

APRIL 2015

gahanna
area chamber

Business to Business

Mission Statement: To enhance the success of our members and the business growth of our community.



What's Inside

- Empowering Women Breakfast
- March Breakfast Meeting Recap
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- GATE
- April Stress Awareness Month

Business NETWORKING EXPO 2015

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Thursday, April 30, 2015 3:30-6:30pm
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empowering
women

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February Review

On February 26th Detective Sergeant Sheila Murphy with the Gahanna Police Department presented “Identity Theft & Personal Safety” tips to chamber members and guests launching the beginning of another exciting breakfast series for 2015. A few comments from Det. Sergeant Murphy;

“*Identity Theft* occurs when someone steals your personal information and uses it without your permission. This definition has many prongs in that the theft can involve:

- Social security numbers
- Signing your name to checks or credit cards
- Opening unauthorized accounts
- Using your name, address and phone number
- Or in any way, shape or form use personal identifying information as to hold themselves out to be you

Keeping in mind that laundry list of what falls under Identity Theft is longer than that, it may be easier to point out ways to help mitigate becoming a victim. Our personal information has been “out there” since we first obtained social security numbers and signed up for our first credit cards. As technology advances so do the opportunities for the bad guys to use that technology to steal our information. Identity Theft is not IF we will be victims of the theft but WHEN we will become victims so let’s make it harder.”



Next Breakfast Meeting * April 23rd * 7:30 – 9:00 AM Mount Carmel Siegel Center * 6001 E. Broad St. 43213

Join us at the next EW breakfast meeting as we focus our attention on spring fashion with Jenny Rogers, Editor, Capital Style Magazine. Learn how to rock the looks at work keeping a professional vibe, and places you can find on-trend items locally. Jenny will also share highlights from the March issue and give us a sneak peek at the May issue plus a “90 Days of Summer” feature with lots of ideas for getting out and exploring the city.

Meet the Speaker

Jenny Rogers, editor of Capital Style magazine, has been a member of the Dispatch Magazines team since April 2013. Previously, she served as the special sections editor for Columbus Monthly—overseeing Columbus Monthly Home & Garden magazine—and as the editor of Columbus Bride. A 2008 graduate of Ohio University’s Scripps College of Communications with a B.S. in Journalism, Rogers is a lifelong Central Ohioan, save for a 3-year stint in Cleveland, where she oversaw custom publishing for Ohio Magazine. **Go to GahannaAreaChamber.com/Events for registration, sponsor & exhibitor details.**



Membership Renewals

Company	Year
Accurate Transportation, Inc.	2012
Banking in Gold - Karatbars Int'l.	2014
Brenda Carsey, Keller Williams	2014
Cartridge World	2009
Codrea Financial Services	2010
Costco Wholesale-Marketing Dept.	2013
CP Road, LLC	2014
Doyle Financial Services	1999
DRK and Company	2013
Eastland-Fairfield Career & Tech. School	1994
Eastside Community Church	2012
Electric Solutions, Inc.	2013
Ervin Computer Ltd.	2007
EXIT Trinity Realty	2007
Fifth Third Bank	2004
Fisher Wealth Management, LLC	2012
Gahanna Children's College	2006
Gahanna Convention & Visitors Bureau	2003
Gant Family Dentistry	1994
Golden Dynamic, Inc.	2013
Interim Health Care	2014
Mularski, Bonham, Dittmer & Phillips	2010
Nellie's Catwalk for Kids	2014
newImage Business Cards	2004
NV Salon LLC	2011
Orthopedic One	Emerald 2012
Pearle Vision	2011
The Pine Box Agency	2011
PNC Bank	2011
Roslovic & Partners, Inc.	2008
Route Construction, Inc.	2009
Shari Sander	1994
Jeffrey P. Santilli, DDS	2000
Sassy Travel LLC	2006
Shawan-Marquis Agency, Inc.	1994
Sort & Pack, Inc.	2012
State Farm - James Reed	2003
Tilton's Automotive Service	2005
Toyota Direct	Corporate 2011

