



January 2009  
Volume 5, Issue 1

Member of Ohio Chamber of  
Commerce & U.S. Chamber of  
Commerce

## Chamber Events

- 1/15** General Meeting &  
Luncheon  
*11:00 am-1:00 pm*  
*Eaton Country Club*  
*100 Morton Rd., Eaton*
- 1/21** Preble County  
Safety Council  
*12:00 Noon*  
*Preble Count YMCA*

**Eaton-Preble County  
Chamber of Commerce**  
122 W. Decatur St.  
P.O. Box 303  
Eaton, Ohio 45320  
Phone: (937) 456-4949  
<http://www.preblecountyohio.com/>

# Chamber News

*Serving the business community of the Eaton-Preble County Area*

## Eaton-Preble County Chamber of Commerce General Meeting & Luncheon

Thursday, January 15, 2009  
11:30 a.m. – 1:00 p.m.  
Eaton Country Club  
100 Morton Road, Eaton

**Swear in new board members & officers**  
**2008 Wrap-up/2009 Strategic Plan**  
**Promote/Unveil web site**

To make your reservation, please contact Virginia at the  
Chamber Office at 456-4949 by Friday, January 9<sup>th</sup>  
Cost is \$10, payable at the door!

## President's Message

Dear Member Investors,

I am excited to be assuming the reins as the Chamber Board Chairperson. I look forward to working closely with the Board of Directors and Chamber Members in 2009. With that being said- I would like to thank Joanne Beineke for all of the hard work and dedication that she has displayed in her previous years of service with the Board. I know that Joanne will play a vital role in the success of the Chamber in 2009 as a Member at Large.

We have so much to look forward to in 2009. We added 42 new members in 2008 and our retention rate was 93%. We exceeded 91% retention for the fifth consecutive year! What a success??!!

The Chamber is dedicated to providing its members with a significant return on their dues investments. Our success is measured through our Members successes. The strength of the Chamber lies in attracting the greatest number of members from which we can share ideas through collaboration with others throughout Preble County to make our Community a better place in which to do business.

Our mission continues to remain the same-"Promoting free enterprise and advancing the business community of Preble County". As your Chairperson, I will promote and support economic growth and development for the Eaton-Preble County area.

I look forward to another successful year for the Chamber in 2009.

Shanna Renner, Chairperson, Eaton-Preble County Chamber of Commerce

**Board of Directors**

**Shanna M. Renner**  
*Chairperson*  
Fifth Third Bank  
456-7306

**Michelle Buckley**  
The Classic Touch Fine  
Photography  
472-0001

**Larry Englert, Treasurer**  
Williams-Keckler, LLC  
456-4393

**Charles Pennington**  
787-4535

**Brad Neavin**  
Eaton Community Schools  
456-1107

**Ron Gard**  
Girton Schmidt & Boucher Gard  
Funeral Home  
456-3333

**Howard Carter**  
Carter Cleaning Enterprises, LLC  
533-1732000

**Kathy Schulz**  
Rohm and Haas Chemicals, LLC  
839-1307

**Josh Maggard**  
Wal-Mart Super Center  
456-1777

**Ray Potter**  
SCORE  
456-1241

**Jeremy Hamilton**  
CPH Service, LLC/dba  
McDonalds  
456-3830

**Leslie Collins**  
The Register Herald  
456-5553 Ext. 150

**Virginia Lindsey, Secretary**  
456-4949

**Sustaining  
Members Enjoy  
Superior Benefits**

By Matt Appenzeller

The Eaton-Preble County Chamber of Commerce is pleased to announce several new levels of Sustaining Membership which are designed to provide additional value to our investors.

Sustaining Memberships are optional. The memberships are built around reduced-rate advertising we have negotiated on behalf of our investors to provide increased promotion of your business and brand image.

The advertising packages are:

A. 40 sixty-second commercial announcements \*(20 announcements will be on the Rebel 105.9 FM and 20 announcements will be on 910 AM. Time slots are Subject to Availability). All announcements will have an open and close for the Eaton-Preble County Chamber of Commerce.

B. 88 ten-second commercial billboard announcements during Traffic and Weather updates on the Rebel 105.9\*\* (Time slots are Subject to Availability).

C. 70 thirty-second commercial announcements on WEDI 1130 AM (Eaton) and exclusive article in "Chamber Chatter", a page reserved for the Chamber of Commerce in the Register Herald.

D. Full page Ad in the Preble County Chamber Directory.

We have designed several levels of Sustaining Membership: Entrepreneur, Silver Sustaining Level, Gold Sustaining Level, and The 100 Club. For detailed

information about the benefits of each Sustaining Level of Membership, please visit our web site at [www.preblecountyohio.com](http://www.preblecountyohio.com), then find the Sustaining Member button on the left side of the home page.

