

The BusinessLine

VOLUME SIX

A MONTHLY NEWSLETTER FOR OACC MEMBERS

MAY 2009

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Welcome New Members

Beacon Marshall Co.
Joe Palmer

Strategic Alignment Group, LLC
JB Bryant

**Tuesday
JUNE 9**



**Leadership Orrville
BLOOD DRIVE**
at Christ Church on Main Street.



This fundraiser is held in cooperation with Dunlap Hospital and helps the L.O. Class pay for community projects & scholarships

Strategic Alignment Group, LLC



Partnering For Profitability And Growth Strategic Alignment Group, LLC

– partnering for growth in good times and profitability in tough times – builds results-driven, effective organizations.

Located in Orrville, they partner with organizations of all types – manufacturing, government, retail, service, professional firms, non-profit, healthcare, churches, et al.

Partners in Good Times

Business is booming for a handful of companies. If that's you, your primary focus is on Sales and Development: Building a loyal customer base, increasing market share, strengthening leaders and employees, and increasing innovation.

Strategic Alignment Group is here to assist you in taking those initiatives to a higher level by aligning your people and processes to your strategies and desired outcomes – with results that are both predictable and sustainable.

Partners in Tough Times

For many other companies, however, these are turbulent times. Sales are significantly down due to external dynamics. There is very little they can do about it that they are not already doing. Leaders in such trying times realize that the only way to remain profitable may be to focus on waste

through cost reduction. Strategic Alignment Group partners with those organizations to identify and remove unnecessary costs from their processes. Again, they become your partner in achieving predictable, sustainable results.

All services come with a guarantee, which is detailed on their website.

Third Party Objectivity

Enlisting a third-party often makes good business sense. Outsiders can help you uncover opportunities that you may be too close to the situation to see.

What *doesn't* make sense is paying large sums of money to hire a consultant to learn your business and then implement changes for you. This is akin to hiring a family counselor to live in your home for an extended period of time and then fix your family problems for you. You know your business better than an outsider ever could, and you already have the structure in place to incorporate positive change. Training an outsider on your business can traditionally account for 50%-80% of their fees and extends time-to-ROI by approximately that much as well.

Methodology

Instead of coming in with a set of answers, Strategic Alignment Group brings the right questions to the table. They tailor their approach to your organization's specific needs and wants and its unique structure and capabilities. You remain fully in con-

trol of your organization, fully in control of implementation, and fully responsible for the improved results you'll achieve. And because it is your organization making the improvements, the improvements will become part of the fabric of who you are..

Values

Strategic Alignment Group operates under a strict value system that is grounded in biblical principles and customer-servant orientation.

Partners

In addition to its own services, Strategic Alignment Group has partnered with a select group of service providers in Northeast Ohio who share similar values and provide high quality complementary services when needed to provide whole-system improvement. Additionally, Strategic Alignment Group is part of a 600-member network-of-equals throughout the US who are ready to contribute any time they are needed.



JB Bryant

Contact
JB Bryant,
CEO &
Senior
Consulting
Strategist

330-465-0927

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www.stratalignment.com

1st Annual "Healthy Habits Champion" Award



Dr. Andy Naumoff accepts the Healthy Habits Champion Award from Mayor Dave Handwerk, as Judy Erb looks on.

This award goes to a person who exemplifies healthy living. It goes to someone who strives to make Orrville a place where people understand and practice good health habits, a person who leads the way by example, involvement and dedication to the goal.

After years of treating patients for illnesses that were the result of poor lifestyle choices, Dr. Andy Naumoff knew

that his patients could be healthier individuals if they made basic changes that could prevent many health issues before they started.

This personal and professional mission for his patients led him to initiate a community coalition in 2003 with a mission to serve as the catalyst for improving decisions about fitness, nutrition, and lifestyle made by individuals, groups and institutions within the greater Orrville community. His mantra was and still is: Eat Right, Don't Smoke, Keep Moving!

The coalition set forth to bring community resources together and to inspire change one person at a time. Six years later the Growing Healthy Habits Coalition has come a long way from those humble beginnings, thanks to Andy's dedication, tenacity

and leadership. They know there is much more to do, but they are willing to carry the torch and seek others to join the initiative.

Dr. Naumoff is champion and a visionary in preventative medicine. He believes Orrville can be the healthiest city in the country! Indeed he is making a difference as evidenced by the fact that Orrville has won the Healthy Ohio Community Award for 3 years in a row!

\$250 has been donated to the YMCA in Andy's name. His family suggested that would be an appropriate charity to receive this gift.

Henceforth this annual award will be called "The Dr. Andrew Naumoff Healthy Habits Champion Award".

Congratulations!

BBB at Expert T's

Joe Kennedy and his staff did a fine job hosting Chamber members at the April 9th "Breakfast Before Business" at his newly opened store in downtown Orrville.

