

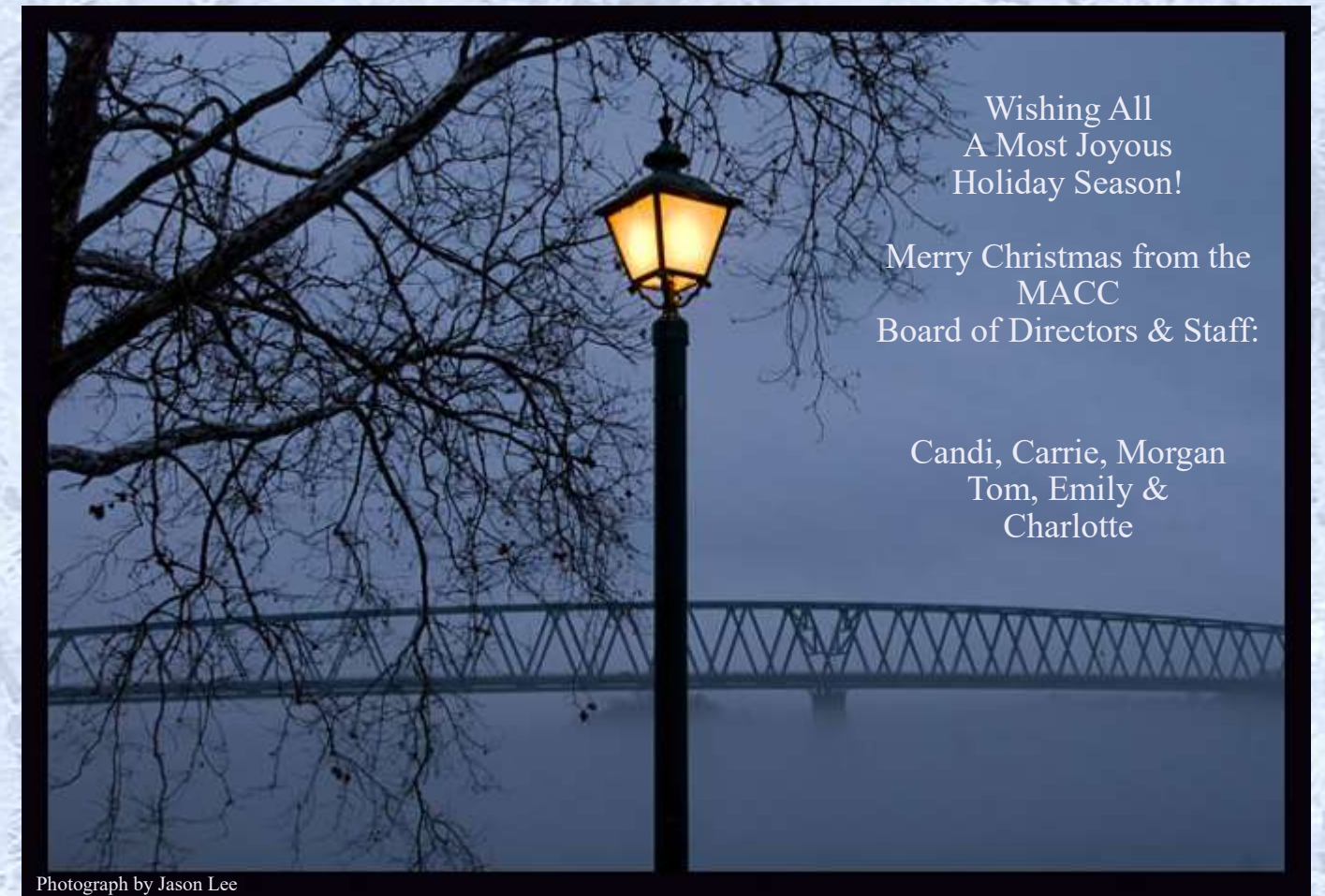


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# ENTREPRENEUR

VOLUME 38 | NUMBER 12 DECEMBER 2014

Wishing All  
A Most Joyous  
Holiday Season!

Merry Christmas from the  
MACC  
Board of Directors & Staff:

Candi, Carrie, Morgan  
Tom, Emily &  
Charlotte

Photograph by Jason Lee



MACC Guests experienced some early Holiday Cheer at the November BAH hosted by Fairfield Inn and Suites, 200 Cherry Tree Lane, Marietta.

