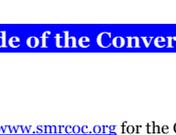




THE Business Advisor

SOUTH METRO REGIONAL CHAMBER OF COMMERCE
MISSION STATEMENT: "We advocate for business and serve members' needs to assure economic vitality in our region."

March 2015



Visit Voss Auto

Visit Thompson

My Side of the Conversation

Event Calendar for 2015

I urge you to visit our two web sites, www.smrcc.org for the Chamber, and www.southmetroregionalsafetycouncil.org for our Workers' Compensation Safety Council.

On these websites are dates, location, times and other information for events, speakers and topics for 2015.

Non-Members are welcome to attend both Chamber and Safety Council events. Speakers and topics have been carefully selected to provide current and important information for you and your business.

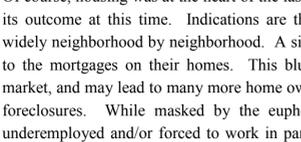
Locations of these activities have been carefully selected as well to facilitate easy and safe access.

Finally, these events are priced very fairly or are complementary to remove any hesitation by you to attend.

Bottom line – we have provided an excellent platform for you during 2015 to learn, prosper and grow.

Meet with us in a professional, elegant way. Have a great time and support your fellow businesses! We are your Business Growth Resource!!!

Julia Maxton, Chamber President



Congratulations! to Station House Restaurant, 2014 Business of the Year winner.

Rental Housing Is Likely to Continue Growing by Doug Harnish, Market Metrics

New rental housing projects have been announced in several locations in and near Montgomery County and these announcements are in addition to rental housing units that are planned or in construction as portions of mixed-use developments. Is this flurry of rental housing development simply a "flash in the pan" or is it indicative of something more fundamental. Let's look at some of the underlying factors that are driving the interest in rental housing.

Of course, housing was at the heart of the last recession and is still in recovery, albeit somewhat cloudy as to its outcome at this time. Indications are that housing values are recovering, but this observation varies widely neighborhood by neighborhood. A significant number of homeowners are still "underwater" relative to the mortgages on their homes. This blunts the new home construction market, existing home resale market, and may lead to many more home owners being forced into rental alternatives as a function of future foreclosures. While masked by the euphoria of declining unemployment numbers, many people are underemployed and/or forced to work in part-time or temporary positions; none of which leads to a home buying alternative for a place to live. Many college graduates are still looking for work and living at home and many more are not working at jobs that provide the income to even pay for college loan debt; no home purchase options here either. Finally, much of the new job growth being touted by the politicians is in low-wage/low-skill jobs. These low-end jobs can be staffed at wages between \$18,000 and \$20,000 per year so any thought of buying a home isn't even a near-term dream for these workers. The conclusion from all of these observations is that rental housing will be in a growth mode for several years to come.

Census data indicates that home ownership stood 64.0% in the fourth quarter of 2014; the lowest level since 1994. For people 35 years of age and younger the home ownership percentage was 35.3%; the lowest percentage since 1982. Overall homeownership stood at 65.2% of occupied units for the Dayton Metropolitan Area in 2014 with Montgomery County lagging the Metro Area and the nation at 63.3%. While the local market percentages are not completely out of line with the national data it must be remembered that vacant housing units comprised 10.6% of all housing units in the Metro Area and 12.2% of the housing units in Montgomery County; hardly an indicator of a robust housing market. Overall housing vacancy is projected to increase in both the Metro Area and Montgomery County in the next five years. This projection suggests that a return to pre-recession housing values may not be achievable in the next five years.

The decision to rent is not simply a function of income in the context of the current market. Even for those households who could qualify for a mortgage loan and be able to make the payments, many are choosing to rent. In at least some cases, the experience of parents or other family and friends in the recent recession is influencing a conscious decision to rent versus buy. The debt and the illiquidity of an investment in a home are both factors being more seriously considered before embarking on a home buying experience. In addition, the amount of income that is consumed by home maintenance and repairs is also a potential burden to be considered.

Assuming inflation remains virtually undetectable, home owners may have to remain in place for almost a decade to be able to leave with the same money they invested to purchase their homes. Many households would rather have money to spend on other interests versus a home and they retain the mobility that these home-owner counterparts have traded for home ownership.

