



New Economic Development Initiative to be Unveiled

Shale Crescent USA, a new economic development initiative in the region, will be unveiled on June 9th at The Peoples Bank Theatre. The featured speaker will be Youngstown State University President Jim Tressel. The event is free to registered guests and will be held from 3:30p.m. - 5:00p.m. General admission tickets can be obtained online by visiting ShaleCrescentUSA.EventBrite.com. Community members involved with the Shale Crescent USA initiative will unveil what has been described as one of the most important economic development opportunities in the Mid-Ohio Valley over the past 50 years.

According to Mark Schwendeman, President of the Schwendeman Agency, the mission of the Shale Crescent USA initiative is to encourage business growth in the Mid-Ohio Valley based upon low natural gas prices that allow manufacturers to operate efficiently while producing products economically with access to water and over half the population of the United States. "Shale Crescent USA is strategically located to the Marcellus and Utica Shale plays, and these natural resources are making the region an economic powerhouse of opportunity not just in the United States, but the global energy economy," stated Schwendeman. "The goal of the Shale Crescent USA initiative is to enhance the quality of life and standard of living for everyone who lives and works in the Mid-Ohio Valley," added Schwendeman.

During the past few years, shale development has set record natural gas production volumes in the United States, driven by the expansion of gas supplies from horizontal drilling in Ohio, West Virginia, and Pennsylvania. This expansion of the Utica and Marcellus Shales has accounted for nearly all of the recent growth in America's natural gas production.

"By the year 2020 we are looking at accounting for 35% of total U.S. Natural Gas Production. This is a world-class asset for any energy intensive industry," Dr. Benjamin Thomas, Marietta College

Associate Professor of Petroleum Engineering and geology said.

According to Jerry James, President of Artex Oil Company, "As the Utica Shale reserves become more defined, additional significant reserves will be attributed to these states." He went on to add, "These reserves will define the largest gas fields in the U.S. within the states of Ohio, West Virginia and Pennsylvania. This is a recent and dramatic shift in the location of natural gas reserves in the U.S. relative to industry and population. Nothing like this has occurred since the rise of the industrial age in the late 1800s when the initial development of oil and gas began in this very area."

Shale Crescent USA sits at the confluence of the Ohio and Muskingum Rivers and the Ohio and Little Kanawha Rivers. The area is situated within highway access to more than half of the U.S. population and provides navigable rivers, rail access, and a commercial airport.

"Shale Crescent USA has water access, a tremendous supply of natural gas, some of the best contractors in the world, a great workforce and great access to over half the US population," Wally Kandel, Solvay Senior Vice President and site manager in Marietta, Ohio said.

The area also offers a low cost of living and high quality of living, so it is both affordable and priceless when companies are looking to recruit employees.

"As a second generation family business owner, the Shale Crescent USA brings exciting possibilities for future growth in technical, fast-moving industries. This means jobs and a high quality of living for our children, grandchildren and future generations in our community," stated Christy Chavez, a Director with Shale Crescent USA and co-owner of Condevco, LLC.

The U.S. Bureau of Economic Analysis and the U.S. Bureau of Labor Statistics report that in 2013 Ohio had \$98.7 billion in manufacturing output making Ohio

fourth in the nation with more than 964,000 workers—the third largest manufacturing workforce in America. In fact, Ohio gained more than \$16 billion in the manufacturing sector from 2010 to 2014. Neighboring state, West Virginia has an overall employee turnover rate that is 15% below the national average and second lowest in the country.

"The region is unsurpassed in its support of business, its abundant natural resources, and its eager and skilled workforce," said Carrie Ankrom, President and CEO of the Marietta Area Chamber of Commerce.



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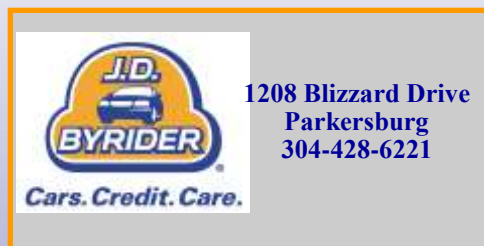


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Save The Date!



Thurs- day, June

9, 2016

Featured Speaker:
Jim Tressel, President
Youngstown State University
3:30-5:00pm
Peoples Bank Theatre
Reserve Your Seat at
ShaleCrescentUSA.EventBrite.com.



