



# Chamber Connect



Photo by Paula Norton – Details on Page 2

## Gov. Strickland champions jobs at Annual Dinner

In his first official visit to the Cincinnati USA region at the Chamber's Annual Dinner Feb. 22, Ohio Gov. Ted Strickland outlined his aspirations for rebuilding Ohio's economy while the state faces significant budget challenges.

During his 15-minute address to more than 950 in attendance at the Hyatt Regency Cincinnati, Strickland pointed out that in 2008 – due to the estimated rate of inflation rising by 2 percent and the general revenue resources estimated to grow at 1.4 percent – the state's purchasing power will decline by .6 percent. By 2009, Ohio will face an additional loss of .9 percent in purchasing power.

To help kick-start Ohio's economy, Strickland outlined the major initiatives among the steps he's taking:

- Governor's Office of Urban Development and Infrastructure to help restore the economic health of the state's urban core areas.
- Ohio Government Accountability Plan to create new efficiencies and eliminate waste in state spending.
- Turnaround Ohio plan that includes the call for an Ohio Workforce Guarantee.

For every business that creates more than 20 quality jobs per year, the state would make available free customized training and education through our community colleges and technical colleges.

"Under my administration, advancing business development in Ohio is more than a priority, it's a necessity," Strickland said. "We must invest in Ohio's assets, build the knowledge and skills that will compete in a global economy, and unleash the creativity and innovation that will sustain our state."

During his speech Strickland noted that he has met with officials from Rolls Royce and soon will be visiting with representatives from Honda. "A governor alone can't lift our state out of its economic morass," he said. "But people, with the right opportunity, working together, and fueled by their dreams, can."

At the Annual Dinner, John Hayden, president and CEO of The Midland Co., succeeded P&G's Charlotte Otto as chair of the Chamber board. The dinner also installed William Burleigh, Dr. Stanley Kaplan and Marjorie Parham as Great Living Cincinnatians.

### Connecting

#### Reds Opening Day

The Chamber announces it will stage two events with the Reds Community Fund the morning of April 2 to elevate the stature of Opening Day.

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#### Presidential Debate Bid

The Chamber is teaming with UC in an effort to secure a presidential or vice presidential debate in 2008.

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#### Ray Brokamp Roast

The Leadership Cincinnati icon takes a world-class ribbing.

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Coming up

# March

- 8 Leading Your Organization Through Change, 8:30 a.m. to noon, at the Chamber, 300 Carew Tower, 441 Vine St., Cincinnati.
- 13 Navigating Your Chamber, 8:30-9:30 a.m., at the Chamber, 300 Carew Tower, 441 Vine St., Cincinnati.
- 14 GCVA, ACG Joint Luncheon, 11:30 a.m.-1:30 p.m., Hilton Cincinnati Netherland Plaza Hall of Mirrors, 35 W. Fifth St., Cincinnati.
- 15 Morning Mixer, 8-9:30 a.m., The Tri-State Warbird Museum, 4021 Borman Drive, Batavia.
- 15 Humana Health Care Series, 8-10 a.m., The Drake Center, 151 W. Galbraith Road, Cincinnati.
- 15 Chamber Night at Sully's, 5-7 p.m., 700 Race St., Cincinnati.
- 22 Leadership Luncheon, 11:30 a.m.-1 p.m., at the Chamber, 300 Carew Tower, 441 Vine St., Cincinnati.
- 28 Office Manager Roundtable, "Developing a Professional Workplace," 11 a.m.-1 p.m., at the Chamber, 300 Carew Tower, 441 Vine St., Cincinnati.

Reservations for most Chamber events can be obtained by calling the Customer Focus Center at 513.579.3111. For more details on calendar listings, check out Pages 10-11 or visit [cincinnatiachamber.com](http://cincinnatiachamber.com). All transactions completed via the Chamber's Web site are secured by GeoTrust. Payments are securely processed by VeriSign. The Chamber is located at 300 Carew Tower, 441 Vine St.

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### Subscriptions

Chamber Connect is mailed to Chamber members as a benefit of membership. Additional subscriptions are available to Chamber members at \$10 per year. Nonmember subscriptions are \$30 per year, non-profit organizations, \$22.50. For more information, call 513.579.3110.

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## Chamber teams with Reds for 'Season's First Pitch'

The Cincinnati USA Regional Chamber and the Cincinnati Reds Community Fund will co-host an Opening Day Breakfast titled "Season's First Pitch" for Chamber members on Monday, April 2.

Speakers will include Reds play-by-play announcer Marty Brennaman, Reds General Manager Wayne Krivsky and former Reds All-Star outfielder Eric Davis. 700 WLW's Jim Scott will emcee the event.



Wayne Krivsky

"Season's First Pitch" will take place on the third floor of Macy's downtown at Fifth and Vine streets, overlooking the morning's festivities in anticipation of the Findlay Market Opening Day Parade. A full breakfast buffet will be specially prepared by Palamino. Approximately 500 community and business leaders are expected to attend.

As part of the \$100 admission cost – with proceeds benefiting the Reds Community Fund – all attendees will receive two complimentary field-level tickets (value: \$60) to a future Reds game in April, 2007, as well as a raffle ticket for a chance to win Reds merchandise and memorabilia.

"The Chamber is excited to team with the Reds Community Fund to build Opening Day into a bigger event for our region," said Chamber Vice President Patrick Sheeran. "We anticipate frank and interesting insights by our knowledgeable speakers at the dawn of the new baseball season."

When and where: April 2, 9-10:30 a.m., Macy's Third Floor, Fifth and Vine streets, Downtown.

