OCTOBER CALENDAR OF EVENTS

1st  Women 4 Women (W4W)
     8-9:30am, Kemba Credit Union

12th  Monthly Member Luncheon
      Wetherington Golf and Country Club, 11:30am-1:30pm

19th  Member Orientation
      Chamber offices, lower level, 3:15-5pm

21st  Business After Hours
      Chesterwood Village, 5-7pm

26th  Networking Power Hour
      Chamber offices, lower level, 12-1pm

28th  Breakfast Briefing
      Chamber offices, lower level, 7:30-9am

THANK YOU TO OUR SUSTAINING SPONSORS

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We’re Rocket Science. Since 1999, we’ve partnered with our clients to build, strengthen and extend the visual and verbal expression of their brands. Check us out at rocket901.com then call us, we’d love to meet you.

This could be the beginning of a beautiful relationship.

2010 National Addy Award Winner
On the Cover

Thank you to the 2010 Sustaining Sponsors of the West Chester • Liberty Chamber Alliance. We could not do what we do without you!

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West Chester • Liberty Chamber Alliance Executive Board 2010

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West Chester • Liberty Chamber Alliance

Women of Excellence

Be sure to add Friday, November 19th to your calendar for the annual Women of Excellence Dinner & Awards Gala at the Cincinnati Marriott North in Union Centre.

We will be honoring ten deserving women in our community and surrounding areas; two of these honorees will be young adults, 16-24 years of age.

KEYNOTE SPEAKER
Patti Alderson, CEO & Board Chair
The Community Foundation of West Chester/Liberty

Come celebrate with us as we honor these 10 extraordinary women!
To make your reservations, please visit www.TheChamberAlliance.com or call 513.777.3600.

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Connect with our Chamber

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www.TheChamberAlliance.com
C h e l a t i n g 3 5 y e a r s i n 2 0 1 1 !
Anxieties:

- Lack of recognition for the level of contribution and effort they provide
- Anxiety about job security, income, benefits, and retirement/pension stability

Why are so many employees disengaged? While reasons can vary by industry, they also found that another 41% are considered “enrolled” in their work, meaning they were willing to go the extra mile and apply their discretionary time and talents into their job.

The few companies that are hiring have an outstanding pool of qualified workers. It was going to be a sellers’ market with companies bidding aggressively for talent and then doing whatever it took to keep them onboard.

While the current workforce may not be actively seeking new jobs, organizations are still very much dependent on their employees’ performance to succeed. Engaged employees impact morale and the bottom line.

So how do we stimulate full employee engagement – the willingness to go the extra mile, in this challenging economy over a sustained period of time? Leaders claim that if employees feel their opinions and contributions matter, they will positively affect the bottom line.

Thank you for being a valued member of the West Chester - Liberty Chamber Alliance. Together we grow your business!
The VOICE is published monthly by the West Chester - Liberty Chamber Alliance, 7617 Voice of America Centre Drive, West Chester, Ohio 45069.

Subscriptions are included in the annual dues of each Chamber membership.

Publisher .................................................... Joe Hinson
Editor ......................................................... Alain Muscio
Assistant Editor ............................................. Pamela Guiter
Photography ................................................. Dean Miuccio Productions, LLC
Contributing Writers ..................................... Jon Bogart, Drew Harris, Linda Schneider, Sue Shields, Mike Taylor
Designer ..................................................... Cox Ohio Media

Postmaster/Address Changes
Send address changes to West Chester • Liberty Chamber Alliance, 7617 Voice of America Centre Drive, West Chester, Ohio 45069.

Advertising
Chamber members can advertise in The VOICE and reach more than 1000 leaders in the southeastern Butler County business community. For cost and specifics, call Alain Muscio, 513.777.3600 or email amiuccio@TheChamberAlliance.com.

Subscriptions
The VOICE is mailed to Chamber members as a benefit of membership. Additional subscriptions are available to Chamber members at $75 per year. Non-member subscriptions are $100 per year. For information, call 513.777.3600.

