

# PERSPECTIVE

JANUARY, 2023

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101 South Ohio Avenue, Floor 2, Sidney



## MEETINGS & EVENTS

- 1 - Sidney Theatre Presents Avatar: The Way of Water**  
Various Show Times—Historic Sidney Theatre, 120 West Poplar Street—[www.sidneytheatre.org/events](http://www.sidneytheatre.org/events)
- 2 Chamber, SSEP & Workforce Offices Closed**
- 6 Chamber Executive Committee**  
12:00 noon—Chamber Office, 101 South Ohio Avenue, Floor 2
- 6 Senior Center Presents: Veteran Coffee, Donuts & Camaraderie**  
9:00—11:00 a.m.—Senior Center, 304 South West Avenue  
50+ or better—Open to the Public
- 10 Seniomark Presents: Medicare Planning Workshop**  
5:30 p.m.—2551 West Michigan Street  
RSVP's required, space is limited—(937) 492-8800  
[www.seniomark.com/workshops](http://www.seniomark.com/workshops)
- 11 Shelby County Safety Council**  
Topic: Eye Protection & Injuries  
Speaker: Ohio Vision  
12:00 noon—Wilson Health, 915 West Michigan Street
- 11 Seniomark Presents: Social Security & 401(k) Planning Workshop**  
5:30 p.m.—2551 West Michigan Street  
RSVP's required, space is limited—(937) 492-8800  
[www.seniomark.com/workshops](http://www.seniomark.com/workshops)
- 12 YPconnect & Chamber Business After Hours—New Year, New You!**  
5:00—7:00 p.m.—Historic Sidney Theatre, 120 West Poplar Street  
OPEN TO ALL CHAMBER MEMBERS—RSVP to Chamber at [deilert@sidneyshelbychamber.com](mailto:deilert@sidneyshelbychamber.com)  
(more information on page 2)
- 17 Board of Directors Planning Session**  
3:00—5:30 p.m.—The Bridge Restaurant, 127 West Poplar Street
- 19 Chamber Leadership**  
Topic: Media  
8:00 a.m.—Amos Memorial Library, 230 East North Street
- 20 Waiting Room Coffee Ribbon Cutting**  
12:00 noon—121 East North Street  
[www.sidneyshelbychamber.com/events](http://www.sidneyshelbychamber.com/events)
- 26 Human Resources Council**  
Topic: TBD  
Speaker: TBD  
12:00 noon—Holiday Inn Express & Suites, 450 Folkerth Avenue

ADDITIONAL MEETINGS & EVENTS ON PAGE 2



## 82% OF COMPANIES PLAN TO CONTINUE OFFERING REMOTE WORK

ARTICLE SUBMITTED BY: EXPRESS EMPLOYMENT PROFESSIONALS -  
[www.expresspros.com/sidneyoh](http://www.expresspros.com/sidneyoh)

Impacted by the current labor shortage, 82% of U.S. hiring managers at companies where employees worked remotely during the COVID-19 pandemic say they plan to allow staff to continue their duties offsite, according to a survey from The Harris Poll commissioned by Express Employment Professionals.

For nearly 3 in 5 businesses (59%), remote work has had a positive impact on their company as a whole—with a third citing a very positive impact (33%). And despite the possibility of increased distractions while working remotely, productivity appears unharmed for many companies.

Nearly 70% of those businesses that allow/plan to allow employees to continue working remotely do so in the hopes of retaining current employees/attracting new employees. The safety and health of their employees (41%) and employee preference (35%) are also among the motivators for continuing to allow remote work.

## INTERESTING RESOLUTION STATISTICS

The New Year's resolution statistics don't lie...every year, millions of people set New Year's resolutions – and many give up on them within the first week. **So, how effective are New Year's resolutions?** And what do the people that set goals and achieve them do differently from everyone else? Let's dive in!

**How Many People Make New Year's Resolutions?** Every year, 38.5% of US adults set New Year's resolutions. Age predicts one's likelihood of having at least one resolution, with younger adults being the most likely group to have such goals.