Cost: Chamber members, \$100.

Immediately following the "Season's First Pitch" breakfast, the Chamber and the Reds Community Fund will also co-host an Opening Day Parade Viewing Party from 11 a.m. to 1 p.m. Monday, April 2, on Macy's Third Floor for Chamber members and their families.

Complimentary ball-park-style food such as hotdogs,

*continued on page 5*

### ON THE COVER

Ohio Gov. Ted Strickland enjoys a moment with Crystal Faulkner, vice chair of government affairs for the Chamber and a business and financial consultant with Cooney Faulkner & Stevens LLC.

### Economic Development Council to present Growth Awards March 20

It's the Oscars of regional economic development when the Cincinnati USA Partnership presents its Annual Meeting and Growth Awards Luncheon on Tuesday, March 20, at the Hilton Cincinnati Netherland Plaza.



Members of the Cincinnati USA Partnership's ED Council stand ready to present the 2006 Growth Awards.

Members of the Partnership's Economic Development Council will present awards to 12 area companies. The ED Council represents the following entities: Butler County Alliance, Cincinnati/Northern Kentucky International Airport, City of Blue Ash, City of Cincinnati, City of Mason, Clermont County, Dearborn County, Deerfield Township, Duke Energy, Hamilton County Development Co., Northern Kentucky Tri-ED, TechSolve

and Warren County.

Aaron Betsky – the newly installed, internationally acclaimed director of the Cincinnati Art Museum – will keynote the program, speaking on "Better Buildings: The Dutch Example." Before joining CAM, Betsky served as the director of the Netherlands Architecture Institute in Rotterdam, and is viewed as

one of the 21st Century's architectural power brokers.

When and where: Tuesday, March 20, 11:30 a.m.-1:30 p.m., Hilton Cincinnati Netherland Plaza.

Cost: Free to Partnership investors; \$35 for all others.

For more information, call 513.579.3111

### Join the Chamber on Capitol Hill April 18

Chamber members are invited to accompany Chamber leadership for its annual Washington D.C. Fly-In on April 18 – a day on Capitol Hill designed to connect regional business leaders with elected officials to talk about the issues that matter most to Cincinnati USA.

The one-day event will depart at 8:15 a.m. and will return at 7:45 p.m. While an agenda for the day is

still under development, the issues rising to the top for the Cincinnati USA region, include:

- Identifying priorities for federal immigration reform
- Supporting reauthorization of Small Business Administration programs
- Following tax legislation issues, in particular the R&D Tax Credit, New Markets Tax Credit and the Alternative Minimum Tax

The trip cost is \$650. If you're interested in attending or want to receive more information about the trip, please contact a member of the Chamber's Government Affairs staff:

Doug Moorman, 513.579.3115, dmoorman@cincinnatiachamber.com

Tom Ewing, 513.579.3176, tewing@cincinnatiachamber.com.

### Chamber, UC mount effort to host presidential debate

In an effort to enhance Cincinnati USA's presence on the global stage, the Chamber is working with the University of Cincinnati to explore the potential of hosting one of the presidential or vice presidential debates in 2008.

According to Doug Moorman, vice president of government affairs at the Chamber, the planning and bidding process to host one of the debates is extraordinary, but well worth the effort in terms of international exposure for the region and hotel rooms sold to visiting officials and media.

The Chamber and UC are currently in exploratory discussions with the U.S. Commission of Presidential Debates.

"Presidential debates are only held at world-class venues in major league cities," Moorman said. "Hosting a debate here in the fall of 2008 would make a statement of Cincinnati USA's global status as well as the dramatic transformation of the UC campus."

Logistics are the No. 1 concern, such as being able to provide 1,300 phone lines for working media and being able to accommodate as many as 30 satellite trucks.

"We obviously don't know who might win the debate at this juncture, but we know bringing a presidential debate would be a win-win for the Chamber, UC and our entire community," Moorman said.



## Learn how Gold Star Chili spiced up Web rankings, search hits

By Steve Phillips, Purple Trout, and Jeff Drum, Justice & Young

The “basics” of search engine optimization – and doing them correctly – is what put Gold Star Chili on the fast track with high rankings in Google, MSN & Yahoo.

Since 90 percent of all search engine users never look past the third page of results – 30 results – it is important for businesses to be at the top of search engine results.

Gold Star Chili wanted to focus on 12 primary keywords: everything from “Cincinnati chili” to “cheese coney” to “best of Cincinnati.”

The results as of January:

- Ten keywords in the Top 30 in Yahoo, including four keywords at No.1
- Six keywords in the Top 30 in MSN
- Five keywords in the Top 30 in Google, including “best Cincinnati chili” at No. 4 and “Cincinnati chili” at No. 10

No tricks, secrets or hidden techniques were used in the optimization project with Gold Star Chili. In fact, most search engines will ban your Web site if you utilize any “black hat” efforts which try to fool search engines into ranking your site higher.



Steve Phillips



Jeff Drum

The path to honest and ethical search engine optimization – and utilizing all SEO tools available – can better one’s chances of getting higher rankings in search engines.

Gold Star Chili utilized the basics of search engine optimization, including:

■ **Extensive keyword research:** By finding out what current Internet users are searching for in the major search engines, Gold Star Chili was able to focus on specific keywords to gain a better share of the search audience. Not only can keyword research confirm keywords your business wants to focus on, but you may also find other keyword possibilities.

■ **Competition research:** Also conducted during the keyword research phase, you can study the top sites in the major search engines by searching on the keywords you are considering.

