadors!



### Inside This Edition:

- Member Spotlight—page 3
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### Ambassadors Road Trip!

The MACC Ambassadors took to the major roads in the area to visit some great members. Businesses visited were Ferguson Waterworks, Summers Buick GMC, Farrar Scientific, Dough Boyz Pizzeria (Reno Location) and Cool Containers.



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## From the Corner Office

Thomas Edison once said, "Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time."

I'm proud to be an Ohioan and proud of how we all have persevered during these last few years. Here's some good news about Ohio's economy

**Ohio topped the nation in job growth** in May, adding 32,100 jobs, far more than any other state and the most here in a single month in at least a decade.

In May, 33 states saw job growth, with Ohio outpacing Texas for the top spot. Texas gained 19,500 jobs, and Michigan, which was third on the list, added 18,100.

The monthly state jobs report from the U.S. Bureau of Labor Statistics showed that most of Ohio's new jobs were from professional and business services, leisure and hospitality, government, plus education and health services.

While growth in manufacturing was flat, **Ohio gets an A for its manufacturing and logistics efforts**, according to a June 2013 by Ball State University's Center for Business and Economic Research Ohio was one of eight states to get an A in manufacturing-industry health and one of five to get an A in logistics-industry health. Indiana was the only other state to get the same grade in both categories.

Yet with this good news manufacturers surveyed had a concern: The need for a highly skilled labor force ready to step in as aging workers retire in coming years and to meet the technological demands changing the workplace.

What's MACC's role in rebuilding our economy? It's not a singular approach; we take different tactics. Networking and Marketing are key reasons businesses join the Chamber.

We offer Business After Hours as a way to socialize with other area business folks and gain a better understanding of the host company's products and services.

The monthly Professional Women's Roundtable gives area women a chance to connect and hear a speaker.

Want to be found? It's a rare person who uses an area phonebook. MACC's website offers an online directory FREE to all our members. May's stats reveal that the

directory was searched 3,257 times with 142 searches done by keywords. Hits indicate considerable activity:

Directory	21,905
Events	16,409
Coupons	389
Jobs	419
News	733
Marketplace	221

That's just May's activity and as of June 25, the numbers are even higher. If you aren't taking full advantage of our website, call Cody Frye who is happy to help you improve your online presence.

Certainly the Safety Council program provides valuable safety info and connections to other area safety professionals. It also helps companies save on their workers comp premium. Enroll by July 31, 2013 and you can save up to a 4% rebate on your workers comp. You may also be eligible to join a group rating plan which can further reduce your workers comp costs.

Our group health insurance plan helps companies save by providing discounted policy premiums for health, dental, vision, and life policies.

Through our affiliation with the Teen Career Awareness Initiative, MACC continues to help bridge the gap between education and employment.

**Good news about our Marietta Bucks** gift certificate program: the Bucks purchased July 1, 2013 and going forward will be valid for three years instead of two years.

The MACC Board and Staff are committed to making this river valley a great place to live and work. We will do that by creating a strong and vibrant business community. It happens one business at a time. How can we help your business?

Charlotte Keim  
740-373-6256  
keim@mariettachamber.com

### 2013-2014 MACC Board

**Donn Schafer, Chairman of the Board**  
Settlers Bank

#### Executive Committee

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**Kin Brewer, Treasurer**  
Food 4 Less

**Dan Harrison, Business Advocacy**  
Harrison Construction

**Beth McNally, Education**  
Marietta College

**Terry Rataiczak**  
**Communications & Technology**

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**Terry Tamburini**

**Economic Development**  
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**David Bricker**  
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**Rick Stafford**  
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Microbac Laboratories

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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

**MJ Ebenhack, Volunteer**



# Mid Ohio Valley Safety Council

## Safety Council Announces 2013-2014 Board of Directors

### President

Barbara Lockhart  
Marietta Occupational Partners

### President Elect

Jim Bolinger  
Magnum Magnetics

### Immediate Past President

Dave Fleming  
Greenleaf Landscapes

Jason Canterbury, Eramet, Marietta  
Christy Chavez, Condevco

Doug Currey, Americas Styrenics  
Laurene Huffman, Washington State  
Community College