- 38.5% of U.S. adults set New Year's resolutions yearly, based on the average of five different studies over the past years.
- 52.6% focus on one New Year's Resolution, whereas the other 47.4% set multiple ones.
- 59% of young adults (18-34) have NY resolutions, making them the largest demographic with New Year's resolutions.
- People over 55 are 3.1 times less likely to have resolutions compared to younger adults. The older someone becomes, the less likely they will have New Year's resolutions.
- 54% of parents with children have New Year's resolutions, which is 1.6 times more than those who don't have kids.

**What Are Common New Year's Resolutions?** Health-related topics are the most common New Year's resolutions among all genders. Exercising more, eating healthier, and losing weight are the top 3 New Year's resolutions overall.

- 48% want to exercise more, making it the most popular New Year's resolution.
- Health-related resolutions cover the top 3, and one study found that 70% of all resolutions relate to physical health.
- Men and women share the same top 4 most popular New Year's resolutions, according to a study in Britain.
- Women focus slightly more on health-related topics than men specifically regarding losing weight (44% vs 34%).
- Men focus more on pursuing their career ambition (23%) or cutting down on drinking (19%) compared to women (16% and 11%, respectively).
- COVID-19 impacted the type of resolutions for 75% of people who set them. After COVID-19 they focused more on mental health, eating healthier, and their finances.

(continued on page 3)



## FROM JEFF'S DESK

### HAPPY NEW YEAR!

As we optimistically begin 2023, the Chamber is thrilled to welcome a new Director to our Board. Joining us and beginning his first year of a three year term is Jason Haak, Superintendent with the Upper Valley Career Center.

Taking his seat at the head of the Board table is incoming Chair John Campbell with Lincoln Electric Automation. Additional members of the Executive Committee include Vice Chair Phil Borger with FGKS Law, 2<sup>nd</sup> Vice Chair Susan Shaffer with Emerson Wagner Realty, Secretary/Treasurer Emily Reinhart with US Bank.

Continuing members of the Chamber Board include Andrea Guckes – Cargill, Inc., Doreen Larson – Edison State College, Margo O'Leary – Wilson Health, Gail Williams – Emerson, Bill O'Leary – Plastipak Packaging, Jon Crusey – City of Sidney, Jeff Schlater – Ferguson Construction Company, and Frank Catanzarite – Karoc Marathon, Murphy's Craftbar & Kitchen and Tavolo Modern Italian Restaurant.

Thank you one and all for your interest in serving our organization as an active member of our Board. We anxiously look forward to your contributions and the year ahead.



**Jason Haak**  
Upper Valley Career Center

**John Campbell**  
Lincoln Electric Automation



## ADDITIONAL MEETINGS & EVENTS

### 27 Senior Center Presents: Friday Fun Night Trivia

7:00 p.m.—Senior Center, 304 South West Avenue  
Free and Open to the Public

### 28 Sidney Alive Presents: Formal Wear Consignment

11:00 a.m.—5:00 p.m.—Murphy's Craftbar & Kitchen, 110 East Poplar Street  
[www.sidneyalive.org](http://www.sidneyalive.org)

### 31 Sidney Visitor's Bureau Advisory Council

11:30 a.m.—Holiday Inn Express & Suites, 450 Folkerth Avenue

## THIS SIMPLE EXPRESSION IS LIKE A HAPPY DANCE FOR THE BRAIN

Think about the last time you received a genuine compliment. How did that feel? When was the last time you gave someone else a genuine compliment? Sincere compliments can have a powerful effect on our mood and make the brain work better, too!



They not only make us feel good but also significantly impact memory, learning, motivation, and other cognitive functions. Recent research in neuroscience has shown that receiving a sincere praise activates the reward and pleasure circuitry in the brain – the ventral striatum and the ventral medial prefrontal cortex. It also said to release the neurotransmitter dopamine which is associated with motivation, focus, and positivity.

A study by Japanese researchers suggested that compliments help people to learn and perform new skills. The same researchers equated receiving compliments with receiving cash; both light up the reward system of our brain, the striatum. An additional study expanded on that research and equated receiving compliments with intimate relationships; both excited our brain's reward system and the ventral medial prefrontal cortex, which heads up social decision making.

Compliments are like a happy dance for the brain. From a neurological perspective, making a conscious effort to notice positive attributes in others and then express them specifically and sincerely actually counteracts the brain's natural tendency to focus on the bad stuff. That makes the brain feel better and work better.