■ **Writing new code:** Page titles, page descriptions, meta tag keywords and

alt tags were also re-written and utilized in Gold Star Chili’s new Web site. Keywords are strategically implemented within the newly written code to emphasize the Web site’s content and keyword focus.

■ **Search Engine Submission:** The new Web site and keywords were submitted to 55 search engines, including Google, MSN & Yahoo. While this does not guarantee inclusion, it does notify the search engine spider of your Web site’s presence.

■ **Creation of Google and Yahoo sitemaps:** While a Web site does not get “bonus” points for creating sitemaps, they do ensure all of your Web site’s pages are crawled by the search engine spider.

■ **Developing a Link Building program:** Link building is the process of getting other Web sites to publish a link on their Web site pointing to your Web site. This process is also referred to as “back links.” The focus is on one-way links, rather than reciprocal or paid links. Link farms (Web sites containing pages of links) were also avoided, as these sites are frowned upon by Google.

■ **Ongoing Process:** True and successful search engine optimization is not a “one-and-done” process. Keywords for Gold Star Chili are researched and re-checked and rankings are conducted and examined weekly. The Web site is re-submitted to search engines and directories in a timely manner and link building never ends.

■ **Fresh content:** Not only did Gold Star Chili opt for new keywords, but they also gave search engines what they love the most: fresh content. New keywords were easily worked in and utilized.

A proactive public relations campaign is an ideal strategy for generating fresh content for Web sites. Gold Star Chili recently partnered with Cincinnati music legend Bootsy Collins for the release of “Who Dey Invasion.” By posting Collins’ appearance schedule on the company Web site along with the combined 24 media stories, fans flocked to his appearances in droves.

To receive a complimentary Search Engine Optimization Report, contact David Owens of Justice and Young Advertising and Public Relations at 513.388.4700, ext. 3019, or [dowens@jyadvertising.com](mailto:dowens@jyadvertising.com).



## Customer Focus Center reaches key measures

In customer service, it's all about results. And for the Chamber's Customer Focus Center, the year 2006 produced impressive numbers – and measures.

Over the past year, the seven-member team fielded 15,669 calls, answering the phone in 30 seconds or less 85.2% of the time. On average, the CFC picked up within 14.2 seconds, far better than the industry standard of 22 seconds.

In addition, the CFC handled 14,074 registrations during the year, assisted 249 walk-in customers and attended 94 Chamber-related events as staff support.

"While we are consistently in pursuit of continuing excellence, I'm very proud that the CFC team reached its 2006 service-level goal of 85%," said Lori



Front row, left to right: Suzanne Borgemenke, Angie Fairbanks and Billie Strauss-Davis. Back row, left to right: Lori Holiday, Jennifer Prine, Diane Storer and David Rosenfeldt.

Holiday, director of the CFC. "This demonstrates the Chamber's overriding goal of serving our members and helping them build their business."

Holiday notes the CFC team is made up of: four customer advisors, Jennifer Prine, Diane Storer, David Rosenfeldt and Billie

Strauss-Davis; a database manager, Suzanne Borgemenke; and a member retention specialist, Angie Fairbanks. Prine also doubles as a database specialist.

The customer advisors focus on handling all incoming inquiries including event registrations, interest in membership, questions regarding bottom-line benefits, demographic information about Cincinnati USA and serves as a "public help desk," answering random questions from members and the public.

As the member retention specialist, Fairbanks contacts new members to increase engagement with Chamber events, programs and services. Fairbanks is also co-leader of the Chamber's Ambassador Committee and pres-

ents the Navigating Your Chamber and Business List seminars.

As the database management team, Borgemenke and Prine update the constantly changing details of 6,000-plus members.

Holiday – who co-leads the Ambassador Committee and manages Max packages and many other details overseeing the team – notes there's one phone number to remember when a member has a question about the Chamber: 513.579.3111.

"Members should feel confident to call us about anything related to the Chamber," Holiday says. "On average, we will start working on your question within 14 seconds of when you dial."

## Reds Opening Day

continued from page 2

popcorn, peanuts and soft drinks will be available as people view the parade at Fifth and Vine Streets. The Opening Day party also will feature interactive activities.

All paid attendees will receive two complimentary bleacher tickets (value: \$22) to a future Reds game.

When and where: April 2, 11 a.m.-1 p.m., Macy's Third Floor, Fifth and Vine streets, Downtown.

Cost: Chamber members, \$25. Children under the age of 18 are free, as are any attendees from the morning's event, "Season's First Pitch." For more information, call 513.579.3111.



## What's on your night stand?

"The Elements of Style" by William Strunk Jr. and E.B. White



Kevin R. Ghassomian

### Why did you select it?

It is the ultimate guide for writers and I do a great deal of writing. Also,

as an interesting bit of trivia, the co-author, William Strunk Jr., was born in Cincinnati and is a University of Cincinnati graduate.

### What's the most interesting message?

Sometimes you just have to ask yourself, "Would I really use the word 'zenith' in a normal conversation?"

Kevin R. Ghassomian  
Member, Cincinnati and  
Covington Offices  
Greenebaum Doll & McDonald  
PLLC

## Jake Speed, Tracy Walker collaborate on tune celebrating Cincinnati's vibe

Cincinnatians have long carried a song in their heart for the Queen City. Now they have a melody of unabashed pride that they can sing along to.

The Cincinnati USA Regional Chamber and its newly formed Cincinnati USA Creative Cluster Alliance have commissioned Jake Speed and The Freddie's with Tracy Walker to collaborate on a duet celebrating Cincinnati's rising stature as a vibrant place for young professionals and creative spirits in comparison to other U.S. cities.

