



GAHANNA AREA
CHAMBER OF COMMERCE

Business to Business

OCT 2010



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

Good Eats & Treats Set For

13th Annual Taste of Gahanna



Make every day
taste better.™



Lew Griffin Insurance

Get your taste buds ready mark your calendar and plan to attend another *spooktakular* "Taste of Gahanna" brought to you by the **Lew Griffin Insurance Agency** on Thursday, October 14th, at the Aladdin Shrine Center from 6:00 to 9:00 P.M. With celebrity emcee Lisa Colbert and Andy Dominianni ABC-6 & Fox 28 the fun filled evening will showcase specialty dishes from a variety of restaurants and food exhibitors located in and around the Gahanna area.

The evening promises plenty of excitement including entertainment by the *Arnett Howard Trio*, wine tasting from our local *Wyandotte Winery*, fabulous door prizes, culinary contests, a costume contest and the highlight of the evening, "The Chef's Challenge" cooking contest sponsored by our friends at **Giant Eagle**.



Tickets, sponsorship opportunities with advertising and reserved table seating are on sale **NOW!**

Purchase individual tickets at the discounted price of \$20 on Wednesday, October 6th from 8 am to 5 pm at the chamber office, 1000 Creekside Plaza, 3rd floor. (walk-ins only please)

Visit the Chamber's website at www.gahannaareachamber.com and click on "Taste of Gahanna" to view a brief video of last year's event.

For more details see the flyer insert in this issue of "Business to Business."

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.

What's Inside

- National Health Care Reform: What Does This Mean For Your Business?
- Business Expo Review...
- Get Promotions Seen By Customers
- News You Can Use!

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

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Linda Friedman, Name Dropper Promotions

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Nicole Green, PNC

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newImage Business Cards

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Collins Financial Services

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Gahanna Convention & Visitors Bureau

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2225 Citygate Drive, Ste A
Columbus, OH 43219
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www.citicomprint.com

National Health Care Reform: What Does This Mean For Your Business?

November 10th Membership Luncheon ■ 11:30 a.m. to 1:00 p.m.

Embassy Suites Columbus Airport ■ 2886 Airport Dr., OH 43219



We all know health care legislation passed Congress earlier this year and is now law, but what does that mean for your business and your employees? By attending a jam-packed health care seminar on November 10, you'll learn about the following;

1. How this legislation impacts your business and your employees no matter what industry you operate in and how many employees you employ.
2. What costs and benefits employers and employees will see from national health care reform.
3. When these changes and rules will take effect.
4. What you can do to navigate these new and scary regulatory waters.

As you can see, if you want the prescription for health care reform's impact, you don't want to miss this event! Make reservation by calling the chamber at 471-0451 or email us at info@GahannaAreaChamber.com.



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columbusairport.embassysuites.com



Meet And Greet Networking - A Great Way To Start The Morning!



On Thursday, September 23rd members and guests started their day by meeting with area professionals, potential referral partners and potential new clients in a comfortable setting with a fun format designed for one purpose - Growing Business! Sponsored by C/Suites, attendees were prepared as each gave a 30 second commercial of products and services. Charlie Collins, Collins Financial Services, presented a mini-program on "Working an Event & Join Your Chamber for the Right Reasons" sharing the following valuable tips:

- Get out of your comfort zone, introduce yourself to someone new
- Don't hang-out with friends and associates...they know you!
- NEVER start talking about yourself
- After your introduction, invest 99% of your time talking about the other person
- Develop a giving and NOT taking attitude
- Ask, what value can you bring to the chamber?
- Get involved!!!

Chamber networking gatherings are offered as an alternative to the costly networking organizations that require perfect attendance and a highly structured format. Our format provides the opportunity and the flexibility for busy business people to fit networking into their dynamic schedules as time permits.

"You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you." - Dale Carnegie ■

Ribbon Cutting Ceremony & Open House



KING THOMPSON

Coldwell Banker King Thompson

960 N. Hamilton Road, Gahanna, Ohio 43219
939-0808 or 561-6116



Many participated in the Ribbon Cutting Ceremony, including (near scissors): State Representative, Nancy Garland; Jessica Hogg, CBKT; Tina Levo, Chamber Director, CBKT; and Gahanna Mayor, Becky Stinchcomb. ■

Welcome New Members

Aldrich Chiropractic Center

Dr. Bruce Aldrich

100 N. Hamilton Rd., Gahanna, Ohio 43230

614-471-0018 • 614-471-5632 fax

Aldrichchiropractic@gmail.com

Type of Business: Chiropractor—Dr. Bruce Aldrich and Aldrich Chiropractic has enjoyed serving the Gahanna area health care needs for over 20 years. Thank you for your continued support.

