



GAHANNA AREA
CHAMBER OF COMMERCE

SEPT 2010

Business to Business



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

*What's
Inside*

- Women in Business Fashion Show - Sept. 30
- The Summer Has Flown By! - Letter from Ron Wolfinger, Chairman of the Board
- Chamber Partners with City Planning & Development Dept. for B2B Expo - Sept. 16
- News You Can Use!
- Gahanna Chamber Planning a Completely New Website in the Fall

Come and have a Spooktakular Good Time at this year's 13th Annual Taste of Gahanna!

*Taste of
Gahanna*



Join us for the 13th Annual Taste of Gahanna Halloween celebration featuring special guest artist The Arnett Howard Trio in concert, and celebrity hosts Lisa Colbert and Andy Dominianni from ABC 6/Fox 28 News. For the third year, the event is brought to you by our title sponsor Lew Griffin Insurance Agency.

Arnett Howard was raised in Plain City right here in Central Ohio, educated at Jonathan Alder High School and Capital University. Since 1985 he has performed over five thousand concerts to a variety of audiences not just here in Central Ohio but throughout the world. He is an active community servant and ambassador for the Columbus area. His music career began as a professional musician in 1967.

Join the fun on Thursday evening, October 14th, from 6 to 9pm, at the Aladdin Shrine Center. The night will be full of events including: unlimited food samples from some of the best restaurants in the Gahanna area, door prizes, costume contest (be sure to wear your favorite Halloween outfit) and the highlight of the evening – the “Chefs’ Challenge” sponsored for the fourth year by Giant Eagle.

Tickets will be available on line at the Chamber website www.gahannaareachamber.com and be sure to look out for special “Discount Days” for special ticket opportunities prior to the event! You can also purchase tickets at the Chamber booth at this year’s annual Flea Market held on Sunday, September 19th at the Gahanna Lincoln High School parking lot from 9 a.m. to 5:00 p.m. Proceeds from this event assist in developing educational programming for member businesses.

Thank you for your support!
2010 TOG Committee



Lew Griffin Insurance

Make every day
taste better.™

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

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.

2010 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:
Nicole Green, PNC

Treasurer: Mary Beth Brigleb,
newImage Business Cards

Secretary: Charlie Collins,
Collins Financial Services

Past Chairperson: Pam Evans,
Sunless Glow

Director: Rick Conover, Aflac

Director: Leah Evans,
Gahanna Planning & Development

Director: Karen Eylon,
Gahanna Convention & Visitors Bureau

Director: Tina Levo,
Coldwell Banker King Thompson

Director: Lamar Love,
Wealth Systems, Inc.

Director: Debra Mathias,
Best Courier, Inc.

Director: Bill Plesich,
Renier Construction

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 Area Real Estate Market Update & Parade of Homes

Over 100 members from the Gahanna, New Albany and Westerville Area Chambers heard local real estate updates and took tours of the 2010 BIA Parade of Homes. Sponsored by Heartland Bank. Photo courtesy of New Albany Chamber. ■



Ribbon Cutting Ceremony & Open House



Codrea Financial Services

610 Creekside Plaza, Gahanna
614-452-8185



Pictured, front row: Rick Conover, Chamber Director, Aflac; State Representative Nancy Garland; Jason Codrea, Codrea Financial; Gahanna Mayor Becky Stinchcomb; and JoAnn Codrea.

Back row: Ruth Fratianne, Codrea Financial; Phil Codrea; Julie Codrea; and Sadicka White, City of Gahanna. ■

Gahanna Area Chamber of Commerce
Presents...

"Polished First Impressions"
Fall Fashion Show & Beauty Extravaganza!
For Women of All Sizes and Ages
..Beauty Make-Overs

Commentary by: Kandace Watkins

Creekside Conference & Event Center
700 Creekside Plaza
Gahanna, Ohio 43230

Show Time:
Thursday, September 30, 2010
7:30 am – 9:00 am

Continental Breakfast Included

The Gahanna Area Chamber of Commerce partnered with the City of Gahanna to present "Focus on your Finances," held at KEMBA Financial Credit Union. ■



Sponsored by:



Welcome New Members

Action Total Staffing

Trisha Morrow

620 Taylor Station Rd. Ste. 7, Gahanna, Ohio 43230

614-626-8820 / 614-626-8821 fax

trisha@atotalstaffing.com

Type of Business: Employment—Here to serve your company, large and small, by providing quality workers when you need them with the support of Professional Human Resource Management.