Left: Tim Irvine, retiring County Commissioner, wins the gift basket. Many thanks, Tim, for your service to our Washington County citizen and businesses! Right: The Fairfield Inn lobby was festive with a tree and who can resist a blazing fire? Visiting relatives and friends will find a warm welcome here.




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Please note that the MACC Office will be closed:



- Wednesday, Dec. 24
- Thursday, Dec. 25
- Friday, Dec. 26

We will also close

- Thursday, Jan. 1
- Friday, Jan. 2



Please Join Us  
At  
Our Holiday Business After Hours  
Friday, December 5, 2014  
4 to 7 pm

Cheer, Tidings and Fellowship

Come and warm up before you start to shop Marietta Main Street's Moonlight Savings Sale in our historic downtown district.

Sponsored by Anthem Blue Cross Blue Shield

It's quick! It's easy! You may register for MACC events online and now you can even pay when you register. If you don't have a user name and password, let us know and we will get you set up. Then you will be able to login, see member-only info, register for events, pay bills, update your contact info and enhance your online directory listing.

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## From the Corner Office

'Tis the season of good cheer and glad tidings! AS 2014 comes to a close, we reflect on the past twelve months. We are proud that more than 800 people attended the 99th Annual Meeting with Chris Spielman as our keynote speaker. Honorees included George Broughton, Business Leader of the Year; Charlie Schob, the 2014 Gabe Zide Citizen of the Year, Candy Waite, Zonta Woman of the Year, and Charles and Mary Campbell were recipients of the County Agriculture Award. This certainly is a fine group of people whose lives made a difference.

We welcomed Joan Zoller, Mike Beardmore and Gary O'Brien to the MACC Board. Through the Mid-Ohio Valley Safety Council program, 80 companies were recognized for outstanding safety achievements. Local SCORE counselors provided a monthly column for the Entrepreneur, offering tips and ideas for small business owners.

As we look forward to 2015, the most exciting news is our 100th Anniversary as a Chamber

of Commerce. Although our roots go back to 1887 when the organization was founded as a Board of Trade, we count our Annual Meetings from our recognition as a Chamber of Commerce. On March 9, 2015, we will celebrate and honor 100 years of serving the business interests of the community. And, yes, we do have our keynote speaker under contract. The big reveal will be in a few weeks, but here's a few facts about the speaker:

- Born In Orlando Park, Illinois of Irish and Croatian descent.
- An Entrepreneur par excellence.

Save the Date: Monday, March 9, 2015.  
We certainly hope to see you at 2015's Party of the Century!

Wishing you all a Joyous Holiday Season,

*Charlotte Keim*

keim@mariettachamber.com  
740-373-6256

## From the Archives...1980

In the not-so-distant past, the MACC board of Directors for 1980 included Bill Curran as the chairman of the board plus officers Bob Kirkbride, Harry Robinson, Hugh McConkey, Van Olnhausen, Bill Donnelly, and directors Harold Cranston, Tom Fenton, Bill Fields, Jim Hoy, Sue Marvin, Jack Simpkin, Chuck Warren and Gabe Zide.

Tickets to the 65th Annual Meeting Dinner were selling rapidly as MACC offered "an exciting evening of entertainment with The Amazing Kreskin."

Bob Kirkbride and Chuck Warren headed up a Membership Drive with Kirkbride's Cavaliers beating out Warren's Warriors. A few of the businesses joining in 1980 and still MACC members include: Ash-Hanson, Haessly Hardwood, Ridgewood Court, The Pizza People, and Silver Heels Development.

Drs. Brockett and Leopold opened their office in August 1980. Aeromech Airlines provides new service from the Marietta/Parkersburg Airport with service to Pittsburgh.

Congressman Clarence Miller urged WV legislators to paint the unsightly Williamstown Bridge on the Ohio side and supported the City of Marietta's request for a \$727,000 Urban Development Action Grant.

Gustav Schwab, VP & GM of Dravo Corp., celebrated 24 years in Marietta with a reception for 450 employees and their families in the Lafayette Hotel.

Forma Scientific (Now Thermo Fisher) was planning the construction of its Mill Creek Road facility. Richard Tompkins was named VP/GM

Don Terry was named GM of Gulf Oil Company, Marietta.

We welcomed a new Norrell Services office which was managed by Jim and Sivi Caparole, current owners of American Flags and Pole.

That's the way it was... in 1980.

