



May 2009  
Volume 5, Issue 5

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

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Sustaining Member  
Preble Memory  
Gardens & Robert  
L. Crooks Funeral  
Center

### Chamber Events

**5/20** Preble County  
Safety Council  
12:00 Noon  
Preble County YMCA

**5/21** Chamber General  
Meeting & Luncheon  
11:30 am – 1:00 pm  
Eaton Country Club  
100 Morton Rd., Eaton

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

Promoting Free Enterprise and Advancing the Business  
Community of Preble County

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

Thursday, May 21, 2009  
Eaton Country Club  
100 Morton Road, Eaton

Jeannie Marshall, SOCA  
Speaking on United Health Care Changes

Chief Phil Romeo  
Business Watch

To make your reservation, please contact Virginia at the  
Chamber Office at 456-4949 by Friday, May 15<sup>th</sup>  
Cost is \$15, payable at the door!

### President's Message

Dear Member Investors,

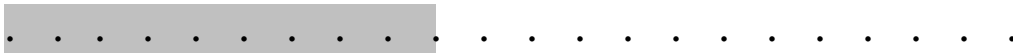
The Chamber will be introducing our first segment of "Manager's Corner". These segments will appear four times per year in the newsletter and are written by highly skilled managers from prominent Preble County companies. Our first guest writer is Tim Crammer, Director of Marketing for Henny Penny. I am looking forward to seeing what Tim will put in our first segment of "Manager's Corner".

The Chamber will be hosting their first Wine fundraising event at Taffy's on Tuesday, May 26th at 8pm. Tickets are \$20 per person. 50% of the proceeds will be used to support the Chamber. Please come for your chance to win the following prizes. One year of free Chamber membership, Two tickets to the Foreigner concert, Two tickets to the Eaton-Preble County Chamber Night at the Richmond River Rats on June 20th.

I am looking forward to seeing all of you at the General Luncheon which will be held on May 21st from 11:30-1:00.

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**

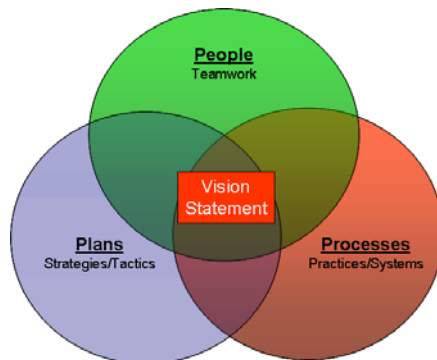
456-4949

# Manager's Corner

By Tim Crammer, Henny Penny  
Corporation

## **Managing the Three P's to Deliver your Vision Statement**

In these unprecedented times, focusing on business goals is Priority One with all managers. For many, it is a time of back to basics with extreme focus on core competency and the vision statement of an organization. Typically, it is that vision statement that differentiates a company from its competition. At a basic level, the ability to deliver a vision depends on the three P's: people, processes and plans. Each is critical to the success of any business, but only when they work in concert are the maximum results achieved and the vision statement realized. This article briefly outlines the components of each and the role that they play.



**People** are the backbone of any company. On the surface, each employee brings different skills and talents to the company in their respective roles; however, and more importantly, they represent and build the culture of a company. As managers, finding and retaining employees who fit the culture (with the requisite experience and skill set) is absolutely necessary to ensure an environment of teamwork. Even the smallest company is not run or managed by individuals, but by employees (people) working as teams. Typically, teams that excel exhibit traits such as asking for help, openness to advice, and most importantly, sacrificing individual time to help one another. A culture of high performance teamwork starts with the people and is built between

departments and within departments, which directly impacts the ability to deliver on an organization's vision statement. When it comes to people management and setting the foundation for teamwork, there are three behaviors to expect from every team member:

- Over Communicate – Proactively set expectations and next steps.
- Be consistent in decision making – Set metrics for determining a course of action so that, if things do not work as planned, the organization can learn from those instances and correct itself.
- Solve every issue with some data – At the end of the day making a 'gut call' might be required, but even the smallest amount of data can either support that call or prevent costly errors.