Detwiler-Brofford Insurance, Inc

Jason Brofford

345 Granville Street, Ste. C, Gahanna, Ohio 43230

614-471-4888 / 614-471-4886 fax

agency@detwilerinsurance.com

Type of Business: Insurance—Selling Auto Home Business Life and Health Insurance. We are proven professionals, caring and conscientious people - the kind of people you can depend on.

Hamad Family Chiropractic, LLC

Dr. William Hamad, D.C.

504 Havens Corners Rd., Ste. A, Gahanna, Ohio 43230

614-471-1200

mphamad@yahoo.com

Type of Business: Chiropractic—At Hamad Family Chiropractic, we focus on restoring the body to health and eliminating pain naturally, by creating balance in the spine and nervous system.

Johnny Buccelli's

Steve Hand

5091 N. Hamilton Road, Gahanna, Ohio 43230

614-478-4600 / 614-224-6460

shand@johnnybuccellis.com

Type of Business: Restaurant—Johnny Buccelli's Restaurant and Catering: Subs and Paninis, Baked Pastas, Gourmet Pizzas, Serious Salads, Half-pound Burgers, Homemade Soups and Side Dishes, Frozen Custard and more.

KDB Easton

Tammy Geiger

165 Easton Town Ctr., Columbus, Ohio 43219

614-428-7529 / 614-418-7162 fax

tgeiger@kdbeaston.com

Type of Business: Restaurant—KDB Easton—Where there is always delicious food, great entertainment and a variety of games and sports-themed activities to enjoy with friends and family.

Ohio Energy Cost Savers LLC

David P. Lowry

370 Halsbury Cir., Gahanna, Ohio 43230

614-657-0495 / 614-675-3393 fax

save@ohioenergycostsavers.com

Referred by: Charlie Collins, Collins Financial Services

Type of Business: Energy Services—We provide electricity pricing substantially lower than utility tariffs with no long-term contract or switching fees to commercial and industrial clients. 1-800-594-9364 or email Save@OhioEnergyCostSavers.com.

Parker's Tax Accounting

Nancy Campbell

1075 Beecher Crossing N. Ste. C, Gahanna, Ohio 43230

614-855-0100 / 614-448-4533 fax

preparer@parkertax.net

Type of Business: Accounting—Parker's Tax Accounting is an established CPA firm offering individual and business tax preparation, bookkeeping and payroll services. We welcome new business.

The Stonehenge Company

Mo Dioun

147 N. High Street, Gahanna, Ohio 43230

614-509-9000 / 614-509-9016 fax

mo.dioun@stonehenge-company.com

Referred by: Kandace Watkins, C|Suites Offices

Type of Business: Builder/Developer—The Stonehenge Company is a developer of commercial, mixed-use and residential development projects with associates involved in development, construction, marketing, sales, leasing, and property management. ■



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The Summer Has Flown By!!

I don't know about you but for us at the Chamber, the summer has flown by!! There were so many activities and events it's hard to keep up with them all. Between our annual golf outing, which was an awesome event, to our numerous ribbon cuttings,

member breakfasts, luncheons, expos, networking events, and the "Women in Business" series in conjunction with the City of Gahanna, it has been a busy summer. We hope you and your company had a chance to participate in some, if not all, the exciting opportunities to meet other Gahanna area business. We recently held a very successful first annual exclusive Diamond and Emerald Member Mixer. This event was hosted by members of our Board of Directors at our offices in C/Suites as an opportunity for our D & E Members to meet other D & E Members as well as local community leaders. It was so well received that we expect to grow this event in the future making it an annual "who's who" event.

Moving into fall we want to encourage you to focus your attention on some very exciting upcoming events including the Business Expo with the City of Gahanna on Sept. 16th, and our various Member Breakfast and Luncheons. The Taste of Gahanna on Oct. 14th proves to be bigger and better each year and has become the most talked about Chamber function in Central Ohio. This year we will not

only have our usual TV celebrity hostess, Lisa Colbert, but also Andy Dominianni from ABC 6/Fox 28 News and the legendary Arnett Howard Trio providing entertainment for the evening. This is the one event you will not want to miss!! Get your tickets early and bring your family, friends and clients out for this one!!