Visitors enjoyed seeing the wide array of shirts, jackets, hats and other gift items available at the store. Demonstrations of the impressive embroidery machine had everyone entranced, and the take home gift of a cloth carry-all was greatly appreciated!

The Orrville store is Kennedy's second location. Expert T's also has a Wooster location. Stop by Expert T's at your earliest convenience to find out what they can do for you.



L-R: Helen Meyers, Orrville Area United Way; Dr. John Chiofalo, Orrville Chiropractic; Joe Kennedy, owner of Expert T's; Audrey Merkle, Audrey's Attic; JoAnn Sommer, Embroidery Joe's—part of Expert T's; and Rod Steiger, Dunlap Community Hospital; standing in front of the amazing embroidery machine. Kennedy will also be adding silk screening services.

4th Friday Business Matters: BWC & Worst Case Scenarios



As hard as it may be to believe, those worst case scenarios really do happen. The audience at the April 24 O.A.D.F. 4th Friday Business Matters luncheon heard all about four of them, and a panel of experts responded to questions about how and why the Bureau of Workers' Compensation handles situations the way they do. The program was very informative. Series II of this year's luncheons will begin on July 24.

Panel members L - R:
 Gail McGory, MSN, NP-C, *Dunlap Healthworks*
 Dennis Taddeo, *Ohio BWC*
 Dr. Robert Lindsay, *Dunlap Healthworks*
 Susan Baker, *Attorney, Critchfield, Johnston & Johnston*
 Stacey DiGuilio, P.T., *Dunlap Community Hospital*
 Carrie Janosek, *Account Executive, CareWorks.*

In case you were wondering...



Yes, that was the Chamber Board and yes, they were on top of our building! If you haven't seen our "steppin' it up" video, go to our web site, look for the colorful graphic above, and click on the video link. By the way, it was chilly and windy that day, and by golly, they really did step it up!

Harvest Moon Has Special May Events

120 N. Main Street



**MAY DAY
MOONLIGHT
EVENT**

Open extra evening hours
5:00 - 9:00 pm Friday, May 1
Refreshments



**MAY
FRIENDS DAY**

9:00 am—5:00 pm
Saturday, May 16
Refreshments



Time to check all flags you fly! Replace with new before Memorial Day — May 25th. *Thank you!*

Putt-n-Stuff Winner



Alyssa Henley of Dalton guessed the number of eggs right on the button (247) in the Putt-n-Stuff Easter Basket at this year's Bunny Trail. Alyssa, who had never been to Putt-n-Stuff before, won a Birthday Party for 12. This great promotional idea, created by owner Dana Carpenter, therefore brings a new family and friends to his family entertainment center. Mini-Golf, Go-Carts, a Climbing Wall, Laser-Tag, Bumper Boats, Batting Cages, an Indoor Playground, Sand Volleyball and a food menu are all available at Putt-n-Stuff.

www.puttinstuff.com

ECONOMIC INDICATORS

	<u>FEB 2009</u>	<u>JAN 2008</u>	<u>FEB 2008</u>
Unemployment, U.S.	8.9%	8.5%	4.8%
Unemployment, Ohio	10.2%	9.7%	6.3%
Unemployment, Wayne County	9.6%	7.1%	5.4%
Labor Force Employed (county)	54,800	54,600	57,100
Labor Force Unemployed (county)	5,800	5,300	3,000
Consumer Price Index	212.19	211.14	211.7
Inflation Rate	.24 % February 2008 to February 2009		
Electric Meter Bills	7,020	7,019	6,959



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Special Insert Pages Below - please continue to read

Deadlines for coming events:

Safety Lunch on MAY 13 - RSVP by May 11

Touch-a-Truck Party on AUGUST 8 - RSVP by June 12

Thank You!



Back to Basics

SAFETY COUNCIL LUNCHEON



Ohio Bureau of Workers' Compensation

BWC AWARDS DAY

- . 100%
- . Special
- . Group
- . Achievement

Wednesday, May 13

Maibach Ford Community Room

Please call 682-8881 or email Tiffany@orrvillechamber.com
for reservations by **MONDAY** May 11th at **NOON**

Thank you to this month's
sponsor:
The J.M. Smucker Company



BuyOrrville! Gift Certificates

are accepted at these Orrville Area Chamber businesses:

AUTOMOTIVE

- Bob Snyder Auto Exchange
- Danny's Auto Care
- Flynn's Tire & Automotive Center
- Maibach Ford, Inc.
- Main Street Car Wash & Lube Center
- Nussbaum Automotive
- RNS Service
- Serpentine Chevrolet, Pontiac, Buick

ENTERTAINMENT & MEDIA

- DJ Dave/The Inflatables
- Hampton Inn (Wooster)
- Hilton Garden Inn (Wooster)
- OrrViews
- The Pines Golf Club and Restaurant
- Putt-n-Stuff
- Riceland Golf Course
- Royal Star Inn

