

PERSPECTIVE

SEPTEMBER 2023

Published by the Sidney-Shelby County Chamber of Commerce
101 South Ohio Avenue, Floor 2, Sidney



MEETINGS AND EVENTS

- 1 **Ashley Himes Insurance and Financial Services Ribbon Cutting**
12:00 noon—247 West Court Street
- 2 - **Great Sidney Farmer's Market**
30 8:00 a.m.—12:00 p.m. Every Saturday through October
Shelby County Court Square
www.sidneyalive.wpcomstaging.com/eventscalendar
- 4 **Wilderness Trail Open House**
12:00—5:00 p.m.—Fort Loramie Historical Assoc.,
37 North Main Street, Fort Loramie
www.facebook.com/fort.loramie.historical.association
- 6 **Shelby County Safety Council**
12:00 noon—Wilson Health Professional Building,
Lower Level Conf. Rooms, 915 West Michigan Street
Topic: Brain Injury and the Workplace
Speaker: Lauren Holly, Brain Injury Association of Ohio
www.sidneyshelbychamber.com/events
- 6 **Sidney Alive's 7th Birthday Celebration**
4:00—8:00 p.m.—Court Square Lawn
DON'T MISS IT!—The Spot Restaurant is Donating
20% to Sidney Alive for Dine-In Purchases
www.facebook.com/downtownsidneyalive
- 7 **YPconnect Steering Committee**
12:00 noon—Chamber Office
- 9 **SCARF—Operation Shelter Supplies**
(more information on page 2)
- 9 **Rotary Pancake Breakfast**
8:00—10:30 a.m.—Northeast Corner of Court Square,
Downtown Sidney (more information on page 3)
- 12 **Chamber Board of Directors**
11:30 a.m.—The Hive, 101 South Ohio Avenue
- 12 **YPLunchMob at Mojitos**
12:00 noon—1306 Wapakoneta Avenue
- 12 **Seniormark Seminar: Medicare Planning**
5:30 p.m.—2551 West Michigan Street
RSVP Required—www.seniormark.com/workshops
- 13 **Seniormark Seminar: 401k/Social Security Planning**
5:30 p.m.—2551 West Michigan Street
RSVP Required—www.seniormark.com/workshops
- 14 **Seminar: Use Facebook for Business Growth: 7 Essential Tips & Tricks**
8:00—9:30 a.m.—Holiday Inn Express & Suites, 450
Folkerth Avenue (more information on this page)
- 14 **Shelby County United Way Campaign Kick-Off**
11:30 a.m.—1:00 p.m.—The Palazzo, 309 South Main
Street, Botkins
- 14 **Sollmann Electric—Celebrating 50 Years**
4:00—7:00 p.m.—Murphy's Craftbar & Kitchen,
110 East Poplar Street—RSVP (937) 492-9122 or
deilert@sidneyshelbychamber.com
- 15 **The Valley Church Sidney Ribbon Cutting**
12:00 noon—300 East Parkwood Street

WE ♥ RIBBON CUTTINGS!



Congratulations to Yvonne Groves and her team at Whole Body Aesthetics on their recent grand opening! Pictured above are Yvonne and her son Lincoln cutting the celebratory ribbon while her husband Pat and Amber Jones hold on tight. Wishing you all incredible success for many, many years to come! If you haven't seen their amazing new space, check them out at 670 North Vandemark Road.

2023 ECONOMIC OUTLOOK LUNCHEON PRESENTED BY WISEBRIDGE WEALTH MANAGEMENT IN PARTNERSHIP WITH THE SIDNEY-SHELBY COUNTY YMCA AND THE SIDNEY-SHELBY COUNTY CHAMBER OF COMMERCE

Tuesday, October 10, 2023

11:30 a.m.—1:15 p.m.

Sidney-Shelby County YMCA, 300 East Parkwood Street
RSVP to the YMCA by October 5 at (937) 492-9134



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Nick Ng, CFA® is the Lead Portfolio Manager and Chairman of the Investment Committee at Liberty One. Nick is responsible for integrating the idea generation, research, and portfolio construction process into a unified investment engine that exists today. Nick spearheads Liberty One's strategic investment vision and leads all investment efforts at the firm.

