

Published by the Sidney-Shelby Chamber, 101 South Ohio Avenue, Floor 2, Sidney, OH 45365



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Congratulations to Emily Neu and Vera Event Rentals, LLC on their new location—330 East Court Street in downtown Sidney.

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## THE SWEET SPOT BETWEEN BURNOUT AND BOREDOM

Workplace surveys show that employees are not engaged because they are stressed, burned out, and bored. So which is it? It turns out that finding the sweet spot between burnout and boredom is the key to human motivation.

It's no secret that stress is bad for us. Physically, stress affects everything from impaired cognition to high blood pressure. A high-stress work environment results in more errors, lower productivity and job dissatisfaction. But new research shows that not enough stress can be just as bad.

In fact, low to moderate amounts of stress are necessary for healthy growth. While chronic, ongoing stress or large doses of uncontrollable stress is indeed harmful, it turns out that having little or no stress in the workplace also has a negative impact on employees and company culture.

Workforce research indicates that the employee engagement slump continues in the U.S. According to 2022 Gallup data, just over one-third of employees (34%) are engaged and 16% are actively disengaged in their work and workplace, based on a random sample of 57,022 full- and part-time employees.

- 61% of American employees say they are burned out at work
- 33% of workers say boredom is the main reason they want to leave their jobs
- 33% of employees say they don't trust their employers
- 75% of employees quit their job because of their boss

Research indicates that moderate levels of stress bring out the best in employees. They are more

engaged, more resilient, and better problem solvers and innovators when they are working toward goals that are challenging but within reach. Moreover, when people feel as if their work is meaningful and valuable to the organization, they are even more motivated to contribute.

**The Goldilocks Principle**—Finding the sweet spot of workplace challenges will help keep employees motivated and engaged without burning them out. Smart leaders understand the power of *just right challenges*. Tasks that are too difficult or goals that seem unattainable result in frustration. Tasks that are too easy or seem inconsequential are boring and often overlooked. To be highly motivating, tasks need to be right on that border between success and failure. The human brain thrives when we master a skill just outside of our comfort zone. Not too hard. Not too easy. Just right.

The brain loves a challenge, but motivation is directly impacted by the level of difficulty. This is the Goldilocks Principle. The Goldilocks Principle states that humans experience peak motivation when working on tasks that are right on the edge of their current abilities. Not too hard. Not too easy. Just right. When we engage in a challenge that requires focus and effort, we are much more motivated to mastery.

For example, imagine you love basketball. If you challenge a kindergartner to a game of 21, you probably won't be playing for long. On the other hand, it might be exciting to play with LeBron James, but the talent mismatch is likely to result in either intimidation, frustration or both.

(Article continued on page 2)

## AUGUST

### Meeting & Event Dates

- National Night Out**  
5:00—8:00 p.m.  
Shelby County Court Square  
[www.sidneyalive.wpcomstaging.com/events](http://www.sidneyalive.wpcomstaging.com/events)
- Shelby County Safety Council**  
Topic: Operation Street Smart—Adult Drug Education  
Speakers: Franklin County Sheriff's Office  
11:30 a.m.—2:00 p.m.—Sidney High School Cafeteria,  
1215 Campbell Road  
(more information on page 3)
- Shelby County Relay For Life**  
5:00—11:00 p.m.—Shelby County Court Square  
[www.secure.acsevents.org/site/STR!pg=entry&fr\\_id=102167](http://www.secure.acsevents.org/site/STR!pg=entry&fr_id=102167)
- Historic Sidney Theatre Presents: Matilda**
- Show Times: Friday—7:30 p.m.; Saturday—2:00 & 7:30 p.m.; Sunday—2:00 p.m.**  
[www.sidneytheatre.org/events/matilda](http://www.sidneytheatre.org/events/matilda)
- The Great Sidney Farmer's Market**  
Every Saturday in August  
8:00—12:00 noon—Shelby County Court Square  
[www.sidneyalive.wpcomstaging.com/farmers-market/](http://www.sidneyalive.wpcomstaging.com/farmers-market/)
- Salvation Army Presents: Nocturnal Fury Dodgeball Tournament**  
7:00 p.m.—Salvation Army, 419 Buckeye Avenue  
(more information on page 2)
- Smoothie Life Birthday Celebration**  
Various activities & specials all day long  
1544 West Michigan Street
- Historic Sidney Theatre Presents: Cabaret**
- Show Times: Friday—8:00 p.m. (optional dinner theatre at 6:30); Saturday—2:00 & 8:00 p.m. (optional dinner theatre at 6:30); Sunday—2:00 p.m.**  
[www.sidneytheatre.org/events/cabaret](http://www.sidneytheatre.org/events/cabaret)
- Sidney Alive Presents: Paddles, Pedals and Pints**  
8:00 a.m.—6:00 p.m.—Custenborder Field  
[www.sidneyalive.wpcomstaging.com/events/calendar/paddles-pedals-pints/](http://www.sidneyalive.wpcomstaging.com/events/calendar/paddles-pedals-pints/)
- SCARF Presents: Cans for Canines & Felines**  
9:00 a.m.—11:00 a.m.  
[www.facebook.com/HelpShelbyCountyAnimals](http://www.facebook.com/HelpShelbyCountyAnimals)
- Cybersecurity Forum—Do You Have a Plan?**  
8:00 a.m.—12:00 noon—Sidney High School Auditorium, 1215 Campbell Road  
[www.sidneyshelbychamber.com](http://www.sidneyshelbychamber.com)

