



Chamber Connection

"Creating a Bright Future"

Trotwood
Chamber of Commerce

Volume 4 Issue 9
September 2008

Executive Director's Notes

The Chamber is proud to have participated in ribbon cuttings for new businesses moving/opening in Trotwood, assisted businesses with information and worked with others to improve relationships. The Chamber does not want to become complacent; we will work to ensure our Chamber is an organization that has value and businesses will want to be a member.

As we prepare for summer to come to a close and look forward to fall and winter, we want to stay focus on productive activities for the Chamber. Some of the activities we will focus on are:

- Follow important legislation, i.e., Mandated Sick Leave
- Update Trotwood Relocation Package
- Small Business Marketing Workshop
- Annual Dinner and Business of the Year
- Breakfast with the Mayor
- Election of new officers

The Chamber invites you to participate in these endeavors. Become a member of the board to assure decisions are made that will be beneficial not only to the Chamber but to the community or work on a committee to assure activities are planned efficiently and effectively for the community and surrounding areas.

Small Business Marketing Workshop

Are you just starting a new business? How do you market your business? Do you have a plan in place to survive during an economic downturn? Whether or not you have a plan to market your business or steps you will take to survive, you will not want to miss this powerful two-hour workshop! Our presenter is Richard Pugh, part time instructor, Marketing, Business Ownership and History Department, Sinclair Community College. He is head of the Education Committee for SCORE (Service Corps of Retired Executives).

Mark your calendar for September 24, 2008, 7:30—9:30 a.m., 4444 Lake Center Drive, for this dynamic presentation. **No cost for members, \$10 for non-members.** Call 937.837.1484 or email: trotwoodchamber@earthlink.net to make your reservation. Deadline for reservations is September 22.

Annual Dinner & Business of the Year

The Trotwood Chamber of Commerce's Annual Dinner and Business of the Year Event is scheduled for November 13 at Sycamore Woods LLC. You will have the opportunity to network with others, have a wonderful dinner and see those honored who have made an impact on our community and surrounding area.

Five businesses will be recognized for their community support, charitable contribution and their investment to improve their business. From the five businesses nominated, we will select one large and one small business as our Businesses of the Year. You do not have to be a member of the Chamber to nominate a business; however, only those listed on the nomination form are eligible for nomination. Complete your nomination form and return it to the Trotwood Chamber of Commerce, 4444 Lake Center Drive, Trotwood OH 45426. Deadline for nominations is October 23, 2008.

2008 Officers

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Larry Jackson
Dayton Center Courts

President-Elect
Sharon Thornton
Maria Joseph Living Care Center

Vice President
Raymond Garner
Ray Garner Realty

Secretary
Sandra K. Allen
Salem Woods Apartments

Treasurer
Al Miller
Dayton Nutra Foods

Board of Directors

Rhonda Finley
City of Trotwood

Gary P. Fischer
Liberty Savings Bank

Dr. Karen Garner
Summit Towing

Loren Gross
Salem Towing

Maggie Hart
Lofino's Cub Foods

Jerome Hazard
Fifth Third Bank

Bruce Kettelle
Totally Trotwood

John Smith
Trotwood-Madison City Schools

Karen Wampler
Hara Arena Complex

Executive Director

Marie Battle

Welcome New Members

Chase Bank
D&D Wedding
Communication Planner

Renewal
Nurrenbrock's Candies
Vectren Corporation
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Chamber Connection

Chamber Alliance Membership Gives you a competitive advantage! **Healthcare—United Healthcare**

1. United Healthcare has an exciting healthcare plan that brings small and medium sized businesses the extensive and cost-effective coverage traditionally available only to large businesses. We focus on offering affordable benefits plans to meet the varied needs of your business. *As a member of the Trotwood Chamber you are a member of Southern Ohio Chamber Alliance (SOCA) and these benefits are available to you.* Your employees value healthcare coverage a great deal. They realize not all employers provide this important benefit. Offering them healthcare benefits translates to a competitive advantage for you and helps you attract and retain the caliber of employees you want to help your business thrive.

EyeMed Discount

2, Southern Ohio Chamber Alliance (SOCA) now offers EyeMed at no cost to the employer or employee! EyeMed's quality vision care program is important to every member of your family. Sadly, only 50% of Americans get regular eye exams despite the fact that most adults consider vision their most important sense. One in five people are at risk of vision loss and many of the problems could have been addressed through proactive care. Regular eye exams not only help correct vision problems; comprehensive eye exams can also reveal the warning signs of more serious undiagnosed health problems such as hypertension, cardiovascular disease and diabetes. No matter what the age, eye exams are important to health. Your EyeMed discount can be used as often as you like throughout the year and allows you to save on nearly all your vision care purchases. You can also save money by ordering replacement contact lenses at competitive prices through www.eyemedcontacts.com. They will be delivered directly to your home. Your contact lens discounts do not apply to this service. The EyeMed Web site allows you to locate a provider and learn more about your eye health. Visit them at www.eyemedvisioncare.com. Click on the Quick Link for more information! Members need only to download and print the PDF to take advantage of the SOCA EyeMed Discount!

How to Participate in the Chamber Alliance Program

- The business must be a member of a Southern Ohio Chamber Alliance (SOCA) Chamber.
- Employers who are current members of a Chamber Alliance Chamber are eligible for a discount on their United Healthcare premiums. Proof of membership must be provided at time of application.
- Chamber members can select from any of United Healthcare's standard plan designs and they will receive traditional underwriting.

