



GAHANNA AREA
CHAMBER OF COMMERCE

Business to Business

JAN 2011



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

Out of the Starting Blocks: 3 Areas to Win the Race in 2011

2011 Annual Business Luncheon

Thursday, January 13th ■ 11:30 am - 1:00 pm

Creekside Conference & Event Center ■ 700 Creekside Plaza

Sponsored by:



Anthem Blue Cross & Blue Shield
Creekside Conference & Event Center



What's Inside

- The New Year Brings New Opportunities
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Today's business environment can be like an Olympic track and field event. There is a ton of competition and only those who are well trained and physically at their peak performance will make it to the final heat. Throughout this interactive presentation, you will be given examples and exercises to position your business as the frontrunner in 2011. At this meeting you will learn

- How to build and engage a winning relay team – using individual strengths to build a stronger team
- How to anticipate and clear hurdles – overcoming obstacles to growth
- How to avoid disqualification by staying in your own lane – maintaining focus

These foundations will get you motivated and prepared to lead your business from the starting blocks to the winner's podium in 2011.

Linda Brincks, President, Laurus Leadership Development

Delivering engaging workshops and coaching your company's key players

Linda Brincks helps guide executives and leaders to achieve their maximum potential through the education, application and implementation of leadership principles and strategies. Linda capitalizes on her background in theater and public speaking to engage groups and teams. Her high energy, entertaining style draws the audience in and allows them to connect with one another, contributing to learning and retention through interaction. She is a certified Core Clarity facilitator and is a strong proponent of strengths-based leadership.



Also on the program

“State of the Chamber” presented by Ron Wolfinger, Pre-Paid Legal Services, 2011 Chamber Chairman; Installation of the Board of Directors by Mayor Becky Stinchcomb; overview of the Chamber's new website and recognition for the 2010 large and small business awards. Make your reservations early call 471-0451 or email info@GahannaAreaChamber.com. Promote your business when you reserve an exhibitor table for the modest fee of \$40. Contact the chamber for information.

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.

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

2011 Officers Board of Directors Staff

Chairman: Ron Wolfinger
Pre-Paid Legal Services

Vice Chairperson of Operations:
Linda Friedman
Name Dropper Promotions

Vice Chairperson of Business Development:
Charlie Collins
Collins Financial Services

Treasurer: Mary Beth Brigleb
newImage Business Cards

Secretary: Tina Levo
Coldwell Banker King Thompson

Director: Rick Conover
Aflac

Director: Leah Evans
Gahanna Planning & Development

Director: Karen Eylon
Gahanna Convention & Visitors Bureau

Director: Nicole Green
PNC Bank

Director: Paul Hall
Mastery Marketing Group

Director: Bill Plesich
Renier Construction

Director: David Pydlek
Friends Business Source

President: Leslee Blake

Office Administrator:
Becky Whittington

Newsletter Printing & Design:
Capitol Citicom
2225 Citygate Drive, Ste A
Columbus, OH 43219
614.472.2679
info@citicomprint.com
www.citicomprint.com

The New Year Brings New Opportunities

Happy New Year from all of us at the Gahanna Area Chamber of Commerce!! It is a great honor to serve for a second year as the Chairman of the Board for your chamber. Thank you for your support though out the past year! We are excited about the possibilities and opportunities in 2011.

Our theme this year is "Proven Strategies to Grow your Business." The planning and marketing committees are working hard this year to bring programs and speakers that will help you grow your business and save you money. Remember our goal is your success. If you have suggestions or topics you want and need, please reach out to us with your input.

Hopefully you have taken advantage of our programs to market your business through our joint marketing opportunities such as Red Tag 24-7, Gahanna Community Values and our Gahanna Map, and taken advantage of cost savings programs like Friends Business Solutions, Workers Comp and Health Insurance. We are always looking for value added programs that as a buying group we can leverage our influence to bring you greater value or savings. If you need additional information on any of these programs please contact us.



