

PERSPECTIVE

JULY 2024

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



MEETINGS AND EVENTS

- 3 Shelby County Safety Council**
Topic: The Industrial Athlete on ESPN
Speaker: Josh Meadows, Wilson Health @ Airstream
12:00—1:00 p.m.—Wilson Health, 915 West Michigan Street, Professional Building—LL Conference Rooms
www.sidneyshelbychamber.com/events
- 4 Independence Day**
- 4 City of Sidney Fourth of July Fireworks**
10:00 p.m. www.sidneyoh.com/calendar
- 5 Sidney Civic Band—Happy Birthday USA**
7:00 p.m.—Shelby County Court Square
- 6 Great Sidney Farmer's Market**
8:00 a.m.—12:00 noon—Shelby County Court Square
Every Saturday through October 12
www.sidneyalive.org/eventscalendar
- 9 Chamber Board of Directors**
11:30 a.m.—The Hive Executive Center, 101 South Ohio Avenue, Lower Level
- 11 YPconnect Steering Committee Meeting**
1:00 p.m.—Chamber Office, 101 South Ohio Avenue
- 11 - Country Concert**
- 13 Hickory Hill Lakes, 7103 State Route 66, Fort Loramie**
www.countryconcert.com (more info. page 2)
- 12 Sidney Civic Band—SmorgasBand**
7:00 p.m.—Shelby County Court Square
- 18 Shelby County Historical Society Presents: 8th Annual Afternoon Tea**
11:30 a.m.—1:00 p.m.—Ross Historical Center, 201 North Main Street. www.shelbycountyhistory.org
- 19 Sidney Civic Band—Go West Young Man**
7:00 p.m.—Shelby County Court Square
- 19 - Downtown Sidney Sidewalk Sales**
- 20 Hours vary by downtown location.**
www.sidneyalive.org/eventscalendar
- 19 - Historic Sidney Theatre Presents:**
- 21 Footloose**
Friday—7:00 p.m.; Saturday—2:00 & 7:00 p.m.;
Sunday—2:00 p.m.
Historic Sidney Theatre, 120 West Poplar Street
www.sidneytheatre.org
- 19 - Arbogast Performing Arts Presents:**
- 21 The King and I**
Friday—7:30 p.m.; Saturday—7:30 p.m.;
Sunday—2:00 p.m.—Arbogast Performing Arts Center,
500 South Dorset Road, Troy
www.arbogastpac.com
- 20 Sidney Alive Downtown Putt Around—NEW DATE**
10:00 a.m.—4:00 p.m.—Downtown Sidney
www.sidneyalive.org/eventscalendar (more info. page 3)
- 20 Cruise Sidney**
www.shelbycountyhistory.org/exhibits.htm

ADDITIONAL MEETINGS & EVENTS ON PAGE 2

CHAMBER LEADERSHIP—YEAR 35 IN THE BOOKS! GRADUATION CELEBRATION COMING SOON!

Thursday, June 20th marked the final session of the 2023-2024 Chamber Leadership Program. Late July or early August we will be celebrating the completion of all ten sessions with THIRTY graduates (date to be announced soon).

The purpose of the Chamber Leadership Program is to increase the quality and quantity of individuals capable of accepting leadership roles within their organization as well as the communities they work and live.

The curriculum consists of meeting one date per month, typically the third Thursday, for a ten-month period. Most sessions begin around 8:00 a.m. and conclude around 4:00 p.m. Participants are required to attend all sessions in their entirety in order to graduate (two additional years given to make up missed sessions). Classes are exposed to the variety of civic and economic resources and issues of our area. Topics covered are: Leadership Development; History, Geography and People of Shelby County; Economic Development; Law Enforcement, Fire and Rescue; Media; Human Services; Education; Health Services; City and County Government; Agriculture.

Applications are available to all members of the Sidney-Shelby County Chamber of Commerce on our website at www.sidneyshelbychamber.com/chamber-leadership-program.html. Registration is currently underway for the 2024-2025 class—the maximum number of participants is 25 and we fill up quickly—please don't wait if you are interested. The first session will be Thursday, September 19.

