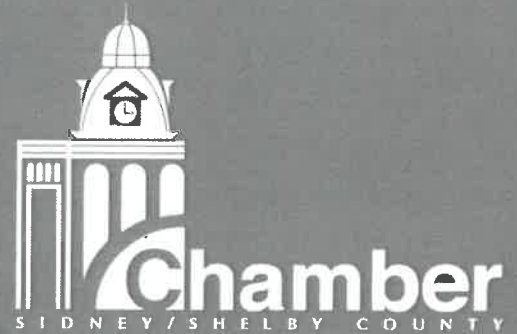


PERSPECTIVE

FEBRUARY 2023

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



MEETINGS & EVENTS

1/23 Restaurant & Retail Weeks

-2/4 www.sidneyalive.wpcomstaging.com/eventscalendar

1 YPCoffee Mob

7:30—8:30 a.m.—Greenhaus Coffee, 126 East Poplar Street—www.facebook.com/ypconnectshelbycounty

1 Shelby County Safety Council

Topic: Workplace Security & Violence Prevention
Speakers: Patrick Lemming, Stolle Machinery and Dave Spicer, Shelby County Sheriff's Office
12:00 noon—Wilson Health, 915 West Michigan Street

2 Groundhog Day

2 - Historic Sidney Theatre Presents:

5 The Great Gatsby

Thursday & Friday—7:30 p.m.; Saturday—2:00 & 7:30 p.m.; Sunday—2:00 p.m.
120 West Poplar Street—www.sidneytheatre.org

14 Valentine's Day

15 Senior Center Blood Drive

10:00 a.m.—4:00 p.m., 304 South West Avenue

15 YPconnect—New Year, New You—Part 2! Lunch & Learn: 5 Steps to Enhance Your LinkedIn Profile in 2023

12:00—1:00 p.m.—Amos Memorial Library, 230 East North Street

16 Chamber Leadership

Topic: Human Services
8:00 a.m.—Sidney-Shelby County YMCA, 300 East Parkwood Street

23 Human Resources Council

Topic: TBD
Speaker: TBD
12:00 noon—Holiday Inn Express & Suites, 450 Folkert Avenue

24 - Sidney Dance Company Presents: Sleeping Beauty

Friday—7:30 p.m.; Saturday—2:00 & 7:30 p.m.;
Sunday—2:00 p.m.—Historic Sidney Theatre, 120 West Poplar Street—www.sidneytheatre.org

26 Gateway Arts Council Presents:

Comedian Jeff Allen

7:30 p.m.—Sidney High School Auditorium, 1215 Campbell Road—www.gatewayartscouncil.org



Congratulations to Mj Carpenter-Larger, Dan Larger and the entire staff at The Waiting Room Coffee House, located at 121 East North Street in downtown Sidney—the new space is amazing and the coffee, tea, boba tea, sandwiches, desserts, you name it, it's all incredible! We wish you all many years of success on this new adventure. If you haven't had the opportunity to visit them yet, you should definitely make plans to do so soon.

DITCH THE NEW YEAR'S RESOLUTIONS: THINK MONDAY ASPIRATIONS

Did you make a New Year's resolution this year? If so, you're among the millions of folks who set goals for a better "you." You also may be among the millions of folks who have already given up on those resolutions after the first month of the year!

Anyone who has ever set a New Year's resolution knows how hard it is to stay the course. Whether your goal is to lose weight, pay off debt, or get organized, what starts out as enthusiastic motivation quickly dissolves into apathy within a few weeks.

Keeping a New Year's resolution is a common challenge. One study found that 23% of people quit their resolution after just one week. And less than 20% of people actually stick to their goals long term (two years, in the case of the study). **One of the most common reasons people are unable to reach their goals is because they aren't thinking small enough. It's true. If you really want to reach a goal, think small...smaller goals lead to greater success.**

Instead of setting life-changing goals for the year, think smaller - like **Monday Aspirations**. Research shows that people view Monday as a fresh start, and as the day they are more likely to start healthy activities like diets, exercise, and stress management practices. The key is to set a goal every Monday and check your progress at the end of the week. In this way, you can create 52 opportunities to win with smaller regular goals rather than an "all or nothing" approach that is unlikely to be sustainable.