Submissions
Articles, advertisements and inserts for The VOICE must be received at the Chamber office by the 1st of each month to be included in the upcoming edition. No article in this magazine may be reprinted without the permission of the West Chester - Liberty Chamber Alliance.

Chamber of Commerce by the 1st of each month to be included in the upcoming edition. Articles, advertisements and inserts for The VOICE must be received at the Chamber office by the 1st of each month to be included in the upcoming edition. No article in this magazine may be reprinted without the permission of the West Chester - Liberty Chamber Alliance.

ChamberVision, a service of the West Chester - Liberty Chamber Alliance is available to be viewed 24/7 at www.TheChamberAlliance.com.

ChamberVision is produced by Dean Miuccio of Dean Miuccio Productions, LLC.

www.deannproductions.com

This interview-style program showcases Chamber members; who they are, what they do for our community and what the community can do for them.

West Chester • Liberty Chamber Alliance
The VOICE

The target audience of CinDay B2B, Ms. Blackwell Clark added, will be C-level executives, corporate leaders, directors, managers, business owners and entrepreneurs. The magazine, which will be published six times a year, will highlight business trends and focus on high growth business markets in the greater Butler and Warren County region. The first issue comes out this November.

It will be 100% local and provide profiles on key businesses and key people; columns on business tips and columns on topics like how to grow your business, marketing, technology, health care, legal affairs and much more.

“We see an opportunity to produce a niche product—a magazine focused solely on business in Butler and Warren—simply because we live and work in this market and no one knows it better than we do.” A story in the first edition of the magazine discusses how to be ready to take advantage of the business opportunities once the I-75 corridor is finished.

CinDay B2B—A New Business Magazine for the Business Community
Ms. Blackwell Clark perked up when describing a new publishing venture that Cox Media Group is about to embark on—a glossy full-color magazine focused on the business environment in Butler and Warren counties. “With the expansion of the I-75 corridor between Cincinnati and Dayton, we feel that the time is ripe for a business to business type magazine that is 100% local (Butler and Warren counties), that gives everyone in this vibrant business corridor a perspective on just how vibrant the business environment here is.”

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JON BOGART
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“How do I advertise my products and services to other local business professionals?”

CinDay B2B
Covering Business Between Dayton and Cincinnati
Coming November 2010
To advertise in the first issue, call Kathy Lane at 513.733.5081

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Ribbon Cuttings and Ground Breakings

Book Bums
8992 Cincinnati-Dayton Rd, West Chester, OH 45069
513-847-1471
Book Bums opened their doors this summer to promote reading in the community through Pre-school lessons, elementary age book clubs, adult book clubs, lending libraries, and adult English lessons for non-English speakers. Owners Christy and Mike Williams, (center) are both graduates of Lakota High school. This is Christy 22nd year teaching in the Lakota Schools.

Kidney and Hypertension Center
7335 Yankee Road Suite 101, Liberty Twp, OH 45044-9168
513-779-8111
The Kidney and Hypertension Center is a team of more than 50 healthcare professionals who are dedicated to delivering exceptional nephrology care. Much importance is placed on the patient as a person and that a medical diagnosis or disease can be a life-changing event. They do their best to explain the disease, diagnostic options, treatment options, and prognosis. Picture is the Liberty Township team celebrating their grand opening.

Primrose School
8378 Princeton Glendale Rd, West Chester, OH 45069
513-870-0630
Roland and Donna Young (center) commemorated the opening of Primrose School with a ribbon cutting. Primrose offers a place where children can learn from a very professional staff; in a clean, safe environment where they will be safe and happy. They have a proprietary Balanced LearningÆ curriculum that is brought to life by passionate teachers who nurture your child's mind, body, and heart.

MidUSA Credit Union
6752 Cincinnati-Dayton Rd, Liberty Twp, OH 45044
513-420-5838
MidUSA Credit Union has spent the last 60 years establishing a culture of trust. They strive to partner and work with members to meet short- and long-term financial goals. They have a tradition of personal service and trust as a not-for-profit organization where members are also owners. Earnings at MidUSA are returned to the membership in the form of lower loan rates; higher savings rates; and improved products and services. Pete Wolsfanger, Chairman of the board (center) had the honor cutting the ribbon.

