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## HOW YOUR PERSONALITY MAY BE AFFECTING YOUR PRODUCTIVITY

How much time do you spend using communication tools such as email and messaging, and what is it doing to your productivity? While you might not realize how much you bounce back and forth between tasks, every time you switch your focus, you're fragmenting your workday. Communication tools in particular can be a productivity killer



Recent studies show that the average office employee spends almost a third of the workday reading and responding to email. That number is 10-15% higher for remote employees. One analysis discovered that when we toss in other communication tools such as Slack or Microsoft Teams that number jumps to 40%. In another study, researchers found that, in general, workers average only 3 minutes on any given task before switching and about 2 minutes using any digital tool before switching.

While many of us think we are multitasking ninjas, neuroscience tells us that there really is no such thing as multitasking. As incredible as the human brain is, it has a tough time focusing on two demanding tasks simultaneously. Rather, your brain just bounces back and forth between tasks. There is a wealth of research surrounding "task switching."

The University of Utah's Department of Psychology dove deep into this problem in their study on how task switching impacts performance. They found that, in general, when we try to focus on more than one thing at a time, performance suffers. Specifically, the team studied people who drive while on the phone. Over the course of a decade, he and his colleagues had demonstrated that drivers using cell phones—even hands-free devices—were at just as likely to get into an accident as intoxicated drivers. Reaction time slowed, attention decreased to the point where they'd miss more than half the things they'd otherwise see such as a change in speed limit, a billboard or a child by the road.

They maintain that there is a tiny but persistent subset of the population—about 2%—who do not lose productivity, focus, and cognitive ability and in some cases they can even improve when multiple demands are placed on their attention. According to the team multitasking it is more like I.Q.: most people cluster in an average range, but there is a long tail where only a tiny fraction—single digits among thousands—will ever find themselves.

The problem is that we all like to think that we're in the 2% club. Ironically, people who multitask the least are the best at it, and the people who multitask the most are generally the worst at it. The super multitaskers are true outliers.

For the vast majority of us, interrupting that deck you're working on to stop and check your inbox does more than just slow you down on the presentation. It actually zaps your cognitive resources. Constant task switching changes the structure of the brain physically and chemically impacting concentration, recall, and overall mental performance.

The more you bounce back and forth between tasks and email throughout the day, the more inefficient you get at each task. According to a University of California-Irvine study, we lose 20 minutes every time we shift our focus from the current task to our inbox.

Further research shows that the stress of email overload generates cortisol and that increase of cortisol makes it harder for the prefrontal cortex – the rational, thinking brain that weighs actions against consequences – to do its job effectively. We've all been there...pound out a response to an email and hit send before stopping to think about how that message may be received or whether that message should be sent at all.

Research shows the single most effective way to boost your productivity is to manage your inbox the same way you manage other tasks in your day. Rather than attending to it every time a message pops up, turn off your notifications. Schedule blocks of time on your calendar specifically for email and treat it as you would any other meeting.

*(article continued on page 3)*

## APRIL

### Meeting & Event Dates

**3/11 Sidney Alive Easter Egg Hunt—Revised**  
-4/1 (more information on page 2)

**3/11 Sidney Alive Easter Coloring Contest**  
-4/1 (more information on page 2)

**4 Easter**

**6 & 8 Sidney Alive Spring Planting Workshop**  
**SOLD OUT**

**9 Historic Sidney Theatre Presents: Little Women—A Radio Play**  
7:00—8:00 p.m.—Facebook Live  
[www.facebook.com/sidneytheatre](http://www.facebook.com/sidneytheatre)

**18 Chamber Leadership**  
Topic: law Enforcement, Fire, Rescue and Criminal Justice  
8:00 a.m.—Common Pleas Court, Shelby County Court House

**18 YPConnect Webinar**  
Topic: Estate Planning for Millennials  
[www.facebook.com/ypconnectshelbycounty](http://www.facebook.com/ypconnectshelbycounty)

**22 Human Resources Council**  
Topic: TBD  
12:00 noon—TBD

**23 Historic Sidney Theatre Presents: Sherlock Holmes—A Radio Play**  
7:00—8:00 p.m.—Facebook Live  
[www.facebook.com/sidneytheatre](http://www.facebook.com/sidneytheatre)

**24 Shelby County Historical Society Presents: Historic Barns of Ohio**  
Painter/Speaker: Robert (Bob) Kroeger  
10:00 a.m.—12:00 noon—Painting Begins  
12:00—1:00 p.m.—Barn Story Experiences  
1:00—2:00 p.m.—Book Signing and Raffle  
Sidney-Shelby County Senior Center, 304 South West Avenue  
[www.visitsidneyshelby.com/calendar](http://www.visitsidneyshelby.com/calendar)