**Processes** are the day-to-day business practices that move businesses forward. It is difficult to strike a balance between processes for high performance and consistency without becoming overly bureaucratic and unresponsive. Processes are only as good their results; therefore, from a management perspective, flexibility without compromise of your strategic priorities is critical to achieving the goals of the process and ultimately the vision statement. Processes with flexibility empower employees to make decisions, please customers and generate growth. Inflexible processes typically require decisions to be micro-managed outside of the team, significantly slowing response and de-motivating team members. Additionally, processes typically cross the lines of many functional groups and are the common language for solving problems and discussing business strategy. The ability for cross-functional teams to develop and utilize processes cannot be overstated. A second dynamic of managing processes is the challenge of maintaining them over time. Without active management, it is easy for companies to avoid the elimination or changing of a process as people tend to rely on, "That is the way it has always been done." Processes are put in place to create or protect value internally and externally. However, over time and as a business grows and changes, many processes remain static and thus become

stagnant. In those instances, it is important that the processes are addressed in their entirety. In many instances, it is tempting to create exceptions to the original goals and objectives of a process because this is quicker than taking the time to reassess a process that isn't working effectively. Unfortunately, band-aiding a failing process only delays the next issue and makes establishing the solution more difficult. Actively challenging, changing and updating processes based on strategic priorities will avoid wasted effort and resources. Broken and inefficient processes distract teams from delivering on the vision of the business.

**Plans** are the strategies and tactics each business uses to drive long-term goals. At the highest levels of an organization, management should be able to articulate up to three key strategic initiatives that will align and direct the many different functional groups within a company to help deliver the vision statement. Below executive management, each functional group will typically develop its own plans and tactics to deliver on key company initiatives. This is the area which requires significant energy for managers. First, managers need to ensure that everyone understands the strategic initiatives and what it means for the company to achieve them. Without that understanding, the empowerment of functional teams is limited, and management is pulled into daily issue resolution instead of long-term planning. Second, these tactics will compete for support resources, daily responsibilities and prioritization within other teams. It is important that the management team meet to review the supporting tactics to insure alignment with other groups. Many companies use an annual business planning session to identify potential gaps and to prioritize actions. By having a long-term view of the company's primary goals, managers and employees join a common mission to achieve the vision statement through collective strategies and cooperation versus a dilution and competition for limited resources.

When a group manager can help balance all three of these dynamics; people, processes and plans on their team, the

quality of business execution is significantly higher in success and adoption. For general managers to be able to do the same between functional groups, the ability to achieve a company's goals and vision is improved exponentially.

*Tim Crammer is the Director of Marketing for Henny Penny Corporation.*

## Safety Council Update

By Kathy Schulz



On April 15, 2009, the Preble County Safety Council hosted its Third Annual Awards Banquet at the Eaton Country Club. The luncheon was a great success.

Mark Ashworth, from the Bureau of Worker's Compensation, provided an update of activities within the Bureau and changes associated with the Safety Council program for the upcoming fiscal year, which includes eliminating the opportunity for employers to "stack" discounts. Employers in Preble County will continue to have access to monthly educational meetings and networks and those who do not participate in a group ratings program, will have the opportunity to receive rebates on their worker's compensation premiums by participation in our Safety Council.

The following employers were presented with awards during the banquet:

100% award: These companies worked the entire year without an illness or injury resulting in a day away from work

- Brubaker Grain & Chemical
- Lakengren Water Authority
- Lowman Metal Shop
- McDonald's
- Preble County Agricultural Society

- Preble Shawnee Local Schools
- Rexarc International, Inc.
- Rohm and Haas Company
- Slabdocs, Inc.
- Trucks and Parts of Ohio

Special award: These companies accumulated 500,000 hours and at least six months without an illness or injury resulting in a day away from work

- Bullen Semiconductor Corporation
- Bullen Ultrasonics, Inc.
- Drake State Air, Inc.
- Eaton Community School District
- Northmont City Schools
- Tri-County North Local School District

Achievement award: These companies decreased their incident rate by at least 25% from the previous year.

- Northmont City Schools
- Preble County Commission

Group award: These companies achieved the lowest incident rate in their group.

- Vancrest Health Care Center

Multiple awards:

- Bullen Semiconductor Corporation: Group, 100%, Achievement
- Drake State Air: 100%, Group
- L&M Products: 100%, Group
- Preble County Council on Aging Inc: 100%, Group
- Tri-County North Local School District: 100%, Group

Congratulations are in order for all these companies!

After the presentation of the awards, Tod Buchanan, a motivational illusionist, entertained the group with his presentation, "Safety Magic."