Destination Fitness
513-623-8422 | www.yourdestinationfitness.com
Destination Fitness is a network of elite personal exercise trainers who provide instruction in-home or in-office. Destination Fitness' clients do not need exercise equipment; their network of trainers bring all the tools necessary to each health goal. In 30 to 60 minutes and the desire is all it takes to get in the best shape of your life! Zak Nordbye (center) celebrated with a ribbon cutting.

Red Wing Shoes At Pieczonka Unlimited
10128 Princeton Glendale Rd, West Chester, Ohio 45246
Todd Pieczonka (center) has had a long history representing quality products. He celebrated the grand opening of the West Chester Red Wing Shoe location with a ribbon-cutting celebration. Red Wing shoes are built to last!

William C. Keck Inducted into Junior Achievement Greater Butler County 2010 Business Hall of Fame

The Junior Achievement of Greater Butler County award for Business Hall of Fame reflects partnerships that have been fostered among business, education and young people. It also represents partnerships demonstrated in the willingness to work with the community and the business world as well as a keenness of vision. Keck, Milliken & Fittton Law Firm, was selected to be honored because of his significant contributions to the organizations, his profession and community.

The award is a symbol of great achievement in business leadership. It is a honor for those who would take risks and those who grasp the opportunities provided by the American Free Enterprise System to work, create and innovate. Determination, imagination, and persistence — three necessary qualities for success — are represented in the Business Hall of Fame award to be presented on November 18th at the Courtyard by Marriott in West Chester.

Farmer School of Business Accelerated MBA Among The World's Best

Miami University's Farmer School of Business and its 14-month MBA program has been rated 9th overall and 3rd among programs in the United States with the release of the Wall Street Journal's ranking of accelerated MBA programs world-wide.

"This very positive evaluation is a real tribute to the faculty team that conceived and designed our program, the faculty committee that continues to enhance it, year by year; and the excellent quality of instruction that our program faculty continue to offer,” said Roger L. Jenkins, Dean of the Farmer School of Business.

Through the MBA program at Miami, a two-semester internship and six-week global consultancy is effectively incorporated into each student's experience while maintaining academic rigor.

MBA Programs Director Brad Bays explains, "Our strategic focus over the past five years has been to bring together the best students, faculty, and outside internship experiences possible. It is clear that our graduates' subsequent success validates our approach.

For more information, visit www.fsb.muohio.edu.
Each month, the Character Council promotes 1 of their 49 character qualities. This month, the highlighted Character quality is “Loyalty (vs. Unfaithfulness) - Using difficult times to demonstrate my commitment to those I serve.”

For more information on how to become a “Business of Character,” please contact the Character Council at 513.467.0170 or visit www.charactercincinnati.org.

Women for Women (W4W) is the West Chester • Liberty Chamber Alliance women’s group focusing on the need for women to balance business, home and all aspects of their life. W4W brings women together to engage in networking, discuss women’s issues and address topics that are pertinent to women’s lives both at home and at the office.

Our meetings focus on the four W’s – Work, Wealth, Wisdom and Wellness. At each session, we enjoy networking, discussions and a presentation that addresses the “W” topic of the month.

Join us at this month’s W4W meeting on Friday, October 1st from 8:30am at Kemba Credit Union – 8763 Union Centre Boulevard, West Chester. This meeting will focus on “Wisdom” as Michael Davis of Speaking CPR presents “Presentation Skills Training.” Please RSVP by Wednesday, September 29th to Pamela Gruber at 513.777.3600 or pgruber@TheChamberAlliance.com.

“I run a successful business. One of the main reasons we continue to grow and thrive is because I’m smart enough to know what I need to focus on – and when to call in the pros.”

I value my employees and my business, so when it comes to managing payroll, workers compensation, taxes and compliance, I count on Employers Choice Plus.

