

The Voice

News & Views From the Upper Arlington Area Chamber of Commerce

October 2007

Volume 18, Issue 10

How Do You Feel About Kingsdale Revitalization?

*By Robert Radcliff
Chairman of the Board of Trustees*

As an almost life-long resident of Upper Arlington, I can remember when Kingsdale Shopping Center was the center of economic vitality and social excitement for our city. It seems like yesterday that my sisters were shopping at the Limited. Lazarus and The Union were retail anchors for the city, and my favorite place to eat was Umberto's. In fact, I'm old enough that I can remember riding my bike to Kingsdale to meet my buddies for burgers and fries at Kresge's.

Yes, those days are gone. But that doesn't mean the days of an active, vibrant "center" at Kingsdale can't come back. Like you, I have been interested and intrigued by the recent dialog between the city and Kingsdale's current owners, Regency Centers, about possible developments at Kingsdale. We have all witnessed enough starts and stops over the last decade to know not to get too excited until we see something concrete. But it's encouraging and even exciting to think the 10-year stagnation may be coming to an end.

All of the recent activity seems to beg the question: As a Chamber member, what would you like to see happen at Kingsdale? What type of development do you feel would be most appropriate? Is it simply a matter of more activity in whatever form it may take, or do you feel the Master Plan, which calls for a mix of retail, office, residential

and community oriented space, makes more sense? And if the latter, what's the right ratio? Would you support an infusion of dollars from the city to help spur development at Kingsdale?

When the current Master Plan was developed, your Chamber was an active participant and supporter. It is with this same thoughtful examination that we are hoping to determine your Chamber's views on the "Kingsdale Opportunity". In a few weeks, you will receive an electronic survey instrument requesting your views on this most important issue for our community. In addition, we will be asking all of our City Council Candidates for their specific views on Kingsdale revitalization at our upcoming Candidates Forum.

We need your help and are interested in your views.

We look forward to your responses to the survey and hope to see you at the Candidates Forum on Thursday, October 11 at 11:15 am at Arlington Banquets & Catering Center, 1967 W. Henderson Road. See page 3 for more details and make your voice heard on the Kingsdale opportunity.



Robert Radcliff

From The President

Dear Members:

At the end of this issue of "The Voice" is a special Election Insert. As you well know, it is important that the voice of business be heard at election time. Therefore we posed questions to the five City Council candidates to give you a better understanding of their backgrounds and positions.



The questions were created by members of the Chamber's Business Advocacy Committee (BAC). The BAC is focused on advocating for businesses in the Upper Arlington area, including your business.

As THE business organization in town, we feel responsible for getting the message to the candidates that one of the pillars of a good community is a strong and positive business climate. That has not necessarily been the case in the past, as many beneficial business opportunities have laid waste by the opinions of a few. We need to prove to those who can reinvent and redevelop Upper Arlington that building and nurturing our business base is a wise idea, and that we not only need to welcome businesses, but also help them succeed.

For the businesses already in UA, we want the City to continue to support you and show that they know how valuable you really are. This election has the potential to change the face of city government, and that's why we're taking an active role. You should, too. There are five candidates vying for three open council seats. The election is slated for Tuesday, November 6.

In an attempt to see where each candidate stands on business issues, we've given them the opportunity to answer these questions as well as speak at the City Council Candidates Forum to be held at Arlington Banquet & Catering Center on Thursday, October 11. Please read this insert, join us for the Forum and vote.

Sincerely,

Brenda Schwandt, President

Chamber Endorses School Levy

After meeting with Superintendent Jeff Weaver and Treasurer Andy Geistfeld the Chamber's Business Advocacy Committee came to understand the need for continual reinvestment into our school system. Most people have chosen to live in Upper Arlington to enjoy the high quality of life, and when asked what is the reason that UA has such a high quality of life, most residents would answer that it stems from our excellent school system. Our school board has found that to maintain that level of excellence, we must have a levy vote every three years.



Tony Macaluso

Many factors lead to the school board's decision to go to the voters every three years with a levy issue (for now, the Board is looking into many alternative funding sources). School Boards across Ohio are restricted by House Bill 920. This bill limits the ability for the funding of schools to rise along with normal inflation. As book prices, teacher and staff salaries, gas prices, insurance, and every other cost increases the amount of funding does not increase equally. Imagine trying to run your business with your supply costs and the costs of business rising and having to go to your customers to vote on a price increase.

The school board has been given a difficult task and for the sake of our quality of life and the quality of our business community we hope you will join the Business Advocacy Committee, the Executive Committee, and the Board of Trustees in supporting this year's school levy.

About the Author: The advocacy articles are written by the BAC Chair, Tony Macaluso of Macaluso Landscaping Company. If you have any questions about advocacy or the Chamber's role in supporting local businesses, contact Tony or Brenda.



"The Voice" is a monthly publication of the Upper Arlington Area Chamber of Commerce.

You may submit articles and notices at any time to President@uachamber.org. The official deadline is the 20th of the month prior to publication.