Present Bias and Instant Gratification. Long-term goals are harder for us to stay focused on because humans are wired to seek out instant gratification. The instant-gratification seeker is responsible for what psychologists call *present bias* or the urgency effect. Being instantly gratified merely means that we tend to value immediate rewards or payoffs that are closer to the present time than those further in the future. The further into the future the reward lies, the less value we put on it, even when the value is the same or greater.

You can trick the brain by breaking those long-term goals down into smaller goals and get a reward from each small win. You'll get a little boost of dopamine each time you can say, "I reached my goal today!" For example, imagine your goal is to write a book and you think it will take you a year to finish. Set a small goal each week that gets you a little closer to the finish line.

"I'm going to finish the outline by next week." "I'm going to write at least one paragraph every day." "I'm going to interview two people who can give me direction."
(continued on page 3)

www.ohiosafetycongress.com/

Ohio Bureau of Workers' Compensation

OSC23

OHIO SAFETY CONGRESS & EXPO

BACK IN PERSON MARCH 8—10, 2023

FROM JEFF'S DESK



Farmers & Merchants State Bank recently donated \$5,000.00 to the Sidney-Shelby County Chamber of Commerce. Debra Geuy, the former President of Peoples Federal Savings and Loan commented "This is another example of why Peoples chose Farmers & Merchants State Bank as a partner. The Chamber of Commerce plays a vital role in our community and F&M will continue to be supportive of the community and the community partners that make Shelby County a better place to live, work, and play." Jeff Raible, the President of the Sidney-Shelby County Chamber of Commerce said "Farmers and Merchants State Bank is a welcome addition to the Sidney-Shelby County business community. Their reputation as a trusted and service minded community bank precedes their arrival in Shelby County. We sincerely thank F&M for this generous gesture of support and assure them that this gift will be prudently invested in our community to further the prospects of business growth here and the quality of life enjoyed by our residents." "The Chamber of Commerce is an integral part of our community, impacting each and every life in that community. Their mission fits in well with F&M's in that we nurture lasting relationships and are community vested to help people realize their best lives" said Brett Baumeister, Regional President with Farmers & Merchants State Bank.



Pictured L-R – Brett Baumeister, Regional President, Farmers & Merchants State Bank, Jeff Raible, President, Sidney-Shelby County Chamber of Commerce, and Debra Geuy, Farmers & Merchants State Bank

WELCOME NEW MEMBERS

THE GALLERY

BUSINESS CATEGORY: Banquet/Meeting Facilities

Sacha Gambill
319 North Wayne Street
Suite 300
Piqua, Ohio 45356
Phone: (937) 570-4422
Web Site: www.thegalleryohio.com



MAY CUSTOM MANUFACTURING, INC.

BUSINESS CATEGORY: Manufacturers

Karen Schroer
18605 May Road
Botkins, Ohio 45306
Phone: (937) 693-2382
Web Site: www.maycustommfg.com



NAMASTE BODY CONTOURING AND WELLNESS

BUSINESS CATEGORY: Wellness Program

Cheri Ganger
124 North Main Street
Suite 205
Sidney, Ohio 45365
Phone: (937) 710-1215
Web Site: www.cherie4994.wixsite.com/namastebodycontour-l



THE PATCH BOYS OF NORTH CENTRAL OHIO

BUSINESS CATEGORY: Construction/Building Supplies

Greg Brunswick
9332 Conover Road
Versailles, Ohio 45380
Phone: (937) 417-0017
Web Site: www.thepatchboys.com



THE WAITING ROOM COFFEE HOUSE

BUSINESS CATEGORY: Restaurants

Mary Jean Carpenter-Larger
121 East North Street
Sidney, Ohio 45356
Phone: (937) 583-9003
Web Site: <https://www.facebook.com/profile.php?id=100083296504234>



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

Upcoming events...

