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WOW! Our keynote speaker, Chris Spielman, sure is generating a lot of interest in MACC's 99th Annual Meeting Dinner. Tickets are selling faster than ever, but there is still time to order yours. And we determined that Dyon-Baudo Rec Center can hold more than 1,000 people.

While we are certainly looking forward to Listening to Mr. Spielman, it is also an evening of honoring a few of our local heroes with awards, including the Gabe Zide Citizen of the Year, the Washington County Agriculture Award, the Zonta Woman of the Year, and MACC's own Business Leader of the Year. Above are a few of the past winners. Look on page 2 for their names and awards. Can you predict this year's winners?

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MACC's 99th Annual Meeting Dinner
Monday
March 10, 2013
Doors open at 5 pm

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Working Together. Building Success.

From the Corner Office

The Marietta Area Chamber has long partnered with the Ohio Bureau of Workers Compensation to co-sponsor the Mid-Ohio Valley Safety Council. Safety has also been important to the MACC members. In our archives we find mention of a safety program as early as the 1930's. There were 125 attendees at January's meeting, so clearly our area employers and employees understand and value safety training.

Our Mid-Ohio Valley Safety Council Board of Directors and Carrie Ankrom, the Safety Council Manager, have listened to the council members and done quite a bit of research to create programs of interest and quality for 2014. The monthly meetings also are an time to meet other safety professionals to share ideas and get advice from those in the trenches. These meetings are also a way to connect with area businesses who offer safety products and services. It's easy to find what you need right here in our region.

If you've never attended a safety meeting, look at the programs listed on page 7 of this magazine and make a reservation for one of the upcoming luncheons.

Another opportunity for safety education is the annual Ohio Safety Congress, scheduled for March 25-27, 2014. This *free (yes, I said free)* event drew 6,000 people last year. This event fills the hotels in downtown Columbus. You need to register for

the conference and your hotel now.

Who attends Safety Congress? Company owners, presidents and chief executive officers; safety, health and risk managers; human resource directors; workers' compensation managers and directors; health care and wellness personnel; paralegals and attorneys; ergonomists; and industrial hygienists.

Before you head up to Columbus for Ohio Safety Congress 2014, come to MACC's 99th Annual Meeting. It is the region's largest gathering of business men and women. This year we're hoping to have the largest crowd since I've come home in July of 2002.

This year's dinner features Chris Spielman, football player, sports commentator, and cancer warrior. Pat Amrine recently heard him speak to "teenagers 13-19 years old for the most part and during the speech you could hear a pin drop in the ballroom of the Hyatt Regency in Columbus. He was excellent and very motivational...I think you've scored a touchdown having him as your featured speaker. Congratulations!"

Tickets are \$50 per person and includes appetizers, wine and beer, dinner, program plus a few surprises!

Charlotte Keim

The front cover is a collage of a few of the award recipients from previous years.

Top Row from left: Nancy Hollister, 2013 Citizen of the Year; Jerry James, 2013 Business Leader of the Year; Charlie and Keelan McLeish, 2012 Citizens of the Year; Bob Kirkbride, 2010 Business Leader.
Middle: Ralph Coffman; 2013 Washington County Agriculture Award; Gene Huck, 2013 Business Leader of the Year.
Bottom: Steve Reed, 2012 Agriculture Award presented by Charles Ingraham, the 2011 Ag Award recipient; Becky Johnson; ZONTA 2013 Woman of the Year; and Cheryl Lang of A Unique Flower and Gift Shop, 2012 MACC New Member of the Year with presenter Charlotte Keim

Perplexed about health insurance? Despite ongoing changes, your local Chamber offers a 1.4% discount on any health plan from Anthem Blue Cross and Blue Shield.

Visit cocchealth.com to learn more.



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Mid Ohio Valley Safety Council

Save The Date!

March 25-27, 2014

Ohio Safety Congress and Expo 2014

at the Greater Columbus Convention Center

Plan to attend the largest safety conference in the Midwest.

Benefits of attending:

- Find solutions for worker safety.
- Learn from Worker's compensation & rehabilitation sessions.
- Visit Equipment and services expo.
- Free registration and CEU's.

This year's theme is finding Your Pathway to Safety. Whether you're a human resources professional, construction worker or small business owner, you can customize OSC14 to fit your needs. Pick and choose what's applicable to your business and make the Pathway to Safety that's best for you.

Join 6,000 representatives from Ohio businesses, associations and government to find realistic solutions to:

- Improve worker health & productivity;
- Prevent work force injuries & illnesses;
- Help injured workers recover and return to their lives;
- Reduce workers' compensation costs;
- Identify solutions to hazardous situations; and
- Provide cost-effective, multidisciplinary training, and professional development.