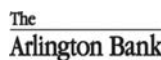
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Reflections Of A Long Time Member: Anthony Thomas Candy

In honor of the Chamber's 30th Anniversary, The Voice is profiling a long-time member in each issue in 2007.

It all began in a family kitchen in 1916, when Anthony Zanetos began to experiment with making candy. His results were so delicious, he opened his own confectionery in 1926. His son, Thomas, joined him, eventually forming the Anthony-Thomas Candy Company in 1952.

Four generations of Zanetos candy makers have contributed to the company's success. Today, Anthony-Thomas makes millions of pounds of candy every year. Each piece is made fresh daily, always in the best of taste.

We invite you to read the following interview about a company... rich in tradition, strong in family values, and loyal to making the best candy there is to eat. Meet Candi Trifelos, Director of Retail Operations, and a fourth generation of Zanetos working in this family-owned business.

us about your background and your business.

Our candy company actually began making and selling candy many, many years before we incorporated in 1952. Eventually, we outgrew our Franklinton location and relocated in 1994 to where we are today at Arlingate Lane. Our state-of-the art manufacturing facility is second to none in the industry. We're capable not only of manufacturing our own candy, but co-manufacturing other companies' candy. Currently, we operate 14 retail stores in Central Ohio, two of which are located in Upper Arlington.

I remember watching candy being made even as a young child when I visited the production facility with my father. I stood on a milk carton to watch the candy going by on the conveyor. I even remember selling candy at the Ohio State Fair in 1979 as a ten-year old. In fact, I was accidentally left alone in the booth at the fair and took charge of the cash register. That was when customers taught me to count back change. Needless to say, I was not destined to be a banker.

That was such a memorable experience for me that I bring my own kids here to expose them to some of the same experiences I had as a child. Hopefully, this exposure will help to instill the values that this family business has instilled in me.

Describe how business has changed.

Today, there is more competition than ever before. Big box retailers are now actively selling quality chocolate. Even though our quality recipes have remained the same for 100 years, increased competition has forced us to improve our marketing including our packaging, graphics, and signage.

Our salesmanship and customer service are second to none. Our customers always come first. We continue to offer free wrapping so that customers walk out of any store with a gift in their hands. We offer a wide variety of candies at all of the holidays. Whether you have \$5 or \$50, there is always something for you at our stores.



Candi Trifelos

Story continues on page 8

Council Candidates To Present Positions, Answer Questions At October Chamber Lunch

The five candidates for Upper Arlington City Council will present their positions and answer questions during a special Chamber luncheon forum on Thursday, October 11.

The candidates, Ed Seidel, Mary Ann Krauss, Dan McCormick, Erik Yassenoff, and Leslie Heath, all have agreed to participate in the forum, which will be held at Arlington Banquets & Conference Center, 1967 W. Henderson Road, beginning at 11:15 a.m. The event is sponsored by The Forum at Knightsbridge.

Chamber member David Kandel will moderate the discussion, which will include prepared questions from the Chamber's Business Advocacy Committee as well as questions from the audience.

Attendance is open to Chamber members and non-members. The cost is \$20 for members and their guests who register by October 8, and \$25 for all others.

The five candidates are running for three vacant City Council seats. The election will be held Tuesday, November 6.

For more information about the luncheon or to make reservations, call the Chamber office at (614) 481-5710, e-mail your registration to admin@uachamber.org or visit www.uachamber.org.

Toastmasters Tip: The Keynote

Musicians define their works in terms of the "keys" the musical notes are to be played in. Similarly, the same anecdote or story could serve to inspire, inform, or entertain, depending on the context you present it in and the manner of your telling. Keeping in mind your ultimate goal will help to shape your ENTIRE speech, just as one note can tell a musician how to play!

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13. CompManagement, Inc.
14. Dave & Busters
15. Durable Floors
16. First Service Federal Credit Union
17. Fishinger & Mountview BP
18. GFS Marketplace
19. Gary Bast Insurance
20. KEMBA Financial Credit Union
21. Mall at Tuttle Crossing
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23. ProForma Graphic Impressions 2
24. Rider Financial Group
25. Security Plus Insurance
26. Staples
27. Suburban News Publications
28. Super Suppers Hilliard
29. USBank
30. Willis & Willis Co., LPA

How to Become a Business Expo Exhibitor

Eligibility: Available only to members of the Upper Arlington and Hilliard Area Chambers of Commerce.

Registration Deadline: Monday, October 16.

Space Availability: A total of 50 spaces are available: spaces will be assigned on a first-come, first-serve basis.

Exhibit Space Fees: 6-ft x 3-ft space with table, \$75
10-ft x 3-ft space, no table, \$150

If you have a standing display please measure to make sure it will fit in the space you choose.

Electricity: Applicants must specify their need for electricity in the space provided on the registration form below. Exhibitors must bring extension cords and power strips to event. Spaces with electricity are limited, please register promptly.

Food & Beverages: Hors d'oeuvres are courtesy of **The Four Seasons Columbus**. Beverages are available for purchase for exhibitors and attendees.