CONGRATULATIONS GRADUATES:

Stephanie Bensman, US Bank
Duane Caudill, Upper Valley Career Center
Tyler Davis, Shelby County Board of Dev. Disabilities
Stacy Dirksen, Copeland
Brad Evers, Lincoln Electric Automation
Julie Fuller, Community Foundation of Shelby Co.
Judie Godwin, New Choices, Inc.
Sarah Graves, Hemmelgarn Services, Inc.
Chance Guisinger, City of Sidney Fire & Rescue
Kaleb Headings, Tri-County Veterinary Services
Rolly Himes, Ashley Himes State Farm
Sue Hoehne, Copeland
Clay Hoying, Slagle Mechanical Contractors
Rob Jenkins, Creative Marketing Strategies
Kristi Kelly, Shelby County Commissioner's Office

Ryan McCoart, Upper Valley Career Center
Renee McDowell, City of Sidney Police Dept.
Chris McHenry, Lincoln Electric Automation
Brian Ramge, City of Sidney Fire & Rescue
Ali Rittenhouse, Creative Marketing Strategies
Amanda Rogers, Copeland
Amy Ruane, Copeland
Fran Siefing, Sidney Daily News
Jeff Simon, City of Sidney Fire & Rescue
Amy Spriggs, Marketing Essentials, LLC
Matt Steinke, Copeland
Debbie Stone, Sidney Alive
Danielle Sweitzer, New Choices, Inc.
Austin Tebbe, Superior Aluminum Products
Reggie Wendel, Copeland

TIPS FOR REINING IN FOCUS IN A DISTRACTED WORLD

Small business owners and solopreneurs learn quickly that they must wear many hats. While this ability to work in every area of their business may save money in the short term, it doesn't take long to understand that multitasking can be bad for business. When your focus is diluted across many channels and business goals, you may find that you do a little bit of everything but never solidly complete anything. You spend a good part of your day putting out fires and starting projects and at the end may realize you didn't finish anything to your satisfaction. That's why keeping your focus is one of the best things you can do for your business. It also models good behavior and sets your employees up for success. Here are a few

tips on how you can keep your focus in a world that rewards anything but.

Retaining Focus in a Busy World. You are pulled in many directions throughout your day. There are internal and external things battling for your attention. Finding a way to silence these distractors can help you meet your business goals.

Silence Notifications. This is the most obvious one but also the hardest for most people to do. We're conditioned to respond every time the ding that notifies us of an email or text goes off on our device. Even if you don't attend to it at that moment, it has likely
(article continued on pages 2 and 3)

FROM JEFF'S DESK

It's Zenith Nomination Season!

For 34 years, the Sidney-Shelby County Chamber of Commerce has humbly recognized an individual who has dedicated themselves to a lifetime of community service to Shelby County. The award originated in 1990 and has been presented to such distinguished volunteers as William McMillen, Don Fogt, Don Bensman, Harry Faulkner, Robert Zielsdorf, Robert Burns, John Garmhausen, Patrick Milligan, Herb Schlater, Ralph Bornhorst, Rich Wallace, Ralph Keister, Mike Puckett, Tom Francis, Bruce Boyd, Bob Sargeant, Sandy Shoemaker, Ken Schlater, Doug Stewart, Lisa Alvetro, Roger Lentz, Priscilla Wilt, Ed Borchers, Tom Boecker, Mick Given, John Dunlap, Doug Barhorst, Tom Middleton, Cindy Helman, Tom Milligan, Mike Lochar, Rudy Keister and Denny Sollmann.

The criteria for nomination includes, but is not limited to, activity in service groups, leadership in community causes and livability enhancement initiatives, philanthropy, civic participation, and overall volunteer commitment.

If you know of someone deserving of this very special recognition, I invite you to contact me for a Zenith Award nomination form. I can be reached at 937.492.9122 or jraible@sidneyshelbychamber.com. Nomination forms can also be found on the Chamber website at www.sidneyshelbychamber.com/zenith-award.html. For consideration this year, nomination forms must be submitted by September 1.

For over 200 years, volunteers have played a significant role in shaping Shelby County into the quality community it is today. Please help us identify and recognize those civic-minded volunteers in our community most deserving of this special recognition.