In May, we will be back to our normal time and place- the Preble County YMCA at 12:00 noon on May 20th. Abby Helsing, Health and Wellness Director from the YMCA, will provide information about staying healthy.

# Newly Added Investor Benefits!

## Reduced shipping costs

Investors may reduce shipping costs with the help of Select Benefits Global. SBG is the same company who provides the Prescription Drug Discount Card. Because of our active use of the cards, Select Benefits has given the Eaton-Preble County Chamber of Commerce an exclusive code.

### **How It Works**

1) Go to [www.CoastToCoastShipping.com](http://www.CoastToCoastShipping.com) and take a few minutes to give us some basic information and you'll be on your way to get free instant quotes from the carriers you know and trust. Insert your group **CTC Discount Code 00055-00001-00023**

2) Within 24 hours, you will be contacted by a shipping expert.

If you have problems with the site, need help or have additional questions please call 800-613-4841.

## Reduced Disability Insurance Premiums

Mutual of Omaha now offers E-PC Chamber investors a 15% discount on disability insurance. Gary Howard of Superior Insurance Marketing is our contact person. Please see the attached flyer for further details. Gary is available at 888-849-8753.

## One more benefits announcement:

**Tom Theobald of Simon Financial Services has been added as a contact** for the United Health Care benefit through SOCA. Tom specializes in providing creative health insurance solutions for businesses and individuals. He can be reached at 937-456-7111.



## Health Spot....

Sponsored by The Greenbriar

# Improve Your Memory

### Your Body, Your Mind

Sure, your brain is part of your body. But in function, it could be likened to a computer. You input information – a fact, an emotion, an experience – and it gets stored in a “file.” Information judged to be important gets stored in a more prominent or accessible file while less important or insignificant information gets stored in the equivalent of a shoebox stuffed into an attic corner. As you go through the day, you're continually pulling up memory files. All of these stored bits of information help you make sense of the world around you. They help you recognize friends, find your way home, and know what to do when the phone rings.

### The Long and Short of It

Memory-making involves two different processes: short and long. Short-term memory has a limited capacity and a limited duration. You don't intend to make a permanent memory file for the information – just a temporary one. The average person can remember about 7 items for no more than 30 seconds – and often less time than that! You use short-term memory when you are trying to dial a phone number you just looked up. If you are like most people, you'll remember the area code and the first 3 digits, and then “something, something, something, something....”

### CHALLENGE

Enhance your mind and memory. But, if you say that number repeatedly or come up with a clever way of hooking that phone number into your mind, you may never forget it. You've just stored the data in your long-term memory files.

Long-term memory is more deliberate. These are the labeled files placed in storage centers in your mind. Some storage centers record experiences and emotions, such as what you ate for dinner last night, where you went on your first date, and the theme of your tenth birthday party. You can recall the sights, smells, sounds, and emotions associated with the memories. Other parts of the brain retain facts, concepts, and skills – the names of the months in the year and how to use a fork, for example. Your long-term memories are drawn from bits of information in files throughout your brain, that are all pulled together in a moment. For example, take the day you graduated from high school. You probably can remember what you wore, the weather, the sound of your shoes as you walked across the stage to receive your diploma, and whether you were happy or sad. You probably remember even more information than that!

But sometimes you can't find a memory file. We've all forgotten a name, where we put our keys, or if we locked the front door. Sometimes it's because the information isn't there – it's a lack of acquisition. Maybe you weren't really listening when you were introduced to someone new. Sometimes you can't remember because your brain filed a piece of information randomly, rather than in a tidy, well-labeled file. This is a storage issue. People who throw the information in a pile to be sorted through later are sometimes referred to as “right brained.” They're creative, but not necessarily organized.

They might have problems recalling multiplication facts, but they can tell you the color of their best friend's grandmother's kitchen that they saw once 12 years ago. Theirs isn't a memory problem. They just haven't created logical files. You remember best if you link memories into a meaningful, organized structure. Some people joke about having a “senior moment.” This is a problem with retrieval. You filed the information correctly – and you've recalled the information before. But at this particular time, you can't. Give yourself a few minutes, and you'll likely remember what you forgot.

## Requirements to complete this HEALTH CHALLENGE™

1. Read “Your Body, Your Mind” and “Memory Boosters.”
2. To complete the Challenge, you must do something every day that will enhance your mind and memory.
3. Keep records of your completed Challenge in case your organization requires documentation.

