Power Of Teamwork In The Workplace

May 12 New Membership Breakfast
Cap City Fine Diner and Bar
1301 Stoneridge Dr.
7:30 – 9:00 AM

Sponsored By:

You are invited to join us on Thursday, May 12th at Cap City Fine Diner for a full breakfast buffet with guest speaker Bill Conley, former Head Coach of Ohio Dominican University. Bill will speak on the Power of Teamwork in the Workplace, helping the strengths of your personnel take you to the next level in business success and as an organization. Learn the tools that will help you be competitive in today’s marketplace.

Meet Bill Conley

A graduate of Wright State University with a Masters Degree in Administration and a Bachelor of Science Degree in Social Studies Education from The Ohio State University, Bill began his career as a Recruiting Coordinator in 1991. Having recruited athletes for The Ohio State University such as Eddie George – 1995 Heisman Trophy Winner, Andy Katzenmoyer – 1997 Butkus Award Winner, Mike Nugent – 2004 Groza Award Winner and Troy Smith – 2006 Heisman Trophy Winner, Coach Conley was named ESPN's #1 College Football Recruiter in the Country. A football Analyst and Consultant at 610 WTVN Radio, WCHM TV – Channel 4, Buckeye Sports Bulletin, ESPN and Vice President of Max Sports Performance Institute for two years Coach Conley became Head Football Coach at Ohio Dominican University January 2010 - 2016.

Also on the Program:

- New member introductions
- Recognition, Becky Whittington, former Office Administrator

Go to GahannaAreaChamber.com/Events and register by May 9th.
Providing Business Education and Networking Opportunities

2016 Board of Directors
Chairwoman
Betty Collins
Brady Ware & Company
Vice-Chairman of Operations
Ron Smith
SOH Productions
Vice-Chairman of Business Development
Roy Holcombe
RevLocal
Vice-Chairwoman of Membership Engagement
Betty Clark
CPMedia & Marketing
Treasurer/Secretary
Scott Robinson
WesBanco
Directors
Alison Forche
Kristal & Forche Orthodontics
Mary S. Held
Mary Held & Associates
Laurie Jadwin
Gahanna Convention & Visitors Bureau
John Persons
Signarama of Gahanna
Emanuel Torres
Gahanna Planning & Development
Kandace Watkins
Associate Directors
Kim Coleman
Benchmark Bank
Bill Montgomery
104.9 the River
Chamber Staff
President
Leslee Blake
Office Administrator
Lisa Colosimo

Empowering Women
May 26, 2016 * 7:30 – 9:00 AM
Mount Carmel Siegel Center
6001 E. Broad St. Columbus, 43213

Meet Lisa Ingram, President and CEO of White Castle System, Inc. Lisa is the 4th Ingram family member to serve as President of the iconic company – the nation’s first fast food chain. In her role as President, Lisa oversees all company operations including the restaurant division, retail food division, meat plants, and bakeries.

As the great granddaughter of founder E.W. “Billy” Ingram, Lisa has a unique perspective on the role family business plays in the larger economy, and first-hand experience safeguarding the iconic brand equity of White Castle. Lisa travels to each restaurant market and division to discuss strategic initiatives, operational goals, and expectations and is a member of the White Castle Board of Directors. She can also occasionally be found behind the counter on the grills preparing the one of a kind White Castle slyders for customers – allowing her to stay in touch with the operations and customer needs.

Lisa is active in the Columbus community and currently serves as Treasurer on the United Way of Central Ohio board. She is also... (Continued on page 3)

Forty attendees enjoyed an energetic informative morning of Rapid Roundtable networking at the 3/24 Empowering Women breakfast. Comments included, “This is a wonderful event, I encourage any woman who is wanting to network attend these meetings. I’m new to these opportunities and it was a great first impression. Excellent, great format to learn.”

Thank you to Mount Carmel, host and sponsor of the series, and to MediGold, program sponsor.
on the OhioHealth board, YPO Columbus board, and Columbus Chamber of Commerce board, and is a member of Young Presidents’ Organization and the Columbus Partnership (a private public collaboration focused on economic development, education and civic leadership). In addition, Lisa is a recognized restaurant industry leader, serving on the board of the National Restaurant Association.

Lisa received her BBA degree from Southern Methodist University and her MBA from The Ohio State University where she was awarded the Academic Excellence in Consulting award from her professors. In 2004, Lisa was named by Business First for their “40 under 40 award”, which honors young leaders for their accomplishments in business and the community. In 2014, Lisa received the Go Beyond Alumni Award from OSU Fisher College of Business and was in the Smart 50 inaugural class of 2015. In addition to her community involvement, Lisa enjoys photography, skiing, running, yoga and most outdoor activities. Lisa lives in Columbus with her husband Greg Guy and 4 children.


