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2014-2015 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, Economic Development
JD Byrider

Terry Rataiczak
Communications & Technology
Kinetic Networking

Steve Smith, Board Treasurer
Selby Hospital

Directors

Michael Beardmore,
Michael Bradley Apparatus

Ken Bowen, Americas Styrenics
Dr. Bradley Ebersole, WSCC

Beth McNally, Marietta College
Gary O'Brien, O'Brien's Safety Services

Rick Stafford, Peoples Bank
David Vandenberg, Microbac Laboratories

Joan Zoller, Trademark Solutions

Introducing the MACC Board of Directors

The Chamber's Board of Directors represent the many segments of the business community in the Mid-Ohio Valley. Each year we announce our officers and those directors newly-elected or entering a second term.

Congrats and thank you to Donn Schafer, Settlers Bank, who will continue as our Chairman of the Board. Terry Rataiczak, Kinetic Networking, will serve a second three-year term. David Bricker, Hampton Inn, previously appointed to fill a vacated seat, will be serving his first elected three-year term. We are pleased to introduce our three newest board members with terms beginning on March 1, 2014.



Michael Beardmore , Michael Bradley Apparatus

Mike, a Marietta High and Marietta College graduate, is co-owner with Bradley Loeber of the largest electric motor and generator repair facility in the Mid Ohio Valley. Mike and Carol have two daughters Leslie and Meredith. When he's not working, Mike enjoys golf and Rotary. He is also an accomplished songwriter.

Gary O'Brien, O'Brien's Safety Services, LLC, and O'Brien's Confined Space Rescue Service, LLC

Winner of MACC's Pioneering Spirit Award in 2010, Gary is an advisor and past board member for the Mid-Ohio Valley Safety Council, and also active with Southeastern Ohio Oil and Gas Association and the Central Ohio Valley Emergency Industrial Organization. He and wife Linda have four children. A graduate of Ohio Valley College, Gary is also a member of the Marietta Noon Rotary.



Joan Zoller, Trademark Solutions

A volunteer with MACC for many years, Joan is an Ambassador, former president of the group, and currently serves on the Safety Council board. Joan is also on the board of the O'Neil Center, Past President of Kiwanis of Marietta, and more. Her company was named Business of the Year in 2012 by the Muskingum Valley Chamber. Joan and husband Tim have two daughters. When not working or volunteering, Joan spends time with family and friends.

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Our Chamber Family welcomes Miss Harper Lilian Ankrom who made her debut December 19, 2013 at 12:59 pm. She weighed 8 lbs and was 21 inches long. "Lily" is being spoiled by her proud big brothers Brady and Luke and her parents Josh and Carrie Ankrom.



SILVER LEVEL—SUSTAINING MEMBER

Silver Sponsors

MACC's

99th Annual Meeting



PLATINUM
LEVEL
SUSTAINING
MEMBER



From the Corner Office

WOW! It looks like our 99th Annual Meeting Dinner and Expo is going to be huge. As I write this article we already have 753 reservations. Last year's total was 640. We will be adding tables and chairs (and food and beverages) to accommodate the larger crowd.

Chris Spielman is quite the draw. For many, it is his football legacy. For others, it is the courage he displayed during his wife's battle with cancer. We are even more excited to hear him since we have been working with him on the arrangements. He is a nice guy and a good guy. Certainly a role model for our youth and also for us.

Now the pressure is on to make our 100th Anniversary in 2015 even more special. Throughout the year I'll be sharing some of our history. Founded in 1887 as a Board of Trade, the Chamber officially organized as a chamber of commerce in 1915.

Truth be told, our first annual meeting was, May 7, 1888 at the Council Chambers. The Board of Trade officers elected were J. Grafton, President; T.W. Moore, VP; B.F. Strecker, Secretary; and E.M. Booth, Treasurer. The Board of Trade's final annual meeting was February 22, 1915. The Hon. Albert B. White spoke on "Reforms in Taxation" and The Hon. James E. Campbell presented "Abraham Lincoln."

It seems tax reform is not a new topic at the Chamber. At this February's Board of Directors' meeting, the topic was the proposed increase in the severance tax in House Bill 375. As we did in 2012, the Board voted to oppose any increase.

