



GAHANNA AREA
CHAMBER OF COMMERCE

Business to Business

August 2010



Mission Statement: To enhance the success of our members and the business growth of our community.

Internet Marketing Secrets Revealed 3 Ways to Boost Your Revenue in a Tough Economy

Sponsored by

beckmanXMO

August 12th New Member Breakfast

7:30 - 9:00 a.m.

Columbus Airport Marriott
1375 N. Cassady Ave. 43219

Re-scheduled from an earlier date please join us on Thursday, August 12th from 7:30 to 9:00 am as we present "Internet Marketing Secrets Revealed 3 Ways to Boost Your Revenue in a Tough Economy" with program Moderator, Lamar Love, President of Wealth Systems, LLC.

Panelists include:

- Brian Hoyt, Public Information Manager, City of Gahanna
- David Peters, Owner/President, Net Point Marketing

You will learn:

- How to leverage social media to your advantage...and still have a life!
- How to strategically optimize your website...and not get kicked off the Island of Google.
- How to monetize your website to create multiple revenue streams.
- and much, much more! Bring your questions & get them answered by our panel of industry professionals.

Gain the knowledge you need to skyrocket your revenue today! Make reservations by calling the chamber at 471-0451 or email info@gahannaareachamber.com. Come prepared to give your 60 second commercial when you reserve an exclusive promotional table. Market your business to decision makers/company owners. Cost \$50. New members will be recognized.

**Please Note: The Chamber has moved its office to CJSuites,
1000 Creekside Plaza located in the Creekside area in downtown Gahanna.
Contact information remains the same.**

*What's
Inside*

- Advertising Sales Underway for Street Maps
- Buy Local Chamber Program - Enhanced!
- 2010 Membership Directory Guide - Available Now!
- News You Can Use!
- New Incentives for Worksite Wellness Programs

1000 Creekside Plaza
Gahanna, Ohio 43230
614.471.0451 • 614.471.5122 fax
info@GahannaAreaChamber.com
www.GahannaAreaChamber.com

2010 Officers Board of Directors Staff

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Pre-Paid Legal Services

Vice Chairperson of Operations:
Linda Friedman, Name Dropper Promotions

Vice Chairperson of Business Development:
Nicole Green, PNC

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newImage Business Cards

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Advertising Sales Underway for Street Map

As a member of the Gahanna Area Chamber you can have your business featured with advertisement prominently displayed on our new Gahanna area map for a 2-3 year shelf life. A terrific advertising vehicle for your business, street maps are one of the most requested pieces of information by visitors, business prospects and residence alike. 5,000 copies will be distributed to hotels, restaurants, realtors, banks, business prospects, city government and other high-traffic locations for several years to come.

By advertising with NovoPrint USA, Chamber members will also have an ad featured on the map page of the GACC website. A locator feature will provide potential clients with the exact location of your business throughout an interactive on line map locator service. A personal LOC8 map in digital format will be provided for your website and publishing needs.

As this is a first come first served venture, to ensure that you receive a prime position on the map please contact the chamber at 471-0451 or email us at info@gahannaareachamber.com.

NovoPrint USA's professional representative, Tommy Thompson will be arranging appointments to personally explain our project and additional options to local professionals and business owners.

For further information call Tommy Thompson on his cell phone at 937-475-4597. Thank you in advance for your support of this advertising opportunity. ■

Ribbon Cutting Ceremony & Grand Opening



Crazy Goat Coffee

505 Creekside Plaza, Gahanna
614-285-4628

Pictured with ribbon:

Mary Beth Brigleb, Chamber Treasurer, newImage Business Cards;
Tom Kneeland, President, Gahanna City Council;
State Representative Nancy Garland; Lance Walker, Crazy Goat;
Kyndell Swain, Crazy Goat; Christopher Hollinger, Crazy Goat;
and Leslee Blake, President, Gahanna Chamber.
Back row: Brandi Braun, City of Gahanna Mayor's Office;
Ryan McIntyre, Park National Bank;
and Anthony Jones, City of Gahanna Planning & Development. ■



New Member Mixer

Thirteen new members attended our New Member Mixer on June 25th. New members learned about their benefits of membership and money saving opportunities, and were able to network with other new members and the Chamber Board of Directors. Thank you to our host: Raising Cane's Chicken Fingers of Gahanna. ■

Welcome New Members

Body Image Fitness Inc.

Jacqueline Richardson
95 N. Stygler Rd., Gahanna, Ohio 43230
614-478-3882 / 614-478-3775 fax
bodyimage523@sbcglobal.net

Type of Business: Fitness & Recreation—Body Image Fitness has over 25 class offerings in the mornings, evenings and weekends. There is always a class to fit your schedule.

