

Enhance Your Membership

Enhance—to increase or improve in value, quality, desirability, or attractiveness

Several years ago MACC distributed over 500 telephone books annually from our office. Today we hand out a dozen or so each year. Need a phone number or an address? It's easy and fast to look it up on your phone or you PC. Your online listing in the MACC online directory is crucial to reach today's consumer.

You now have the ability to "Enhance" your online directory listing. If you use Facebook, you can easily enhance your listing by adding logos, pictures, videos, detailed descriptions of products and services, and change it as often as you please. Plus it's already included in your membership!

On Friday, August 8 we will help you enhance your online directory listing with a hands-on workshop. Details on page 5.

Why should you spend an hour improving your listing? There are thousands of reasons! Thousands of potential customers!

Stats for January-June 2014 :
Monthly average # of users= 1,792

- 73.9% are new users
- 54% are male; 45% female

Top category searches were:

- Lodging/Travel
- Shopping/Specialty Retail
- Restaurants
- Sports/Recreation
- Manufacturing
- Business/Professional Services

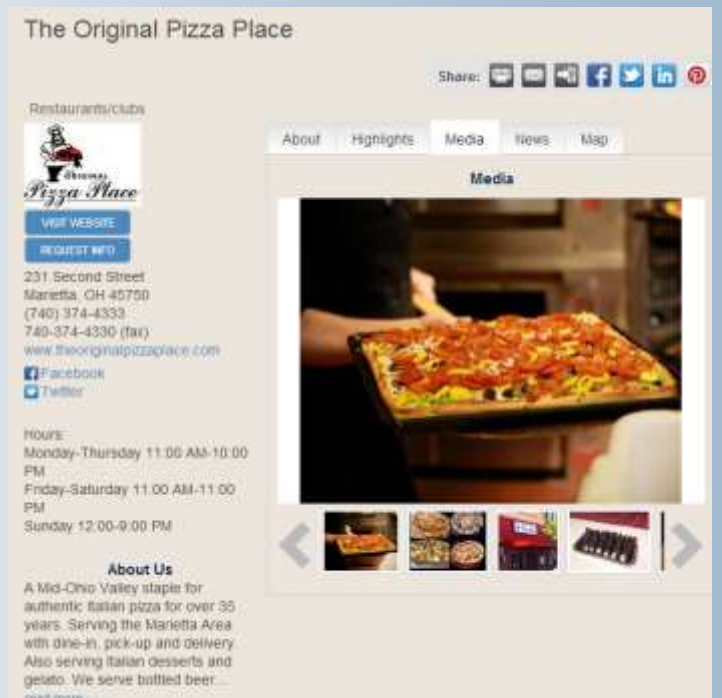
Individual member directory pages were viewed 89,192 times resulting in 15,733 links to the company's website.

The MACC member directory is also mobile-friendly with

mobile users comprising more than half of the viewers.

Best of all, members can view their individual business listing statistics to track views, link clicks, etc.

Take a look at one of our early users of the Enhanced Listing feature. The pictures make us hungry—just what the owners want to happen!




2014 SMALL BUSINESS CONVENTION
Sponsored by COSE
Council of Southern Entrepreneurs

OCTOBER 22-24
KALAHARI RESORT & CONVENTION CENTER

Mark your calendar for the 9th Annual Small Business Convention: the largest small business convention in the Midwest, bringing hundreds of small businesses together to motivate and inspire success.

THIS ONE-OF-A-KIND EXPERIENCE INCLUDES:

- Keynote speakers** – Inspiring you to take your business to the next level.
- Workshops** – Fostering an environment where learning sparks new ideas.
- Networking** – Connecting you to a community of your peers.
- Exhibitors** – Providing access to resources that help you grow.

