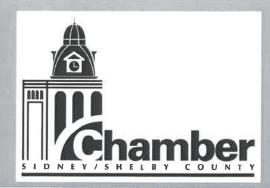
PERSPECTIVE

SEPTEMBER 2023

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



MEETINGS AND EVENTS

- Ashley Himes Insurance and Financial Services Ribbon Cutting 12:00 noon—247 West Court Street
- 2 Great Sidney Farmer's Market
- 30 8:00 a.m.—12:00 p.m. Every Saturday through October Shelby County Court Square www.sidneyalive.wpcomstaging.com/eventscalendar
- Wilderness Trail Open House 12:00—5:00 p.m.—Fort Loramie Historical Assoc., 37 North Main Street, Fort Loramie www.facebook.com/fort.loramie.historical.association
- 6 Shelby County Safety Council
 12:00 noon—Wilson Health Professional Building,
 Lower Level Conf. Rooms, 915 West Michigan Street
 Topic: Brain Injury and the Workplace
 Speaker: Lauren Holly, Brain Injury Association of Ohio
 www.sidneyshelbychamber.com/events
- 6 Sidney Alive's 7th Birthday Celebration 4:00—8:00 p.m.—Court Square Lawn DON'T MISS IT—The Spot Restaurant is Donating 20% to Sidney Alive for Dine-In Purchases www.facebook.com/downtownsidneyalive
- 7 YPconnect Steering Committee 12:00 noon—Chamber Office
- 9 SCARF—Operation Shelter Supplies (more information on page 2)
- 9 Rotary Pancake Breakfast 8:00—10:30 a.m.—Northeast Corner of Court Square, Downtown Sidney (more information on page 3)
- 12 Chamber Board of Directors
 11:30 a.m.—The Hive, 101 South Ohio Avenue
- 12 YPLunchMob at Mojitos 12:00 noon—1306 Wapakoneta Avenue
- 12 Seniormark Seminar: Medicare Planning 5:30 p.m.—2551 West Michigan Street RSVP Required—www.seniormark.com/workshops
- 13 Seniormark Seminar: 401k/Social Security Planning

5:30 p.m.—2551 West Michigan Street RSVP Required—www.seniormark.com/workshops

- Seminar: Use Facebook for Business
 Growth: 7 Essential Tips & Tricks
 8:00—9:30 a.m.—Holiday Inn Express & Suites, 450
 Folkerth Avenue (more information on this page)
- 14 Shelby County United Way Campaign Kick-Off

I I:30 a.m.—I:00 p.m.—The Palazzo, 309 South Main Street, Botkins

- 14 Sollmann Electric—Celebrating 50 Years 4:00—7:00 p.m.—Murphy's Craftbar & Kitchen, I 10 East Poplar Street—RSVP (937) 492-9122 or deilert@sidneyshelbychamber.com
- 15 The Valley Church Sidney Ribbon Cutting 12:00 noon—300 East Parkwood Street

WE RIBBON CUTTINGS!



Congratulations to Yvonne Groves and her team at Whole Body Aesthetics on their recent grand opening! Pictured above are Yvonne and her son Lincoln cutting the celebratory ribbon while her husband Pat and Amber Jones hold on tight. Wishing you all incredible success for many, many years to come! If you haven't seen their amazing new space, check them out at 670 North Vandemark Road.

2023 ECONOMIC OUTLOOK LUNCHEON PRESENTED BY WISEBRIDGE WEALTH MANAGEMENT IN PARTNERSHIP WITH THE SIDNEY-SHELBY COUNTY YMCA AND THE SIDNEY-SHELBY COUNTY CHAMBER OF COMMERCE

Tuesday, October 10, 2023 11:30 a.m.—1:15 p.m. Sidney-Shelby County YMCA, 300 Eas

Sidney-Shelby County YMCA, 300 East Parkwood Street RSVP to the YMCA by October 5 at (937) 492-9134







All securities through Money Concepts Capital Corp Member FINRA/SIPC. WiseBridge Wealth Mgt is not affiliated with Money Concepts Capital Corp Nick Ng, CFA® is the Lead Portfolio Manager and Chairman of the Investment Committee at Liberty One. Nick is responsible for integrating the idea genera-

for integrating the idea generation, research, and portfolio construction process into a unified investment engine that exists today. Nick spearheads Liberty One's strategic investment vision and leads all investment efforts at the firm.