Crazy Goat Coffee

Chris Hollinger/Heather Baumgardner
505 Creekside Plaza, Gahanna, Ohio 43230
614-285-4628 / 614-509-9016 fax
heather@crazygoatcoffee.com

Referred by: Kandace Watkins, C|Suites Offices

Type of Business: Beverage Sales—Crazy Goat Coffee is a fun, eco-friendly coffee shop focused on the local community, and dedicated to providing only the highest-quality products and customer service.

J. Gumbo's

Brandon Salamone
64 Granville St., Gahanna, Ohio 43230
614-471-1400
brandon.salamone@gmail.com

Type of Business: Restaurant—Great-tasting Cajun & Creole cuisine - using only the freshest ingredients, the zestiest spices, and staying faithful to the recipes from Grand Coteau, Louisiana.

Northeast Dermatology

Terry Shemancik
925 N. Hamilton Rd., Gahanna, Ohio 43230
614-473-9519 / 614-473-9543 fax
tshemancik@yahoo.com

Referred By: Terri Weals, Loughry Insurance Services

Type of Business: Physician—Dermatology practice

PuroClean Restoration Experts

Shanley Farris
1255 N. Hamilton Rd., Gahanna, Ohio 43230
740-815-8712 / 866-466-9168 fax
sfarris@puromail.com

Type of Business: Cleaning Service—PuroClean, a leader in property emergency services, helps families and businesses overcome devastating setbacks caused by water, fire, mold and other conditions resulting in damage. ■

Paula Megert

Marketing Director

MID OHIO
STRATEGIC TECHNOLOGIES

MOST
6500 Proprietors Rd.
Columbus, Ohio 43085

Phone: 614-888-8973
Fax: 614-888-6909
pmegert@bizmachines.com

Tim Hortons.

Operated by the Blalock Holding Co. LLC

Leon G. Blalock
Owner Operator

Mobile (614) 572-8832

Gahanna Store
365 Agler Rd
Gahanna OH , 43230
Tel: (614) 473-9303

Easton Store
2845 Stelzer Road
Columbus OH , 43219
Tel: (614) 473-1078

Whitehall Store
3965 E. Broad Street
Whitehall OH , 43213
Tel: (614) 237-5573



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Be there when your customers are looking.
For information, call 614-895-6100



Buy Local Chamber Program - Enhanced!

The Chamber's Community Values program is being simplified and enhanced to take advantage of the lessons learned from the inaugural booklet sent to 20,000 Gahanna area consumers.

The booklet contained over \$5000 worth of trackable free Continuous™ gift cards. Consumers were encouraged to visit the program website to get more offers from Chamber members.

The two key learnings from the inaugural program were: Simplify and High Value

All parts of the program (Email, Web and Booklet) are now consolidated under a single brand: Requested Values. The booklet will be called Gahanna Requested Values. All offers will now be linked to a single Gahanna Requested Values card. The website will be www.RequestedValues.com/Gahanna. (The current website already re-directs consumers to this location.)

To increase traffic for all chamber businesses, all parts of the program will be focused only on High Value offers, within each type of business. Requested Values will become synonymous across Columbus with "High Values that I am looking for." When consumers come back for high values, they will see promotion of chamber members.

But, the most exciting part of the new program is that the focus is shifting to electronic traffic generating email and web programs that have **No Upfront Costs** for chamber members.

Emails will be sent 2-3 times a week to Gahanna and Columbus area consumers with Very High Value offers they have requested. Consumers and businesses can buy select products and services at greatly reduced rates on a special page of the Requested Values site. There is no cost for chamber members to participate in the email or web Requested Values programs.

This is very similar to the Groupon program that several Chamber Members have participated in...except that many parts of the program have been greatly improved. "It's like Groupon on steroids...with the downsides being fixed. It includes higher margins for businesses...while still generating a high number of new customers", said Paul Hall, President of Mastery Marketing Group who runs the program for the Chamber.

In one recent program, Chamber member Downey & Co./ Protec Auto Spa generated 700 sales in a 24 hour period from Groupon. Another Chamber member, Nail Addiction generated over 1400 new sales in 24 hours. While both

businesses were quite pleased, they found several problems with the Groupon program that the Chamber's Requested Values program has fixed.

This new combined email, web and direct mail Requested Values program is designed to drive higher visibility and new customers for all Chamber members. We are expecting to expand the program to B2B (Business-to-Business) members by the end of the year.

For more details, contact Paul Hall at Requested Values: phall@requestedvalues.com or 614-459-0300. ■



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2010 Membership Directory Guide - Available Now!