The Convention takes place October 22nd – 24th at Kalahari Resorts and Convention Center in Sandusky, Ohio. **We look forward to seeing you there!**

For more information:
SMALLBIZCONVENTION.COM
or 216-592-2390
#smallbizcon

MARIETTA AREA
MACC
CHAMBER OF COMMERCE
Promo code: **Marietta2014**



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MEMBER



Enjoy the early misty morning in Marietta and an afternoon stroll across the Harmar Bridge

A few more reasons why we love living in the Mid-Ohio Valley along the Ohio and Muskingum Rivers.



From the Corner Office

"100 years of Progress" proclaims the Chamber's Annual Report on March 9, 1987. Celebrating the 100 years since the inception of the Marietta-Harmer Board of Trade in 1887, the Annual Meeting featured Julie and David Eisenhower as the guest speakers.

In a few months MACC will announce the keynote speaker for the 100th Dinner Meeting of the Chamber. Confused? We celebrated 100 years in 1987 and will do so again in 2015. How is that possible?

It has been 127 years since our founding as a board of trade in 1887. Yet it was in 1915 that the Board of Trade was reorganized as a Chamber of Commerce. The annual meeting in 1916 became the "first" meeting as a Chamber and we will host the 100th annual MACC meeting in March 2015.

Only a few establishments in our area claim a longer continuously operating history: Two notable ones are *The Marietta Times* founded in 1864 and Schafer Leather in 1867. We are proud of our history and of our 127 years of supporting and promoting the industrial and business interests of Marietta and the surrounding areas.

Our history is important; yet more important is our future. In my past 12 years with MACC, we have undergone a technology revolution.

A few years ago our communication was via telephone and the US Post office. Today we spend more time "talking" to our members and to consumers through email, social media and the website. We connect consumers with area businesses daily.

Consumers rely on the Chamber as a source for information about area businesses. As seen in the stats on the front page, MACC's website is viewed by hundreds daily, looking for more information about you, our member.

Showcasing a business online is one more way to attract customers. MACC's web directory offers members an easy way to improve and enhance your listing. Much like an ad in the Yellow Pages, adding pictures, logos and more information to your MACC listing will attract more viewers. Create a customized look for your company by uploading photos.

As a small business owner, you already know this—*small business truly rocks*. You are the risk takers in our society. You have turned your passion and purpose into a business that creates jobs and brings happiness and ease to your customers. We applaud what you do for our communities and lives. Thanks,

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

From the Archives... Marietta produce was top notch, especially Marietta tomatoes which were featured in the finest restaurants in New York City. Today we still get telephone calls asking when the Marietta tomatoes will be ripe.



2013-2014 MACC Board
Donn Schafer, Chairman of the Board
 Settlers Bank

Executive Committee
David Bricker, Education
 Hampton Inn
Colleen Cook, Past Chair
 TheisenBrock
Dan Harrison, Business Advocacy
 Harrison Construction
Mark Morris, Member Services
 J.D. Byrider
Terry Rataiczak
Communications & Technology
 Kinetic Networking
Steve Smith
Board Treasurer
 Selby Hospital
Rick Stafford
Industry/Shale Development
 Peoples Bank

Directors
Mike Beardmore
 Michael Bradley
Ken Bowen
 Americas Styrenics
Dr. Bradley Ebersole
 WSCC
Beth McNally
 Marietta College
Gary O'Brien
 O'Brien's Safety Services
David Vandenberg
 Microbac Laboratories
Joan Zoller
 Trademark Solutions

MACC Staff
Charlotte Keim, CCEO-AP
 President/CEO
Carrie Ankrom
 Program & Events Manager
 MOV Safety Council Manager
Morgan Cochran
 Member Services Manager
Tom Fulton
 Project Manager
Candi Heiss
 Better Bookkeeping Services
Emily Malone
 Administrative Assistant

740-373-5176; Fax: 740-373-7808



Mid Ohio Valley Safety Council

The Top 12 Workplace Safety Training Tips To Reawaken Your Workers:

