



Hilliard Area
Chamber of Commerce

Chamber

CONNECTIONS

July 2009

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Renai Award Winner-Carole J. Kelley, DDS



*2009 Renai Award Winner Carole J. Kelley, DDS
of Hilliard Dental Associates*

At the June Hilliard Women in Business Luncheon the Renai Award was presented to Carole J., Kelly, DDS. Carole is the owner of **Hilliard Dental Associates** located at 4621 Leap Court. Carole came out of retirement to assume the practice of a terminally ill friend two years ago. She has since become an active participant of the Hilliard community as she is a graduate of Leadership Hilliard, member of the Evergreen Team, a Chamber ambassador and volunteer for many activities. She has been in leadership roles in the various professional organizations of which she is a

member. Currently, Carole is President-elect of the 850 member Columbus Dental Society. She has been inducted into the professional honorary organizations of The American College of Dentists, the International College of Dentists and the Pierre Fauchard Society.

Carole is also the founder and President of the Heart of Gold Foundation, a non profit dental charity. Dentist and the public send their scrap metal to a designated refiner with the proceeds going to the Heart of Gold Foundation. The proceeds from the Foundation supports dental clinics and organizations whose purpose is to serve the indigent and working poor by providing access to dental care. The Foundation has raised over \$50,000 and is still in its early stages of growth. She was awarded the Marvin Fisk Humanitarian Award in 2008, a great honor.

Congratulations to Carole on this most deserving award!

Leadership Hilliard Open House August 4

Come and learn more about Leadership Hilliard on Tuesday, August 4 from 5:30-6:30 pm at **Louie's Fusion Grill**, 4453 Cemetery Road. This will be an informative session for those interested in continuing to develop their leadership skills and what the program will be offering for the class of 2009-2010. The class will begin in September and go through March. A short presentation will be at 6:00 pm. Leadership Hilliard combines leadership development with community education. During the program, participants get a bird's-eye view of the issues facing the community, continuation of developing their leadership skills and are exposed to involvement opportunities in the community. Some of the classes will include: public speaking, effective leadership, meetings with representatives from the City of Hilliard, team building, and a session with representatives of Hilliard City Schools, among others. Come and learn more!! Call the chamber to let us know if you can attend, but if find you can at the last minute, please do!

Golf Outing Was a Success!

We couldn't have asked for a better day for our annual golf outing, held June 15th at **Heritage Golf Club**. About one hundred golfers participated in the event on the most beautiful day!! Thank you to the golf committee of Nancy Slagle, **Coffee News Columbus**, Rich Capuano, **Credit Union of Ohio**, Dennis Gongwer, **ProForma Graphic Impressions 2** for planning the event.

We appreciate the support of our sponsors. Please help us thank them by patronizing their businesses!

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Angela Hughes – Commercial Works

Julie Klein – Mayfair Village

Amanda Meeks – Mill Run Gardens & Care Center

Rebecca Miller – Sports Ohio

Carrie Stanley-Davis – Nationwide Insurance

Chair's Perspective.....

written by

Carrie Stanley-Davis

Summer is in full swing. And so are the baseball games, long days at the swimming pool and neighborhood cookouts. These are great opportunities to network. But you have to be careful, because just like at work events, you only have a couple minutes to make a good first impression. So, this month, I want to have a little fun by sharing with you one of my favorite recipes for success. This pie has been in my family for over 30 years. Trust me, one bite and you'll have them eating out of your hand!

\$2,000 Apple Pie

Pastry for double crust 9 inch pie:

3 cups sifted flour

1¼ cups shortening (Crisco)

½ teaspoon salt

1 egg

2 teaspoons vinegar

5 tablespoons ice water

Blend flour, Crisco and salt with pastry blender. Beat together egg, vinegar and water. Mix with flour mixture, with fork, until mixture forms a ball. Roll out on lightly floured pastry cloth with cloth-covered roller, to 1/8 inch thick. Makes double crust for 9 inch pie.

Filling:

6 cups fresh green apple slices

1 cup sugar

¾ teaspoon cinnamon

1/8 teaspoon salt

1 teaspoon lemon juice

¼ teaspoon mace

1 tablespoon butter

Line pie pan with crust. Fill pie shell with sliced apples. Sprinkle with mace. Mix sugar, cinnamon, salt and lemon juice and sprinkle over apples. Dot with butter. Top with crust. Brush top with mild and sprinkle with sugar just before baking. Bake in hot oven at 425° for 40 to 50 minutes or until brown.

I hope you will enjoy this recipe as much as I do! Wishing you and your family a Safe and Happy 4th of July!

Member Anniversaries

The Chamber would like to recognize our members who have continually supported the purpose of the chamber and its activities.

