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Marietta, OH 45750

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### A Grand Opening: Stonebridge Oilfield Services



Welcome to 406 Colegate Drive, Marietta! Owner Eddy Biel spoke, "I have a vision for my companies—Stonebridge Oilfield Services, Washington Resources Group, and Washington Water Solutions. Washington County has the potential to be the epicenter of the latest boom brought about by drilling and exploration of the Utica Shale formation." This proud fourth-generation oilman shares his ancestors' values: a drive to never give up, a love of our natural world, an understanding of the greater world around me and last, but certainly not least, a passion for working. Cutting the ribbon are Todd Shelton, US Senator. Portman's Office, owner Eddy Biehl, Congressman Bill Johnson, Ohio Senator Lou Gentile, Charlotte Keim, County Commissioners David White. Also attending were Tim Irvine, Ron Feathers, MACC Ambassadors, and Stonebridge employees.

**Celebrate the Farm** and we sure did at October's Business After Hours hosted by Stacy Family Farm on Route 7 in Reno. Pumpkin painting, hotdog roasting, riding in the hay wagons, or chatting with our expo exhibitors, the rainy autumn weather didn't dampen any spirits nor the fall colors. It was a fun-filled family evening.

Catch us November 13th for BAH at Fairfield Inn & Suites !



Hyde Bros. AD



### Growing Your Business—Be Part of the Shale Boom

**What's Your Best and Highest Use® ? Find out on:**

**Nov. 5, 2014**  
Registration: 11:30 am  
Lunch: Noon—1 pm  
Workshop 1:30-4:30  
Marietta Country Club



after the luncheon.

More details on our website or by calling 740-373-5176. Here's what one client said about working with Andy:

*"There are a lot of business consultants out there but none like Andy. I hosted a breakfast roundtable of clients with Andy as speaker. Everyone was impressed with his "cut to the chase" philosophy that made you take a hard look at yourself without feeling insulted. If he believes he can help your organization and you are willing to be open to creative ideas then Andy is your guy."*

-- David Lang, Associate  
Chartwell Group, LLC, Cleveland

Interested in growing your business? In learning more about opportunities arising from the shale boom?

Andy Birol, Shale consultant, author and international growth expert, is the featured speaker at MACC's November 5th luncheon/briefing at the Marietta Country Club. For those who want an in-depth workshop on identifying the Best and Highest Use® to grow your business, Andy will conduct an in-depth workshop for \$99 per person

It's quick! It's easy! You may register for MACC events online and now you can even pay when you register. If you don't have a user name and password, let us know and we will get you set up. Then you will be able to login, see member-only info, register for events, pay bills, update your contact info and enhance your online directory listing.

### Shop Small | Saturday November 29

The first Small Business Saturday was held on November 27, 2010 and the idea was founded by American Express. Their hopes were to get more people to shop at small businesses and increase awareness of how important it is to shop local or "shop small" as they have named it. Since then, it has grown into a national campaign and continues to grow every year always being held on the Saturday after Thanksgiving.

This year, MACC has signed up for the national campaign for Small Business Saturday as a "Neighborhood Champion". Be on the lookout for more details in emails from MACC and signs in various small businesses.



PLATINUM  
LEVEL  
SUSTAINING  
MEMBER



## From the Corner Office

While we take a few moments each month to look back at the past hundred years and share glimpses of the Chamber and its activities through the decades, we remain firmly committed to developing our community's future.

A committee is already well into planning our 100th Anniversary Annual Meeting and Dinner scheduled for Monday, March 9, 2015. We want to make it a memorable evening, share some of our rich past, our accomplishments as one of Marietta and Washington County's oldest organizations, and look forward to the next century. We plan to roll out information about our speaker and other event plans for this celebration in the December issue of the *Entrepreneur*. Stay tuned!

Back to the present: The shale boom is here. For our local businesses who are seeking ways to be part of this exciting economic development, the Chamber is pleased to present

Andy Birol's luncheon and briefing on ways to connect your business with the shale boom followed by a workshop with specific and detailed ways you can position your business. We hope you join us—if you aren't sure you want to make the \$99 investment, come to the lunch for \$15 and if you see value, you can decide to stay for the workshop. Payment will be expected, so bring cash, check or credit card.