Questions: Call the Chamber office at 481-5710 or email President@uachamber.org

Only 20 spaces remain! Register Today

Business Expo Exhibitor Registration Form

To register as an exhibitor for the Business Expo, send this form & payment (check or credit card) to the Chamber office. You may also reserve a space by faxing this form to the Chamber office at 481-5711, but registration is **NOT** finalized until payment is received. Deadline to register is Monday, October 16.

Company Name _____

Contact Name _____

Address _____

City _____ Zip _____

Phone _____ Fax _____

Email _____

Type of Business _____

Electricity: Do Not Need Need (describe below)

FEE (Check Applicable Boxes)

6ft x 3 ft space, \$75 (includes 6ft table)

Need table Do NOT need table

10 ft x 3ft space, \$150 (does not include table)

Payment by Check (Payable to "UAACC")

Charge my: Visa Mastercard

Card # _____

Exp. Date _____ V-code _____

Card Holder Name _____

Signature _____

WILL _____

3rd Annual Business Expo

Tuesday, October 23 from 4:30 - 7:00 pm

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Business-To-Business Interaction

I decided to look up Wikipedia's definition of interaction and this is what I found.

Interaction is a kind of action that occurs as two or more businesses have an effect upon one another. The idea of a two-way effect is essential in the concept of interaction, as opposed to a one-way causal effect.

Those two sentences made me think of a situation I encountered not long ago. I had been a faithful client of an insurance agency when I finally decided to work for myself. So as I was talking to my agent to make sure my home office would be covered, I asked if I could come by and discuss the services I was now offering. To my surprise he already had a service he was happy with. Now I hate to play the guilt card but after all I had been his customer for over 20 years and all I was asking was to be heard. Suffice to say he is now much happier with my service, interaction at its best. Conversely I had called my dentist of some years asking for just a meeting but he was much too busy to discuss the services, of which I was now offering; a one-way causal effect.

Interaction does not necessarily mean buying services or products from each other but I firmly believe that the more interaction we have with each other can only benefit the group as a whole and lead to more sales. As an example; last year at a trade show a networking group I am affiliated with failed to purchase a table. When I learned of their plight I offered to share my table with them. By this interaction, I not only helped them, I helped myself as having them at my table brought more attention to the services I offered and actually resulted in a sale from one of the members of the networking group who was assigned to work the table.

Or last year's Business Expo at The Four Seasons Columbus I won a drawing for a computer back-up service which I wasn't able to use. But instead of just giving it back I asked the vendor if I could use it as an incentive for my customers to purchase my product, while at the same time promoting his service. In the end, we both ended up with a new client just by interacting even though we have not directly purchased anything from each other.

So when you attend this year's Business Expo, as you network, keep an open mind about what they do. Even if you feel it would not benefit you maybe you know of a business that would and indirectly benefit along the way of helping and interacting with others.

Member News

Voter Registration Deadline Is October 9

In order to vote in the November 6 election, you must register by Tuesday, October 9. Voter registration forms and change of address forms are available at the Library. Stop by to pick up your form. Absentee ballot applications are also available at the Library. While they are not due until closer to the election, you may want to pick up your application soon.

Help The American Cancer Society Make Strides Against Breast Cancer

Join the fight against breast cancer by participating in the American Cancer Society Making Strides Against Breast Cancer® 5K walk on Sunday, October 14, at C.O.S.I., located at 333 W. Broad Street, Columbus, starting at 9 am. This inspiring event unites the entire community to honor and celebrate breast cancer survivors, educate the public about the importance of early detection and prevention, and raise money to fund lifesaving research and support programs to further our progress against this disease. To register or for more information, visit www.cancer.org/stridesonline, call 1-800-ACS-2345, or email columbusstrides@cancer.org.

Maisenbacher Promoted At The Arlington Bank

Beth Maisenbacher has been promoted to Banking Center Manager at The Arlington Bank's main branch office located at 2130 Tremont Center in Upper Arlington. Beth joined the bank in 2001 and had previously been the bank's Assistant Banking Center Manager.



Maisenbacher

Member To Lead Wellness Program

John Rule, Certified Wellness Home and Sleep Consultant, will lead a program on creating wellness in your home. Your home should be the safest place on the planet, but it may be making you sick. The air you breathe, the water you drink, your nutrition, sleep and fitness affect your health in profound ways. Learn about the latest research and how you can turn your home into a place to improve your health as well as those you love. Program will be held Monday, Oct. 15 from 6:30 – 8:00 pm at the Elizabeth Blackwell Center. Cost is only \$10. To register, go to www.ohiohealth.com or call (614) 4-HEALTH (443-2584). You may contact John directly at 614-457-3975 (office) or john@globalwellnessoh.com.

Brian Close Joins Columbus Office of Buckingham, Doolittle & Burroughs, LLP

Buckingham, Doolittle & Burroughs, LLP is proud to welcome Brian C. Close, an Associate, to the Columbus office. The addition of Mr. Close increases the office to 32 attorneys, and strengthens its Business practice. His practice will focus on providing strategic counseling services for individual and corporate clients in general business, real estate, and tax-related transactions.