USE FACEBOOK FOR BUSINESS GROWTH: 7 ESSENTIAL TIPS &

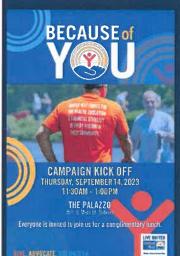
TRICKS

marketing **& essentials**

We use Facebook in our personal lives but, promoting your business on Facebook is a different ballgame. If you want your business' content to reach consumers, having a presence on Facebook is a given. But to make the most of your page, to attract and engage visitors, drive them to your website, and convert them into leads (and eventually customers), you need to optimize your Facebook presence.

In this interactive workshop, participants will discover the secret tips to stand out in the crowd and have their Facebook channel reviewed by a social media expert to help your business take action and get results immediately.

<u>Presenter</u>: Erika Huffman, Marketing Specialist. RSVP required. Seats are limited. Email jraible@sidneyshelbychamber.com or call (937) 492-9122.



FROM JEFF'S DESK

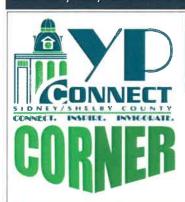
The Sidney-Shelby County Chamber of Commerce is again inviting its member schools and other Chamber member organizations involved with education of Shelby County youth to make application to its Foundation for an education grant.



The Chamber Foundation is an important component of our overall mission. Through the generosity of Chamber members, we are able to financially support many wonderful educationbased programs throughout Shelby County. These are teacher driven, education enrichment initiatives that might not otherwise occur without support from our Foundation.

Last year Chamber Foundation Trustees approved twenty (20) grant requests submitted by Chamber member schools and other youth education organizations. In total, more than 15,850 was granted to the following: Lehman Catholic High School, Shelby County Ag Society, Fort Loramie Local Schools, Russia Local Schools, Sidney City Schools, OSU Extension—Shelby County 4-H, Fairlawn Schools, Shelby Hills Preschool, Botkins Schools, Midwest Regional ESC, Shelby County Historical Society, Raise the Roof for the Arts, Holy Angels Catholic School, Journey 4 Self, Big Brothers Big Sisters, Jackson Center Schools, Sidney-Shelby County YMCA. In addition, the Chamber Foundation continued its support for the Workforce Partnership of Shelby County with a substantially increased level of funding pledged for years 2023 and 2024.

To request a 2023 grant application, interested Chamber members can call 937-492-9122, email jraible@sidneyshelbychamber.com or download the application from our we site www.sidneyshelbychamber.com. The deadline for application submission is October 13, 2023.



SPONSOR

Spotlight

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

YPCONNECT LUNCH MOB

TUESDAY, SEPTEMBER 12TH MOJITOS 1306 WAPAKONETA AVE. -SIDNEY

YPCONNECT COFFEE MOB

TUESDAY, OCTOBER 3RD GREENHAUS COFFEE - 126 E. POPLAR - SIDNEY

YPCONNECT LUNCH & LEARN

WALLACE LEARNING & INNOVATION CENTER THURSDAY, OCTOBER 12TH

FOLLOW US FOR MORE INFO & THE LATEST UPDATES:



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





CHAMBER MEMBER BENEFITS—ARE YOU UTILIZING THEM?

Chamber Mail—Flyers sent to membership in January, April, July and October—advertise your upcoming event, sale or just tell fellow members all about your business.