Titled "All Roads Lead To Cincinnati," the song composed by Jake Speed paints the picture of a young man and woman meeting at Arnold's Bar & Grill, Cincinnati's oldest establishment, while they sip cocktails and tout the reasons why Cincinnati is more attractive than cities such as Austin, Phoenix, Seattle, Portland, Nashville, San Diego and Chicago. The song pays homage to the region's nightlife, Ohio River vistas and icons Bootsie Collins, Peter Frampton, Ken Griffey and Nick Lachey.

The Chamber released the song just prior to Valentine's Day as it passionately celebrates a love for Cincinnati. The audio is downloadable from CincinnatiChamber.com, and iTunes. A video



Jake Speed and The Freddie's with Tracy Walker.

of Jake Speed and The Freddie's with Tracy Walker performing the song at Arnold's is available on YouTube.com and iRhine.com, courtesy of pro-bono work by Jason Merkt of Iconography Video Services and Jameson Bennett of Metaphor Studio.

The Chamber expects tens of thousands of downloads of the song in short order due to the strong YP network in Cincinnati, with more than 40,000 e-mail addresses on record. The Chamber also will use the song in ongoing media relations to national media outlets positioning the Cincinnati USA region as progressive, dynamic, diverse and vibrant.

"All Roads Lead To Cincinnati' is designed to serve as a rallying cry for Cincinnati's who want to express great pride in the region while also serving as

an out-of-the-box marketing tool to attract and retain young professionals and creative types," said Karen Michelsen, vice president of marketing for the Chamber. Michelsen explained the song commission is an early outgrowth of the work of the Creative Cluster Alliance and promises to be a harbinger of the unique marketing concepts expected to emerge from the alliance as it crafts a marketing plan over the coming months.

In December of 2006, the Chamber announced the formation of the Creative Cluster Alliance as a means to tap the region's most creative minds and thinking in strengthening promotion of Cincinnati USA to young professionals, creative individuals, urbanists and tech workers – the key demographics driving growth in booming U.S. cities.

## Frampton emphasizes passion when addressing C-Change

It was a night of celebration and achievement, anticipation and introductions as the first class of C-Change graduated and the second class kicked off its year at a mid-January event hosted by the Cincinnati Ballet.

Graduates, their spouses/partners and supervisors shared the limelight with the incoming class and special guest Peter Frampton, who outlined his vision for young professionals.

“I have been lucky to do what I love,” said Frampton, who recently earned a Grammy. He counseled members of C-Change to “find your passion and pursue it.”

Victoria Morgan, artistic director of the Cincinnati Ballet, welcomed the guests and provided a lively introduction to two special performances by mem-



Celebrating the 2006 C-Change commencement (from left to right): Natalie Auzenne-Swan, Fidelity Investments, 2006 C-Change graduate; Natalie's husband, Nique Swan, Landor Associates; Susan Argo, Graydon Head & Ritchey, LLP, and a 2006 C-Change graduate; and Susan's husband, Blake Argo, The Nielsen Co.

bers of the ballet company, including an original piece choreographed by Jay Goodlett set to an original composition by Lucas Cates called “4everytime.” Cates also performed an acoustic set during the evening.

Class 2 of C-Change followed up the welcome

reception with a weekend retreat at Camp Joy focusing on getting to know each other, building trust and overcoming conflict through activities and lectures. The Camp Joy exercise set the stage for the work they will be doing over the next 10 months.

C-Change is designed to provide young professionals with personal and professional development, leadership skills and community connections through class work, assessments, field trips, extracurricular activities and class projects designed to involve YPs in meeting community needs.

For more information, call Julie Bernzott at 513.579.3113.



Josh Gerth of The Staubach Co. and a 2006 C-Change graduate poses for a snapshot with Peter Frampton.

## April program spotlights Ascent, architect Libeskind

Daniel Libeskind – an international figure in architectural practice and urban design and the architect of The Ascent at Roebling's Bridge – will be featured at an evening reception and presentation April 11 at the National Underground Railroad Freedom Center.

Libeskind – selected as the master planner for the World Trade Center



Daniel Libeskind

site – is well known for introducing a new critical discourse into architecture and for his multidisciplinary approach. His practice extends from building major cultural and commercial institutions – including museums and concert halls – to convention centers, universities, housing, hotels, shopping centers and residential work.

The event is being held in partnership with Corporex, and is sponsored by Frost Brown Todd.

When and where: April 11, 5:30-6:30 p.m. reception; 6:30-7:30 p.m. presentation by Daniel Libeskind; at the National Underground Railroad Freedom Center.

Cost: \$25 for Chamber members.

For more information, call 513.579.3111.





## Leadership Cincinnati alumni turn out to roast Ray Brokamp

To celebrate the 30th anniversary of Leadership Cincinnati, alumni gathered Feb. 8 at The Phoenix Downtown for a good-natured roasting of Ray Brokamp, who has served as director of Leadership Cincinnati since 1987.

More than 400 business and community leaders gathered for the memorable evening, which was sponsored by The E.W. Scripps Co.

A video of the roast can be downloaded on the Web at [CETConnect.org](http://CETConnect.org) – keyword search Ray Brokamp. Special thanks to CET for taping the program and putting it online.



Jay Chatterjee, professor of UC's School of Architecture and Interior Design, School of Planning, congratulates Ray Brokamp on surviving the roast.



Pauline Brokamp takes a well-deserved bow during her husband's roast.



Ken Lowe and Crystal Price of The E.W. Scripps Co. delight in being the evening's sponsors.



Leslie Dye of MediSync goes on the stump for the icon of Leadership Cincinnati.





