

March, 2011
Volume 7, Issue 3

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

Chamber Events

- 3/16** **Preble County Safety Council**
12:00 Noon
Preble County YMCA
Eaton, OH
- 3/17** **Chamber of Commerce General Meeting & Luncheon**
11:30 am – 1:00 pm
Preble County YMCA
450 Washington-Jackson
Eaton, Ohio

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

*Promoting Free Enterprise and Advancing the Business
Community of Preble County*

Preble County Chamber of Commerce General Meeting & Luncheon

**Thursday, March 17, 2011
11:30 am – 1:00 pm.**

**Preble County YMCA
450 Washington-Jackson Rd., Eaton, OH**

Speakers

**Chris Kerschler, Dayton Area Chamber of Commerce
Cris Petterson, American Heart Association
Jim Bowman, Dayton Tooling & Manufacturing Association**

To make your reservation, please contact Virginia at the
Chamber Office at 456-4949 by March 11th !
Cost is \$12, payable at the door!

PREBLE COUNTY EXPO

**Saturday, March 26, 2011
10:00 a.m. – 3:00 p.m.**

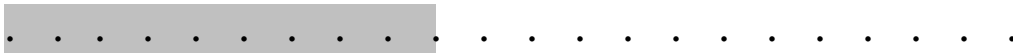
**EXPO Building
Preble County Fairgrounds
722 S. Franklin Street, Eaton, OH
General Admission \$1**

Network with fellow Businesses & Enter Raffle Drawings to
win a flat screen TV, iPad, Cincinnati Reds Club Seats,
Dayton Dragons tickets and more.....

**Custom Pinstriping from J.P. Cornett
(if you can carry it in, we'll pinstripe it for you!)
Auction Proceeds from Custom panels go to the PC Youth
Foundation and the Council on Aging**

Deadline for Booth Apps is March 16th!

See You There!



Board of Directors

Bradley Neavin
Chairman

Eaton Community Schools

Shawn Murphy
Chair-Elect

Michael Murphy Insurance

Ray Potter, Treasurer
SCORE

Charles Pennington
CIC

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Preble County Educational
Service Center

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Rose Roberts
Fifth Third Bank

Manfred Schreyer
Taffy's Coffee, Wine & Music

Jim Vidic
Bullen Ultrasonics, Inc.

Abby Noland
Preble County District Library

At-Large Members

Dan Appenzeller
Corey Mangan
Debbi Hornbrook
Kim Rowland
Cindy Kaufman

STAFF

Matt Appenzeller
Executive Director
456-4949

Virginia Lindsey
Secretary
456-4949

President's Message

Dear Investors-

Our annual Preble County EXPO is scheduled for Saturday, March 26th from 10 a.m. to 3 p.m. at the Preble County Fairgrounds EXPO building. With 52 vendors committed and more anticipated to join in, it is expected that this will be an outstanding event for our Chamber and community! Remember, that the EXPO is a chance for our businesses and agencies to show off their products and services and reaffirm that we have great resources for consumer needs right here in our area. Please mark your calendar and plan to attend this exciting event.

As we finally come to the end of what has been a very long and difficult winter, I hope the coming spring opens new opportunities towards your 2011 goals and plans. Rest assured, your Chamber leadership is here to help you in your efforts. The more you use the available benefits and opportunities, the stronger our organization becomes.

Bradley C. Neavin,

President, Preble County
Chamber of Commerce

Director's Message: Learning from Peers, Adding Value for Investors

For the 3rd consecutive year, I attended the Ohio Chamber CEO Winter Conference in Columbus to network with my peers, learn from them, and gather ideas to help the Preble County Chamber and our members.

Chamber CEO is an organization that was created by the Ohio Chamber of Commerce to help Chamber executives lead effectively. We have learned a lot from CCEO since former Board President Joanne Beineke signed us up as a CCEO member several years ago. We have learned from experienced Chamber execs like Jim Timonere from Ashtabula, Janet Davis from Westerville, Marvin Davis from Chillicothe, and Sharon Deschambeau from Darke County.