Chamber Gift Certificate Program—it's never too early to start thinking about recognizing your employees during the holidays--or any time of the year! www.sidneyshelbychamber.com

MEETINGS AND EVENTS CONTINUED

- 15 Fall Harvest Festival at Lake Loramie
- 17 www.lakeloramiefallfest.com
- 15 Historic Theatre Fall Arts & Arches Festival
- 16 www.visitsidneyshelby.com/calendar
- 16 Fall on the Farm at Crossway Farms

10/29 www.crosswayfarms.com/fall-on-the-farm

16 Cruise Sidney

www.shelbycountyhistory.org/exhibits.htm

22 Wilson Health Foundation 29th Annual Golf Classic

9:30 a.m.—Shotgun Start

Arrowhead Golf Club, 2211 Dirksen Road, Minster www.wilsonhealth.org/wilson-health-foundation

- 22 German Heritage Days
- 23 Canal Park, 15 North Main Street, Fort Loramie www.facebook.com/german.heritagedays
- Senior Center Spaghetti Dinner Fundraiser 5:00—7:00 p.m.—304 South West Avenue—\$10/person
- 22 SCARF Fur-tastic Friday 5:00-7:00 p.m.-Lawn by Gay Smith Associates Realty www.helpshelbycountyanimals.com
- 23 Senior Center Presents: Wild West Dance 7:00 p.m.-304 South West Avenue FREE and Open to the Public Age 50 or Better
- 28 Human Resources Council Topic: Mental Health in the Workplace Speaker: TBD

12:00 noon-Holiday Inn Express & Suites, 450 Folkerth Ave.

28 POWERful You Luncheon

Topic: Keeping Your Feet Healthy to Keep You Moving Speaker: Dr. Laurie Nielsen-Haak, Wilson Health 11:30 a.m.—1:00 p.m.—Wilson Health Professional Building, Lower Level Conference Room, 915 West Michigan Street

28 Sidney Alive Presents: Open Air Dinner 5:30-8:30 p.m.-Court Square Lawn www.facebook.com/downtownsidneyalive (more information on page 3)

ELTER SUPPLII

Shelby County Animal Shelter 610 Gearhart Road, Sidney, Ohio



Needed Supplies: • Trash Bags (13 gallons)

- Kitten Dry FoodKitten Milk Replacer
- Kitten Bottles
- Bleach
- · Mr. Clean or Lysol Floor Cleaner
- Hose Reel
- Dog Collars
- · Cat Toys
- · Flea and Tick Items
- Dog Moist Treats
- Scrubbing Brushes
- · Paper Towels · Amazon Wishlist Items







The mission of SCARF is to raise funds to support the Shelby County Animal Shelter in safe adoptions, education & community outreach concerning abused and neglected animals, medical procedures, eliminating euthanasia of adoptable animals, and maintaining best practices. For more information on S.C.A.R.F. visit helpshelbycountyanimals.com

P.O. Box 671, Sidney. Ohio 45365 · email: helpshelbycountyanimals a gmail.com

WELCOME NEW MEMBERS

AUGLAIZE INDUSTRIES, INC. **BUSINESS CATEGORY: Social Service/Not for Profit**

Michael Lause 330 West Boesel Avenue New Bremen, Ohio 45869 (419) 629-3603 www.auglaizeindustries.weebly.com



RELIABLE PROCESS SOLUTIONS BUSINESS CATEGORY: Consultant/Training/HR Spt.

Terry Harris 656 Ridgeway Drive Sidney, Ohio 45365 (937) 498-4730



www.reliableprocesssolutions.com

SIDNEY WINDUSTRIAL **BUSINESS CATEGORY:** Distributors/Wholesalers

Brandon Kile 1455 North Vandemark Road Sidney, Ohio 45365 (937) 492-0170



www.winsupplyinc.com/location/sidney-OH/45365

SMALL TOWN RESCUE AND INVESTMENT BUSINESS CATEGORY: Real Estate

Carolyn Stock-Massingale 850 Euclid Avenue, Suite 819 #2969 Cleveland, Ohio 44114 (937) 419-4054 www.smalltownrescueandinvest.com



VALLEY CHURCH SIDNEY, THE **BUSINESS CATEGORY:** Churches

Cindy Porter 300 East Parkwood Street Sidney, Ohio 45365 (937) 778-8822 www.thevalley.church



WHOLE BODY AESTHETICS **BUSINESS CATEGORY:** Beauty Salon/Barber Shop

Yvonne Groves 670 North Vandemark Road, Suite 101 Sidney, Ohio 45365 (937) 658-0619 www.facebook.com/WholeBodyAesthetics







FIVE WAYS TO IMPROVE (OR BUILD) TEAM **CULTURE IN YOUR BUSINESS**

Many small businesses overlook the importance of team culture. They might do so because they feel they have a transient workforce and people won't stick around. It's possible they believe they're simply too small and team culture is for larger companies. But that's not the case. A team or company culture is as important as your brand. You're not too small for one of those, are you?