We will discuss the additional levels of membership at the January 15<sup>th</sup> luncheon. If you have questions or if you are interested in becoming a Sustaining Member, please call us at (937) 456-4949.

**Safety Council  
Update**

By Kathy Schulz

For the December training topic, Ed Gilbert, from Premier Safety, provided an overview of OSHA's Fall Protection requirements and some of the equipment that is available to meet the standard and protect those working at elevations.

Members who have met the participation requirements of the Safety Council Program, already receiving a 2% rebate on their premiums, should have received another rebate check in the mail. Companies that have met the performance requirements are eligible for an additional discount, up to another 2%. As soon as we are notified of the total rebates distributed to our members, we will share that information. So far, members have received almost \$37,000 just for the participation component!

Next month, we will have a presentation on OSHA's record keeping requirements.

**"Toast of the Town"  
Available in 2009**

Any Chamber Member who is interested in hosting a "TOAST OF THE TOWN" event in 2009, may call the Chamber office (937-456-4949).

Dates that are available are: Thursday, February 19<sup>th</sup>; Thursday, June 18<sup>th</sup>; & Thursday, October 15<sup>th</sup>! The event is usually held from 5 – 7 p.m.



# Health Spot....

Sponsored by The Greenbriar

## Ask The Doctor

**Q. How can I keep from gaining weight over the holidays (and don't tell me to not eat pie, because I know I will)?**

**A.** It's commonly thought that most people gain 5-10pounds between Thanksgiving and NewYear's Day. Not so, according to the National Institutes of Health. Fewer than 10% will gain that amount. Americans, on average, gain about a pound during the 6 weeks between Thanksgiving and New Year's Day.

A pound doesn't sound like much. But if this extra weight accumulates over the years, it could contribute to obesity later in life. How can you enjoy the holidays without putting on unwanted pounds? Researchers from the National Task Force on the Treatment and Prevention of Obesity found that only two factors influence weight gain: level of hunger and level of activity. Here are the best ways to maintain your present weight.

**Be more active.** The best weight-gain stopper is physical activity. Experts recommend 30-60 minutes of physical activity on most days of the week. It doesn't have to be continuous movement. You can achieve 30 minutes of exercise by spending 15 minutes power-cleaning your house in the morning, and 15 minutes walking around the block in the afternoon. Increasing your physical activity – not just during the holidays, but all year long – is an effective way to prevent weight gain. Make activity a fun part of your

holiday time together. Take the family with you and go walking, skiing, ice skating, and "power shopping."

**Increase your steps.** One study found that you could keep weight-gain at bay by waling 10,000 steps each day throughout the holiday season. You can buy a pedometer to help you keep track. A few trips upstairs to straighten the kids' rooms, walking from the car to the office, walking through the grocery store, and a quick trip to the post office will all add up. You'll be surprised at how far you go each day!

**Power shop.** Think of shopping and those laps through the mall as a form of exercise. Spend 30 minutes briskly walking from one end of the mall to the other as you shop for holiday gifts. Park your car in the farthest spot from the store. Browse through a catalog while on a treadmill.

**Start a tradition of non-food-oriented celebrations.** Take a walking tour of your neighborhood to view holiday lights. Host a holiday dance party and serve mineral water and fat-free or low-fat snacks. Go caroling. Host a Christmas-card-signing party and serve hot cinnamon-spiced tea.

**Convert traditional recipes to healthier versions.** You can usually bake cookies with one-thir less sugar and fat than called for in the recipe. Fruit pies make a delicious dessert and can be made with less added suger. A cobbler has fewer calories and more fruit or berries. Switch to cooking and baking with unsaturated fats, such as olive and canola oils. Consider serving fruit, such as fruit salad or a tropical fruit plate in place of dessert.

**Eat your favorite foods in moderation.** Denying yourself everything you love might cause you to binge out of control at some point. Instead, plan to eat a small portion of your traditional must-have holiday foods and stay away from other high-fat, less health foods that don't have emotional meaning for you.

**Keep portion sizes small and watch seconds!** Take one plte of food. If you're at a party with a buffet table,

move as far away from the table as possible to minimuze the temptation to nibble. Eat slowly to give your body a chance to realize when it's full. If you host a party, send leftovers home with guests. If you end up eating more than you should, walk an extra 30 minutes that day.

**Dress in a snug-fitting outfit to remind yourself to not overindulge.** If all the clothes in your closet seem frumpy or out-of-date, take yourself shopping before a party. Make sure you feel attractive so you don't eat because you feel bad about how you look.

