



perspective

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

UPCOMING CHAMBER SEMINAR PRESENTED BY MARKETING ESSENTIALS VIA ZOOM

TOPIC: IMPROVE CUSTOMER RELATIONSHIPS & DRIVE SALES GROWTH WITH A CRM

DATE: THURSDAY, OCTOBER 15, 2020

TIME: 12:00 noon



Summary/Objectives:

Today's economy demands marketing and sales leaders to work more efficiently and cost-effectively. Businesses can no longer afford to waste time tracking down prospect and customer information, working in fragmented spreadsheets, or losing their most valuable asset -- customer and sales contact information. CRM or Customer Relationship Management is a system that aims to improve the relationship with existing customers, find new prospective customers, and win back former customers. The software facilitates collecting, organizing, and managing customer information and is typically used by sales, marketing, customer support and service teams. In this workshop, you'll gain a deeper understanding of how technology can maximize your limited resources. You'll walk away with the knowledge to:

- Identify how a CRM can simplify and even automate your marketing and sales capabilities and the cost-saving benefits that come with it
- Select a CRM and Marketing Automation Platform that's the best fit for your company
- Discuss how a CRM can streamline data through functional areas of your business and reduce lost opportunities

Registration details coming soon via mail and broadcast email.

CHAMBER OF COMMERCE BEAUTIFICATION AWARDS—NOMINATE A FELLOW CHAMBER MEMBER OR YOUR OWN BUSINESS TODAY!

For many years the Sidney-Shelby County Chamber has annually recognized member businesses and organizations that have made significant improvements to their facility within the calendar year. Beginning in 2019, our guidelines changed a little:

Project Requirements:

Significant Interior Renovation—Nominee takes occupancy of a previously vacant public space. Preparations for occupancy require interior renovation, decoration, new fixtures, flooring, etc.

Significant Exterior Renovation/New Construction/Landscaping—Nominee builds a new facility on a previously vacant or unsightly property; Nominee significantly renovates the exterior of a previously unsightly building; Nominee significantly alters or adds plantings and hardscapes to a previously unsightly ground area.

Process for determining if Level of Beautification Rises to the Level of Award Recognition:

- 1-5 photos of project area in advance of or as soon as the Chamber becomes aware of the project.
- 1-5 photos at completion of the project.

All projects may be highlighted on the Chamber Facebook page.

Those to be awarded a Beautification Award will be based on an evaluation of the significance and impact of their project in relation to other projects under consideration. Please don't hesitate to call our office with any questions.

OCTOBER Meeting & Event Dates

- 3 & 10** **Great Sidney Farmer's Market**
8:00 a.m.—12:00 noon - Court Square
www.sidneyalive.org
- 6** **National Night Out—Virtual Event**
5:30—6:30 p.m.
Check out Sidney Alive's FB page for more details
www.facebook.com/downtownsidneyalive
- 7** **Shelby County Safety Council via Zoom**
Topic: How to Handle a Visit from an OSHA Compliance Officer
Speaker: Gary Auman with Auman, Mahan and Furry
12:00 noon—Zoom
- 8** **Shelby County Lean Enterprise Council**
Topic: TBD
12:00 noon—Zoom
- 8** **Minster Bank Virtual Seminar—Elder Financial Abuse**
1:00—2:00 p.m. (more information on page 3)
- 9 & 10** **Downtown Sidney Sidewalk Sales**
10 Downtown Sidney
(list of participating businesses on page 2)
- 10** **Boos & Brews**
8:00 a.m.—2:00 p.m.—Downtown Sidney—Check out Sidney Alive's FB page for more details
www.facebook.com/downtownsidneyalive
- 10** **Bicentennial Tree Planting Ceremony**
10:00 a.m.—Courtsquare lawn
- 10** **Annual Chocolate Walk**
12:00—5:00 p.m.—Downtown Sidney
To purchase tickets and reserve your time slot, visit www.facebook.com/downtownsidneyalive
- 15** **Chamber Leadership—FIRST SESSION**
Topic: Leadership Development
9:00 a.m.—12:00 noon—The Hive
- 15** **Chamber Seminar Presented by Marketing Essentials via Zoom**
Topic: Improve Customer Relationships & Drive Sales Growth with a CRM
12:00 p.m.—Zoom (more information on this page)

ADDITIONAL MEETINGS AND EVENTS LISTED ON PAGE 2



FROM JEFF'S DESK

We all know Sidney and Shelby County to be a great place to work right? Data pertaining to the numbers employed here certainly support this premise. What we could benefit from, however, is a measure of greater success with attracting more people to live and visit here. But how?