Current Membership: 397 ■

Welcome New Members

Colliers International

Benjamin Johnson
2 Miranova Place, Ste. 900, Columbus 43215
(614) 410-5647, benjamin.johnson@colliers.com
Type of Business: Commercial Real Estate

Connect To Calm

Geri Sue Sandor
5886 Wyndale Dr., Westerville 43081
(513) 907-1733, gs@connecttocalm.com
Type of Business: Holistic Stress Management

Inspire PR Group

Hinda Mitchell
153 N. High Street, Gahanna 43230
(614) 537-8926, hinda@inspireprgroup.com
**Type of Business: Advertising:
communications & digital agency**

Success Imperatives, LLC

Kenneth Di Bella
7460 Dougherty Dr., Reynoldsburg 43068
(614) 581-6221, kld@successimperatives.com
Referred by: Ron Smith, SOH Productions
**Type of Business: Business & professional
services, consultant**

Ambassador Club Contest Winner:

Paula Megert
Marketing Coordinator

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March Breakfast Meeting Recap

At the March 12th new member breakfast sponsored by The Creekside Conference & Events Center Ken Di Bella, CEO, SuccessImperatives, LLC shared the following tips and strategies for “Igniting Sales Team performance.”

The idea was presented and accepted that the only department in a company that can have a significant effect on revenue in the current calendar year is the sales department. However, sales departments historically fail to operate with a high degree of efficiency. In fact, most sales departments have 60% of their members who are not meeting quota.

The reasons are various.

- Buyers are much more knowledgeable
- There are many more products or services in every category, making it difficult to differentiate one’s product or services
- Management and producer selections are often not done based on any science rather they tend to be based on poor knowledge of the requirements it will take to be successful in that particular company.
- It is not unusual for sales managers to be selected based on their previous sales history resulting in a great sales person becoming a poor sales manager

There is a process that should be deployed to overcome these challenges:

- Complete a corporate assessment on the company creating the DNA for successful executives, managers and sales people.
- Complete an assessment on all of the sales team, which will provide knowledge as to who “can and will” make it based on the corporate criteria.
- Additionally, this will provide a road map for who can and will be trained and on what areas they need training.
- Train
- Train
- Train, training is something that should be embraced as a monthly program that will continue throughout the life of the company.

Other highlights included the introduction of eleven new members: Connect to Calm, First Data Corp, Kox & Fox Law Co., Gahanna Hardware, Minuteman Press, Ohio Dominican University, Rosen USA, Superior Enterprises Unlimited, The Mitchell Home of Gahanna, The Ripley Team Re/Max Consultant Group.



Email: kld@successimperatives.com
 Website: www.successimperatives.com



New Members: Sheri Kamer, Rosen; Dominique Nichols, Superior Enterprises Unlimited, LLC; Kenneth Di Bella, Success Imperatives, LLC; Jeff Remy, Minutemen Press; David Pydlek, First Data Corporation; Joshua Ripley, The Ripley Team LLC, Re/Max Consultant Group; and Geri Sue Sandor, Connect To Calm.

Members Making News



**A better way
to bank is opening on
March 23rd in Gahanna!**

We're excited to announce that your
Credit Union's newest location in
Gahanna at 110 N. Hamilton Road will
open next week!

Stop in our new
Gahanna
branch for special
offers!

Come visit the new branch, and meet the staff, some of whom may already be familiar to you. This new location will offer all of the same services you enjoy at our other branches, and:

- Will serve you Monday-Thursday, from 9:00 a.m. through 5:00 p.m., Friday from 9:00 a.m. through 6:00 p.m., and Saturday from 9:00 a.m. until 1:00 p.m.
- For added convenience, drive-thru hours will be Monday-Thursday, 8:00 a.m. through 5:30 p.m.; Friday 8:00 a.m. through 6:00 p.m., and Saturday 8:00 a.m. until 1:00 p.m.

Stop in and say hello, we're looking forward to providing the same great service to Gahanna residents as we do in the other communities we serve. Visit the branch with any questions, call 614.235.2395, for more information.



