

PERSPECTIVE

MAY 2023

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



MEETINGS & EVENTS

- 1 **Andrew Shaffer Insurance & Financial Services Agency Open House**
5:00—6:00 p.m.—1222 Wapakoneta Avenue (**new location**)
- 2 **YPconnect Steering Committee**
12:00 noon—Chamber Office, 101 South Ohio Avenue
- 3 **Shelby County Safety Council**
Topic: Wearables, Big Data & Workplace Health & Safety—Trends & Opportunities for the Next 10 Years
Speakers: Zach Kiehl & Jeremy Ward, Sentinel
12:00 noon—Wilson Health, 915 West Michigan Street
- 3 **Senior Center Blood Drive**
10:00 a.m.—4:00 p.m., 304 South West Avenue
- 5- **Mayfest Soccer Classic**
- 7 Tawawa Park & Landrum Soccer Fields
- 5- **Christian Academy Presents: The Princess Who Had No Name**
7:00 p.m.—Friday; 2:00 & 7:00 p.m.—Saturday;
7:00 p.m.—Sunday
Historic Sidney Theatre, 120 West Poplar Street
www.sidneytheatre.org/events
- 6 **Boots in the Street**
5:00 p.m.—Gates Open; 6:30 p.m.—Chase McDaniel;
7:45 p.m.—Jackson Dean; 9:30 p.m.—Niko Moon
Poplar Street, Downtown Sidney
www.visitsidneyshelby.com/calendar
- 9 **Chamber Board of Directors**
11:30 a.m.—The Hive, 101 South Ohio Avenue
- 12 **YP After Hours at Tavolo**
5:00—7:00 p.m.—101 South Ohio Avenue
- 12- **Sidney Dance Company Recital**
- 13 7:30 p.m.—Friday; 2:00 & 7:30 p.m.—Saturday
Historic Sidney Theatre, 120 West Poplar Street
www.sidneytheatre.org/events
- 17 **Workforce Partnership of Shelby County Signing Event & Business After Hours**
4:30—6:30 p.m.—Historic Sidney Theatre, 120 West Poplar Street—www.sidneyshelbychamber.com
- 18 **Chamber Leadership**
Topic: City & County Government
8:00 a.m.—Shelby County Annex Building, 129 East Court Street
- 18 **Shelby County Historical Society Presents: Innovation Shelby County Style**
7:00 p.m.—Ross Center, 201 North Main Street
www.visitsidneyshelby.com/calendar
- 19- **Sidewalk Sales in Downtown Sidney**
- 20 www.sidneyalive.wpcomstaging.com/eventscalendar
- 19 **Historic Sidney Theatre Presents: A Tribute to Linkin Park**
7:00 p.m.—120 West Poplar Street
www.sidneytheatre.org/events

ADDITIONAL MEETINGS/EVENTS ON PAGE 2

TOP 5 EMAIL MARKETING MISTAKES TO AVOID

Email marketing is the most effective form of marketing. It allows you to connect with your target market, build relationships, and achieve a closeness that is unheard of with other marketing methods. Keep these top marketing mistakes to a minimum for more success.

#1: Using Deceptive Sensationalized Subject Lines

The subject line of your email determines whether readers open it or trash it. In trying to create interest, many marketers mistakenly go overboard and use sensationalized subject lines. These are also known as click-bait titles. When clicked, the email doesn't deliver the content promised in the title. This leads your audience to mistrust you because they think you "have something up your sleeve" and have tricked them. When they feel this way, they will unsubscribe in droves.

Use subject lines that make readers curious about the details in the email. Keep the subject line short and simple to encourage readers to click and read. Deliver the content you hinted at in the subject line to make subscribers glad that they clicked to read.

#2: Disregarding Readability Factors

Technology advancements make it easier than ever to send and read email messages. However, because your audience can use a huge variety of devices, browsers, and apps to read email, there are many readability factors you need to consider when creating an email message. Your audience should be able to open and read your email messages regardless of the device or software that is used. This can often mean choosing to be clear over clever or cute.

Ensure that readability is not a problem by keeping the format simple and using software that automatically adjusts for the subscriber's device, browser, and app. Since you will be adding a call to action link, make sure that the link's destination page is also responsive and can be easily accessed and read. Don't spend a lot of effort on trying to make your emails look too fancy — some people's email browser might ruin some of your efforts without you realizing. A simple example is to check the links in emails on your phone — often these are changed to a default color by the device or browser settings. For this reason, my emails primarily have a white background and a dark text because it's easier to read on all devices.