FEBRUARY 15TH - 12:00
AMOS MEMORIAL PUBLIC LIBRARY
NEW YEAR, NEW YOU PART 2!
LEARN STEPS ON ENHANCING YOUR LINKEDIN PROFILE

MARCH 9TH - 12:00
WINANS COFFEE & CHOCOLATES - PIQUA
LUNCH & LEARN - ROASTERY TOUR
HAVE LUNCH WITH US AND TOUR THE PIQUA ROASTERY!

FOLLOW US FOR MORE INFO & THE LATEST UPDATES:



Moments from our last event...



Let the world know you're here, and do it with passion. - Dr. Wayne Dyer

UNEMPLOYMENT RATE 3.5%

The U.S. economy added 223,000 nonfarm jobs in December 2022, as the unemployment rate decreased from 3.7% in November to 3.5% in December. The Education and Health Services industry had the largest increase in employment in the private sector, adding 78,000 positions, while Government jobs increased by 3,000. Learn more from the recent employment report compiled by the U.S. Bureau of Labor Statistics and view the unemployment rate in your state.

In December, Shelby County's unemployment rate was #76 out of 88 counties in the state at 2.9%.

Increases/Decreases in December 2022: Construction: +28,000; Manufacturing: +8,000; Retail Trade: +9,000, Transportation and Warehousing: +4,700; Information: -5,000; Professional and Business Services: -6,000; Education and Health Services: +78,000; Health Care and Social Assistance: +74,400; Leisure and Hospitality: +67,000; Government: +3,000. Information submitted by Express Employment Professionals.

CALENDAR NOTE: CHAMBER GOLF CLASSIC IS MAY 23rd

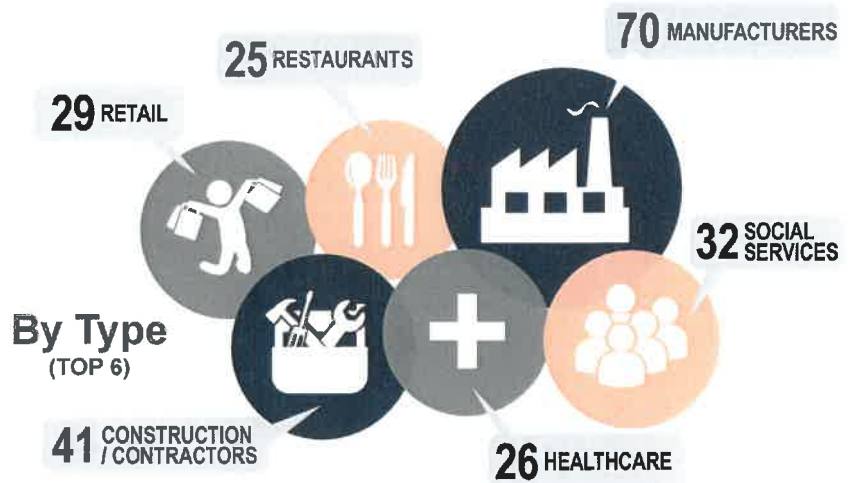


2022 ANNUAL REPORT

Membership - By The Numbers



Total **540**
 New **37**
 Dropped **23**
 Retention **96%**
 New Member Retention **88%**