Ken Strahler, Ken Strahler Masonry  
Ted Szabo, Pawnee, Inc

Joe Wesel, American Producers  
Joan Zoller, Trademark Solutions

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Kraton (Retired)

Gene Mallett  
Thermo Fisher

David Combs  
The Career Center

Gary O'Brien  
O'Brien's Safety Services

Cheryl Kiggans  
Pioneer Pipe

Candi Heiss  
J.A. Schwendeman and Sons

Dennis Apple,  
Ohio BWC Board Representative

Charlotte Keim,  
MACC Representative

Carrie Ankrom,  
MOVSC Manager

## BE SAFE—SAVE MONEY—JOIN SAFTY COUNCIL NOW!!!

In 2012 members of Safety Council received rebates totaling \$178,682 on their workers comp premium. How? By participating in the Mid-Ohio Valley Safety Council!

### Deadline to enroll is July 31, 2013.

To qualify for the BWC Safety Council rebate, you must meet the following eligibility requirements:

- Enroll in local safety council
- Attend 10 meetings
- CEO must attend any one safety council meeting
- Submit semiannual reports for the 2013 calendar year

Potential rebates for an employer who meets the requirements:

- Employers that are not enrolled in a group-rating program will earn a 2-percent participation rebate on their premium and the potential of an additional 2-percent performance bonus.
- Employers that are also enrolled in a group-experience-rating program have the potential to earn a 2-percent performance bonus.
- Employers that are also enrolled in a group-retrospective-rating program will earn a 2-percent participation rate.
- The rebate offer excludes self-insuring employers and state agencies. However, BWC encourages everyone to become active safety council members.

For more information, call Carrie Ankrom at (740) 373-5176 or E-mail at Ankrom@mariettachamber.com

## MOVSC Upcoming meetings

**Wednesday, July 17**  
On the  
**Valley Gem Miss Lily Barge**  
**"Boat Safety"**

Featuring:  
Marietta Fire Department  
The Marietta Fire Department will debut  
the new Fire Rescue Boat.

**"Human Trafficking"**  
Featuring  
Lt. Smith, Ohio Department of  
Public Safety  
Marietta Country Club

### Meeting Information

Registration: 11:30 am  
Program: Noon to 1 pm  
Cost: \$12 includes lunch  
RSVP: 740-373-5176  
Email: info@mariettachamber.com

**Wednesday, August 21**



# Long Term Care

Long-Term care (LTC) issues touch many families in our community. For me, LTC is a personal issue. My father Bill came down with Alzheimer's disease in the mid-1980's. At this time I was a vice president of a large bank in Pittsburgh and my parents were still living on Long Island. My parents, my brother and I were not prepared for eight years of increasing LTC expenses. We discovered that neither Medicare nor my dad's excellent health insurance paid little toward his LTC expenses.

My mother, brother and I experienced firsthand the financial pain that can incur from this so-called financial "missing link". It can impact your annual income and your retirement plan. Today what I learned the hard way now drives me to help others with issues concerning Long-Term Care. My approach to LTC topics ranges from broad discussions to very specific questions and answers to implementing a customized LTC solution for families in the Mid-Ohio Valley.

As a licensed health insurance agent I am able to provide alternative solutions because I represent many fine firms offering LTC products; including: Lincoln National Life Insurance Co., Genworth, OneAmerica/State Life, Mutual of Omaha and many more firms. By being the sales and servicing agent for many quality LTC insurance issuers, I am able to design customized insurance solutions and be there for the families of the mid-Ohio Valley.