Eric Ellis of Integrity Development reflects on his learnings from the "Yoda" of leadership development.



Cincinnati Vice Mayor Jim Tarbell epitomizes the magic of the evening, performing with his trusty harmonica.



Pete Strange of Messer Construction casts a large shadow on the proceedings.



Deborah Davis models the official garb for the program: T-shirts emblazoned with "Has anyone ever said no?"



Laurie Brinkman of the Chamber and Ken Goldhoff of UBS Financial Services perform "Moon River."





Mary Jo Hudson

## Insurance director to address Humana Health Series

Join Chamber colleagues for a health care presentation and panel discussion featuring newly appointed Ohio Director of Insurance Mary Jo Hudson at the Drake Center on March 15.

Also on the panel will be representatives from the Ohio House and Senate. The panel will focus on the Gov. Strickland's health care agenda as well as on how new legislation affects Ohio businesses.

When and Where: March 15, 8-10 a.m., The Drake Center, 151 W. Galbraith Road, Cincinnati.

Cost: Members, free; non-member, \$50. Seating is limited.

Call 513.579.3111 or visit [cincinnati-chamber.com](http://cincinnati-chamber.com) to register for the events on these two pages.

## Office Manager Roundtable gives tips on etiquette

"Developing a Professional Workplace" will be the theme of the Office Manager Roundtable March 28 at the Chamber. Marja Barrett of Marja Barrett and Associates will lead a discussion on how polished social skills give working professionals the knowledge to act with confidence in every business situation—confidence that leads to greater personal success and increased corporate profitability.

The Office Manager Roundtable provides a forum for office managers of small and mid-sized companies to connect with others who understand the unique challenges of running an



Marja Barrett

office efficiently and effectively while wearing several hats – HR manager, new

hire trainer, payroll clerk. The roundtable's facilitator is Judy Office, a coach and consultant in areas of leadership development, strategic planning, and performance enhancement.

When and where: March 28, 11 a.m.-1 p.m., at the Chamber, 300 Carew Tower, 441 Vine St., Cincinnati, OH 45202

Cost: Chamber members, \$25.

## Full speed ahead with Navigating Your Chamber

Even veteran Chamber members say they are often surprised at all the programs and events the Chamber offers throughout the year.

To maximize your Chamber membership, jump on board for "Navigating Your Chamber: What Can The Chamber Do For You?" for a free, one-hour tutorial on the Chamber offerings.

When and where: March 13, 8:30-9:30 a.m., at the Chamber, 300 Carew Tower, 441 Vine St., Cincinnati.

Cost: free.

## Morning Mixer promises to be high-flying event

Take off for a networking event you won't soon forget when the Chamber hosts its Morning Mixer series at the Tri-State Warbird Museum in Batavia March 15.

The museum is a 20,000-square-foot state-of-the-art facility which provides an exhibit area for historic artifacts and related items to highlight the history of the museum's aircraft and an atmosphere to facilitate the restoration and preservation of the aircraft. It's conveniently located on the eastern side of



Photo courtesy Tri-State Warbird Museum

Cincinnati, just minutes off of Interstate 275 and State Route 32, located at the end of a set of streets named after heroic aviation and space pioneers Neil Armstrong, John Glenn and Frank Borman.

Morning Mixers are hosted by the Cincinnati USA

Regional Chamber and the Clermont Chamber of Commerce. If you're a "morning person" who enjoys small group networking, this event is for you! When you attend a Morning Mixer, you'll get more done before 9:30 a.m. than some do all day!

When and where: March 15, 8-9:30 a.m., The Tri-State Warbird Museum 4021 Borman Drive, Batavia, OH 45103

Cost: free for Chamber members.

### Leadership Luncheon spotlights marketing ideas

On March 22, the Chamber is assembling a talented trio to discuss how to concept big marketing ideas for your small business. This Leadership Luncheon features networking, world-class learning, a delicious box lunch and the following panel:

■ Chris Edwall of Action International, who has a passion and a mission to help small business owners resolve their frustrations and achieve their dreams through improving their businesses. As an entrepreneur/owner, he founded and developed three small businesses.



Chris Edwall

■ Meshell Giblin, managing partner of Brand Approach, who is committed to helping companies thrive in the Cincinnati USA market. She takes the mystery out of marketing and gives insights into low-cost, high-return marketing and publicity techniques.



Meshell Giblin

■ Kenneth J. Manges, Ph.D. who is a vocational and psychological expert and consultant to businesses and local, state and federal agencies on such issues as aptitude, intellect, interest and personality traits. His insights can help you uncover hidden obstacles to your success.



Kenneth Manges

When and where: March 22, 11:30 a.m.-1 p.m., at the Chamber, 300 Carew Tower, 441 Vine St., Cincinnati.

Cost: Members, \$25.

### Get your Irish eyes to Sully's for Chamber Night

You're invited to join other Chamber members to Cincinnati USA's newest "upbeat pub," Sully's at 700 Race St., downtown, for a smartly timed pre-St. Patrick's Day celebration.

Since opening in February, Sully's has been attracting

diverse crowds that has the Downtown bar scene talking. Don't miss this opportunity to connect with Chamber members in a high-energy setting while enjoying free appetizers and a drink on the Chamber.

Bring a handful of business

### GCVA, ACG host joint luncheon at Hilton

The Greater Cincinnati Venture Association is teaming up with the Association for Corporate Growth for a special luncheon at the Hall of Mirrors in the Hilton Cincinnati Netherland Plaza March 14.

The luncheon will feature a presentation by Eddie Lehner, CFO of ServerCorr, on "Raising \$900 Million to Build a Steel Company."