**24 POWER of the Purse Champagne Luncheon and Fashion Show—SOLD OUT**  
11:30 a.m.—Piqua Country Club, 9812 North Country Club Road, Piqua

**27 Sidney Visitor's Bureau Advisory Council**  
11:30 a.m.—1:00 p.m.—Holiday Inn Express & Suites, 450 Folkers Avenue



## FROM JEFF'S DESK

As you know, the Chamber has been leading an effort to promote the livability of Sidney and the surrounding area through a placemaking initiative launched last year. It is our feeling and that of others collaborating with us that a promotional strategy like this will assist the city with growing its population and aide all Shelby County employers in their pursuit of new talent to join their companies. Let's face it, employers in Shelby County and throughout the country are facing a monumental challenge to attract new talent. We know that the employers here are some of the best in the world and offer career opportunities unmatched by many. As they recruit in a highly competitive environment, they can sell the merits of their organization as a great place to grow a career. Our role is to sell the merits of this community as a great place to live. Together we can accomplish much.

In late 2020 we introduced a new community and destination brand. Earlier this year we unveiled a brand story video that captures the essence of our community lifestyle. Late last month we published a microsite to gain an online presence where those considering a new job or relocation can be introduced to Sidney as an attractive option to make their home.

To see our strategy in action, we encourage you to view [www.ExperienceSidney.com](http://www.ExperienceSidney.com). Here you will find an information hub where those interested can familiarize themselves with our lifestyle. The site has been fashioned in such a way that it will appeal to a variety of preferences be they singles or couples, young families with school aged children, empty nesters, or those later in their careers.

Over the next several weeks we will be reaching out to area employers and human resources professionals to familiarize them with this new resource and to encourage their sharing of our site link in the employment related section of their company's web site. Similarly, we will be contacting area real estate agents to encourage their sharing of this site with prospective home seekers from outside the area.

As we go forward, our plan is to do much more to promote site visits to [ExperienceSidney.com](http://ExperienceSidney.com). Outdoor advertising, digital strategies that include search engine marketing and targeted online advertising tactics will be utilized. In the end we hope to influence the decision of many to join us as a resident, an employee, and a contributing member to the growth and prosperity of our community.



# Sidney

OHIO

[ExperienceSidney.com](http://ExperienceSidney.com)

## NEW CHOICES TO HOST ANNUAL "GIVE A LITTLE, LAUGH A LOT" FUNDRAISER



New Choices, Inc. invites you to attend their annual comedy night fundraiser, "Give A Little, Laugh A Lot", on Friday, April 23, 2021 beginning at 6:00 p.m. Your \$30.00 ticket purchase will include dinner and entertainment. New Choices, Inc. is excited to host comedian, Mack Dryden. Throughout the evening, guests will have the opportunity to participate in a live and silent auction for some amazing prizes!

The mission at New Choices is to provide emergency shelter, crisis intervention, education and advocacy for adults and children who are victims of domestic violence; to assist victims through the criminal justice process; to raise awareness in the community through education; and to provide assistance through personal education and training to help victims break the cycle of domestic violence and regain control of their lives. **New Choices, Inc. is the ONLY agency in Shelby County that provides services to victims of Domestic Violence.** Their crisis hotline and emergency shelter are available to those who need assistance 24 hours a day, 7 days a week.

100% of the comedy night proceeds will go toward supporting New Choices' mission and help provide services and support to the many families who live with abuse in the Shelby County community.

For tickets, call (937) 498-7261 or email [debbier@newchoicesinc.org](mailto:debbier@newchoicesinc.org).

**TUESDAY, MAY 25, 2021**  
**Shelby Oaks Golf Course**  
**10:30 a.m. shot-gun start**

Details for the 2021 Chamber Golf Classic will be sent to members in the next week or two. Sponsorship information and a registration form are included in April's Chamber Mail packet. It's never too early to get your team together!  
Contact Dawn Eilert with questions, 492-9122.



## SIDNEY ALIVE EASTER EGG HUNT AND COLORING CONTEST DETAILS — THERE'S STILL TIME TO PARTICIPATE



**Egg Hunt**—Participating businesses have numbered eggs in their storefront windows. Grab a hunt sheet from the Sidney Alive office, print one from home or pick one up in a downtown business.

Sheets can be dropped off to the Sidney Alive office anytime **before 4:00 p.m. on Thursday, April 1st.**

The winner of a great prize pack will be drawn from the sheets turned in.

