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AUGUST 2015

PERSPECTIVE

Published by the Sidney-Shelby County Chamber



101 South Ohio Avenue, Floor 2, Sidney, OH 45365



Phone: 937.492.9122 Fax: 937.498.2472

www.sidneyshelbychamber.com

August Meeting Dates

- 5 Safety Council**
Topic: Industrial Storm Water Permitting Requirements, Compliance Assistance, Pollution Prevention & Hazardous Waste Program Overview
12:00 noon - Wilson Health
- 12 Downtown Business Association**
8:00 a.m. - Brew Nation
- 13 Lean Enterprise Council**
Topic: TBD
12:00 noon - Dickman Supply
- 19 Miami Valley Manufacturing Cncl.**
Tour: Precision Strip, 315 Park Avenue, Tipp City
10:00 a.m. - 12:00 noon
- 27 Human Resources Council**
Topic: Employee Engagement
12:00 noon - Hampton Inn

Upcoming Chamber and Community Events

- 1 Shelby County 5K Tour - Tawawa Park Runner's Scholarship - Tawawa Park**
www.shelbycounty5ktour.com
- 4 National Night Out**
7:00 - 10:00 p.m. - Court Square
www.downtownsidney.com
- 5 Summer Nights Film Series - The Godfather**
Doors open - 7:00 p.m. Movie - 7:30 p.m.
- 6 CHAMBER EXPO**
3:00 - 7:00 p.m. - Sidney Middle School, 980 Fair Road, Sidney (info on page 2)
www.sidneyshelbychamber.com
- 7-8 Shelby County Relay for Life**
Theme: The 80's - 30 Years Strong!
5:30 p.m. - Kick-off
- 20 - Turfs Up!**
- 22 Presented by: Shelby County United Way**
www.shelbycountiedway.org/events
- 21 Third Friday Fling - Picnic with Our Heroes**
5:00 - 8:00 p.m. - Court Square
www.downtownsidney.com
- 29 WMVR Hits 105.5 Free to Be A Kid Day**
12:00 - 4:00 p.m. - Vandemark Farm
www.hits1055.com
- 30 - Field of Valor**
9/5 Custerborder Field
To purchase a flag in honor or memory of someone, please contact the Historical Society at 498-1653.

UNDERSTANDING EMPLOYEE BEHAVIOR

Gary W. Hanson, President of American Safety and Health Management Consultants, Inc.

Anything we do in safety will prove ineffective, unless we are able to positively influence everyday employee behavior. You can comply with all of the OSHA standards and still not have the best safety program possible. Yet, compliance issues are often times stressed over behavioral change. The reason is simple, it is easier. One of the hardest things in the world to do is change employee behavior.

When I conduct management training, I often ask the attendees why accidents take place. The following are some of the answers received regarding employees:

- Careless
- They do not follow instructions
- They do not use common sense
- They do not listen
- They are in a hurry
- They take unnecessary chances

In other words, employee related behavioral safety problems. However these behavioral problems are common among all employees, even management.

The behavioral issues that cause employees to get hurt are universal and apply across the board. The key is to understand why we behave the way we do and then take the appropriate steps to correct or change this behavior.

As much as I believe in the value of safety and the benefits derived from effective safety programs, this is not often shared in the work place. In fact, Safety is Not a Natural Part of our Behavior. We are not born naturally safe or with an instinct for safety. We do not think about the need for safety or the importance of safety, that's our parents' job to nurture and protect and it is a big job.

When we are babies we do not know that the stove can be hot, that dogs bite, that we can fall down steps, that chemicals under the sink can be poisonous or that cars are dangerous. We have to Learn Safety, either from our parents or from trial and error. The latter is often painful. Safety must be taught so we do not have to learn by accident.

We also do not believe accidents are going to happen to us. This is called the Superman Syndrome. When we are young we believe we can live forever. Just watch television and you will see the extreme games and effort to push sports to a more dangerous, challenging level. This influences our behavior greatly. In fact, we enjoy taking risks and often give ourselves Positive Reinforcement for

Negative Behavior. Every time we get away with something we pat ourselves on the back and say good job. The next time we face the same situation it becomes easier to take the same chance.