1. Safety training must be reinforced if employees fail to understand and apply their new knowledge.
2. Materials should be presented in the order of the steps taken to complete the job.
3. Apply safety changes upon incidents, accidents, illnesses and injuries.
4. Affected workers must be updated with the new changes to policies and procedures through their manager.
5. Employees exposed to increased risk must be updated with new safety training.
6. Executives and safety officers must keep communication open to allow workers to be comfortable with learning and giving their feedback.
7. Lecturing proves to be much less effective than hands-on training and demonstration.
8. It is important to give feedback on how your employees adapt to the safety training so they know what they are doing properly.
9. Relating real-life incidents when training employees creates a lasting impression.
10. Always make sure to train employees specific to their area of work.
11. Spread out your training days so employees aren't cramming to memorize the information. Only so much information is retained in a safety training session. Break up training over a few days to keep your workers' minds fresh and engaged for an optimal learning experience.
12. Keep employees attentive in training sessions by offering Q&A discussions.

Article from hubsport.com

Welcome 2014-2015 New & Returning MOVSC Members!

Alan Stone Company
 1324 Ellis Run Rd
 Cutler, OH 45724
 740-448-1100
MOVSC Representative:
 Bernie Cleveland

CompManagement Health Systems
 6377 Emerald Place
 Dublin, OH 43017
 614-376-5638

MOVSC Representative:
 Mandi Curtis

Mountain River Physical Therapy
 415 36th Street
 Parkersburg, WV 26101
 304-893-3286

MOVSC Representative:
 Joe Blauser

O'Neill Senior Center
 333 Fourth Street
 Marietta, OH 45750
 740-373-3914

MOVSC Representative:
 Lisa Turner

Somerville Industries
 15 Townhall Road
 Marietta, OH 45750
 740-336-7847

MOVSC Representative
 Peggy Somerville

Workingman's Store
 113 Putnam Street
 Marietta, OH 45750
 740-373-5648

MOVSC Representative
 J.J. Brichard

MOVSC Upcoming meetings

Wednesday, August 20
"Distracted Driving"
 Featured Speaker:
 Jim Walden

Wednesday, September 17
"Claims Management Crossing Both States"
 Featured Speaker:
 Connie Long, BrickStreet Insurance

Wednesday, October 15
"Marijuana Legislation—What Does This Mean For Your Business?"
 Featured Speaker: Tony Coder, Drug Free Action Alliance

Wednesday, November 19
 TBD

Wednesday, December 17
"Is Your Load Too Heavy For The Road?"
 Featured Speaker:
 Tom Dempsey, Dempsey Transport

Meeting Information
 Marietta Shrine Club
 Registration: 11:30 am
 Program: Noon to 1 pm
 Cost: \$15 includes lunch
 RSVP: 740-373-5176
 Email: info@mariettachamber.com

ATTENTION MOVSC MEMBERS!

First Half Semi-Annual Reports are due Now!
 Call Carrie if you have questions at 740-373-1884 or Ankrom@mariettachamber.com



Why Critical Care Coverage?

Medical advances have enabled us to detect medical situations way earlier resulting in an increase in our life span. With our life spans increasing what steps are you taking to prepare for a potential catastrophic illness or accident event?

Most people we talk with fail to realize that our medical insurance at best is intended to cover us for what is called accurate care that typically last up to the 90th day.

What happens then is called chronic care. There are several choices to fund your critical/chronic needs:

- **Self-funding** is the most used vehicle. Related problems may include the potential paying penalties to quickly access your assets to tax issues.
- **Medicaid** that requires strict financial eligibility and other requirements to qualify for government assistance.
- **Stand-alone Long-Term care (LTC)** policies are very good but usually have a high premium that may put this approach outside the reach of our clients. These policies often contain a 90 to 180 day wait period prior to the first payment. Usually priced more cost effective than stand-alone LTC policies are hybrid (a life insurance policy with a LTC rider) and these usually contain a 30 to 90 wait period.
- **Short-Term Care (STC) Policies**, sometimes referred to as Critical Care Policies, can be issued with no waiting period. We view these as a useful bridge for LTC policies. These are also priced at premiums that meet the needs of larger pool of our population who can't afford today's LTC premiums.

Did you know...