Our reasoning is the same: Southeast Ohio is competing for oil and gas investment. Shale development is not just happening in our region. Imposing higher taxes in the initial development stages will make it more difficult for us to compete with other places.

In the long term the Ohio shale play may become proven and profitable. While we remain hopeful that this will be true, this boom is not yet a certainty. Once it is proven, additional taxes may be deemed necessary to accomplish public policy objectives. More importantly, the shale industry, if successful, could provide the resources needed, through the current tax structure, for public purposes. But only if it allowed to grow unencumbered by new taxes. For now, our priority should be economic development through shale oil and gas development.

Hope to see you on March 10th!

Charlotte Keim

740-373-6256
keim@mariettachamber.com

Your Chamber membership can save you money on insurance costs. Health insurance is still available at a discounted rate and recently Anthem announced it will offer the following discounts on dental, vision and life/disability plans.

| Product Group | Size | Discount |
|-------------------------------------|---|----------|
| Dental Prime and Dental Complete | 2-99 | 4% |
| Dental Prime and Dental Complete | 100-499 | 2% |
| Smart Access Dental | 2-50 | 4% |
| Full Service Blue View Vision Plans | 2-499 | 15% |
| Life and Disability | Discounts and products vary, please contact your broker | |

Call the Chamber for a list of local agents offering the Chamber Plan.



MACC By the Numbers

Curious about the number of visits to the Chamber website? Are people using our mobile directory? Is anyone looking at your business in the online directory? Look at the numbers for 2013:

| | |
|-------------------------|--------|
| Business Directory Hits | 93,608 |
| Clicks on Link | 3,554 |
| Search results | 1,898 |
| Map Clicks | 142 |

We turned on the mobile version of our website on April 28, 2013 and people quickly found the info they needed on their smart phones and tablets. .

| | |
|-------------------------|--------|
| Business Directory Hits | 32,999 |
| Clicks on Link | 18,507 |
| Search results | 49,444 |
| Map Clicks | 56,280 |

Since January 1, 2014, the member pages were viewed 13,186 times from a PC and 7,705 from a mobile device. The map clicks were 4 from a PC and 8,920 from a smartphone/tablet.

Just more proof that people use mobile devices when they need information.

It's even more critical today that your business have an online presence and even more than one. Your member page on the Chamber website offers an easy way to increase the odds of a customer finding you.

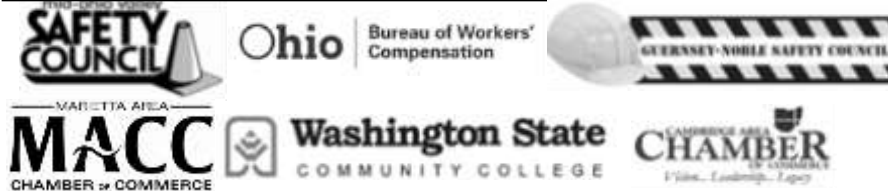
Do you know your password?

Did you know that you can change your page in MACC's online directory? Update contact information, change keywords, add and remove key contacts and more. Yes, you now have access to your own page. For an added fee we offer an enhanced listing where you can post photos, YouTube videos, add keywords, and more. Just call or email us if you don't have your user name and password.



Mid Ohio Valley Safety Council

2014 South Eastern Ohio Safety Training And Expo! Providing Training To Area Businesses



The Mid-Ohio Valley Safety Council and the Guernsey-Noble Safety Council partnered in January to provide a full day of safety training classes. Participants braved the bitter cold winter weather to learn about safety on the job and to obtain safety council attendance credits. Many received certifications to help improve loss control and risk management practices.

Held at Washington State Community College the expo also featured an exhibit showcasing a variety of safety products and services.

Thanks to all who attended or exhibited and those who came to learn about safety.



2014 Exhibit Hall



Above: Christa Schott, Schott's Repair, takes notes while in class.



Left: Marietta Occupational Health Partners was one of 20 exhibitors.



Chief Lt. Mark Warden, Washington County Sheriff's Office, provided an informative class on drug awareness.



Ladder Safety!

