



# THE CHAMBER



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Highland County Chamber Newsletter

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## Upcoming Events Boost Support for Local Business

Spring is a busy time at the Chamber, which translates into two more great opportunities to promote and grow your business.

Thursday, March 18th is the third annual **Mini Business Expo** at **Business After Hours**. This year's event is sponsored by the **Highland County Family YMCA**, **Heartland of Hillsboro** and **Higgins Construction & Supply Company**.

The **Mini Business Expo** offers your business or organization an opportunity to promote your goods and services to your fellow Chamber members - all as a part of the Chamber's "Buy & Do Business Locally" campaign. This year's event will also be promoted to the general public, inviting them to come and see what Chamber members can do for them.

Together, the **Mini Trade Expo** and **Business After Hours** can help you "get the word" to a great audience. See the flyer inside this newsletter for specific details on becoming a part of this event.

Wednesday, April 14th is the **Chamber Annual Dinner** at the **Southern State Community College** Patriot Center in Hillsboro, sponsored by **National Bank & Trust** and **South Central Power Company**. This event is the largest of each year, bringing 200+ Chamber members and guests together for the business meeting, networking, great food and entertainment.

We will build on the success of last year's event by again having the "Taste of Highland County", a sampling of simply divine cuisine from the county's best caterers - **All Seasons Catering**, **Farmhouse Catering**, **Holtfield Station**, **Howell Delicious Catering**, **KFC Caters!**, **Katie's Confections**, **Ponderosa Catering** and **Shoelaces Catering**. Table Sponsors are invited to promote their business / organization with displays and giveaways. Nationally touring comedian and local businessman, Drew Hastings, will return with some fresh observations and entertainment.

The **Annual Dinner** is an important fundraiser for the Chamber. Plan to be a part of it, promote your business and have a great time. Watch your mail and emails for invitations and other important information.

- *Katy Farber*

## Grant Writing Workshop To Assist Non-Profits

In an effort to assist area non-profit organizations in accessing important grant opportunities the Chamber is sponsoring a Grant Writing Workshop, Monday, March 15th, 10:00a.m.—12:00 noon at the Hi Tec Center, 1575 N. High Street in Hillsboro. In partnership with the Clinton County Foundation and presented by Becky Nesbitt, Extension Specialist, Philanthropy, at the OSU South Centers, this workshop will cover:

- How to be a successful grant writer.
- What funders like to fund.
- How to apply program planning to grant writing.
- The core elements of a grant proposal.
- How to write a problem statement, objectives and methods.
- Ways to utilize soft and hard data to support your proposal.

For more information or to register for this free seminar call the Chamber at 393-1111.

## WVNU - 97.5FM Hosts Business After Hours



Thanks to **WVNU 97.5FM** for hosting a successful February *Business After Hours*. Pictured are **WVNU** owners Elaine and Pat Hays along with prize winners Lori Tompkins,, **Judith Roush Associates** and Dan Cowdrey, **Highland County Economic Development**.

## March Seminar Schedule for Business Development

The Wilmington Business Resource Center, 61 E. Main Street in Wilmington, telephone (937) 469-2058 is offering the following programs in February and early March:

### **Break - Even Analysis - Wednesday, March 3, 2010 - Wilmington, 1-3p.m.**

These are difficult times and it is essential all business operators know the sales level required for their companies to break even. This session will also focus on the important tools required to properly manage cash flows. There will also be a discussion of strategies for break even point reduction and ways to improve cash flows. Participants will be encouraged to share creative techniques that have been effective in their own businesses.