It's the holiday season—think Marietta Bucks for your Christmas gifts. Marietta Bucks are good for our local economy. Supporting our merchants and restaurateurs, Marietta Bucks are good at retail stores, eateries, hotels, grocery stores, landscapers, jewelers, etc.. This gift certificate doesn't limit the recipient to one store or one type of merchandise; it truly fits all sizes, all shapes, all needs. Call 373-5176 to order Marietta Bucks for the holidays!

*Charlotte Keim*

## From the Archives...1945

Marietta—A CITY FOR THOSE IN LOVE WITH LIFE

A 1945 Visitor Guide produced by the Chamber described Marietta as an ideal place to spend an enjoyable weekend. This Guide provided the visitor with a "systematic manner" for visiting 30 sites of interest in Marietta. Site #1 was Lafayette Park, #2 was Rufus Putnam Landing and so on to Site #30, the College Boathouse. Visitors discovered that "Marietta offers you many recreational advantages that will add greatly to the pleasure of your visit. ...excellent fishing, boating and swimming...numerous camping sites...well shaded and fully equipped parks. Marietta is famed nationally as a host to touring and business guests. Some of Marietta's 20 restaurants have won national recognition..."

This guide recommended, "Be sure to bring your camera to Marietta. Beauties of nature, in the valleys and the hills, steamboats on the river, beautiful old homes—all these await in focus for your visit."



Visitors today enjoy our historic sites, our outdoor recreation, and certainly this valley is ideal for photographers, professional and amateur.

A marvel not mentioned in the Guide was a totem pole (pictured left). A visitor to our city back in August 1945 mailed us the guide and some of the photos she took in August 1945, including this incredible totem pole.

If you have information about this totem pole, please let us know. What was its purpose? Was it placed in commemoration of a special event? Where exactly was it? What happened to it? Inquiring minds would like to know more.

### 2013-2014 MACC Board

**Donn Schafer, Chairman of the Board**  
Settlers Bank

#### Executive Committee

**David Bricker, Education**  
Hampton Inn

**Colleen Cook, Past Chair**  
TheisenBrock

**Dan Harrison, Business Advocacy**  
Harrison Construction

**Mark Morris, Member Services**  
J.D. Byrider

**Terry Rataiczak**  
**Communications & Technology**  
Kinetic Networking

**Steve Smith**  
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Selby Hospital

**Rick Stafford**  
**Industry/Shale Development**  
Peoples Bank

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Marietta College

**Gary O'Brien**  
O'Brien's Safety Services

**David Vandenberg**  
Microbac Laboratories

**Joan Zoller**  
Trademark Solutions

#### MACC Staff

**Charlotte Keim, CCEO-AP**  
President/CEO

**Carrie Ankrom**  
Program & Events Manager  
MOV Safety Council Manager

**Morgan Cochran**  
Member Services Manager

**Tom Fulton**  
Project Manager

**Candi Heiss**  
Better Bookkeeping Services

**Emily Malone**  
Administrative Assistant



# Mid Ohio Valley Safety Council

Information compiled by Carrie Ankrom, Safety Council Manager

## SAVE THE DATE! Half Day Seminar Offered! "Identifying Meth Labs & Users in Your Everyday Life"

Did you know Ohio ranked fourth in the nation for seized methamphetamine labs, chemicals and dump sites in 2013? Authorities uncovered 1,010 labs, chemicals and glassware used in the drug's cooking process, according to a report by the Missouri State Highway patrol.

Sgt. Kevin Hornbek, Washington County Sheriff's Department Major Crimes Task Force Division, will be speaking on "One Pot Meth Labs" and the dangerous effects associated with them. There will be a presentation and a group discussion with a question/answer period to follow.

Members of the MOVSC who attend this meeting earn one regular safety council meeting credit.

