

CELEBRATING

40

YEARS

THE VOICE

Connecting People and Possibilities

FEBRUARY 2016 VOL. LXXX ISSUE XLIII

Celebrate With Us!

Our 40th Anniversary Celebration will be
Friday, March 11 at 6pm,
Cincinnati Marriott North at Union Centre

40th Anniversary
Sponsor

West Chester
Hospital | UC Health.

WHAT'S INSIDE

3 LEADING FROM THE CENTER

6 JANUARY LUNCHEON RECAP

9 LEADERSHIP 21 FOCUSES ON HEALTH CARE

10 TOWNSHIP UPDATES

EXECUTIVE

JOE HINSON, IOM, President & CEO
jahinson@TheChamberAlliance.com

ADMINISTRATION

KELLY BITTLINGER, Administrative Coordinator
and NEXT YP Liaison
kbittlinger@TheChamberAlliance.com

MIKE POWELL, CPA, CFO
mpowell@TheChamberAlliance.com

SPECIAL EVENTS & MARKETING

KATHY RAMBO, Vice President - Special Events
ktrambo@TheChamberAlliance.com

PAM GRUBER, Marketing, PR and Events Coordinator
pgruber@TheChamberAlliance.com

MEMBERSHIP

KENNI BLACHÉ, Director - Membership Services
and Leadership 21 Facilitator
kjblache@TheChamberAlliance.com

KAREN LOUDER, Account Executive - Membership Services
klouder@TheChamberAlliance.com

JULIE ABRAMS, Account Representative - Membership Services
jabrams@TheChamberAlliance.com

ADVOCACY

BOB WIWI, Small Business Advocate
bwiwi@TheChamberAlliance.com

GEORGE GLOVER, Government Relations
glover@focusedcapitalsolutions.com

BUTLER TECH

DAVID HELMS, Assistant Superintendent
helmsd@Butlertech.org

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as of January 21, 2016

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TOP BUSINESS TRENDS FOR 2016



It's no secret that many of today's businesses are experimenting with different tools and strategies with the hope of increasing revenue and overall success. So as we begin the New Year, it might be beneficial to look at the trends of leading businesses throughout the nation. The following top business trends from *Forbes Magazine* may help drive success for your organization in 2016.

Focus on connecting customers. It has become clear that we are in a connection economy. This economy rewards value created by building relationships and creating, rather than building assets. This means that value minded companies will connect buyer to seller, or consumer to content. Consider these examples:

- Uber is the largest "taxi" company – yet they own no vehicles but excel at connecting riders and with drivers.
- AirBnB is the largest provider of accommodations – yet they own no real estate.
- Facebook is the largest media company – yet they create no content.
- Kickstarter and IndiGoGo are expected to surpass venture capital for funding in 2016 – yet they have no funds to invest.

It used to be sufficient to sell a product and receive revenues; customers now seek to connect with other like-minded individuals to get the most value in the long run. If you want to build something that stands the test of time, connect your customers to each other and to valuable resources that extend beyond the sale.

Embrace Millennials. According to the Census Bureau, Millennials (birth years between early 1980's to early 2000's) now represent the largest customer and employee group in the nation. Millennials want to buy products from companies that care about things that matter the most to them, and work for companies they can be proud of. Since Generation X (birth years between early 1960's to early 1980's) is much smaller demographically, Millennials will be the dominant force for future leadership roles. Because they have aspirations that go beyond their current skills, they need to see a clear vision of their growth and future role in the organization.

Invest in a culture of customer service. According to the New York Times Bestselling book "Globally" we spend \$500 billion on marketing each year and \$9 billion on customer service. This is despite the fact that we know that customer retention is the quickest way to profit growth. Companies are starting to embrace the notion that **customer experience and customer service is the new marketing**. It is predicted by 2020 that customer experience will be more important than price for B2B purchasers.

The fastest way to grow your business is to **not lose existing customers**. Customer service has become a spectator sport. Top companies realize that online customer complaints spread like wildfire. Customers will pay a bit more for an incredible experience.

Look to engage customers and employees more. According to a study done by Microsoft, the average human attention span is eight seconds. This fell from twelve seconds in the year 2000. Recognizing that Millennials are the largest segment of consumers and employees, it is important to capture and retain their attention.

One way creative businesses will achieve better engagement is through what is called **gamification** - the application of typical elements of game playing to other areas of activity, typically as an online marketing technique, to encourage engagement with a product or service. The idea is to make the activities fun and interactive, therefore increase your customers and employee's retention rate.

Develop selling skills for non-salespeople. Revenue generating professionals fall into three main categories: **order takers, salespeople or subject matter experts**. If you are like most customers today, you want to work with the subject matter expert. That means the role of the salesperson is changing.

Managing the sales process today requires skills similar to solid project management skills – with great attention to detail and follow through. Companies seeing rapid growth will invest in developing skills that help their expert clients solve more challenges. These "experts" can wear many hats and are seen as trusted advisors. Developing a consistent, simple approach to this sales process will provide the greatest return on investment.

Trying new tools and strategies via trial and error can often be costly and result in the unnecessary loss of time and money. We hope your business can benefit from a few of these top business trends that leading companies are embracing to drive their success in 2016.

Thank you for being a valued member of the West Chester · Liberty Chamber Alliance. Together we'll grow your business!

West Chester · Liberty Chamber Alliance MISSION STATEMENT

A regional community leader promoting business innovation and growth, advocating free enterprise, addressing issues of regional and community significance and leading our members to a higher quality of life.