### **Registration Process for Selling to the Government - Wednesday, March 10, 2010 - Wilmington, 1-3p.m.**

This session will show attendees what information must be provided to government buyers and how to present that information in various formats such as on paper and on the internet. Find out what a Capability Statement is and how it is used. Review the latest internet tools available to register your business to sell to the government. This session is the second of three in a series pertaining to government contracting opportunities. PTAC

### **Business Start-up Seminar - Wednesday, March 17, 2010 - Wilmington, 1-3p.m.**

Starting a business can be confusing and overwhelming. This session will walk attendees through the considerations and steps required to move forward with a business idea. Many resources will be presented to help potential entrepreneurs get started down the right path. Legal requirements, protection of intellectual property as well as good business planning will be discussed. TA

### **How to Write a Business Plan - Wednesday, March 24, 2010 - Wilmington, 1-3p.m.**

Business plans are essential to the success of most businesses. They are also needed if you plan to request financing for your business. This course will take you through the basic steps and provide an outline of a general business plan. TA

## HC Manufacturing Council Meets Wednesday, March 3rd

The Highland County Manufacturing Council will meet on Wednesday, March 3rd (please note change of date) at the Hi Tec building, 1575 N. High Street in Hillsboro, 11:30a.m. - 1:00p.m. Lunch will be served. The program includes presentations from Ohio Department of Development Workforce and Talent Division covering a number of new programs targeted toward getting displaced workers back into employment. These programs offer training assistance to employers and cover a variety of employment scenarios that could benefit your company.

Please plan to attend Manufacturing Council and RSVP to the

## HFC Safety Council March 3rd Meeting

The HFC Safety Council will meet on Wednesday, March 3, 11:30a.m. - 1:00p.m. at the Municipal Building in the Moyer Room, 69 N. South Street in Wilmington. The program topic is Eyes in the Workplace. For reservations or more information, contact the Chamber 393-1111.



**Working to Provide a  
Safe Environment for  
ALL Employees**

your company.

Please plan to attend Manufacturing Council and RSVP to the Chamber office at 393-1111 so we'll know to expect you.



Safe Environment for  
ALL Employees

## Upcoming Events:

**American Red Cross**, Clinton & Highland County Heroes Awards Breakfast - Wednesday, March 24th at the Roberts Centre, Wilmington. For tickets or details call Kelley Robbins at (937) 382-0083.

**Hillsboro High School**, Prepare For Your Career Fair - Tuesday, March 30th, 9:00—10:15a.m. Contact Marilyn Mathews at 393-4417, ext. 1313 or email [mmathews@hcs-k12.org](mailto:mmathews@hcs-k12.org) if you can share career information with HHS freshman/sophomore students.

## Unsure About Chamber Sponsorship? Just Call And Ask

Over the past few months, we have received calls from many Chamber members asking if we are working with outside companies to develop maps, guides, directories, refrigerator magnets, etc. It seems there have been many sales calls asking for advertising dollars to support these projects.

The answer is **NO**, the Chamber has **not** endorsed any outside programs that would require an investment on your part. If you get a solicitation for advertising in these publications, please understand that they are not Chamber projects and do not benefit the Chamber in any way. Furthermore, please ask specific questions about the scope of the project, and distribution of the materials to be certain your investment actually benefits your business.

If you ever have questions, please call the Chamber we'll be happy to let you know if we're a part of a program that will help you promote your business!

## Save the Date: "Let's Do Lunch"

The women's diversity program, "Let's Do Lunch" spring event will be Friday, May 7th, 11:30a.m.—1:00p.m. at **Southern State Community College** in Hillsboro. Sponsored by the Chamber, **Fifth Third Bank** and **Southern State Community College Foundation**, "Let's Do Lunch" begins the third year of providing entertaining, educational programs - and a great lunch - for women from all over Highland County.

For more information on this exciting program, call the Chamber at 393-1111, and ask to be put on the "Let's Do Lunch" mailing list.

## Welcome to the Newest Investors in the Highland County Chamber of Commerce

**DeSha Co., LLC**, 1010 Jefferson Street in Greenfield is a management, services company that also owns/operates the Subway Restaurant in Greenfield and a 66 unit mini storage facility. **DeSha, LLC** is owned by Shari Royse - Bellar and Debra Crago and can be reached by calling (937) 981-3956.