### Some questions to ask before selecting a LTC policy for your needs:

1. Will my personal physician be able to qualify me to collect my LTC benefit dollars?
2. Will the LTC benefit dollars paid by this policy be tax-free?
3. Besides home care and a nursing home, where else can LTC benefit dollars be spent?
4. Is there a way for my LTC benefit dollar amount to grow annually – I'm worried about inflation and higher costs reducing the buying power of my policy.
5. Are there policies that provide LTC coverage for both my spouse and for me?
6. Will a LTC policy or rider provide enable me to stay in my home?
7. Are there tax-advantages when buying LTC policies specific to business owners & farmers as well as families when purchasing a LTC policy or rider?

8. When is the best time to purchase Long-Term Care protection?
9. What are the ownership choices concerning the LTC policy?
10. Does the Affordable Care Act of 2010 provide LTC coverage and benefits?
11. How do I pay for my family's LTC services? Options may include: self insured via savings; qualify for Medicaid; using retirement funds; or other options such as winning the lottery.

### Long-Term Care insurance buyers' guidelines may include:

- Product benefits such as shared care; care coordination; inflation protection
- Options for customizing policy premiums to best suit your current and anticipated financial situation
- Ways to understand the cost of local care and the future potential impact of inflation over time
- The insurer's claim process
- The insurance issuers' staying power: will this insurer be here to pay my claims?

Your advisor should work with you to design a LTC policy that meets your current ability to pay the premiums, provides for your future needs, and understand optional inflation riders.

Helping families address the questions, develop a plan and find the appropriate protection for their long term care needs is our goal. As an independent agent, Keim Financial Services offers a wide variety of LTC strategies that can fit many circumstances and ages.

LTC may be the elephant in the room – we know we're aging and we know we need to find a way to provide for our care and that of our family, but we don't want to talk about it. Yes, LTC can be confusing and even overwhelming at times. Let Keim Financial make it simple. The time is now – we look forward to helping you develop the right solution for your own unique situation.



## Keim Financial Services



Peter J. Keim, CRPC®

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

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

Visit our website at  
[www.keimfinancial.com](http://www.keimfinancial.com)

*Peter J. Keim is a Registered Representative and Investment Advisory Representative*



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## SPOTLIGHT ON: Chuck Martin Media

When you meet Chuck Martin, you'll learn several things very quickly. He's had a fascinating career in journalism and is the consummate salesman. From meeting Jack Ruby in Dallas back in the early 1960's to his insider tales of network broadcasting, Chuck will keep you quite intrigued with his life story. Today he focuses on helping business people to effectively market their company, using traditional and cutting edge tools. A conversation with Chuck goes like this:

"How many of you have spent money on advertising only to get nothing in return? " I bet you nodded your head.

Chuck Martin has been in advertising and writing since he was a teen. After four years in the service for our country, Chuck became a stringer for the Associated Press, which led him to an interview and become friends with Jack Ruby, the assassin of Lee Harvey Oswald. Hired by ABC News, he later became Bureau Chief in Houston, where he interviewed Presidents from Lyndon Johnson to Bill Clinton.

In 1990 Chuck semi-retired from ABC and purchased radio stations in Arkansas and Texas.

When their daughter married a Buckeye, Chuck and wife Margie sold the stations and moved to Marietta. He has said many times that he had no idea what a Buckeye was but thought they should move here to protect their. He now admits the protection was not needed.

During his career, Chuck Martin received two Presidential Citations, a Governors Award for public service campaigns, thirty-seven journalism awards and certificates.

Locally he created "Bubba" as the spokesperson for Lemon's Farm Equipment, Dusty Crandall for the Boat House and Life's Issues for Leavitt Funeral Home and Crematorium .. among others. His Travlin' West Virginia and Travlin' Ohio Vignettes have aired locally during the past few years.

"Real solutions with real results", Chuck says. "As a full service MOV advertising agency, we do everything and anything for our clients to meet marketing and advertising goals and objectives. We are strategic in our processes and recommendations and take an integrated approach to ensure that all activities .. media, digital, direct response, mobile, etc .. convey a consistent brand with core messaging that elicits action and produces a powerful return on investment".

Our team fully immerses itself into each client's brand to identify the short, mid and long-term goals. With a full understanding of the market landscape, marketing challenges and opportunities, and how internal and external constituencies view the existing brand, we develop a strategic integrated marketing and advertising plan with creative messaging and execution that maximizes impact.

