

# PERSPECTIVE

OCTOBER 2023

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



## MEETINGS AND EVENTS

- 3 YPCofeeMob**  
7:30—8:30 a.m.—Greenhaus Coffee, 120 East Poplar Street
- 3 Prudential Advisors & Vanderhorst Financial Services Ribbon Cutting**  
12:00 noon—110 East Russell Road, Suite A, Sidney  
[www.sidneyshelbychamber.com/events](http://www.sidneyshelbychamber.com/events)
- 4 Edison State Community College 2023 State of the College**  
8:00 a.m.—Robinson Theatre, 1973 Edison Drive, Piqua  
(more information on page 3)
- 4 Shelby County Safety Council**  
Topic: Ergonomics  
12:00 noon—Amos Memorial Library, 230 East North Street (**NOTE DIFFERENT LOCATION**)  
[www.sidneyshelbychamber.com/events](http://www.sidneyshelbychamber.com/events)
- 5 Shelby County Historical Society Presents: 100th Anniversary Celebration of the Big Four Bridge**  
5:00 p.m.—Riverside Park (just past Big Four Bridge)  
[www.visitsidneyshelby.com/calendar](http://www.visitsidneyshelby.com/calendar)  
(more information on page 3)
- 6 Manufacturing Day at Superior Aluminum**  
7:30 a.m.—555 East Main Street, Russia
- 6 Historic Sidney Theatre Presents: Potions & Plates—A Fully Immersive Harry Potter Dinner Event**  
6:00 p.m.—Historic Sidney Theatre, 120 W. Poplar St.  
[www.sidneytheatre.org/events](http://www.sidneytheatre.org/events)
- 7 - Historic Sidney Theatre Presents: Harry Potter Movie Marathon**  
Saturday—12:00 p.m.-12:00 a.m.; Sunday—10:00 a.m.-10:00 p.m.—Historic Sidney Theatre, 120 W. Poplar St.  
[www.sidneytheatre.org/events](http://www.sidneytheatre.org/events)
- 7 & Great Sidney Farmer's Market**
- 14 8:00 a.m.—12:00 noon—Shelby County Court Square**  
[www.sidneyalive.wpcomstaging.com/eventscalendar](http://www.sidneyalive.wpcomstaging.com/eventscalendar)
- 9 - Lego Builders**
- 10 3:00 p.m.—3:45 p.m. (Monday & Tuesday)—Philip Sheets Family Botkins Branch Library, 109 East Lynn Street, Botkins**  
[www.shelbycountylibraries.org/events/month/2023-10](http://www.shelbycountylibraries.org/events/month/2023-10)
- 10 2023 Economic Outlook Luncheon Presented by WiseBridge Wealth Management**  
11:30 a.m.—1:15 p.m.—Sidney-Shelby County YMCA, 300 East Parkwood Street  
[www.sidneyshelbychamber.com/events](http://www.sidneyshelbychamber.com/events)  
(more information on this page)
- 11 - Shelby County Historical Society Presents:**
- 12 Annual Downtown Ghost Tours**  
5:30 p.m., 6:00 p.m., 6:30 p.m., 7:00 p.m.  
Shelby County Historical Society, 201 North Main St.  
[www.visitsidneyshelby.com/calendar](http://www.visitsidneyshelby.com/calendar)

ADDITIONAL MEETINGS & EVENTS ON PAGE 2

## WE ♥ RIBBON CUTTINGS!



### WILSON HEALTH ANNA LOCATION

104 Diamond Drive  
Anna

Congratulations to all at Wilson Health's newly renovated office space on Diamond Drive in Anna. In the picture above Dr. Matthew Vasko and Nurse Practitioner Erica Smith cut the ribbon celebrating this momentous occasion with many others in attendance. The new space is beautiful and has amazing community touches—stop by and check it out the next time you're heading that way! Best of Luck Dr. Vasko and staff!



### THE VALLEY CHURCH

300 East Parkwood  
Street, Sidney

The Valley Church officially has a Sidney campus! Located in the Schauer gymnasium inside the Sidney-Shelby County YMCA, their first official Sunday was September 24th with services at 9:15 and 11:00 a.m. Huge congratulations to Pastor Cindy Porter and her amazing team—welcome to Shelby County! In the photo above, Cindy and her husband Wayne cut the ribbon while David O'Leary and Pastor Mark Coulter hold tight.