When you design your next email, pretend

someone's older, tech-challenged grandma with bad eyesight is going to be getting your email. This will actually benefit more people than you realize.

Readability also includes your verbiage. If you had to re-read something twice, then chances are it's not clear enough for your readers.

Consider the fact that your email open rate will always be less than 100%. Additionally, just because people did open your email doesn't mean they actually read the whole thing. Increase the chances of people actually reading your emails by making them short & easy to read.

#3: Using a No-Reply Email Address

Using a "no-reply" email address discourages interaction with your readers. It can also give them the impression that you don't care what they think or need. When subscribers feel this way, they are more apt to mark the email as spam or unsubscribe from your list.

Both of these actions can hurt your reputation, limit your click-through rate, and reduce your profits. It can even lead to your domain or IP being blacklisted by the user's email client, if the email is marked as spam. This can have a far-reaching effect on your overall deliverability.

Strongly encourage subscribers to "whitelist" your email address and use your support system to ask questions or make suggestions. Add a prominent support link to the bottom of each email and use the appropriate "reply-to" features in your email system. Make sure you keep the line of communications open.

Also, make it easy for readers to adjust their subscription options. It beats the heck out of being marked as spam and blacklisted.

#4: Not Adding Value

When you have someone's email address, you have a greater connection with them than you may realize. They have made your emails a priority. Your subscribers give you the gift of accessibility because they feel that you add value to their lives. They want and need to hear from you.

Take this show of trust seriously. Show your appreciation. Make sure every message you send is valuable to them. If it doesn't add value, don't send it. To make your emails more valuable to your readers, focus on your audience's needs. Provide niche related solutions, suggestions, sources, services, and more. *(article cont'd on page 2)*

FROM JEFF'S DESK

For those that may have missed the broadcast email in late April on the 2024 total solar eclipse, check out the information below.

A little perspective... A total solar eclipse is a rare and spectacular event. On average, one happens somewhere on the Earth once every 1.5 years and only 21 solar eclipses have crossed the lower 48 in the entire history of the United States.

The last total solar eclipse visible in Ohio was in 1806. The next total solar eclipse will not be visible in Ohio until the year 2099.

One year from now? The "path of totality" during a solar eclipse is the path that the moon's shadow falls onto the Earth's surface. On April 8, 2024, the centerline for the path of totality will dissect Shelby County entering in the vicinity of Fort Loramie and existing near Botkins. To witness the 2024 solar eclipse in all its splendor, viewing along the path of totality is optimal. Outside of the path of totality, one will only see a partial eclipse.

Totality enters the southwest corner of Shelby County at approximately 3:09 p.m. and exits the northeast corner of Shelby County around 3:14 p.m. Excellent viewing locations will be numerous in this area including the City of Sidney, Villages of Fort Loramie, Russia, Botkins, Anna, & Jackson Center, each very close to the centerline on the path of totality.

Economic Impact—In my research, it's apparent that local fundraisers and for profit businesses will have an extraordinary opportunity to capitalize on this cosmic event. In some cases, the outcomes have been almost unbelievable.

The purpose for my writing today is to share this info with you and encourage you to begin discussions now should you wish to involve your organization or business in this opportunity. In the event you do, please keep me in the loop as I'm happy to help promote your special something and leverage same as a way to build tourism income for Shelby County.

www.visitsidneyshelby.com/the-2024-solar-eclipse-shelby-county-style/

Thanks for considering this opportunity and feel free to share.



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The team at White Pine Investments, Ltd. provides clients with services in Real Estate, Project Management, Appraisals for Estate Management, including Antiquities or other treasured valuables for Insurance, Personal or Probate needs.

BWC DRUG FREE SAFETY PROGRAM

Drug Free Safety Program (DFSP) is BWC's voluntary safety program developed to address workplace use and misuse of alcohol and other drugs. It's designed to help state-fund employers more effectively prevent on-the-job injuries and illnesses by integrating drug-free efforts into their overall workplace safety program. DFSP can help employers achieve both long-range safety and cost-saving benefits.