The Social Media Division of Chuck Martin Media has been very active as well. "What we do are the things that create business through social media marketing. We learn everything about your business so we can handle your daily Facebook and LinkedIn marketing updates for you .. and no one is the wiser. Allow us to make a difference in your bottom line and turn these Social pages into money. We do it for you 24/7. Not when we feel like it".

Website: <http://chuckmartinmedia.com/who/> or call 740.525.4895.



CHUCK MARTIN MEDIA

**Effective July 1, 2013, Marietta Bucks will be valid for three years from date of issuance.** Available in denominations of \$5, \$10, \$20 and \$25, Marietta Bucks are accepted at nearly 100 local businesses. They are purchased as birthday or anniversary gifts, safety incentives, employee awards. It's all about keeping dollars in our local community. Call 373-5176 to order Marietta Bucks!



## Ambassador Spotlight!

Ni-

### kita M. Chidester Riverview Credit Union



Nikita is a 2011 graduate of WVU at Parkersburg earning a BAS degree in Business Administration, (Management and Marketing) Nikita graduated near the top of her class with Cum Laude honors. While attending school she started her career at Chase Bank working as a teller for three years.

In 2010, she moved to Riverview Credit Union, first as a Teller, then a Loan Officer, and she is now the Business Development Coordinator.

In this role, Nikita is able to contribute to the local community. She is captain of the Credit Union's Relay for Life team and participates in several fundraising events to help raise awareness and find a cure for cancer. She also administers the Credit Union's Partners in Education program with Little Hocking Elementary School and coordinates the Annual Buddy Bass Tournament held in Belpre.

Nikita currently lives in Marietta with her husband, Dale and dog, Tyson. They attend Open Door Baptist Church.

Together they participate in the community recreational softball leagues including coed and church league. When they are not playing softball, you can find them out on the river; tubing, skiing, and soaking up the sun.



## Business After Hours Hosted By DaVinci's

What a great way to end the day! A visit at DaVinci's located at 215 Highland Avenue, Williamstown. Fun was had by all attending MACC members! Special thanks to our gracious host Chris Bender and her staff! DaVinci's offers a great meeting space, catering and of course awesome food!



MACC Interns—Tom and Jen enjoy the evening.



Guests were greeted by DaVinci's Chris Bender and MACC Ambassador Joan Zoller.



Brad Ebersole ~ WSCC~ and his father Ben chat with Colleen Cook~TheisenBrock



New members Jessica Harris and Ellen Bone ~The Intuitive Edge~ mingle with Camel and Kat Garvin ~Juda's Hair Salon.



Josh Cyran ~Suddenlink Media~ accepts the grand door prize.



Michael Koker ~Fairfield Inn & Suites~ networks with Jessica Blakenship ~ Results Radio.



Spreading the MACC love! Charlotte Keim and Ambassador Sandy Harris



Save The Date!  
MACC 43rd Annual Golf Outing  
Monday,  
August 5, 2013

It is time to get your gear ready and take the afternoon to network on the course! The 43rd Annual Golf Outing is scheduled for Monday, August 5 at the beautiful Marietta Country Club. Shotgun start at 11am.

- Four person scramble
- Entry fee of \$125 per person - includes golf fees, cart, 1 Mulligan, range balls, lunch and dinner.
- 50/50 Drawing.
- Skins game \$40/team
- 1 Extra Mulligan \$10.
- 14 Skill Prizes of Pro Shop Gift Certificates or Nike Golf Balls
- Par 3 Hole Prizes of \$125 Pro Shop Gift Certificates

To register check out the enclosed flyer or contact Carrie at the Chamber—740-373-1884 or Ankrom@mariettachamber.com.