## 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 East Parkwood Street

RSVP to the YMCA by October 5 at (937) 492-9134



**Speaker:** Nick Ng, CFA® is the Lead Portfolio Manager and Chairman of the Investment Committee at Liberty One. Nick is responsible 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.



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## FROM JEFF'S DESK



An annual involvement of the Chamber is the development, publication, and distribution of *Discover Shelby County* magazine. Frankly, the attractiveness of this community as a place to live and work offer an abundance of story ideas and inspiring photos. For the past 17 years both Dawn and I can honestly say that we've never struggled to identify topics of interest for the next edition. Further, it's a FUN and rewarding project to work on.

*Discover Shelby County* magazine was originally conceived to promote the lifestyle we enjoy here as residents and to highlight the world class organizations who make Shelby County their home. Some describe the Chamber as the county's Number 1 cheerleader. If so, we wear that label as a badge of honor and are committed to helping "spread the word".

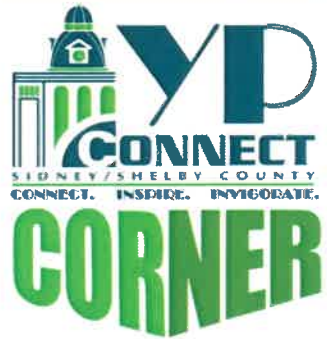
The resources required are significant to produce a periodical at the level of quality necessary to properly showcase a community such as ours. Thank you, members, for your past advertising support of this magazine. *Discover* wouldn't be possible in both print and digital formats without you.

Soon, you'll be receiving an invitation to advertise in the 2024 edition. I'm happy to say that as we have previously, all Chamber members will receive one complimentary classified ad in next year's magazine. For those interested in having a more substantial presence in *Discover* magazine, full, half, quarter, and eighth page display ad positions are also available with links to your web site in the online edition. Further, we are also pleased to announce that the 2024 ad rates will remain unchanged from those of last year and the 17 years prior.

As an organization, we continue to invest considerable time and energy to promote Sidney and Shelby County as a community of choice for residency and employment. Your advertising support for *Discover Shelby County* magazine enables us to assemble a highly attractive print and digital marketing piece for distribution both locally and to those well beyond our county line. This along with other placemaking initiatives are making a difference in acquainting those currently not familiar with the lifestyle enjoyed here. Next year's edition promises to be our best yet!

## MEETINGS AND EVENTS CONTINUED

- 12 YPconnect Lunch & Learn**  
12:00—1:00 p.m.—Wallace Family Learning & Innovation Center, 115 East North Street
- 13 Sidney Alive Presents: Downtown Sidney Annual Chocolate Walk**  
4:00—8:00 p.m.—Downtown Sidney  
[www.sidneyalive.wpcomstaging.com/eventscalendar](http://www.sidneyalive.wpcomstaging.com/eventscalendar)
- 13 - Downtown Sidney Sidewalk Sales**
- 14** [www.sidneyalive.wpcomstaging.com/eventscalendar](http://www.sidneyalive.wpcomstaging.com/eventscalendar)
- 14 Sidney Alive Presents: Boos & Brews Festival**  
8:00 a.m.—2:00 p.m.—Downtown Sidney  
[www.sidneyalive.wpcomstaging.com/eventscalendar](http://www.sidneyalive.wpcomstaging.com/eventscalendar)
- 14 SCARF Cans for Canines**  
9:00 —11:00 a.m.—The Bob Sargeant & Family Shelby County Animal Shelter, 610 Gearhart Road  
[www.helpshelbycountyanimals.com](http://www.helpshelbycountyanimals.com)
- 14 Walk for Freedom 2023**  
5:00—6:00 p.m.—Shelby County Court Square  
[www.sidneyalive.wpcomstaging.com/eventscalendar](http://www.sidneyalive.wpcomstaging.com/eventscalendar)
- 19 Chamber Leadership**  
Topic: Geography, History & People of Shelby County  
9:00 a.m.—Wallace Family Learning & Innovation Center, 115 East North Street
- 19 - The Historic Sidney Theatre Presents:**
- 21 The Rocky Horror Show**  
7:30 p.m.—Thursday and Friday; 7:30 & 11:59 p.m.—Saturday  
Historic Sidney Theatre, 120 West Poplar Street  
[www.sidneytheatre.org/events](http://www.sidneytheatre.org/events)
- 21 Sidney Alive Presents: A Murder Mystery Dinner**  
Theme: Terror in Transylvania  
5:30—9:00 p.m.—Vera Event Rentals, 330 East Court Street  
[www.sidneyalive.wpcomstaging.com/events](http://www.sidneyalive.wpcomstaging.com/events)
- 26 Human Resources Council**  
Topic: Mental Health in the Workplace  
12:00 noon—Holiday Inn Express & Suites, 450 Folkerth Ave.
- 27 - The Historic Sidney Theatre Presents:**
- 29 A Haunted Theatre**  
5:00—8:30 p.m.—Friday & Saturday; 12:00—4:00 p.m.—Sunday  
Historic Sidney Theatre, 120 West Poplar Street  
[www.sidneytheatre.org/events](http://www.sidneytheatre.org/events)
- 27 SCARF Fur-tastic Friday**  
5:00—7:00 p.m.—Lawn by Gay Smith Associates Realty  
[www.helpshelbycountyanimals.com](http://www.helpshelbycountyanimals.com)
- 31 Halloween** 🎃