In addition, we want to alert you to the fact that the Chamber's Marketing Committee has been diligently working on several projects to help expand awareness and fine tune our focus on elevating our member's exposure locally and across the globe. They are feverishly working on revamping our website to become what we believe will prove to be a model for chambers around the country. We have some incredible talent within the chamber membership working to see that your business has the exposure to compete anywhere in the world. There are a limited number of advertising opportunities for anyone interested in being a part of this project, so please contact the chamber office for details immediately!!

Remember, this is your chamber and we covet your feedback and participation. We are only as good as your involvement. If you see something we can do to improve, please let us know. We would appreciate the opportunity to become better.

To your success,

Ron Wolfinger
Chairman of the Board
Gahanna Chamber Area Chamber of Commerce ■

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Chamber Partners with City Planning & Development Dept. for B2B Expo-Sept. 16

The Chamber in partnership with the City Planning & Development Department will host a B2B Networking Expo on Thursday, September 16, 2010 at the Creekside Conference & Events Center, 700 Creekside Plaza (3rd floor, Building B) The event will be held from 3:00 to 6:00 p.m. and will feature an array of chamber members and non-members showcasing their products and services. Table space is limited so early registration is recommended! For additional details and registration see the flyer insert in this issue of Business to Business. This event has sold out each year and will be open to the public.

Early bird pricing will expire Friday, September 3rd. ■

August 12th Meeting Review



“Internet Marketing Secrets Revealed...3 Ways to Boost Your Revenue in a Tough Economy” generated a wealth of information at the August 12th membership breakfast held at the Columbus Airport Marriott. Moderated by Lamar Love, Wealth Systems, LLC with industry professionals; Brian Hoyt, Public Information Manager, City of Gahanna; David Peters, President, Net Point Marketing and Steve Sevell, Principal, Sevell & Sevell, Inc. the following noteworthy tips were provided by our panelists in their respective area of expertise;

Social Media - Brian Hoyt, City of Gahanna...

“Social Media is not about being social. Look at Social media in terms of a tool to generate leads, building your brand, competitive research and customer service and outreach. It really is about listening to your current and potential customers/clients and what their needs are. Not participating does not make you invisible, it simply makes you mute. People are going to talk about your brand, so why not know what they are saying. If you are not willing to be active in social media, it is still wise to monitor it. Search in Facebook for your brand or use tools like www.Twitterfall.com to search for keywords on Twitter about your product and services or even your specific company. Time is valuable and so social media can seem to be nothing more than a burden. It is ok to schedule information, but not interaction. Use tools like Tweetdeck or www.HootSuit.com to schedule postings with links to your website, product announcements or any information you want to share.”

Search Engine Marketing (SEO) - David Peters, Net Point Marketing...

“If you don’t have a blog on your website, start there, and make sure it’s on your server, not the blog hosting company’s server. Your blog should serve as your main HUB for content creation and information to throw from and back to your social media

platforms. It also serves to provide helpful content to prospective customers, brand you and your company online and provides excellent search engine optimization. If your website has never been through a marketing audit, this is an essential process for beginning and online marketing campaign. You need to know where your strengths and weaknesses lie and where your greatest opportunities are moving forward. It also helps to correct and technical issues that may be preventing the search engines (Google, Yahoo, Bing) from crawling your website and indexing all of your web pages. How your site is optimized from a number of different perspectives (keywords, links, so much more) plays a huge role in achieving success online.”

Website Design - Steve Sevell, Sevell & Sevell, Inc...

“To increase your chances of showing up high on a Google search create individual geo-targeted pages for your audience. For example, if you’re a health consultant, create a page that focuses on offering “healthy lifestyle ideas in Gahanna, Ohio.” If you put variations of that phrase in your body copy, there’s a better chance you’ll rank high when someone is looking for ideas to get in better shape and want to find some place close by to their home in Gahanna. What phrases are people using to find your services online? Don’t guess! We all think we know what our audiences are searching for, but why guess? Especially when Google offers that information for free! If you Google the phrase “Google Keyword Tool” you can sign up for free to use Google’s AdWords service. This lets you type in phrases you think folks looking for your services use... and you can see if you’re right. If not, this free service offers suggestions for alternatives, and most importantly, actually show you how many people searched for those exact terms in the last 30 days.”

Other highlights included recognition of 56 new members enrolled between February and July bringing total membership for GACC to 439.

Special thanks to beckmanXMO our meeting sponsor and to Columbus Airport Marriott our host. Remember: “It’s always good business to do business with a chamber member!” ■

beckmanXMO

News You Can Use!