614.235.2395 | 800.282.6420 | kemba.org
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Business Development Opportunities

April

- 1 - Planning Team Committee Meeting**
 8:00 AM * Chamber Office
 Committee Chair, Betty Collins, Brady Ware @ Company
- 1 - Ribbon Cutting/Grand Re- Opening: EmbroidMe**
 4:00 – 5:30 PM
 Location: 950 Taylor Station Rd. Ste U * Gahanna Food, Refreshments & Give Away Drawing * No Charge to Attend Stop by & Get Connected!
- 2 - Ribbon Cutting/Grand Opening:**
 KEMBA Financial Credit Union * 12:00 Noon
 Location: 110 N. Hamilton Rd * Refreshments Provided * No Charge to Attend
 Stop by & Get Connected!
- 2 - Ambassador Club Appreciation Breakfast** * 8:30 AM
 Committee Chair, Emanuel Torres, City Planning & Development
 Location: Rusty Bucket Restaurant * 73 N. Hamilton Rd
- 7 - Taste of Gahanna Committee Meeting**
 3:00 PM * Chamber Office
 Committee Chair, Ron Smith, SOH Productions
- 9 - Business After Hours Networking:**
Pathways Financial Credit Union
 5 – 6:30 PM Location: 5665 N. Hamilton Rd. * Light Appetizers, Wine & Beer, \$50 gift card drawing
- 23 - Empowering Women Breakfast brought to you by:**
Mount Carmel
 Time: 7:30 – 9:00 AM
 Speaker: Jenny Rogers, Editor, Capital Style Magazine
 Location: Mount Carmel Siegel Center, 6001 E. Broad St. 43213
- 30 - Annual Business Networking Expo** 3:30 AM – 6:30 PM
 Location: Jefferson Country Club
 7271 Jefferson Meadows Dr., Blacklick
 Expand Your Network! Make Valuable Business Connections!
 Limited Space Available - See flyer insert for details

Remember: "It's always good business to do business with a chamber member!"

Business Promotion Packages:

- Meeting Sponsor(s) \$100:** Exhibitor Table, Advertising, Admittance for Two, Speaking Time, Meal
- Exhibitor(s) \$40:** Includes Table, Admittance for One, Meal

Details and Registration:
GahannaAreaChamber.com/Events

Board Meetings:
 2nd Tuesday of each month 7:30 AM
 Chamber Office, 81 Creekside Plaza,
 Suite 300 - C/Suites Building

Better Business Blogging Made Simple

It's simple. A business blog should do three things for your business:

- Prove to Google you are a legitimate business website with good content (which will happen when it's shared).
- Present a more human side of your business, helping your audience connect to you; this should be entertaining, or at the very least, enjoyable for your audience.
- Serve as a resource for people who are looking for (or considering) your product or service, positioning you as a thought leader or expert in your industry.



Photo Credit: via Pixabay by Settergren

A business blog is not a message in a bottle that you cast out into the open ocean. It is not addressed "to whoever finds this." It is sent directly with laser beam focus to its intended recipient – your ideal customer.

Contact vs. Comments

At the very least, your business blog needs to feature a way people can contact you. Yes, if they find it on your website your contact information is right there, as is your contact form, but what if someone shares your content or pulls it (with or without your permission)?

If you keep these guidelines in mind, accomplishing your blog goals will be easier. However, there are a few common practices (in addition to solid writing) that make up the basics of good, effective business blogging. They are:

Purpose

Business blogs have a "why." Are you blogging to keep current customers, land new ones, or educate potential buyers? Knowing your purpose will help you better narrow down your blog topics.

Grammar

A professional blog does not contain spelling or grammar mistakes. Hire someone if you have to. Texting may have changed the way we write emails but don't carry over those same short cuts to your blog. No lazy language.

Targeted Content

While you want your blog to be a vehicle by which people connect with you, this doesn't give you a license to ramble. For SEO and audience purposes, you want to narrow your blog focus. The thinner you spread yourself over a vast array of topics, the harder it will be to pinpoint an audience.

Every time you sit down to write, imagine you are writing for your ideal buyer. Who is that? How old is she/he? What question is plaguing your customers? How can you help?

Links back to your site as well as an author bio help you get the credit you deserve for your content. You should also make sure your contact information is easily accessible from your blog. You may assume they'll see the tab at the top of the page but why make your readers do the work? Make it obvious how they can contact you.