For example, revenues for the best Chambers of Commerce are close to a 50/50 split between dues and non-dues revenue. This "Chamber fact" has allowed us to do a better job of budget planning. It has allowed us to research products and services to our members that also produce revenue for the Chamber. This, in effect, keeps our dues structure at a reasonable rate while serving our businesses and promoting Preble County.

This year we plan to add even more value to Preble County Chamber membership. For example, we have already added online training courses from Indaba, Inc. through TrainingforChambers.com. The company is currently negotiating with Ohio State University so that students may earn Continuing Education Credits for the course completion. Stay tuned; it looks favorable thus far.

We are also looking at increased advertising opportunities, overhauling our web site, and a merchant services proposal that has already been approved by the Southern Ohio Chamber Alliance. We will, of course, keep you updated as we implement these programs that are designed to help you either grow your business or save you money.

In the meantime, we sincerely thank you for your continued support over the years. We have made great strides but we still have a long way to go. I hope we can get there together.

Matt Appenzeller, Executive Director

Safety Council Update

By Mike Jeffery



The Preble County Safety Council met on Wednesday, February 16th at the Preble County YMCA.

The speaker for this meeting was our very own Olivea DeLegal, Industrial Safety Consultant, who presented OSHA Updates for the group. Her program was excellent in that several members interacted and asked several questions.

Next meeting of the Safety Council will be on **Wednesday, March 16th** at 12:00 noon at the Preble County YMCA.

Our speaker will be Tajuan Stoker with a program "Fitness 101."

The Safety Council Steering Committee is making plans for the 5th Annual Preble County Safety Council Award Luncheon, which will be held in April!

The Business Brown Bag Series



The Business Brown Bag Series exists to help businesspersons in our area gain a competitive edge for success. The programs are from experts in their fields on specific business topics.

The meetings are one hour long which begin at 12:00 noon. Bring your own lunch. **Note: This series will be held at Sinclair Community**

College, 450 Washington-Jackson Rd., Eaton.

There will be NO Charge to anyone for this Series.

The Business Brown Bag Series Presents:



"The Future of Marketing will be in Your Hands"

Director Glen Horton of the State Library of Ohio SW Regional Area (SWON)

Marketing with 21st century technology.

April 21, Noon-1pm @ PC Sinclair Community College

Sponsored by the Preble County District Library & the Preble County Chamber of Commerce

Top 10 Small Business Trends for 2011

Continuing our annual tradition, below is our Top 10 Small Business Trends list for 2011.

Our overall economic outlook is for continued moderate growth with U.S. GDP increasing 3%-3.5%. While we expect hiring and the job market to improve, unemployment will remain stubbornly high, finishing the year around 9.2%.

Economic

1. The Small Business Economy Recovers from the Great Recession:

Despite the Great Recession officially ending in 2009, and moderate overall U.S. economic growth in 2010, the small business sector of the U.S. was still in recession last year. We're optimistic the economy will continue to improve in 2011 and economic growth will be more widespread. In 2011 small businesses will see stronger demand and better business conditions, resulting in the small business economy emerging from the Great Recession.

2. Variable Cost Business Models:

Small businesses will continue to focus on cost containment, bootstrapping and business flexibility in 2011. More small businesses will shift from fixed cost to variable cost business models, adopting a pay-as-you-go approach to minimize cash requirements and increase business agility. Fixed costs and fixed assets will increasingly be avoided. Small business outsourcing and the use of contingent workers in place of full time employees will increase substantially.

3. Small Firms Reinvent U.S. Manufacturing:

The recovering economy and 4 key trends are driving the growth of small and micro manufacturing, redefining how we think about manufacturing: (1) technology and variable cost business models are making it cheaper and easier for small and micro businesses to manufacture niche and customized products; (2) the weak dollar and rising overseas costs are making U.S. manufacturing cost competitive; (3) developing world economic growth is leading to stronger export opportunities; and (4) the Internet and online systems are improving the ability of small manufacturers to find, sell and support customers.

4. Alternative Financing:

While the improving economy is leading to increased small business access to financing from banks and other traditional sources, capital will still be tight in 2011. This will lead to increased use of alternative credit sources - merchant advances, micro-lending, community lending, crowd funding, factoring, etc. Online micro-lending in particular will see a substantial increase in 2011.