#### Mark Your Calendar:

**Thursday, November 6, 2014**  
9am-Noon

**Washington State Community College**  
Graham Auditorium

**Cost is \$15 for MOVSC & MACC**  
**\$18 for the general public**

**RSVP by calling 740-373-5176 or email to ankrom@mariettachamber.com.**

### Ohio's Safety Council Members Save \$5.8 Million in 2014

Each Ohio safety council has the same goal - to increase safety awareness. With more than 80 safety councils, the Ohio BWC reports the rebate to Ohio employers is \$5,891,429.54. Locally, our eligible MOVSC Members saved \$86,567.65 in the 2% Participation Rebate.

Not all members receive the initial 2% participation rebate. A large number of employers were enrolled in a group-experience rating program last year and are only eligible for the 2% performance bonus to be calculated and distributed in upcoming months. The 2% performance bonus is for those who reduced either frequency or severity by 10 percent or maintained at zero.

Group-experience-rating program employers who meet rebate eligibility requirements can earn a 2-percent performance bonus rebate only.

Group-retrospective-rating program employers who meet rebate eligibility requirements can earn a 2-percent participation rebate only.

NOTE: The rebate offer excludes self-insuring employers and state agencies.

## MOVSC Upcoming meetings

**Wednesday, November 19**  
*Smoking and the Effects on  
Your Workforce*

Featured Speaker:  
Stephanie Davis

Ohio Tobacco Prevention

**Wednesday, December 17**  
*Is Your Load Ready For The Road?*

Featured Speaker:  
Tom Dempsey

Dempsey Transport

**Wednesday, January 21**  
*"Office Ergonomics"*

Featured Speaker:  
Gene Mallett

Thermo Fisher Scientific

#### Meeting Information

Marietta Shrine Club  
Registration: 11:30 am

Program: Noon to 1 pm  
Cost: \$15 includes lunch

RSVP: 740-373-5176

Email: info@mariettachamber.com



**Wolf Creek**  
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405 Watertown Road  
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## Charitable Remainder Trusts

Brought to you by Peter J. Keim  
In conjunction with Lincoln Financial Securities, a registered broker/dealer\*

Financial terms are usually either very clear in their meanings, or so jargon-laden that they're only comprehensible to accountants and tax attorneys. The charitable remainder trust (CRT) is another breed altogether.

While the term suggests that these trusts are used for philanthropy, they're primarily a vehicle designed to help minimize capital gain tax consequences for wealthy individuals who want to sell a highly appreciated asset.

The primary objective when dealing with a CRT is to sell an appreciated asset and not pay capital gains tax upfront. The specified charity receives the proceeds only when the trust ends, but that can be 20 or 30 years out. There is a philanthropic component, but that isn't the main objective.

The two basic forms of CRTs are the charitable remainder annuity trust (CRAT) and the charitable remainder unitrust (CRUT). The major difference between the two forms is the nature of the income payments you receive. A CRAT pays income at a fixed amount per year, based on the value of the initial funding assets. For this reason, it enables you to secure a fixed dollar amount of lifetime income.

The payout from a CRUT, on the other hand, is variable. A unitrust pays a fixed percentage of the annually redetermined value of the trust assets. Because the assets are revalued annually, there is potential either for growth or decline in dollar payments.

So how does this financial vehicle work? In short, you transfer appreciated assets into the trust and the proceeds from the sale of the asset are free of capital gains tax. The trust then produces income for its creator until its termination date, at which time the remaining assets in the trust are transferred to the designated

charity or charities.

Income derived from the trust is taxable at different rates since it's drawn off in four stages: first, as ordinary income and dividends; then in capital gains; then as tax-free income, such as from municipal bonds; and finally, a return of basis or principal. That makes the income kicked out near the end of the trust's life a client's basis, and thus would be tax-free.

Distributions from charitable remainder trusts can be made at the trustee's discretion.

The tax savings from that deduction can be used to buy a life insurance policy to benefit heirs to replace the assets then going to charity, subject to underwriting approval. That gives assets back to the family in a tax-advantaged fashion.

