



perspective

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PRIVATE EMPLOYER DRUG-FREE SAFETY PROGRAM ANNUAL REPORTING DEADLINE

March 31 is the deadline for private employers participating in the BWC Drug-Free Safety Program (DFSP) to submit their annual progress report and supplementation documentation for the July 1, 2020, - June 30, 2021, policy year.

Employers participating at the Advanced and Basic levels go to www.bwc.ohio.gov/employer/forms/dfsp/annualreport3/default.aspx for more information or to complete your report. Comparable participants go to www.bwc.ohio.gov/employer/forms/dfsp/annualreport4/default.aspx.

Employers can submit the required supplemental information by faxing or e-mailing to your assigned BWC service office. If you have questions regarding submission or required documentation, please contact your assigned BWC representative.

The Division of Safety and Hygiene has developed live webinars approved for continuing education and BWC discount program credits. Employers participating in the Drug-Free Safety at the Advanced or Basic levels are required to provide accident analysis training to any newly promoted supervisors within 60 days of becoming

a supervisor. To assist you in completing this program requirement, the BWC is holding two live, hour-long accident analysis training webinars in March on Tuesday the 16th and Tuesday the 23rd at 11:00 a.m. You can register online or contact Kaylee Blevings at Kaylee.b.l@bwc.state.oh.us.

ONE-CLAIM PROGRAM (OCP) AND EM CAPPING PROGRAM TRAINING REQUIREMENTS

March 31 is the deadline for private employers participating in the BWC One-Claim or EM Capping programs to complete required safety training for the July 1, 2020, - June 30, 2021, policy year.

Employers participating in the OCP go to www.bwc.ohio.gov/wps/portal/gov/bwc/for-employers/workers-compensation-coverage/rates-and-bonuses/one-claim-program for more information.

EM Capping participants go to www.bwc.ohio.gov/wps/portal/gov/bwc/for-employers/workers-compensation-coverage/rates-and-bonuses/em-cap-program

You can register for online training classes at www.bwclearningcenter.com/Default.aspx.

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.

Please call (937) 498.7261 or email debbier@newchoicesinc.org to purchase tickets.



MARCH Meeting & Event Dates

- 3 **Shelby County Safety Council**
12:00 noon via Zoom
Topic: Project DAWN Training
Speakers: Sarah Weeks & Kelly Parr, Logan County Health Department
- 6-8/31 **Big Brothers/Big Sisters Bowl for Kids Sake**
Due to Covid-19, BBBS will be distributing vouchers for bowlers to set up their time to bowl. Vouchers will be able to be redeemed from March 6th - August 31st.
- 9 **Chamber Board of Directors**
11:30 a.m.—The Hive Executive Learning Center, 101 South Ohio Avenue, Lower Level
- 10 **2021 Ohio Safety Congress & Expo**
- 11 www.ohiosafetycongress.com (offering online learning courses as well as a digital expo)
- 17 **St. Patrick's Day**
- 17 **Historic Sidney Theatre Virtual Open Mic Night**
7:00—8:00 p.m.—www.facebook.com/sidneytheatre
- 18 **Chamber Leadership**
Topic: Education
9:30—11:30 a.m. Session 1; 1:00—3:00 p.m. Session 2
Sidney Board of Education, 750 Fourth Avenue
- 18 **YPConnect Webinar**
Topic: Sidney Alive
Speaker: Amy Breinich, Executive Director
www.sidneyshelbychamber.com/events
- 25 **Human Resources Council**
Topic: TBD
12:00 noon—TBD
- 26 **War of the Worlds—A Radio Play**
7:00—8:00 p.m.—www.facebook.com/sidneytheatre

Cold, Flu or COVID 19, Hometown Urgent Care (now part of WellNow Urgent Care) has you covered! WellNow Urgent Care now offers Rapid COVID-19 testing. Appointments are encouraged and can be made through their website. To find a location near you, visit www.hometownurgentcare.com



HOMETOWN IS NOW PART OF WELLNOW URGENT CARE



2021 OHIO SAFETY CONGRESS & EXPO

Did you know the decisions you make in billiards and chess can also apply to disciplined decision-making at work, leading to greater productivity and improvements in company culture? Games, Blind Spots and Bias is just one educational session the BWC is offering at the 2021 Ohio Safety Congress & Expo (OSC21) March 10-11.

This annual free conference for business leaders, safety and health professionals, and others is totally online this year, offering a variety of educational sessions and a virtual expo you can enjoy from your home or office. Here are just a few of the topics our speakers will discuss:

- Crisis Preparation and Communication.
- Indoor Air Quality for a Healthy Workplace.
- Technical and Social Challenges for Tomorrow's Leaders.
- C-Suite Keys to a Positive Safety Culture.