Compliments are wonderful. They are free, easy to share, and have the power to change someone's entire day. But beware—giving fake compliments or insincere praise can actually have the opposite effect. So be on the lookout for the good stuff today, and let others know you appreciate them! *Article re-printed with permission from Neuro Nugget.*

# New year, New you!

PART 1

**THURSDAY, JANUARY 12**  
**5:00P-7:00P**  
**HISTORIC SIDNEY THEATRE**

Get your new year off to a good start with a YPConnect & Sidney-Shelby County Chamber networking event that includes a chance to update your professional headshot for 2023!

Brad Van Tilburgh - Owner of Picture Perfect Photography will be on site providing updated headshots for purchase at \$25/each.



### FOOD PROVIDED BY:



### RSVP TODAY!

YPCONNECT MEMBERS ARE INVITED TO JOIN US AGAIN ON FEBRUARY 15TH AT NOON FOR PART 2 OF THE NEW YEAR, NEW YOU SERIES AS WE LEARN STEPS TO ENHANCE YOUR LINKEDIN PROFILE!

FOLLOW US ON FOR THE MOST UP TO DATE INFO!

[www.ohiosafetycongress.com/Educational\\_Sessions.cfm](http://www.ohiosafetycongress.com/Educational_Sessions.cfm)

Ohio Bureau of Workers' Compensation

# OSC23<sup>®</sup>

## OHIO SAFETY CONGRESS & EXPO

BACK IN PERSON MARCH 8—10, 2023

## TUESDAY, MAY 23, 2023 - CHAMBER GOLF CLASSIC



## WELCOME NEW MEMBERS

### JAGAT PETROLEUM dba VP RACING GAS STATION

**BUSINESS CATEGORY:** Convenience Store

Narinderpal Tatla  
2011 West Michigan Street  
Sidney, Ohio 45365  
Phone: (937) 581-5005

### MOMENTUM COUNSELING AND CONSULTATION, LLC

**BUSINESS CATEGORY:** Healthcare

Michelle Salazar  
500 East Court Street  
Sidney, Ohio 45365  
Phone: (419) 584-5123  
Web Site: [www.momentumcounselingandconsultation.com](http://www.momentumcounselingandconsultation.com)



### WHITE PINE INVESTMENTS, LTD.

**BUSINESS CATEGORY:** Financial Services/Banking

Jessica Davis  
1266 Wapakoneta Avenue  
Sidney, Ohio 45365  
Phone: (937) 710-5551

## RESOLUTIONS ARTICLE—(continued)

New Year's resolutions fail primarily due to timing. Most people are not ready to commit to their resolutions and give up because they either lose motivation, have not prioritized their goals, or swap their resolutions for newer, more relevant personal goals.

- 35% of people attribute losing motivation as the to reason for giving up, followed by being too busy (19%) and changing their goals and priorities (18%).
- The main reason why people fail is the timing of New Year's resolutions. While people want to achieve change, they have yet to be ready to commit fully.
- Successful individuals reported more stimulus control and willpower. Social support and interpersonal strategies became important after the first six months of pursuing the goal.
- Successful individuals are likely to experience 14 slip-ups during a 2-year interval, indicating that resilience or the ability to bounce back from setbacks is essential for goal success.

**How to Keep Your NY Resolutions.** Research shows that the best moment to start is whenever you are ready to commit to your goals. In other words, choose the most relevant and timely New Year's resolutions. If you have a New Year's resolution that you want to pursue but feel unprepared for, make the goal smaller. For example, instead of setting a resolution to change your entire diet, start by changing what you eat for breakfast. Expert-cited tips to achieve your goals include:

- Deeply understand **why** you want to change. What's your big motivation? Why is it **now** necessary to change?
- Set specific and challenging long-term goals (if you feel ready).
- Consistently set small and realistic short-term goals.
- Consider an accountability partner. Is a family member or friend pursuing similar goals who want to join you? Alternatively, find like-minded people online with the same goals.
- Improve your sleeping schedule. That includes consistent waking and bedtimes and getting plenty of quality sleep every night. It may surprise you just how much sleep impacts goal success.