Before you set up a charitable remainder trust with either a CRAT or a CRUT, you should consider the following:

- Determine if you have sufficient appreciated assets and tax consequences to justify creating a trust.
- Keep in mind that these assets will forever be out of reach.
- Assess how you feel about having the trust's proceeds bypass your heirs. A life insurance policy may be used to help preserve an estate to your heirs.
- Consult your attorney and accountant so the trust is set up and administered properly on an annual basis.



### Keim Financial Services



Peter J. Keim,

CRPC®

NEW ADDRESS

219 Greene, Suite 2.  
Marietta, OH 45750

Tel. 740-374-6043  
888-439-4543

Visit our website at  
[www.keimfinancial.com](http://www.keimfinancial.com)

Peter J. Keim is a Registered Representa-



ative and Investment Advisory Representative offering investments and advisory services through Lincoln Financial Securities Corporation. Member SIPC, FINRA. Lincoln Financial Securities is a member of the Lincoln Financial Group which is the marketing name of Lincoln National Corporation and its affiliates. Lincoln Financial Securities Corporation and Keim Financial do not offer tax or legal advice and are not affiliated.

CRN200804-2015929



### "Enhance Your Membership Listing"

Morgan Cochran  
Member Services

The enhance your membership listing is continually growing as more and more members start updating their information and uploading pictures and videos to their listing on our website. You've seen us advertising for the new "Enhance Your Membership Listing" option in the Entrepreneur and through email, but I wanted to show you what other Chamber members are saying that have utilized this new feature.

"Updating the MACC listings for our companies was very easy. Editing information and uploading pictures was intuitive and user friendly. Being able to add photos when needed keeps our pages fresh. There are still many portions of the member pages that we should utilize more often, like the calendar events and member updates, but being able to modify our information quickly and easily has helped us tremendously."  
- Emily Martin, Clay & Associates



"After having my "Mini Session", I was able to enhance my membership in many ways. There were multiple things I added and changed on the Marietta Chamber of Commerce site. First, I changed parts of the settings such as current employees. I also uploaded photos of the Betsey Mills Club as well as our Betsey Mills Logo. I recently posted the Chamber of Commerce Membership Badge on our website. I have continuously been creating events that have been posted on the website for all to see. My experience with enhancing my listings has been very easy. The site is easy to navigate and it is simple to find what I am looking to enhance for The Betsey Mills Club."  
- Tara Steed, The Betsey Mills Club

"Enhancing our Qdoba membership listing was easy. We added some photos and a logo and the process was quite simple. At first, we ran into a roadblock because of some settings that had to be adjusted by someone from the MACC office. Morgan was able to do that very quickly for us and, after that, everything was smooth sailing!"  
- Donna Grose, Qdoba

Now that you've seen how easy and beneficial it is to your business, won't you join us for a mini-session? It's free and only takes 15-20 minutes! The next one will be on Friday, November 14 from 9am-4pm in the MACC conference room. If you can't make it, give me a call and I will come to your business and show you how to enhance your membership listing.

Call me directly 740-373-1883 or send me an email at [Cochran@mariettachamber.com](mailto:Cochran@mariettachamber.com)

## THIS YEAR GIVE MARIETTA BUCKS!

The Perfect Gift-Fits any size, any budget, any taste!



And they are good for redemption at 90+ local establishments.

Available in denominations of \$5, \$10, \$20 or \$25, these gift certificates are ideal for your employees, friends and family. With Marietta Bucks, they can shop at their favorite local store and get the perfect gift!

To order your Bucks or become a Buck's redemption location, please contact the Chamber at 373-5176.



Happy 75th Anniversary to Wetz Trucking & Warehouse! Wishing you many more years of success!

### NEW MEMBER ORIENTATION!

**GO AHEAD—Take Advantage of MACC**  
Join us for Coffee, a light breakfast, and making connections.

Date: Friday, November 21  
Time: 8 am to 9 am  
MACC Conference Room

We'll share information about MACC's cost savings programs, marketing assistance, connecting with social media, enhancing your web presence, plus more about Safety Council, Ambassadors, BAH, and PWR.

RSVP: 740-373-5176



Wishing you and yours a Bountiful and Happy Thanksgiving!