Member Orientation
Tuesday, October 19th
3:15-5pm
The West Chester - Liberty Chamber Alliance Member Orientation is a great opportunity for members to come together to learn how to get the most from their membership. Reservations are now being accepted for the October 19th Orientation to be held at the Chamber, lower level from 3:15-5pm.
Member Orientation is held quarterly and open to any member who wants to learn more about the benefits and opportunities their membership with the West Chester - Liberty Chamber Alliance provides. Attendees hear from staff, active members and preferred providers on how they and their organizations can make the most of their Chamber membership.
If you want to learn more about how your Chamber membership can help you and your business, then plan to attend Member Orientation! RSVP to Marge Wimmer at 513.777.3600.
Small Business Concerns

Maintenance Can Save You Money

Whether you own or lease your business space, simple maintenance carried out on a routine basis can help prevent costly repairs later and make your business or storefront more attractive, efficient and functional. As the weather cools, consider these suggestions for routine maintenance.

Pressure Washing – An Inexpensive “Facelift”

Over time, many areas such as parking lots, warehouses, floors and buildings collect dirt and debris. Pressure washing is the most effective method for removing surface dirt, mud, faded paint and other materials that may be collected on your building. It is also a cost-effective way to get an immediate, effective fresh appearance for your business. Following the wash with the appropriate sealer, paint or stain will give you a “good as new” look for a long time to come.

Floor Care

Have you looked at the appearance of your business from a visitor’s point of view? First impressions are made immediately upon entering the front door of a business. One of the main things noticed is the flooring. Here are a few methods to make a good first impression, while maintaining your flooring:

- Use Professional Quality Steam Cleaner to Clean Grout Lines
- Strip with Floor Polisher and Wax for a Like New Finish
- Use Professional Quality Steam Cleaner to Clean Carpet
- Clean Carpet Cleaner
- Refinish to Add Shine and Durability
- Sand with Floor Sander to Remove Scratches and Refinish to Add Shine and Durability
- Through the use of appropriate cleaning solutions, your carpet can be revitalized with a refreshing new look.
- Carpet and upholstery cleaning can keep your business environment clean.
- Stain will give you a “good as new” look for a long time to come.
- As the weather cools, consider these suggestions for routine maintenance.
- Over time, many areas such as parking lots, warehouses, floors and buildings collect dirt and debris.
- Pressure washing is the most effective method for removing surface dirt, mud, faded paint and other materials that may be collected on your building.
- It is also a cost-effective way to get an immediate, effective fresh appearance for your business.

The relatively low cost of performing these routine maintenance tasks will be dramatically outweighed by the benefits of increased business and customer satisfaction. You will also be preventing more costly future expenses, while making the appearance of your business more welcoming to customers.
Serving Our Community

West Chester Activity Center Opens November 1

West Chester’s former library building on Cox Road is morphing into a multi-functional activity center to serve Lakota area residents and businesses.

Renovations at the site are nearing completion and a grand opening is set for Monday, November 1, with a ribbon cutting ceremony at 12:30pm, followed by an ice cream social and tours. Other activities are being planned for the grand opening, and information can be found at the Center’s website: WestChesterActivityCenter.org.

The Center offers wellness activities for the Lakota area community, with emphasis on senior center activities during the daytime hours, and activities for all ages in the mornings and afternoons. Rooms are available to rent for meetings and parties, and the Center also offers an annual membership for those interested in participating in a variety of classes.

The Center features a community dining room, large lobby area for socializing, exercise equipment room, and space for group fitness classes. Sponsors including Barrington/HeritageSpring of West Chester, IKEA, Butler County United Way and many individuals in the community have donated funding for the initial renovations to the Center. The Center is operated by Partners in Prime through a lease with West Chester Township. Art Hupp, Principle at Glassworks, is leading the renovation plans for the Center.

A variety of activities will be offered for everyone in the community including chair volleyball, yoga, a daily luncheon, dancing, fitness classes, cards and education in self-defense, Artistic care and using computers. Volunteer opportunities at the Center and around the community are available for a variety of positions.

Class instructors are being sought for a variety of new classes including teen hip hop dance, art for children, mother and baby yoga and massage, children’s dance, cake decorating and language classes.