The Society of Actuaries Report tells us "Cancer, heart attacks and strokes causes

80% of new critical illness claims in 2010. "

The American Association of Critical Illness Insurance Study 2011 tells us "Alzheimer, strokes and cancer represents over 70% of Long-Term care claims paid."

Many people we have this discussion with, fight the idea that they may have a medical condition caused by illness or accident such as falling down stairs or having a deer run in front of their vehicle.

We encourage each family to ask these tough questions:

Who will take care of me when I need assistance?

How will my care be paid for?

What financial bridge will I use should I need critical/chronic care?

How will the financial impact of my critical/chronic care impact my family?

We insure our homes, vehicles and some of us even insure our pets. Isn't today the right time to investigate our options for using insurance to cover an unexpected catastrophic medical situation?



Keim Financial Services

Article by
Kenneth E. Strong, Jr.
Licensed Insurance Agent
Author

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888-439-4543

Visit our website at
www.keimfinancial.com

**MUST READ
FOR YOU AND YOUR FAMILY**

Keim Financial Services will be glad to email an electronic version of the "Shopper's Guide to Long-Term Care Insurance" published by the NAIC (National Association of Insurance Commissioners) upon your request.

Those who meet with Keim Financial Services, for a no-cost, no-obligation consultation to discuss LTC ideas and solution, will receive a copy of the above publication plus a copy of the . book "How to Select a Great Nursing Home & Get the Best Care For Your Loved One" written by Kenneth E. Strong, Jr.

Keim Financial Services
The Leader in Strategies and Solutions for:
Long-Term and Short-Term Care
Life Insurance
Funeral Trusts
Annuities



**Be A Radio Star
on WMOA with
MACC**

**Morgan Cochran
Member Services**

Did you know Chamber members can be a guest on the Monday morning WMOA Chamber Live radio program for free? That's right, you have 15 free minutes of radio airtime to talk about your business!

If you're a new MACC member or a long-time member, you can be on the radio. It's your chance to discuss your business, your programs and services, an upcoming event or even introduce a new employee!

This is how it's done:

- During the first five minutes, a staff member from MACC covers our upcoming Chamber events for the week.
- You are introduced as the guest for this week's show.
- It's a comfortable chat with the WMOA DJ, a MACC staff member and you!
- We promise the questions are easy and you will walk away happy that you were on-air!
- The program is 8:40-9am, so be sure to let all of your friends know to listen.

It's easy! After all, everyone has a face for radio!

To be a guest call MACC at (740) 373-5176.

Questions? Call my direct line at 740-373-1883 or send me an email at Cochran@mariettachamber.com



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2014 New Member Sponsors:



MACC is About Building Connections & Showcasing Our Members

Hampton Inn showcases a renovation with a Business After Hours in July. Guests enjoyed the stone fireplace, comfy seating, delicious nibbles, and the warm, gracious hospitality of GM David Bricker and the Hampton team.



Left: State Rep. Andy Thompson Top: Matt Evans, Peoples Bank; Bottom: Donn Schafer, Settlers Bank; Flite Freimann, Bricker & Eckler; County Commissioner Ron Feathers Right: Joan Zoller, Trademark Solutions

Welcoming New Businesses and Appreciating Existing Businesses—that's our MACC Ambassadors!



Rajah's Den Hookah Lounge



Salvation Army



V.I.T.A.L. Resources



Zk Fitness



Proactive Health Solutions

2014 Small Business Convention October 22-24, 2014 Kalahari Resorts, Sandusky, Ohio

You are invited! MACC is proud to be a co-sponsor of the COSE Small Business Convention in October. This convention brings entrepreneurs together to hear national keynote speakers, take advantage of educational workshops and network with peers. Last year over 700 people attended taking precious time to work on their businesses instead of in their businesses. Sometimes, we get so caught up in our day to day tasks and forget how important it is to take a step back to learn from others.