Eligibility requirements—To qualify for the program, as of the application deadline you must:

- Be a private, state-fund employer or a public employer taxing district;
- Be current on all payments due BWC;
- Not have cumulative lapses in workers' compensation coverage in excess of 40 days within the preceding 12 months;
- Be in an active policy status; and
- Report actual payroll for the preceding policy year, and pay any premium due upon reconciliation of estimated premium and actual premium for that policy year.

Enrolling in the program—Complete the Application for Drug-Free Safety Program (U-140) by the following deadlines:

- Private employers by the last business day of May preceding the policy year that starts July 1.
- Public employers by the last business day of November preceding the policy year that starts Jan. 1.

On the U-140, check the program level you are requesting.

You will also be asked whether you want to be placed in the State of Ohio construction contractor/subcontractor database, making you eligible to bid or work on state construction projects.

TOP 5 EMAIL MARKETING MISTAKES TO AVOID (cont'd)

#5: Too Much Focus on Selling

Emails that focus on making a sale tend to turn subscribers off. These types of emails often focus on a product or service and have multiple "buy" or "learn more" links in them. Instead of emailing about the product or service, email about the niche related problem your audience faces.

Help readers, who have the specific problem, see that they aren't alone and helpless. There are things they can do to fix or make things better. In other words, give them hope and then suggest a well-researched solution or information that will enable them to discover other options.

The key is to make your email primarily focused on the people, their feelings, their needs, and the things that are important to them. Benefits of the solution or information you provide should be secondary and details about product features should come last.

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



Upcoming events...

YPCONNECT AFTER HOURS
MAY 12TH 5:00P-7:00P
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JOIN US FOR DRINKS & NETWORKING

FOLLOW US FOR MORE INFO & THE LATEST UPDATES:



INTERESTED IN GETTING YOUR BUSINESS IN THE SPOTLIGHT? BECOME A YPCONNECT SPONSOR! / CONTACT: AWATKINS@MONEYCONCEPTS.COM FOR MORE INFO!

A morning of networking at our coffee mob event!



"Too many of us are not living our dreams because we are living our fears." —Les Brown

TUESDAY, MAY 23—CHAMBER GOLF CLASSIC

MEETINGS & EVENTS CONTINUED

- 19 Senior Center Presents: Friday Night Fun-Trivia**
7:00 p.m.—304 South West Avenue
FREE and Open to the Public 50 or Better
www.srcentersidney-shelby.com
- 20 Great Sidney Farmer's Market—OPENING DAY**
8:00 a.m.—12:00 p.m. Every Saturday through October 14
Shelby County Court Square
www.sidneyalive.wpcomstaging.com/eventscalendar
- 20 Sidney Alive Presents: Downtown Sidney Spring Street Fair**
8:00 a.m.—2:00 p.m.—Shelby County Court Square
www.sidneyalive.wpcomstaging.com/eventscalendar
- 20 SCARF's Furry Fun Run 5k**
8:00 a.m.—Tawawa Park at Geib Pavilion
www.facebook.com/HelpShelbyCountyAnimals
- 20 Sidney Cruise-in**
5:00—7:00 p.m.—www.shelbycountyhistory.org/exhibits.htm
- 20 Historic Sidney Theatre Presents: Pass the Mic**
7:00 p.m.—120 West Poplar Street
www.sidneytheatre.org/events
- 23 2023 Chamber Golf Classic**
10:30 a.m.—Shelby Oaks Golf Course
Still Time to Register BUT Spots are Filling Quickly!
www.sidneyschelbychamber.com/events
- 24 Edison State Mosaic of Community Leadership Conference**
8:00 a.m.—3:30 p.m.—Edison State, 1973 Edison Drive, Piqua
www.edisonohio.edu/mosaic
(more information on this page)
- 25 Human Resources Council**
Topic: TBD
12:00 noon—Holiday Inn Express & Suites, 450 Folkert Avenue
- 26 SCARF's Fur-Tastic Friday**
5:00—7:00 p.m.—Rudy & Steenrod Dog Park (located inside of Deam Park), 2100 North Main Street
www.facebook.com/HelpShelbyCountyAnimals
- 26- Buckeye Farm Antiques Show**
- 28 Shelby County Fairgrounds, 655 South Highland Avenue**
www.buckeyefarmantiques.com/2023-annual-show
- 29 Memorial Day—Chamber, SSEP & Workforce Offices Closed**

SETTING A GOAL? BRING YOUR BOUNCER

Have you ever noticed that people who say, "I'm always late!" are always late? And people who say, "I'm not creative at all!" are typically not very creative? We all craft a personal narrative and it's written by the words we use. If you tell yourself you're never going to lose weight, you probably won't. If you tell yourself you're angry, it's likely that you'll act angry. If you tell yourself you're a failure, you'll be able to come up with all kinds of examples to prove it.

