

We stand together at the ...

June 2009



Crossroads

A NEWSLETTER for MEMBERS of the
CAMBRIDGE AREA CHAMBER OF COMMERCE

607 Wheeling Ave. • CAMBRIDGE, OHIO 43725 • PH: 740-439-6688 FAX: 740-439-6689

The mission of the Cambridge Area Chamber of Commerce is to enhance the economic, civic and cultural growth of the area, to improve the quality of life in the community, and to act as the voice of business.

Vision...Leadership...Legacy Chamber has new home...

The Cambridge Area Chamber of Commerce is now located at 607 Wheeling Avenue in Cambridge. We are happy to report that the United Way is located just east of us at 611 Wheeling. Some of our new neighbors are the Guernsey Co. VCB, Guernsey Co. Administrative offices, WB Green & Company and of course, Theo's (yummy). Be sure to stop by and visit!



Pictured at the recent ribbon-cutting are Chamber President, Mike Kachilla, Executive Board Member, Denise Terrell, Director of Operations, Debbie Gray, 2010 Board Chair-Elect, Mike Yanico, 2009 Board Chair, Chris Gibson-Turner, Executive Board Member, Dave Caldwell, and 2008 Board Chair, Joel Losego.



Cambridge Area
Chamber of Commerce

607 Wheeling Ave.
Cambridge, OH 43725

Bulk
Rate
U.S. Postage
PAID
Permit No. 65
Cambridge, OH

Be an Advocate

Interested in state or local government and/or regulations?
If so, we need you - get involved and become a part of our
Advocacy Team.

Contact Mike Kachilla at the Chamber for information.
740-439-6688

Flyer Mailings

The next Chamber Flyer Mailing will go out the week of July 20th. This is a great way to advertise an event or promotion.

Businesses need to supply 450 flyers on 8 1/2 x11 regular weight paper, **tri-folded**. We suggest using a bright colored paper. Printing back-to-back is fine. Cost is \$75.

Space is limited, so reserve your spot today, **740-439-6688**. Flyers must be received by **July 15th**.

HR Roundtable

continues to meet the 3rd Wednesday of each
month at Mr. Lee's Family restaurant, 2000 E. Wheeling Avenue,
Cambridge, OH, 12:00 noon.
Dutch Treat.

Please provide your email address for updates and important messages.

RSVP's are required.
Call 740-439-6688 for information.

New Members Welcomed...

Rainbow International of Guernsey-Muskingum & Noble Co.

Linda Hart tells us this family owned business services Guernsey, Muskingum, & Noble Counties and they are experts in smoke, fire, water damage, mold mitigation and carpet cleaning.

Rainbow International, located at 39 Ray Harr Rd., Beverly, OH 45715, uses the latest technology and all service professionals are IICRC trained and certified. There are over 16 franchises in Ohio and 600 nationwide.

To obtain an expert quote or service, contact Linda at Rainbow International, **740-439-2839** or **866-984-RBOW (7269)**.

Southeastern Ohio Symphony Orchestra

Providing five annual performances yearly, Southeastern Ohio Symphony Orchestra has been performing locally for 34 years. One performance is a free event for children held at Pritchard Laughlin Civic Center.

John Kunkel, orchestra manager, tells us services provided include school outreach programs.

For additional information, or for a schedule of events, contact John at **740-826-8197** or P. O. Box 42, New Concord, OH 43762.

Is Your Business Headed in the Right Direction?

Are you looking to expand or increase your business? The Cambridge Area Chamber is your link to the regional incubator offering assistance to businesses of all sizes and in all phases of development.

To find out more, contact Mike Kachilla, **740-439-6688**.

Fun Fest Great Event

The Cambridge Area Chamber of Commerce held its Bowling & Euchre Fun Fest with 25 teams participating on Thursday, April 30th at King Pin Lanes.