GC Holdings, LLC

Gary Cheses

1000 Creekside Plaza, Gahanna, Ohio 43230

614-416-8077

gcheses@msn.com

Type of Business: Real Estate—Principal - GC Holdings, LLC- Real Estate Development and Investments. 20 year residence of Jefferson Township. Married with 4 children and 4 grandchildren.

PNC Bank

Nicole Green

2385 S. Hamilton Rd., Columbus, Ohio 43232

614-775-6043 • 614-328-7901 fax

nicole.j.green@pnc.com

Type of Business: Financial Institution—PNC's wide range of services make's banking easier and more convenient than ever. PNC is the smart choice for help in meeting your financial goals.

Restoration Ministries, LLC

Theresa Cloud Eagle Nelson

PO Box 30821, Gahanna, Ohio 43230

614-476-8680

admin@restorationministriesllc.com

Referred by: Jacki Mann, Whole Living Wellness

Type of Business: Business Development—Restoration Ministries' facets: Divine Essentials Aromatherapy® & Empowerment Tools, Tools for Effective LivingSM Seminars; Spiritual Life Coaching. We enrich lives for a productive purpose.

Royal Arts Fencing Academy

Tim Mills

5770 Westbourne Ave., Columbus, Ohio 43213

614-330-2445 • 614-390-5871 fax

tim@royalarts.org

Referred by: Karen Eylon, Gahanna Convention & Visitors Bureau

Type of Business: Fitness & Recreation—Royal Arts inspires and creates fencers from 5 to 105; shares the sport we love with the community; and gives life skills to fencers.

Sign-A-Rama of Gahanna

John Persons

158 N. Hamilton Rd., Gahanna, Ohio 43230

614-337-6000 • 614-337-2295 fax

info@signarama-gahanna.com

Type of Business: Signs—Sign-A-Rama is the largest full-service sign company in the world. Get your signs, banners, window/vehicle graphics, car wraps, channel letters – all provided locally.■

New Member Mixer

New Members reviewed their benefits of membership and met our Board of Directors at a New Member Mixer. Thank you to our host: Fadó Irish Pub & Restaurant. ■



Business After Hours Action Total Staffing

620 Taylor Station Rd., Gahanna, OH 43230 • 614-626-8820



Members connected at a Business After Hours hosted by Action Total Staffing to celebrate the recent opening of their new Gahanna office. ■

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Business Expo Review...

29 businesses registered for the Business Expo held Thursday, September 16th, in partnership with the City's Planning & Development Department. Sponsored by *Anthem Blue Cross/Blue Shield, Creekside Conference & Event Center and Shout it Out Design* the focus of the event was designed to facilitate the introduction of large and small businesses with the projected outcome of successfully generating new client connections locally. From some of the comments received, members were delighted with the business exposure and opportunity for new customer leads. It's always better to do business with people that you know, like and trust and the Chamber's annual Expos are just one of many benefits members are encouraged to utilize.



Photo Courtesy of the City of Gahanna



Thank you to the following exhibitors:

Allstate Insurance/von Clausburg Agency
Anthem/Shawan-Marquis Agency, Inc.
Baymont Inn & Suites
beckmanXMO
BNI Inc.
Clover Valley Golf Club, LLC
Columbus Realty Team
CompManagement, Inc. a Sedgwick CMS
Costco Wholesale Marketing Dept.
Creekside Conference & Event Center
Edward Jones
First Service Federal Credit Union
Friends Business Source
Gahanna Area Chamber of Commerce
Gahanna Planning & Development
Heartland Bank
Insight Business Services
KDB Easton
KEMBA Financial Credit Union
Mount Vernon Nazarene University
Name Dropper Promotions
Net Point Marketing
Ohio Energy Cost Savers LLC
Shout it Out Design
SOH Productions
Speedpro Imaging
Telhio Credit Union
Traditions at Stygler Road
WOW! Internet, Cable & Phone ■

Ad Sales for City Street Map Coming to a Close

Ad sales for the new street map of Gahanna and surrounding area will close on Friday, October 15th. The full color map will represent the region as a beautiful, progressive community in which people can work, shop, raise a family and where businesses can prosper. A terrific advertising vehicle for your business, street maps are one of the most requested pieces of information by visitors, business prospects and residents 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.