ADDITIONAL MEETINGS & EVENTS ON PAGE 2



## FROM JEFF'S DESK

Have you considered "greening up" your organization? Yes, being "environmentally friendly" is not only a trendy thing to do these days but can be a practical strategy as well for those looking to save money by reducing their energy consumption.

This month we're excited to announce a new benefit of membership with the Sidney-Shelby County Chamber. The **Chamber Sustainability Program**, offered in partnership with **Viridi**, brings our members a comprehensive menu of energy-related sustainability solutions for your small business and large commercial operations.

Through the Chamber Sustainability Program, members can get assistance with running their operations more efficiently, finding affordable ways of reducing their carbon footprint, and reducing their overall energy consumption thus lowering their energy costs thru:

- Carbon Offsets
- On-site Solar
- LED Lighting
- Rebates & Grants
- Real-time Monitoring
- Energy Efficiency Audits

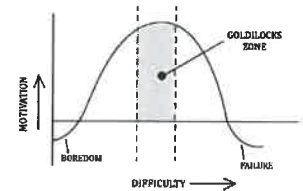


Additionally, through the Chamber Sustainability Program, members can purchase **Renewable Energy Certificates (RECs)**, a simple, practical, and affordable way for business owners to green up the electricity at their business, their home, and at the homes of their employees.

Enhance your corporate image, improve the efficiency of energy consumption at your organization, Save money. There's lots to be gained by "GOING GREEN" with the Chamber Sustainability Program.

## THE SWEET SPOT BETWEEN BURNOUT AND BOREDOM (CONT'D)

A healthy brain thrives on challenge, especially challenges that are personally meaningful and engage different parts of the brain simultaneously. This is because our brains are designed for complexity. Studies show that challenging cognitive tasks like problem solving, learning something new and collaborating on a project with a friend not only strengthen the brain but also activate the reward and pleasure center.



At the most basic level, humans want to avoid pain and experience pleasure. Our pleasure-seeking behavior engages the reward system and is what keeps us motivated to set and reach new goals. When you do something pleasurable, your brain releases dopamine to make you feel good mentally and physically. Our brains even release dopamine before we engage in pleasurable activities. It's the expectation of the reward rather than the reward itself that has the strongest influence on our emotional reactions and memories of what's pleasurable.

Dopamine is one of the happy chemicals that keeps the prefrontal cortex – the region of the brain responsible for higher-level executive functions – engaged. An overproduction of stress hormones engages the survival brain and shuts down the neural pathway to our prefrontal cortex to allocate all neural resources to deal with the threat. Problem-solving, complex decision-making and impulse control disappears, as does our access to multiple perspectives.

### NEUROTRANSMITTERS

Chemicals that impede or enhance cognition



But there is a fine line between motivation and frustration. Herein lies the "Goldilocks Rule." When you do the same things over and over, the challenge diminishes along with the dopamine rush. When the challenge is too great, frustration generates stress hormones engaging the survival brain and pausing the thinking brain. The key is to find the challenges that are "just right."