**Eliminate alcohol – or limit yourself to one drink per day.** Alcohol doesn't satisfy your appetite and will probably weaken your willpower. Instead, drink water with a twist of lemon.

**Serve Fancy soups, salads, and fruit dishes.** These low-calorie choices will offset higher calorie holiday foods. They're also festive and can help your holiday meals be special.

**In order to maintain a healthy weight and prevent chronic disease, watch what you eat and how much you eat, and stay physically active. It is the rare person who exercises regularly and eats right who is also overweight.**

## THANKS!

We want to express our "THANKS" to the following who helped get our Chamber office moved from the Eaton National Bank Building to 122 W. Decatur Street, at the end of November. It was a lot of boxing up at the old office and then moving all those boxes, file cabinets, desk, table, large cabinet, etc.

Thanks goes to David Heindl, Ray Potter, Ken Lindsey, Doug Lindsey, Ron Coleman, Howard Carter and his helper & Joanne Beineke's husband for putting together 15 chairs for our conference room and those who helped carry in and assemble our conference room table which was a very large task!

# 8 Ways to Get More from Your Existing Customers

For many of us - especially those in service businesses - our existing and previous customers are vital for three reasons:

- They have already bought from us, so providing they had a good experience, they might buy from us again. We also know that getting a new customer is much more expensive than selling to an existing customer, so by continuing to sell to them, we are really saving ourselves some money.
- They can give us invaluable feedback on how we did. Was our service good enough? Did we delight them or were we 'just ok'. Did our product meet their expectations? Was it good value for money? And so on.
- They continue to save us money because they should be our major source of referrals and new business. So through them, we get access to new clients who already know about us and have a positive opinion of what we do.

Most businesses are not leveraging their existing customer database, and by not doing so, are losing out on a cost effective source of potential new business. Many receive referrals, for which they are grateful, but it's not because they actively sought the referral, or had a strategy in place to ask for it.

Here are 8 ways to maximize the value from your most valuable asset:

## 1. Delight your clients

Anyone with half a brain can satisfy a customer. But only when you continually delight customers will they keep coming back. You should aim to exceed your customers expectations on

every interaction that they have with you. Do this consistently, and you will have a customer for life.

## 2. Personalize, personalize, personalize

We are entering an era where one size no longer fits all- or even a few. We are entering an era where one size fits one. It is highly personalized, customer-centric, customer-driven.

The message here is simple: you want to lavish personal attention on customers who are going to reciprocate by being consistently good purchasers of your product or service.

Give these customers an incentive to share information about themselves that you can use when you contact them next. The more your customers feel as though you are treating them individually, the more likely they are to continue their relationship with you.

## 3. Provide guarantees

A guarantee is a powerful tool for keeping your customers when they might otherwise go elsewhere. With a good guarantee, you tell your customers where and how to complain, and that complaining is worth their time and effort. It also shows that you care. A good guarantee is unconditional, easy to understand, meaningful, easy to invoke and easy to collect on.

## 4. Ask for Feedback

If you don't know what your customer thinks about you, your business, your product and your services, then you might as well close shop.

People will endorse your business not because they think it looks good, but because they know it is good. If they have problems with your services, customers are the best source of objective advice on how to make improvements. So have a process in place where you regularly ask them for feedback. And once they've given it to you, let them know how you are going to use it. They will begin to feel involved in your business, and are more likely to send other people your way.

## 5. Reward them for being Loyal

Loyalty marketing programs are designed to engender loyalty and

increase sales from your best customers. When properly designed and executed flawlessly, loyalty programs provide a vital link between your business and your customers, improving customer satisfaction and increasing sales. Here are some commonly used ideas for creating your own loyalty program:

- preferable rates for loyal customers
- provide bonus product or service if they have bought before
- programs that promote multiple purchases (buy 3 and get the 4th free)
- Points program - each purchase is worth points. When they amass a certain number of points they get a reward of some kind

## 6. Keep In Touch

Keeping in touch with your customers is about maintaining relationships. Customers are most likely to keep buying from you if you have a strong relationship - if they trust you and your product/service. A "Keep in Touch" program is not the place for a hard sell. Keep it information based, concise and interesting

Your "Keep in Touch" strategy should consider:

- the best way to stay in contact (email, telephone, hardcopy newsletter etc)
- frequency (monthly, quarterly event-based), and
- what to talk about (what your company is doing, industry information, tips and hints, useful resources etc)

## 7. Implement a Referral Process

Be very clear about who you want as a referral and why. The quality of referrals you receive depends on how well your customers understand what you are looking for. The best way to do this is to write it down for them, or discuss it in some detail - don't assume they already know. At the conclusion of every sale, ask them if they know of any other people who would be interested in your service.