The monthly luncheons attract venture capitalists, investors, investment bankers, commercial bankers, entrepreneurs, attorneys, accountants, consultants and others involved in the investment community.

When and where: March 14, 11:30 a.m.-1:30 p.m., Hilton Cincinnati Netherland Plaza Hall of Mirrors.

Cost: GCVA Member, \$25; guest with GCVA member, \$30.00; non-member, \$35.

cards to enter prize drawings and make contacts.

When and where: March 15, 5-7 p.m., 700 Race St., Cincinnati.

Cost: free for Chamber members.



Jessica Selasky

### STRAT 8 module worth talking about

In May the Chamber will introduce a new STRAT 8 module designed to help make your next presentation a success. "Developing Your Presentation Skills" will be facilitated by local expert Jessica Selasky, who will reveal the fast and easy way to prepare for business presentations and how to make presentations that inspire and motivate people.

"People who capture attention are consistently rated as more powerful by business audiences," said Selasky.

The STRAT 8 planning process has helped hundreds of companies achieve greater profitability and accountability in meeting their growth needs.

When and where: Wednesday, May 2, from 8:30 a.m. to noon at the Chamber, 300 Carew Tower, 441 Vine St., Cincinnati.

Cost: \$250 per participant; two or more participants from the same company save \$50. All attendees receive a copy of "Your Public Speaking Workout."







## Chamber adds Flexible Spending to member portfolio

The Chamber this month is introducing a discount program that will allow both member companies and their employees to save money. The Chamber has partnered with two of the leading local providers of employee benefits administration, Chard Snyder & The Sheakley Group of Companies to offer members-only pricing as part of our Flexible Spending program.

Both organizations have been offering Flexible Benefit Administration for over 18 years and have the expertise and customer service to help your business set up a plan that works best for you.

The Chamber's program offers members-only discounts on health care premium only plans as well as full flex plans. By allowing for the deduction of health care as well as qualified medical and day care expenses on a pre-tax basis, a flexible spending program will reduce taxes for both employers and employees – saving both of you money.

For more information on flexible spending accounts and the Chamber's members-only pricing, contact our partners directly and mention your Chamber member status: Chard Snyder at 513.754.3132 or The Sheakley Group of Companies at 513.326.5078.



## CBI, Chamber form strategic alliance

The Chamber and the Cincinnati Business Incubator have announced a new membership opportunity enabling companies that are CBI clients to join the Cincinnati USA Regional Chamber at a special membership price. This membership entitles participating CBI clients to full benefits of the Chamber.



Wayne Hicks

This strategic alliance fuels the momentum experienced over the past year by

## City Dash joins discount program

The Chamber has recently added a new partner, City Dash, to its portfolio of Shipping and Logistics services.

City Dash is a leading same-day delivery service in Cincinnati USA specializing in guaranteed on-time delivery with superior customer service. Chamber members can now realize a 10-percent discount when using City Dash courier services.

Established in 1985 by Jim Bush, City Dash had grown into one of the region's largest courier and trucking services now caring for more than 1,500 deliveries a day

CBI, a non-profit small business incubator located in Over-the-Rhine.

"We are excited by this opportunity for our client companies," said Wayne Hicks, CBI president. "They have a chance to grow their business through leads gained from over 6,000 Chamber members. Also, the great employee benefits that the Chamber makes available to their members will help CBI business owners recruit and retain the talent necessary to be successful."

Hicks noted that the

Chamber has a strong commitment to economic inclusion principles. This agreement is a tangible demonstration of the Chamber's efforts to promote small business development in Cincinnati USA, Hicks said.

The commitment of CBI to mentor and support small business owners in an energetic and proactive incubator environment is an important reason behind the rapid growth in recent years of the size and marketability of CBI clients.



with their fleet of over 160 drivers. Jim says, "If we can drive there, we can deliver there."

Well known to their many satisfied customers – not only for reliable courier services – City Dash also offers a well equipped trucking department complete with tractor trailers, straight trucks and flatbeds to handle even larger deliveries. Regional LTL services save their customers time and money every day.

With real time Web order

entry and tracking, City Dash is using the latest technology in the industry to help customers stay informed about their deliveries.

"We are very excited to be an official partner of the Chamber," said Troy Burt, president of City Dash. "Our commitment to customer service and competitive pricing fits hand in hand with what the Chamber is looking for in a partner."

For more information on all services and pricing, contact City Dash at 513.562.2000. When you call to have them "run," tell them that you are Chamber member.



## Registered Traveler lane now open at airport

The Clear lane in Terminal 3 is up and running at CVG, providing registered travelers a dedicated lane at the security checkpoint.

Benefits to the program include a designated lane, concierge assistance with carry-on luggage and a predictable wait time. Clear expects customers to have less than a 5-minute wait pre-security.

CVG is one of the first airports in the nation to participate in the Registered Traveler Program; joining airports in Orlando, San Jose, Indianapolis and New York City.

Clear allows business travelers and other frequent fliers to pay \$99.95 to be pre-screened by the TSA and receive a biometric identity card that provides them with expedited passage through security checkpoints at participating airports.

CVG passengers will find a sign-up station on the ticketing level of Terminal 3.

### Step 1: Online Enrollment

During online enrollment at FlyClear.com, you will create a Clear account, agree to

the terms and conditions, select a payment method and enter biographic information requested by the TSA. It is recommended that you complete the online portion of the application on your home or office computer before visiting a Clear enrollment station to complete the in-person portion of your application.

Please Note: Your credit card will not be charged

until you complete in-person enrollment, are accepted into the program and are issued your Clear card.