Challenges that push us to reach just beyond our comfort zone also physically change the brain by creating new connections between brain cells. So, in addition to changing our neurochemistry, *just right challenges* also enhance our neural connectivity – making us even smarter!

Great leaders strive to create a culture of contribution – an essential element of organizational success. It is the kind of culture that values people, empowers them to be a significant part of the team, and ignites passion in them without burning them out. When people are passionate about their work, they look for new challenges, new learning, new and better ways to contribute.

Article re-printed with permission from Neuro Nugget.

### ADDITIONAL AUGUST MEETINGS & EVENTS

- 19 Walmart Store Renovation Grand Opening**  
9:00 a.m.—2400 West Michigan Street  
www.sidneyshelbychamber.com
- 23 Clear Creek Farm & Shelby County United Way Business After Hours**  
5:00—7:00 p.m.—1900 Kuther Road  
www.sidneyshelbychamber.com
- 25 Workforce Transportation Presentation w/ Piqua Area Chamber of Commerce and Share Mobility**  
8:00 a.m.—Check-in & Networking; 8:30—10:00 a.m.—Panel Discussion  
Edison State Community College North Hall Theatre, 1973 Edison Drive, Piqua  
(more information to be sent soon)
- 25 Revitalization Hydration and Wellness, LLC Ribbon Cutting**  
12:00 noon—2840 Wapakoneta Avenue, Suite A  
www.sidneyshelbychamber.com
- 25 Human Resources Council**  
Topic: TBD  
12:00—1:00 p.m.—Holiday Inn Express & Suites, 450 Folkerth Avenue
- 26 SCARF Presents: Fur-tastic Friday**  
5:00—7:00 p.m.  
On the lawn near Gay Smith Associates in downtown Sidney  
www.facebook.com/HelpShelbyCountyAnimals



The **Chamber Sustainability Program**, provided by Viridi, allows your business and home to go green through the use of Renewable Energy Certificates. A **Renewable Energy Certificate (REC)** represents the ownership of the green environmental attributes of 1,000 kWh of energy produced and pushed to the grid by a renewable resource like wind, solar, or hydro.

## SIMPLE, PRACTICAL, AFFORDABLE SUSTAINABILITY

### HOME



**\$120**

**PER YEAR**

An average US home uses a little under 12,000 kWh annually & would need about 12 RECs per year to "green up" their electricity usage.

### BUSINESS



**\$10**

**PER REC**

Businesses can send their utility bills to [chamber@viridi.eco](mailto:chamber@viridi.eco) and we will let them know how many RECs they need based on their usage.

### EMPLOYEES



**\$120**

**PER YEAR / EMPLOYEE**

Attract and retain young, educated talent by offering RECs as an employee benefit. All we need is the number of employees participating.

Please fill out the next page and submit it to [chamber@viridi.eco](mailto:chamber@viridi.eco) along with a recent electric bill copy and we will assist you in going green.

**SIDNEY-SHELBY COUNTY  
CHAMBER OF COMMERCE**

(937) 492-9122  
101 South Ohio Avenue, Floor 2, Sidney, Ohio 45365  
[www.sidneyshelbychamber.com](http://www.sidneyshelbychamber.com)

Administered by:



# INQUIRY FORM

## Chamber Sustainability Program



### WHOSE ELECTRICITY WOULD YOU LIKE TO "GREEN UP"?

(check all that apply)

- MY HOME       MY BUSINESS       MY EMPLOYEES

Chamber Sidney-Shelby County Chamber of Commerce

Name \_\_\_\_\_

Company (if applicable) \_\_\_\_\_

Daytime Phone \_\_\_\_\_

Email \_\_\_\_\_

Number of Employees \_\_\_\_\_

Best Time to Contact \_\_\_\_\_



**PLEASE ATTACH A COPY OF YOUR MOST RECENT ELECTRIC BILL (ALL PAGES).**

Are you interested in any other commercial products/solutions? (Check all that apply)

- Real-time Monitoring       Rebates & Grants       LED Lighting  
 Energy Efficiency       On-site Solar       Carbon Offsets



The Chamber Energy Program is a proud partner of the Chamber Sustainability Program and helps to manage members' electricity and natural gas supply costs.