Add to this peer pressure and recognition, and it makes it more likely we will take a chance with our behavior. Many companies unknowingly encourage unsafe behavior or risk taking by their employees. Often when I visit client companies, I will see an employee working unsafely and when I talk to a supervisor about it I get the following answer: he is my best employee. This is called the Good Employee Syndrome. He works harder or faster, therefore, he is a better employee even if he is working unsafely. Therefore, there is a reluctance to correct the unsafe behavior. Yet every other employee sees this and if it is all right for the one it's all right for them. This makes it very difficult to enforce safety policies or procedures. This reluctance often leads to a situation where employees will work unsafely because unsafe behavior becomes the standard. It becomes so engrained and common that often time supervisors do not even recognize it as unsafe.

I often visit sites with supervisors who walk right by employees working unsafely and they do not even recognize it is unsafe.

Add to the fact that if it is Easier to be Unsafe than it is to be Safe, employees will be unsafe if they do not believe they will be injured. The more often we do the unsafe act, the easier it becomes and the less fear we have. We will even get to the point of doing it without thinking about it. We commit it to memory and it becomes a habit. Unfortunately, We Learn Bad Habits Three Times Faster than Good Habits and they are three times harder to break. That's because bad habits are more enjoyable or easier.

Once it becomes a habit we will often times repeat the behavior without even thinking about it. This is called Automatic Pilot. This is the ability to think of one thing and do another. This is common on routine or boring jobs or driving a vehicle. We have all driven down the interstate and look around and realize we are further than we thought or we drive right by an exit and not realize it until we have already passed it by. Unfortunately, if an employee is on automatic pilot and an accident situation occurs the employee must come back to
(continued on page 2)

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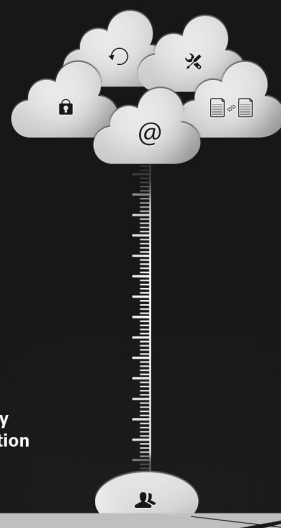
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WHAT HOLIDAYS DO WE CELEBRATE IN AUGUST?

- 1 - Raspberry Cream Pie Day
- 2 - Friendship Day
- 3 - Watermelon Day
- 4 - US Coast Guard Day
- 7 - Lighthouse Day
- 10 - Smores Day
- 11 - Son & Daughter Day
- 13 - Left Handers Day
- 15 - Relaxation Day
- 16 - Tell a Joke Day
- 19 - Aviation Day
- 21 - Senior Citizen's Day
- 25 - Kiss and Make Up Day
- 26 - Women's Equality Day
- 27 - Global Forgiveness Day
- 30 - Toasted Marshmallow Day

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It's Here...

Chamber Expo is scheduled for Thursday, August 6th at the Sidney Middle School. In total, 92 members have registered to exhibit with 41 of these members participating in the job fair component of Expo.

This year's Chamber Expo has been established as both a business showcase and job fair. As a business showcase, Chamber members exhibiting are afforded a unique opportunity to present their organization in both a highly visual and interpersonal way that enables them to articulate their purpose to fellow Chamber members and the general public alike. As a job fair, Chamber members exhibiting are able to meet job seekers in an atmosphere that gives them and the employment candidate an opportunity to share information about each other. In this environment, both for and not for profit organizations stand to benefit greatly from participating.

Please consider this your personal invitation to join us at Chamber Expo. Our tradeshow floor will be open from 3:00 until 7:00 p.m. Seven member exhibitors operating area restaurants and catering businesses will be on hand with food and soft drinks to enjoy so we hope you'll stop by. And remember, if you looking for sales prospects or to cultivate new vendor relationships, Chamber Expo is the perfect venue for this. All exhibitors at Expo are operating in Shelby County and represent some of the best our community has to offer.

Won't you come join us?