415 Gilman Avenue, Marietta
(740) 373-9993
www.copperleafinteriors.com

Copper Leaf Interior Design Studio is a full service interior design and project management firm serving residential and commercial clients with renovations or new build projects. Services include everything from color consultation and creation of computer generated designs to budget planning, providing resources and specialty designs, among a host of other services. A full list can be found on their website.

The company's main product is their design and project management services. They take large, complicated projects that require hundreds of decisions and break them down to manageable pieces for their clients. To accomplish this, Copper Leaf has an educated, professional staff that is fully committed and qualified to handle the entire range of tasks that is associated with these. The company has licensed, experienced designers and professionals who are continually educated and updated on products and design. Along with these design services, they are also a resource for flooring, fabric, wallcovering, tile, lighting, window treatments, furniture, accessories and more. They have a full showroom with these items where clients can sit in a Comfort Recliner from American Leather, operate a PowerView shade from Hunter Douglas or feel the sample of a Capel rug under their feet.

Copper Leaf is proud to announce the completion of its 20th year in business. Owner Pamela Holschuh began her venture in 1996 as a Design Studio on Front Street in Marietta. As the business grew, Holschuh began to expand her design services, including commercial and residential design services, new construction, remodeling, renovation, and project management. In the fall of 2013, Copper Leaf relocated their studio to their current location at 415 Gilman Avenue, along the Muskingum River in Marietta. This newest location more than tripled the previous space, and provided the opportunity to become a Showcase Priority Dealer for Hunter Douglas window treatments.

The company is also now a dealer for American Leather furniture, with several pieces on display in their showroom. Copper Leaf has earned multiple design awards from the American Society of Interior Design, the largest professional organization in

the industry. Additionally, the company has been awarded Customer Satisfaction awards through Houzz, the online renovation and new building resource powerhouse for homeowners. Copper Leaf has also had projects published and made its television debut on the show Food Court Wars on the Food Network. For this challenge, Copper Leaf was tasked with creating the renovation of food court spaces, including signage and branding for two competing restaurants.

For the company's 20th anniversary they will be having special pricing opportunities each month to thank their clients and introduce them to new product offerings.

One advantage for Copper Leaf is the new developments in their product lines. There are so many amazing products that can really add value to a person's life. The staff does a fantastic job of staying educated on these new developments so they can make strong recommendations to their clients.

Copper Leaf has been a Chamber member since 2002. Being a Chamber member has given them the opportunity to stay involved in the community, as well as to interact with other professionals in the area.

Happy 20th Anniversary to Pam Holshuh and her Copperleaf Interior Design Studio Staff! We wish you many more years of success!



This wine cellar above is just one example of the specialized design that Copper Leaf is skilled at executing. For a full portfolio visit their website.

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Mid Ohio Valley Safety Council

BE SAFE, SAVE MONEY, JOIN SAFTY COUNCIL TODAY!

In 2015 members of Safety Council received rebates totaling \$63,839 on their workers comp premium. How? By participating in the Mid-Ohio Valley Safety Council!

Deadline to enroll is July 31, 2016.

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

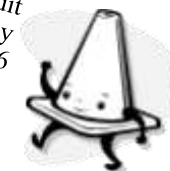
- Enroll in local safety council
- Attend 10 meetings
- CEO must attend any one safety council meeting
- Submit semi-annual reports for the 2016 calendar year

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

Reminder: Submit your external credit certificates by June 23, 2016



BWC's Other States Coverage

Do you send employees outside the state of Ohio to work? If so, coverage through the BWC may not be sufficient.

While the BWC generally provides coverage for employees working temporarily outside of Ohio, complications can arise when the injured worker files a claim in another state. Treatment can be delayed and businesses can be subject to penalties by the other state.

In addition, some states require Ohio employers to obtain worker's compensation coverage (other than BWC's coverage) for ANY work performed there by their employees, regardless of how brief their work is in the other state.

A law enacted in 2014, granted BWC the authority to contract with an insurer licensed in other states to provide coverage to eligible Ohio employers for out-of-state exposures. By contracting with an insurer licensed in other states, BWC now offers an option that ensures proper coverage, regardless of jurisdiction.

How it Works:

- Ohio employers apply directly to BWC using the ACORD 130 application, an insurance industry standard form. Employers can work with their insurance agent to complete this form or request it directly from the Other States Coverage unit via email at bwcotherstatescoverage@bwc.state.oh.us, or by calling BWC at 614-728-0535.
- BWC will determine eligibility and the premium cost for this coverage.
- BWC's private insurance partner will handle all claims filed for benefits under the laws of jurisdictions outside Ohio under this program.