### 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**  
WSSC

**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 Brown**  
Member Services Manager

**Tom Fulton**  
Project Manager

**Candi Heiss**  
Better Bookkeeping Services

**Emily Malone**  
Administrative Assistant



# Mid Ohio Valley Safety Council

## Avoid Cold Stress...Prepare Your Employees & Co-Workers for the Winter Cold!

Wearing appropriate clothing and being aware of how your body is reacting to the cold are important to preventing cold stress. Avoiding alcohol, certain medications and smoking can also help minimize the risk.

Protective Clothing is the most important way to avoid cold stress. The type of fabric even makes a difference. Cotton loses its insulation value when it becomes wet. Wool, silk and most synthetics, on the other hand, retain their insulation even when wet. Here are some clothing recommendations for working in cold environments:

- Wear at least three layers of clothing. An inner layer of wool, silk or synthetic to wick moisture away from the body. A middle layer of wool or synthetic to provide insulation even when wet. An outer wind and rain protection layer that allows some ventilation to prevent overheating. Layering provides better insulation. Do not wear tight fitting clothing.
- Wear a hat or hood to help keep your whole body warmer. Hats

reduce the amount of body heat that escapes from your head.

- Wear insulated boots or other footwear.
- Keep extra clothing (including underwear) handy in case you get wet and need to change.
- Do not underestimate the wetting effects of perspiration. Oftentimes wicking and venting of the body's sweat and heat are more important than protecting from rain or snow.

With proper planning and training, employers can keep their employees safe during winter work. Additional information on [cold stress](#) is available from the National Institute for Occupational Safety and Health.

Article from  
United States  
Department of Labor.

## MOVSC Upcoming meetings

**Wednesday, December 17**  
*Is Your Load Ready For The Road?*  
Featured Speaker:  
Tom Dempsey,  
Dempsey Transport

**Wednesday, January 21**  
*"Office Ergonomics"*  
Featured Speaker:  
Gene Mallett, Thermo Fisher Scientific

**Wednesday, February 18**  
*"Disaster Drills and Planning"*  
Featured Speaker:  
Chief Mark Wile  
Solvay Advanced Polymers

**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



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## Philanthropic Sensibilities

Brought to you by Peter J. Keim  
In conjunction with Lincoln Financial Securities, a registered broker/dealer\*

Like most wealthy individuals, you'd probably like to pass as much of your estate as possible to your heirs. At the same time, you may have one, or many, charitable interests to which you'd like to donate money. To find the balance, considering a structured philanthropic giving strategy for your estate is a must.

With the right approach, you can help reduce your estate taxes and be gratified in knowing that you're contributing to something you care about.

The first step requires evaluating your future cash flow needs, taking into account inflation and your long-term goals. Once you determine an amount, you should consider increasing it by 20% to 50%, to be safe. Afterwards you can decide how much you'd like to donate. Charitable donation options fall along a continuum: the more complex, the greater the potential tax-savings and the more ability you have to control your gifts. Consider the following options:

**Straight charitable giving.** Donations in their simplest form, this method comes down to writing a check. While the gifts are 100% income tax-deductible (subject to AGI limitations) from your itemized income tax, they don't affect the value of your estate.

**Life insurance gifts.** You can direct the payout from a policy to charity. With a revocable beneficiary designation, you can change the terms, but you won't receive a tax deduction. With an irrevocable beneficiary designation, the terms can't be changed, but you gain a tax deduction for the premium, making this the preferred choice for estate planning.

**Appreciated property donations.** By donating part of your appreciated property, you may be able to eliminate some capital gains taxes. This strategy is recommended for highly appreciated stock or real estate, or a large art collection.

**Split-interest gifts.** Available as a charitable remainder trust (CRT) or a lead trust, these options are mirror opposites: A CRT is an irrevocable donation useful for any type of gift, including cash

that you donate in trust to a charity and then receive as an upfront income tax deduction. In return, you receive a payment from the trust either for a term of years or the life of the non-charitable beneficiary. After that, the charity receives the remainder.

With a lead trust, the charity becomes the income beneficiary during your lifetime. After your death, the assets revert to your heirs. Lead trusts are especially appropriate for reducing the value of stock in a business, while ensuring that the asset reverts to your family.

**Structured giving.** There are many strategies for ensuring that your legacy extends beyond your lifetime, such as:

**Donor-advised funds** allow you to make recommendations for how the money will be used, but the final decisions are made by the independent organization. Tax deductions up to 50% of your adjusted gross income (AGI) are allowed. Generally, gifts must range from \$25,000 to \$100,000.