MEETINGS & EVENTS (CONT'D)

- 21 - Shelby County Fair**
27 www.shelbycountyfair.com (more info. on page 3)
- 25 Human Resources Council**
12:00 noon—Holiday Inn Express & Suites,
450 Folkerth Avenue
- 26 Sidney Civic Band—Crooners**
7:00 p.m.—Shelby County Court Square
- 30 Sidney Visitor's Bureau Advisory Council**
11:30 a.m.—Holiday Inn Express & Suites, 450 Folkerth Avenue



JULY 11, 12, 13 • Fort Laramie, Ohio | countryconcert.com

Thursday, July 11
CODY JOHNSON
 RILEY GREEN • TRACE ADKINS • JO DEE MESSINA
 IAN MUNSICK • CONNER SMITH • DRAKE MILLIGAN • WYATT MCCUBBIN
 PRESTON COOPER • GTG WINNER • NATALIE UHLENHAKE • WYATT MCCUBBIN

Friday, July 12
LAINIE WILSON
 DUSTIN LYNCH • BIG & RICH FT. GRETCHEN WILSON • CRAIG MORGAN
 49 WINCHESTER • ANNE WILSON • LAUREN WATKINS • USA KARAOKE FINALS
 ABBY MILLER • THE SMALL TOWN BROTHERS • JULIA NEVILLE

Saturday, July 13
HARDY
 BAILEY ZIMMERMAN • CLINT BLACK • WARREN ZEIDERS • SARA EVANS
 KAMERON MARLOWE • DASHA • KOLBY COOPER • ELLA LANGLEY • RAYNE JOHNSON
 127 NORTH • ANDI JO TAYLOR • TRAE MYERS • RAYNE JOHNSON

Wednesday, July 10 - CAMPER PARTY WITH ASHLEY COOKE
 DYLAN SCHNEIDER • GREYLAN JAMES • JET JURGENSMEYER





CORNHOLE TOURNAMENT

on the square!

SATURDAY, AUGUST 10TH
GAMES 1PM-5PM

\$10
PER PERSON

\$20
FOR A TEAM

OPEN TO THE PUBLIC!

BRING A LAWN CHAIR!

WINNERS RECEIVE CHAMBER GIFT CERTIFICATES!

COURTHOUSE LAWN DOWNTOWN SIDNEY

100 E. Court St.

REGISTRATION STARTS AT 12:30 AND IS REQUIRED

REGISTER TODAY AT:

<https://lp.constantcontactpages.com/ev/reg/nxnacsr>

DORA

REINING IN YOUR FOCUS (page 2 & 3)

interrupted your thought and you'll have to revisit what you were doing. You may not have the luxury of silencing that phone at your business, but you can silence e-notification. No, really. You can. You'll survive. Set your devices to go in and out of Do Not Disturb throughout the day or give yourself designated 30-60 minute work sprints followed by 1-15 minute times to answer those emails or texts. There are very few electronic communications that can't wait one hour for a response. If you're worried you'll miss a customer communication and thus a sales opportunity, look into chatbot options or hire a message service. But do this only if you're in a business where waiting 60 minutes is the difference between life or death (and even so, most doctors will tell callers that they should call the ER if it's a life-threatening emergency). Most situations can wait. Silencing notifications means you get your to-do list finished in a fraction of the time and with a much better, more focused quality. That focus yields better outcomes. Give yourself the gift of time by silencing those notifications.

Decide on Your Most Important Tasks and Keep List. If you're silencing notifications, you should have 30-60 minutes of limited interruptions. If you work behind a counter, in a brick-and-mortar business you will still have those interruptions but here's how you will make the most of your day. You need two lists. The first list is comprised of 2-3 things that will make the biggest impact on your business TODAY. They are your short-term wins. They'll move the needle quickly. The second list is comprised of the things you can chip away at. They're important but they're long-term goals or tasks that are not time sensitive. They could be quick

WELCOME NEW MEMBER

CHARLES CONSTRUCTION SERVICES

BUSINESS CATEGORY: Construction/Building Supplies

Maddy Wendel
2727 St. Johns Road
Lima, Ohio 45804
(419) 991-5751



20 DOWNTOWN PUTT AROUND 24 & GOLF CART RALLY



Good times as par as the eye can see

NEW DATE! SATURDAY | 10:00AM
JULY, 20TH | - 4:00PM

WHO'S READY FOR SOME PUTT - PUTT!?

PUTT AROUND THE DOWNTOWN WITH FRIENDS OR FAMILY
AT UNIQUE HOLES CREATED BY DOWNTOWN BUSINESSES
FOR YOUR CHANCE TO WIN 1 OF 3 PRIZES!

**SIGN UP
YOUR TEAM
OF 4 TODAY!**

PRIZE SPONSORS



GOLF CART rally!