Introducing two of the 2014 keynote speakers:

Bill Taylor is a best-selling author, celebrated entrepreneur and groundbreaking thinker on leadership and innovation. The author of the *New York Times* best seller *Mavericks at Work: Why the Most Original Minds in Business Win*, Taylor's new best seller, *Practically Radical: Not-So-Crazy Ways to Transform Your Company, Shake Up Your Industry, and Challenge Yourself*, is based on his in-depth access to 25 organizations that are making deep-seated changes under the most trying circumstances imaginable.

George Hedley founded and built his major construction company from \$0 to \$50 million dollars in only 7 years! For his accomplishments, George received the nationally recognized award "Entrepreneur of the Year" by INC magazine and Ernst & Young. George's experience as a field superintendent, project manager, estimator, salesman, construction manager, owner, general contractor, developer and subcontractor, qualifies him as an expert in the construction industry. To date, he has built over 250 projects valued in excess of \$500 million dollars and executed over 10,000 subcontracts.

Special pricing for MACC members!

Save when you register as a MACC member and get the \$149 rate instead of the public rate of \$299.



Ask SCORE: Take Action to Collect Your Receivables

Experts say small businesses are susceptible to losing up to 20 percent of their revenue through delinquent customer accounts. When making a sale, do you communicate payment terms clearly with your customers so they know exactly when the bill must be paid in full? Are you requiring at least partial payment before you ship an entire order or complete a project or service? You must also make sure that bills are going out to customers in a timely manner with prompt delinquent notices if payment is not received on time. These steps, along with a thorough credit check, is especially critical when dealing with new customers.

Consider making a collection file for each of your customers. It should contain their credit information, copies of invoices, complete information on the services or products delivered to the customer, and any correspondence with respect to the debt payment. In a worst-case scenario, you may have to engage an attorney or a collection agency to get payment from a delinquent customer, so complete files will work to your advantage.

If you would like to discuss this subject or business planning, business growth strategies, cash management, or another business issue, please contact SCORE at the Small Business Development Center by calling 740-373-5150.

Ask SCORE article, abridged by SCORE Volunteer Ed Osbourne.

More information available at www.score.org

Get the Chamber Connection!

Business After Hours
Thursday, August 14
5—6:30 pm

Huntington Bank Marietta
226 Third Street
Marietta, OH 45750
\$5 Special Member Price
\$10 General Admission



Professional Women's Roundtable
Wednesday, August 27
11:45 am—1 pm
daVinci's

TOPIC:
"Clear Your Mind - A Better Way of Thinking" featuring speaker Teresa Porter, New Horizons of Marietta.

\$10 Special Member Rate
\$15 General Admission

**Reach More Customers
in Just One Hour**

**Enhance Your Online Listing
A Hands-on Workshop**
Friday, August 8
8 am—9 am
Bare Oilfield Services
Training Room
2163A State Route 821
Bring your laptop

RSVP for All MACC Programs
Call 740-373-5176 or go online at
www.mariettachamber/events to register

Welcome New MACC Members

The Salvation Army
(740) 373-4043
136 Front Street, Marietta
Aaron & Wanessa Moore, Captains
<http://facebook.com/TheSAMariettaOH>

New Marketing Solutions
(614)675-1174
600 27th Street, Ste. 5163
Vienna, WV
Joe McClernan, Owner
www.moneysaverbooks.com

Stacy Family Farm, LLC
(740) 374-2371
27515 State Route 7, Marietta
Bill Stacy, Owner
www.stacyfarm.com

Member News...

Welcome **Jim Honick Jr.**, the new General Manager of the **Fairfield Inn & Suites**. Jim comes from Columbus, where he was GM of the Best Western at Port Columbus. In the hospitality field for over 18 years, Jim's passion is "to make others happy and to make them smile. The one thing that you get most out of hotels is the ability to meet all types of people."

Kudos to **Harmar Place Rehabilitation & Extended Care** in Marietta for a five star overall rating by US News in the category of "Best Nursing Homes 2014."

SHALE & YOU: 3rd in the Series

August 22, 2014
8:00 am registration
Washington State Community College
710 Colegate Drive, Marietta
Details on our website

Sponsored by