Close

Get Your Halloween Treats At Cheryl&Co.

Halloween is in stock at Cheryl&Co. The company's new collection is filled with keepsake gifts brimming with butter cream frosted pumpkin shaped cut-out cookies and delicious treats perfect for your party or the neighborhood trick or treaters. Visit today and place your orders and have your gifts delivered when you choose. The Upper Arlington location of Cheryl & Co is located at 1641 W. Lane Ave., D-22. Contact them at 488-9157 or www.cherylandco.com.

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Chamber Welcomes New Members

Kovalcik & Geraghty Wealth Partners, LLP

Lorrie Stickel
2074 Arlington Avenue
Upper Arlington, OH 43221
Phone: (614) 222-4888
Fax: (614) 222-4888
Web site: <http://kgwp.net>
FINANCIAL ADVISORS

Vaughan Music Studios

Cindy Vaughan
3100 Tremont Road
Upper Arlington, OH 43221
Phone: (614) 451-1976
Recruited by: Marty Vaughan,
Shawan Marquis Agency and Bob
Argo, Argo & Lehne Jewelers
MUSIC STUDIO

Blumen Garten Florist

Bonnie Hamilton
4687 Reed Rd
Upper Arlington, OH 43220
Phone: (614) 451-1299
Fax: (614) 451-2964
FLORIST

Know of any local businesses in the Upper Arlington area that are not Chamber members but should be? Call the Chamber office with their name and number and we will contact them. When they join, we will give YOU credit in "The Voice". We truly appreciate those who have recruited other members.

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A Salute To Seniority

The Chamber thanks those members who have continually supported the organization and offered vision, motivation and plans of action.

This column is devoted to investing in the Chamber for ten or more years as of October 2007.

Happy 24th Anniversary
Design Communications
Gene Hite

Happy 22nd Anniversary
Nancy Atcheson

Happy 21st Anniversary
Northwest Family Physicians Inc.
T. Laurence Blosser MD

Happy 18th Anniversary
National Wireless
George Prabhu

Happy 15th Anniversary
Jack D'Aurora

Happy 14th Anniversary
Golden Bear Lock & Safe, Inc.
Nancy Moore

Happy 13th Anniversary
El Vaquero Mexican Restaurant
Sergio Morales

Happy 12th Anniversary
James F. Nicklaus, D.D.S.
James Nicklaus

Happy 12th Anniversary
**Upper Arlington Community
Improvement Corporation**
Matt Shad

Happy 10th Anniversary
O. T. Excellence, LLC
Paula Clark, M.S., O.T.R./L

Happy 10th Anniversary
Upper Arlington Optimist Club
Jerry Wilker, CPA

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SCORE Classes Scheduled

The Service Corps of Retired Executives (SCORE) offers a variety of monthly business workshops. The organization's October courses include:

- Get Your Business Up & Running
Thursday, October 18 8:30 am - 4:30 pm
Cost is \$45.00
- Business Plan Workshop
Thursday, October 25 8:30 am to Noon
- Maintaining Business Records
Thursday, October 25 6:30 to 10:00 pm

All programs are at Community Capital Development Corporation, 900 Michigan Avenue, Columbus. Seminars are \$35 each (unless otherwise noted). A \$5 discount is available if check and registration are received three days in advance. For more information, call 469-2357 or visit SCORE at www.scorecolumbus.org.

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2007 First Thursday Hosts

The Chamber has announced upcoming hosts for First Thursday, its monthly member happy hour. First Thursdays are open to all members and their guests. They are held from 5:30 - 7:30 pm on the first Thursday of most months. Network with fellow members in a relaxed setting while host members show off their facility. This is a great opportunity for you to network and connect with your fellow members.

Hosts for 2007 are as follows:

- November 1 -
First City Bank, 1885 Northwest Blvd.
- December 6 -
Argo & Lehne Jewelers, 3110 Tremont Rd.

Quote Of The Month

"You have to accept whatever comes and the only important thing is that you meet it with courage and with the best you have to give."

Eleanor Roosevelt

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Melinda Franks/Owner
614.457.5797 2025 W.Henderson Rd Columbus, OH 43220

Reflections Of A Long Time Member: Anthony Thomas Candy Company

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Our Buckeyes are a huge market for us. We began offering the product eight years ago and it's by far our biggest seller. Just recently, we began offering peanut butter filled, chocolate covered pretzels. We call it our Buckeye Pretzel. It's currently one of our most unique candies. Hopefully, it will take off just like our Buckeyes have.

How have your customers changed over the years?

Our customers are smarter. They have more resources at their fingertips to understand chocolate, to compare prices, and to buy candy. What makes us different is that we pamper our customers when they walk in the door. They are greeted and offered a chocolate sample. I guarantee that their shopping experience touches all of the senses...the wonderful smell of chocolate, the taste and feel of the chocolate candy...and more!

Customers want more for their money, as well; they cannot be fooled. As a result, we make our promotions worthy and valuable. We have also provided nutritional information and communicated nutritional benefits of our dark chocolate.