We believe your advertising dollar will be well spent because:

- Maps are kept for many years ensuring increased exposure for your ad.
- No money is required in advance for advertising sold and NovoPrint USA can prepare the ad for you at no additional cost.

- Your ad will be featured in full color and will be available for a 2-3 year shelf life at just pennies a map.
- **New This Year:** We will be offering an interactive map and online business locator called Loc8. This product provides businesses a greater presence on the Chamber website, access to an interactive map of the community and the use of digital Loc8 files for your website and publishing needs such as brochures and annual reports.

To ensure that you receive an opportunity to advertise please contact the chamber at info@gahannaareachamber.com or call Tommy Thompson, NovoPrint sales representative, at 937-475-4597 by October 15th. ■

Get Your Promotions Seen By Consumers

If you run promotions to attract new Customers or additional Sales, you soon will have 2 new ways to get your promotions seen...and for no upfront cost!!

The Gahanna Area Chamber in partnership with Chamber member Requested Values/Mastery Marketing Group will launch:

- **RedTag24-7:** a website listing the Best Deals in the Gahanna area from Chamber Members and other area businesses, across many types of businesses.
- **RedTag24:** an email program that goes out once or twice a week to area Consumers with 50-75% Off, 24-hour Deals from Chamber Members and other area businesses. Consumers have 24 hours to buy the Deal...they immediately get a voucher good for 6 months to take into the business and pick up the product or service on Deal.

The RedTag24 email program is modeled on the very successful Groupon and LivingSocial programs. As several Chamber members can attest to, those programs routinely drive hundreds or even thousands of sales in a 24-hour period of time.

However, RedTag24 solves the many problems these other programs have...Most importantly, with RedTag24:

- more revenue and higher margins go to the participating business;
- the focus is on developing repeat customers, not just driving a lot of low-margin, one-time sales; and
- Consumers are told: 50% off is not feasible for all businesses. In many retail businesses (e.g. bicycles or electronics) even 30% or 40% off might be a "killer deal" in that category.

And with RedTag24, Consumers get to **pick the types of Deals they want** ...and the Deals are with great businesses **near them**. So, they are more likely to respond to the promotions they get, and more likely to come back.

The RedTag24-7 website leverages this very high email traffic to benefit all the participating Chamber members and area businesses. When Consumers close out of their RedTag24 email Deals, they land on the RedTag24-7 website, where they can get the best promotional Deals from area businesses...Any Time They Want.

Again, Consumers choose what deals they want to see, near them...No junk or spam ads..."requested values".

With both RedTag24 email and RedTag24-7, there is no upfront cost. The RequestedValues program only gets paid when the business makes a sale. Other programs keep 50% or more of the revenue collected! With RedTag24 Chamber Members keep 75% of the email sales, and 90% of the RedTag24-7 website sales. Plus, they have specific ways to increase your margins even higher.

While this program helps Chamber members market to area Consumers, we are in discussions with Requested Values about setting up a program in the coming months for businesses that want to reach other businesses.

These programs will launch in the next few weeks. The Chamber will send out an email to tell you more about the programs and how to sign up to participate. Or, you can contact RequestedValues at phall@RequestedValues.com 614-459-0300. ■

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. ■

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

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!

GRAND RE-OPENING HALLOWEEN PARTY!

Tuesday, October 26th, 5:00-7:30 p.m.

Sign-A-Rama, 158 N. Hamilton Road, Gahanna

- Stop by on your way home from work and visit with other area businesses.
- Complimentary wings, pizza, sweet & sour meatballs, veggies, cheese, beverages.
- Bring your business card to be eligible for door prizes.
- Win an iPod nano! If you are John's age, give it to your kid – you'll be a hero.
- iPod drawing at 6:30 – be present to win.
- Costumes are welcome, encouraged and appreciated, but not required!

Register online: www.SignARama.EventBrite.com
158 N Hamilton Road
Gahanna, OH 43230
Tel: (614) 337-6000 / Fax: (614) 337-2295
www.signarama-gahanna.com

“Congratulations!” to the staff of the **Gahanna Convention & Visitors Bureau**, GCVB, as the newly-fashioned “visitgahanna.com” website received a first place MIDDY award from the Ohio Association of Convention & Visitors Bureau for excellence destination marketing and tourism development! The award was announced at the OACVB annual luncheon on September 16th according to Laurie Jadwin, GCVB President.



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AT&T OHIO

Dear Friends:

For months, we have been talking about the link between state policies that recognize the tumultuous changes in the rapidly evolving telecom industry and the need to attract new private-sector investment to offer increased broadband access to all Ohioans.