Let's begin with our messaging. Sidney and Shelby County have a wonderful story to tell so earlier this year an initiative was undertaken to craft a new brand story, logo, and messaging for Sidney, that if used effectively, could influence public perception both near and far. With a focus on Sidney, we believe all in our county will benefit. Local organizations, merchants, service companies, and employers in general will benefit from increased population. County businesses will benefit in their recruiting efforts when presenting Sidney and Shelby County as an attractive place to live.

A committee comprised of local experts in marketing and branding accompanied by local stakeholders in economic development was assembled and quickly embraced the understanding that to be true to the community, its new brand had to be authentic. Through a carefully orchestrated community and destination branding initiative, committee members endeavored to create a "sense of place" for Sidney and Shelby County where people choose to live here because our area offers many of the social, recreation, and entertainment options they desire.

Fahlgren Mortine, a Columbus, Ohio based agency with placebranding expertise, was retained to help. To identify what makes Sidney and the Shelby County area special, local interviews with community members were conducted. Also interviewed were a number of area HR managers to gain their perceptions of Sidney as an option for relocation when they hire from outside the community. In addition, the branding committee itself participated in a five hour branding workshop to gain even greater insight into the perceptions of Sidney and our community at large.

Here's some of what we learned. Our community is thoughtful in our decisions and deliberate in our actions. We push, we challenge, we support and care but ultimately, we stand together. We are optimistic and believe in a better, more productive world. Our attitude is the energy that propels us forward.

We possess a modern charm, a quaint allure combined with several new and fresh shopping and dining options. We are blessed with an incredible corporate and non-profit base to strengthen our social support systems. We have a "maker mentality" that leverages our heritage in manufacturing and innovation. "Sidney is a proving ground for the American dream."

We are hard-working, humble, determined, and generous. We're a small town with big potential. A community enabled to grow economically where businesses big and small are empowered to connect and grow.

With these powerful themes in mind, our Brand Story was crafted to read as follows:

SIDNEY IS A SPIRIT

Perhaps Sidney is best defined by what you won't find here.

That's not to say we've got nothing going on. Far from it. We're up early. On the job. In the field. On the floor. At the office. In the store.

And we're working late. In our churches. At the food pantry. On the ballfield. In the barn. And at city hall.

If you're looking for "easy street" – you won't find it here.

We are a hands-on community. Actors of kindness. Doers. Leaders looking to mentor the next generation forward. This is a place where a thumbprint can lead to footprints. And footprints lead to change.

If you're looking for a laurel to rest on – you won't find it here.

We are moving. Building. Creating. Evolving. And we're driving toward a truth. Something we can all share. Work toward. Defend.

It's part memory. Of what they've built. Of what we've built. Of what we've stood for. Struggled for and built together.

But it's also a vision of the community we want to be. A future full of energy, optimism and ownership. A commitment to growth, opportunity and development.

Sidney is both a community and a community in the making. Created by the crafters, makers, artists, farmers and framers of our city. Who we are today isn't who we will be. Nor a limit on what we can be.

Because Sidney is a spirit you won't find anywhere else.

Next steps include the formulation of a brand rollout strategy with implementation shortly thereafter. We anticipate utilizing a combination of marketing channels to include print, digital, social and outdoor advertising to tell our community story to validate Sidney and Shelby County as an ideal place to live, work, and visit.



Sidney

OHIO

ADDITIONAL MEETINGS AND EVENTS

- 17 - Tour of Historic City Churches
- 18 TBD
- 26 - Annual Downtown Virtual Ghost Tour
- 30 7:00 p.m.—One ghost will be "released" each night
- 22 Human Resources Council
12:00 noon—TBD
- 29 YPConnect Mask-erade
4:30—7:00 p.m.
Historic Sidney Theatre, 120 West Poplar Street
www.sidneyshelbyshamber.com/events

DOWNTOWN SIDNEY SIDEWALK SALES

Check out downtown merchants on **October 9th and 10th**, have lunch and support local.

The shops of downtown Sidney are OPEN! Check out the list of participating businesses below.