What keeps you energized every single day?

I feel so fortunate that I like what I do and look forward to coming to work. I also manage special projects. For example, finding a pretzel vendor and manufacturing our Buckeye Pretzel was my project. I researched, planned, and executed that product and today we sell them in our stores. That's very satisfying for me to see something come to fruition.

I also try to visit all 14 stores every week. My greatest satisfaction is watching and waiting on customers.

Tell us about your team of employees?

Our employees are our best resources for suggestions and ideas. We try to ask their advice and incorporate their creative ideas.

Our employees are loyal, as well. I have store managers who have 15 years of service. They understand our products and enjoy the customer interaction. They know that I would never ask them to do something that I wouldn't do myself. In fact, our store managers would likely say that our customers are just like family. We even have a Westerville customer who brings coffee every day. He'll even change light bulbs.

How do you differentiate yourself from your competitors?

Our customer care and service...we provide a positive and valuable shopping experience.

What else about you and your business has made it successful?

Being a family business is an important part of our success. The business is truly a part of your life...it never leaves you.

How has being a Chamber member impacted your business?

I think it's important to support your community through being a Chamber member. The Chamber offers important resources for businesses. Monthly meetings are important networking events; the speakers are informative and motivational.

What business advice do you have for other Chamber members?

Work in a business that you have an interest in or that you love. Then...you will enjoy most every single day. Your work will be more than just a job.

Member News

continued from page 4

Herb Gillen Advertising Launches New Web Site

The Herb Gillen Agency recently launched their new, upgraded Web site (www.herbgillen.com). The site showcases the firm's marketing, advertising and PR work in an easy-to-navigate format.

Herb Gillen Agency also announced the recent signing of The Pickaway County Historical & Genealogical Library as a client. Herb Gillen Agency will be providing strategic and marketing communication services to the non-profit for their upcoming building campaign.

The Herb Gillen Agency is an Upper Arlington-based marketing agency founded in 2005. Clients include The Vectren Dayton Air Show, Solid Rock Builders & Developers, Cristy's Pizza and CSC Worldwide.

CMIT Solutions Announces New Services Manager

CMIT Solutions is proud to announce the promotion of Sarah Schoonover to the position of Continuing Services Manager. Sarah has been a member of the organization since its opening in Columbus in April 2004.

For more information on this and other IT services, please contact Al Brehl, Tom Lentz, or Sarah Schoonover at (614) 339-5500.

Chamber Members Shift Focus Of Business

Brian & Kathleen Compton have shifted their focus to Wireless - Business Solutions Group. The company provides outstanding service to small and medium-sized businesses by traveling to your office to deliver equipment and transfer contact lists. They also monitor bills to see if your usage matches your plans, and provide recommendations for cost savings.

The company's grand opening is October 12 at 7949 N High St. Columbus. Call 205.6815 for more information.

All UA Chamber members will receive free phones on Verizon Wireless upgrades and new activations and free broadband access cards for secure high-speed internet access anywhere. Free device selection is limited - some are free after mail-in rebate.

Call Brian Compton at 205-6816 or Kathleen Compton at 205-6815.

If you have news about your business to share, please email it to President@uachamber.org by the 20th of the month prior. You may include pictures with your release; jpg file is preferred. There is no cost for inclusion.

Election Edition of The Voice

The Upper Arlington Area Chamber of Commerce posed questions to each of the City Council Candidates and each replied. Please read below and plan to attend to the October 11 Chamber lunch to hear from them how they plan to make Upper Arlington more friendly to business. The order of the candidate's responses were randomly selected.

Erik Yassenoff



Why do you want to serve on City Council? Upper Arlington is at a cross-roads in its efforts to remain a vibrant and viable city. Economic develop-

ment is the key to Upper Arlington's future. My educational and professional experience has focused in economic development. I want to serve on Council to bring my years of community service and economic development experience to Council.

What qualifications do you bring to the position?

- Five years working for Congress, focusing on transportation, taxation, and welfare issues and legislation.
- Two years working for the Ohio De-

partment of Development, working to retain and attract businesses to Ohio, reforming the tax code, and modifying tort laws.

- Four years as a property manager, working with large retailers and family owned businesses.
- President and owner of a public policy consultant firm.

What is your vision for the city in the next 3 to 5 years?

My vision of Upper Arlington is a vibrant city where we work to retain empty nesters, while attracting young professionals and newly-weds to our city. We have a great city, but we need to work to reverse the trends of population decline and businesses departure. We can do this through aggressive economic development, which directly leads to maintaining our first rate public services, our schools, and expanding our tax base by creating jobs.

What are the top three pressing issues that city council should address now?

1. The retention of empty-nesters and retirees, while attracting young professionals and newlyweds to keep our city vibrant and viable in the long term.
2. The aggressive retention and attraction of businesses to expand our tax base and maintain our public services.
3. The active revitalization and creation of new opportunities at Kingsdale Shopping Center.

What are your perspectives on business development and the City granting incentives to attract new businesses and/or encourage growth of existing businesses?