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CONTRIBUTING WRITERS Diane Kloenne, Mike Lupidi, Dr. Karen Mantia

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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 Pam Gruber, 513.777.3600 or e-mail pgruber@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, photos and advertisements 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.

GETTING CONNECTED



ACCOUNT EXECUTIVE – MEMBERSHIP SERVICES

Help us grow your Chamber! Karen Louder is poised to identify companies and organizations that want to grow their businesses along the I-75 corridor with membership as well as sponsorship opportunities. Contact Karen if you or someone you know needs more information on **HOW TO GET CONNECTED!**

Karen Louder
513.777.3600
klouder@TheChamberAlliance.com

Referral Member of the Quarter

If you have the most referrals for the quarter you will receive a one hour massage! (\$90 value) *Recipient of massage will be announced at the May luncheon.

 7594 Cox Lane • West Chester, OH
513.755.1192

Here's How It Works:

- 1) Pass those referrals along to Karen Louder.
- 2) Get them excited about the West Chester • Liberty Chamber Alliance.
- 3) Make sure they join as a member.
- 4) If you have the most referrals for the quarter, you receive a one hour massage! (\$90 value)

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Brecka Burton Joins Diet Center Cincinnati

Brecka Burton has joined Diet Center Cincinnati at their West Chester location at 7745 Cox Lane. Diet Center is new to the area but has been in business since 1973 and has helped millions win at losing!

With her life coach skills, Brecka can help clients determine which of the 4 programs offered by Diet Center is best suited for them. She offers expert support to help assure weight loss that lasts a lifetime. Brecka has also been certified in LipoGenics, a FDA approved technology for body contouring.

Brecka enjoys attending local Chamber events. Contact Brecka for your Chamber business special at 513.779.6500 or go to dietcentercincinnati.com to set up a free consultation.



Starwood Hotels & Resorts Worldwide, Inc. launches its popular Four Points brand in greater Cincinnati

POINT 1: Starwood Hotels & Resorts Worldwide, Inc. (NYSE: HOT) announced the launch of its popular Four Points brand in greater Cincinnati. Owned by Five Points Group, LLC, and managed by Columbus Hospitality, Four Points Cincinnati North caters to the modern, everyday traveler with approachable design and stylish comfort.

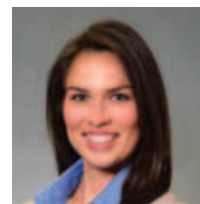
POINT 2: Centrally located between Dayton and Cincinnati, Four Points Cincinnati North features 90 spacious guest rooms, contemporary American cuisine at Fuel, a 24-hour fitness center and an indoor pool. An ideal destination for business meetings and weddings, the hotel offers 4,500 square feet of flexible meeting space, including a ballroom for up to 250 guests.

Guests will enjoy essentials like fast and free Wi-Fi throughout the hotel, plus the brand's iconic Best Brews and BBQ™, including refreshing local craft beers and seasonal BBQ-style appetizers at the hotel lounge or gathered around the fire pit on the outdoor patio.



Kara Hagen Lyons Recently Joins Lyons and Lyons Co. LPA as an Associate Attorney

Lyons and Lyons Co. LPA is pleased to announce that Kara Hagen Lyons has joined their practice as an associate attorney. Ms. Lyons comes in as the third generation of Lyons family attorneys, following in the footsteps of her late Grandfather, Robert D. Lyons, and her Father, Robert H. Lyons.



Ms. Lyons graduated summa cum laude from NKU's Chase College of Law in 2015. In law school, Ms. Lyons clerked for the Honorable Chief Judge Susan J. Dlott of the US District Court for the Southern District of Ohio and worked as a law clerk in Luxottica Retail's corporate legal department. Ms. Lyons was also elected to, and served on, the national board of the National Latina/o Law Student Association.

Ms. Lyons looks forward to serving the West Chester/Liberty Community. Ms. Lyons' practice will focus on wills, trusts, probate, estate planning, and elder law. She may be reached at 513.777.2222.

Butler Tech Equine Science Students Earn National Recognition

Four students in the Equine Science program at the Butler Tech Natural Science Center received a Silver emblem at the National Future Farmers of America (FFA) Horse Evaluation Career Development Event in Louisville, Ky. The team members also competed for individual awards in horse evaluation. Lara Schroer (Lakota West High School) received a Bronze emblem, Jennifer Rusk (Madison High School) received a Bronze emblem, Mariah Gipson (Talawanda High School) received a Silver emblem, and Lexi Gentry (Talawanda High School) received a Gold emblem.



All four students are members of the Butler Tech FFA, led by advisor Timothy Spoerl. The team won the state of Ohio FFA horse judging competition in 2014 and was one of 47 teams that qualified to participate in the national competition in Louisville.

The National FFA Horse Evaluation CDE tests students' ability to select and evaluate horses.

Premier Shooting and Training Center contracts Phil Chaney, 88 Tactical

Premier Shooting and Training Center has contracted 88 Tactical as a commitment to excellence to their patrons for all their advanced Firearms and Self Defense Training.

Phil Chaney is a retired Marine Chief Warrant Officer 3 and decorated combat veteran with over 25 years of specialized training and instruction.

Phil served as a Special Missions Close Quarters Battle Instructor (CQB) for 1st Special Operations Training Group and Chief Instructor for the Close Quarters Battle section, MCSF, responsible for training all Fleet Anti-terrorism Security Teams (FAST) in CQB.

Phil's operational experience includes several combat deployments to Iraq, Afghanistan and Somalia. Phil's commendations include: Bronze Star w/ "Valor" device. Navy/Marine Corps Achievement Medal w/ "Valor" device.