Our new Website is almost ready to launch. If you have ever been a part of redeveloping a website you can appreciate the huge amount of work that goes into this project. Now imagine using volunteers that have agreed to take time out of their days and nights, then add to that the massive amount of content that must be review, rewritten and edited, you can understand why these things don't happen overnight. All I can say is it will be awesome and we look forward to your feedback as we put on the final touches.

Lastly the New Year brings many new resolutions i.e. exercising more, eating better, working harder and smarter, or spending more time with friends and family. Consider adding getting more involved in the Chamber to that list! Remember your commitment to any worthy goal always brings positive results. We look forward to seeing you at your next Chamber Event!!

Ron Wolfinger-Pre-Paid Legal Services, Inc. & GoSmallBiz.com
Chairman of the Board-GACC.

Marketing Committee - Website Highlights

The Marketing Committee is working diligently toward its initiative to rebuild the Chamber's website to reach more area businesses and to serve Members even better than before!

The new site is being designed to **drive significantly more engagement and networking** for members **and much higher search traffic** from area businesses.

There will be more information to help businesses in the Gahanna area grow and manage their businesses. The site will also have an updated look and feel, as well as a more functional Calendar to help Members and area businesses learn about the networking and educational events at the Chamber. There will also be an easy-to-use directory to let Members and people in the community readily learn about the products and services of Chamber Member companies.

The new site will incorporate a **forum, blog and social media** on different topics to help Members exchange business information. This will give businesses a way to showcase content they have that can benefit other Members on: marketing, finance, supply and cost management, human resources, and many more topics critical for business success.

Website Highlights Cont.

Developers have started on the site rebuild. Meanwhile, the Marketing Committee website user team is continuing to layout a Content Plan to make sure we have outstanding content that is of the greatest value to Members and other businesses. Members are invited to help by providing guest articles for the site. Contact the Chamber for details or Paul Hall at phall@MasteryMG.com.

Everyone at the Chamber is very excited about the improved Chamber website and how it can increase the visibility of Member businesses...to more effectively drive traffic to your business and your website. Track our progress including a launch date for the new site in an upcoming issue of the newsletter.

Welcome New Members

AT&T

Elijah Keating
3952 Morse Crossing Blvd., Columbus, Ohio 43219
614-478-7944
ek0236@att.com

Type of Business: Telecommunications

AT&T

Elijah Keating
3854 Morse Rd., Columbus, Ohio 43219
614-476-7424
ek0236@att.com

Type of Business: Telecommunications

AT&T

Elijah Keating
3955 Towns Fair Way, Columbus, Ohio 43219
614-478-3217
ek0236@att.com

Type of Business: Telecommunications

Farmers Insurance Agency Point

Mary C. Simonetti
2500 Farmers Dr. #200, Columbus, Ohio 43235
614-602-3000 / 614-717-2214 fax
mary.simonetti@farmersinsurance.com

Type of Business: Insurance—The 3rd largest carrier in the country and looking for those who want a career in the industry and the opportunity to build a business.

Town Money Saver

Todd Atkins
52 Westerville Sq. Ste. 151, Westerville, Ohio 43081
614-226-9669 / 614-448-4404 fax
tmscolumbus@gmail.com

Type of Business: Advertising

New Member Mixer

New Members learned about their benefits of membership and met our Board of Directors during a New Member Mixer. Thank you to our host:



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.

December Breakfast Closes 2010

In the final business meeting of 2010, members gathered for a morning filled with good will, great food and networking at the Annual Holiday Breakfast held at Jefferson Country Club, 7271 Jefferson Meadows Dr.

Highlights included guest speaker Deb Aungst, Certified Business Coach, who presented a dynamic program entitled "5 Proven Strategies to Massively Grow Your Business." Deb shared her formula for business strategy as (Be x Do = Have) starting with Have. To be effective Have a defined goal/plan with clarity on where you want to be. Create SMART goals... Specific, Measurable, Achievable, Realistic and Time sensitive. If you doubt your success you'll never achieve it. Challenge your comfort zone!