---

### Member News

*From and about your fellow Chamber members*

- **The Golf Depot** in Gahanna is proud to announce that PGA Professional Gerry Hammond will be featured on a CBS telecast during a PGA event in June on his work with young golfers.

  Gerry runs the Hammond Golf Academy at the course. He is an Ohio native and son of late/great President of Columbus City Council Jerry Hammond. Gerry has over 100 students in his golf academy instructional program. Many of his students come from as far away as Indiana and Michigan and are competing on the high school, collegiate and professional levels.

  One of Gerry’s students, Wyatt Worthington participated in the PGA Tour “Q School” and was one of the Top 20 in PNC Championship. The Hammond Golf Academy is in its’ 5th year at the Golf Depot, a Play, Practice and Learn facility.

- **Gahanna Hardware**, located at 73 N. High St. will be having Customer Appreciation Day on Saturday, May 7th from 10:00 am to 4:00 pm. Stop by and see us, we’ll have food and discounts!

---

### Ribbon Cutting Ceremony

**Amish Country Essentials**
121 Mill St. Suite 122
(614) 264-9835

*All natural handmade soaps, lotions & skin care products*

---

Deadline for Advertising in June Issue: May 20
Getting Schooled on First Impressions

Your mom said it to you at least one thousand times: “You only get one chance to make a first impression.” This timeless phrase was on my mind this week as my son and I toured four distinctly different colleges in the quest for the perfect music program in just the right vibrant location. Not an easy task when you’re the mom of a 16-year-old-musician.

In the public relations world, it’s fair to say that how people perceive your brand, your work, your leadership or your value proposition may likely be determined within the first encounters. So, what will yours say?

Our four college visits provide a point of illustration. For purposes of this column, I’ve renamed them. It would be easy to focus on the levels of swag – but I want to focus on the things that they did that shaped our impression – regardless of promotional budget.

It should also be noted that each started on a level playing field – they knew his name, age and background, as well as his desired major. We had filled out detailed visit applications online.

1. Small urban liberal arts college. On a very rainy morning, it was lovely and welcoming to arrive at the admissions office only to find a designated parking space, complete with my son’s name and projected college graduation date. We went through the standard presentation and student-led tour, and then attended a pre-arranged (by the college) visit with the chair of the school’s music department. He not only visited with my son, but he took time to introduce him to other professors that teach in his area and to provide a brief tour of the building. He even showed us how he connects with current students. The school engaged with us on social media following the visit.

**LESSONS:** The little things can make a big difference. Planning ahead positions you for success. Showing personal interest matters.

2. Larger, urban out-of-state, state school. This school was very engaged on social media, even had a dedicated college visit hashtag, and had a lot of electronic communication prior to our visit. We arrived to the tour and presentation meeting spot, and the building was not very clean. The person providing our presentation said she had been with the university for more than a decade, however, a line she used frequently during her presentation was, “Gosh, after 10 years, I should probably know that shouldn’t I?” (but she didn’t). Much of her presentation was spent on the benefits for students of discounted athletic tickets and the ability to sell them for a large profit to non-students. My son, a non-athlete, heard nothing about the programs he was interested in, and when we asked about meeting with the music program, that option was unavailable. At my son’s direction, we skipped the tour and took the school off the list.

**LESSONS:** Know your audience. Work the room. Making the wrong first impression can be costly.

3. Mid-sized, private school with a specialty focus. We arrived to a large room, full of visitors, which was a little overwhelming. That said, once the presentation began, there was a lot of discussion of the school’s musical offerings. The room was beautiful, the presenter was professional, and the presentation went off flawlessly. They divided us into small groups for the tour, which made the process manageable. While we were touring, we were able to see the music in action – and there was even a trumpet player (my son’s instrument) outside providing live music from a gazebo. We had a detailed follow up presentation with the music school officer, which provided so much relevant information that my son even took notes and asked questions (the only time during all four schools).

**LESSONS:** Be focused. Be engaged. Play up your assets. Give your audience what they need to make good decisions about your brand.

4. Top tier, Ivy-League-esque, conservatory-style institution. By far the most expensive of the four schools we visited, it was surprisingly the least impressive. We arrived early, and asked for suggestions of where to walk. She suggested we go up and see the new football stadium and baseball fields (see #2 above). The presentation was held in the lobby of the music school, at a table adjacent to a busy hallway

(Continued on page 5)
where students were yelling, playing instruments and moving between classes. It was difficult to hear and uncomfortable for questions and engagement. On the tour, our guide told us he’d grabbed his car keys instead of the building keys, so we couldn’t see the practice and performance rooms he would normally show us. We also learned that day that they would only accept three trumpet students into the school, dashing the hopes of a 16-year-old musician at the start.