SATURDAY, JULY 20TH
DOWNTOWN SIDNEY

REGISTER AT SIDNEYALIVE.ORG



TO REGISTER VISIT SIDNEYALIVE.ORG/EVENTS OR



VISIT THE FAIR FOR RIDES, GAMES, FOOD, ENTERTAINMENT,
LIVESTOCK SHOWS, AND SO MUCH MORE!

July 21-July 27, 2024



WE ♥ RIBBON CUTTINGS

Picture & info. provided by Superior Aluminum Products, LLC

On June 13th, Superior Aluminum Products held a facility-wide ribbon cutting for the official opening of their expanded 54,000 square foot production area. They still have construction going—they are expanding the offices into an area that was vacated after the expansion was complete. Estimated completion for the whole project is August and they have scheduled a Chamber Business After Hours on Thursday, September 26th to celebrate.

Pictured above are the four people most responsible for a well-planned and executed move—Jeff Rismiller, material handler, on the far left, Todd Philipot, Shop Superintendent, Kurt Marchal and Larry Pierron, maintenance. This gathering was to celebrate everyone's efforts with the expansion/move but these four were the leaders of the project. Special guest speaker Father Nathan Cromly, founder and president of St John's Institute in Denver came to speak about Superior's company value #6 "We believe our work serves a higher purpose" followed by lunch brought in by a customer of Superior Aluminum's - Jimmy John's. It was an all around great day!

MEMBER SPOTLIGHT—GOFFENA FURNITURE

The owners of Goffena Furniture & Mattress in Sidney (Matt, Drew and Evan Goffena) opened a new Ashley Store in early June at 1831 Towne Park Drive, Troy in the Troy Towne Center mall next to the Texas Roadhouse restaurant. The 35,000 square foot includes a 25,000 square foot showroom with remaining space dedicated to warehouse space, office and restrooms.

"Ashley is the number one named brand of furniture in the world and the largest furniture retailer in North America," said Drew Goffena, Goffena Senior Vice President, "we are so thrilled to bring quality, stylish home furnishings with the same hometown family feel of Goffena Furniture & Mattress to the Troy community."

Adds Evan Goffena, Goffena Vice President, "We are grateful to the Troy Chamber of Commerce and the entire town for allowing us to put up our building in the incredible Troy Towne Center shopping mall. We're really excited to be here and, more importantly, for everyone to see what's inside."

The new store will feature Ashley's 7.0 store concept, a design approach that features more spacious layouts and fewer accessories to better emphasize the furniture. Customers will experience a simplified, bright and open floor plan, making it easy to find the perfect pieces of furniture for their homes.

Goffena Furniture & Mattress has been servicing the Shelby County area since 1942 and is now in the 4th generation of family ownership.

GOFFENA FURNITURE
& MATTRESS STORE

Article provided by Goffena Furniture.

REINING IN YOUR FOCUS

wins or long undertakings but they're things you can work on when you have a spare "minute or two". As a business owner, you will always have unexpected time—waiting for a meeting or on a vendor, a slow moment at the store, you get the idea. Make a list of things you can do during that time that will impact your business. For example, use AI to brainstorm a new name for the newsletter. Look for a new color scheme (if considering a rebrand.) Watch a video on YouTube on something you want to learn more about like digital marketing. Most of the time when we have these stolen moments, we don't maximize them. We go on to Facebook and remark about how big our friends' kids are getting.

While heartwarming, this is not a great use of time. Instead, make this list and keep it handy (store it on your phone so you'll have it wherever you are.) That way you can use your stolen moments for the greatest impact.

Fill Your Attentional Load. If you are working on mundane tasks that don't require a lot of thinking, you may find you're more easily distracted. Using music or other intentional distractors that you control can actually help you stay focused because it "fills" the part of your brain that requires stimulation. This action works in much the same way that a sail may flap in the wind with small gusts but larger gusts that fill it will keep it pulled tight with less flapping around. Sometimes it's the little things.

Article re-printed with permission from Frank Kenny



SENIOR Center OF SIDNEY-SHELBY COUNTY



Are you 50 or older? Stop in and claim **two FREE visits** and see all our activities, fitness room and available exercise classes! Our membership is only **\$35/year** for Shelby County residents and **\$40/year** for out of county.

304 S. West Avenue, Sidney, Ohio 45365

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