OHIO'S SALES TAX HOLIDAY: AUGUST 7-9, 2015

Ohio Senate Bill 243 enacted a one-time sales tax holiday to occur only in 2015. The holiday starts on Friday, August 7, 2015 at 12:01 a.m. and ends on Sunday, August 9, 2015 at 11:59 p.m.

During the holiday, the following items are exempt from sales and use tax:

- Clothing priced at \$75 per item or less;
- School supplies priced at \$20 per item or less; and
- School instructional material priced at \$20 per item or less.

Items used in a trade or business are not exempt under the sales tax holiday.

Chamber members interested in learning more can visit the State of Ohio Department of Taxation web site at www.tax.ohio.gov for answers to a list of Frequently Asked Questions.

Additional questions regarding this information can be directed to the Department of Taxation at 1-800-304-3211 or by email through the Department's web site.

DON'T FORGET TO VISIT!

THE GREAT SIDNEY FARMER'S MARKET

Downtown Sidney around the Court Square every Saturday morning from 8:00 a.m. - 12:00 noon.

UNDERSTANDING EMPLOYEE BEHAVIOR (continued from page 1)
reality before he/she can react, often this is way too late.

Once a behavior becomes a habit or automatic it is extremely difficult to change. You can see an employee doing something unsafe and correct the behavior at that time, but this does not correct the behavior long term. Many times, as soon as the employee is by himself/herself the same behavior will be repeated. It can take up to six weeks to change a bad habit. Employees do not necessarily want the behavior to change either and will often make up excuses to avoid changing.

An effective safety program must understand the above listed behavior problems. Supervisors must be aware of these and realize that they will have to work with employees closely to affect permanent change. The safety program must become a safety process that continuously focuses on employee safety behavioral issues. When necessary, positive counseling and recognition should be used. Employees like to win and be recognized, but at the same time a fair program of enforcement must be implemented and when necessary used. I know this can be unpopular and even difficult, but no safety program will be effective unless employees realize that their safety behavior is critical to the success of the company and worth the effort by the company to ensure that safe behavior is followed. In fact, the number one reason employees are injured is the lack of enforcement of everyday safety rules and policies.

Safety behavior can be changed, but it will take time, work and management commitment to this effort. Employees must believe in the safety program and the importance placed on it by management. There can be no excuses because Excuses Are a Reason to Fail and I do not believe any of us are in business to fail.

CHAMBER LEADERSHIP PROGRAM GRADUATES 18

The Chamber Leadership Program recently completed its 24th year adding 18 individuals to the impressive list of 440+ graduates. A celebration of completion was held on Thursday, July 23rd at the Bridge Restaurant in downtown Sidney with Rich Wallace, local attorney and historian serving as the keynote speaker.

The Leadership Program begins each year in September and runs through June of the following year. Day long sessions are held once a month, typically on the third Thursday. Topics covered include: Leadership Development; History of Shelby County; Economic Development; Law Enforcement; Fire & Rescue; Media; Human Services; Education; Health Services; City and County Government and Agriculture.

Leadership applications for the 2015-2016 program year are currently available online at the Chamber web site - www.SidneyShelbyChamber.com/Chamber Information/Chamber Leadership Program. Applications will be accepted through Friday, September 4, 2015. For more information regarding the Leadership Program, please contact Dawn Eilert at the Chamber office, 492-9122. This year's graduates include:

- Scott Atwood - Shelby County Sheriff's Office
- Jackie Davis - Mutual Federal Savings Bank
- Rob Davis - McGladrey
- Steve Epperson - Emerson Climate Technologies, Inc.
- Max Knasel - Plastipak Packaging, Inc.
- Shelly Koverman - Emerson Climate Technologies, Inc.
- Mike Lochard - Lochard, Inc.
- Aliana Mabelitini - Norcold, Inc.
- Sharon Maurice - Workforce Partnership of Shelby County
- Traci Milanese - Compassionate Care
- Nick Miller - Shelby County Engineer's Office
- Ryan Piche - Village of Botkins
- Jennifer Schwaderer - US Bank
- Bill Shoemaker - Sidney Police Department
- Kelly Swarts - Plastipak Packaging, Inc.
- Nicole Switzer - Shelby County United Way
- Rikki Unterbrink - Shelby County Libraries
- Melissa Wood - Sell, Hegemann & Zimmerman Co., LLC

Congratulations to one and all on a great accomplishment. Thank you for your commitment and dedication to this program.