Visit www.ohiosafetycongress.com to view the sessions. Registration is free.

Invite your colleagues and join the conversation online using @OhioBWC and #OSC21. Stay tuned as more information is released.

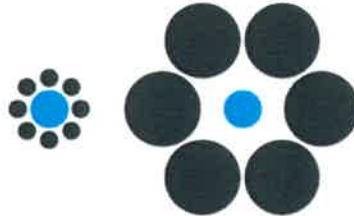
COMPARED TO WHAT? THE CONTRAST EFFECT

Have you ever noticed that sweet drinks generally taste sweeter if you drink them right after drinking something that is less sweet? Or that you are less confident when everyone around you seems to be a rockstar?

The next time you're feeling geeky, try this simple experiment involving three buckets of water.

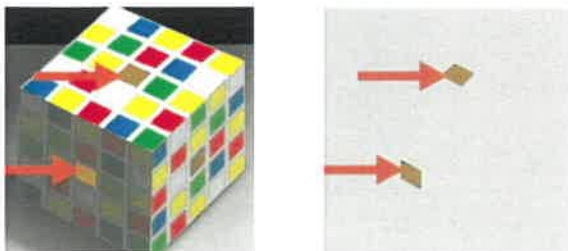
- Bucket 1 contains ice cold water.
 - Bucket 2 contains hot water.
 - Bucket 3 contains room temperature water.
- Place one hand in ice water and the other hand in hot water for a few minutes. Then place both hands in the room temperature water. The same temperature induces different sensations based upon each hand's prior environment.

Take a look at the image to the right. Does the blue dot on the left appear to be much larger than the blue dot on the right?



These are prime examples of the contrast effect at work. **Contrast effect** is an unconscious bias that happens when two things are judged in comparison to one another, instead of being assessed individually. Our perception is altered once we start to compare things to one another. Like Dr. Einstein said, everything is relative. The contrast effect is one of the most ubiquitous biases at work in our brains.

Consider this image of a multicolored cube. The arrows are pointing to what appears to be a yellow square and a brown square.



But when the other colors are removed, it's clear that both colors are the same. Now that you know that you can surely see that the two colors are the same when you look back at them in comparison to the other colors, right? No. Your brain cannot separate the individual squares from those around them.

Visual perception is not the only thing the contrast effect can skew. A teacher might grade a mediocre essay more harshly after reading an outstanding essay.

A 5'10" tall man standing next to a man who is 6'6" will seem short but he appears tall standing next to a 5'0" man. A reduced price looks much cheaper than it actually is only because the cancelled original price tag is still clearly visible. Or assume you just decided to buy a new suit. A smart salesperson might show you an expensive tie that goes nicely with the suit. Compared to the price of the suit, the tie does not seem too expensive, but without that comparison, you might not even consider buying such an expensive tie.

In recruiting and hiring, the contrast effect works exactly the same way. It's human nature to assess candidates compared to others rather than taking the time to evaluate each candidate on their skills, expertise, and experience. The brain – in its attempt to efficiently move things from the inbox to the mailbox – judges each candidate in comparison to those evaluated before and after. The result: weaker candidates may look stronger than they really are, and the person with the best qualifications may be overlooked.

There are two types of contrast effect:

Positive contrast effects. A *positive contrast effect* occurs when something is perceived as *better* than it would usually be perceived, because it's compared to something *worse*. For example, people tend to feel more physically attractive after they look at pictures of people who are relatively unattractive.

Negative contrast effects. A *negative contrast effect* occurs when something is perceived as *worse* than it would usually be perceived, because it's compared to something *better*. Students often feel less confident in their abilities when they're in a class of high-performing students. This is an example of a related social phenomenon called the big-fish-little-pond effect (BFLPE).

How to Counter the Contrast Effect—To reduce the degree to which you are influenced by the contrast effect, you have to first identify it at work and then break the connection between what you're trying to evaluate and the comparisons against it.

For example, if you're trying to evaluate the price of a product, you want to separate it from the comparison products and judge it on its own selling points. There are a few ways to do this:

- **Increase the time and space between the options.** Don't evaluate one choice right after another. Space them out.
- **Add more options.** A wider variety of choices can decrease the amount of contrast you notice between fewer choices.
- **Identify the most important features, benefits, or characteristics to you.** When you clearly define that, the irrelevant aspects become less compelling.

Obviously, if you're the one doing the selling, understanding the contrast effect can give you a big advantage.

WELCOME NEW MEMBERS

BURKE'S OUTLET

BUSINESS CATEGORY: Retail/Specialty Store

Becky Miller
2290 West Michigan Street
Sidney, Ohio 45365
Phone: (937) 498-0035
Web Site: www.burkesoutlet.com



Congratulations to Burke's Outlet on their recent Grand Opening at 2290 West Michigan Street in Sidney.