**8. Thank them for referrals - every time**

Finding a way to thank your customers for referrals lets them know that you value them for their efforts. It makes them feel recognized, and it reinforces the behavior so they consider referring to you again. A thank you can be as simple as a hand written card, sent through the mail, to a set of movie tickets, a voucher, or even just a phone call.

There are so many ways that we can go one step further with the people who already buy from us. Make this a focus of your marketing efforts and you will soon see the rewards come back in the form of increased referrals and increased sales.

## “Welcome” New Members To The Chamber!

### **Brian W. Koniak, CPA, LLC**

Brian is located at 1460 Elkton Pl., P.O. Box 317840, Cincinnati, Ohio 45231. Phone: 513-675-8711  
Email: [bwkoniakcpa@fuse.net](mailto:bwkoniakcpa@fuse.net)

His business is payroll preparation, payroll accounting and payroll consulting.

### **Tri State Home Medical**

William Jeremy Harvey, Owner.  
Phone: 937-472-3335  
Fax: 937-472-3332  
Email: [tristatehomemedical@yahoo.com](mailto:tristatehomemedical@yahoo.com)

Tri State Home Medical is a family owned and operated business located at **1409 US Route 35 East**, next to the old bowling alley.

We provide DME which is Durable Medical Equipment everything from hospital beds, power and manual wheelchairs to nebulizers, lift chairs, bath aids, walkers, canes, wound care

and diabetic supplies. We can bill Medicare, Medicaid and most private insurances we do free in home delivery and set up.

**We are open Monday thru Friday 10:00 am -6:00 pm and by appointment Saturday and Sunday.**

### **Taffy’s**

Manfred Schreyer, Owner. Located at 123 E. Main Street, Eaton, Ohio  
Phone: 937-456-1381  
Email: [contactus@taffysofeaton.com](mailto:contactus@taffysofeaton.com)  
Web site: [taffysofeaton.com](http://taffysofeaton.com)

Service: Café – Music Venue – Wine

## Prospering During an Economic Downturn

Submitted by Ray Potter

Businesses need to adopt new strategies to cope with this period of economic downturn (read recession). The following is offered to help with these times.

1. Manage your cash flow. Examine your cash flow analysis and look for steps to strengthen your financial position.
2. Meet with your local banker. Reinforce your relationship and inquire as to any strategies they might recommend.
3. Contact any and all vendors and creditors and either establish a line of trade credit or explore extending the terms.
4. Examine and reduce where possible, your accounts payable.
5. Examine and manage your accounts receivable. Try and reduce the average number of days (age) of your receivables.

6. Examine and develop a number of guerilla marketing strategies designed to stimulate sales.
7. Develop strategic alliances with other businesses to expand market penetration or explore new markets domestically or internationally.
8. Either reinforce or create a Board of Advisors. These individuals can be a valuable source of information and advice.
9. Contact SCORE ([www.SCORE.ORG](http://www.SCORE.ORG)), Small Business Development Center (SBDC) ([www.ASBDC-us.org](http://www.ASBDC-us.org)) or Women’s Business Center (WBC), <http://www.sba.gov/aboutsba/sbaprograms/onlinewbc/index.html> for advice and counsel or go online to the Small Business Training Network (SBTN) <http://www.sba.gov/services/training/index.html>. Also get the information you need at: [www.sba.gov/ed](http://www.sba.gov/ed).
10. Contact location universities or colleges. They often have student consulting teams available to work with small business entrepreneurs to solve problems facing the business.

**EATON-PREBLECOUNTY  
CHAMBER OF COMMERCE  
AMBASSADORS**

**Abigail Noland**  
Preble County Library  
937-456-4250

**Carolyn Ulrich**  
Ulrich Company  
937-787-4264

**KarenKay Williams**  
5 Points Wireless  
937-456-7320

**Bob Barnes**  
Barnes Funeral Homes, Inc.  
937-456-1111



# GENERAL MEETING

JANUARY 15, 2009  
11:30 A.M. – 1:00 P.M.

EATON COUNTRY CLUB  
100 MORTON RD.  
EATON, OHIO



**“Swearing in of New Board Members”**  
**“2008 Wrap-up/2009 Strategic Plan”**  
**“Promote/Unveil Web Site”**

**Reservations by**  
**Friday, January 9th**

**Call: 456-4949**

**Eaton-Preble County  
Chamber of Commerce**  
122 W. Decatur Street  
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Eaton, Ohio 45320  
Phone: (937) 456-4949  
<http://www.preblecountyohio.com/>

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**Mission Statement:**

“Promoting free enterprise and advancing the  
business community of Preble County”