Prizes were awarded to the following:

High Team Series/Bowling

Century 21 Gibson-Turner & Assoc. – Tim Pethtel, Sonny Stafford, Jim Markel, Ric Conner

High Individual Series/Bowling

Tim Pethtel - Score 646

Most Strikes in a Row (5)

Tim Pethtel

Low Individual Game/Bowling

Dorene of the Cardida Chicks

Best Dressed Team

KMAD Bowlettes – Keri Roe, Mary Rollins, Amy Stillion, & Dee McInerney

High Score Euchre (5 Games)

Pat & Darla Craig

The Chamber would like to thank our organizers, Dan Titko, Mike Yanico, Ralph Ray, Chris Gibson-Turner, and the following sponsors: Advantage Bank, Aldon Supply, AVC Communications, Barnes Consulting, B & B Body Shop, Bi-Con Services, Bilt Rite Buildings, Byesville Pharmacy, Bundy-Law Funeral Home, Cambridge Packaging, Cambridge Physical Therapy, Century 21 Gibson-Turner & Assoc., Colgate-Palmolive Co., Conn's Potato Chips, Denny's, Dunning Motor Sales, Food Distributors, Guernsey-Noble Safety Council, Higgins Building Co., Jason L. Miller, Kennedy's Bakery, Marathon Alarms, Morgan's Yesteryear, Mr. Lee's, North Star Pharmacy, Peoples Bank, Salt Fork Golf Course, Salt Fork Resort & Conference Center, Speedy Print, Stanley Steemer, The Forum, The Jeffersonian Co., Tribbie, Scott, Plummer, & Padden, US Bank, Village Market, W. B. Green & Co., & WesBanco Bank. Thanks to all bowling and euchre participants as well.

Colgate-Palmolive Company



Proud to be a
Positive Part of the
Community



Cardida
CORPORATION

740-439-4359

Outdoor Recreation Specialists

Coupon Monthly[®]

"Your Guide To Savings...Locally!"

A division of Titko Creative Advertising Services, Inc.

Over 25,000 Distributed Books Monthly!

235 Dewy Ave.
Cambridge, Ohio 43725

432-2088

Need A Place To Host Your Company's Next Gathering?

Rocky Fork Recreation Center's Large Pavilion is the obvious choice for your company's summer picnic. Seats 250, electricity, kitchen, sound system. Available packages can include: Horseback Riding, Paintball, Miniature Golf, Guided Nature Hikes & Canoe Trips.



Call early to reserve
(740) 498-8116



ADAMSELECTRICSIGNS

Interior&ExteriorSignage
Service-Maintenance-Installation
VinylLettering-ParkingLotLighting
Awnings-Banner-Neon
MessageCenters

www.adamsigns.com

888-886-9911



Your One Stop Source For All Of Your Battery Needs

1401 Campbell Ave. • Cambridge
(Next to United Ambulance)

740-432-2000

Batteries For...
Emergency Exit Lights
Industrial/Commercial Equipment
2-Way Radios & Much More!
ALL ELECTRIC 4 WD UTILITY VEHICLES.



**WACHOVIA
SECURITIES**

553 Wheeling Ave. • Cambridge
740-439-4500

Tom Davey

Assoc. Vice Pres./Investment Officer

Teresa Cowden

Assoc. Vice Pres./Investment Officer

Securities and Insurance Products NOT INSURED BY FDIC OR ANY FEDERAL
BY A BANK OR ANY BANK AFFILIATE. NOT A DEPOSIT OR GUARANTEED

Wachovia Securities, LLC, Member SIPC, is a registered broker-dealer and
a separate nonbank affiliate of Wachovia Corporation. ©2008 Wachovia
Securities, LLC.

Is Your Computer Sick?



THE PC DOC

Home of The PC Tune-Up
Mobile PC Service & Repair
Business Computer Services

Computer Service & Repair * Point of Sale Solutions
Virus Removal * Adware Removal * Spyware Removal
Memory Upgrades * Lighting Damage Repair
Business Maintenance Services * Disaster Recovery

Jeff Dupler

Office: (740) 439-0408 • Mobile: (740) 255-0976

www.thepcdoc.biz

What's Really Driving the Increase in Health Insurance Premiums?