Rebate Eligibility Requirements

To receive the workers comp premium rebate, remember these requirements must be fulfilled:

- Membership in the Mid-Ohio Valley Safety Council for the current year
- Attend a minimum of 10 meetings
- CEO must attend one meeting and sign the attendance sheet
- 1st & 2nd half semi-annual reports must be completed and returned by the specified deadlines

It Is Reporting Time!

We need your Safety Council semi-annual report. The report covers July 1-December 31, 2013. The forms for the Semi-Annual Reports were emailed on January 10, 2014 to the primary contact for each company. **Please return your completed form ASAP!**

This information is needed for the awards recognition and is required by the BWC in order to be eligible for the incentive program.

If you have any questions, call Carrie at 740-373-1884 or send her an email Ankrom@mariettachamber.com.

Support Safety & Gain Recognition for your Business

Want an easy way to promote your business to 120 MOVSC members? Be a sponsor of the next monthly meeting. All that is required is a giveaway for each person and a door prize. Contact Carrie for more information— 740-373-1884.

Safety is an *ongoing concern* that must never leave your thoughts.

Upcoming MOVSC Meetings

Wednesday, February 19

Topic:
"A.L.I.C.E. Training"

Speaker:
Denny Hollern
Ohio State University
Police Department

Meeting Location:
Marietta Country Club
705 Pike Street, Marietta, OH

Wednesday, March 19

Topic:
"Live Electric Safety"

Speaker: Ken Schilling
Washington Electric Cooperative

Meeting Location:
Washington Electric Cooperative
440 Highland Ridge Rd.
Marietta, OH

Registration: 11:30 am
Program: Noon to 1 pm

Cost: \$15 includes lunch
RSVP: 740-373-5176
Email: info@mariettachamber.com



Financial Resolutions for 2014

I am pleased to present this excerpt from an article written by my colleague Seth Wolnek, JD, CFP®, CRPC® at The Lincoln Financial Network. If you are interested in reading all ten resolutions, please contact me to obtain the entire article.

1. Develop financial relationships.

It's never a good idea to make major decisions in a vacuum. Therefore it's important to develop relationships with people who can help guide your financial well-being. Get to know them, and let them get to know you. That way it's more likely they'll provide the kind of personalized service that can keep your goals on track. A good accountant can help save you money. A banker can help with loans when you really need them, and a lawyer can make sure your personal affairs are in order. And a financial planner can act like a quarterback.

2. Maximize savings, minimize debt.

Limiting debt is critical to reaching your financial goals efficiently. So it's important to keep nondeductible interest to a minimum. As you liquidate debt, you may want to direct those dollars to savings. It's advisable to maximize your savings by contributing to a tax-deductible savings plan such as a 401(k), a health savings account or a tax-deferred 529 college savings plan. In addition, you may want to consider making major household purchases on a "pay-as-you-go" basis. Anytime you reduce debt, you are, in effect, giving yourself a pay raise.

3. Review household expenditures and create a spending plan.

While often overlooked, cash flow management is fundamental to financial planning. Instead of calling it a "budget," think of it as "a plan to spend money" in order to emphasize the importance of managing cash flow. Basically, this means spending less than you earn. It's advisable to set priorities, decide how much to save and then adjust your plan accordingly. Try tracking your expenditures for three months

so you know where your money is going. This way it's easier to make intelligent decisions about spending habits.

4. Review insurance needs.

You can use insurance to protect your assets. Life insurance can provide an adequate financial cushion if a spouse dies. So it's important to regularly review your policies. Many people overlook disability income coverage, but insuring against the loss of earning power is essential to sound financial planning. A long-term healthcare policy can help you pay your expenses in the event of a serious illness or injury. And if you have a high salary or significant net worth, you should consider a personal liability umbrella of up to \$1 million to protect against liability risks.

5. Leverage assets.

You should consider leveraging assets to take advantage of financial opportunities. If you have a low-interest mortgage, for example, think about directing any extra cash to higher-paying investments rather than paying down the loan. A home equity loan is usually cheaper than a consumer loan, and the interest is tax-deductible.

6. Manage your taxes.

Taxes can take a big bite out of income and capital gains. You might consider steps that can all yield tax deductions.