The following members have invested in the chamber for ten or more years as of July 2009.

-19 Years-

Buckeye Nissan – Sean Kenney
Scioto Valley – Spencer Jacobs

-12 Years-

Skip's Auto, Truck & RV Repair – Skip & Mike



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Hours 8:00 AM to 5:00 PM Monday-Friday

New Members

ExpressMed (opening 7/13/09)

Kimberli Poor

5263 Nike Station Way • Hilliard, Ohio 43026
(614) 442-2431 • www.hserve.com

Sawchuk Jewelers

Kevin & Heidi Sawchuk

5093 Cemetery Road • Hilliard, Ohio 43026
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Spotlight on Business...



Nationwide[®]
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David Stanley & Associates, Nationwide Insurance

The year was 1984. I was just 4 years old and I loved the small fish tank in my father's office. My how time flies! Now, at the age of 29, I have joined the family business and we have a lot to celebrate. This August will mark the 25th Anniversary of **David Stanley's Nationwide Agency** opening its' doors to provide the Hilliard community with one reliable source for all their insurance needs.

Some things never change. Today, **David Stanley & Associates** is still proud to offer a complete line of insurance products. Whether it's auto, homeowners, renters, business, health or life insurance, we want you to have quality protection at every stage of your life. Our policies are tailored to fit your needs, your goals, and your budget. In fact, we represent many companies in addition to Nationwide. So, we have the ability to shop rates for you!

There is no better way to commemorate such a legacy of service, than with a party! Please join us on August 1st from 11 am – 2pm at our office located at 5038 Cemetery Road. This is an event you will not want to miss!

- Rooster's Wings for everyone!
- Enter to win a 2-year lease on a 2010 Mazda courtesy of Big Hits B104.3!
- Free windshield chip repair courtesy of Safelight AutoGlass!
- Music, Prize Wheels, Balloons, Games, Face Painting, Character Artist....Bring your whole family!

On behalf of the entire Stanley agency, we would like to thank the Hilliard community for all their support over the last 25 years! We hope to see you on August 1st!

Hilliard Chamber Members...
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SBA Economic Recovery Efforts

Small businesses suffering financial hardship as a result of the slow economy may be eligible to receive temporary relief to keep their doors open and get their cash flow back on track through to a new loan program announced today by SBA Administrator Karen G. Mills.

Beginning on June 15, SBA will start guaranteeing America's Recovery Capital (ARC) loans. ARC loans are deferred-payment loans of up to \$35,000 available to established, viable, for-profit small businesses that need short-term help to make their principal and interest payments on existing qualifying debt. ARC loans are interest-free to the borrower, 100 percent guaranteed by the SBA, and have no SBA fees associated with them.

"These ARC loans can provide the critical capital and support many small businesses need to make it through these tough economic times," said Administrator Mills. "Together with other provisions of the Recovery Act, ARC loans will free up capital and put more money in the hands of small business owners when they need it the most. This will help viable small businesses continue to grow and thrive and create new jobs in communities across the country."

As part of the Recovery Act, the ARC program was created as a no-interest, deferred payment loan to help small businesses that have a history of good performance, but as a result of the tough economy, are struggling to make debt payments.

ARC loans will be disbursed within a period of up to six months and will provide funds to be used for payments of principal and interest for existing, qualifying small business debt including mortgages, term and revolving lines of credit, capital leases, credit card obligations and notes payable to vendors, suppliers and utilities.

Repayment will not begin until 12 months after the final disbursement. Borrowers don't have to pay interest on ARC loans. After the 12-month deferral period, borrowers will pay back the loan principal over a period of five years.

ARC loans will be made by commercial lenders, not SBA directly. For more information on ARC loans, visit www.sba.gov

Welcome Tom Minturn!

The newest board member to the Board of Directors is Tom Minturn, Chick-fil-A at the Market at Hilliard. Tom has been active in the Hilliard Chamber with volunteering at the Hollyfest Arts and Crafts Show, providing lunch at the golf outing, hosting the Morning Business Network Exchange at his restaurant, among others. Please welcome Tom!

Chamber Membership Renewals

Thank you to the following member who has re-invested as of press time: **Main Street Mergers; American General Life & Accident; Social Media Business Results; Professional Investment Management, Inc.; Comfort Suites.** We appreciate all of our chamber members and their commitment to our business community!

Next Chamber Luncheon will be in August

We do not have a luncheon during the month of July, however, we will have an August luncheon at **My Cousin Vito's** on Friday, August 21. The program will be on Personal Branding. **Jacadis** will be sponsoring the luncheon. We have one more spot available for your business to sponsor this luncheon. Please contact the Chamber for more information. Additional details on the luncheon will be in our August newsletter.