Sparks & Fire: March 19 is a Site Visit Meeting

"Staying Safe Around Electricity"
Hosted by
Washington Electric Cooperative
440 Highland Ridge Rd just ¼ mile off
SR 821 at Exit 6 on I77.

Wednesday, March 19
Lunch Buffet: 11:30 am
Tours & Demonstration: Noon to 1 pm

Come and enjoy a lunch catered by lunch C & S Smoke & Barbecue Catering. Tour the Cooperative's new LEED certified building complex and participate in a "Sparks & Fire" live electric safety program provided by PIKE Inc.

Certified first responders will share their many experiences dealing with down power lines and other electrical contact situations. Simple contact accidents with power lines by tree limbs, kites, equipment, vehicles, and more as well as direct contact with the human body can lead to a significant injury or death of a worker or innocent bystander. The demonstration will explain how to avoid these common hazards at home, on the road, or at work. It's about staying safe around electricity!

Meeting Information
RSVP: 740-373-5176
Or online at
www.mariettachamber.co



SAVE THE DATE!

APRIL 16 is the

MOVSC ANNUAL AWARDS BANQUET



**WHAT TO DO ...
WHEN A FAMILY MEMBERS NEEDS TO MOVE TO NURSING HOME**

The search for the perfect nursing home can be time-consuming and frustrating.

If it is brought on by a sudden sickness or an emergency, this is especially true. Ideally, the search for a nursing home should take place over the course of several months. If this is not possible, try to focus on the benefits and criteria that are most important for your loved one.

In any nursing home search, quality of care data should take center stage. Activities and scenery are useful criteria. But these can be overshadowed should your loved one is the victim of neglect or abuse. When visiting nursing homes bring a checklist and take notes. Also one should observe and ask questions.

The "www.Medicare.gov" website provides a wealth of information on every nursing home in the country. In addition to basic facts like bed count and ownership characteristics, you can view detailed information about recent state inspections. Listed will be the number of violations that each nursing home had in the previous year. It is important to carefully view the detailed report explaining each violation. Violations can be as minor as providing rooms that are a little too small or as major as ignoring cries for help and denying needed treatments.

Also consider speaking with neighbors, fellow church members, and acquaintances that have been through the process of choosing a nursing home. Nearby social workers, AAA8 (Area Agency on Aging (1400 Pike Street, Marietta 45750; 740-373-6400) or preachers may be able to tell you about homes they know to be pleasant.

Personal visits to a nursing home can be very helpful in making your final decision if you know what to observe. Bring a family member or friend, because two pairs of eyes/ears are better than one. If possible, bring your loved one along who will be needing a nursing home. Allowing their observations and input will make the eventual transition much easier for everyone.

When you arrive at the nursing home, take a moment to view the surroundings. Does it feel warm and home-like? Are the resident

areas attractive and clean-smelling? Is there an outside sitting area for residents to enjoy? Check the walls for personal touches and signs of activities.

The upkeep and appearance of the nursing home is an important factor. Often when a nursing home appearance is depressing, chances are good that your loved one will not be happy living there as a resident.

Interaction is especially important at this stage of the search. Talk to everyone you can, from the administrator to the residents to the janitor to the staff that look after the residents. Look for a nursing home where employees are warm and welcoming. If you find that the majority of employees are too busy to talk to you for a few minutes, consider how they will treat your loved one once admitted.

When speaking with residents, look for residents with levels of health that closely match to your loved one. If you find that the majority of residents are highly impaired, your able-bodied aunt or mother may not be happy in that particular nursing home. Beyond health levels, try to discern levels of overall satisfaction of the current residents. Think twice about even the loveliest facility, if residents seem unhappy.

Depending on your financial situation, funding may be the deciding factor between two or three finalists. If you will need to use Medicare or Medicaid funding, be certain that the nursing home you choose accepts those programs.

With a little time and effort, you can make a nursing home decision that you will be able to feel good about. Instead of wasting your energy with guilt or anxiety, you can spend your time helping to ease the transition to a nursing home for everyone.



A note of gratitude to Ken E. Strong, Jr., the author of **How to Select a Great Nursing Home & Get the Best Care For Your Loved One** who assisted me with this article.