USE FACEBOOK FOR BUSINESS GROWTH: 7 ESSENTIAL TIPS & TRICKS

marketing essentials

We use Facebook in our personal lives but, promoting your business on Facebook is a different ballgame. If you want your business' content to reach consumers, having a presence on Facebook is a given. But to make the most of your page, to attract and engage visitors, drive them to your website, and convert them into leads (and eventually customers), you need to optimize your Facebook presence.

In this interactive workshop, participants will discover the secret tips to stand out in the crowd and have their Facebook channel reviewed by a social media expert to help your business take action and get results immediately.

Presenter: Erika Huffman, Marketing Specialist. RSVP required. Seats are limited. Email jraible@sidneyshelbychamber.com or call (937) 492-9122.

BECAUSE of YOU

CAMPAIGN KICK OFF
THURSDAY, SEPTEMBER 14, 2023
11:30AM - 1:00PM
THE PALAZZO
309 S. Main St. Sidney, OH

Everyone is invited to join us for a complimentary lunch.

WVLA ADVOCATE. SIDNEYSHELBYCHAMBER.COM

FROM JEFF'S DESK



The Sidney-Shelby County Chamber of Commerce is again inviting its member schools and other Chamber member organizations involved with education of Shelby County youth to make application to its Foundation for an education grant.

The Chamber Foundation is an important component of our overall mission. Through the generosity of Chamber members, we are able to financially support many wonderful education-based programs throughout Shelby County. These are teacher driven, education enrichment initiatives that might not otherwise occur without support from our Foundation.

Last year Chamber Foundation Trustees approved twenty (20) grant requests submitted by Chamber member schools and other youth education organizations. In total, more than 15,850 was granted to the following: Lehman Catholic High School, Shelby County Ag Society, Fort Loramie Local Schools, Russia Local Schools, Sidney City Schools, OSU Extension—Shelby County 4-H, Fairlawn Schools, Shelby Hills Preschool, Botkins Schools, Midwest Regional ESC, Shelby County Historical Society, Raise the Roof for the Arts, Holy Angels Catholic School, Journey 4 Self, Big Brothers Big Sisters, Jackson Center Schools, Sidney-Shelby County YMCA. In addition, the Chamber Foundation continued its support for the Workforce Partnership of Shelby County with a substantially increased level of funding pledged for years 2023 and 2024.

To request a 2023 grant application, interested Chamber members can call 937-492-9122, email jraible@sidneyshelbychamber.com or download the application from our website www.sidneyshelbychamber.com. The deadline for application submission is October 13, 2023.

MEETINGS AND EVENTS CONTINUED

- 15 - Fall Harvest Festival at Lake Loramie**
17 www.lakeloramiefallfest.com
- 15 - Historic Theatre Fall Arts & Arches Festival**
16 www.visitsidneyshelby.com/calendar
- 16 - Fall on the Farm at Crossway Farms**
10/29 www.crosswayfarms.com/fall-on-the-farm
- 16 Cruise Sidney**
www.shelbycountyhistory.org/exhibits.htm
- 22 Wilson Health Foundation 29th Annual Golf Classic**
9:30 a.m.—Shotgun Start
Arrowhead Golf Club, 2211 Dirksen Road, Minster
www.wilsonhealth.org/wilson-health-foundation
- 22 - German Heritage Days**
- 23 Canal Park, 15 North Main Street, Fort Loramie**
www.facebook.com/german.heritagedays
- 22 Senior Center Spaghetti Dinner Fundraiser**
5:00—7:00 p.m.—304 South West Avenue—\$10/person
- 22 SCARF Fur-tastic Friday**
5:00—7:00 p.m.—Lawn by Gay Smith Associates Realty
www.helpshelbycountyanimals.com
- 23 Senior Center Presents: Wild West Dance**
7:00 p.m.—304 South West Avenue
FREE and Open to the Public Age 50 or Better
- 28 Human Resources Council**
Topic: Mental Health in the Workplace
Speaker: TBD
12:00 noon—Holiday Inn Express & Suites, 450 Folkerth Ave.
- 28 POWERful You Luncheon**
Topic: Keeping Your Feet Healthy to Keep You Moving
Speaker: Dr. Laurie Nielsen-Haak, Wilson Health
11:30 a.m.—1:00 p.m.—Wilson Health Professional Building, Lower Level Conference Room, 915 West Michigan Street
- 28 Sidney Alive Presents: Open Air Dinner**
5:30—8:30 p.m.—Court Square Lawn
www.facebook.com/downtownsidneyalive
(more information on page 3)