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

*Upcoming events...*

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

**YPCONNECT LUNCH & LEARN**  
WALLACE LEARNING & INNOVATION CENTER  
THURSDAY, OCTOBER 12TH / 12:00-1:00  
DAVIS MEATS CATERING  
THURSDAY, OCTOBER 12TH

THE 2024 YPCONNECT CHRISTMAS PARTY DATE ANNOUNCEMENT IS COMING SOON! MAKE SURE YOU'RE FOLLOWING US FOR UPDATES!

**SPONSOR SPOTLIGHT**

**INTERESTED IN GETTING YOUR BUSINESS IN THE SPOTLIGHT?**  
BECOME A YPCONNECT SPONSOR!  
**CONTACT:**  
[AWATKINS@MONEYCONCEPTS.COM](mailto:AWATKINS@MONEYCONCEPTS.COM)  
FOR MORE INFO!

FOLLOW US FOR MORE INFO & THE LATEST UPDATES:



### CHAMBER FOUNDATION GRANT SUBMISSION DEADLINE APPROACHING

Grants are being accepted through **October 15th** from Chamber member schools and organizations involved with the education of Shelby County Youth.

The Chamber Foundation is an important component of our overall mission. Through the generosity of Chamber members, we are able to financially support many education enrichment initiatives throughout Shelby County that might not otherwise occur.

Applications can be found on the Chamber's web site at [www.sidneyshelbychamber.com/chamber-foundation.html](http://www.sidneyshelbychamber.com/chamber-foundation.html)

## WELCOME NEW MEMBERS

### PRUDENTIAL ADVISORS

**BUSINESS CATEGORY:** Financial Services/Banking

Adam Vanderhorst

110 East Russell Road, Suite A  
Sidney, Ohio 45365

(937) 658-6461

[www.prudential.com/advisor/adam-vanderhorst](http://www.prudential.com/advisor/adam-vanderhorst)



**Prudential**

### VALENCE INDUSTRIAL

**BUSINESS CATEGORY:** Manufacturers

Kristin Hicks

1661 St. Marys Avenue

Sidney, Ohio 45365

(937) 492-7031

[www.valenceindustrial.com](http://www.valenceindustrial.com)

## SCAMMERS ARE USING THESE 10 POPULAR BRANDS TO TRICK YOU INTO REVEALING YOUR PRIVATE DATA

Cybercriminals know the easiest way to sneak under your radar is to pretend to be a brand you know and trust. These large companies have spent years on marketing, customer service, branding and consistency to build a trustworthy reputation, and hackers leverage this to go after you. The most common method is to use phishing attacks. These thieves set up URLs that look scarily similar to the real company's website. To slip by your watchful eye, here are some of the simple switches hackers make that can go unnoticed:

1. Switching out a zero for the letter "O" or a capital "i" for a lowercase "L." If you're quickly reading an e-mail, it might look legit.
2. Adding in a word that seems like it could be a subdomain of the real company, like "info@google-service.com."
3. Using a different domain extension, like "info@google.io."

Some criminals will take it a step further and set up a web page that looks identical to that of the real website. When you click the link – via e-mail, SMS or even through social media – several dangerous results can occur.