CHAMBER GOLF OUTING - TESTIMONIAL

"The golf outing at Jefferson Country Club was an extremely beneficial event for my business from many perspectives including exposure, networking and most importantly, lead generation. Through our hole sponsorship, we generated over 60 warm leads! Please provide me with first right of refusal for hole sponsorship again next year." Thank you.

John Slyman Agency • Nationwide Insurance
172 Granville Street • Gahanna, OH 43230
Phone: 614-478-1156 • Fax: 614-478-0755

2010 SMALL BUSINESS WORKSHOP SCHEDULE

New or prospective small business owners and self-employed persons can learn about their tax rights and responsibilities by attending the next Small Business Tax Workshop. These workshops are offered free of charge and are sponsored by the Internal Revenue Service and the Ohio Department of Taxation.
http://www.tax.ohio.gov/channels/other/small_business_workshops_10.stm

Agenda - General Business Workshops

- **Types of businesses & business structure:**
 - ♦ Sole proprietor ♦ Sub S-corporation ♦ Partnership
 - ♦ C-corporation ♦ Advantages/disadvantages of each type
 - ♦ Federal tax filing requirements ♦ Recordkeeping
 - ♦ Preparation of Schedule C and SE
 - ♦ Estimated tax requirements ♦ Employment taxes
- **Ohio business taxes:**
 - ♦ Sales tax ♦ Commercial activity tax
 - ♦ Ohio and school district income tax employer withholding

Franklin County:

September 22, October 27, November 17 and December 8, 2010
All 9 a.m. – 4:30 p.m.

All workshops held at the Columbus State Community College
CEWD Building, 315 Cleveland Ave,
Third Floor Classroom Columbus, OH 43215
To register, phone (614) 287-5300 or register online
at www.sbdcc.csc.edu

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

ALLSTATE AGENT AWARDED

Carol von Clausburg, Allstate Insurance Agency, received the Allstate's Agency Hands in the Community Award for volunteerism. With this award comes a \$1,000 grant from the Allstate Foundation to Gahanna Jefferson Education, where Carol volunteers.

COFFEE WITH YOUR "LISTENING LEGISLATOR"

Chat over a cup of coffee with State Representative Nancy Garland about your issues and concerns. Saturday, September 11, 10am, Crazy Goat Coffee, 505 Creekside Plaza.

For more information, please contact Kristin Sutton at 614-644-6002.



GAHANNA HISTORICAL SOCIETY'S 45th ANNUAL GAHANNA FLEA MARKET

Don't miss this annual event, sponsored by the Gahanna Historical Society! Experience the joy of finding the ideal collectible or antique while creating treasured memories! Join the fun **Sunday, September 19th, 9am to 5pm**, in the parking lots of Gahanna Lincoln High School, 140 South Hamilton Road. As always, there will be a huge assortment of items for sale including collectibles, antiques, handcrafted items plus much more. In addition, local and community organizations will offer a delicious variety of tasty foods and beverages. Proceeds from this annual event are used for preservation of the Historical Society's collections and three historical buildings. Don't forget to stop by the Chamber's tent to purchase discounted tickets for Taste of Gahanna!

For more information: www.GahannaHistory.com or call 475-3540.

BOXED LUNCHES – LIKE A CATERED PICNIC!

I was lucky to win 10 boxed lunches from Creekside Conference & Event Center at the Business First Breakfast. And, wow, what a great way to have a party. We had 4th of July guests and simply picked up our lunches that included everything but the drinks. Cutlery, napkins, even desert and side salad are included. Warning, don't read this if you're hungry. There were so many choices. I had the Shrimp

Rollatini with Pinot Grigio poached shrimp tossed with creamy sun-dried tomato dressing, shaved cucumbers, lettuce, red onions, and roasted red peppers rolled in a soft flour tortilla. I also sampled the Maple glazed ham, thinly sliced and topped with brie cheese, red leaf lettuce, apricot dijonaise sauce, tomato, and pickled red onions served on seven-grain bread. Excellent lunch, no work for me and my guests were quite impressed. I highly recommend giving it a try for your next luncheon. Who knew it could be so easy!

Mary Beth Brigleb, newImage Business Cards

Introducing...

BAILEY



Come in and meet one of new employees and enjoy a 50% saving on a 60 or 90 minute massage!
Bailey has been developing integrating massage techniques from the time she graduated from Carnegie Institute of Integrative Medicine and Massotherapy in 2001. Experienced with celebrities, professional athletes plus frequent spa goes, she aims to listen to your needs to help you find rejuvenation and healing through customizing your session. She hopes to ease your pain and bring peace and balance to your mind and body.