# Caught on Camera: MACC's Members



In October the MACC Ambassadors visited O'Neill Center, The Galley/Adelphia Music Hall/The Hackett Hotel, Faces By Design, Pastime Lanes and Goldline Jewelers.

Go to Facebook/MariettaChamber to enjoy these and more in color and full size.

**Only 53 Days til Christmas! It's time to order Marietta Bucks gift certificates**—they are the right size and the right color for all your holidays gift needs. Available in \$5, \$10, \$20, & \$25. Call 740-373-5176 to place your order.

## Ask SCORE:

### When It Comes to Leads, Quality Trumps Quantity

Many new sales begin with a lead, so try to generate as many prospects as possible.

Learning as much as you can about each contact can help you better separate promising prospects from dead ends, resulting in a more focused sales effort. Focus on narrow, targeted prospect definitions rather than large, sweeping markets; concentrate on your company's compelling advantage

Your best leads are those that know you or are referred by a trusted source.

You can make the most of each sales lead by using the opportunity to learn about your market. Invite recipients to send feedback to your company about their current and future needs, and whether they'll be interested in learning more about your product or service. This information will help you tweak your sales approach and product/service to the needs of your potential customers.

Participate in web-based surveys using a process and questions from the recipient's point of view. Nobody likes to take time out to complete a cumbersome survey. Make sure your email message is as personalized as possible.

Don't look at leads as "either/or" outcomes. If you contacted someone who sounded interested in your product/service but wasn't ready to buy, follow up periodically with a call, email, or a brochure. Do not add them to an email newsletter or promotion unless they specifically request it.

To learn more about developing winning sales and marketing strategies for your small business, contact SCORE at the Small Business Development Office, 305 Front St., Marietta, 740-373-5150.

Call 740-373-5150 to schedule an appointment with a SCORE counselor.

Small Business Development Center  
308 Front Street, Marietta, OH  
[www.score.org](http://www.score.org)

# Get the Chamber Connection!

## Welcome New MACC Members

**L'dara Marketing Partner**  
**Amanda Walters**  
(740) 516-1860  
Waterford, Ohio  
*Amanda Walters, Owner*  
[www.theldaradifference.com](http://www.theldaradifference.com)

**Managers Resource Group, Inc.**  
(304) 488-0366  
1248 New England Ridge Road  
Washington, WV 26181  
*David Williams, Vice President*  
[www.managersresourcegroup.com](http://www.managersresourcegroup.com)

**BeutiControl**  
(740) 350-0186  
Marietta, Ohio  
*Joy Farley, Owner*  
[www.beutipage.com/joy\\_spagirl](http://www.beutipage.com/joy_spagirl)

## Best and Highest Use Luncheon & Workshop

**Wednesday, November 5**

Marietta Country Club  
Luncheon & Briefing: 11:30am  
Members: \$15 each includes buffet

Workshop: 1:30pm-4:30pm  
MACC Member Cost: \$99  
Cash or Check required prior to admittance

## Business After Hours Thursday, November 13

**Fairfield Inn & Suites**  
200 Cherry Tree Lane  
Marietta, OH 45750  
5-6:30pm

\$5 Special Member Price  
\$10 General Admission

**Professional Women's Roundtable**  
Combined November/December Meeting

## "Giving Back"

Featured Speaker  
Captain Wanessa Moore  
Salvation Army of Marietta, Ohio

**Wednesday, December 3**

Davinci's  
215 Highland Avenue  
Williamstown

11:45am-1pm

\$10 Special Member Rate  
\$15 General Admission

RSVP for All MACC Programs

Call 740-373-5176 or go online at [www.mariettachamber.com/events](http://www.mariettachamber.com/events) to register



## Free Excel Training Classes!

Join Jani-Source's Kurt Vogel for free training classes in Excel!

Classes are held from noon-1pm at the Chamber.

Space is limited: Please RSVP to Morgan at [cochran@mariettachamber.com](mailto:cochran@mariettachamber.com) to reserve your seat!

Bringing a laptop is encouraged.

Training Schedule:

Excel Advanced - November 4