Phil is currently The Director of Training for the Ohio Tactical Officers Association (OTOA), responsible for training Basic SWAT and Advanced SWAT courses for the State.

Contact Phil for training with 88 Tactical at pchaney@88tactical.com or 513.967.3278.



JANUARY LUNCHEON RECAP

We met on the day of the first snowfall of the season. The snow didn't affect our numbers as we had a robust crowd that assembled at the Wetherington Golf & Country Club. Just as Britt Searce started his remarks as our emcee, the sun broke forth to give us perfect "Chamber weather" for our luncheon.

Powernet served as our luncheon sponsor.

Dr. LaVaughn M. Henry serves as Vice President & Sr. Regional Officer in the Cincinnati Branch of the Federal Reserve Bank of Cleveland. He is a Harvard educated economist with the ability to relate economic graphs and metrics in a personable way his audience can understand.

Dr. Henry took the audience through a series of graphs (he provided a very helpful handout) portraying various economic metrics and trends ranging from Real GDP, Industrial Production and Capacity Utilization, Consumer Confidence, Consumer Debt, as well as U.S. Labor Market graphs, Employment trends, Wages and Inflation. Also included were forecasts and projections by the Fed on various factors, such as; Real GDP, Unemployment rate, Inflation rate, and Interest rates.

As business owners, leaders and sales people working for enterprises, Dr. Henry made the following key points:

- Looks like the strong dollar will likely continue to go up
- Job growth is up, but wage growth and inflation subdued
- Oil has dropped 79%
- The Fed considers max employment at the 5% level unemployment level
- Current economic recovery is at a 2.2% annualized growth rate versus a normal rate of 4.3%
- Personal consumption (represents 70% of the economy), exports, and government expenditures are trending higher in year-over-year growth rate
- Inventories, imports are trending lower in year-over-year growth rate
- Industrial production has recovered to pre 2008 recession levels while capacity utilization is flat
 - o This is the result of technology - productivity is up 35% since year 2000
 - o 4 workers are now doing what 5 workers did in 2000
 - o Simply do not need as many workers as before
- We are in a cycle: lesser wage growth > consumption slowing > GDP growth slowing
- Consumer confidence waning; people becoming more fearful of economic future
- Consumer is reducing overall household debt; currently in the best position since early 1990's
 - o Consumer credit is rising - record new car sales as average age of car is now 12 years
 - o Student loans adding to the consumer credit levels
 - o Revolving credit growing at a much slower rate - credit card debt
 - o Student loan debt is slowing down the progression of Millennials
- Projected Real GDP growth forecast is 2-2.5%
- Baby Boomers are retiring in steady numbers leading to a reduction in labor force participation
- Unemployment rates, both U-3 (standard number) and U-6 (U-3 plus people working part-time who want full-time work) both steadily declining
- Employment growth, which is a key input for Janet Yellen, remains steady
 - o Most new jobs in recovery are service jobs, few new jobs in manufacturing
- JOLTS (Job Openings and Labor Turnover Survey) showing more jobs with less hiring occurring than the last recession
- Growth rate in employee wages, salaries, and benefits are still much lower than the pre-recession levels, but starting to show slight improvement
- The Fed feels we are "stable" level of unemployment
- Price inflation continues to measure below 2% and is projected to steady at 2% going forward
- The Fed's Balance Sheet has grown from \$900 million to \$4.5 trillion from 2007
 - o Normally such a burgeoning of the Fed's balance sheet would cause extreme inflation
 - o In fact, most of the money infused into the marketplace has remained in commercial banks' reserves accounts with the Fed and not gone into the economy, therefore no inflation has occurred
- For now the Fed's emphasis is on short-term rates, not long-term rates
- The Fed plans on gradual, data driven rate hikes
- Money is actually created when a bank loans money to a business which then, in turn, spends the loan proceeds it borrowed to purchase services and/or capital equipment/expansion

This "Chambernomics" luncheon was a great way to start of 2016!



KEYNOTE SPEAKER – Dr. LaVaughn Henry, Cincinnati Branch of the Federal Reserve Bank of Cleveland



EMCEE – Britt Searce, Emery Federal Credit Union



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Wetherington Golf & Country Club's Director of Marketing & Membership Sales, Jason Rose, welcomed guests to the Chamber's first luncheon of 2016.



Congratulations Laurie Santel with Stay, Play, Made Simple LLC (right) for being named Ambassador of the Quarter for the 4th Quarter of 2015!



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NEW MEMBERS – Joe Hinson, President & CEO of the West Chester Liberty Chamber Alliance (third row from the bottom, right) welcomes members attending their first luncheon (front row, left to right): Nicolle Reddington, Stevens Insurance Agency, LLC; Shannon Bryant, Sinclair College Workforce Development; Claudia Peterson, Diet Center (second row, left to right) Steve Roark, Midwest Laundry, Inc.; Alex Nourse, Northwestern Mutual Financial Network - West Chester (third row, left) Jim Humphries, American Mortgage Service Company (back) Mark Howie, Stevens Insurance Agency, LLC

How To RSVP

Call the Chamber at 513.777.3600 or visit TheChamberAlliance.com. Cancel before noon on the Monday before the Breakfast/Luncheon to avoid being charged.

- \$28** - for members and employees of member organizations who RSVP by the Friday before each Breakfast/Luncheon
- \$32** - for members who RSVP after the Friday before the Breakfast/Luncheon
- \$40** - for non-members

Special dietary needs will gladly be taken care of by letting us know when you RSVP for the Breakfasts/Lunches.