- Dekker's Flowers
- Moonflower Aromatherapy
- Therapeutic Massage by Sonja
- Right to Life of Shelby County
- The Edge of Time
- Vintage Kitschy
- Wiford Jeweler, Inc.
- Magnum Music Center
- Ron & Nita's
- Vin & Joy
- Dollar General
- St. John's Thrift Shop

*Hours may vary—please contact individual shops for their specific hours



WELCOME NEW MEMBERS

SHELBY COUNTY VETERAN'S SERVICE COMMISSION

BUSINESS CATEGORY: Government

Chris North
133 South Ohio Avenue
Sidney, Ohio 45365
Phone: (937) 498-7282
Web Site: www.shelbycountyveterans.org



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| Basic Delivery Charge | 187.24 | Customer Charge | 7.61 |
| Commodity Charge 2584.0 kWh @ 0.0998772 \$ | 257.24 | Other Delivery Charges | 7.61 |
| Current Supplier Balance Due | 287.24 | DP&L DELIVERY TOTAL | \$14.41 |

CHAMBER ENERGY PROGRAM
Call today. We can help. **330-208-2082**

Eligible Electric Regions

- AEP
- Duke Energy
- Ohio Edison
- Dayton Power & Light
- Illuminating Company
- Toledo Edison

MINSTER BANK TO OFFER ELDER FINANCIAL ABUSE VIRTUAL SEMINAR

THURSDAY, OCTOBER 8

1:00—2:00 p.m.

Speaker: Sylvia Pla-Raith, MA

At this virtual seminar you will learn about awareness and prevention. Learn how to protect yourself and your loved ones from elder abuse, neglect and financial exploitation.

Sylvia Pla-Raith brings 30+ years of experience working in the interest of older adults and elder justice. She is currently the lead staff member of the Ohio Attorney General Dave Yost Elder Abuse Commission and the director of the Elder Justice Unit.

Register at: www.minsterbank.com



CHAMBER FOUNDATION GRANT APPLICATIONS DUE BY OCTOBER 15

Just a reminder, the Sidney-Shelby County Chamber of Commerce is inviting its member school systems and other Chamber organizations involved with the education of Shelby County youth to make application to its Foundation for an education grant.

To request a 2020 Foundation grant application, call the Chamber office at (937) 492-9122, e-mail Jeff Raible at jraible@sidneyshelbychamber.com or download the application from the Chamber web site at www.sidneyshelbychamber.com. The deadline for submitting completed applications is October 15th.

MEMBER SPOTLIGHT—VANDEMARK FARM

The Fall Fun 2020 Season is in full swing at Vandemark Farm—Come Get Lost! From now through Sunday, November 1st the farm will be open during the following hours:

Friday— 6:00—11:00 p.m.
Saturday— 2:00—11:00 p.m.
Sunday—12:00—7:00 p.m.

Vandemark Farm is also open weekdays for group reservations.

NOTE: All guests under the age of 16 must be accompanied by an adult

Admission Cost: \$10.00 per person (under 5 are free) - includes lost land corn maze, unlimited minigolf, one hayride, barn yard play zone (new this year), bonfire and concessions (discounted rate for organized groups). Unfortunately, the ziplines and giant swing are currently closed for 2020 season. Driving range is open daily to the public from dawn until dusk - bring your own clubs. Self service ball dispenser takes \$1.00 and \$5.00 bills.

Give Dwight or Missy a call at 492-2306, visit their web site at www.vandemarkfarm.com or on Facebook at www.facebook.com/vandemarkfarm

Vandemark Farm offers extreme outdoor fun for everyone, groups of all sizes and individuals of all ages!



UPCOMING BWC WEBINARS

Tuesday, October 6—Emergency Action Plans—What Are Some Key Elements (Replay)

Instructor: Lisa Houston

This course is designed to help participants in identifying the key elements in an emergency action plan. Topics address a systematic approach to creating a plan that can be applied immediately.

Tuesday, October 13—The New BWC Website and Other Great Online Resources

Instructor: Sharon Roney

This webinar demonstrates navigation of the new BWC website and shows other places online to find safety information and general learning materials.

Tuesday, October 27—Reducing Injuries Using Ergonomics Concepts

Instructor: Debora Roth

This webinar will discuss how to focus on ergonomic issues and how dealing with these issues will improve your workplace. You will have a better understanding why certain body parts are susceptible to ergonomic related injuries.

All webinars will be held from 11:00 a.m.—12:00 noon. To register, go to www.bwclearningcenter.com. You will need an account to be able to use the Learning Center but, on the homepage is a button that says “weekly webinars”. Click on that button to open the registration links. Need help? Contact Kaylee Blevings at Kaylee.b.l@bwc.state.oh.us.





We are OPEN! Please come on down.

Carry-In luncheons are still on-hold,
as are special events.

However, we are open normal hours
with your favorite activities!

- 10/13: Evening Euchre resumes



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



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