CHECK OUT WHAT'S NEW IN THE WORLD OF YPCONNECT!

Upcoming events...

YPCONNECT LUNCH MOB
TUESDAY, SEPTEMBER 12TH
MOJITOS 1306 WAPAKONETA AVE. -SIDNEY

YPCONNECT COFFEE MOB
TUESDAY, OCTOBER 3RD
GREENHAUS COFFEE - 126 E. POPLAR - SIDNEY

YPCONNECT LUNCH & LEARN
WALLACE LEARNING & INNOVATION CENTER
THURSDAY, OCTOBER 12TH

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moments from our last event!



OPERATION SHELTER SUPPLIES

Shelby County Animal Shelter
610 Gearhart Road, Sidney, Ohio



Needed Supplies:

- Trash Bags (13 gallons)
- Kitten Dry Food
- Kitten Milk Replacer
- Kitten Bottles
- Bleach
- Mr. Clean or Lysol Floor Cleaner
- Hose Reel
- Dog Collars
- Cat Toys
- Flea and Tick Items
- Dog Moist Treats
- Scrubbing Brushes
- Paper Towels
- Amazon Wishlist Items



The mission of SCARF is to raise funds to support the Shelby County Animal Shelter in safe adoptions, education & community outreach concerning abused and neglected animals' medical procedures, eliminating euthanasia of adoptable animals, and maintaining best practices. For more information on S.C.A.R.F. visit helpshelbycountyanimals.com

WELCOME NEW MEMBERS

AUGLAIZE INDUSTRIES, INC.

BUSINESS CATEGORY: Social Service/Not for Profit

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(419) 629-3603

www.auglaizeindustries.weebly.com



RELIABLE PROCESS SOLUTIONS

BUSINESS CATEGORY: Consultant/Training/HR Spt.

Terry Harris
656 Ridgeway Drive
Sidney, Ohio 45365
(937) 498-4730

www.reliableprocesssolutions.com



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BUSINESS CATEGORY: Distributors/Wholesalers

Brandon Kile
1455 North Vandemark Road
Sidney, Ohio 45365
(937) 492-0170

www.winsupplyinc.com/location/sidney-OH/45365



SMALL TOWN RESCUE AND INVESTMENT

BUSINESS CATEGORY: Real Estate

Carolyn Stock-Massingale
850 Euclid Avenue, Suite 819 #2969
Cleveland, Ohio 44114
(937) 419-4054

www.smalltownrescueandinvest.com



VALLEY CHURCH SIDNEY, THE

BUSINESS CATEGORY: Churches

Cindy Porter
300 East Parkwood Street
Sidney, Ohio 45365
(937) 778-8822

www.thevalley.church



WHOLE BODY AESTHETICS

BUSINESS CATEGORY: Beauty Salon/Barber Shop

Yvonne Groves
670 North Vandemark Road, Suite 101
Sidney, Ohio 45365
(937) 658-0619

www.facebook.com/WholeBodyAesthetics



Rotary PEOPLE OF ACTION
Annual Pancake Breakfast
Saturday, September 9, 2023
8:00 a.m. - 10:30 a.m.
Northeast lawn of the Shelby County Court Square.
Featuring the pancake-flipping CHIBIS CAKES!
Includes all-you-can-eat pancakes, apples, sausage, coffee, & orange drink!

Sidney Alive
OPEN AIR DINNER
Thursday, September 28
Shelby County Court Square
A lovely farm-to-table dinner and live music benefiting Downtown Sidney
Visit www.sidneyalive.org for more information & tickets!