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We wish you the very best of luck!

DIGITAL AVENUE

BUSINESS CATEGORY: Advertising/Public Relations

Carol Pierce
6005 Short Road
Houston, Ohio 45333
Phone: (937) 763-0023

HOMES BY HILL LLC

BUSINESS CATEGORY: Real Estate

Paula and Zach Hill
104 Twinbrook Place
Sidney, Ohio 45365
Phone: (937) 638-5867
Web Site: www.homesbyhill.net

JOURNEY 4 SELF LLC

BUSINESS CATEGORY: Healthcare

Mary Jean Carpenter-Larger
121 East North Street
Sidney, Ohio 45365
Phone: (937) 902-2183
Web Site: www.journey4self.com



NOLL-FISHER, INC.

BUSINESS CATEGORY: Construction/Building Supplies

Mark Noll
214 West Main Street
P.O. Box 199
Anna, Ohio 45302
Phone: (937) 394-4181

BWC MARCH TRAINING OPPORTUNITIES

Weekly Webinars (11:00 a.m.—12:00 noon)

3/9—Is This a Confined Space? What You Need To Do
3/16—Accident Analysis

Virtual Classes (9:30 a.m.—1:00 p.m.)

3/1—Developing a Driver Safety Program
3/4—Emergency Preparedness Planning
3/9—Effective Safety Teams
3/16—Measuring Safety Performance
3/18—Hazwoper Waste Operations and Emergency Response Refresher
3/22—Electrical Safety Maintenance (NFPA 70B) - Practices for Electrical Equipment Maintenance
3/31—Confined Space and Assessment

To register, go to www.bwclearningcenter.com. You will need an account to use the Learning Center.

WORKFORCE PARTNERSHIP & SHELBY COUNTY UNITED WAY COLLABORATE TO HIRE CAREER COACH

In August 2020, Kelly Edwards joined the Workforce Partnership to fill the newly created role of Career Coach, which is a collaboration between Workforce Partnership and the Shelby County United Way. In her new capacity Kelly mentors high school seniors whose post-graduation plans are to directly enter the workforce with the goal to transition them into full-time employment offering a living wage and healthcare benefits. Kelly works closely with both public and private high school counselors to identify the student participants. The one-on-one meetings identify the student's goals, aptitudes, and workforce readiness. Kelly reviews Shelby County's living wage data with the students, which opens their eyes to the "adult" expenses they will soon incur.

During the first weeks on the job, Kelly had the opportunity to meet with many of the Workforce Partnership companies. These meetings focused on workforce needs and a facility tour. This upfront training allowed Kelly to assess the current job market and required skills.

"This new position will focus on matching appropriate skill sets and competencies to our local companies' positions. In doing so, high school graduates will enter full-time employment in positions that offer benefits and income growth potential. The Career Coach role and our partnership with Workforce Partnership will have a significant impact on the lives of our local graduates and the community." Scott Barr, President, Shelby County United Way.

During the first half of the school year, Kelly has already met with 90 students from eight school districts. After the first meetings, some students reached the decision to attend college or enlist in the military, thus completing their meetings with Kelly. At the start of the second semester, Kelly continues to meet with 50+ students. The fruits are beginning to be seen with three students receiving employment offers, and several others participating in job shadows to determine their career interest. The 3rd annual Power Lunch is slated for March 5th at The Palazzo and 34 students will spend the morning meeting with employers who are looking to recruit. Kelly has dedicated time to preparing these students with interviewing skills and resume preparation.

"This is just another piece to our puzzle of helping our Shelby County students find successful career paths. As we have seen our Workforce Partnership efforts grow over the past 6 years, this new position will help us close the loop. This will now allow us to go from career exposure to career education and then to career employment. We are extremely excited to help our Shelby County graduates", said Mick Given, Board Chairman, Workforce Partnership.

"The partnership between Shelby County Industries and our schools is vital to equip young people with the knowledge and tools needed to enter the workforce. I am thankful to be part of a program that helps to prepare students for their future success and supports our local community." Kelly brings 17 years of teaching experience to the position and she lives in Anna with her husband and three children.





- 03/05: Board Meeting, 9:00a
- 03/09: Membership Meeting 11:30a; Meals available, call by March 5 to pre-register. Sponsored by Versailles Health Care.
- 03/23: Health Luncheon returns! 11:30a; Meals available, call by March 16 to pre-register. Sponsored by Heritage Health Care.

AARP Tax Preparation through end of March. Call for appointment.

Visit our website Calendar for weekly activities!



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