This Month's Luncheon



Tuesday, February 9
Networking starts at 11:30am!
Luncheon 12 - 1:30pm

Wetherington Golf and Country Club
7337 Country Club Lane, West Chester

Join us in welcoming **Ernie Dimalanta** as our keynote speaker in February! Ernie is with the Referral Institute of Cincinnati and will be discussing the mega trend of social media marketing.

Ernie is certified as a referral marketing expert by the Referral Institute and has successfully developed and executed his own trademarked marketing methodology called, "Out-&-Out Marketing®."

Ernie has consulted with over 200 businesses industry-wide in marketing and branding for over 15 years while successfully launching his own marketing firm. Now Ernie thrives at directing all marketing strategies and tactics for Aimpoint Research as Chief Marketing Officer. In this role, he enjoys putting into practice all of his experiences with one objective; to expand the global reach and brand awareness of Aimpoint Research.

Ernie has been the recipient of awards such as, Cincinnati's 40 Under Forty and Northeast Cincinnati's 2014 CEO of the year.

Our emcee will be **Erin Clemons** with the Community Foundation of West Chester-Liberty.

Next Month's Luncheon



Tuesday, March 8
Networking starts at 11:30am!
Luncheon 12 - 1:30pm

Wetherington Golf and Country Club
7337 Country Club Lane, West Chester

Join us for keynote speaker **Paul Verst**, President & CEO of Verst Group Logistics. Paul will discuss the Brent Spence Bridge and the impact it has on business operations today and the future.

Verst Group Logistics is a family-owned third party logistics and supply chain management company specializing in warehousing, transportation and contract packaging. Paul assumed the leadership reins from his father Bill in 1993. Since that time, he has overseen the expansion of company facilities. Verst Group Logistics companies comprise 4.5 million sq. ft. of state-of-the-art warehousing space in Ohio, Kentucky and Indiana, and Zenith Logistics in Cincinnati, Indianapolis and Louisville. Verst also operates trucking companies in Cincinnati, Northern Kentucky and Louisville.

Our emcee will be **Dr. Abbie Cook** with Butler Tech.

Breakfasts

Tuesday, June 14
Holiday Inn Centre Park of West Chester (across from IKEA)
7:30am-9:30am

Tuesday, July 12
Four Points by Sheraton (previously Wingate by Wyndham)
7:30am-9:30am
Honor Police

Tuesday, August 9
Holiday Inn Centre Park of West Chester (across from IKEA)
7:30am-9:30am

Luncheons

Tuesday, September 13
11:30am-1:30pm
Wetherington Golf & Country Club
Honor Firefighters

Tuesday, October 11
Wetherington Golf & Country Club
11:30am-1:30pm
Honor Sustaining Sponsors

Tuesday, November 8
Wetherington Golf & Country Club
11:30am-1:30pm
Honor Veterans

Tuesday, December 13
Wetherington Golf & Country Club
11:30am-1:30pm
Honor Chamber Board of Directors and Team Chairs

We Have a New Look!

The West Chester ■ Liberty Chamber Alliance is excited to roll out its new, redesigned website! Visit us at www.TheChamberAlliance.com to check it out!



Luncheons

Tuesday, February 9
Wetherington Golf & Country Club
11:30am-1:30pm

Tuesday, March 8
Wetherington Golf & Country Club
11:30am-1:30pm

Tuesday, April 12
Wetherington Golf & Country Club
11:30am-1:30pm

Tuesday, May 10
Skatetown USA prior to Business Expo
11:30am-1pm

Leadership 21 Recap

Leadership 21 Focuses on Health Care



“Wow! We are so fortunate and blessed to have the healthcare resources that we have in West Chester and Liberty Townships.” Those were my exact thoughts, as I left our Leadership 21 session focusing on healthcare. The class of 2016 began our session at Cincinnati Children’s Liberty Campus. Abram Gordon, the Executive Director of the new Proton Center, was our host and speaker. He explained the Proton Center utilizes proton therapy for cancer treatment as well as a research center.

We were treated to a “hard-hat” walking tour of the proton center that is schedule to open their doors this winter. In this amazing facility are three treatment gantries—one for kids, one for adults and one for research. Cincinnati Children’s Liberty Campus is the only proton center in the world to have one gantry solely dedicated to research! The standard protocol is for patients receive a total of 25-30 treatments five days a week. A treatment lasts a mere 5-7 minutes. The best part of proton therapy is that it very specifically targets the cancerous areas while leaving the healthy areas alone.



We then had the pleasure of listening to Carla Messer who volunteered her time to talk to us on The Privilege of Leadership. Carla is the Chief Results Officer for her own company, Bestworks. She is a dynamic speaker who challenged us and opened our eyes on the topic of diversity.

After a quick lunch we headed over to UC Health - West Chester Hospital. We were delighted to hear from a Leadership 21 graduate, Ron Rohlfing, who is Vice President of Operations for West Chester Hospital. Though I was very impressed with the physical appearance and amenities of the hospital, what was most impressive was the company culture. Employees smiled and went out of our way to make us feel welcome. There is even a concierge service available in the gift shop! Also starting in February every patient will receive a tablet where he/she can log on and see pictures and call their current caregivers, see test results and order food. We can all learn from their focus on the well-being of patients, families and staff.

The holiday season is one of counting our blessings and high among those blessings are the healthcare resources in West Chester and Liberty Townships.

Diane Kloenne with Artis Senior Living of Mason wrote this article as a member of the Leadership 21 Class.