An online survey is available at the Center’s website, and this information will be used to determine future class offerings at the Center.

Contact Linda Marano at 779.7360 or WestChesterActivityCenter.org for more information. www.WestChesterActivityCenter.org

What’s New in Liberty Township

www.liberty-township.com

TOWNSHIP EMBARKS ON VISION PLAN UPDATE

Liberty Township’s current Comprehensive Vision Plan was adopted September 18, 2006. Prior to the adoption of the plan, Liberty Township fell under the jurisdiction of the Butler County Planning Commission for land use planning. The Planning and Zoning Staff is preparing to update the comprehensive plan in the coming months. The entire process may take up to a year to complete and will include extensive research, coordination with other agencies and public input. A Comprehensive Plan provides a vision for the future of Liberty Township and as times change, the environment changes, development patterns change, and what has been developed forever changes the landscape of our community. The plan becomes a guideline that is used on a daily basis to direct future growth, preserve environmental features, and plan for greenways, parks, quality of life and to ensure that Liberty Township is a sustainable community.

The 2006 Vision Plan established 14 implementation strategies and recommendations that served as a summary of the key elements of the plan. Eleven strategies have either been accomplished or are moving toward completion. Similar to the plan approved in 2006, the Comprehensive Plan Update will address: transportation, trails, parks, housing, placement of public facilities, water and sewer needs, natural resources, economic development, intergovernmental coordination, land use, zoning guidelines for residential and commercial developers, capital improvement prioritization, and a strategy for monitoring, evaluating, and updating the plan.

A steering committee will be used to guide the development of the plan. A series of public open houses will be held throughout the planning process to gather feedback and input from the residents. If you are interested in reviewing the current Comprehensive Plan document, The Liberty Township Parks and Recreation Master Plan, The Downtown Bethany Vision Plan, or the Liberty Township Zoning Resolution, please visit our web site www.liberty-township.com.

LIBERTY TOWNSHIP’S MISSION STATEMENT

The Township established a mission statement as part of the comprehensive plan process nearly five years ago. A mission statement guides the actions of an organization, spells out its overall goal and provides a sense of direction and guides decision-making. The mission of Liberty Township is to maintain its position as a family-oriented community that promotes a high quality of life for all ages and income levels. The Township is committed to providing reliable services, promoting education excellence, being environmentally conscious and encouraging a viable local economy with sustainable development and growth.

In pursuing this mission, the Township places a high value on protecting the residential character of the surrounding neighborhoods by ensuring that the commercial development is well planned and consistent with the character of the surrounding residential community.

KEEP CURRENT ON LIBERTY TOWNSHIP HAPPENINGS

Liberty Township is developing an email list of residents and community people who want to keep current on Liberty Township happenings. If you find the Liberty News newsletter beneficial, we encourage you to join our email list to receive additional and more frequent updates on topics including road closures, special events, important reminders and other community offerings.

How do you join the Liberty E-News List?

It’s easy—just call or email Vickie Daniel at 759-7500 or vdaniel@liberty-township.com and asked to be added to Liberty E-News!

Voice

Celebrating 35 years in 2011!
ISSUES FORUM
Get the information Before You VOTE!

A collaborative presentation of the West Chester • Liberty Chamber Alliance, Miami University VOA Learning Center and The Community Foundation West Chester/Liberty.

WHEN: Wednesday, October 20th 7-9pm
WHERE: Miami University VOA Learning Center, 7847 VOA Park Drive, West Chester

Representatives from the following ballot initiatives have been asked to participate:

ISSUE 2
PROPOSED TAX LEVY
LAKOTA LOCAL SCHOOL DISTRICT
Avoiding an operating deficit
7.9 Mills, 10 years, runs in 75 precincts

ISSUE 4
PROPOSED TAX LEVY (ADDITIONAL)
METROPARKS OF BUTLER COUNTY
Maintaining, operating and improving existing parks
0.5 Mill, 6 years, runs countywide in 298 precincts