We are pleased to announce the 2010 Membership Directories have arrived and are available for pick-up at the Chamber office, 1000 Creekside Plaza, located on the 3rd floor of C/Suites. As a member your company receives 2 business listings in this annual publication as part of your membership benefits. Considered a valuable resource tool for business information that consumers use throughout the year, directories will be distributed to high traffic locations in the community and at all Chamber meetings and events.

The Chamber would like to thank
beckmanXMO
 Sponsor and Production Company for the project.

Remember to think “Chamber members first when seeking products and services.” ■

Membership Renewals

| COMPANY NAME | YEAR |
|-------------------------------------|--------------|
| CompManagement, Inc. | 2001 |
| Country Inn & Suites Airport East | 2001 |
| Creekside Conference & Event Center | Emerald 2007 |
| Fado Irish Pub & Restaurant | 2007 |
| Gahanna YMCA | 1999 |
| Heartland Payment Systems | 2003 |
| Insight Business Services | 2008 |
| Key Bank - Gahanna | 2002 |
| Key Bank - N. Hamilton Rd. | 2005 |
| Kroger Company/Stoneridge | 1998 |
| Law Office of Terri Len Johnson | 2009 |
| Medallen's Gyros & More | 2007 |
| Mount Vernon Nazarene University | 2003 |
| Mulligan, Topy & Co., CPAs | 2004 |
| Odyssey Hospice | 2007 |
| OhioHealth Neighborhood Care | Diamond 1997 |
| PDG Communications, LLC | 2008 |
| Primrose School of Johnstown Road | 2007 |
| ProScan Imaging Gahanna | 2002 |
| Representative Nancy Garland | 2009 |
| State Farm Insurance--James Reed | 2003 |
| This Week Community Newspapers | 1981 |
| Toyota Direct | 2007 |
| Traffic Systems, Inc. | 2009 |
| Unitech Systems Inc. | 2000 |
| WOW! Internet, Cable & Phone | 2003 |

Current Membership: 443

News You Can Use!

Add your company to Manta.com and promote and grow your business!

- Gain free and valuable exposure to Manta's more than 13 million monthly visitors.
- Increase your company's visibility within Google, Yahoo! and other search engines.
- Exchange ideas with business owners in your industry.
- Connect to a network of business partners and potential customers.
- Find tips and tools for building business through social networks such as Twitter, Facebook and others.
- Get unlimited access to information on more than 60 million companies for researching partners, prospects and competitors.
- Receive free ad credits to try Facebook advertising to promote your business.
- Add a Gahanna Area Chamber badge on your Manta company profile.

To get started go to: www.manta.com/chamber/oh/gahanna

Gahanna Three-Rivers Civil War Encampment Saturday, August 28, from 12 noon to 6:00 p.m.
at Hanna Park - Clark State Road. Living history displays, Period music, Marching & drilling for the kids,
Artillery, Infantry & Cavalry, and President Abraham Lincoln!
Open to the public - FREE! Overnight Campout 4pm to 10am, \$20 per tent
To register your tent call Parks & Recreation at 614-342-4250. ■

Give Back and Save More in August & September Through the GACC 2+2 eStore Program!



The savings and GACC Members participating in the Office Products 2+2 program keep growing every month! Overall savings are ranging from 11-22% on the products you use everyday for your business.

And, in the months of August and September, Friends Business Source is adding another 2% on all new business going back to the Gahanna Area Chamber of Commerce. That's a total of 4% on every sales dollar that goes to the project of creating the best small business resource website in Central Ohio! Save money and support our business community Chamber of Commerce.

And, use a special discount code to get \$10 off your next \$75 minimum order!

How? It's easy. Go to <http://www.friendsoffice.com/gacc/main.html> and see the discount code in the middle of the page. If you're an existing account "Shop Now!" Or, "Click Here" to activate your own personal eStore credit card account. Apply at time of Checkout. Start saving today!

Register to earn points on all HP purchases at www.purchasedge.com/join/Friends

Call David Pydlek @ C: 614.747.1860 or email davep@friendsoffice.com to learn more

New Incentives for Worksite Wellness Programs

Fitness pays off in more ways than one, for the exercise buff as well as his or her employer. Healthier employees equate to lower insurance premiums, but starting in 2011 small businesses may be eligible for grants to help fund workplace wellness initiatives launched after March 23, 2010. (1) Studies show that employers can expect worksite wellness programs to reduce absenteeism, health care costs, and workers' compensation and disability claims by more than 25% each. (2)

Start raking in that extra cash immediately by encouraging your employees to take brief fitness breaks throughout the day. The best results come from high-intensity exercises like jumping jacks that – let's be honest – will make most people feel ridiculous. Depending on your company's culture, a minute-long company-wide jumping jack session at 2:30 might build rapport and burn calories at the same time. If that isn't

for you, though, a brisk walk around the building gets the heart pumping and the creative juices flowing.