"The words you speak become the house you live in." — Hafiz

Self-talk is a powerful thing! The stronger your belief is about what you can and cannot do, the more you will tell yourself that you can or cannot do that thing. The more you tell yourself, the more you'll look for evidence to prove it to be true. This is partially due to confirmation bias, but it also has to do with a tiny bundle of neurons found at the top of the brain stem. While it's only about the size of a pencil eraser, the reticular activating system (RAS) has a big job. As the brain's bouncer, it decides what information to let in and what information to ignore.

The human brain processes about 11 million bits of information per second, but we are only consciously aware of about 40 bits per second. Your RAS sifts through all the incoming information and presents only the pieces that are important to you. All of this happens without you noticing.

In the same way, the RAS seeks information to confirm that which you believe to be true. It filters the world through the parameters you give it, and your beliefs shape those parameters. If you think you are terrible at public speaking, it just may be so. If you really want to learn to paint, you'll tune in to the right information that helps you do that. If you are a conscientious member of your community, you will likely look for ways to be a thoughtful neighbor. The RAS helps you see what you want to see and in doing so, influences your thoughts and actions.

Think of the RAS as an executive assistant that allows us to focus on what we need or value and ignore everything else as junk. So, how does it determine what's important and what's junk? We program it by the things we think about and focus on. For example, imagine you're thinking about buying a sexy little sports car. Chances are pretty good that you'll start to see that car everywhere. Is it because there are suddenly more of them on the road? It's more likely that you've programmed that bit of information as "relevant" to your RAS.

Applying these principles, the RAS is actually the key to motivation and success, too. If you have a strong belief that you WILL reach that goal – losing weight, listening better, writing that book – your self talk will reflect that, and your RAS will be on the lookout for the people and things that will help you reach it. Program your RAS for what you want by intentionally writing a personal narrative that serves you.

I am creative.

I am a good listener.

I am an author.

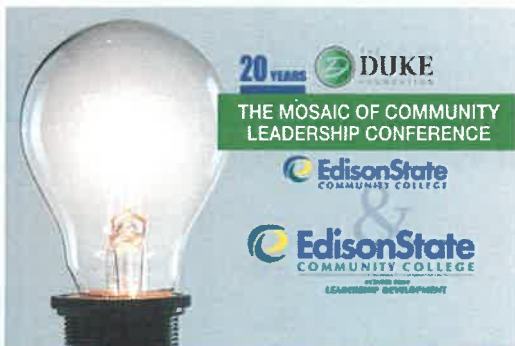
Tell yourself you are what you want to be, and then your brain will start to show you things that will help you get what you want to prove that belief is true.

Remember when your teacher scolded you for daydreaming? It turns out that the more you daydream about your goals, the more likely you'll reach them. Imagining yourself the way you want to be means that you are gradually programming your RAS to focus on your goals and ways to achieve them.

There is a wealth of research demonstrating the power of visualization, but the simplest method is to keep your goals clearly in focus. Simplify the objectives to a few words and write them down on sticky notes where you'll see them frequently. Send them to yourself in an email with one or two steps toward reaching them. Display your new "I will" or "I am" statement on your phone or computer wallpaper.

The RAS is not magic, and it's not woo-woo science. But it will allow you to notice more opportunities to help you get what you want. The caveat is that the opportunities you see will be relative to your beliefs, focus and vision. If the RAS can help you notice that car you're thinking about, why not put it to use on what really matters?

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MOSAIC OF COMMUNITY LEADERSHIP CONFERENCE
WEDNESDAY • MAY 24, 2023 • 8:00AM–3:30PM AT EDISON STATE

A ONE DAY CONFERENCE—\$59

Presented by—The Edison State Center for Leadership Development
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