ISSUE 6
PROPOSED TAX LEVY (GENERAL AND DECREASE)
BUTLER COUNTY
Providing and maintaining senior citizens services
2.3 Mills (constituting a renewal of part of an existing 2 Mills with a 0.7 Mill reduction), 5 years, runs countywide in 298 precincts

ISSUE 18
PROPOSED TAX LEVY (REPLACEMENT AND INCREASE)
LIBERTY TOWNSHIP
Providing for the payment of salaries of permanent police personnel etc.
7 Mills, continuing period of time, runs in 48 precincts (WC 1 – WC 48)

The Chief Facilitator will be Dr. Samuel Brewer, a retired educator, former West Chester and Butler County resident, and real estate developer. Dr. Brewer will serve as the chief facilitator for the evening. Joining him will be panelists Deb Silverman from WCPO-Channel 9 and Lindsay Hilty of the PULSE-JOURNAL. Together they will pose questions to representatives for each of these ballot issues. The community is asked to submit their questions in advance of the forum to VOALC@MUOHIO.EDU. Prior to the 7pm start those in attendance can submit questions to the panel in writing for consideration.

DO YOU NEED MORE TIME IN YOUR DAY?
If you’ve never considered outsourcing payroll – answer these 10 simple questions:
1. Did your company receive a payroll tax penalty for failing to pay on time or for the correct amount?
2. Did your employees have to remind you to issue payroll?
3. Have your employees questioned your payroll calculations?
4. Does your payroll consist of both hourly and salaried employees?
5. Do you offer multiple payroll deductions for various benefits like health or dental insurance?
6. Do you have several new employees that you will be hiring over the year?
7. Do you find it difficult to keep track of when you need to pay the various payroll taxes?
8. Have you found yourself overpaying into payroll or unemployment tax accounts?
9. Have your employees inquired about direct deposit?
10. Do you have difficulty tracking accrued vacation time?

If you answered YES to any of these questions, contact Jon Wetherill for a FREE evaluation.

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Little Things Mean a Lot

Growing Your Business in a Recovering Economy

When you invest in something important, you want results. That’s exactly what residents get from Lakota schools.

A recent survey of the community showed that citizens give the schools high grades for academic achievement. What perhaps is overlooked, however, is the fact that our schools get those great results even though spending per student is well below local and state averages.

How good are the schools? Well, according to the recently released Ohio Report Card, we’ve earned a rating of “Excellent With Distinction.” Our students, teachers, staff and parents worked hard to achieve this rating and we are all justly proud.

I am also proud that Lakota earns the rating while spending far less than many other school districts. In fact, Lakota spends $750 less per pupil than the state average of $10,253 and less than most area school districts. Clearly, our schools are a great value.

The picture is far from rosy, however. With reduced revenues and costly mandates from the state, plus the adverse Duke Power situation, we have had to cut $13 million from the budget, with an additional $10 million in cuts certain if the Nov. 2 emergency levy is not approved. Over 50 teaching positions have been eliminated, and some of our best young teachers are gone.

HOW GOOD ARE THE SCHOOLS?

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We’ve built a marvelous school system. Now we must protect it.

Corporate Health

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Corporate Health

513.891.1622

We improve the health and productivity of your workforce.

CinDay B2B

Coming November 2010

TO ADVERTISE IN THE FIRST ISSUE, CALL KENNY LANE AT 513.735.5861

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Lakota a Great Value, Great Academics

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A recent survey of the community showed that citizens give the schools high grades for academic achievement. What perhaps is overlooked, however, is the fact that our schools get those great results even though spending per student is well below local and state averages.

How good are the schools? Well, according to the recently released Ohio Report Card, we’ve earned a rating of “Excellent With Distinction.” Our students, teachers, staff and parents worked hard to achieve this rating and we are all justly proud.

I am also proud that Lakota earns the rating while spending far less than many other school districts. In fact, Lakota spends $750 less per pupil than the state average of $10,253 and less than most area school districts. Clearly, our schools are a great value.

The picture is far from rosy, however. With reduced revenues and costly mandates from the state, plus the adverse Duke Power situation, we have had to cut $13 million from the budget, with an additional $10 million in cuts certain if the Nov. 2 emergency levy is not approved. Over 50 teaching positions have been eliminated, and some of our best young teachers are gone.