By Location



Member Services

\$165,611
 WORKERS COMP
 GROUP/RETROSPECTIVE
 RATING SAVINGS

32,002
 WEBSITE SESSIONS

530 SPECIAL
 INTEREST
 COUNCIL PARTICIPANTS
 AND FOLLOWERS

51,536
 WEBSITE PAGE VIEWS

9 RIBBON CUTTING
 GROUNDBREAKING
 EVENTS

1,491
 FACEBOOK FOLLOWERS

11 BUSINESS
 NETWORKING EVENTS

EMPLOYEE
 DEVELOPMENT
 SEMINARS **5**

\$108,590 ANNUAL GIFT
 CERTIFICATE **SALES**

Chamber Foundation

20 EDUCATION
 GRANTS FUNDED

AMOUNT OF
 GRANTS FUNDED
\$20,856

Visitors Bureau

38,838
 WEBSITE SESSIONS

52,570 WEBSITE
 PAGE VIEWS

2,480
 FACEBOOK FOLLOWERS

95,025
 FACEBOOK IMPRESSIONS

Placemaking ExperienceSidney.com

4,561
 WEBSITE
 SESSIONS



6,193
 FACEBOOK CLICKS
674,841
 FACEBOOK IMPRESSIONS

GENERATIONS WORKING TOGETHER

PRESENTED BY: DEBORAH EASTON

WEDNESDAY, MARCH 1, 2023

11:30 - 12:00 - REGISTRATION

12:00 - 1:30 P.M. - PRESENTATION

EDISON STATE COMMUNITY COLLEGE

North Hall Theatre, 1973 Edison Drive, Piqua



There are now five generations in today's workforce. Each generation has a different method of accomplishing tasks, giving and following instructions and communicating in environments in which safety is of utmost importance, an understanding of these different methods is key to predicting how others react in difficult situations. This predictability is key to building trust among team members.

This program will provide a brief overview of:

- The shared historical experiences that create each generation's mindset about work and,
- An understanding of different generation's work habits

Speaker Bio:

Deborah Easton, an internationally known trainer and owner of Easton Consulting, has presented communication skills training programs to hundreds of audiences of varying industries including health care, manufacturing, banking, insurance, social services, etc. Through a comedic theatrical approach she demonstrates practical strategies for effective interactions with colleagues, customers or direct reports.

Sponsored by:



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REGISTRATION
REQUIRED

THIS EVENT IS OPEN TO
ALL CHAMBER MEMBERS

REGISTRATION

Miami County
Safety Council/Chamber Members
ksherman@piquaareachamber.com

Shelby County
Safety Council/Chamber Members
deilert@sidneyshelbychamber.com

THURSDAY, MARCH 2 - CHAMBER ANNUAL DINNER

88% OF HIRING MANAGERS WOULD CONSIDER FIRING WORKERS FOR CONTENT IN PERSONAL SOCIAL MEDIA POSTS

Article submitted by: Express Employment Professionals

Inappropriate social media posts may be grounds for termination as 88% of U.S. hiring managers say they would consider firing employees for content found in workers' posts, according to a survey from The Harris Poll commissioned by Express Employment Professionals.

Fireable offenses include publishing content damaging the company's reputation (59%), revealing confidential company information (58%), showcasing and/or mentioning illegal drug use (50%), violating the company's social media use policy or contract (45%) and showcasing and/or mentioning underage drinking (38%).

Only 12% of U.S. hiring managers say there is nothing a company could fire an employee for based on their social media posts.

When asked the same question, the majority of job seekers (86%) agree companies can fire employees based on their social media posts that reveal confidential company information (64%), violate the company's social media use policy or contract (58%) or damage the company's reputation (57%). Further scrutiny extends to content showcasing and/or mentioning illegal drug use (50%) or underage drinking (43%) and showcasing and/or mentioning beliefs different than those held by the company (21%).

Social Media Use On The Clock. Forty percent of employers discourage the use of social media during work hours, while 30% provide resources and information on professional social media etiquette. Twenty-six percent of companies have a social media use policy/contract that employees must sign, and 25% encourage their workers to build their personal brand on social media.

Leadership blocks social media sites on company property at 19% of businesses, 17% view or monitor employees' social media accounts and 13% have access to employees' social media accounts.

Access to Workers' Accounts. "Employees should limit social media use to only breaks and lunchtime," said Mike Brady, a Florida Express franchise owner. "Without a doubt, social media consumption eats into productive time in the workplace, so personal social media should be conducted on personal time."