Grand Opening



Sharp Imports, 5286 Franklin Street, recently held its grand opening which included making a donation to Hilliard Cleaners due to their recent fire. Pictured is Steve Sharpnack and his family.



Member Bits

HarQuin Bookkeeping has moved. Their new address is P.O. Box 282228, Columbus, Ohio 43228.

Joey Thomas, Marketing Director of **George Thomas Contractor, Inc.**, has been named to the Board of the Better Business Bureau (BBB) via special nomination.

The **American Red Cross** is asking eligible donors to make or keep appointments to give blood this summer to help maintain a stable blood supply for ongoing or emergency needs. Just one seriously injured patient can require dozens of blood products to survive. The American Red Cross is seeking additional community support from the area by helping to promote all Hilliard area blood drives. If you are interested in hosting a blood drive at your business, please contact Candice Hines at (614) 253-2740, ext. 2416

The staff of **ThisWeek Hilliard** recently won the coveted Best in Ohio Award for Best Non-Daily Newspaper in the state at the Press Club of Cleveland's 2009 Ohio Excellence in Journalism Awards dinner June 19 at the Marriott at Key Center in downtown Cleveland.

"This is a great honor for the entire ThisWeek Hilliard team," Hilliard Community Editor Jeff Donahue said. "This award recognizes the overall quality of ThisWeek Hilliard from our coverage of local government and schools to our award-winning high school sports coverage and photography. To be named the Best Non-Daily Newspaper in Ohio is a great honor for our staff."

Donahue was also honored with a second place award in the Open Print Category, which included entries from Ohio's daily and non-daily publications, for best obituary story, for "Sharp remembered in city council tribute," a story about a Hilliard school crossing guard who died saving the life of a student.

Have something going on in your business that is noteworthy?? Please submit information that we can include in our "Member Bits" section! We are looking for information on business growth, awards, community involvement, etc.

Visit our website
to get the latest on
what is
happening in
Your
Chamber!



www.hilliardchamber.org

Are You Struggling With Your Networking?

Here are some quick tips for you. Let me start with some Networking 101 reminders.

1. Networking is not selling. Networking is connecting for mutual benefit.
2. Everyone you meet through networking is NOT going to refer you business just because you are you. I don't mean to burst your bubble but I want you to know the truth.
3. Networking IS a marketing strategy and tactic. Marketing is the tactics used to gain visibility, brand awareness, and create opportunities.
4. While the act of networking will generate leads for you, if that is all you are focused on you miss the abundance of other opportunities available to you.

Here are six successful outcomes that can be found in every networking conversation.

1. Prospects. Not everyone is your prospect. However through the discovery process (the Art of Key Questions) you can determine if you are talking to one, the level of her need, and the timing of the next step in the conversation.
2. Strategic Partners. These are those service providers or products that complement your own or can be found in your customers rolodex. Not everyone who could be your partner will be. Through the discovery process you can determine what you need to know to see if this is someone you want to develop a deeper relationship with or explore joint opportunities.

3. Resources. These are people or organizations who not only can be a resource for you but your clients and network as well. Through your discovery process you can determine if they are the caliber and quality to add to your team.

4. Opportunities. These are people or organizations who can connect you to opportunities to forward your goals. The opportunities might be an invite to one of their other organizations or small groups, speaking or joint venture opportunities. It is a big world out there. Connect to people who are connected to opportunities outside your scope.

5. Great people to know. You will meet people who fall in none of the categories above but nevertheless are incredible people. They've accomplished great things, traveled places you have not and inspire you to be more. You will want to collect these people. Your only follow up action may be to drop a note and keep in touch from time to time.

6. "Opt Outs". These people fit none of the above categories for a variety of reasons. They are too new, unclear about their value proposition, too "me" focused, etc. Regardless of how well you ask your discovery questions they find a way to "opt out" of your attention all on their own. Knowing you will need to take no ongoing action with this group is a successful outcome.

The secret is knowing what YOU are looking for and asking good questions that intelligently direct the conversation to a mutually beneficial close. Try to leave as many of your connections with added value as you can! You might inform them about an upcoming event, an article of interest, another organization they may want to be aware of....believe me, you have incredible information you've already collected and can share with little effort.

Leverage your time and connections! Networking is not really free...it takes time. Time = Money.

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Hilliard Cleaners Fire

One of our Hilliard Chamber members, **Hilliard Cleaners**, recently experienced a fire at their location, 3984 Main Street. Mindy and Joe Watkins have temporarily relocated across the street to the vacant building which used to house the Seventeenth Colony House, 3991 Main Street. They are using neighboring cleaners to have their staff still clean their customers clothes. They will be in the temporary quarters for a few months.