DIANE KLOENNE
ARTIS SENIOR LIVING OF MASON

DKLOENNE@ARTISMGMT.COM
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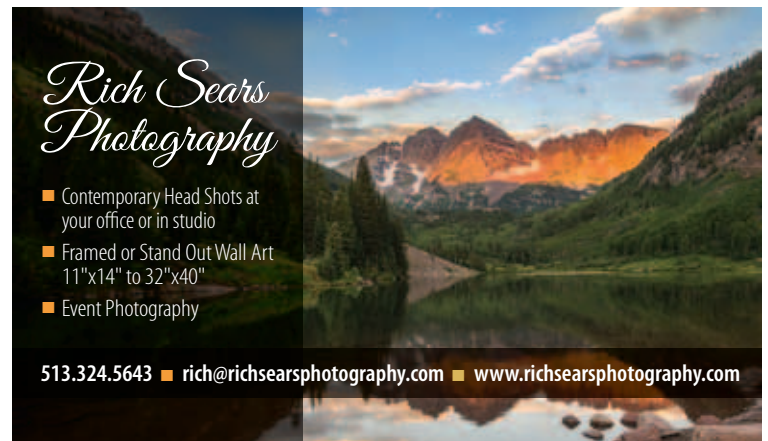
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What's New in West Chester Township

WestChesterOH.org

NEARLY \$180 MILLION IN NEW INVESTMENT REPORTED IN 2015

West Chester's corporate partners were "in good company" in 2015 with nearly \$180 million in new business investment in the community. Existing businesses expanded and new companies joined the community adding an estimated 2,500 new jobs and retaining nearly 8,000 jobs through expansion of existing companies.

Of these projects, 19 involved the relocation of corporate headquarters to West Chester or the expansion of existing corporate headquarters. Four of these projects represented foreign investment.

"West Chester's reach in economic development goes well beyond the Cincinnati market," said Aaron Wiegand, business attraction and expansion manager for West Chester Township. "West Chester is competing and winning economic development projects on a global stage."

Learn more about West Chester business at WestChesterOH.org

LOGISTICS COMPANY EXPANDS IN WEST CHESTER

Locally owned Bridge Logistics recently announced an expansion of its West Chester business, and was extended an incentive from the State of Ohio Tax Credit Authority.

Bridge Logistics is a transportation logistics firm located on Circle Freeway in West Chester. The company recently moved to its current location from another West Chester facility.

The company will add 30 new jobs and add \$2.4 million in annual payroll with this newest expansion. Currently, Bridge Logistics employs 25 at its West Chester headquarters. They operate a second facility in Mansfield, Ohio.

"With our region's growing influence in the transportation industry, companies such as Bridge Logistics that provide support operations are also continuing to grow," said Aaron Wiegand, Business Expansion and Retention Manager for West Chester Township. "Bridge Logistics is another example of an established West Chester business continuing to invest in our community. New attractions are important to our development goals, but employment growth within our existing business community is also important."

In 2015, West Chester Township tracked 179 growth projects in the Township. Of these, expansions of existing business represented 42 percent of all projects. In total, these expanding companies accounted for 7,875 employees retained within West Chester.

Bridge Logistics connects companies requiring transportation services with transportation companies. They have developed a significant presence in offering companies specialized trade show transportation and set-up options.

The company was named as a finalist in the 2015 Business Courier "Best Places to Work" edition and has also been named to the Inc. 5000 list of fast-growing companies. Bridge Logistics moved to a new corporate headquarters on Circle Freeway in 2015 with an eye toward future growth plans.



What's New in Liberty Township

www.liberty-township.com

LIBERTY TOWNSHIP WELCOMES NEW TRUSTEE: STEVE SCHRAMM

Steve Schramm, serving his first term as trustee, was born and raised in Cincinnati, Ohio, educated in both the Catholic (Our Lady of the Rosary) and the public school (Greenhills High School) systems, achieved the rank of Eagle Scout, and graduated from Bowling Green State University in 1980. He married his high school sweetheart after graduation and has three grown children, all living in Butler County. Schramm began his professional career with Owens Corning followed by management positions with two small construction firms in Butler County and Northern Kentucky. With an overwhelming desire to run his own company, Steve and his wife started OK Interiors Corporation where he continues to serve as Vice President.

Steve currently serves as Chairman of the Board of the National Federation of Independent Business (NFIB) and is a Management Trustee on the Carpenters Pension and Health and Welfare fund in Southwest Ohio. He has also served for four years on Liberty Township's Board of Zoning Appeals, Zoning Commission and co-chaired the Vision Committee. Steve, who actively supports solid conservative values, is a consummate advocate of small business and even smaller government. He looks forward to working closely with the community to continue our evolution as one of the best places to live and work in the region.

Steve will serve as Trustee to the three-person Liberty Township Board alongside Tom Farrell, President, and Christine Maticic, Vice President.



Emcee Training

Tuesday, February 2 ■ 8:30-10:30am

The Chamber Alliance Office
8922 Beckett Road, West Chester



Are you interested in being a Chamber Luncheon emcee?
If so, you do not want to miss this!

This training is provided by Kendall Wright, President & CEO of Entelechy Training and Development Inc. This is a must if you have interest in being a luncheon emcee. This training is offered to Chamber members; for those interested in public speaking or for those who want to feel more comfortable in front of a microphone or audience.

Please call 513.777.3600 to register!

Member Orientation

Tuesday, March 15th ■ 3:15-5pm

The Chamber Alliance Office
8922 Beckett Road, West Chester

Both new and seasoned Chamber members come together at Member Orientation to learn more about maximizing their Chamber investment, meet our Cost Cutters and staff, and make new connections.