Social and Social Media

5. Social Media Moves to the Small Business Mainstream:

Despite the hype, the vast majority of small businesses haven't used social media on a regular basis for business purposes. This is changing as small business users become more comfortable with social media, its benefits become clearer, and social media's positive results become more obvious. The growth of social commerce (see 6 below) and Facebook (see 7 below) are key drivers of the growing interest in and use of social media by small businesses.

6. Social Commerce:

The amazing growth of Groupon and other social commerce sites in 2010 heralded the shift towards the integration of social media and sales. 2011 will see this field continue to explode as small businesses see clear, measurable, positive results from their social commerce/media efforts.

7. Small Businesses Friend Facebook:

The epic growth of Facebook is hard to overstate. With over 500 million active users, including 200 million mobile users, Facebook has passed Google and become the Web's most visited site. Small businesses are embracing and adopting Facebook as a key part of their web presence, and in growing numbers using Facebook as their primary website.

8. New Localism Continues to Flourish:

Driven by changing demographics, new technology, economic pressures and growing concerns about the

environment, more Americans are focusing on their families, friends and local communities. Small businesses benefit from the growing number of locally-oriented customers and the opportunities created through "Buy Local" campaigns. New localism was on our list last year. It is a long-term trend whose impact has been accelerated by the recession and makes the list again this year because of its growing importance.

9. Freelancers Realize They're Small Business Owners:

The last few years have seen strong growth in the number of contingent workers - freelancers, part-timers, temps and contractors. Many of these new contingent workers are embracing freelancing and choosing to stay contingent. Others will stay contingent due to a lack of options. Both groups will increasingly see themselves as long term freelancers and realize to be successful they will need to view themselves as small business owners. This shift in thinking will improve their businesses and result in a stronger, more successful freelance community.

Technology

We see 2011 being a year of technology maturation and consolidation. By that we mean a number of technologies that have been impacting small businesses for several years are becoming mature and mainstream. Because of this, we are going to limit our technology trends to one broad trend.

10. Working in the Cloud:

No trends list would be complete without mentioning mobile, cloud, local and social computing. While each of these trends is important, the growing convergence of these trends and technologies is amplifying their impact and fundamentally changing how business is done. Work is moving to the cloud, and small businesses are embracing this shift and related technologies.

(This article was reprinted from Small Business Labs; January 4, 2011 at <http://www.smallbizlabs.com/2011/01/to-p-10-small-business-trends-for-2011.html>)

Member Testimonial

The testimonial below was given to us by Stacey Lammers of Simon Insurance. The Eye Med benefit is a **FREE** benefit that is available to all Chamber members and their employees. To receive your Eye Med cards.... ask.

Matt –

"I just wanted to drop you a line to let you know that I saved \$103 by using Eye Med! Our daughter needed new glasses this year and we went to Dr. Bierly here in Eaton. I used the card with no problems at all and came out with an extra \$103 in my pocket! Thanks for bringing this benefit to our attention!"

Yet another way that being a Chamber member benefits you **and** your employees....

10 Web Marketing Trends for 2010

Where to invest, what to test and which deserve a rest

By John Arnold

Reprinted from Entrepreneur.com at <http://www.entrepreneur.com/marketing/online-marketing/article204480.html>

Allocating **your small business** marketing budget to maximize return on investment and minimize the risks of a low or negative return can become a lot more unpredictable when your investments involve trends and emerging technologies. Investing in trends requires smart timing and consumer analysis.

You would think that marketing trends would be closely aligned with consumer trends, since effective marketing depends on getting your messages to appear where the highest concentration of qualified eyeballs are focused. That isn't always the case, however, because trend-focused marketers tend to place an

inflated value on revolutionary technology and early adoption.

Thankfully, the majority of consumers permanently relocate their attention with much less frequency than marketing bandwagon drivers. Still, missing a trend or sticking with a has-been spells opportunity lost at best and negative returns or loss of market share at worst.

Since your trend-marketing returns are only as good as your ability to make educated guesses, here's some advice to help you avoid turning educated guesses into marketing messes. The following list features the top 10 internet marketing trends for 2010, in no particular order, and tells you whether to invest, test or let it rest.