Have the following information available during online enrollment:

- Driver's license number
- Previous home addresses for the past five years
- Social Security number
- Alien registration number (permanent foreign residents only)
- A current credit card

### Step 2: In-Person Enrollment

This portion of your application can be completed at any Clear enrollment station. A Clear attendant will verify your identification, capture images of your irises and fingerprints, and take your photograph. To complete this step you will need:

- Your Clear account number
- At least two pieces of approved government-issued identification that together provide proof of identity and proof of citizenship, status as a U.S. citizen or permanent foreign resident. A U.S. passport is strongly recommended.



## CVG tops for on-time

The Cincinnati/Northern Kentucky International Airport ranked No. 1 in the nation in 2006 for on-time arrivals and No. 2 for departures, according to a government report.

During the 12-month period, 83.1 percent of arrivals were on-time while 84.5 percent of departures were on-time, the government said in a ranking of the nation's 31 major airports.

## SCOMBC hosts growth strategies gathering March 22

The South Central Ohio Minority Business Council – an affiliate of the Chamber – will co-sponsor the fifth annual “Strategies For Growth Conference” March 22 in Columbus.

The one-day program for minority businesses offers three components:

- A government trade show and conference
- An economic development panel
- Appointments with procurement representatives from various government agencies

The keynote speaker will be Iris Cooper, entrepreneur, business advisor and community leader. Cooper will share her experiences in the ever-changing world of finance, business development, growth and collaboration. A graduate of Indiana University, Cooper brings over 25 years of experience in the financial service arena, including successful tenures in the banking industry. She is also one of the founders and owners of Glory Foods Inc., a national, multi-million-dollar minority-owned food company.

When and where: March 22, 8 a.m.-5 p.m. at the William Green Building Auditorium, 30 W. Spring St., Columbus.

Registration is open until March 20. For more information, contact Evelyn Cleveland at 800.848.1300.





Stacy Aaron and Kate Nelson,  
partners at Change Guides

## How change can help bring your firm together

Change happens. But it's how companies react that can determine the difference between success and failure.

Let Change Guides LLC help you gain a greater understanding of the dynamics of change in your organization. You'll uncover ways to identify the nature of change and its key drivers, how to lead change and how to apply tested change management tools to real-life situations.

Participants will receive "The Change Management Pocket Guide," along with help developing a personalized Change Management Work Plan.

Discounts available: Each module costs only \$250 per participant, or \$200 each for two or more participants from the same company. And as an added bonus, CEO Roundtable members and former STRAT 8 alumni receive significant discounts on these new programs.

When and where: March 8, 8:30 a.m. to noon, at the Chamber, 300 Carew Tower, 441 Vine St., Cincinnati.

For more information, contact Gretchen Hooker at 513.686.2946 or ghooker@cincinnatiachamber.com.

## Company adopts regional brand with Cincinnati USA Positive Energy Award

When Jill Pyles thought about how best to demonstrate the spirit of her company and its new product – MOJO for Energy – she decided to tap into the "all together surprising" spirit of the regional brand to introduce the Cincinnati USA Positive Energy Award.

Pyles, president of Anderson Township-based Sweet Stuff Innovative Products, LLC, introduced the monthly honor in February by recognizing Katrina and Ron Mincy of Aunt Flora's Cobbler House and Down Home Diner for garnering positive national exposure for their acclaimed vegetable cobbler and historic Findlay Market on "The Martha Stewart Show" in mid-January.

"MOJO for Energy is proud to celebrate the Mincys' tremendous achievement for working tirelessly for nearly two decades before receiving this well-deserved national attention," said Pyles. "Their hard work and vision for Findlay Market and Over-theRhine as a diverse melting pot for our region symbolizes the spirit of the monthly Cincinnati USA Positive Energy Award."

Pyles said residents in the three-state, 15-county Cincinnati USA region can submit nominations for the monthly award at the company's Web site: [MOJOFOREnergy.com](http://MOJOFOREnergy.com). Pyles



Jill Pyles presents Katrina Mincy of Sweet Stuff Innovative Products with the Cincinnati USA Positive Energy Award.

### At A Glance Sweet Stuff Innovative Products, LLC

Year Established: 2005

Year enrolled: 2007

Anticipated First-Year Gross Revenue for MOJO for Energy: \$500,000.

Number of Employees: 1

Targeted Chamber Programs: Women Excel, Small Business Awards, Morning Mixers, Leadership Luncheons

asks that nominations be submitted by the last day of the month so her group of judges can discuss nominees the first week of the following month.

"There are so many positive activities taking place in our region that should be celebrated," said Pyles, an Anderson Township resident. "This is small way of shining the spotlight on people doing great things for Cincinnati USA."

Pyles, who once worked in The White House as the advance team leader for Vice President Dan Quayle, introduced MOJO for Energy – a convenient, mint-fla-

vored chewable tablet designed to enhance energy and alertness – in the fall of 2006. The product is available at bigg's, Jungle Jim's International Market and Remke Markets, among other outlets, and can be ordered online at [MOJOFOREnergy.com](http://MOJOFOREnergy.com) and Amazon.com.

The product is FDA-approved, and one tablet equals the energy effect of one cup of coffee or energy drink. Each two-gram tablet is made of all-natural ingredients, including guarana, ginseng, vitamin B12 and taurine.



## Please welcome these new Chamber members

The businesses listed below recently invested in their company or organization by becoming Chamber members. As a reminder, new – or not-so-new – members are invited to attend “Navigating Your Chamber,” an informal, interactive introduction to the numerous benefits and programs available to Chamber members. The next installment of this popular program is March 13, 8:30-9:30 a.m., at the Chamber office, 300 Carew Tower, 441 Vine St., Cincinnati. To register, please call 513.579.3111.