STAYING CONNECTED



Account Representative - Membership Services

Julie Abrams is here to help you continue to make the most of your membership with the West Chester ■ Liberty Chamber Alliance. Her position in the Membership Department is to make sure you are maximizing your membership, with a focus on retention. Contact Julie if you need more information on

HOW TO STAY CONNECTED.

Julie Abrams
513.777.3600
jabrams@TheChamberAlliance.com

UPDATE on Lakota Local Schools

Character development is a point of emphasis around Lakota and all of our schools have found their own unique ways to promote it. At the younger grade levels, it may be packaged as a "Kindness Challenge," while our high schools host a "Be the Difference Day" to promote empathy and understanding. Some even choose to focus on a different character trait each month, like compassion, diligence and integrity - all traits that define a successful student as equally as a prosperous working professional.

In our classrooms, we work hard to help our students see the connection between exemplifying solid character and landing a self-fulfilling career in which their actions in the workplace demand the respect of those around them. We want our students to see that learning how to apply respect and compassion in a team environment, for example, is just as important as knowing how to apply the Pythagorean Theorem.

In other words, the foundation of a solid education is incomplete without reading, math, science, social studies and yes, you guessed it - character education. That is why it extends all the way from kindergarten up through twelfth grade at Lakota. It's an area we can never let up on because without it, even with mastery of all the curriculum we offer, students will never reach their full potential in the working world.

What was interesting to see a couple months ago was how one of our schools, Ridge Junior, partnered with our business community to draw this connection so clearly for their students. The school invited area business leaders to help students see how mastering their school's monthly character traits could help them become more college- and career-ready. They told real stories about their careers and their workplaces that demonstrated how character propelled them forward.



We appreciate that kind of support.

A generous and thought-provoking business community, as well as our own Character Council of West Chester Liberty committee, helps reinforce our mission to promote the value of character, integrity and citizenship.



DR. KAREN MANTIA,
SUPERINTENDENT
LAKOTA LOCAL SCHOOL DISTRICT

513.644.1166
KAREN.MANTIA@LAKOTAONLINE.COM



Ages 21-40 Welcome!

February's Night of Networking

Wednesday, February 3 • 5:30-7:30pm

Community Foundation of
West Chester - Liberty

8366 Princeton Glendale Road, Suite A2, West Chester
Sponsored by Park National Bank

March's Night of Networking

Wednesday, March 2 • 5:30-7:30pm

AC Hotel by Marriott at Liberty Center

7505 Gibson Street, Liberty Township
Sponsored by AC Hotel by Marriott

Lunch
provided by



Lunch & Learn

Thursday, February 11 • 12-1pm

West Chester-Liberty Chamber Alliance

8922 Beckett Road, West Chester

Guest Speaker: Roland Young of Primrose School
"What You're Saying Without Saying It"



Night of Networking at Crossfit Cornerstone

NEXT YP

The Chamber's young professional group is open to members and non-members ages 21-40 looking to connect with other young professionals in the West Chester and Liberty Township areas and along the I-75 Growth Corridor.

Contact staff liaison Kelly Bittlinger at 513.298.2293 or kbittlinger@TheChamberAlliance.com to be added to the email reminders and text **nextyp** to **95577** to receive text reminders sponsored by Prosource.

Special thanks to Duke Energy for its on-going support of NEXT YP!

Reservations are not required for Nights of Networking.

*Members and non-members are welcome.

Your NEXT YP Steering Committee

CHAIR Brent Cullen, Cullen Chiropractic & Wellness Center

VICE CHAIR Aaron Wiegand, West Chester Township Development Department

Erin Clemons, Community Foundation of West Chester-Liberty

Kara Czanik, Graydon Head

Christy Eby, MidUSA Credit Union

Peyton Gravely, Reach Out Lakota, Inc.

Gage Hemmelgarn, Edward Jones

Ian Murray, SpotOn Productions

Charles Pratt, Huntington Bank

Rich Shively, First Financial Bank

Keith Wright, Park National Bank

James Yancey, Vantiv

STAFF LIAISONS

Kelly Bittlinger

Pam Gruber



"If opportunity doesn't knock, build a door."

- Milton Berle



WOMEN 4 WOMEN

wisdom • wealth • work • wellness

WEST CHESTER • LIBERTY CHAMBER ALLIANCE

February's

Women 4 Women

Friday, February 5 • 8-9:30am

Kemba Credit Union

8763 Union Centre Boulevard, West Chester

Barb Fischer, owner of Areawide Wellness

Associates, will discuss why detox is so important!

March's

Women 4 Women

Friday, March 4 • 8-9:30am

Kemba Credit Union

8763 Union Centre Boulevard, West Chester

Dr. Kim Muhlenkamp, D.C., Chiropractor at Live Well Chiropractic Center, will teach us how to stress less!

Lunch & Lecture

Wednesday, February 24 • 11:30am-1:30pm

Wetherington Golf & Country Club

7337 Country Club Lane, West Chester

Guest Speaker: Dr. Hauger

Thank you Mercy Health - Fairfield Hospital for sponsoring this event!

Thank you to Walmart for providing breakfast!

Cost: \$10

Reservations can be made at

www.TheChamberAlliance.com or by calling 513.777.3600.

*Members and non-members are welcome.

Women for Women (W4W) is the West Chester • Liberty Chamber Alliance group that brings women together for networking and discussions that address today's pertinent topics.