We’ve built a marvelous school system. Now we must protect it.

West Chester • Liberty Chamber Alliance

“Elevating Your Performance”

Cutting edge business revelations that challenge traditional thinking, mediocrity and underachievement in today’s sales forces. In just ninety minutes, you will learn more about growing your revenue.

October 28 - 7:30-9am

PRESENTED BY:

Sue Shields
Sales and Leadership Development Specialist
Lynn McInturf Associates
Sandler Sales and Management Training and Coaching Services

Sue Shields incorporates 30+ years of sales experience into teaching and coaching. She has been a follower of the Sandler methodologies and processes for 10 years and made a major life-style change based on the principals of the program. Commitment to the process allows Sue Shields to help clients substantially increase sales and profit margins, cut on the principals of the program. Commitment to the process allows Sue Shields to help clients substantially increase sales and profit margins, cut

IN THIS INTERACTIVE WORKSHOP YOU WILL LEARN:

How to differentiate yourself from your competition
Techniques & phrases that create interest
To develop a compelling 30 second commercial

WHEN: Thursday, October 28th, 2010
Networking: 7:30 am  Program: 7:45–9 am
WHERE: West Chester • Liberty Chamber Alliance
7617 Voice of America Centre Drive, West Chester (Lower Level)
RSVP: Marge Wimmer at 513.777.3600 or email her at mwimmer@TheChamberAlliance.com
Continental Breakfast provided by Randy Warwick of Great & Company

Chamber Advisors

Growing Your Business in a Recovering Economy

Little Things Mean a Lot

Now that the economy is showing signs of recovering and you have cut expenses to the bone, how and where do you look for ways to capture your share of the re-emerging market?

Question: How can my sales team close more business?

Answer: The challenge to growing revenue and profits is threafed:
1. Most people are too eager to give out information. Dig deeper, ask more questions to identify whether an opportunity is real before presenting a solution and giving a price.
2. Sales must become more proficient at developing opportunities and bringing them to closure.
3. You must strengthen your relationships.

Question: All of my employees have been working longer hours and twice as fast but we do not seem to be making headway. Is there one thing I can do to improve performance?

Answer: Working longer hours will eventually lead to burn out for your employees and working faster inanitably leads to mistakes, inconsistency and sloppy work. Everyone can find one thing they can do that will improve performance. Don’t look for the big things. Look for something small that will increase performance by a mere two percent. If you can find that one thing this month and the next, and the next, you will yield an increase of approximately twenty-seven percent over the next twelve months. Over twenty-four months; a sixty percent increase and over thirty-six months you could realize an increase of one hundred percent.

Little Things Mean A Lot is not only a song title, but also a strategy for long term improvement of your performance...and your revenue. So, identify those little things you can do today that will lead you to a more prosperous tomorrow; pick one, and begin the journey.

SUE SHIELDS
Lynn McInturf Associates
859.620.2928
sshields@lynmitch.com

Chamber BOD Announces New Members & Officers for 2011

The Board of Directors of the West Chester - Liberty Chamber Alliance approved the following new Board Members and Officers for 2011:

New Members:
Eric Harman, President & Publisher Cincy Magazine
Tom Urban, President & CEO Mercy Hospital Fairfield

Officers:
Chair: Chris Worrell, Gradyon Head
Vice-Chair: Karen Mueller, Moran
Secretary: Char Heban, Cincinnati Children’s Hospital Medical Center, Liberty Campus

Both the board candidates and the state of officers will be voted on by membership at the November 9th Monthly Member Luncheon at Wethersfield Golf and Country Club.

Chamber Advisors

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West Chester and Liberty Township Firefighters were generous to provide a delicious firehouse chili that was prepared and served by members of the West Chester and Liberty Townships fire departments. The chili was as delicious this year as it is each year during this annual luncheon favorite!

The keynote speaker was Michael Davis with Orange Financial. Michael Davis has 23 years experience in the financial services industry and 15 years as a professional speaker and spoke to the crowd about “How to Overcome Your Biggest Financial Obstacle.”