**LESSONS:** Be prepared. Monitor your environment. Manage expectations.

Whether you’re competing for a potential college freshman or for the next consumer, putting your best foot forward can be instrumental (get it?) in helping your target audience understand who you are and what value you deliver.

Hinda Mitchell, President – Inspire Group – inspiregroup.com

---

### Thank You to our Renewing Members

<table>
<thead>
<tr>
<th>Company</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>ActionCOACH</td>
<td>2014</td>
</tr>
<tr>
<td>Asphalt Services of Ohio, Inc.</td>
<td>2010</td>
</tr>
<tr>
<td>Buffalo Wild Wings</td>
<td>2009</td>
</tr>
<tr>
<td>Collins Financial Services Co.</td>
<td>2004</td>
</tr>
<tr>
<td>CompManagement</td>
<td>2001</td>
</tr>
<tr>
<td>Darimar Martial Arts, Inc.</td>
<td>1999</td>
</tr>
<tr>
<td>DRK and Company</td>
<td>2013</td>
</tr>
<tr>
<td>Fazio Mechanical</td>
<td>2013</td>
</tr>
<tr>
<td>Findley-Kohler Interiors Inc.</td>
<td>1998</td>
</tr>
<tr>
<td>FM All-American Bar &amp; Grill</td>
<td>2014</td>
</tr>
<tr>
<td>Friends Business Source</td>
<td>2010</td>
</tr>
<tr>
<td>Gahanna Pizza Plus</td>
<td>1998</td>
</tr>
<tr>
<td>Helping Hands in the Garden</td>
<td>2014</td>
</tr>
<tr>
<td>Ink Well Marketing Group</td>
<td>2010</td>
</tr>
<tr>
<td>Legal Shield</td>
<td>2004</td>
</tr>
<tr>
<td>Max &amp; Erma’s</td>
<td>2013</td>
</tr>
<tr>
<td>National Church Residences Stygler Road</td>
<td>1996</td>
</tr>
<tr>
<td>QuickStitch Plus LLC</td>
<td>2006</td>
</tr>
<tr>
<td>Routte Construction, Inc.</td>
<td>2009</td>
</tr>
<tr>
<td>Sassy Travel LLC</td>
<td>2006</td>
</tr>
<tr>
<td>Sheperd Church of the Nazarene</td>
<td>2004</td>
</tr>
<tr>
<td>The Chaddock Group - Ameriprise Financial</td>
<td>2006</td>
</tr>
<tr>
<td>Thrivent Financial</td>
<td>2013</td>
</tr>
<tr>
<td>Your Private MD, LLC</td>
<td>2012</td>
</tr>
</tbody>
</table>

**Current Membership: 399**
WIN TICKETS TO THE MEMORIAL

Coming June 27, 2016, the GACC hosts again in a scramble format, its 27th Annual Celebrity Masters Golf Outing presented by KEMBA. Players will gather at Jefferson Country Club to enjoy a day of relaxation and golf along with the amenities that make being on the green a great day of fun.

Starting with an 11:30 a.m. registration, participants will tee off at 12:30 p.m. competing for not only the win, but Closest to the Pin and Longest Drive.

New this year is the opportunity for a local celebrity to make up your foursome! Local celebrities from our local sports and entertainment industries will be joining us on the green adding their talent. We’re not saying who these celebrities are right now, but let’s just say you might end up on the local news!

PLUS, register online to play golf before May 29th for a chance to win TWO tickets to the 2016 Memorial Tournament! Passes good for Wednesday, June 1st only.

If you’re not able to play but would like to show your support, the GACC has created opportunities for you to expose your business brand through various levels of sponsorships. It’s our goal that you find the right package that fits your branding need and budget... you can even Create Your Own Sponsorship!

Or perhaps you would prefer to donate a silent auction or door prize item -- just contact Golf Chair Betty Clark (bclark@cpmedia.com) with your idea or to arrange for your donation item to be picked-up.

Immediately following the outing, regardless of whether you golfed during the day, we encourage you to join us for networking, a silent auction and dinner. The evening festivities will begin at approximately 5:30 p.m. You might even convince our celebrities to sign an autograph or two!

So don’t miss out! It’s Fun! Networking! A Day of Golf! All rolled up in one!

Providing Business Education and Networking Opportunities

Even with all the Health Care Reform Changes you can still get a discount through your local chamber

As a chamber member with 2-50 employees, you can get a discount on any health plan from Anthem Blue Cross and Blue Shield — including industry-leading HSAs, HRAs and HIAs.*

Despite the ongoing changes and confusion surrounding health care reform, your local chamber continues to offer employer insurance options for the 23rd straight year with a 1.4% discount exclusively for chamber members!

Please go to the Chamber website http://www.cocchealth.com/ for more information or call 1-888-506-1574.

*Discount only applies to Chamber members who do not already have Anthem insurance.