I am pleased to report that thanks to our state's policies, AT&T* has invested more than \$200 million in Ohio over the last six months in both our wireline and wireless networks. AT&T is committed to enhancing service, increasing speeds and continuing to provide the most innovative services to Ohio customers. These investments are also boosting our state's economy.

We have added new cell sites across the state to create additional network capacity, augmented coverage in high-traffic areas by adding additional antenna locations, upgraded cell sites to mobile broadband — the fastest wireless technology AT&T provides — and deployed additional radio spectrum to improve the coverage of wireless voice and data connections.

I'm confident that this is a trend that will continue in the second half of this year and beyond. Nationally, the company plans to invest between \$18 and \$19 billion this year in both our wireless and wireline networks, assuming the regulatory environment remains favorable. This means that, as a company, we will invest up to 10 percent more in our networks this year than we did last year. It's a huge commitment to our nation's economy at a time when many industries are cutting back.

Thanks to these investments, AT&T remains the nation's fastest mobile broadband network. I'm proud to work for the best communications company in the country and I thank all of you for being a part of helping to make that happen.

Sincerely,
Tom Pelto
President — AT&T Ohio ■



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10% OFF any order for Chamber Members

400 S. Hamilton Rd. • Whitehall
(Between Main & Broad Streets)

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Dr. Grip Center of Gravity
ITEM # PIL-36192 - Pen w/ Refill

- America's #1 selling ergonomic ball-point pen.
- Designed with perfect weight distribution for comfortable, balanced writing
- Retractable and refillable; Pack includes one refill
- Black ink

PIL-36192

G2 Retractable Gel Ink Pen
ITEM # PIL-31331 - 2 pack
ITEM # PIL-31332 - Dozen Box

- America's #1 selling gel ink pen
- Smooth writing, smear-proof gel ink
- Acid-free / archival safe Ink
- Contoured rubber grip for comfortable writing
- Retractable and refillable
- Available in pink and black ink

PIL-31331 (2 Pack)
PIL-31332 (Dozen Box)

As a GACC member who actively participates in the Friends Business Source 2+2 Rebate Program, you know how great it feels to get back what you give! Did you also know that when you purchase Pilot "Think Pink" pens, Pilot will donate approximately 10% of the proceeds back to the American Breast Cancer Foundation until they reach at least \$50,000 in donations in 2011?!

You can help fight back against the struggles women face every day while battling breast cancer just by purchasing your typical office products. October is National Breast Cancer Awareness month, and Friends offers many lines that give back to cancer research, including Bic, C-Line, Samsill and more!

See your Friends representative, Dave Pydlek, for more details on Pilot pens and other office supplies that help fight the fight against Breast Cancer, as well as other Cancers.

davep@friendsoffice.com 614-747-1860
<http://www.friendsoffice.com/gacc/main.html>

Membership Renewals

COMPANY NAME	YEAR
BalletMet Columbus	2007
Clinic Pharmacy	1998
Costco Wholesale Marketing Dept.	2008
Edward Jones/Allen Meyer	2002
Fifth Third Bank/StoneRidge	2005
Giant Eagle	2002
Hoggy's Restaurant & Catering	2007
Lew Griffin Insurance Agency	1999
Marketing Results, Ltd.	2003
Mitchell Lock	2008
Net Point Marketing	2009
Ohio Professional Insurance Agents Assoc.	2007
Park National Bank	2002
Quest For Best Coaching & Consulting	2008
Signs By Tomorrow	2002
Street Fighter Marketing	2004

Current Membership: 433

Chamber Calendar

October 2010

Business Development Opportunities

6 Planning Team Committee Meeting
8:00 AM
Location: Chamber Office
Committee Chairman: Charlie Collins,
Collins Financial Planning Services

14 13th Annual Taste of Gahanna Halloween Party
6:00 - 9:00 PM
Location: Aladdin Shrine Event & Conference Center
850 Stelzer Rd.

Ticket information and last years video at
GahannaAreaChamber.com

See flyer Insert to Register for Sponsor/Exhibitor Opportunities

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

21 Ambassador Committee Team Meeting
10:00 AM
Location: Chamber Office
Committee Chairwoman:
Tina Levo, Coldwell Banker King Thompson

26 Grand Re-Opening Halloween Party
5:00 - 7:30 PM
Location: Sign-A-Rama
158 N. Hamilton Rd.
Gahanna

Good Food * Good Friends * Door Prizes
Bring Your Business Cards &
Register to win iPod nano!



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
- 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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