Call the Trotwood Chamber of Commerce at 937.837.1484 or email trotwoodchamber@earthlink.net to get information on these money-saving opportunities ...these savings can more than cover the cost of your membership.



Member Focus—D&D Wedding Communication Planner



Diana L. Branham, owner and new member of the Trotwood Chamber of Commerce, had her grand opening and ribbon cutting Friday, August 1. She is a retired school teacher and wants to use her creative talent in planning, organizing, coordinating, directing and creating an occasion for you that you will never forget! *Diana says "with many couples living busy lives away from their immediate families, they are hiring someone to coordinate their wedding and special events, such as, anniversaries, corporate events, retirement parties and social events. Also, being a planner will be rewarding because not only will I get to produce, coordinate, and direct a special event, I will have the blessings of using my creative skills to help someone else first hand."* Her motto is *"The Greatest of All is Love."*

If you are planning a special event and need help, please call Diana at 937.854.6200. She is located at Sycamore Woods LLC (former location of Moto Photo Headquarters), 4444 Lake Center Drive, Suite R6. Trotwood, Ohio 45426.

Business Builder—Which 3 Words are Killing your Sales Efforts

Is it "Call me later."? Maybe it's "I'll call you." Could it be "I'm not interested."? These are all "negative" phrases salespeople don't want to hear. But, neither phrase contains the three sales-killing words to which I'm referring. The three words that are killing your sales efforts are **"think it over"**. Every time a prospect has to think it over, regardless of what the "it" is, you add time to the selling process. And, **time kills deals**. By eliminating the opportunities for prospects to "think it over," you shorten the selling cycle, thereby increasing the number of sales that can be closed in any given period of time. "Think it over" (**T I O**) usually occurs at the beginning of the selling cycle when you request an appointment or near the end of the cycle when you request a buying decision. Let's examine what triggers the **T I Os** and how to eliminate them.

If a potential prospect has to think about granting you an appointment, it's a fairly clear indication that your request didn't squarely focus on a problem the prospect is likely to be experiencing. If it had, the prospect would be in a position to decide one way or the other: "Yes, I have that problem. Let's get together," or "No, that's not a concern of mine. There's no need to get together." Bear in mind, if the prospect says, "No," and you keep pushing for a "Yes," a **T I O** may be the only way for the prospect to get you off the phone. Don't trade "No's" for "**T I Os**." Let's look at the **T I O** that occurs at the other end of the cycle. The four most prevalent causes for a **T I O** at the conclusion of your presentation are:

- Failure to obtain an agreement from the prospect -- perhaps at the time the presentation was scheduled -- that a decision would be forthcoming at the conclusion of the presentation.
 - Presenting product features or functions that are outside the scope of the prospect's goals, problems, or concerns previously discovered.
 - Presenting a product or service, the cost of which is outside the prospect's budget or expectations.
- Not meeting all of the criteria by which your presentation is being judged.

Determine the criteria by which your presentation will be judged before you even begin to develop it. Make sure that you have specifically defined the prospect's needs and that your presentation is narrowly focused on those needs. Thoroughly discuss the financial issues of obtaining your product or service and ensure your product or service solution is consistent with what you discovered. And, establish an agreement with your prospect that a decision -- Yes or No -- will be made at the conclusion of the presentation. If you start the selling cycle correctly, focusing on the prospect's problems, and covering all the bases as you work through the selling process, **T I Os** will become a thing of the past.

Submitted by Roger D. Wentworth, Sandler Sales Institute

Chamber Election



November is the election of officers and board for 2009. Officers serve a 1-year term and board members serve two years. Your membership in the Chamber is very important and this is your opportunity to make a difference. If you are interested in serving of the board, please submit your interest to Trotwood Chamber of Commerce, P. O. Box 26507 or e-mail trotwoodchamber@earthlink.net. We would like to submit a slate of officers at our October 15 Board Meeting.

Volunteers Needed



The Chamber is looking for volunteers to serve on a number of committees. Committees such as program, membership and special events. These committees will work with the Executive Director to plan program, recruitment members and plan special events. Become involved, volunteer to serve on one or more of these committees. Volunteering offers you the ability to work with a diversity of people as well as enhance your experience. If you are interested in volunteering, please contact Trotwood Chamber of Commerce at 937.837.1484 or email trotwoodchamber@earthlink.net.

Networking Opportunities

General Membership Meeting

General membership meeting September 17 at noon, 4444 Lake Center Drive. Our guest will be Trotwood Councilman Rap Hankins. He will update attendees on foreclosures, presale and other concerns citizens may have.

Small Business Marketing Workshop

Starting a new business or just surviving during the economic downturn? If so, attend this powerful two-hour workshop to not only get your business back on track but network with others as well as get pointers for your business.

Business of the Year & Annual Dinner

Our Business of the Year and Annual Dinner is an event you will not want to miss! Come, network with other business leaders, bid on auction items, enjoy a wonderful dinner and hear a dynamic speaker. Mark your calendar for Thursday, November 13 from 6-9 p.m., Sycamore Woods LLC, 4444 Lake Center Drive.

Upcoming Events

September 17

General membership meeting—noon—guest, Councilman Rap Hankins

September 24

Small Business Marketing Workshop (Surviving Through Tough Times) 7:30-9:30 a.m.— 4444 Lake Center Drive

October 15

Board Meeting at noon—4444 Lake Center Drive.

November 13

Business of the Year/Annual Dinner



Life of Riley Landscape Services

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