## EMPLOYEE RETENTION: THE ROLE OF NON-QUALIFIED DEFERRED COMPENSATION PLANS

ARTICLE SUBMITTED BY: FGKS LAW - [www.fgks-law.com](http://www.fgks-law.com)

Many employers are struggling with employee hiring and retention. When it comes to employee retention, competition is fierce, and a good portion of the workforce are employees that are willing to move jobs, often for far less in wage increases or benefit advantages than in past years. An effective tool in an employer's "retention toolbox" is the issuance of non-qualified deferred compensation to key employees.

Deferred compensation can be "qualified" or "non-qualified". "Qualified" deferred compensation is compensation earned through plans that are required by law to be separately administered for the benefit of employees, such as your standard 401(k) plan. "Non-qualified" deferred compensation is different, primarily because it is not required by law to be separately administered, and as a result the funds do not have to be set aside. It is simply a promise from the employer to the employee to pay funds, based on certain criteria, in the future.

Non-qualified deferred compensation (NQDC) provides a number of benefits to employers. NQDC can be granted to any employee, although it is typically used as a retainage tool for management level employees and employees that are projected to become management level employees in the near future. In its simplest structure, a NQDC plan provides for payment of an amount of money, sometime in the future (typically 3-7 years but it varies), based on a formula the employer identifies at the time the plan is created. The key is that the NQDC is not paid, and is forfeited, if the employee does not reach the full term (subject to certain exceptions, noted below). NQDC can be determined based on stock or ownership appreciation (i.e., value is based on the appreciation in the value of the ownership between grant and payment), certain revenue or profitability goals, or discretionary amounts determined by the employer based upon yearly performance metrics. The NQDC award can be coupled with the employee's agreement to non-competition and non-solicitation restrictions, and the issuance of the NQDC is a strong basis to support those restrictions. At the time the NQDC is paid, it is considered an ordinary business deduction for the employer (and payroll compensation to the employee). NQDC plans also have "retirement" qualities: an NQDC plan that is for 5 years can be replaced with another NQDC plan (on the same or different terms), and so on and so forth. NQDC plans can be structured to "renew" enough times to get the employee to retirement, as your employee!

NQDC plans are subject to certain limitations under federal law, specifically Section 409A of the Internal Revenue Code. Generally speaking, an NQDC plan must: (1) be in a contract signed by the employer and employee; (2) concretely define the way payments are calculated and the timing of payment; and (3) restrict payment to specific payment events, being termination of employment, death, disability, change in control of the employer, or a specified time provided for in the plan. As mentioned, awards are generally between 3 and 7 years, and that is the typical "trigger" for payment, unless one of the other events occurs in the meantime. Note that employers are not required to pay out on those events, they are simply what the IRS allows for payment.

An NQDC plan can be combined with a standard annual bonus structure. This can provide the employer with the maximum benefit: short term employee performance incentives with long term employee retention.

While the contract between the employer and employee cannot require that an NQDC plan be funded, it is good practice for an employer to provide a mechanism for payment in the future. The funding mechanism also adds some potentially attractive features for employers and employees. As an example, the employer may purchase life insurance on the employee. That life insurance can be death value only, which ensures the employer has the funds to payout the NQDC if the employee dies prior to the end of the NQDC plan term. Life insurance can also have a cash surrender value component, which allows the build-up of money within the policy so that the company not only protects against a death event, but is also investing the funds should a need arise to pay out on an NQDC at the end of its term. The purchase of life insurance on the employee can also fit other intended priorities of the employer. In particular, it can provide a fund from which the employer can entice a prospective employee to come on board to replace a key employee that unexpectedly dies.

NQDC plans are a very attractive way to retain key employees on relatively favorable employer terms, motivate key employees without providing an ownership interest, and potentially introduce non-compete and non-solicitation provisions that might have been missed at hiring but certainly become even more important as an employee moves up in your organization. It is very important to make sure the plan is compliant with applicable law. FGKS Law is well-versed in the requirements for these plans and drafting of these plans. Feel free to reach out to your FGKS Law attorney with any questions. If you are interested in assistance with funding or administration of any plan, we can also assist you with finding good advisors to meet those needs.



# 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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