### Team Prizes

**1st Place Team:**  
\$500 (\$125 per person) in Marietta Bucks or Golf Pro Shop Gift Certificates.

**2nd Place Team:**  
\$300 (\$75 per person) in Marietta Bucks or Golf Pro Shop Gift Certificates.

**17th Place Team:**  
\$500 (\$125 per person) in Marietta Bucks or Golf Pro Shop Gift Certificates.

**18th Place Team:**  
\$300 (\$75 per person) in Marietta Bucks or Golf Pro Shop Gift Certificates.

## Building a Strong Team

Ask SCORE article, abridged by  
SCORE Volunteer Bob High

Are you a manager, or a leader? Successful small business owners have to perform both roles well. Management expert Peter Drucker explained that "Management is doing things right; leadership is doing the right things."

Leadership skills can be learned. The foundation of leadership is a positive attitude. You may have some good ideas, but your employees and advisors may have better ones, and information and perspectives you haven't considered - don't surround yourself with people who always agree with you.

If you put together a staff of intelligent, talented people, listen to them, enjoy the debate, and listen to all sides and opinions.

Good leadership is also a product of learning as much as possible about what motivates your employees. By understanding the issues that may affect each person's job performance, you'll be better able to motivate and lead them.

The best leaders are also the best communicators, especially establishing expectations for each employee's performance. Good people stay when their motivators match the company's. Conduct frequent employee performance evaluations and share perceptions of his/her progress; look for matches and where adjustments may be necessary.

Leadership also means being able to share information with employees: assume that nothing is secret anymore! Share as much as you can - employees appreciate honesty, and the opportunity to help. Get them involved in finding a solution.

A great source of other small business management ideas is SCORE, a non-profit association that offers free mentoring from business experts, plus training, information resources, and more. Visit [www.score.org](http://www.score.org), or call the SBDC/SCORE office at 740-373-5150

# Get the Chamber Connection!

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

**Oxbow Golf and Country Club**  
500 St. Andrews Blvd., Belpre  
A special event in a beautiful setting—perfect for a summer BAH gathering!

\$5 Special Member Price  
\$10 General Admission



Professional  
**Women's Roundtable**

**"Marketing Your Company and Personal Image"**

Presented By: DeeAnn Cummings  
White Caps Creative Group  
Wednesday, July 24  
DaVinci's

\$10 Special Member Rate  
\$15 General Admission

CALL 740-373-5176 to make a reservation.

**Welcome New MACC Members**

**The Intuitive Edge**  
3895 North Raney Road  
Malta, OH 43758  
740-962-6887  
[www.ellenbone.com](http://www.ellenbone.com)  
**Ellen Bone, Owner**  
**Jessica Harris, Manager**

**PDC Energy**  
2167C State Route 821  
Marietta, OH 45750  
740-336-7831  
**Blake Roush, Representative**

## Member News!

All Pro Nutrition has Moved to 252 Front Street, Marietta. What's interesting is that this was the location where Rob first started All Pro and moved due to the arson fire that happened 10 years ago! "We are eager to be back in a familiar location to us, and we are equally excited to expand and eventually be able to offer healthy groceries at this new location. We will have expanded seating in our new location and will be adding to our menu as well!"

Congratulations to Copper Leaf Interior Design Studio on its 17th anniversary. Owner Pamela Holschuh, ASID, started the business on Front Street and Ohio. In 2005, she moved to 710 Lancaster Street in Marietta, and shifted their focus from retail to professional design services and products. Her team is Robyn Spataro, Beth Colombini, Diane Gottfried and Tashina McKinney. Visit [www.copperleafinteriors.com](http://www.copperleafinteriors.com).

Welcome to Robert Murray, new Vice President, Business Banking Credit Officer, Peoples Bank. He is at 138 Putnam Street, Marietta.

New Name: Formerly the Magnuson Hotel on the Interstate to Guest House Inn & Suites (Marietta/Parkersburg.)

Congratulation to the team at Michael Bradley Apparatus on their 25th anniversary!



There's always more about local business online. Visit us on Facebook/MariettaChamber or [www.mariettachamber.com](http://www.mariettachamber.com)

**SCORE helps Small Business—Call 740-373-5150 to connect with a SCORE Counselor.**