**Supporting organizations** permit you to appoint people to the board of directors. The tax deduction allowed is also up to 50% of your AGI. Generally, gifts must range from \$200,000 to \$1 million.

**Private foundations** provide you with the most control over how your gifts will be allocated, though tax deductions may be only 30% or less of your AGI. Generally, gifts should be in excess of \$1 million.

In the end, when it comes down to being philanthropic, there's no hard-and-fast rule about how to do it. It's simply about how much time and money you can commit to charitable activities.

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CRN200706-2005327



## How to See the Benefits of Your MACC Membership in 2015"

Morgan Cochran Brown  
Member Services

We all know that the more you put into your Chamber membership the more you get out of it, so why not utilize the tools to be as active as possible without having to go to an event each week?

MACC has a variety of different ways you can be an involved member without having to be at every event we have. Don't get me wrong, I love seeing as many Chamber members as possible at our events, it gives me a chance to catch up with a bunch of you at once but I'm also realistic and know how busy everyone is.

The first way is by "liking" our Facebook page "Marietta Chamber of Commerce". We post daily a variety of information. By "sharing" & commenting on our posts you'll become more active with what we are doing for the business community. It's as easy as that!

Not a fan of Facebook? That's ok, we have plenty of information to fill you in on that can be spread by word of mouth. Reading our monthly newsletter and weekly emails gives you plenty to tell people about. This also means that if you want to see us doing something we aren't or you don't like something we are doing you are allowed to tell us! The things we do are to benefit our members and we want to make sure we are doing just that.

The "Enhance Your Membership Listing" feature on our website is another great way to be more involved. You can update information, pictures & videos on your listing as much or as little as you want! It's as easy as Facebook and I am available anytime to give you a quick tutorial of how it all works. All you need is a login name & password to get started.

It's easy to be involved, you just need to figure out what works best for you and your schedule. Pick an event that you really enjoy attending each month and utilize the tools above and you'll start seeing the benefits of your MACC membership in no time!

Call me directly 740-373-1883 or send me an email at [Cochran@mariettachamber.com](mailto:Cochran@mariettachamber.com)

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, 2015. All nominees must be active members in good standing in MACC. To learn more, please call Charlotte Keim or talk to one of the current directors on page 2.

### MINIMUM WAGE INCREASES in 2015

Effective January 1, 2015, the minimum wage rate for most workers will increase from \$7.95 per hour to \$8.10 per hour. The minimum wage rate for tipped employees will increase from \$3.98 to \$4.05 per hour. Although the state minimum wage applies to most employers, businesses that earn less than \$297,000.00 must pay employees no less than the federal minimum wage rate, currently \$7.25 per hour.

## Business After Hours 2015

Openings still available to host a 2015 Business After Hours networking event. .

As the host you provide the site, the appetizers and beverages, some door prizes, and 1,000 invitations. The Chamber staff will work with you on the planning and throughout the event. Chamber members love to get behind the scenes, so think about offering a factory tour or demonstrate your products/services.

If you want to showcase your business and host one the Chamber's most popular events, call Carrie at 740-373-5176.

### January—It's a Trifecta!

Hosts: Comfort Inn / Red Roof Inn / Prime Steak & Seafood

### February—Up on the Roof?

Host: Continuous Gutter Pros

### March—MACC's 100th Anniversary Annual Meeting

### April—Welcoming Spring!

Hosts: Lafayette Hotel / Ash Hanson

### June—Money, Money, Money!

Host: Riverview Credit Union

### October—MACC's Business Expo

### December—Holiday Open House

Interested in hosting a BAH? May, July, August, September and November are available. You can do it solo or find a few partner businesses.

### Speakers Wanted:

MACC offers you a chance to share your business expertise. Volunteer to be a speaker or a trainer. We are interested in providing our business members with mini-sessions on a variety of business topics, including tips on marketing, sales, business etiquette, customer service, financial reports, and more.

Call MACC at 740-373-5176 if you have a program idea or wish to be a speaker and/or trainer.



Top row: Registration and a chance to win makes for smiles galore at November's Business After Hours;  
Second row: Marty Kitchen,, Marietta Mayor Joe Matthews and Val Holley; Kathy Lough, Century 21, and attorney Craig Wakefield from TheisenBrock;

Third row: MACC Ambassadors Denise Thacker and Mona Barrett greet guests; Fairfield Inn GM Jim Honick welcomes the BAH guests and announces the door prize winners..