Anthem plans across the country are working to develop innovative products and programs that help address rising health care costs. Through pay for performance initiatives, consumer directed health plans and transparency initiatives; Anthem is providing access to the information needed to drive down health care costs.

While many people may believe that insurer profits are the driving force behind increasing health insurance premiums, research reveals very different reasons for the high cost of health insurance.

A May 2009 report titled "What's Really Driving the Increase in Health Care Premiums?" addresses the issue. The report, issued by the WellPoint Institute of Health Care Knowledge, compiles research from sources such as PricewaterhouseCoopers, the Robert Wood Johnson Foundation, the Kaiser Family Foundation, the Bureau of Labor Statistics and the Congressional Budget Office.

According to the report, the "key drivers" of spiraling U.S. health care costs are:

- Advances in medical technology and subsequent increases in utilization;
- Price inflation for medical services that exceeds inflation in other sectors of the economy;
- Cost-shifting from people who are uninsured and those receiving Medicare and Medicaid to the private sector;
- High cost of regulatory compliance; and
- Patient lifestyles, such as smoking, physical inactivity and obesity.

Citing PricewaterhouseCoopers research from 2008, the report found that only three cents of every health care premium dollar is spent on health insurer profit.

According to the institute's report, newer medical technologies tend to increase costs because they are generally more expensive than the older technologies they replace. While the availability of more advanced, superior technologies can yield better results for some patients, these technologies and diagnostic tests may be used inappropriately in some situations where existing, older technologies are more effective and accurate.



740-432-1300



"We Print Anything Your Name Goes On!"

Printing • Copies • Promotional Items
Vinyl Graphics • Signs
Vehicle Lettering • Awnings
Locally Owned & Operated Since 1991.

235 Dewey Ave. • Cambridge
740-432-2088 • 800-296-1741



Woodlawn Office Center
1225 Woodlawn Ave. • Suite 105
Cambridge, Ohio 43725
740-439-7177 • 888-883-7177



Antiques, Collectibles and
Quality Country Creations

Hours:
Mon. - Sat. 10am - 7pm
Sunday 12-5pm

**COUNTRY BITS
& PIECES**
700 Wheeling Ave.
Cambridge, Ohio 43725
740-432-7241

Area Agency on Aging Region 9



For information about PASSPORT, Caring for
Caregivers, or help finding aging services.

1-800-945-4250

*The right time.
The right place.*

Call for the office nearest you
740.439.2767



2031 Southgate Pkwy. • Cambridge
10 Airport Rd. • Zanesville

50% Off 2nd Entree!

Buy any entree and get a 2nd entree of
equal or lesser value at 1/2 price!

With this coupon only. Not valid with any other coupon or offer. No
cash value. Limit one per customer per visit. Zanesville &
Cambridge locations only. Expires 12/31/08.

MR. LEE'S
BANQUET FACILITY
2000 E. Wheeling Ave. • Cambridge

Catered Banquet Facility For
Up To 125 Persons.
For More Info. Call Ralph Ray
740-260-1604



CAMBRIDGE AREA CHAMBER OF COMMERCE
ANNUAL AUCTION

THURSDAY, SEPTEMBER 24th

PRITCHARD-LAUGHLIN

CIVIC CENTER

SILENT AUCTION 6:00 P.M.

DINNER – 7:00 P.M.

LIVE AUCTION – 8:00 P.M.

TICKETS - \$5

**One Lucky Person Will Win \$500 in Chamber Buck Gift
Certificates - Free Ticket With Admission**

Must be Present to Win

**To donate an item and advertise your business,
call the Chamber, 740-439-6688.**

Creative Thinking...Brush Fires

“The Leader’s Guide to Lateral Thinking Skills” by Paul Sloane

The Los Altos Hills County Fire District commissioners in California had a severe problem with brushwood fires on the slopes of the hills around the town. If they cleared away the brushwood with tractors they could cause sparks which could potentially start fires. What did they do?