Another form of contact is blog comments. Many people are moving away from comments because even popular blogs are seeing a decline in feedback. Reading is a very passive activity and sharing feedback is usually something saved for posts that evoke a very emotional response. Most business blogs don't do this.

Ultimately, it's up to you whether you accept comments or not. If you do, you need to address each one. Manpower alone may be the deciding factor.

Your blog should entertain, inform, and educate your ideal customer. Leave the rest of the world to other blogs.

Christina R. Green teaches small businesses, chambers and associations how to connect through content. Her articles have appeared in the Midwest Society of Association Executives' Magazine, NTEN.org, AssociationTech, and Socialfish. She is a regular blogger at Frankjkenny.com and Memberclicks. She's just your average bookish writer on a quest to bring great storytelling to organizations everywhere.



Gahanna Area Training and Education, GATE, offers Gahanna Chamber members the most powerful and dynamic client attraction system ever created. Here's your opportunity to learn the latest in world class, cutting edge strategies and tactics designed to accelerate your growth and increase your bottom line. *GATE provides you with proven and tested tools, resources and support that will give you the ability to out-think, out-market and out-sell your competition.*

HOW? **1)** We help you identify your ideal client, and understand exactly what they want when they decide to buy. **2)** We help you create specific marketing strategies that focus on offering the solutions to what your target market wants. **3)** We improve your conversion rate if you would like to sell more of your products or services.

Business owners are always looking for the magic formula that can optimize the performance of their lead generation efforts. Unfortunately, there is NO magic bullet... just a systemized process that can double or triple your current conversion rates.

SO, how would you like to take advantage of the secrets to generating more leads, converting those leads into paying clients and getting your customers buying from you again and again and again?

To begin taking advantage of this member only benefit, complete the simple no obligation sign up form available on www.GahannaAreaChamber.com click on Business Resources and a GATE coach will contact you to get started. The process couldn't be easier. Questions? Contact us at info@GahannaAreaChamber.com, (614) 471-0451.

Helping you build a more profitable business!

Your GATE Team

April is Stress Awareness Month

Take the first step - become aware of what causes your stress. 75% - 95% of all doctor's visits are due to stress according to WebMD, Dr. Andrew Weil and others. When we learn to manage our stress we are able to live a calmer, healthier, happier life.



The first step in is to become aware of what is causing the stress. Some potential triggers are:

Chemicals what you use to clean your house, the air you breathe, the clothes you wear, your food.

How someone says something – the words they use and their tone.

How you react to a situation.

Thinking negative thoughts and using negative words.

Overscheduling your day and eating on the run. Taking care of everyone else and neglecting yourself. Being unorganized, not living an authentic life.

Each person has different triggers. What is no big deal for one person can be a huge stress trigger for someone else. It is all about finding out what your personal triggers are and then finding ways to recognize and manage the triggers so they no longer send you into chaos.

A good way to get in touch with your stress triggers is to keep a stress trigger journal.

Some items to note:

What reaction happened? (Note physical, emotional and mental reactions)

What set off the reaction?

Why did this happen?

Review your diary on a regular basis. See if there are any patterns. Do you get more stressed when you eat a certain food? Do you get more stressed when you have not gotten enough sleep? Do you get more stressed

when someone says something in a particular way? Is there a pattern in how and why you reacted the way you did?

When you recognize your triggers, you are able to be prepared the next time you are in stressful situation and you will be ready to react in a more positive way.

Geri Sue Sandor is a Holistic Stress Management Coach and Speaker. To find out more www.ConnectToCalm.com, 513-907-1733 or email at gs@ConnectToCalm.com .



Chamber 2+2 Program

This program shares rebates with the Gahanna Area Chamber of Commerce when you do your business supply shopping with Friends Business Source. A 2% rebate comes to your business and a 2% rebate goes to GACC to support local services and growth.

For more information, please contact your Friends Business Source Account Manager.

Tami Corbin
 Email: tcorbin@friendsoffice.com
 Phone: 800.427.1704 ext. 1117
 Cell: 210.563.5975

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