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Kathy Hudson

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hudson@chacocu.org
www.chacocu.org

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Sixty-Second Connect

SPACE IS LIMITED!

Please be aware that seating will close at 45 participants.
Early arrival is strongly suggested!

February's Sixty-Second Connect

Tuesday, February 23 ■ 12-1pm

Early arrival is suggested! Lunch is served at 11:30am.

The Chamber Alliance Office

8922 Beckett Road, West Chester

UC Health - West Chester Hospital Conference Room 3

THANK YOU Skyline Chili - Beckett and Skyline Chili -
Liberty for providing lunch!



March's Sixty-Second Connect

Tuesday, March 22 ■ 12-1pm

Early arrival is suggested! Lunch is served at 11:30am.

The Chamber Alliance Office

8922 Beckett Road, West Chester

UC Health - West Chester Hospital Conference Room 3

THANK YOU LaRosa's for providing lunch!



This one-hour monthly event helps members build lasting business relationships and share valuable business information with other members.

Sixty-Second Connect consists of a self-introduction by each attendee, two five-minute presentations, door prizes and lunch!

Bring your business cards and be prepared to talk about you and your business in sixty-seconds.

Reservations are not required.

*This is a members only event.

Celebrate With Us!

Our 40th Anniversary Celebration will be
Friday, March 11 at 6pm,
Cincinnati Marriott North at Union Centre

To RSVP for this celebration, please
visit www.TheChamberAlliance.com
or call 513.777.3600.



February's Business After Hours

Business After Hours is on a Thursday this month!

Thursday, February 25 • 4-6pm

**Four Points by Sheraton
Cincinnati North**

7500 Tylers Place Boulevard, West Chester

March's Business After Hours

Wednesday, March 16 • 4-6pm

UNO Pizzeria & Grill

9246 Schulze Drive, West Chester



***Make your last
appointment
of the day,
your best
appointment!***

Reservations are not required.

**This is a members only event.*

It Takes a Business After Hours!

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- ◆ ABC Pediatric Therapy Network
- ◆ Atrium Medical Center
- ◆ Community First Solutions
- ◆ Emery Federal Credit Union
- ◆ Ethicon
- ◆ Kinetic Vision
- ◆ Liberty Township
- ◆ Procter & Gamble
- ◆ ProSource
- ◆ UC Health West Chester Hospital
- ◆ West Chester Township

Lakotaonline.com/internships



BOOK YOUR BOOTH!

Showcase Your Business at the 2016 Regional Business Expo



The Largest Business-to-Business Expo on the I-75 Growth Corridor
Tuesday, May 10th from 1-5pm • Skatetown USA in West Chester

During the **Regional Business Expo**, businesses from all over the region will be on hand to exhibit their products and talk about their services. Over 1,200 business people are expected to attend this regional event with over 120 exhibitors!

Book your booth EARLY and join in the variety of businesses who will be gaining valuable exposure in our growing community!

Join us before the Expo for our Monthly Luncheon at 11:30am and enjoy a “Taste of West Chester and Liberty Townships!”

For more information and to book your booth, please visit www.TheChamberAlliance.com or contact Kathy Rambo at 513.777.3600

Connecting People & Possibilities

The West Chester ▪ Liberty Chamber Alliance is all about “Connecting People & Possibilities” in a variety of ways, including monthly events.

In December, members and non-members “Connected” with the help of **Speed Networking.**



If you are not familiar with speed networking, it is a great way to accelerate your business contacts by personally speaking with a set group of other attendees for a period of three minutes to share information about your company and learn more about their company. During this time, you can share business cards and then follow up afterwards to continue your conversations.



Thank you **TechSolve** for sponsoring this event!

Thank you **Troy's Café** for providing a light bite!

SAVE THE DATES! 2016 SIGNATURE EVENTS

March 11

40th Anniversary Celebration

May 10

Regional Business Expo

July 21

The Everest Award

August 29

Chamber Golf Classic

November 18

Women of Excellence
Awards Dinner & Gala



Character Council

of Greater Cincinnati & Northern Kentucky

www.charactercincinnati.org

Each month, the West Chester ▪ Liberty Chamber Alliance highlights a character quality with the help of the international calendar of character qualities as established by Character First.

February

“Attentiveness”

(vs. Distraction)



Showing the worth of a person or task by giving my undivided concentration

**The West Chester ▪ Liberty Chamber Alliance is proud
to be the only Chamber of Character.**



ATMOS360, Inc.
64 Circle Freeway Drive
Cincinnati, Ohio 45246

ATMOS360, Inc. provides integrated air systems for commercial, institutional and industrial facilities to solve business challenges faced by management to improve results, products and environments. President Icy Williams (holding scissors) had a ribbon cutting celebration with her team.

Centre Park of West Chester
5800 Muhlhauser Road
West Chester, Ohio 45069

Har Bhatnagar, President and CEO of Middletown Hotel Management Company (holding scissors) had the honor of cutting the ribbon at the grand opening of Centre Park. The facility features a 130-room Holiday Inn, a 650-guest, 37,000-square-foot event and banquet center, restaurant Johnny's Italian Steakhouse and a lounge named the Blue Bar.



The Innova Financial Group
3825 Edwards Road, Suite 210
Cincinnati, Ohio 45209

Michael J. Sacher, General Manager of The Innova Financial Group (holding scissors), leads this team of financial professionals offering financial guidance to individuals, families or businesses. They specialize in determining the right products and solutions to help clients make good financial decisions for the long-term. They celebrated this new location with a ribbon cutting ceremony.