Trend #1: Search Engine Optimization

Advice: Test

Sites with relevant content and credible links will continue to rule the search rankings in the coming year, but 2010 has the potential to reveal a few new standards. As the volume of web content continues to grow, consumers will demand even more relevant and personalized search results. That means search engines will be looking for more relevant and personalized content from publishers and brands. In fact, the search engine algorithms are already beginning to pay more attention to date of publication, geo-location, mobile device browsers, past behavior and social media content.

Don't abandon your current SEO strategy in search of personalization, but make sure you allocate a portion of your budget to testing content, keywords and links that are targeted toward niche audiences. Test keyword and link placement in **social media**, local content and mobile websites, and make an effort to more frequently refresh some of the content you devote to search engine rankings. Once the search engines have tested these new search targets and revealed some concrete standards, you should be prepared to invest accordingly.

Trend #2: Paid Search

Advice: Invest

Paid search hasn't seen a revolutionary trend since the idea of the **long tail** was applied to keyword bidding. That's OK, because consumers will still use search engines in 2010 as a primary means of finding products and services to fulfill their needs, and they will still be clicking on relevant ads. Search advertising prices will remain reasonable, and average returns will remain comparably high as larger companies with decreased search marketing budgets continue to allocate resources to lower-cost SEO tactics in hopes of attracting visitors at lower prices. 2010 has the potential for even more downward pressure on price-per-click if Bing can gain enough loyal searchers to attract business away from Google.

You won't exactly feel like you're in the driver's seat when your search marketing placement choices are limited to Google, Microsoft or both, but that doesn't mean you should shy away from investing in the highly qualified leads that paid search is capable of producing for your small **business**.

Trend #3: E-mail Marketing

Advice: Invest

It isn't hard to justify an investment in e-mail marketing when the cost of sending e-mails is so low. The low cost isn't the only reason to send e-mail, however. Most consumers still consider e-mail to be their primary form of communication, even though there are several alternative ways for consumers to subscribe to periodic content from small businesses.

E-mail marketing will remain highly predictable in 2010 and may even become more powerful as e-mail service providers improve social media integration, search engine access to archived e-mails, auto-responders and new integrated applications. If you don't already use an e-mail service provider, invest in one in 2010. If you already use an e-mail service, invest in your e-mail list and in producing valuable content to nurture leads and attract repeat customers.

The cost of building a permission-based list is likely to stay the same in 2010 as it was in 2009, but more than one-third of consumers changed at least one of their e-mail addresses in 2009--due to job changes or other economic factors. Spend more time and money in 2010 focused on keeping your e-mail list current when those consumers return to work and change e-mail addresses again.

Trend #4: Social Network Marketing

Advice: Test

Social media has one redeeming quality for marketers--lots and lots of eyeballs. That's attractive if you're a major brand, but profitable interaction will continue to be the exception for **small businesses** in 2010 rather than the rule. A good test of your social network marketing potential is to survey your current customers to see how many of them consider social networking to be a primary form of communication. You should probably experiment with a Facebook fan page and a Twitter page if you find that a meaningful percentage of your current customers indicate an interest in following **your business**.

Make 2010 your year to test content that attracts repeat and referral business. Your current customers are more likely than total strangers to respond to offers posted on social networks because they already know you and trust you based on their prior purchases.

Trend #5: Blogging

Advice: Let it rest

If you're writing a blog to help with search engine rankings or to inform existing customers, you should continue to test or invest. If you're blogging in an attempt to attract new prospects and convert them to customers, however, 2010 will be a year that exposes the blogosphere's vulnerability to the law of averages. Converting prospects into customers depends on driving visitors to content that maximizes conversions, and that means your conversion rate is only as good as the content on your landing page. If that landing page is your blog and your blog changes frequently, your conversion rate is only as good as your latest blog post.

Instead of blogging to convert your website visitors into customers in 2010, work hard to test and develop great landing page content. When you find something that works, don't change it.

Trend #6: Web Presence

Advice: Invest

If you want people to see the content on your website, it might make sense to advertise the location of your website content by placing ads on other high-traffic websites. Driving visitor traffic to your website isn't the way to go for 2010, however. Instead, you need to spend 2010 driving your website content to the visitor traffic.