The **first** one to respond with the correct answer will win **\$25** in Chamber Buck Gift Certificates - **740-439-6688**. Good Luck!

Congratulations to Beth Reed from Mancan. She was the first one to respond correctly to the question in the March Newsletter. The correct answer - he started out as a billionaire.

Leadership Guernsey

The Chamber is currently accepting applications for the 2009-2010 Adult Leadership Guernsey Class. The class meets one Thursday each month.

Class Schedule:

September 11th & 12th	Retreat
October 15th	Business & Industry
November 19th	Law Enforcement
December 17th	Government
January 21	Media/Communication
February 18th	Education
March 10th	Medical/Generational Differences
April 15	Skills for Life
May 20	Capstone Exercise
June 17th	Graduation

For an application, contact the Chamber at **740-439-6688**. Class size is limited to 20.

Tips for Welcoming Failure

“The Leaders Guide to Lateral Thinking Skills” by Paul Sloane

- Distinguish between two kinds of failure - ‘honourable’ failure, where an honest attempt at something new or different has been tried unsuccessfully, and ‘incompetent’ failure, where people fail for lack of effort or competence in standard operations.
- Make sure that staff know that ‘honourable’ failures will not be criticized.
- Get people to admit to or even boast about failures they have had, where they tried something innovative that did not succeed. Make these into learning experiences.
- In a culture that is very risk averse and keen to apportion blame, tackle the issue head on by rewarding honourable failures. Publicly praise and reward those who have had them.

Tips for Organizing for Innovation

- Hold meetings that are focused on opportunities rather than problems.
- Communicate the benefits to the whole organization of investing in innovations.
- Set targets for innovation in products, services and processes.
- Identify existing products and processes that are scheduled for retirement.
- Target three new initiatives for every innovation needed.
- Set up cross-functional teams with clear innovation objectives and motivate them to be radical and take risks.
- Put prototype implementation into a separate department or function (the ‘innovation incubator’) staffed by go-getters who have a good diversity of skills.
- Set goals and deadlines.
- Implement a gating procedure to evaluate ideas and prototypes using a system such as Stage-Gate (a trademark of RC Cooper and Associates).
- Measure innovation performance for people, products and processes against targets.
- Put someone with clout and prestige in charge of innovation efforts.
- Encourage people to move laterally within the organization from department to department to cross-fertilize ideas and cultures.
- Put your best people on innovation projects and ensure that such projects are seen as good for career development.

Small Business Developmental Center Wins Excellence and Innovation Award

The Small Business Development Center at Zane State College’s Willett-Pratt Training Center was recognized with the Service Excellence and Innovation Center Award from The Small Business Administration. Cindy Voorhies, Director of the Small Business Development Center, accepted the award on April 22 at the Pinnacle Golf Club in Grove City, Ohio.

Voorhies, who provides counseling to Ohio’s entrepreneurs at various stages of business development and growth, is one of 13 small business owners or advocates that were recognized during the Celebrating Success in Small Business ceremony.

“I think it is wonderful that the Small Business Development Center recognizes the contributions of small businesses each year,” said Voorhies. “Small businesses employ more than 50 percent of the private sector work force and generate more than 50 percent of the non-farm private gross domestic product. This means that about 99 percent of our country’s businesses are, in fact, small businesses. They are integral to the economic well-being of America.”

Through the Small Business Development Centers of Ohio, small business owners have a free resource to assist them as they start, grow, and sustain their business. Services include assistance in training and development, business assessment, advising, networking opportunities and identifying funding opportunities. Services can last throughout the life of the business if needed.

The SBDC of Ohio program was created in 1985 through a partnership between the U.S. Small Administration and the Ohio Department of Development. Since 1991, the Small Business Development Center of Ohio network has helped more than 137,000 small businesses and created and retained 185,441 jobs. To learn more about services offered by the Small Business Development Center, contact Cindy Voorhies at **740-588-1331**.