Get your company moving! Check out the American Heart Association's "Start!" worksite wellness walking program at startwalkingnow.org. Encourage your employees to take advantage of the tracking tools, grocery list builder, social media plug-ins, and individually tailored walking plans. And don't miss the Time Well Spent "Increasing Physical Activity" tool kit from Anthem Blue Cross and Blue Shield's 360° Health program. Print-on-demand posters and payroll stuffers are available at anthem.com/timewellspent.

Certain factual or statistical information was derived from the following sources:

- (1) CNNMoney.com, *Bribe your workers to be healthy* (May 12, 2010): money.cnn.com
- (2) Inc., *How to Start a Wellness Program* (May 3, 2010): inc.com ■

Promote Your Business in Gahanna Chamber Newsletter

Business Card Ad W 3.5" x H 2"

| | | |
|---------|---------------------------|-----------------------------------|
| 1 mo. | B/W = \$30.00 | Full Color = \$40.00 |
| 3 mos. | B/W = \$80.00, save \$10 | Full Color = \$100.00, save \$20 |
| 6 mos. | B/W = \$140.00, save \$40 | Full Color = \$175.00, save \$65 |
| 12 mos. | B/W = \$280.00, save \$80 | Full Color = \$310.00, save \$170 |

Quarter Page Ad W 4" x H 5"

| | | |
|----------------------------|----------------------------|-----------------------------------|
| 1 mo. | B/W = \$50.00 | Full Color = \$60.00 |
| 3 mos. | B/W = \$130.00, save \$20 | Full Color = \$160.00, save \$20 |
| 6 mos. | B/W = \$250.00, save \$50 | Full Color = \$280.00, save \$80 |
| 12 mos. | B/W = \$400.00, save \$100 | Full Color = \$430.00, save \$290 |
| 8.5" x 11" inserts = \$100 | | provided by advertiser |

1. An easy and great way to get your name out to over 450 Chamber Members every month. (Think of it as an alternative to Direct Mail Advertising without the expense of postage or envelopes.)
2. Full Color ads are now Available.
3. Different Sizes, Time Frames, and Color options are Now Available to accommodate any Budget.
4. Space is Limited, so do not delay in getting your name out there! Ads will be on a First Come, First Serve Basis ■

Chamber Calendar August 2010

Board meetings are held the 2nd Tuesday of each month
7:30 A.M. • Chamber Office

4 - Planning Team Committee Meeting
8:00 AM - Chamber Office
Committee Chairman: Charlie Collins
Collins Financial Planning Services

4 - Ribbon Cutting/Open House
5:00 - 8:00 PM - Codrea Financial Services
Location: Creekside Conference & Event Center
700 Creekside Plaza

10 - Marketing Committee Meeting
9:00 AM - Chamber Office

12 - New Member Breakfast
7:30 - 9:00 AM
Location: Columbus Airport Marriott
1375 N. Cassady Ave. 43219
Program: Internet Marketing Secrets Revealed
Panel Discussion

19 - Ambassador Committee Team Meeting
11:00 AM - Chamber Office
Committee Chairwoman: Tina Levo
Coldwell Banker King Thompson

24 - Ribbon Cutting/Open House
4:30 - 6:30 PM - Coldwell Banker King Thompson
960 N. Hamilton Rd.

Please Note: The Chamber has moved its office to C|Suites, 1000 Creekside Plaza located in the Creekside area in downtown Gahanna. Contact information remains the same.



181 Granville, Ste. 200
Gahanna, Ohio 43230
www.gahannaareachamber.com

GAHANNA AREA
CHAMBER OF COMMERCE

Sustaining Members

Diamond Members

- Benchmark Bank
- C/Suites Executive Offices
- Chase Bank
- Columbus Regional Airport Authority
- FSB Corp.
- KEMBA Financial Credit Union
- Limited Brands
- Mid Ohio Strategic Technologies
- Mount Carmel
- NetJets
- The Ohio State University Medical Center
- OhioHealth Neighborhood Care
- WesBanco

Emerald Members

- AAA Ohio Auto Club
- Accounting & Bookkeeping Solutions LLC
- Blumenstiel, Evans & Falvo, LLC
- Community Values
- Creekside Conference & Event Center
- Custom Air
- Embassy Suites Columbus Airport
- Family Physicians of Gahanna
- Fourth Floor Interactive
- Friends Business Source
- Gahanna Community Calendar
- The Hanawalt Company
- Heartland Bank
- Huntington National Bank
- Lind StoneWorks
- Longhorn Steakhouse
- National Bicycle League, Inc.
- New Albany Gardens & Care Center
- Powerco Credit Union
- Service Experts of Columbus
- Traditions at Stygler Road

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