What are the fundamental quantitative reasons to own a home? The three that come to mind are; a forced savings in the form of equity build-up, a hedge against inflation through appreciation in value, and a tax savings through the deduction of mortgage interest and real estate taxes. The recent recession proved that

Rental Housing Continued

the first reason can be false if resale values drop and payments are effectively reduced to rent payments. A continuing conclusion can be reached for appreciation in value as a function of the recent recessionary housing experience and very low rates of inflation, if there is any inflation at all. Finally, the tax advantage remains at present, but the pursuit of more tax revenue at all levels of government and the increasing percentage of households that are renting and do not get this tax advantage are both contributing to the discussion of eliminating this tax benefit. While any threat to eliminate the tax deduction will be hard fought, never say never to the possibility. Thus, the question: What are the advantages of home ownership again? Of course, there are qualitative reasons why households may want to own a home versus rent. These reasons may outweigh the quantitative reasons. As such there will always be a segment of the market that wants to own, but the question is: What percentage of households make up this segment of the market?

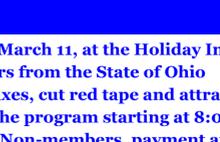
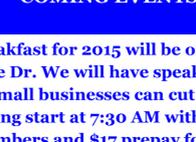
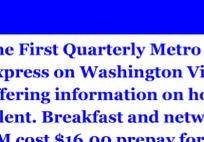
A recent NYU/Capital One study reported by the Wall Street Journal concluded that in the eleven most populous cities in the U.S., renter households outnumbered owner households in nine of them. Renter households were in the majority in only five of these cities in 2006. Of the two cities in which owner households were still in the majority, one is on the brink of tipping to a majority of renter households in the near future. There are probably numerous other contributing factors to this observation, but it suggests that the percentage of owner households in the U.S. could continue to slide for some time to come.

The national data is not at odds with the local data. In essence, the interest in the development of new rental housing is in step with national housing dynamics. Of course, supply and demand for housing is driven by local market conditions so the static state of the local market with relatively weak economics compared to the nearby cities of Cincinnati and Columbus suggest that there are multiple reasons for the growth of rental housing; both economic reasons and qualitative reasons.

New rental housing will enter at the top of the local market being driven there by construction costs. A continuing supply of new housing is fundamental to the vitality of any market, so this is good for the local area. The potential to build toward an oversupply does exist, but it is likely to be masked in the short run by migration from older, less competitive housing projects to the newer higher quality projects. The projected increase in vacant housing units will be concentrated in those areas where the inventory is older and possibly not as well maintained.

So what does all of this mean to the local market? The renter housing segment of the market will continue to increase as a percentage of all households. Sites for new projects will be in demand and the supply of properly zoned land in Montgomery County is very limited.

More multifaceted projects that enable individuals to live, work, and play within the confines of a mixed-use campus will be in demand. In the process, multi-family housing may shed much of the "stigma" it has garnered in the past and be accepted as simply another housing alternative that has to be accommodated in a variety of communities which once ushered multi-family developers to the door. It is also important to understand that new households typically start out in rental housing. The entire Metro Area needs more youthful households to staff entry level employment opportunities and provide a better balance to the overall population. If there aren't young people to staff entry level jobs, the entire economic base will suffer and more employers may leave the area. Thus, new rental housing can lend assistance to the economic development objectives of the area while serving a growing segment of the housing market. In essence, rental housing is likely to continue to grow as a segment of the housing market in the future locally and nationally; it isn't just a "flash in the pan".



Contact Midwest Services

Contact them at www.ffalaw.com

South Metro Regional Safety Council News

Meeting attendance credit requirements from the Ohio Safety Council Policy and Guideline Manual are now posted on the Safety Council Web Site under the BWC Information Tab. Please check it out if you have any questions regarding attendance requirements or extra credit for attending external events, meetings or seminars.

www.southmetroregionalsafetycouncil.org

Did you know that your company or organization could earn a 2% - 4% rebate on your worker's Comp premium? By attending 10 meetings a year and submitting semi-annual report you are eligible for this rebate above any group rated discount that you are currently earning. To learn more about eligibility and the enrollment period contact the Chamber Office at 433 2032 ext. 102.

The South Metro Regional Safety Council will conduct two meetings that will qualify for special credit. One on April 28th in the morning and one on May 14th in the evening at Southview Medical Center, SR 725, that will meet the BWC extra meeting for credit requirements. Make note of these dates and watch our web sites www.southmetroregionalsafetycouncil.org and www.smrcc.org for details.