Talk to your financial planner about:

- ◆ Your overall financial picture and how to preserve and grow your assets
- ◆ Drafting a set of financial resolutions that are appropriate for you
- ◆ Strategies to help you achieve your goals and objectives

The content of this material was provided to you by Lincoln Financial Securities Corporation for its representatives and their clients. CRN-780587-121213



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Our Customer Pledge to Our Chamber Members

- You will get a friendly greeting when you contact the Chamber by phone or when you walk through the door.
- The Chamber staff will strive to get to know you as an individual, become familiar with your products and services and seek ways to help you succeed.
- When dealing with customers who have a complaint or inquiry about your business, and when referring customers to Chamber member businesses, the Chamber will follow a strict policy of integrity, confidentiality and fairness.
- The Chamber staff will respond in a speedy and appropriate manner to any requests you may have, using the resources available, and exhibit a professional knowledge of business issues which may affect Chamber members.
- The Chamber will work to provide the best possible services to benefit your business, whether it be through networking, meetings, publications, affinity programs, or business seminars.
- The Chamber will encourage your positive participation and support of Chamber programs, committees and events. Members who are engaged with MACC report a positive impact.
- At least once a year, a Chamber staff member or Ambassador will personally visit you at your place of business to gather your input and ensure that the Chamber is living up to your expectations.

Our Mission: *To represent business by*



providing leadership that proactively influences government and the community and creates resources, education, networking opportunities and outreach for business.

Merle Norman & More Hosts BAH in January



Sharon Shaner and her lovely team at Merle Norman & More warmly welcomed chamber members and guests to our first BAH of 2014. Despite the arctic weather, we enjoyed our time checking out the latest in beauty products for women and men. Bella Via hair salon is Sharon's newest venture and is located next door on Tiber Way in downtown Marietta. Don't worry, there's a door way connecting the two businesses, so no need to go outside.

Pictured above on the left are Ann Hontz, Ely Chapman; Jennifer Offenberger, Memorial; Health System; and our hostess Sharon Shaner.

Above on the right is Donny Beaumier with Before and After Remodeling accepting a door prize while Tonya Anderson, Building Bridges to Careers/Teen Career Awareness Initiative, and Pam Holschuh, Copper Leaf Interiors, look on.

Below: Elsa Thompson, Bird Watchers Digest, and MACC Director, Dan Harrison, Harrison Construction.

Marietta Bucks Give-Away

Too bad Brittany Prunty wasn't at January's BAH. She missed winning \$500 in Marietta Bucks gift certificates!

Join us on February 13 from 5 to 6:30 pm when United Rental hosts Business After Hours for another chance to win \$500 in Marietta Bucks.

YOU MUST BE PRESENT TO WIN!



Your Chamber can help you save money on your **workers comp premium.**

We partner with Careworks Consultants and Frank Gates to offer our chamber members savings through a workers' compensation group rating program. With the deadline approaching, it's time to look at saving money by enrolling in one of MACC's group rating programs. You may be able to save BIG money on your workers' comp premiums. To see how your company can benefit, you must complete an AC-3 (Temporary Authorization to Review Information).

The deadline to return your group rating packet is February 21, 2014. To request quotes, please contact :

CareWorks Consultants toll-free at 1-800-837-3200 and/or

Frank Gates toll-free at 1-800-395-4119.

Be sure to mention you are a member of MACC so that you can gain access to the Chamber's group rating programs. Over 100 MACC members are in one of these two plans.

**March 10 2014
MACC's 99th
Annual Meeting Dinner!**

Make your reservation now so you don't miss attending one of Ohio's largest chamber annual meeting dinners!

Monday, March 10, 2014 promises to be an evening filled with networking, exhibits of local businesses, surprises and our keynote speaker, Chris Spielman.

"There are athletes in this world who are good at what they do: And then, there are athletes who are good to the world as well."



Chris Spielman

At this year's event we are proud and thrilled to introduce this All-American, Hall-of-Famer, OSU Buckeye, professional football linebacker with the Detroit Lions, Buffalo Bills, and Cleveland Browns, now ESPN analyst Chris Spielman. But he's more, he's a cancer warrior, continuing to fight cancer even after his wife Stephanie lost her battle.

Thanks to Marietta College for working with MACC so we can hold this year's event in their Dyson-Baudo Recreation Center on the college campus. Thanks to our members who help support the annual meeting and dinner.

We hope you are looking forward to your Chamber's 99th Annual Dinner - it will be an evening to remember!

Tickets are \$50 per person and include social hour with appetizers, beverages, three course dinner, awards and program. Call 740-373-5176 to make a reservation. Email info@mariettachamber.com or go online at www.mariettachamber.com.

What do you think?

MACC is a private, non-profit business association, supporting and promoting business throughout the Mid-Ohio Valley. Our members include the area's largest employers, small businesses, professionals, and sole proprietors. Retail, healthcare, manufacturing, law, construction, IT, hospitality, banking, art, transportation, agriculture—all and more are part of MACC.

The MACC Board of Directors considers the interests of these diverse entities when taking stands on legislative issues. It's not always easy, but the MACC leadership team strives to do what is in the best interest of business, big and small, knowing that not everyone will agree with the decision. We ask: Is this good for business growth and for our economy? Is it good for our community?