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As many people grow older, it takes them longer to retrieve their memory files. But by making healthy lifestyle choices, you can keep your body and mind strong into your senior years.

### Memory Boosters

In the past, memory loss and confusion were considered a normal part of aging. Scientists now know that most people can remain both alert and mentally capable as they age – even if it takes them a little longer to remember things. There are certain basic ways you can improve your memory, although not all memory-boosters work for all people. Some people have an easy time remembering names. Others find numbers easily stick in their mind. Some people are directionally challenged while others can find their way to anywhere. No matter your strength – or weakness – your memory can be improved. You just need to find what works for you and be persistent. It’s like learning to play the piano or play basketball. To improve your memory skill, you need to practice!

**Manage your stress.** People who experience a lot of distress also report many memory failures. Remember that a certain amount of stress is healthy. It’s when the stress is overwhelming that your body and mind suffer.

### Challenge your mind.

Join a book club and engage in lively debate. Play chess and other board games. Do crossword or sudoku puzzles. Read informative books. People who do this regularly are less likely to develop dementia.

**Use memory aids.** Keep track of appointments in a daily planner.

Post “to do” lists on your refrigerator. Mark birthdays, anniversaries, and other important dates on a prominently displayed calendar.

**Be socially involved.** Isolation is a risk factor for mental decline, so look for ways to interact with others. Work a part-time job. Join a community club or church group. Volunteer for a cause you feel strongly about.

**Eat omega-3s regularly.** Salmon, tuna, and other oily fish may help preserve your memory as you age. In one study, people who ate broiled or baked fish high in omega-3 fatty acids at least 3 times a week had a 25% lower risk of memory problems and stroke. Other sources of omega-3 fats include walnuts, flaxseed, and soy.

**Reminisce.** When you recall how you celebrated Thanksgiving as a child or your favorite family vacation, you can trigger other memories.

**Stay positive!** Hope and optimism improve brain function and longevity.

### Eat fruits and veggies.

They are full of antioxidants that help keep your brain healthy and reduce the risk of memory problems.

**Walk every day!** It only takes 6 months of regular walking to increase your attention span and improve your thinking. For maximum benefit, walk 10-15 miles per week. (This is equal to about an hour of moderate exercise 5-6 days a week.) But if you’re not used to exercise, don’t worry. You’ll begin to experience benefits by walking only 7 miles a week. That’s taking a brisk 30-minute walk just 4 days a week.

**Get in touch with your artistic self.** Creative activities – whether painting, gardening, or writing poetry – increase brain activity.

**Stay physically fit.** In one study, older adults who stayed physically fit throughout their lives maintained their childhood IQ scores. Another study found that physical frailty was associated with Alzheimer’s disease.

**Nap!** A short nap in the afternoon can help you retain information learned earlier in the day. Long-term memories are formed as you sleep.

**Do something you love.** Dance.

Teach children to read. Start your own blog. Not only will you enjoy life more, but the mental stimulation might reduce your risk of dementia.

**Learn a new skill.** Take a computer class or study astronomy. Learn to play the violin or speak a different language. Taking on a new skill exercises – and thus strengthens – your brain.

**Broaden your input.** Researchers have found that taking in information from a variety of senses – sight, smell, hearing, and touch, for example – greatly increases your memory.

**Keep your heart healthy.** Every heartbeat pumps 20-25% of your blood to your brain. Heart disease decreases brain function, particularly reasoning, vocabulary, and verbal fluency. Risk factors for heart disease include smoking, diabetes, high cholesterol, and high blood pressure. Eating a well-balanced diet, such as the DASH diet, might reduce the risk of Alzheimer’s disease.

**Get adequate B12.** A recent study found that vegans (who don’t eat meat, dairy, or eggs) actually lose gray matter if they become deficient in B12.

## Employers Use Massage to Manage Workplace Stress

Stress-related employee turnover, absenteeism and decreased morale affect your business. Stress is estimated to be the second most common cause of work-related illness, causing one in five employees to take time off.

The impact of stress is very expensive. Let’s look at the statistics:

- Stress is recognized as the number one killer today. The American Medical Association stated that stress was the cause of 80 to 85 of all human illness.