**Warren Furniture**, located at 1583 N. High Street in Hillsboro, is a full service furniture and bedding retailer and authorized dealer for La-z-boy, Broyhill and SERTA since 1988. Contact **Warren Furniture** at (937) 393-6880 and let Rick Pitzer and his sales team help you with your furniture needs.

**A - Electrical and Construction, LLC**, 5085 North Fork Road, Hillsboro is owned by Tony Frye and Mike Morgan. **A - Electrical and Construction** can handle residential electrical, plumbing and home improvements as well as commercial work and trenching needs. Call (937) 763-9764 to talk to Tony and Mike about your job requirements.

# Business Connections Make All the Difference

How do you define 'networking?' The Merriam - Webster dictionary defines it as "the exchange of information or services among individuals, groups, or institutions" which is how most of us view networking on a broad level. Personally, I like this definition better, "the introduction of people with common interests to each other" because it has a more profound outcome. Wally "Famous" Amos perhaps said it best, "I truly believe, when all is said and done, networking is just another way of saying, 'people helping people'."

Author Ken Erdman, *Network your Way to Success*, taught us that people are looking for six types of connections in their networks:

1. **The Pros** - They help you get everyday tasks done efficiently and at good prices. You need these services on a regular basis and these people are anchors in your database. At times, you're in need of a new pro to replace someone or you have new regular needs so you're on the look out to meet the best ones available.
2. **The Librarians** - You can ask them anything since they always seem to have the answers! They are vast storehouses of knowledge and are multi-faceted people. Librarians are diverse readers of books, trade journals, magazines, newspapers, etc. They love challenges. Ask them a question and they'll go out of their way to get your answer, even by accessing other resources or experts in their network. And do all of this for the sheer joy of helping others with no personal agenda attached.
3. **Mentors** - They are more successful than you or have skill sets and knowledge you need. They set a standard for you personally or professionally. They take a vested interest in your success and can be called upon for special needs or introductions to others. They teach you how to navigate the waters and often share success secrets you never learned in school or through reading books. Mentors believe in cultivating their replacements and don't act as your competitors by holding back knowledge or contacts.
4. **Superknots** - You could not get along without them because they are very special friends who can seemingly get you in front of everyone who's worth knowing. They are seen as the 'super - networkers.' They grant many favors, have long memories, and will redeem those favors when needed.
5. **Advocates** - They are your evangelists and they tell everyone they know to buy from you. They act as your disciples because they love what you offer and promote you without any kick-backs or agendas. Advocates like and respect you and they're willing to tell others what they think about you. This kind of promotion can't be bought and is priceless!
6. **Tomorrows** - You haven't met these people yet and they are future connections that should be in your network. You will meet them by chance unexpectedly at events or through existing connections. As soon as you meet them you recognize their worth and want to keep them in your network.

Start your new year strong by investing in your network and taking time to build on other's networks. You never know what doors you'll open or where they might lead. Leverage the power of people and realize that relationship economics is better than money in the bank! Happy Networking!! - Hight Performance Group, 2009

What kind of connections are you making to promote and grow your business? What kind of a networker are you for other businesses? Take advantage of every opportunity to strengthen our local economy every day!

## Calendar of Events - March 2010

- March 3** - **HFC Safety Council**, 11:30a.m. - Clinton County, Municipal Building, Moyer Room, 69 N. South Street, Wilmington
- March 3** - **HC Manufacturing Council** - HiTec, Hillsboro, 11:30 - 1:00p.m.
- March 11** - **Chamber Executive Committee** meeting - 8:00a.m., Chamber office
- March 15** - Grant Writing Workshop - 10:00a.m. - 12:00p.m., Hi Tec Center, 1575 N. High St., Hillsboro
- March 18** - **Business After Hours - Mini Trade Show** - 5-7p.m., **HC Family YMCA**, 200 Diamond Drive, Hillsboro
- March 25** - **HC Chamber of Commerce Board of Directors** meeting - 8:00a.m., Hi Tec Center, 1575 N. High St., Hillsboro
- March 31** - **HFC Safety Council** - Ohio Safety Congress, Columbus