This is the main focus of my endeavor to serve on Council. When I worked for the Ohio Department of Development, part of my responsibilities was to help to put together incentive packages to attract and retain businesses in Ohio. Economic incentive packages crafted properly for businesses that are interested in staying or locating to our city are imperative to keeping our city strong.

Mary Ann Krauss



Why do I want to serve on City Council?

I am a candidate for a second term on Upper Arlington City Council because I want to continue my commitment to fiscal responsibility for the taxpayers,

to economic development that will broaden the commercial income tax base, and to quality city services which will keep our community safe and vibrant.

What qualifications do I bring to the position?

In 2003, I was chosen from a field of ten applicants for appointment to an unexpired term

on City Council. I was elected for a full four-year term beginning in January, 2004. Previously, I served two terms on the Upper Arlington Board of Education. In addition to elected public service, I have a long standing record of dedication to this community. My involvement includes founding member of Upper Arlington Education Foundation, President of First Community Village Board of Trustees and First Community Village Foundation, co-founder of Burbank Early Childhood Center, Northwest Counseling Services Board of Trustees, Central Ohio Breathing Association Board of Trustees, Starr Commonwealth Board of Trustees, Chair of Hannah Neil Center Governing Boards, The Ohio State University Campbell Hall Capital Campaign, Mid-Ohio Regional Planning Commission, founding member of Upper Arlington Community Foundation Fund and Upper Arlington Leadership Program Advisory Committee.

What is my vision for the city in the next 3 to 5 years?

In the next three to five years, it is critical that City Council makes decisions to ensure our reputation as a premier community in central Ohio. Because we are landlocked with little possibility for annexation, we must emphasize our attributes....quality schools, unmatched public services, well-maintained housing and a community with family value traditions....all of which will lead us forward to the celebration of our first 100 years. Council's vision should include alternative forms of housing, i.e. condos, senior housing rentals with a range of affordability, improvement of parks and recreation with special attention to an indoor swimming facility, and continued efforts to achieve a "green community" with emphasis on connectivity and conservation of resources.

Although these are current issues and it may be possible to achieve solutions in three to five

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Ed Seidel



Why do you want to serve on City Council?

I am seeking re-election to the UA City Council in order to continue to give the kind of positive leadership that will protect and enhance our quality of life and keep Upper Arlington as the premier community in Central Ohio. I am very pleased to be able to state that substantial progress has been made. Our economic development efforts have been very successful. Our residential neighborhoods are strong and vibrant. Individuals and businesses are investing in Upper Arlington. City services and safety forces are second to none. Our financial position is strong. We should not shy away from positive investments in our community that will make us the best we can be, both now and into the future.

I have a deep and continuing interest in public service. After growing up in Upper Arlington and spending most of my adult life in the community, I am very appreciative of the community and the quality of life we enjoy. My interest is in continuing to build community and enhance our quality of life. Through continued service on City Council, I can continue to make a meaningful contribution.

What qualifications do you bring to the position?

I am qualified by experience, education, and full and active participation in the life of our Community.

I was raised in Upper Arlington in a family owning a small business. After graduating from Miami with a business degree and the Ohio State University College of Law, I returned to the community. I began my career at Price, Waterhouse Coopers, CPA, served several years as house counsel at the forerunner of Dominion Homes, and owned and operated my own small business, Seidel Delivery, for over 20 years. I know business from the inside and out.

I have been involved in the life of Upper Arlington as an active volunteer for the last two decades, as a member of the UA Civic Association, School Strategic Planning Committees (in 1995 and 1999), General Chairman of the 4th of July Parade and Celebration, UA Boosters, School Levy Committees since the late 80's (Co-Chair of the 1992 Levy) and the Master Plan committee (Chair). I am a 1990 graduate of the UA Leadership Program, and have served on its Board of Directors since 2004. In 2003 I was awarded the Margine Moul Leadership Award from UALP. I continue to serve as a member of the School Finance Committee.

I have served the Community in elective office. I ran for and was elected to two terms on the **Upper Arlington Board of Education (1992 – 1999)**, serving as Board President in 1995 and 1999. In 2003, I was elected to **UA City Council** and was elected by my fellow Council Members to lead the Council as Council President in 2006 and 2007. As indicated above, we've accomplished many good things for Upper Arlington.

I take my responsibilities seriously. I am a good listener, I take in all the information and input I can get before reaching a decision. I am guided by a desire to do the most good possible for the greatest number of people. I believe I am a good communicator in the public setting, trying hard to keep all communication open, honest, and two-way.

I have both the knowledge and the understanding of current issues facing the City, obtained through on-going active involvement in public committees and activities, necessary to be a capable and effective voice for the Public in finding the right solutions. I have the ability, skill and desire necessary to lead Council in dealing effectively with these issues.

What is your vision for the city in the next 3 to 5 years?