Anthem Blue Cross and Blue Shield is the trade name of Community Insurance Company, an independent licensee of the Blue Cross and Blue Shield Association. ® Anthem is a registered trademark. The Blue Cross and Blue Shield names and symbols are the registered marks of the Blue Cross and Blue Shield Association.
# Upcoming Chamber Meetings and Events

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 3</td>
<td>Planning Team Committee Meeting</td>
<td>May 17</td>
<td>Speed Networking w/ Columbus CYP Club</td>
</tr>
<tr>
<td>8:00 – 9:00 AM</td>
<td>Chamber Office</td>
<td>7:30 – 9:00 AM</td>
<td>Grenoble, 3888 Stelzer Rd. Easton Gateway</td>
</tr>
<tr>
<td></td>
<td>Committee Chair: John Persons, Signarama of Gahanna</td>
<td></td>
<td>Sponsored By:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>[Costco Logo]</td>
</tr>
<tr>
<td>May 4</td>
<td>Ribbon Cutting/Grand Opening</td>
<td>May 26</td>
<td>Empowering Women Breakfast</td>
</tr>
<tr>
<td>5:00 – 6:00 PM</td>
<td>Mrs. Turbo’s Cookies, 1050 Beecher Crossing North</td>
<td>7:30 – 9:00 AM</td>
<td>Mount Carmel Siegel Center, 6001 E. Broad St.</td>
</tr>
<tr>
<td></td>
<td>Gourmet treats * Beverages Giveaways! No charge to Attend</td>
<td></td>
<td>Speaker: Lisa Ingram, President and CEO White Castle</td>
</tr>
<tr>
<td></td>
<td>Great Way to Network</td>
<td></td>
<td>Sponsored by: Mount Carmel</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Remember: “It’s always good business to do business with a chamber member!”</td>
</tr>
<tr>
<td>May 5</td>
<td>Ambassador Club Meeting</td>
<td>May 10</td>
<td>Marketing Committee</td>
</tr>
<tr>
<td>8:30 – 9:00 AM</td>
<td>Chamber Office</td>
<td>9:00 – 10:00 AM</td>
<td>Chamber Office</td>
</tr>
<tr>
<td></td>
<td>Committee Chair: Emanuel Torres, City Planning &amp; Development</td>
<td></td>
<td>Committee Chair, RevHolcombe, RevLocal</td>
</tr>
<tr>
<td></td>
<td></td>
<td>May 12</td>
<td>New Membership Breakfast</td>
</tr>
<tr>
<td></td>
<td></td>
<td>7:30 – 9:00 AM</td>
<td>Cap City Fine Diner &amp; Bar, 1301 Stoneridge Dr.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Speaker: Bill Conley, former Head Coach Ohio</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Dominican University</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Topic: The Power of Teamwork in the Workplace</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Sponsored by:</td>
</tr>
</tbody>
</table>

### Business Promotion Packages:
- **Meeting Sponsor(s) $100:**
  - Exhibitor Table, Advertising, Admittance for Two, Speaking Time, Meal
- **Exhibitor(s) $40:**
  - Includes Table, Admittance for One, Meal

### Details and Registration:
- GahannaAreaChamber.com/Events

### Board Meetings:
- 2nd Tuesday of each month 7:30 AM * Chamber Office, 81 Creekside Plaza, Suite 300 - C/Suites Building

### Deadline for Advertising in June Issue: May 20
Sustaining Members

Corporate Member
Toyota Direct

Diamond Members

Benchmark Bank
Buckeye Interactive
C|Suites Offices
Columbus Regional Airport
Authority
Creekside Conference & Event Center
Heartland Bank

KEMBA Financial Credit Union
Lew Griffin Insurance Group
Limited Brands
Mid Ohio Strategic Technologies
SOH Productions
Strathmore Development Co.
WesBanco

Emerald Members

104.9 The River
CPMedia & Marketing
Custom Air Conditioning & Heating
Discover Financial Services
Education First Credit Union
Family Physicians of Gahanna
First Date Corporation
Hanawalt Exteriors
Jess Howard Electric Company
Longhorn Steakhouse
Mount Carmel Health System
New Albany Rehabilitation Center
Ohio State University Medical Center
OhioHealth Gahanna Health Center
Orthopedic One
Otterbein Skilled Nursing & Rehab
Rehabilitation & Health Center of Gahanna
Sam’s Club
Sequent, Inc.
ThisWeek Newspapers

FriendsOffice
www.friendsoffice.com | 800.427.1704

“I invite you to have coffee with me so we can present a true supply savings program that you receive as a Chamber member.”

“I’ll bring the coffee!”

Luci Titus
800.427.1704 ext. 1035
614.425.4831 (cell)
ltitus@friendsoffice.com

Office Furniture | Office Supplies | Print & Promotional | Facility & Breakroom