Recognition of Pam Evans, Past Chairwoman, and new Board members, Paul Hall and David Pydlek was presented by Ron Wolfinger. The Board would like to thank Pam for her commitment and leadership of the organization serving on numerous committees throughout her 7 year term. Charlie Collins, Planning Team Chair and Tina Levo, Ambassador Club Chair, gave a brief description of the committee's program of work with encouragement to get involved and volunteer.

Additionally, 24 new members were recognized with 9 in attendance taking advantage of the opportunity to recite their 30 second commercial of products and services. The Chamber welcomes to the organization:

- | | |
|-----------------------------|--------------------------------|
| Aldrich Chiropractic Center | Animal Medical Center |
| Dr. Charles Buchsieb II | Detwiler-Brofford Insurance |
| Emeritus at Chestnut Hill | Farmers Insurance Agency Point |
| GC Holding | Great Impressions Signs |
| Hamad Family Practice | Hometown Urgent Care |
| The Melting Pot | Nationwide Ins/Randolph Agency |
| Parker's Tax Accounting | PNC Bank |
| Refrigeration Systems Co. | Regal Star Home Health |

- Restoration Ministries
- Sign-A-Rama of Gahanna
- Strategem CFO
- Wiles Insurance Agency

- Royal Arts Fencing Academy
- The Stonehenge Company
- Summit's Trace Healthcare Center
- Windstream



Special thanks to KEMBA Financial Credit Union and Jefferson Country Club, program sponsors and to Chef Doug Miller for the scrumptious breakfast buffet. And, thanks to all the businesses that generously donated door prize items.

Happy New Year!.



Membership Renewals

COMPANY NAME	YEAR
Affordable Tax Solutions, Inc.	2002
Aflac - Rick Conover	2006
Bexley Marine & Equipment Company	2007
Capital Recovery Systems, Inc.	2007
Columbus Realty Team	2009
Comfort Suites E. Broad St. @ 270	2009
Jess Howard Electric Company	1998
Jewelry From Kesser	1991
Laurus Leadership Development	2007
Metcalf Design & Printing Center	1989
Name Dropper Promotions	2003
Palmer-Miller-Nelson Ins. Agency	1991
Ron's Express Carwash & Lube, Inc.	1998
Rotelli Pizza Pasta Perfect	2004
StoneRidge Dental Care	1997
Sunrise Lodge #783	2009
Supreme Golf	1995
Tom Wilson Allstate Agency	2009
Turning Heads Salon & Day Spa	2000

Current Membership: 435



Taste of Gahanna Winners receive their plaques:

Doug Miller, Jefferson Country Club, Best Display & People's Favorite Dessert; Spencer Haney, Laura's Catering, 1st Place Chefs' Challenge & People's Favorite Appetizer; Bill Hardin, New Albany Gardens & Care Center, 2nd Place Chefs' Challenge; Matt Buford and Brandon Salamone, J. Gumbo's, People's Favorite Entrée. Not pictured: Jason Mrugacz, Fadó Irish Pub, 3rd Place Chefs' Challenge

Many Thanks from the GACC 2+2 Program!

**Benchmark Bank Telhio Credit Union Landsel Title Agency
Signature Controls Massage Envy Gahanna Animal Hospital**

These businesses are helping to keep business dollars within the community and supporting our Chamber of Commerce by choosing the GACC 2+2 Program through Friends Business Source.

We started to use Friends Business Source in early 2010. Their prices are very competitive, their ordering software is easy to use, and their customer service has exceeded all expectations. In short, they have been a great business partner for our organization.

Tom Foster, COO Signature Control Systems, LLC

Why Friends? The service is outstanding. Orders are processed quickly and without hassle. If you have a specific item in mind, customer service will go above and beyond to find what you need and pursue the most competitive price. And deliveries always come with a smile!