- Every week, 95 million Americans suffer some kind of stress related symptom for which they take medication.
- American businesses lose an estimated \$200-\$300 billion dollars per year to stress related productivity loss.
- Stress-related employee turnover, absenteeism and low morale all affect the bottom line.

What can a massage program do for your company?

- Massage decreases job stress and increases alertness.
- Employees who receive regular massage perform better at their jobs.
- Massage improves overall health of your employees resulting in fewer sick days.
- Massage decreases stress and improves employee productivity.
- Massage overall improves creative thinking and relieves fatigue.
- Massage really makes a difference in productivity, job satisfaction, and overall health.
- Massage has shown to play a very important role in prevention and treatment of pain and numbness associated with desk jobs.

There are many benefits of massage therapy, too many to list here. As it relates to performance, massage lessens the impact of depression, improves concentration, increases energy while promoting relaxation, helps manage stress, and improves concentration. All of these can improve the bottom line by increasing productivity.

Employers turn increasingly to massage to alleviate the physiological and affective consequences of stress. Massage can keep your employees healthy, as well as happy. Relaxology (one of our valued investors) is now offering \$10 off your next massage. The firm is owned and operated by Licensed Massage Therapist Mary Christman, located at 1735 North Barron Street in Eaton.

To find out how massage can benefit your employees and your business, give Mary a call at (937) 472-0202.

## “Welcome” New Chamber Members!

### Aquatics Pets & Ponds

They are located at 855 W. Central Ave., Springboro, OH 45066.  
Mailing address is: P.O. Box 131, Eaton, OH 45320  
Steve Clapp, Owner  
Phone: 937-533-6046  
Email: [fishdoctorapp@hotmail.com](mailto:fishdoctorapp@hotmail.com)  
Product/Service: Aquarium construction & maintenance and Water Garden construction & maintenance

### Maggard Memorials & Laser Art Tech.

Linda Maggard, Co-owner  
Located at 536 W. Main St., Eaton, OH 45320.  
Phone: 937-456-4323  
Fax: 937-456-4385  
Email: [harrismemorials@woh.rr.com](mailto:harrismemorials@woh.rr.com)  
Website: [www.maggardlaserart.com](http://www.maggardlaserart.com)  
Product/Service: Retail Monuments

### Pleasant Vineyard Ministries, Inc.

David Maynard, Director  
Located at 1259 Swann Beatty Road Camden, OH 45311  
Phone: 937-452-3347  
Fax: 937-452-5560  
Email: [david@pvmcamp.com](mailto:david@pvmcamp.com)  
Website: [www.pvmcamp.com](http://www.pvmcamp.com)  
Product/Service: Youth Camp

### St. Clair Academy

Micki Sittloh & Tobi Gordos  
Located at: 116 W. St. Clair Street Eaton, OH 45320  
Phone: 937-456-6856  
Fax: 937-456-6856  
Email: [stclairacademy@hotmail.com](mailto:stclairacademy@hotmail.com)  
Product/Service: Daycare/Preschool Center

### **Humana, Inc.**

Cindy Thompson, Agent  
Located at: 704 Peggy Drive, Eaton, OH  
Phone: 937-478-0455  
Email: [cthompson2@humana.com](mailto:cthompson2@humana.com)  
Website: [www.humana.com](http://www.humana.com)  
Service: Health & Life Insurance

### **Eaton Transmission**

Kathy Case  
Located at: 226 E. Main St., Eaton, OH  
Phone: 937-456-1447  
Product/Service: General Automotive Repair – Specialize in Transmissions

## Join Us for the Spring Wine Tasting at Taffy’s of Eaton



One of our newest members, Taffy’s of Eaton, is proud to host our latest innovative networking event.

The Spring Wine Tasting will be held at **Taffy’s on May 26 at 8 p.m.** Due to limited space and safety reason, only 60 tickets will be offered for the event.

Taffy’s will provide music and a special prize drawing. Cost of admission is \$20 per person.

The Spring Wine Tasting is a great way to entertain clients, network in a relaxed environment, enjoy an evening with your spouse or significant other, and experience the atmosphere of a progressive downtown business.

In the coming weeks, we will be releasing more information about The Spring Wine Tasting. Previous events of this type at Taffy’s have sold out quickly. If you would like to purchase tickets to the event, please call the Eaton-Preble County Chamber office at 456-4949 or email us at [chamberoffices@preblecountyohio.com](mailto:chamberoffices@preblecountyohio.com)