Now open Fridays till 9pm

AVEDA 75 MILL ST
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Define Your Beauty

Gahanna Chamber Planning a Completely New Website in the Fall

The Chamber Marketing Committee has kicked off an initiative to rebuild the Chamber's website to reach more area businesses and to serve our Members even better.

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.

Developers have started on the site rebuild. Meanwhile, the Marketing Committee website user team is starting to layout a Content Plan to make sure we have outstanding content that is of the greatest value to Members and other businesses. (We welcome any suggestions you may offer!)

Much work is yet to be done over the next couple of months. But, everyone at the Chamber is getting 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.

Sponsorship Opportunity

There will be an area on the website home page to promote savings for Members. If your business (1) has products or services widely used by Members and area businesses, and (2) is offering significant savings for Members, you may want to consider taking one of the limited sponsorship spots on the home page.

To offset the cost of building the new site, we are taking advanced reservations for 5 of these "Savings" advertisers, and an additional temporary area for 10 rotating "New Site Supporters" slots. Sponsors in both of these areas will receive great visibility as we launch and promote the new site.

To Reserve A Place for Your Business, call the Chamber at 471-0451 or contact the Marketing Committee Website User Team at: phall@RequestedValues.com - 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 ■



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Membership Renewals

COMPANY NAME		YEAR
AAA Ohio Auto Club	Emerald	2009
ABCO Gahanna, LLC		2001
Accounting & Bookkeeping Solutions, LLC		2009
Ascertain Screening and Investigations		2003
Benchmark Insurance Management, Inc.		2008
Café Creekside		2008
Donatos Pizza, Inc.		1999
Embassy Suites Columbus Airport		2009
First Federal Savings		2001
First Service Federal Credit Union		2008
Flip Flop Technologies		2008
Gahanna Dental Care		2009
KEMBA Financial Credit Union	Diamond	2005
Kephart Fisher LLC		2008
Raising Cane's Chicken Fingers		2006
Rockwood Dry Cleaners		2000
Howard Slutsky CPA Inc.		2005
UFAX.NET		2008
Upscale Resale Furnishings, LLC		1999

Current Membership: 439

Chamber Calendar

September 2010

Business Development Opportunities

- 1** Planning Team Committee Meeting • 8:00 AM
Chamber Office
Committee Chairman: Charlie Collins, Collins Financial Planning Services
- 6** Office Closed • Labor Day
- 14** Marketing Committee Meeting • 9:00 AM • Chamber Office
- 16** Ambassador Committee Team Meeting • 11:00 AM
Chamber Office
Committee Chairwoman: Tina Levo,
Coldwell Banker King Thompson
- 16** Chamber & City Business Expo
3:00 - 6:00 PM
Creekside Conference & Event Center
700 Creekside Plaza, 3rd Floor - B Building
See Flyer Insert for Details & Registration

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

- 23** Meet & Greet Networking • 7:30 - 9:00 AM (No Charge)
Chamber Office
1000 Creekside Plaza, 3rd Floor - C Building
Parking in the Parking Garage - FREE
- 23** Business After Hours Meet & Greet • 5:00 - 6:30 PM
Mezzo Italian Kitchen & Wine • 130 Creekside Plaza
Appetizers & a Complimentary Drink provided by
Action Total Staffing
- 29** Ribbon Cutting & Networking • 5:00 - 6:00 PM (No Charge)
Action Total Staffing • 620 Taylor Station Rd. Ste. F
Light Refreshments - Celebrate the opening of another
Gahanna Business
- 30** Empowering Women Breakfast • 7:30 - 9:00 AM
Creekside Conference & Event Center
700 Creekside Plaza, 3rd Floor - B Building
"Polished First Impressions Fall Show & Beauty Extravaganza"
Fashion Tips & Continental Breakfast included!
See Flyer Insert



181 Granville, Ste. 200
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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
- NetJets
- 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
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*Discount only applies to Chamber members who do not already have Anthem Insurance. Anthem Blue Cross and Blue Shield is the trade name of Community Insurance Company. An independent licensee of the Blue Cross and Blue Shield Association. ® Anthem is a registered trademark. The Blue Cross and Blue Shield names and symbols are the registered marks of the Blue Cross and Blue Shield Association. (4/07)