Alisa A. Bodnar, Branch Manager of Telhio Credit Union

In 2010, the GACC 2+2 Program generated about \$900 for the GACC.

Our goal is to triple that in 2011!

Find out for yourself why Gahanna Area Businesses are choosing to convert their office products procurement needs over to Friends Business Source... we have everything for people@work!

**Friends Universal Storage Box Promotion
Tax Forms from Tops W2 & 1099 Kits and Laser Continuous**



Good through January 31, 2011



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(Between Main & Broad Streets)

614.866.9008

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

News You Can Use!

Small businesses interested in exporting now have a new online tool to help them tap into the global marketplace to grow their business.

Developed by the U.S. Department of Commerce and the U.S. Small Business Administration, Six Steps to Begin Exporting, www.export.gov/begin, is the latest tool in the National Export Initiative toolbox to help entrepreneurs begin exporting.

Lona Helfrich - Business Service Representative
Workforce and Talent Division
740.398.5591 - Lona.Helfrich@development.ohio.gov

Wyandotte Winery News...

We have a new member of the Wyandotte family! Heather Denaro joined us a couple of weeks ago as our new Tasting Room Manager. Heather comes to us with a lot of experience in the wine industry, and we are excited to welcome her! We also have Greg and Jessica Stokes working with us part time in the wine shop. Of course you will still see the friends that have been with us for awhile, Geoff, Sean, and Ryan.

New wines are being released! Our "Hope" pomegranate wine is back on the shelf. Hope is a dessert wine with a wonderful pomegranate taste, and part of the proceeds from each bottle go to the Tressel Family Fund for Cancer Prevention Research. Our "Cityscape" Syrah is also now available, and so far the reviews are good. This is the boldest red wine we have released so far, and makes a great addition to our dry red selections. If all goes well we will have "Raspberry Summer" wine back on the shelf before Christmas. Call us first to be sure, or watch our Facebook page for announcements.

We have special hours for the Christmas and New Year's holidays. On Christmas Eve we will open a couple of hours early at 11:00am, but close early at 3:00pm. We will be closed on Christmas day. On New Year's Eve we will be open from 1:00-3:00pm, and then closed on New Year's Day. Happy Holidays!

GAHANNA GEARS UP FOR RELAY KICK-OFF

Exciting Events Planned Ahead for the 2011 Relay For Life (Gahanna, OH) December 13, 2010 – The American Cancer Society Relay for Life of Gahanna/New Albany will kick-off its season with two open-house style meetings set for Tuesday, January 11, 2011 and Tuesday, January 25, 2011, both starting at 6:00 p.m. at the Mifflin Township Hall (155 Olde Ridenour Road, 43230).



The first kick-off event will primarily focus on any returning

teams who participated in last year's Gahanna/New Albany Relay and the second will focus on new teams who are interested in joining Relay for the 2011 year. Both are open to old and new team members.

The events will prep team captains for the 2011 Relay, have sign-up sheets for anyone interested in joining a team or making donations as well as offer any additional information about the Gahanna/New Albany Relay for Life event. Snacks will be provided and there will be a prize giveaway at the end of each kick-off meeting.

The American Cancer Society is the nationwide community-based volunteer health organization dedicated to eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer through research, education, advocacy and service.

For more information contact Stephanie Musko at 740-607-3000.

MOUNT CARMEL

MOUNT CARMEL EAST AND WEST:
THE ONLY TOP 50
HEART HOSPITALS IN CENTRAL OHIO

There are only two central Ohio hospitals among the 2011 Thomson Reuters 50 Top Cardiovascular Hospitals. Mount Carmel East and Mount Carmel West. That's because they're the only two whose combination of higher survival rates, shorter hospital stays, fewer readmissions and lower costs merited the worldwide information firm's top award. At Mount Carmel we're proud to have earned this national recognition for the sixth time and even prouder to serve the heart care needs of patients throughout central Ohio. To learn more about our heart outcomes, visit mountcarmelhealth.com.