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Thank you to these MACC member businesses and organizations! It is your financial support that makes our 99th Annual Meeting Dinner and Expo among the top five Chamber meetings in Ohio. We look forward to seeing you at the 99th Annual Meeting Dinner on March 10!

Platinum—Peoples Bank

Gold
The Marietta Times
WMOA/WJAW

SILVER
Anthem Blue Cross Blue Shield
Bricker & Eckler LLP
Control System & Instrumentation
Consultants, LTD

Harrison Construction Inc.
J. D. Byrider
Kinetic Networking
Marietta Memorial Hospital
Microbac Laboratories
Morrison, Inc.
Settlers Bank
Solvay Specialty Polymers USA, LLC
TheisenBrock, LPA

BRONZE
AT&T
Before & After Remodeling, LLC
Comfort Keepers of the Mid Ohio Valley
Fairfield Inn & Suites Marietta
Hampton Inn
Marietta Family YMCA
Marietta Occupational Health Partners
Michael Bradley Apparatus, LLC
Moran Construction Co. / RamJack
Marietta/Washington County Convention & Visitors Bureau
Pickering Associates
Plumbers & Pipefitters Local Union #168
Swiss Valley Associates, Inc.
Triad Engineering
Washington County Career Center
Washington Electric Cooperative, Inc.
Whirl Frozen Yogurt



Cars. Credit. Care.



MEMORIAL HEALTH SYSTEM



It's All about Networking and Building Connections!

United Rentals hosted February's Business After Hours at their State Route 7 South site.



ing pizza.

A tour is the best way to see the vast variety of tools and equipment available.

Mayor Joe Matthews and Ken Strahler, Ken Strahler Masonry, are certainly having fun.

Taking a tour through the facility amazed guests who discovered United Rentals has a huge inventory of tools and equipment, from small hand tools to dozers, lifts and cranes.

Serving industry throughout the Midwest, United Rentals provides equipment rental, trench safety, temporary power, climate control, and industrial tool and technology services with the world's largest fleet of equipment.



Thanks to Roy Marshall the team at United Rentals for their warm hospitality.

There is an additional United Rentals store at 1205 Pike Street in Marietta. Mona Barrett of Sweet-apple Farms, and Bill McFarland, Washington County Auditor, network while enjoy-



Benefits of Chamber Membership

As a new member you will receive business exposure, networking and referrals along with marketing, affordable advertising, website listings, and community and economic development which can all result in growth for your business. We offer many of the same benefits to our more established businesses

Here's What We Can Do For You...

Connections and Business Exposure

- Grand Opening and/or Ribbon Cutting
- Information about your business in the Chamber News, MACC web site, and Facebook
- Display your brochures in the Chamber office
- Listing in the MACC Membership Directory – online and in print
- Participation in the Marietta Bucks Gift Certificate program supporting shopping locally

Advertising Benefits

- Advertise your business in the *Entrepreneur* through inserts or ads
- Post deals, job openings and more on our website
- Share information in weekly e-blasts, on our website, and through our Facebook page
- Sponsorship opportunities at Chamber events

Savings on Healthcare Insurance, Energy, and Workers Compensation

Safety Awareness/Training offered by our Safety Council program

Networking Opportunities

- Business After Hours - held 10 times per year
- Professional Women's Roundtable - held 11 times per year
- Educational/Legislative Seminars - held several times each year
- Annual Meeting Dinner & Expo - held in early March
- Ambassadors Committee - meet monthly to welcome new businesses, help with events

Being involved with the Marietta Chamber has been a smart business decision and enjoyable as well since they offer a wide variety of events for Networking, Business Before and After Hours, Ribbon Cuttings, Professional Networking Groups & so on. Heather Perkins, VP Sales



The Chamber Ambassadors

Morgan Cochran
Member Services

You've seen them around town, visiting new businesses and celebrating milestones with long-established area businesses. Their navy blazers and MACC badges let you know they are here to say welcome and thank you. This group of personable men and women are the Chamber Ambassadors!

Who are the Ambassadors?

They are a prestigious group of MACC members who volunteer their time to promote and represent the Chamber in a positive manner. They greet new businesses, celebrate when a business relocates, renovates or has a significant anniversary. They also help recruit and retain members, strengthen awareness of Chamber benefits and assist with various Chamber events.