FOOD

- Buehler's Orrville
- Barn Stone Cafe
- Dalton Dariette
- Dravenstott's Restaurant
- East of Chicago Pizza Co.
- Heartland Point Cafe
- Jerry's Café
- Marshallville Packing
- Michael's Bakery
- Ming Hing Chinese Restaurant
- Mrs. J's Restaurant
- Muddy Waters Café
- Orrville Dairy Queen
- Senor Panchos
- Subway

PERSONAL & RETAIL

- Audrey's Attic
- Bennet's Appliance Center, Inc.
- Bert's Marathon
- The Bouquet Shop II
- Brown's Furniture
- Buchwalter Greenhouse, Inc.
- Buehler's Orrville
- Cellular Central (Verizon)
- Compliments at Trendsetters
- Expert T's
- Goodwill Industries of Orrville
- Harvest Moon
- Heartland Point
- Johnson Hardware Co.
- Lehman Hardware (Kidron)
- LifeScapes Studio (Kidron)
- Making Faces Skin Care
- Orrville Cycling & Fitness
- Orrville Pet Spa & Resort
- PackShip USA
- Runions' Furniture
- Seifried's Pharmacy
- Sharp Images
- Shisler's Cheese House
- Stoller Floors
- Stoller Lawn & Garden
- The J.M. Smucker Co. Store and Café
- Treasures & Time Distinctive Jewelry

If your business is not listed and you would like to be included, please give us a call. 330-682-8881
The Orrville Area Chamber of Commerce

Purchase

BuyOrrville!

Gift Certificates
at these local banks



The Commercial & Savings Bank



BuyOrrville!

Perfect for
Spring Giving



SATURDAY, AUGUST 8

JLG Industries, E Chestnut Street

11:00 – 2:00

www.orrvillechamber.com

YES! Count us in – we want to attend the 2009 Touch-A-Truck Party!
 Please complete this form and return to us — fax 682-8383, email Lori@orrvillechamber.com or call 330-682-8881.

REGISTRATION DEADLINE : June 12

Name of business _____

Contact name _____

Phone _____

Email _____

_____ We will bring a company vehicle to the Truck Party.

_____ We would like to support the Truck Party as a sponsor. *We will invoice you for payment*
 _____ \$1,000 Event Sponsor
 _____ \$ 500 Supporting Sponsor

_____ Other—do you have another idea for how to make the Truck Party experience a lot of fun? Describe your idea briefly and we'll call to follow-up.



BOB GIBBS
Senator
District 22

Senator Bob Gibbs was sworn into office as an Ohio Senator in January, 2009 representing District 22. He previously served six years in the Ohio House of Representatives. Originally from Holmes County, Bob graduated from Ohio State ATI and owned and operated a swine production farm. Today Bob is well-known as an informed advocate of agriculture.



RON AMSTUTZ
State Representative
District 3

State Representative Ron Amstutz returned to the Ohio House of Representatives in January 2009, building on 28 years of service in both the Ohio Senate and the Ohio House. He represents the 3rd House District, which includes all of Wayne County. A lifelong resident of Wayne County, he is a graduate of Central Christian High School and holds his bachelors degree in government communications from Capital University.

Legislative Breakfast

with Senator Bob Gibbs &
 State Representative Ron Amstutz



Friday, May 15, 2009
7:30 a.m. • Breakfast Buffet
The Amish Door Restaurant
6655 E. Lincolnway • Wooster, OH 44691

\$15.00 Chamber Members/\$25.00 Non-Members
 Reservations Required

Company Name	
Name(s) Attending	
Address	
City	Zip Code
Phone	Fax
Email	
<input type="checkbox"/> Check Enclosed <input type="checkbox"/> Please Bill <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard	
Account #	Expiration Date

Return completed form to:
 Wooster Area Chamber of Commerce
 377 West Liberty Street • Wooster, OH 44691
 330.262.5735 • Fax 330.682.8383
 email: jennifer@neobright.net

Reservations must be cancelled 48 hours in advance to obtain refund.

DANNY'S AUTO CARE

and

Xpress Tire Center

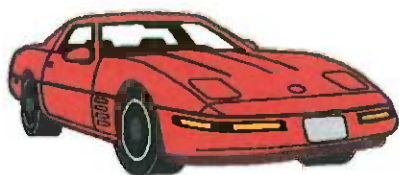
is celebrating 5 years of service

Come join us for our Open House on

Friday, June 5th from 8am to 6pm

and

Saturday, June 6th from 8am to 3pm



There will be:

- * Food
- * Door Prizes
- * Scheduling Specials

Visit us at:

400 S Crown Hill Rd
Orrville, Ohio 44667
(330) 682-9282