For more information on other states coverage, please visit BWC's website at www.bwc.ohio.gov/employer/services/otherstatescoverage.asp. On this website you will find the additional resources including: frequently asked questions on Ohio's extraterritorial coverage, employer eligibility criteria and information on how to complete the ACORD 130 form.

MOVSC Upcoming Meetings

**Wednesday, June 10
Half Day Seminar**

"Active Shooter"
Washington County Career Center
9am-Noon
\$25 per person

**Wednesday, June 15
"Call Before You Dig"**
Movie Day

Featured Speaker:
Matt Hennis, Ohio Utilities Protection Service

Meeting Information

Marietta Shrine Club
Registration: 11:30 am
Program: Noon to 1 pm
Cost: \$15 includes lunch
@mariettachamber.com

Support Safety and Gain Recognition For Your Business

Want an easy way to promote your business to 125 MOVSC members?

Be a sponsor of the next monthly meeting. All that is required is a giveaway for each person and a door prize. Call Carrie at 740-373-1884.

Safety Training Requirement

We often get questions from our members about who needs to complete the 2-Hour Group Safety Training Requirement? Well here is the answer: if you can answer **yes** to both then it is a BWC requirement to complete two hours of designated group safety training:

- Is your company participating in a group program for the 2015 policy year (Group rating or group retrospective rating)?
- Did you have any claims occur between 1/1/14 and 9/30/14?

Need assistance? Call the Chamber office we will help you get that training covered, 740-373-5176.

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Legacy Planning with Retirement Accounts

The popularity and accessibility of retirement plans has resulted in Americans holding a significant portion of their assets in 401(k)s or other employer-sponsored retirement plans and IRAs. For many, these accounts represent the largest portion of their wealth outside of their homes. If you're like the majority of individuals you will likely need income from these accounts during retirement, or you may have accumulated sufficient other assets to sustain your lifestyle and wish to preserve your retirement assets for your heirs.

An important first step in preserving these assets is to understand the rules regarding retirement plan and IRA beneficiaries to ensure your wishes are fulfilled. The rules affect who inherits the assets, how quickly they are paid out, and the tax consequences. While you should consult with your tax and legal advisor for advice regarding your specific circumstances, the following provides an overview to help you get started.

First, inventory all of your retirement accounts and make sure the beneficiary information is up to date. It's also a good practice to designate both primary and contingent beneficiaries. A contingent beneficiary will inherit assets only if you have no surviving primary beneficiaries at the time of your death or if they disclaim or refuse the inheritance. Additionally, you can name more than one primary or contingent beneficiary and specify which percentage of the account they should receive.

It's also a good practice to review your beneficiary designations periodically. Situations affecting designations include death of a beneficiary, divorce, marriage, or the birth of a child or grandchild. Remember, a will does not supersede your beneficiary designations on retirement accounts.

Common beneficiary designation options include naming your spouse, a nonspouse, or an entity such as your trust, estate, or a charity. Whenever possible, you may want to avoid naming an estate as your beneficiary as this requires your assets to enter the probate process.

For married couples naming a spouse may be the natural choice, but there are other reasons why this makes sense. When an IRA passes directly to a spouse, it avoids probate and qualifies for the unlimited marital deduction. Additionally, your spouse has the option to move the assets into an inherited IRA or roll the assets into an IRA in his or her own name. Which option is better depends on the ages of the deceased and surviving spouse and when the surviving spouse may need to take money from the IRA. This ability to roll the assets into his or her IRA is available only for spouse beneficiaries. Both spouses and nonspouses can move the assets into an Inherited IRA.

While it is typical practice for most IRA owners to name a spouse as the primary IRA beneficiary and their children as the contingent beneficiaries, this may require the surviving spouse to take more taxable income from the IRA than he or she really needs. If income needs are not an issue for the spouse and children, then naming younger beneficiaries (such as grandchildren or great-grandchildren) allows you to stretch the value of the IRA out over one or perhaps two generations. A stretch IRA is not a specific type of IRA, it is simply a wealth transfer method that attempts to maximize the tax-advantaged potential of

IRA assets by leaving them in the IRA for as long as the law permits. Stretching an IRA simply refers to the ability to take required minimum distributions (RMDs) over the beneficiary's single life expectancy (term-certain).