THOMSON REUTERS
50 TOP 2011
CARDIO HOSPITALS

Promote Your Business Through Sponsorship & Advertising

Sponsoring a Chamber event and advertising in a Chamber publication offers your company credibility and exposure to the business community as well as an opportunity to network with business leaders from the area. Not only does it create awareness of your products and services, it allows you to target your marketing efforts to business professionals and potential customers.

Sponsor packages may be purchased anytime during the year although we encourage members to secure their sponsorships early for budget planning. The big advantage to this is it allows you to plan your support of the Chamber in advance without the worry of paying throughout the year.

Sponsor Opportunities Available For 2011

General Membership Meetings -

Held the second Thursday of the month from 7:30 - 9:00 am or 11:30 am - 1:00 pm, these meetings focus on a variety of business topics and included the introduction of new members (breakfast meetings only) to the organization. Focusing on our theme for 2011 "Proven Strategies to Grow Your Business" the following dates are available for advance sponsorship reservations.

Feb. 10 / Luncheon (11:30am - 1:00pm)

Program: Identifying Ways to Cut Costs and Improve Cash Flow

May 12 / Breakfast (7:30 - 9:00am)

Program: Expanding Your Business

Sept. 8 / Breakfast - Program: Tech Tips for Saving \$\$ & Time

Nov. 10 / Luncheon - Program: Time Management

Dec. 8 / Breakfast

Program: Members Sharing Top Business Tips for the Year

Investment: \$250 - Promote your business to an audience of decision makers and company owners including 3 minutes of speaking time, admittance for two, advance advertising, and promotional table. Exclusive

Exhibitor Table Only: \$50 - Admittance for one

Attendance: Range (50 - 90 plus)

Empowering Women in Business Series

This tri-annual meeting is designed to empower women entrepreneurs through educational speakers, networking opportunities and support of women's issues.

Investment: \$125 - Address attendees for 3 minutes about your business, advance advertising, admittance for one and promotional table. Exclusive

Exhibitor Table Only: \$40 - Admittance for one

Attendance: Range (40 -60 plus)

Please note that all sponsorship support is in addition to chamber membership enrollment and renewal. For additional information or to make reservations contact the chamber at 471-0451 or info@GahannaAreaChamber.com.

Chamber Calendar

Happy New Year!

January 2011

Business Development Opportunities

Board meetings are held
the 2nd Tues. of each month
7:30 AM | Chamber Office

- 5** **Planning Team Committee Meeting** | 8:00 AM | Chamber Office
Committee Chairman: Charlie Collins, Collins Financial Planning Services
- 13** **2011 Annual Luncheon | State of the Chamber** | 11:30 AM - 1:00 PM
Creekside Conference and Event Center, 700 Creekside Plaza, Gahanna 43230
Out of the Starting Blocks: 3 Areas to Win the Race in 2011 | State of the Chamber
Installation of 2011 Board of Directors | 2010 Large and Small Business Awards | See flyer insert for details
- 17** **Office Closed | Martin Luther King Day**
- 20** **Ambassador Committee Team Meeting** | 10:00 AM | Chamber Office
Ambassador Club Chairwoman | Leah Evans | City of Gahanna Planning & Development
(New volunteers welcomed)
- 27** **Meet & Greet Networking** | 7:30 - 9:00 AM
Location: The Worthington | 1201 Riva Ridge Ct. | Gahanna 43230
Continental breakfast provided | No charge to attend | No exclusivity | Bring plenty of business cards
Invite a guest and be sure to join us! | See flyer insert for details



1000 Creekside Plaza
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
- KEMBA Financial Credit Union
- Limited Brands
- Mid Ohio Strategic Technologies
- Mount Carmel
- The Ohio State University Medical Center
- OhioHealth Neighborhood Care
- Regal Star Home Health
- The Stonehenge Company
- WesBanco

Emerald Members

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

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