Why Team Culture Is Important to Small Business. Team culture is important in small business because it shapes the attitudes, behaviors, and interactions of employees within the group. A strong team culture can create a sense of unity and shared purpose among employees, which can lead to increased productivity, satisfaction, and revenue.

In a small business, the actions of every team member can have a significant impact on the success of the business. When employees share a common set of values and goals, they are more likely to work together effectively in achieving those goals. A strong team culture creates a supportive work environment that encourages collaboration, creativity, and innovation.

A strong culture can also help you attract and retain top talent. When employees feel they are part of a team that values their contributions and supports their growth and development, they are more likely to feel engaged and committed to their work. This, in turn, can lead to higher job satisfaction and employee retention rates. Even if you operate a seasonal business, employees who like your culture will return on their breaks and/or refer you to others looking for work. Plus, satisfied employees always provide better service.

How Do You Build (or Improve) Team Culture? So how do you build a strong team culture in a small business? It's easier than you think. You just need to focus on five areas of importance:

- 1. Defining business values and goals
- 2. Hiring the right people
- Encouraging good communication and valuing input 3.
- 4. Recognizing and rewarding success
- Leading by example



Defining Business Values and Goals. Knowing who you want to be is the first step to building your company culture. Without this critical piece, you are putting your car together while you're driving down the road. Not ideal, and likely to cause more confusion and inefficiency than if you took the time initially to put it all together beforehand. That's not to say you can't create or rework values and goals as an established business, but you'll save yourself headache if you do it upfront.

After you have established your core values and goals, communicate those to your employees and your customers. This will help people know what's important to you and what you stand for. Making your values and goals public will attract the type of people who like these things about you and identify with them.

Hiring the Right People. Hiring and training are some of the most expensive parts of your business. When you make a bad hire, you not only struggle to have them do the work, but you run the risk of their attitude or bad practices infecting the rest of your employees. Before you hire anyone, be clear on the kind of attributes you want in an employee. Sometimes an empty seat is better than one filled by the wrong person.

After you hire, remember the words of Perry Belcher, co-founder of DigitalMarketer.com, "Nothing will kill a good employee faster than watching you tolerate a bad one."

Encouraging Open Communication. For your team to work together effectively, you want them to feel secure and welcome to bring up issues, congratulations, feedback, and any other kind of communication. You can do this by being easy to get in touch with and setting up regular communication channels. Find out how your employees like to communicate. If texting is their preference, so be it. Make sure you (and other levels of leadership) are approachable.

When employees come to you with a concern or feedback, listen to them and respond to what they have to say. You may want to create an avenue where they can provide anonymous feedback.

Recognizing and Rewarding Success. Recognition and reward are important to any highperformance team but what type of recognition/reward is valued by each employee varies. Understand what makes them happy. If you employ high school kids or college students, money and gift card rewards could be large motivators for them. If your employees have a family, a bonus day off may be a bigger draw. Make recognition a regular practice even if it's just small recognitions you give. Everyone wants to feel appreciated.

Lead by Example. You (and your leadership) should be working examples of the team culture, You must model desired behaviors and encourage growth and development. If your team doesn't see you doing the things you ask of them, it will erode the trust they have in you and discount what you say. For instance, if you stress the importance of work/life balance but they never see you go home, they'll have a hard time believing you mean it. Building a memorable team culture is an ongoing commitment. It will help you attract the right employees and customers. Being without a team culture is like deciding your business doesn't need a brand. How will people recognize you without one?

Facebook



-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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