Upper Arlington will continue to be the premier community in Central Ohio. Our neighborhoods will remain strong and vibrant. We will be renewing, rebuilding, and redeveloping our homes, our institutions and our commercial areas. This will continue an unprecedented "growth spurt" that began in 2004. Our city services and safety forces will remain unparalleled. As our population continues to age, we will offer new and improved services to meet new and different needs. Housing options will expand to meet the needs of seniors and young families. Our schools will continue to maintain their Excellent Rating from the state, and our students will continue to excel in academics, sports, and the arts. The City and Schools will continue to work together to provide the best of public services to our citizens.

What are the top 3 pressing issues that City Council should address now?

Kingsdale – find a solution that encourages the owner to redevelop in a way that excites and pleases our citizens by bringing retail, entertainment, office and residential uses into an exciting and vibrant mix and produces additional tax base while respecting the owner's need for financial returns. The solution must respect the residential character of Upper Arlington.

Increase the city's tax base -- we must continue our efforts to attract appropriate development

and to retain existing businesses through a strong and reasoned economic development program combined with a positive business climate.

Operate the City on a sound financial basis -- we must make sure that once revenues are in hand they are carefully and prudently expended to meet both today's basic needs and wisely invested to meet our future needs. We must put aside enough to meet continuing needs in the event of a national economic downturn and to allow us a degree of flexibility in managing ourselves and investing in our future.

What are your perspectives on business development and the City granting incentives to attract new business and/or encourage growth of existing businesses?

I support the granting of incentives by the City to attract new business and to retain and encourage the growth of existing businesses.

I have been a trustee of Upper Arlington's Community Investment Corporation ("CIC") since 2002. In this role, I have been a real advocate of the City's Economic Development Program. The CIC is a combination of public and private skills, with citizens serving with backgrounds and experience in real estate, banking and finance, development and construction, law and other disciplines. In order to be competitive in today's world, cities must have an active Economic Development Program which seeks not only to attract new development and business to the city, but works to retain existing businesses as well. Our program has been very successful, bringing hundreds of jobs and hundreds of thousands of square feet of new commercial space to Upper Arlington this decade.

UA's Economic Development Program does not mean giving a blank check. The CIC carefully reviews each application, the financial and business strengths of the applicant, its plans for growth in the City, as well as the financial payback projections. The granting of each application is individually crafted to the specifics of the situation. All agreements contain "Claw back" provisions, calling for the repayment of the incentive if yearly goals regarding growth, new jobs, and taxes produced are not met. A separate recommendation is made to City Council for each.

As a member of Council I have also been very supportive of our program. I carefully review each application as it comes before Council. I support those that will enhance the City and its resources and reject those that will not. I annually review the performance of each grant or loan, celebrate our successes and move to reduce the future incentives or recapture those already given when appropriate. We have many more success stories than not.

Dan McKormick



Why do you want to serve on City Council?

My decision to run stems from my active involvement in community issues since moving to Upper Arlington in 1989. I have had the pleasure of serving on

city appointed committees, chartering civic organizations that have helped to lower taxes and control spending, and of leading political campaigns. This would be a natural extension of my past activity and allow me to help the city to move forward promoting the values of fiscal responsibility, openness of government, and protecting individual property rights.

What qualifications do you bring to this position?

I am proud to be a candidate that can point to specific efforts I have led that have helped to reduce the operating costs of the city and reduced taxes for UA residents by thousands of dollars. Whether leading community groups, fundraisers, or city appointed committees,

I've been able to find the common ground among divergent groups and work with them to focus on specific goals. I chaired the Turkey Run Advisory Committee (TRAC), am a charter member of the Arlington Revenue and Expenditure Analysis (AREA), served as communication chairman of the Arlington Community Team's (ACT) that delivered the report to city council on the viability and need for a community center, was director of Arlington Voter Awareness that led the information campaign pertaining to the community center vote, and was a founding member of Citizen's League For Education and Research (CLEAR) that has issued white papers on fund balances, economic development, and the master plan.

What is your vision for the city in the next 3 to 5 years?

I see an inner ring suburb that continues to redefine itself and attract young families looking for strong schools, a sense of community, outstanding city services, and a local government that focuses on core services that protect the life, safety, and health of all citizens. Upper Arlington needs to be responsive to its citizens and be more open to new ideas and better ways of operating. Upper Arlington will

continue to be a city that is emulated by other cities for its combination of traditions and innovation.

What are the top three pressing issues that City Council should address now?

The three top issues I hear from residents are the redevelopment of Kingsdale Shopping Center, a comprehensive plan for addressing recreational needs and connectivity within our community, and a solution to the trash system.

The redevelopment of Kingsdale must be a market driven solution that is respectful of the property owners and brings solid business to the center of our city that services our residents. Lane Avenue, Tremont, and the Reed/Henderson site were redeveloped with little to no government money and the owners of Kingsdale should be encouraged to bring a similar plan that benefits both our cities and our schools.

The Parks and Recreation Task Force has presented a clear vision of what people want and it is time to do a needs assessment, separate the needs from the wants, identify funding sources, and secure the commitment of the voters that they under-

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Leslie Heath



Why do I want to serve on City Council?