FIVE WAYS TO IMPROVE (OR BUILD) TEAM CULTURE IN YOUR BUSINESS

Many small businesses overlook the importance of team culture. They might do so because they feel they have a transient workforce and people won't stick around. It's possible they believe they're simply too small and team culture is for larger companies. But that's not the case. A team or company culture is as important as your brand. You're not too small for one of those, are you?

Why Team Culture Is Important to Small Business. Team culture is important in small business because it shapes the attitudes, behaviors, and interactions of employees within the group. A strong team culture can create a sense of unity and shared purpose among employees, which can lead to increased productivity, satisfaction, and revenue.

In a small business, the actions of every team member can have a significant impact on the success of the business. When employees share a common set of values and goals, they are more likely to work together effectively in achieving those goals. A strong team culture creates a supportive work environment that encourages collaboration, creativity, and innovation.

A strong culture can also help you attract and retain top talent. When employees feel they are part of a team that values their contributions and supports their growth and development, they are more likely to feel engaged and committed to their work. This, in turn, can lead to higher job satisfaction and employee retention rates. Even if you operate a seasonal business, employees who like your culture will return on their breaks and/or refer you to others looking for work. Plus, satisfied employees always provide better service.

How Do You Build (or Improve) Team Culture? So how do you build a strong team culture in a small business? It's easier than you think. You just need to focus on five areas of importance:

1. Defining business values and goals
2. Hiring the right people
3. Encouraging good communication and valuing input
4. Recognizing and rewarding success
5. Leading by example



Defining Business Values and Goals. Knowing who you want to be is the first step to building your company culture. Without this critical piece, you are putting your car together while you're driving down the road. Not ideal, and likely to cause more confusion and inefficiency than if you took the time initially to put it all together beforehand. That's not to say you can't create or rework values and goals as an established business, but you'll save yourself headache if you do it upfront.

After you have established your core values and goals, communicate those to your employees and your customers. This will help people know what's important to you and what you stand for. Making your values and goals public will attract the type of people who like these things about you and identify with them.

Hiring the Right People. Hiring and training are some of the most expensive parts of your business. When you make a bad hire, you not only struggle to have them do the work, but you run the risk of their attitude or bad practices infecting the rest of your employees. Before you hire anyone, be clear on the kind of attributes you want in an employee. Sometimes an empty seat is better than one filled by the wrong person.

After you hire, remember the words of Perry Belcher, co-founder of DigitalMarketer.com, "Nothing will kill a good employee faster than watching you tolerate a bad one."

Encouraging Open Communication. For your team to work together effectively, you want them to feel secure and welcome to bring up issues, congratulations, feedback, and any other kind of communication. You can do this by being easy to get in touch with and setting up regular communication channels. Find out how your employees like to communicate. If texting is their preference, so be it. Make sure you (and other levels of leadership) are approachable.

When employees come to you with a concern or feedback, listen to them and respond to what they have to say. You may want to create an avenue where they can provide anonymous feedback.

Recognizing and Rewarding Success. Recognition and reward are important to any high-performance team but what type of recognition/reward is valued by each employee varies. Understand what makes them happy. If you employ high school kids or college students, money and gift card rewards could be large motivators for them. If your employees have a family, a bonus day off may be a bigger draw. Make recognition a regular practice even if it's just small recognitions you give. Everyone wants to feel appreciated.

Lead by Example. You (and your leadership) should be working examples of the team culture. You must model desired behaviors and encourage growth and development. If your team doesn't see you doing the things you ask of them, it will erode the trust they have in you and discount what you say. For instance, if you stress the importance of work/life balance but they never see you go home, they'll have a hard time believing you mean it. Building a memorable team culture is an ongoing commitment. It will help you attract the right employees and customers. Being without a team culture is like deciding your business doesn't need a brand. How will people recognize you without one?



SENIOR Center

OF SIDNEY-SHELBY COUNTY



Are you 50 or older? Stop in and claim two **FREE** visits and see all our activities, fitness room and available exercise classes! Our membership is only **\$35/year** for Shelby County residents and **\$40/year** for out of county.

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