New Members

ACN Independent Business
Megan Williams
661-302-4732
Consulting - Energy, Utilities
www.svsystem.com

Advent Media Group
Jeff Fosco
513-421-2267
Advertising - Direct Marketing
www.adventmediagroup.com

Allied Barton Security Services
Deborah Frost
513-771-3776
Security Management, Systems & Sales
www.alliedbarton.com

Becker Electric Supply
Alan Turner
513-771-2550
Electrical Equipment & Supplies
www.beckerelectric.com

Carrara Companies
Andrew Starke
330-523-3862
Cleaning Services
www.carraracompanies.com

Center for Foot Care
Kristin Titko
513-729-4455
Medical - Physicians & Surgeons
www.cincinnatifootcare.com

Club Z! In-Home Tutoring-North Cincinnati
Laura Kruze
513-766-2647
Educational - Tutoring
www.clubztutoring.com/northcincinnati

East of Chicago Pizza
Nate Ujvari
513-777-9866
Restaurants - Pizza
www.eastofchicagopizza.com

Einstein Bros Bagels
Marty Anderson
513-682-6684
Restaurants
www.einsteinbros.com

Ellison Medical/Cincinnati Wellness Center
David Ellison
888-418-2037
Medical - Health Services
www.cwchealth.com
Firestone Complete Auto Care

Ty Roybal
317-748-0279
Automotive - Repairs/Service
www.firestonecompleteautocare.com

Food Allergy & Anaphylaxis Connection Team (FAACT)
Eleanor Garrow-Holding
513-342-1293
Medical - Wellness
www.foodallergyawareness.org

Grace Hospice
Ali Howard
513-316-9054
Medical - Health Services
www.usmmlc.com

Graeter's Ice Cream
Diana Stout
513-755-2236
Ice Cream & Frozen Desserts
www.graeters.com

Hyatt Place Cincinnati / Blue Ash
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Hotels/Motels
www.blueash.place.hyatt.com

Libertytown Residential
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Real Estate - Apartments, Condominiums
www.livingatliberty.com

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304-574-2200
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Tiffany Allen-Zeuch
513-349-7311
Real Estate - Residential
www.tazhomes.com

TAO Float Loft
Dylan Brown
513-755-1236
Massage & Other Therapies
www.taofloat.com

The Christ Hospital Health Network
Debbie Hayes
513-585-0557
Medical - Hospitals
www.TheChristHospital.com

The Innova Financial Group
Ellyn Bain
513-698-1305
Financial Planning & Investment Advisors
www.innovafg.com

West Chester Antique Center
Tim Irwin
513-816-4614
Retail - Specialty
www.wantiquecenter.com

West Chester Baseball Partnership
Ed Johnson
513-252-8625
Sports & Recreation
www.wcbaseball.com

Thank You!

Renewing Members

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Mortgage Loans, Bankers, Brokers www.amerifirst.com

Barking Squirrel Media
David Bray
513-307-3524
Multimedia Services, Video Production
www.barkingsquirrelmedia.com

Battle Axe Construction
Joseph Jackson
513-616-4695
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www.battleaxeconstruction.com

BestWork
Carla Messer
513-310-5707
Consulting - Business & Management
www.bestwork.com

Bone Dry Roofing - Cincinnati
Jim Keffer
513-984-2663
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www.BoneDry.com

Boy Scouts of America: Dan Beard Council
Sarah Archer
513-577-7735
Service Organization - Charitable
www.danbeard.org

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Butler County Auditor
Roger Reynolds
513-887-3154
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www.butlercountyohio.org/auditor

Cameo Solutions Inc.
Greg Paulson
513-645-4230
Communications - Telecommunications
www.cameosolutions.com

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www.carkingauto.com

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Brian Ruschman
859-442-7877
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www.chacocu.org

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513-888-7780
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Medical - Chiropractors
www.cullenchiropracticandwellness.com

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Thank You!

FEBRUARY CALENDAR OF EVENTS

WEDNESDAY. FEBRUARY 3 NEXT YP Night of Networking, 5:30-7:30pm Community Foundation of West Chester-Liberty 8366 Princeton-Glendale Road, Suite A2, West Chester	TUESDAY. FEBRUARY 2 Emcee Training, 8:30-10:30am The Chamber Alliance Office 8922 Beckett Road, West Chester	FRIDAY. FEBRUARY 5 Women4Women, 8-9:30am Kemba Credit Union 8763 Union Centre Boulevard, West Chester
TUESDAY. FEBRUARY 9 Monthly Luncheon, 11:30am-1:30pm Wetherington Golf & Country Club 7337 Country Club Lane, West Chester	THURSDAY. FEBRUARY 11 NEXT YP Lunch & Learn, 12-1pm The Chamber Alliance Office 8922 Beckett Road, West Chester	TUESDAY. FEBRUARY 23 Sixty-Second Connect, 12-1pm The Chamber Alliance Office 8922 Beckett Road, West Chester
WEDNESDAY. FEBRUARY 24 Women4Women Lunch & Lecture Wetherington Golf & Country Club 7337 Country Club Lane, West Chester	THURSDAY. FEBRUARY 25 Business After Hours, 4-6pm Four Points by Sheraton (formerly Wingate by Wyndham) 7500 Tylers Place Boulevard, West Chester	

every **heart** *matters*

**When it comes to your heart,
every beat matters.**

At Fort Hamilton Hospital, we don't miss a beat so you won't either. Our heart care team is devoted to getting you back to the things you love.



Paul Stanberry
Heart Patient
Music Director
Hamilton Fairfield
Symphony Orchestra