The difference stems from the fact that content aggregation websites like YouTube are boosting consumer demand for instant gratification and what I like to call "content nesting." Content nesting allows consumers to browse through content fed to them through a single web page, or nest, so that they don't have to click on links to individual websites all over the World Wide Web, which takes more time--not to mention that the results can be anywhere from unpredictable to shockingly irrelevant.

To take advantage of content nesting in 2010, your website content needs to be nested in as many content aggregation sites as possible. For example, a lot of people search for videos on YouTube. If you have a video on your website and it's not also on YouTube, people on YouTube won't bother searching for your website. To them, YouTube represents the total number of videos available to them on their topic of interest.

Trend #7: Mobile Marketing

Advice: Test

In case you haven't heard, mobile marketing is all about marketing to people through their mobile phones and smart-phone devices. Small businesses haven't had much of an opportunity to engage consumers on mobile devices, but 2010 has the potential to change that.

Demand is increasing dramatically for mobile applications and mobile web-browsing due to wider adoption of devices like the iPhone and the Google Android phone. As more people adopt these phones and features in 2010, look for small-business marketing services to start providing lower-cost mobile

marketing solutions like text messaging, mobile e-mail marketing, mobile websites, mobile application development and location-based marketing.

Make 2010 your year to collect mobile preferences from your prospects and customers, and use tools like [Google Analytics](#) to see how many people are visiting your website on mobile web browsers. If you find interest in mobile interaction among your customers, begin testing simple mobile marketing campaigns such as sending a few mobile coupons via text or building a mobile micro-site for one of your products.

Trend #8: Podcasting and Online Radio

Advice: Let it rest

Online radio is actually on a bit of a growth trend, but that's just because so-called terrestrial radio is suffering so much that radio advertisers are switching their investments to digital formats. 2010 will be a year of exploration for online broadcasters as they struggle to find and attract loyal audiences. iTunes has long been the leader in podcasting, but there are still no clear leaders in internet radio.

Even if leaders emerge in 2010, internet broadcasters will need to make their media more sharable, more engaging, more trackable and more mobile to attract money from advertisers. If you're looking to attract an audience by broadcasting or advertising on broadcast media, go with online video in 2010 and wait for radio to finish reinventing itself.

Trend #9: Online Video

Advice: Invest

If a picture paints a thousand words, how many words does a 30-second online video paint? Countless buying emotions and memorable brand moments are possible with video. Until recently, spreading your message with video was limited to the television screen. In 2010, watch for video to become more accessible to small businesses through online outlets. Online video is interactive, memorable, widely accessible, cheap to create and highly shareable. There's also a lot of investment happening around video, which is sure to create even more low-cost opportunities for small businesses to participate in video promotions in 2010.

Video presents a great opportunity for small-business marketing, but don't think of video as a replacement for text. As powerful as video can be, it can be more cumbersome than text because you can't scan a video as quickly as you can scan a page of headlines, links and text to quickly find the exact information you need. Use your investments to find the right balance for your customers.

Trend #10: Coupons, Discounts and Savings

Advice: Test

OK, this one isn't entirely an internet marketing trend, but it's important enough to mention because of the economy. 2009 was another tough year for retailers, and consumers are so accustomed to shopping for deals that they might begin to expect the plethora of deep discounts currently available to continue forever. If you're engaged in heavy discounting to attract sales and survive the economic downturn, you'll need to spend 2010 slowly weaning your customers off your lower prices, assuming that the economy recovers. Resetting expectations won't be easy, so try swapping discounts for special privileges like loyalty discounts, free upgrades and other offers that won't lock you in to price comparisons.

Internet marketing trends develop quickly, so expect many new and exciting trends to emerge in 2010. Don't be too quick to jump on new bandwagons because consumers move more slowly than marketers and technology. Stay focused on attracting repeat business, deepening your customer relationships and solving problems for people. Those are the trends that never fail small businesses.

John Arnold is a Boulder, Colo.-based consultant, speaker and trainer specializing in [marketing advice](#) for small businesses. He is the author of three [marketing books](#) in the 'For Dummies' series including [Web Marketing All-In-One Desk Reference](#) and [Mobile Marketing for Dummies](#).