**Coloring Contest**—Coloring sheets can be picked up from the Sidney Alive office or printed at home.

There are three age groups: 1-3, 4-6 and 7-11. Winning coloring sheets will be displayed in Sidney Alive's office window. Winners of each age group will receive an Easter prize pack.

Coloring sheets can be dropped off to the Sidney Alive office anytime **before 4:00 p.m. on Thursday, April 1st.**

For more information, visit [www.sidneyalive.org](http://www.sidneyalive.org).

## DISCOVER MAGAZINE

We are thrilled to announce the next edition of *Discover Shelby County* magazine is officially at the printer!

Each year in mid-April, we receive thousands of copies of the magazine to distribute to each member, libraries, hotels, HR departments, the hospital, banks, village offices and hotspots, schools. We want to share this publication anywhere and everywhere. Let us know if you'd like additional copies!





## WELCOME NEW MEMBERS

### DAVE NAGEL EXCAVATING, LLC

**BUSINESS CATEGORY:** Construction/Building Supplies

Anna Nagel  
10491 State Route 47  
Sidney, Ohio 45365  
Phone: (937) 726-0790  
Web Site: [www.davenageexcavating.com](http://www.davenageexcavating.com)

### WATERDEEPMEDIA, LLC

**BUSINESS CATEGORY:** Media

9650 State Route 119 West  
Anna, Ohio 45334  
Phone: (937) 538-6948  
Web Site: [www.waterdeepmedia.com](http://www.waterdeepmedia.com)

## BWC APRIL TRAINING OPPORTUNITIES

### Webinars

4/13—Cost-Control Strategies: A Collaborative Approach (11:00 a.m.—12:30 p.m.)

4/20—Engaging Millennials in the Workplace (2:15—3:15 p.m.)

If you miss a webinar, just search “replay” in the BWC Learning Management System.

### Virtual Classes

4/5-6—Electrical Safety in the Workplace through Insight and Implementation of NFPA 70E (9:30 a.m.—12:45 p.m.)

4/8—Series I: Intro to OSHA and Safety Culture Basics (9:30 a.m.—1:00 p.m.)

4/14—Noise and Hearing Half Day Workshop (1:00—4:30 p.m.)

4/19-23—Electrical Hazard Recognition and Abatement (9:30 a.m.—2:00 p.m.)

4/27—Wellness in the Workplace (1:00—4:30 p.m.)

4/28—Personal Protective Equipment Selection Criteria (9:30 a.m.—1:00 p.m.)

### Online E-Courses

On-demand courses cover topics including Bloodborne Pathogens, Developing a Safety Culture, OSHA Recordkeeping 101, and others. Online course times range from 30 minutes to approximately two hours and provide the ultimate convenience for learning at your pace and at your desired time. Check out the schedule at: [www.bwclearningcenter.com/CServer/Document/BF85C8D3052D4250B4E56E60B44EC1AE/ONLINE%20COURSE%20FLYER.pdf](http://www.bwclearningcenter.com/CServer/Document/BF85C8D3052D4250B4E56E60B44EC1AE/ONLINE%20COURSE%20FLYER.pdf)

To register for webinars or virtual classes, go to [www.bwclearningcenter.com](http://www.bwclearningcenter.com). You will need an account to use the Learning Center.

## HOW YOUR PERSONALITY MAY BE AFFECTING YOUR PRODUCTIVITY (cont'd)

### The Four Most Common Multi-Tasking Personalities

Some of us have a harder time staying focused for extended periods of time than others. But, new studies indicate that the tendency to multitask may be baked into our personalities. There are essentially four types of people with a greater tendency to get caught in the multitasking trap:

1. Approach-oriented or Reward-focused: Persons with a strong approach orientation, that is, a strong reward or gain focused motivational orientation, may be especially enticed to take on multiple tasks because of the high potential rewards. In contrast, persons who are avoidance oriented, that is, who are risk averse and sensitive to losses or punishments, may be more inclined to focus on a singular task rather than multitask because of the higher potential losses and greater effort associated with trying to do more.

2. High-sensation Seeker: High sensation seekers may be especially apt to multitask for the sake of the more varied and complex sensations that are afforded by multiple vs. singular tasks. Impulsivity is a complex construct that is commonly defined as a predisposition toward rapid, unplanned reactions to internal or external stimuli without regard to the negative consequences of these reactions.

3. 2% Club Member: These people are convinced they are in that tiny sliver of master multitaskers. People who chronically multitask are not those who are the most capable of multitasking effectively. To the contrary, task performance is negatively correlated with self-reported multitasking activity.

4. Easily Distracted: Across all analyses, multitasking was most strongly associated with attentional impulsivity. Thus, the people who are most likely to multitask appear to be those who have difficulty focusing attention or concentrating on a single task.