The Ambassadors are asked to volunteer once a month, by monthly group visits to area businesses, assisting at Business After Hours, attending ribbon-cuttings or grand openings. Often they get a VIP "behind the scenes" tour during their visits.

Benefits of being an Ambassador

- the opportunity to meet business leaders for potential business and social contacts,
- name and company recognition in the business community,
- greater awareness of community activities and needs,
- recognition at the Chamber events, especially at the Annual Meeting,
- the opportunity to promote his/her business during MACC functions,
- the opportunity to meet other business folk, and have fun!

Interested in Joining

Call me, email me—I will walk you through the process. You will be invited to attend one of the Ambassador meetings to make sure this is a good fit. You will be asked to fill out an application. Please also talk with your manager and review the time commitments and agree that you will have an extra hour once a month to go on visits. Once your application is accepted, you will attend an orientation and order your jacket and badge.

Morgan—direct line 740-373-1883

ASK SCORE: Help Customers Get to Know Your Business

Ask SCORE article, abridged by
SCORE Volunteer Bob High

Forget the old adage that "familiarity breeds contempt." In the world of small business, familiarity breeds sales. If your potential customers know what your company does, you have a head start on making sales.

Two key elements of marketing strategy are advertising and public relations (PR).

Advertising is the more readily recognized tool, using newspapers and publications, TV and radio spots, and online ads, as well as direct mail and email pieces.

Advertising in routine ads can promote your products/services, announce a sale, introduce your business to a new market, or simply reinforce your "brand" identity. But, it may be some time before a customer decides if they want to learn more about you.

PR emphasizes raising awareness about your business, and creating a positive connection with a customer's need, interest, or concern. You must have news that's worth sharing such as adding a new product or service, opening a new location, or reaching a milestone anniversary.

Also, offer helpful information related to your product or service – related to the user. Gift shop owners can prepare a list of innovative ideas for specific holidays, or acceptable items to send service personnel overseas.

Examine what other businesses, and competitors, do. Create the right message for the right audience, and then select the most effective means for making that connection.

To learn more about developing winning sales and marketing strategies for your small business, contact SCORE at the

**Small Business Development Office
305 Front Street
Marietta, Ohio
740-373-5150**

Get the Chamber Connection!

MACC 99th Annual Meeting

Monday, March 10, 2014
Doors Open at 5 pm

**Dyson-Baudo Rec. Center
Marietta College Campus**



Professional Women's Roundtable

"Car Care for the Average Woman"
Featuring Diana Boley
Boley Enterprises

11:45 am—1 pm
Wednesday, March 26
DaVinci's

\$10 Special Member Rate
\$15 General Admission

CALL 740-373-5176 to RSVP. You can register online at www.mariettachamber.com.

Welcome New MACC Members

ZkFitness, LLC
(740) 706-6426
1402 Colegate Drive
Marietta, Ohio
www.zkfitness.com
Owner: *Brian Anderson*

Ohio Valley Management Services
(740) 373-2252
17943 State Route 7
Marietta, Ohio
Owner: *David Downing*

Bare Oilfield Services, LLC
(740) 336-7830
2163A State Route 821
Marietta, Ohio
www.bareoilfield.com
Manager: *Mitch Parsons*

Whirl Frozen Club, Inc.
(740) 236-0922
440 Pike Street
Marietta, Ohio
Owner: *Melissa Harvey*
OPENING SOON

MEMBER NEWS

Matt Evans named SVP, Trust Officer in the Peoples Bank's Trust and Investment Services Division. . He noted, "It is a unique opportunity to work with my neighbors and friends to build a better future for their families and our community." Matt joined the Bank in 2006 in Risk Management. Call Matt at 740.374.6108 or by email matt.evans@pebo.com.

Pickering Associates announced the purchase of a 3D printer. It will produce a three dimension model of the project thus allowing clients to hold and evaluate a scale model of their project instead of the usual paper documents.

Do you need to stretch your advertising dollars?

We can help!

This ad space is just \$30.

Call 740-373-1884 for this and other advertising options.