**PLEASE SEND YOUR INQUIRY FORM TO:**

**Chamber Sustainability Program**

**Email - [chamber@viridi.eco](mailto:chamber@viridi.eco)**

**Fax - 330-721-8111**

**Mail - 3725 Medina Rd., Ste. 112, Medina, OH 44256**

## WELCOME NEW MEMBERS

### CMS COMMERCIAL CLEANING

**BUSINESS CATEGORY:** Cleaning Services

Courtney Smith  
335 Maple Street  
Sidney, Ohio 45365  
Phone: (937) 538-0673  
Web Site: [www.facebook.com/CourtneySmith2005](http://www.facebook.com/CourtneySmith2005)



### PROMEDICA HOSPICE

**BUSINESS CATEGORY:** Healthcare

Travis Bryant  
650 North Vandemark Road  
Sidney, Ohio 45365  
Phone: (937) 299-6980

### VERA EVENT RENTALS, LLC

**BUSINESS CATEGORY:** Banquet/Meeting Facilities

Emily Neu  
330 East Court Street  
Sidney, Ohio 45365  
Phone: (937) 419-0406  
Web Site: [www.veraeventrentals.com](http://www.veraeventrentals.com)



## MEMBER SPOTLIGHT—REVITALIZING HYDRATION AND WELLNESS, LLC

Hello. I am Erica Moses, a Certified Family Nurse Practitioner and owner of Revitalizing Hydration and Wellness, LLC. I have been in healthcare for the last 15+ years and an array of experience in the nursing world from ER to Hospice, Home Health to Palliative care. Nursing and Healthcare have been my world for so many years. We all know in 2020 our world turned to disarray when we were placed in a world pandemic due to Covid-19. In 2021, I was introduced to IV Vitamin Hydration after contracting Covid-19 myself. I was suffering from daily intense fatigue. I heard many times how multiple vitamins assisted with these symptoms and found out about an infusion that would immediately assist and boost my immune system. I had to give it a try, I was exhausted. I drove to the nearest site, over an hour away, and received an immune boost cocktail. Within an hour, I started to feel some difference. I noticed improved mental clarity and I had a little more spunk. The following day, the results were tremendous. I could actually complete a days' worth of work without feeling tired or having brain fog. I continued on to receive another infusion a few weeks later, continued my supply of recommended vitamins and supplements and noticed a huge change in my life. I was actually starting to feel normal. Let's advance to now, I am back to my pre-covid state.



After suffering from Covid myself and losing multiple patients due to Covid, the mental toll was intense. I decided, why continue down this path? I was going to either leave medicine all together or change my career path to a Wellness approach. That is when I decided I wanted to bring this amazing service to the Shelby County area. I wanted to share with my community. IV vitamin hydration has so many benefits but first, what is it? IV vitamin hydration is the infusion of vitamins directly into your blood stream. This is done by a small catheter being placed in the vein of your arm. You are then connected to tubing where a personalized mixture of vitamins is administered by gravity over a period of approximately an hour. As mentioned, these infusions can assist with multiple areas. A few of the most popular are Energy Blast, this cocktail provides the body with multiple B vitamins, glutathione and other supplements to help assist with improving our energy, mental alertness, and rehydrate our cells. The "After Effect", party too hard last night and drink too much, by replacing the electrolytes your body has lost and replenishing your fluids, you will leave the clinic feeling revitalized, no headache, no upset stomach, and ready to face on the rest of your day. Hey athletes, did you just run a 10K, perform in a body building competition, or have a marathon approaching? The Muscle Recovery gives supplements and vitamins to rehydrate after your body building competition and helps to repair the muscles after an intense workout, while flushing the body of those toxins that are released. These are only a few of the cocktails offered at Revitalizing Hydration and Wellness, LLC. There are so many more infusions including Anxiety, Detox, Beauty, and even auto immune diseases to mention a few.

If you don't like the sound of an infusion or don't have an hour to spare, we also offer injections. The most common injection offered is Vitamin B12-the energy booster. We also offer Lipo-B for weight loss, Co-Q-10 to improve heart health, Biotin to assist with hair, skin, and nails, and many more. This is only the beginning of Revitalizing Hydration and Wellness, LLC. We are planning to continue to add to our infusions and services line. Listen up men, something is coming specifically for you soon!