The Bottom Line: According to researchers, people don't multitask because they are good at it. They do it because they are more distracted.

## GET REIMBURSED UP TO \$2,000 PER EMPLOYEE FOR TRAINING

Tech Cred is here with more opportunities to help you provide technical training for your employees!

Employers that are interested in participating in Ohio's TechCred program have a new opportunity to apply for funding to upskill their employees. The new application period begins **April 1 and ends April 30, 2021.**

Employers can receive up to **\$2,000** for each current or incoming employee, and **up to \$30,000 in total per round.** Businesses of all sizes are eligible.

Edison State offers numerous certificates which qualify for the TechCred program in the areas of:

**Apprenticeships  
Business Technology  
Customized Training  
Healthcare Technology  
Information Technology  
IT and Cybersecurity  
Manufacturing  
Robotics/Automation**



Find out more at: <https://files.constantcontact.com/b6a89c3b001/4e6e4d34-f9af-4c96-aa70-271696d46dfc.pdf>

Don't see the program you're looking for? Edison State works closely with employers to develop and provide in-demand training. Certificates completed through Ohio's TechCred program also set participants on a direct path to later complete an associate degree.

Completing the application process is easy, but please let Edison help! Find out more at <https://www.edisonohio.edu/techcred/> or contact Brandi Olberding at [bolberding@edisonohio.edu](mailto:bolberding@edisonohio.edu).



## WELCOME APRIL!

- 04/02: CLOSING at Noon for Good Friday
- 04/09: Board Meeting, 9:00a
- 04/13: Luncheon 11:30a; Meals available, call by April 9 to pre-register. Sponsored by Citizens for Sidney City Schools.
- 04/26: Newsletter Mailing, 9:00a

*\*\* No Spring Card Party, however please put your loose change in the Jingle Jangle Jar. Every donation helps!\*\* THANK YOU.*



304 S. West Avenue, Sidney, OH 45365  
P: (937) 492-5266 F: (937) 492-2134



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## SIDNEY-SHELBY COUNTY CHAMBER OF COMMERCE GOLF CLASSIC

**Event Date:** Tuesday, May 25, 2021  
**Location:** Shelby Oaks Golf Course, 9900 Sidney-Freyburg Road, Sidney  
**Time:** 10:30 a.m. start time (please arrive by 10:00 a.m.)  
**Attendance:** 2020 – 156 golfers; 2019 – 164 golfers

### SPONSORSHIP OPPORTUNITIES



#### Gold Sponsorship - \$750.00

1. Company logo on tag attached to participant gift.
2. Golf foursome (includes two carts, green fees, lunch, hors d'oeuvres, drinks).
3. Company name on sign located at one tee box or green.
4. Company name on signage displayed in the morning as players arrive as well as in the Oaks Club after golf.
5. Company name in program and recognition from podium at after golf event.
6. Company name listed in the Chamber newsletter, *Perspective* (circulation 600+) and on web site.

#### Silver Sponsorship - \$550.00

1. Golf foursome (includes two carts, green fees, lunch, hors d'oeuvres, drinks).
2. Company logo tents on Clubhouse tables and Oaks Club tables.
3. Company logo sign on leader board before and after tournament.
4. Company name on sign located at one tee box or green.
5. Company name on signage displayed in the morning as players arrive as well as in the Oaks Club after golf.
6. Company name in program and recognition from podium at after golf event.
7. Company name listed in the Chamber newsletter, *Perspective* (circulation 600+) and on web site.

#### Bronze Sponsorship - \$400.00

1. Golf foursome (includes two carts, green fees, lunch, hors d'oeuvres, drinks).
2. Company name on table tents at dining tables in Oaks Club.
3. Company name on sign located at one tee box or green.
4. Company name on signage displayed in the morning as players arrive as well as in the Oaks Club after golf.
5. Company name in program and recognition from podium at after golf event.
6. Company name listed in the Chamber newsletter, *Perspective* (circulation 600+) and on web site.

#### Hole Sponsorship - \$100.00

1. Company name on sign located at one tee box or green
2. Company name on signage displayed in the morning as players arrive as well as in the Oaks Club after golf.
3. Company name in program and recognition from podium at after golf event.
4. Company name listed in the Chamber newsletter, *Perspective* (circulation 600+) and on web site.

#### Proximity Prizes - Value of \$25.00 or greater

We are seeking approximately 12-15 proximity prizes valued at \$25.00 or more to award to participants with the Longest Putt, Longest Drive, and Closest to the Pin on each nine. All donations will be recognized in the event program, in the Chamber newsletter, *Perspective*, and on our web site.