Senator Lindsey Graham of South Carolina recently said, "I like the chamber of commerce. I like the idea that people who compete against each other during the day come together for the common good."

You'll have insurance companies that compete against each other, you'll have lawyers, you'll have bankers who basically fight for market share during the day but through the chamber they try to come together and build up the community."

"When it comes to problem solving Washington is broken, and I think the solution is not more people yelling," Graham continued, "But *somebody willing to roll up their sleeve and fix problems, like you have to do at the Chamber level and you have to do in the private sector.*"

MACC works with area organizations on economic development. We partner with the CVB, Marietta Main Street, the Small Business Development Center, and the Southeastern Ohio Port Authority. And, of course, we work with you, our local business folks.

MACC's staff and the volunteers on our Board of Directors, our Ambassadors, committee members and our members know how to get the job done.

We roll up our sleeves and fix problems.



**Marketing Options
with
Your Chamber
Morgan Cochran
Member Services**

Looking to reach the folks in the Mid-Ohio Valley who make decisions, make money and, oh yes, have just a bit of discretionary income?

Are your services and products used mostly by other businesses? You can use mass media to reach your audience OR you can try the Chamber. MACC offers print, email and online advertising. At rates even the smallest business can afford. It costs just \$30 to reach 1,000 people with this magazine.

- B&W Business card inside is \$30 for a single month.
- Outside back cover color banner ad is \$175.
- Flyer insertion is \$150 and you supply 1,000 copies.

You can also reach 1,100+ people with an e-ad. On Tuesdays and Thursday we will send an email ad exclusively for your business for \$65. Open rate are 20-40% and clicks on the link to your website or Facebook page average 5.9%.

An ad in Monday's weekly e-newsletter has similar stats and costs \$35.

For more details and to reserve space, just call me at 740-373-1883 or email Cochran@mariettachamber.com.

Choosing to work with the MACC was an easy decision for us. Putting ads in the e-newsletters and in the *Entrepreneur* was an effective way to reach our most important and valued clients: Marietta local business owners and decision-makers. The Chamber staff was extremely helpful, giving us the support and flexibility to be as creative we wanted. Advertising with the MACC was a great and affordable way to reach the right people with the right message. - Kurt Vogel, Director of Marketing with Jani-Source

4 Tips

Grow Your Business using Social Media

It's not enough just to create a Facebook page and Twitter account, you must use these tools to promote your business. Most customers expect you to be active on both platforms. Here are tips to help leverage your social media activity.

1. Show up every day. Although you don't want to overburden your customers with too many postings, it is important to show you are active everyday of the work week. Are you running a special this week? Want some feedback on what your customers think of your service or your product? Make a point of posting at least one interesting thing daily.

2. Make it worthwhile. Post a special promotion code for Twitter followers or offer a free item for customers who "Like" your Facebook page.

3. Be timely. Think about the time of day you tweet or post. Post too early or too late and many people will miss what you have to say. If you're highlighting a food item, try and tweet near the lunch or dinner hour. Make sure you post last minute specials.

4. Delegate the task. Social media is time consuming and can be addictive. As a business owner, if you don't feel you have the time to make a good effort, delegate the tasks to someone else. The point of using social media is to make sure customers see your business as dynamic.

Ask SCORE article, abridged by SCORE Volunteer Ed Osbourne

For help adapting to any trend affecting the future of your small business, contact SCORE at the Small Business Development Center, 305 Front Street, Marietta. 740-373-5150.

Or visit our website at www.score.org.

Get the Chamber Connection!

Business After Hours
Thursday, February 13
5—6:30 pm

United Rentals

18417 State Route 7 South

\$5 Special Member Price
\$10 General Admission



Professional Women's Roundtable

"The Professional Woman Caring for the Elderly"
Laura Miller, Comfort Keepers

Wednesday, February 26
11:45 am—1 pm
daVinci's

\$10 MACC Member Rate
\$15 General Admission

CALL 740-373-5176 to make a reservation. .

MACC Member News

Marietta-Washington County Convention & Visitors Bureau's annual meeting will be February 18 at 7 pm at the Comfort Inn in Marietta. The featured speaker will be Melinda Johnson Huntley, ED, Ohio Travel Association.

Congrats to Chris Hall of **Hall Financial Advisors** on being named #2 Top 40 under 40 Independent Broker/Dealer Advisors List!

ProCare Vision Center is now **Sprout Vision Center**. Dr. Holly Sprout, OD, is still at 316 Second Street, Marietta, OH and the phone is still 740-374-3937.

All Pro Nutrition is celebrating their 15th Anniversary! Stop in at 252 Front Street, Marietta and try a delicious smoothie or coffee and wish them a Happy Anniversary!

**Welcome New
MACC Members**

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