3 Degrees Creative LLC  
Alcon Inc.  
Ambiente Consecutivo Inc dba  
Asian Chao  
Angie Wallace  
Aquamarine Pool Company  
Avalanche Ice LLC  
Bangkok's Thai Cuisine Inc.  
Barnes Aerospace  
Bath Solutions  
Bertke Electric Co. Inc.  
Big C Lawn & Landscape  
Blue Manatee Childrens  
Bookstore & Decafe'  
Blue Sky Creative Inc.  
Bob's Moraine Trucking Inc.  
Bodycote Thermal Processing  
Cabrit Design  
Cedar Trace Golf Club  
Chard-Snyder & Associates  
Cincinnati Recognition Products  
Cold Jet Inc.  
Columbia Lawn Care  
Creative Mills Productions LLC  
CTS Construction Inc.  
Cycle City Inc.  
Delhi Auto Pro  
Diana Diebold & Co.  
Dixon Builders & Developers  
Doctors Urgent Care Colerain  
eLynx Ltd.  
Emerson Express Inc.  
Emilie Parry LLC dba Creative  
Tots  
Flerlage Marine Co  
G & G Excavating Co.  
Gavri LLC dba Days Inn  
Gillespie and Powers  
Go Play Cafe LLC  
Gold Medal Products Co.  
GVC Plumbing Inc.  
Hans Huf Home Improvement Co  
Hauck Casualty LLC  
Hifive Development Services Inc.  
Hillsboro Transportation Co.

Hutzel Landscaping Service  
Hyde Park Gymnastics Inc.  
Innovative Applications LLC  
Just a Little Assistance LLC  
Just Saab Cincinnati  
KABE Enterprises Inc  
Laser Life Corp.  
Leesburg Ventures  
Leppert Brick  
Lighting Solutions Associates  
LLC  
Lockland C-Store LLC  
McCarroll Enterprises LLC dba  
Jersey Mikes Subs  
McGohan-Brabender  
Merrill-Lynch Private Client  
Miami Luken Inc.

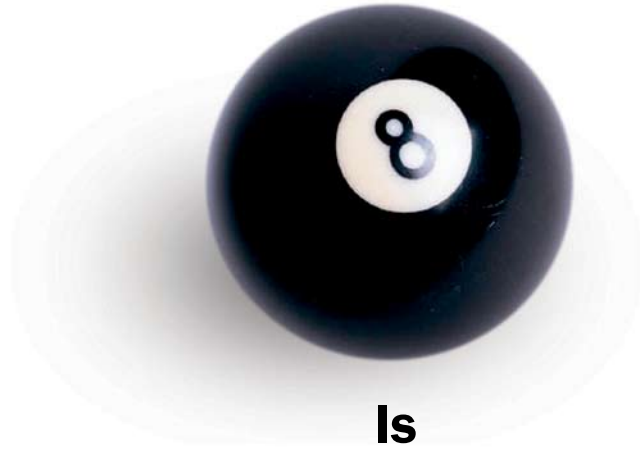
Midd Cities Partners  
NAVIGA  
Nicodemus Fine Paint &  
Wallcoverings  
Nordloh & Associates Inc.  
O C Adams Inc.  
O.K.I Supply Co.  
Oak Hill Banks  
Omron Electronics LLC  
Osandres Import and Export  
PID Engineering LLC  
Pinnacle Employer Services  
PR Allen Construction Inc.  
Primerica Financial Services  
R & J Remodeling LLC  
Randstad Work Solutions  
Rebmatt Inc. dba Subway  
Richard A Devore LLC  
River City Scenic  
Robre Hauling LLC  
S & S Fastener Co. Inc.  
Savannah Center at Chappel  
Crossing  
Schumacher Homes  
Servaid LLC / Velco Inc.  
Shree Ambalal Inc. dba Subway  
Siemens Building Technologies  
Small Business Computer  
Consultants

Sonoco Products Co.  
Steve Zimmer Remodeling  
Strategic Financial Leadership  
Sullys  
T R Fitness LLC dba Curves  
T6 Group LLC  
Terrys Janitorial  
Textstyles  
The Prop Closet LLC  
Top Printing  
Touchstone Group Associates  
Tri State Contractors  
Tri-County Pontiac Buick GMC  
Inc.  
Tri-State Pest Management Inc.  
Tri-State Pulmonary Associates  
True Line Masonry Inc.  
Truepoint Capital LLC  
Verified Identity Pass Inc.  
Wallbangers  
Webster Hardwood Flooring  
Western Hills Country Club  
Western Hills School of Beauty  
& Hair Design  
Winelco Inc.  
Wuest Electric Co.  
Wyoming Automotive

### Serenity opens in Corryville

It was a ribbon-cutting done with flair when Chahanna Johnson, marketing director for the new Serenity Ultra Lounge & Dessert Bar in Corryville, and Sylvester Wilkerson, membership development representative for the Chamber, celebrated the opening of Serenity in the historic Zino's location at 2701 Vine St., Cincinnati. Serenity's aims to attract a customer base that's culturally diverse, educated, business professional, 25 and older, in search of evening entertainment.



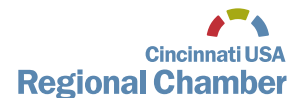


**Is  
this  
the way  
your company  
does strategic planning?**

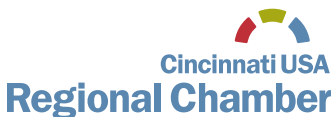
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