Michael Davis shared with members the story of a young couple who were excited to be adding a third child to their family. Shortly after the birth of their son, however, they were made aware of a serious, but correctable medical condition. After nearly six months in the hospital and eight surgeries their baby boy was able to go home, but the family faced a medical bill of $1.51 million dollars.

Many families facing this type of financial responsibility would face the loss of their home and bankruptcy. This young couple had done something that many individuals and families do not do... they had taken the time to understand their benefit choices and had made an informed, well educated decision years before this happened. Taking the time to educate themselves ended up saving this family from probable financial ruin when their actual costs totaled $2,500.

Michael Davis explained that the biggest financial obstacle faced by many today is financial literacy. “There are no classes in school or college. Most people team by trial and error.” The lack of education does not discriminate and is seen in all socio-economic lines. He shared the three leading symptoms of financial illiteracy; the first being bankruptcy. Ohio, Indiana and Kentucky consistently rank in the top 10 of all States in terms of bankruptcy per capita and 62% of all bankruptcies are related to medical expenses. The second symptom is lack of savings; the value of savings is no longer a part of our modern culture. And lastly is divorce.

Lack of education not only affects individuals but it can also impact your business. “What are the implications to your business if your employees are not financially educated?” Michael Davis asked the crowd. Employees facing financial hardships will not be working and performing to their fullest capacity. The number one cause of illness is stress, and money is the number one cause of stress. Many companies offer health wellness programs within their organization and Michael Davis urged businesses to create a financial literacy program to assist their employees as well. “Educate your employees. Would you rather devote 4-5 hours out of a 40 hour workday to educate employees or lose a valued employee due to their poor personal financial decisions? A stronger workforce affects each company’s workday to educate employees or lose a valued employee due to their poor personal financial decisions? A stronger workforce affects each company’s workday to educate employees or lose a valued employee due to their poor personal financial decisions? A stronger workforce affects each company’s workday to educate employees or lose a valued employee due to their poor personal financial decisions? A stronger workforce affects each company’s workday to educate employees or lose a valued employee due to their poor personal financial decisions? A stronger workforce affects each company’s workday.”

As our honor to our veterans in November, please join us for special discussion of Jeremy Bloom’s Wish of a Lifetime. This organization made the wishes of many local World War II Veterans from Mount Pleasant Retirement Village come true by providing them with the opportunity to travel to Washington, D.C. to visit the World War II Memorial on March 31st, 2010. Jeremy Bloom’s Wish of a Lifetime made another dream a reality for a Mount Pleasant resident. June McFeters was only 17 years old when she decided to volunteer as a military medic during WWII. Because she was too young to enlist, she decided to become a civil service Army Staff Sergeant nurse in Indianaapolis.

On June 21st, 2010 her dream came true - U.S. Army officials from Columbus surprised her by recognizing her military service and granting her honorary enlistment in the Army. Our emcee is Alisa Lambert of VineHealth Corporate Health. A Liberty Township update will be provided and we will also honor our 2010 Sustaining Sponsors.

Next Month’s Luncheon
Tuesday, November 9th, 2010
Wetherington Golf and Country Club
11:30am – 1:30pm

How To RSVP
RSVP on our website at www.TheChamberAlliance.com or email Marge Wimmer at mwimmer@TheChamberAlliance.com. Luncheons are held the second Tuesday of each month from 11:30 am - 1:30 pm. Cancel before noon on the Monday before the luncheon to avoid being charged. $27 - for members and employees of member organizations who RSVP by the Friday before each Luncheon
$32 - for members who RSVP after Friday at 5:00pm
$50 - for non-members
Pay by check, MasterCard, Visa or Discover and avoid the registration fee. Special dietary needs will gladly be taken care of by letting us know when you RSVP for the luncheon.

Thank you to Tom Kaper and Tech Services for providing our Audio/Visual needs at our 2010 Luncheons! www.4tecserice.com

www.TheChamberAlliance.com
Celebrating 35 years in 2011!