We must find new and innovative methods of financing the city of Upper Arlington in order for our city to flourish. As a

longtime Upper Arlington homeowner and a former Business Development Manager for a Fortune 500 Company, I am uniquely qualified to see both sides of a redevelopment issue. Working on City Council would offer me the opportunity to give something back to the community my family and I have come to know and love as well as the chance to help ensure the city's growth for years to come

What qualifications do I bring to the position?

As a graduate of The Ohio State University and a longtime resident of Upper Arlington, I have been afforded years of opportunity to watch our city grow and prosper. I have also worked for 2 Fortune 500 Companies including 9 years as a Business Development Manager responsible for over \$68 million in sales. I am a member of the Upper Arlington Women's Club, the March of Dimes Women's Board, and a supporter of the Upper Arlington Civic Association. Lastly, with four children in the Upper Arlington public school system, I have strong insight into the necessities of our schools.

What is my vision for the city in the next 3 to 5 years?

We must increase our commercial tax base in order to ease the burden on the citizens of Upper Arlington if we expect our city to continue to prosper. However, this must be accomplished by maintaining

the family-friendly community we have all come to expect in Upper Arlington. As a member of Council, I will look at each redevelopment proposal carefully to find fiscally responsible economic development opportunities that provide important jobs and tax revenues for our city and schools while protecting the character of Upper Arlington.

What are the top three pressing issues that city council should address now?

1. A large portion of Upper Arlington's funding is raised through residential property taxes. These taxes help us provide some of the best schools and public services in the area.

2. However, as the cost of these services increases, we must help ease the burden on our residential citizens by increasing our commercial tax base. This will ensure our great community does not become

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Mary Ann Krauss

years, I want to serve our community as a Council Member who is open to opportunities and possibilities as they occur and who is viewed as "forward thinking" with only the best interests for the most citizens as my constant watchword.

What are the top three pressing issues that city council should address now?

1. If I were to respond to the most frequently mentioned issue from residents, it clearly would be "What are you going to do with Kingsdale?" In response, Council needs to affirm that the city does not own the Kingsdale property and therefore, has no direct control over it. Our Director of Economic Development, our city staff and indirectly, the City Council continue to work with Regency, the current owner, to achieve a redevelopment outcome that will serve the owners and our community in the best way possible for the next forty years. There are no easy fixes and it will take compromise on both our parts.
2. Another issue is historic preservation and architectural review. Again, there are no clear answers that will satisfy every homeowner's preferences. This too will require opportunities for collaboration and compromise.
3. There is the issue of parks and recreation development. The newly purchased Sunny 95 land affords an opportunity for the newest thinking about public park leisure time activities. My personal priority is to support development of our green space for both active and passive uses for all our residents.....toddlers to seniors.

What are my perspectives on business development and the City granting incentives to attract new businesses and/or encourage growth of existing businesses?

Generally, I support incentives for development of new business and growth of existing business.

In Upper Arlington, we have achieved success in upgrading Class C office space to Class A or B through the use of incentives. Because of incentives, local businesses have been retained in upgraded spaces. Additionally, updated exterior facades help to promote our community image.

In 2003, between \$10-\$20 million in commercial space was built. In 2004, 2005 and 2006, in excess of \$30 million annually was

spent on commercial space. This resulted in over 576,000 square feet of new commercial space. In 2007, \$1.4 million of General Fund revenue resulted from guaranteed agreements with commercial businesses. By 2010, the agreements will have produced \$16.5 million in cumulated revenues.

From my perspective, city involvement in commercial development should continue if we are to be competitive with surrounding communities. As a result, we will become less dependent on residential property taxes yet, remain a desirable place to call "home".

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Leslie Heath

too expensive for senior citizens or young families to call home. As a member of Council, I will use my extensive business background to develop new and responsible ways to make our city more attractive and competitive to new businesses while maintaining our family-friendly community atmosphere.

What are my perspectives on business development and the City granting incentives to attract new businesses and/or encourage growth of existing businesses?

Upper Arlington's fiscal strength must always be on our mind when we determine the usefulness of any incentive we may offer to businesses. If we offer an incentive then it must also offer a financial return to the city. We must review each incentive proposal separately by weighing the benefits for the public and private partnership. While I believe commercial growth is integral to the growth of Upper Arlington, we must proceed in a way that is fiscally responsible for Upper Arlington, its citizens and the well being of the community.

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Dan McKormick

stand the needs and are willing to support them.

The cost of the trash system continues to grow at two to three times the rate of inflation and we must find a solution that addresses residents who do not participate but still expect the city to provide the core service.

What are your perspectives on business development and the City granting incentives to attract new businesses and/or encourage growth of existing businesses?

Economic Development is a necessary and vital department within the city with municipalities vying to attract, develop, and/or retain businesses to help bring balance to their tax base. Economic Development must be done with a clear plan and direction and respectful to our current business owners in the city. Funding a competitor/developer and putting current business owner at greater risk, excluding viable sectors of business, or giving incentives without clear, concise, and measurable goals won't bring the long term results we need to maintain our status as a premier community.