Another important point is to understand the difference between the "standard" and "per stirpes" beneficiary designation. Most IRA contracts have a standard designation where your beneficiary must be alive upon your death to inherit his or her share. Some IRA contracts offer a per stirpes designation - in the event a beneficiary predeceases you or refuses the inheritance, then his or her share would pass to their descendants, usually their children. For example, you have designated that your two children are to equally share your IRA assets. If one of your children dies before you do and you have not updated your beneficiary form, without the per stirpes designation, your surviving child would receive 100% of the assets. While this information offers you education and guidance to get started, you should keep in mind how your retirement accounts fit into your overall retirement income and estate plan. We recommend that you meet with your financial and tax advisor to receive personalized recommendations and create a plan for distributing your retirement assets that suits you and your legacy.

This article was written by Wells Fargo Advisors and provided courtesy of Chris Hall, Managing Principal, in Parkersburg, WV and Marietta, OH at (866) 865-4442.



Members of the Advisory Team
(left to right):

Rob Blasczyk,
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Ashley Brown,
Chris Hall and
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Get The Chamber Connection

Ask SCORE: Online Marketing Strategy

Gauging your strategy depends on its effectiveness using data that is available with web analytics.

More than merely "hit counters," good analytics help you assess variations in user habits in response to targeted marketing campaigns; external drivers such as seasonal, economic, or weather changes; or simply upticks of interest in certain products or services.

Most web analytics tools are extremely user-friendly, and include Google Analytics; Yahoo Web Analytics; 4Q, which collects direct user feedback; and Clicky, which provides real-time tracking.

Of course, all this data has little value unless you know what to look for:

- Which sources of traffic are driving the majority of traffic to your website? If it's Google, make sure that you are monitoring your search marketing accordingly.
- Check your bounce rate - the percentage of visits in which the person left your site from the entrance (landing) page or only visited one page within your website. Make sure the content of your website is correct, and compelling.
- Identify keywords that are effective in driving traffic to your website. Look for words used most often to measure any uptick in your brand, products and services, or location.

Staying abreast of this information by using critical reports that run daily (online transactions), weekly (overall traffic and sources of visitors), and monthly. Social media sources should also be monitored regularly for both positive and negative feedback.

But entrepreneurs should not rely on analytics exclusively - the BIG numbers are really sales. Asking customers how they like your website, or their source for your business, are just as critical.

But entrepreneurs should not rely on analytics exclusively - the BIG numbers are really sales. Asking customers how they like your website,

If you would like to discuss this subject or any another business issue, contact SCORE at the Small Business Development Center 2163 SR 821 Bldg. 6-A Marietta, OH

Boost Your Business Tuesday, June 14 "Understanding Generation Z"

Speaker:
Jessica French
Barnes & Noble
8am-9am
Huntington Bank
226 Third Street

This event is no charge and This is a new program offered to MACC Members that is a collaborative effort between Marietta Main Street, MACC and the Small Business Development Center

Business After Hours Thursday, June 9

Juice Plus+ and Kinetic Networking
314 Sixth Street
Marietta

5-6:30pm

\$5 Special Member Price
\$10 General Admission & those who wish to be invoiced.

Professional Roundtable Wednesday, June 22

"Speed Networking"

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

\$10 Special Member Rate
\$15 General Admission

MACC Coffee Chat Friday, June 24

8:30-9:30am
Join Us For:

- Coffee
- Meet the MACC Team
- Voice Your Interests
- Share Your Views, Concerns and News About Your Business.

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

Welcome New MACC Members!

EL Robinson Engineering
(740) 989-3034

25 Hillcrest Avenue, Little Hocking
Bob Allen, Infrastructure Business
Manager

First Baptist Church
(740) 373-1273

301 Fourth Street, Marietta
Chad Mugrage, Pastor

Buckeye Bob/Chris Custer Fund
(740) 350-1157

4 Woodland Drive, Williamstown
Bob Kyer, Owner



Member News!

- MACC is on Instagram! Follow us at mariettaareachamberofcommerce.
- Congratulation to **Marietta Main Street** on the successful opening of the Farmers Market on Front Street in May. The market will be on the Armory Lawn every Tuesday from 10am-2pm
- Happy 10th Anniversary to **A-Z Learning Supplies!**
- Happy 5th Anniversary to **Neaders Cone-n-Shake!**

HR Academy Upcoming Webinar

This no charge webinar will take place from 10 -11:30am on Wednesday, June 22.

Topic: Top 10 Overtime and Minimum Wage Mistakes, presented by Bill Wahoff, Steptoe and Johnson PLLC

Register at www.hracademyohio.com and click on webinars. For more information contact Michelle Donovan at mdonovan@ohio.chamber.com or (614) 629-0913

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Ambassador Visits

April & May 2016



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