COMING EVENTS

The First Quarterly Metro Breakfast for 2015 will be on March 11, at the Holiday Inn Express on Washington Village Dr. We will have speakers from the State of Ohio offering information on how small businesses can cut taxes, cut red tape and attract talent. Breakfast and networking start at 7:30 AM with the program starting at 8:00 AM. Cost \$16.00 prepay for Members and \$17 prepay for Non-members, payment at the door is \$25.00 for both members and non-members. RSVP 937 433 2032 ext. 200 or email info@smrcc.org

Our Quarterly Women Who Work Series will begin on March 18, 2015 at the law offices of Thompson Hine at Austin Landing. Networking and a presentation by Deborah Brennamn, Partner, Thompson Hine LLP "Legal Landmines—Employment Law issues that could make you take cover" the event runs from 4:30 to 6:30 P.M. This is a no charge event but reservations are required, RSVP to 937 433 2032 ext. 200 or email info@smrcc.org.

Mark your calendars for April 14, 2015 for the second annual South Metro Regional Chamber Night at the Dayton Dragons. Watch your email inbox and the Chamber web site for details.

Email Marketing and Communication Update

As a Chamber member, you are entitled to a discount on one of the most powerful marketing tools on the planet, Constant Contact.

Constant Contact provides a suite of marketing tools to help you promote your business online. Its most noteworthy tool is the email marketing tool.

You may be wondering why email marketing is a great way to promote your business. A study from the Direct Marketing Association shows that email marketing achieves an astonishing 4300% ROI when done correctly, higher than all other digital channels. This is not surprising when you consider that you get off of a mailing list. In fact, spamming is illegal, due to the Can-Spam Act and sending spam emails can get you fined or even jail time.

There are a lot of misconceptions out there about what email marketing with a tool like Constant Contact is all about. This is not spamming random people that you got off of a mailing list. In fact, spamming is illegal, due to the Can-Spam Act and sending spam emails can get you fined or even jail time.

True email marketing is opt-in marketing. In other words, you are sending relevant email to people who WANT to hear from you.

More importantly, to be fully compliant with Can-Spam, you need to have a way for people to remove themselves from your mailing list when they no longer want to hear from you. Luckily, with tools like Constant Contact, this functionality is built into the software.

Since buying lists is clearly a no-no, here are some legitimate ways to get prospective customers on to your email list.

A form on your website inviting them to join

Through your Facebook Fan page using Constant Contact's Facebook app

With a clipboard and invitation at your cash register

By simply asking them when they purchase or call you for a quote

With a door prize drawing at a trade show

Asking them on a status update on social media platforms like Facebook, LinkedIn

By purchasing advertising, either online or offline with an invitation

With a QR code on a flyer using Constant Contact's QR code app

By hosting an event with Constant Contact's event tool and then syncing up the invite list

With a giveaway, a coupon or a contest

Simply importing your existing customer database

A signature line in your outgoing emails in Outlook or Gmail

As you can see, there are many ways to build an email list. With Constant Contact, staying in touch with those contacts is easy and affordable.

Growing an email list is one of the many topics that we cover in my free email marketing and social media seminars.

As the Miami Valley region's exclusive Constant Contact Authorized Local Expert, I host seminars multiple times a month all over our region at no cost to you.

I can also train and advise you on the best ways to utilize Constant Contact for its full benefit. Basic training and advice services are also free.

I would like to invite you to try out Constant Contact for free for the next 60 days so you can see for yourself if Constant Contact is a good fit for your business.

To get your free trial account, please reach out to me, Carlos Scarpero, at 937-572-3713 or scarpero@gmail.com. Please indicate that you are a Chamber member so I can get the discount added to your account.

By the way, if you are an existing Constant Contact customer and have not yet claimed your Constant Contact Chamber discount, please reach out to me and I'll get your account adjusted.

MEMBER SERVICE MOMENT

On February 5th the Chamber and Miami Township conducted a ribbon cutting at Simply Hyacinth at the Dayton Mall be sure to visit this new member when you are in the area. The goal of the shop is to find unique items and apparel made in the USA.

If you have not checked out the new DPL Energy Chamber Program, Now is the time to do so. Each company will have a personal evaluation of their electric use and then receive a quote. One member is looking at a potential savings of about \$3,000. To schedule an appointment please contact Jake Armbruster at jacob.armbruster@dplinc.com.



We will be conducting a ribbon cutting on March 25, 2015 for the new Fresh Thyme location on Feedwire Road. If you are able join us at 6:45 A.M. for the ceremony.