3/50 Project

3

What three independently owned businesses would you miss if they disappeared? Stop in. Say hello. Pick up something that brings a smile. Your purchases are what keeps those businesses around.

50

If half the employed population spent \$50 each month in locally owned independent businesses, it would generate more than \$42.6 billion in revenue.* Imagine the positive impact if 3/4 the employed population did that.

68

For every \$100 spent in locally owned independent stores, \$68 returns to the community through taxes, payroll, and other expenditures. If you spend that in a national chain, only \$43 stays here. Spend it online and *nothing comes home.*

1

The number of people it takes to start the trend...you.

Pick 3. Spend 50. Save your local economy.



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What is Driving Health Care Costs?

A May 2009 report titled “What’s Really Driving the Increase in Health Care Premiums?” addresses the issue. The report, issued by the WellPoint Institute of Health Care Knowledge, compiles research from sources such as PricewaterhouseCoopers, the Robert Wood Johnson Foundation, the Kaiser Family Foundation, the Bureau of Labor Statistics and the Congressional Budget Office.

According to the report, the “key drivers” of spiraling U.S. health care costs are:

- Advances in medical technology and subsequent increases in utilization;
- Price inflation for medical services that exceeds inflation in other sectors of the economy;
- Cost-shifting from people who are uninsured and those receiving Medicare and Medicaid to the private sector;
- High cost of regulatory compliance; and
- Patient lifestyles, such as smoking, physical inactivity and obesity.

Citing PricewaterhouseCoopers research from 2008, the report found that only three cents of every health care premium dollar is spent on health insurer profit.

According to the Institute’s report, newer medical technologies tend to increase costs because they are generally more expensive than the older technologies they replace. While the availability of more advanced, superior technologies can yield better results for some patients, these technologies and diagnostic tests may be used inappropriately in some situations where existing, older technologies are more effective and accurate.

Healthy Workforce, Healthy Bottom Line

Wellness programs lower overall health care spending

Wellness programs offer employees an opportunity to educate themselves about healthy choices, empowering them to improve their health. Greater knowledge and better decisions can benefit both the employee’s health and the employer’s bottom line, as fewer sick days and doctor visits lead to increased productivity. Simply put, people who feel their best are able to do their best.

Central Ohio Business Resources

Small Business Administration

www.sba.gov

Ohio Chamber of Commerce

www.ohiochamber.com

Small Business Development Centers of Ohio

www.odod.state.oh.us

Service Corp of Retired Executives

www.scorecolumbus.org

The Women's Business Development Center

(614) 222-6700

cascenter@aol.com

Conway Family Business Center of Central Ohio

www.familybusinesscenter.com

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Nancy Slagle, Coffee News

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Chris Valentine, Hickory Chase

Staff:

Libby Gierach, President/CEO

Cindy Walker, Administrative Assistant

Email: info@hilliardchamber.org

Check out our Website: www.hilliardchamber.org

Calendar of Events

Friday, July 10

Morning Business
Network Exchange
Chick-Fil-A
1988 Hilliard Rome
Road
8:00 am - 9:00 am

Friday, August 14

Morning Business
Network Exchange
Chick-Fil-A
1988 Hilliard Rome
Road
8:00 am - 9:00 am

Friday, August 21

Chamber Luncheon
My Cousin Vito's
4561 Scioto Darby
Road
11:30 am - 1:00 pm

Friday, September 18

Chamber Luncheon
Heritage Gold Club
3525 Heritage Club
Drive
11:30 am - 1:00 pm



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Distribution

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Chick-fil-a	Louie's Grill
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Chipotle	NTB Tire
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Cottage Inn Pizza	Pizza Hut
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Hilliard Tire	W.G. Grinders
Jersey Mikes	YMCA

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Your Ad is Targeted Hilliard residents who frequently dine out and pay for other luxuries have the greatest ability to purchase what you offer. That's why we distribute Bean Break through restaurants and locations people wait for service. **Advertising with Bean Break puts your message directly in front of these residents; day-after-day, week-after-week and month-after-month.**

Your Ad is Repetitive Experts say regular, repeated marketing is the only way to create big, predictable results. If you advertise with Bean Break for a year, you will cause a growth in your local brand recognition and gain an edge over your competitors. **This translates into more sales!**

Your Ad is Consistent Bean Break keeps you in the "spotlight" by rotating the ads each week. No one can monopolize a prime spot.

Your Ad is Professional We are advertising specialists and are here to work for you. We design an ad uniquely for you, write the copy and make sure it includes a proper offer. We make sure it matches your advertising objectives. **Our goal is to provide you with an ad that SELLS and achieve results.**

Your Ad is Well Received Hilliard residents have grown to love Bean Break over the past 5 years and look forward to the new issue each week. **Our readers will trust you and see you in that same positive light.**

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