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SENE-STORE

Ousmane Wade
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Sidney, Ohio 45365
Phone: (937) 710-4631
Business Category: Grocers

CHAMBER EXPO 2015

Sidney-Shelby County Chamber of Commerce

Thursday, August 6th, 2015

Business Showcase & Job Fair
at Sidney Middle School
980 Fair Rd. Sidney, OH
(One mile east of I-75 at exit 90)

OPEN to the PUBLIC 3:00 P.M.-7:00 P.M. FREE ADMISSION

Enter to Win an OHIO State Park Getaway!

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CHAMBER BEAUTIFICATION AWARDS

Annually, the Chamber of Commerce recognizes member businesses and organizations that have recently invested in the appearance of their facility. These improvements can either be interior and/or exterior renovations; major landscaping or new construction/addition.

If you are aware of a fellow Chamber member business in Shelby County that you would like to nominate for this award, please e-mail Dawn Eilert at deilert@sidneyshelbychamber.com and she will be more than happy to send you a VERY short, one-page nomination form. All awards will be presented at the Chamber Annual Dinner & Awards Banquet in February, 2016.



MEMBER SPOTLIGHT



WILSON HEALTH

On July 7th, 2015, Wilson Memorial Hospital unveiled a new name, a new logo and a new outlook for the healthcare organization after more than 80 years. Attendees at the event including staff, management, past and present board members, local leaders from the community and the news media, were a part of history as Wilson Memorial revealed its new name: Wilson Health.

"The new name reflects our evolution and aligns with our new purpose in addressing comprehensive health needs across the continuum of care," said Mark Dooley, President and CEO, Wilson Health. "We also want to assure everyone that the hospital itself will still bear the name Wilson Memorial Hospital. We understand and appreciate the significance of that name and that it was built as a memorial to our veterans. It was very important to us to keep that name intact. We will continue to provide the excellent care you deserve in that hospital and in all of our Wilson Health locations."

The change in messaging and branding – the result of more than a year's worth of perceptual research studies, interviews and analysis – was needed to shift the culture of the hospital to be identified as a health network with a unified purpose and theme as well as reflect the growth through the years. Wilson Health's facilities and services will remain the same; however, the long-range vision will change with a shift in focus to include more prevention and education in the community.

Wilson Health's new tagline, Caring Without Limits, represents the ongoing pledge to improve the health and vitality of the entire community, not just diagnosing and treating patients. It's a commitment to caring above and beyond the call of duty to improve patients' health and overall experience in and out of Wilson Health. In return, patients can spend more time doing what they love with those they love.

If you would like to share a story of how Wilson Health has touched your life in a "Caring Without Limits" way, please visit wilsonhealth.org and consider sharing your experience.



ZENITH AWARD NOMINEES DEADLINE OF SEPTEMBER 4TH

As a reminder, the nomination process is open for you to submit your recommendation for this year's Zenith Award. The Chamber's Zenith Award was first presented in 1990 and continues as a way for our organization to honor a person who has dedicated a significant portion of their life to community service in Shelby County. Nominations for this year's Zenith are now being accepted. The award itself will be presented at the Chamber Annual Dinner in February, 2016.

If you know of someone deserving of this very special recognition, please contact Jeff Raible at the Chamber for a Zenith Award Nomination form or visit our web site at <http://www.sidneyshelbychamber.com/zenith-nominating-committee.html> for more information and a downloadable version of nomination form. Nominees for consideration this year must be submitted by September 4, 2015.

MARK YOUR CALENDAR FOR THESE UPCOMING CHAMBER EVENTS

- 9/10/15 - Lean Council tour of Honda of America - Anna Engine Plant
- 9/16/15 - Manufacturing Council tour of Emerson Climate Technologies
- 10/6/15 - Chamber Legislative Breakfast Briefing at Shelby Oaks