SOUTH METRO REGIONAL CHAMBER OF COMMERCE

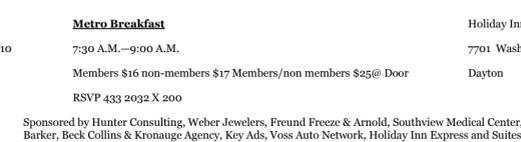
2015 CALENDAR OF EVENTS

SAVE THESE DATES!

EVENT RESERVATION POLICY

All reservations for Chamber events have a cancellation date, usually one week prior to the event (check our website at www.smrcc.org or event invitation). This date represents a guarantee from the Chamber to the event facility concerning payment and commitment, no exceptions. Please be responsible and honor that date to assist this office in managing our budget. All event registrations will only be accepted IN ADVANCE by check or credit card. We will not offer payment at the door.

No refunds after cancellation date or 3 days prior including lack of attendance. Adults only! **Reservations required. (937) 433-2032 x 200**



Date	Event	Location
Thursday	Safety Council Meetings (Improve Workplace Safety)	Miami Valley Hospital South
Jan 8, Feb 12, March 12,	Events & Programs will be held from 8-10 a.m.	2400 Miami Valley Dr.
April 9, May 13, Sept 11,	Safety Council Members - \$15.00 Non Safety Council Members - \$20.00	Centerville
July 9, Aug 14, June 10,	Must RSVP - 433-2032 x 200	
Oct 8, Nov 12, Dec 10		
Wednesday	Metro Breakfast	Holiday Inn Express
March 11, June 10	7:30 A.M.—9:00 A.M.	7701 Washington Village Dr
Sept 9 , Dec 9	Members \$16 non-members \$17 Members/non members \$25@ Door	Dayton
	RSVP 433 2032 X 200	
	Sponsored by Hunter Consulting, Weber Jewelers, Freund Freeze & Arnold, Southview Medical Center, Sycamore Medical Center, Barker, Beck Collins & Kronauge Agency, Key Ads, Voss Auto Network, Holiday Inn Express and Suites	
Wednesday	South Metro Night at the Dayton Dragons	Fifth Third Field
April 14	5:30—end of the game Dragons vs South Dragons Contact Trafton Eutsler 937 228 2287 trafton.eutsler@daytondragons.com	Dayton
	\$30 per person Reservations Required	
Wednesday	"Annual" Networking Party	Sycamore Creek County Club
June, 17	5:00 – 7:00 p.m.	8300 Country Club Lane
	Adult Summer Camp admission includes: 4 craft beer tastings, appetizer, S'mores and fun retailers.	
	\$35.00 per person / COD Bar/ Reservations Required RSVP 937 433 2032 ext. 200 or info@smrcc.org	
	Sponsored by: Sycamore Creek Country Club, Hunter Consulting, Weber Jewelers, Freund Freeze & Arnold, Southview Medical Center, Sycamore Medical Center, Barker Beck Collins & Kronauge Agency, Key Ads, Voss Auto Network, Graceworks Lutheran	
Wednesday	Annual Breakfast & Business Awards	NCR Country Club
October, 28	7:30 a.m. – 9:15 a.m.	4435 Dogwood Trail
	No payment at the door Please RSVP 433-2032 X 200	Kettering
	Sponsored by: Hunter Consulting, Weber Jewelers, Freund Freeze & Arnold, Southview Medical Center, Sycamore Medical Center, Barker Beck Collins & Kronauge Agency, NCR Country Club, Key Ads, Voss Auto Network, Wright Patt Credit Union	
Wednesday	Holiday Business Showcase	Miami Valley Hospital South
November, 18	5:00-7:00 p.m. Admission: No Charge Members - \$100.00 per 6' display table - Non Members \$150.00 per 6' display table	2400 Miami Valley Dr. Centerville
	Call for more information - (937) 433-2032 x 100 Sponsored By: Miami Valley Hospital South Please RSVP	
South Metro Chamber 2014 Open Houses!		
Tuesday	The Laurels of West Carrollton	115 Elmwood Circle
May 5	5:00 - 7:00 p.m. Must RSVP 937 433 2032 ext. 200	West Carrollton
Thursday	Zig Zag Gallery (Holiday Kick Off)	101 E. Alex Bell Rd. Ste 172
November 5	5:00—7:00 p.m.	Centerville