Despite the distinction between personal social media and company-driven usage, Brady believes employers should only actively monitor online accounts used for business. This would apply to more professional positions versus light industrial.

Reggie Kaji, an Express franchise owner in Michigan, however, asserts due to the potential negative impacts on the company's reputation, even the personal social media accounts of workers are fair game.

"If a potential customer or a current one follows an employee on social media and doesn't agree with their content, it can harm the relationship," he said. "Especially with politics and today's polarizing environment, I prefer not to follow coworkers and customers on most social media other than LinkedIn."

Regardless of privacy beliefs, both Kaji and Brady say certain content posted online would constitute termination, including anything racist, raunchy, and/or calling out of anyone affiliated with a company in an unprofessional manner and threats or threatening comments.

Professional Online Presence. One tactic to help mitigate inappropriate posts by employees is to have them commit to a company social media use policy. "We have a policy in place, and it's in our handbook," Kaji said. "I think it's important to set expectations so if employees violate the policy, it's not a surprise.

"I think employers walk a very fine line here," he said. "On one side is the

right to privacy and free speech and on the other is the employer's image. Especially in this day and age when accessibility is through the click of a button, the court of public opinion will almost automatically point the finger at the employer for 'why' they didn't know something was good, bad, right or wrong, even if it's on the employee's social media account."

Overall, according to Kaji, employers should remind workers of the importance of maintaining a professional image and how it could impact their careers since a lot of hiring managers look at social media as a part of the hiring decision.

"Social media is a powerful tool for expression and connection, but a poor decision in content posting can haunt individuals the rest of their careers." Express Employment International CEO Bill Stoller said "The best advice is to refrain from publishing anything you wouldn't want your boss to see or think you may regret in the future."

DITCH THE RESOLUTIONS *(continued from page 1)*

What About Willpower? Having strong willpower is not something we're born with. But it is a muscle that we can train and develop in such a way that brings us long-lasting effects. We've been studying willpower for a long time. In a well-known 1960s psychology experiment called the "marshmallow experiment," Stanford professor Walter Mischel offered four-year-olds the choice between one marshmallow or two—they could receive one instantly, or two if they agreed to wait 15 minutes. In over 600 children who took part in the experiment, a minority ate the marshmallow immediately. Of those who attempted to delay, only one third waited long enough to get the second marshmallow.

Mischel and fellow researchers then tracked the performance of these children into adulthood, finding that the kids who had the willpower to resist the instant gratification in general were happier, had better health, achieved greater academic successes, and lower rates of divorce. Amazingly, the differences in their levels of willpower stuck with them for over 40 years.

Since Mischel's landmark study, scientists have continued to explore the brain activity of willpower and their findings are fascinating. Willpower lives in the prefrontal cortex—remember this is the region right behind the forehead that handles all the higher order thinking processes such as planning, making choices, and solving problems. In recent studies, MRIs show that when people are presented with tempting stimuli, those with higher self-control have greater activity in the prefrontal cortex, and when the prefrontal cortex is engaged, you're doing your best thinking.

Here is another interesting finding: willpower is a depletable resource. We tend to have more of it in the morning when we're well-rested and the brain is fueled with glucose. As the day wears on and glucose levels decrease, so does our willpower. Consciously identifying your goals in the morning and doing one thing that puts you a step closer to meeting them is one simple strategy to help you achieve greater success.

Just like your muscles have to be trained in order to grow stronger, so does your willpower. Each day is a new opportunity to strengthen your brain. This year, think of each day as a blank page in a 365 page book. **Write well, edit often.**

Did you know...The tradition of setting a New Year's resolution has a pretty interesting history dating back 153 B.C. The Romans began each year by making promises to the god Janus for whom the month of January is named. Janus is always depicted with two faces, one on the front of his head and one on the back, so that he could reflect back on the past and look forward to the future at the same time.

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