The first is that malware can be installed on your computer. Clicking a bad link can set off an automatic malware download that contains malicious files with the ability to collect personally identifiable information from your device, like usernames, credit card or bank account numbers and more. The second is the fake website will have a form to harvest your information. This could be login credentials, passwords and, in some cases, your credit or bank information. The third most common issue is an open redirect. The link might look legit, but when you click on it, you're redirected to a malicious website where the intent is to steal your information.

What brand impersonations do you need to look out for? Well, all of them, but according to Check Point's latest Brand Phishing Report, there are 10 companies that top the chart in overall appearance in brand phishing attempts.

### Here Are The Top 10 Most Frequently Impersonated Brands In Phishing Attempts In Q2 Of 2023:

- |                    |                       |                      |
|--------------------|-----------------------|----------------------|
| 1. Microsoft (29%) | 4. Wells Fargo (4.2%) | 7. Roblox (3.8%)     |
| 2. Google (19.5%)  | 5. Amazon (4%)        | 8. LinkedIn (3%)     |
| 3. Apple (5.2%)    | 6. Walmart (3.9%)     | 9. Home Depot (2.5%) |
|                    |                       | 10. Facebook (2.1%)  |

Take a minute and ask yourself how many of the companies on this list send you regular e-mail communications. Even just one puts you at risk. Cybercriminals go the full mile with these scams. They know what types of messages work best for each company to get your attention. Here are three common phishing attacks cybercriminals have used under these brands' good names to gain access to your private information.

1. Unusual Activity – These types of e-mails will suggest that someone gained access to your account and you need to change your password quickly. They leverage fear so people will click without thinking, hurrying to change their password before they're a victim of the attack. They usually have buttons that say, "Review Recent Activity" or "Click Here To Change Your Password." These e-mails can go as far as to show fake login information detailing the region, IP address, time of sign-in and more, like real messages from the companies do to convince you to click.
2. Fake Gift Cards – These e-mails suggest that someone sent you an e-gift card. When you open the e-mail, they either redirect you to a website to "claim your gift card" or have a button to "redeem now."
3. Account Verification Required – These e-mails suggest that your account has been disconnected, and they need you to verify your information. As soon as you enter your login credentials, the hacker has access.

These scams are happening every single day. You're a target, but so are the unsuspecting employees in your company. Without proper training, they might not know what to look for, panic and try to resolve these "issues" under the radar, ultimately causing the problem.

There are multiple steps to making sure your network is secure. One would be getting e-mail monitoring to help reduce the likelihood of these phishing e-mails ending up in your inbox. It's also important to make sure employees know what to look for so that if an e-mail does get by the phishing detection system, they can still keep your company safe.

The best thing to do is to start with a FREE Cybersecurity Risk Assessment from Tomorrow's Technology Today. They'll evaluate your network and provide a full report on areas where you are vulnerable and what to do to fix them. There's no obligation, but you should know where you're at risk.

This article was submitted by and reprinted with permission from Tomorrow's Technology Today.



EDISON STATE COMMUNITY COLLEGE  
PRESENTS THE  
**2023 STATE OF THE COLLEGE**  
Wednesday, October 4 • 8:00 A.M.

Please join Edison State Community College as President Chris Spradlin delivers his 2023 State of the College address in the Robinson Theater at the Piqua Campus.

President Spradlin will provide an in-depth overview of the accomplishments of Edison State, along with strategic initiatives and vision for the future of the College.

Prior to President Spradlin's address at 8:30 a light breakfast will be served. Various academic programs and advancements in higher education at Edison State will be showcased during this time.

Kindly RSVP to Heather Lannam at [hlannam@edisonohio.edu](mailto:hlannam@edisonohio.edu) or call 937.233.8282.

**EdisonState**  
COMMUNITY COLLEGE

**100TH ANNIVERSARY**  
*Celebration*

Join us for a FREE party to celebrate the Big Four Bridge!

**When?** **What?** **Where?**

**October 5, 2023** **8 PM - Firework Display** **Riverside Park**

5 PM - Cake & Ice Cream  
6:30 PM - History & CSX Representatives

EXPERIENCE HISTORY

**You're Invited!**

*Manufacturing Day*

**October 6, 2023**  
**7:30 AM**

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OF SIDNEY-SHELBY COUNTY



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