Need a gift for the person who has everything? Try Marietta Bucks gift certificates—they are the right size and the right color for all your holidays gift needs. Available in \$5, \$10, \$20 & \$25. Call 740-373-5176 to place your order.

**Note To Our Marietta Bucks Redemption Partners:**

With the busy holiday season upon us, it's time to remind those who accept Marietta Bucks of a few safeguards:

- Marietta Bucks should be examined prior to acceptance.
- Look at the expiration date - is it still valid? These gift certificates are good for three years from date of issuance.
- Issued Marietta Bucks are stamped with the Chamber logo. If the logo is missing, please call our office at 740-373-5176.
- Please ask the customer to sign the Marietta Bucks upon redemption.
- Please write or stamp your store name on the gift certificate. Using your bank deposit stamp is easy and acceptable.

When requesting reimbursement from the Chamber for Marietta Bucks accepted at your store, please remember we need the original gift certificates returned to us. If it is a large amount, we suggest you hand deliver the certificates or use certified mail.

These measures are to protect the integrity of this shop local program and to protect you, the business owner or manager.

Thank you for being a partner in this program which has kept more than \$2 million dollars in our local economy in the past decade.



The MACC Ambassadors celebrated the opening of **Shear Perfection**, Marietta's newest hair salon, located at 710 Lancaster St.

Cheryl and Jessica Shedlowski welcome new clients. Their number is 740-885-2041.

**Ask SCORE: The Pros and Cons of Incorporation**

Edited by  
Ed Osbourne, SCORE Counselor

Deciding whether to incorporate your business is one of the first decisions a new business owner faces. It is a complex decision with both benefits and drawbacks.

One of the benefits of incorporation is that it limits the owner's financial liability. If the business is sued or debts are unpaid the owner's loss is limited to the value of the stock held in the corporation. Personal assets are generally not at risk. A corporation also makes it easy to transfer ownership in the company. Stock shares may be distributed to family members or sold to investors. With multiple owners a corporation affords greater stability for the business over time, especially in the event of an owner's untimely death.

The chief financial drawback of incorporating is double taxation. A company structured as a corporation first pays taxes on profits. Stockholders, who in the case of the typical small corporation are likely to be the owner-operators, then pay income taxes on the dividends they receive. However, a businesses that qualifies as an S corporation (sometimes called a "subchapter S" or "small business" corporation) or a Limited Liability Company (LLC) may avoid double taxation.

Corporations are subject to both state and federal regulations. If you plan to expand your business to other states, you may have to pay additional fees in each jurisdiction. One final drawback of incorporating is the cost, which may include substantial legal fees and state or local taxes.

Call 740- 373-5150 to schedule an appointment with a SCORE counselor to discuss this or any other business issue.

Small Business Development Center  
308 Front Street, Marietta, OH  
[www.score.org](http://www.score.org)

**Get the Chamber Connection!**

**Welcome New MACC Member**



**Professional Women's Roundtable**  
Combined November/December Meeting

**Wednesday, December 3**

**"Giving Back"**

Featured Speaker  
Captain Wanessa Moore  
Salvation Army of Marietta, Ohio

11:45am-1pm  
Davinci's  
215 Highland Avenue  
Williamstown

\$10 Special Member Rate  
\$15 General Admission



**Holiday**  
**House and**  
**December Business After Hours**  
Friday, December 5  
4-7pm

**Marietta Area**  
**Chamber of Commerce**  
100 Front Street  
Ste. 200  
Marietta

RSVP for All MACC Programs  
Call 740-373-5176 or go online at  
[www.mariettachamber/events](http://www.mariettachamber/events) to register



The MACC Office will be closed:  
Wednesday, December 24—  
Friday, December 26  
AND Thursday, January 1—  
Friday, January 2

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**Free PowerPoint Training Classes!**

Join Jani-Source's Kurt Vogel for free training classes in PowerPoint!

Classes are held from noon-1pm at the Chamber.

Space is limited: Please RSVP to Morgan at [cochran@mariettachamber.com](mailto:cochran@mariettachamber.com) to reserve your seat!

Bringing a laptop is encouraged.

The beginner class for PowerPoint is scheduled for Tuesday, December, 9!



**An optimist stays up until midnight to see the new year in. A pessimist stays up to make sure the old year leaves.**

*-Bill Vaughn*

**Happy New Year!**