How can you schedule your infusion or injection? You can do this a few ways—you can call (937) 419-4198, schedule online and access a patient portal at [www.getvitainfused.com](http://www.getvitainfused.com), or simply walk in. If you have any further questions regarding our services, please reach out to the number listed during business hours. We are located at 2840 Wapakoneta Avenue, Suite A, in Sidney. We are right off I-75 and across the street from the old VFW. You can also follow me on Facebook and TikTok. I am so excited to be on this journey and look forward to assisting you on your Journey to Wellness.

## OPERATION: STREET SMART ADULT DRUG EDUCATION

WEDNESDAY, AUGUST 3RD  
11:30 A.M. - 2:00 P.M.

SIDNEY HIGH SCHOOL CAFETERIA  
1215 CAMPBELL ROAD



The Franklin County Sheriff's Office created Operation Street Smart in July 2002 as a way to take community oriented policing to a new level. Street Smart is a collaborative effort between D.A.R.E. and the Special Investigations Unit (SIU), which is the Sheriff's Office undercover narcotics branch.

The goal of Street Smart is to provide current and up-to-date narcotics information on trends, terminology, paraphernalia, concealment techniques, and physiological effects to those individuals who deal with today's population on a daily basis.

This program includes actual examples of current designer street drugs such as XTC, Bath Salts, Huffing, LSD, GHB, K2/Spice, and Khat. Current drug paraphernalia examples are available to depict the ease in camouflaging drug use. A strong emphasis is placed on the physiological effects of the drugs and indicators to look for. So-called "traditional" drugs such as marijuana, cocaine, crack, heroin, fentanyl, and methamphetamine are also covered extensively. A portion of the program also deals with prescription medications, including DXM, due to the easy accessibility in most households. The entire presentation is back dropped by a PowerPoint slide show depicting additional examples of the drug being shown.

### THIS PROGRAM WILL COVER:

- \* Alcohol
- \* Marijuana
- \* Synthetic THC
- \* Prescription Medications
- \* Methadone
- \* Heroin
- \* Cocaine & Crack
- \* MDPV Bath Salts, Plant Food
- \* Methamphetamine
- \* XTC
- \* DFSA - GHB, 104 Botanical
- \* Steroids
- \* Salvia Divinorum
- \* DXM, DTC/Prescription
- \* Liquid Cough Suppressants
- \* DFSA - GHB, 104 Botanical
- \* Steroids
- \* Salvia Divinorum

Boxed Lunches will be provided to all registered attendees

For those companies participating in the BWC Group Rating Program, this informative session will count toward one meeting credit

HOSTED BY: MIAMI AND SHELBY COUNTY SAFETY COUNCILS

RESERVATIONS ARE REQUIRED

Shelby County Safety Council Members  
To register, call (937) 492-9122 or e-mail Dawn at [daileer1@sidneyshelbycouncil.com](mailto:daileer1@sidneyshelbycouncil.com)

Miami County Safety Council Members  
To register, call (937) 773-2765 or e-mail Kathy at [ksherman@piquareachamber.com](mailto:ksherman@piquareachamber.com)

# SENIOR Center *Celebrating* 25 YEARS

OF SIDNEY-SHELBY COUNTY

**AUG 3:** Blood Drive, 10A-4P  
**AUG 5:** Board Meeting, 9A  
**AUG 9:** Carry-In, 11:30A

**AUG 23:** Health Luncheon, 11:30A  
**AUG 26:** Friday Fun Night Karaoke,  
 7P; fun, door prizes, refreshments\*

\*Open to public



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



www.srcentersidney-shelby.com srcenter@nktelco.net

## BUSINESS CARD ADVERTISING SPACE AVAILABLE

2 1/2" x 3 1/2"

1 issue - \$30.00  
 3 issues - \$80.00  
 6 issues - \$140.00  
 12 issues - \$260.00

Contact Dawn Eilert at (937) 492-9122 or  
 deilert@sidneyshelbychamber.com



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## FIBER IS FASTER

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**AUGUST IS LIKE  
 THE SUNDAY OF  
 SUMMER.**

"Hello August! I am ready for  
 more laughter, more sleep,  
 less negativity, less stress,  
 more love, more good stuff.