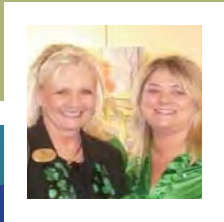
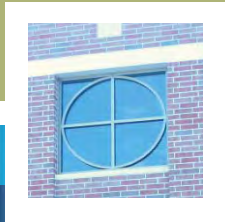


Annual Report

2010 - 2011



From the Chairman



Golf Outing

Dear Chamber Members:

This has been a productive year for the Licking County Chamber. I am pleased to report that the Chamber continues to deliver on its vision to advocate for a greater appreciation of the competitive enterprise system, promote economic and community development, provide value to our members, create community leadership, and enhance the quality of life in Licking County.

As you read this report you will see that the Chamber staff, through your yearly investment, program sponsorship and involvement works hard to insure future growth to the Licking County community. You will find that the Chamber has actively pursued its board-directed strategic goals of focusing on economic development through marketing of the 79ISeventy Corridor; expansion and retention; advocacy and public policy and membership benefits. I am especially proud of the Chambers' involvement in identifying and mentoring emerging leaders in the community, broadening our affiliates and improving our communication through e-mail, on-line and social media.

Just as past Chair Kim Lust passed the torch to me, it's with a sense of accomplishment that I introduce the 2011-2012 Chairman: Tom Cummiskey. As we move into another year with new leadership, a deeper focus on economic development, I look forward to the Chamber continuing its work to benefit Licking County businesses. In closing, I am grateful for the strong public and private leadership throughout the many facets of our community. We can all be proud that Licking County is becoming a compelling community in which to live, work and learn!

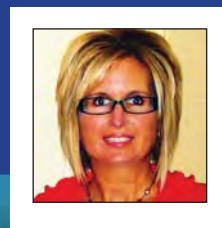


Patrick Guanciale
Chairman

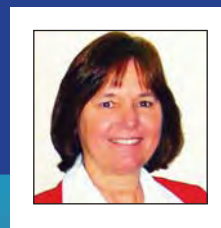
Chamber Staff



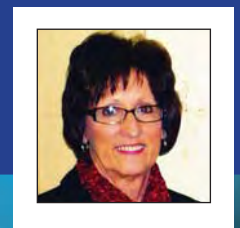
Cheri Hottinger
President



Jennifer McDonald
Vice-President



Mandy Rector
Office Manager



Vicky Crist
Membership &
Affiliates Director

Mission & Vision Statements

Mission: The Licking County Chamber of Commerce is a business organization that supports our member businesses and advances the economic well being of the Licking County community.

Vision: To serve as the Licking County business leader. We will advocate for a greater appreciation of the competitive enterprise system, promote economic and community development, provide value to our members, create community leadership, and enhance the quality of life in Licking County.

Board of Directors



Patrick Guanciale,
Chairman
Coldwell Banker/
King Thompson



Tom Cummiskey,
Chair-Elect
Park National Bank



Larry Parr,
Treasurer
Mid-Ohio Development



Kim Lust,
Past-Chair
State Farm



Carolyn J. Matthews,
Goodrich



Mike Morris,
pARTnership
Consulting



Mike Massaro
Tectum, Inc.



Connie Hawk,
Licking County
Foundation



Lindsay Englefield
First Federal
Savings



Vince Brown,
Owens Corning
Science and
Technology Center



Christian Robertson,
Robertson
Construction



Charles Dutch
The Boeing Company



Mary Albright,
Reese, Pyle, Drake
& Meyer, L.L.P.



Lora Rand,
Bayer
MaterialScience



Jack Stickle II,
Henderson-VanAtta-
Stickle Funeral &
Cremation Svs.



Damien Bawn,
Johnstown Monroe
Local Schools



Steve Cohen
Screen Machine
Industries



Brad Byrd,
The Energy
Cooperative

YEAR IN REVIEW



Horton Building Opening



Seventy
Advanced Materials Corridor

The 79|Seventy Corridor is Central Ohio's largest manufacturing area set along Interstate 70 at Ohio State Route 79. It boasts three of Central Ohio's 25 largest industrial parks. Knowing that, the Licking County Chamber and several key partners established the 79|Seventy Corridor to market this incredible manufacturing region and resource to site selectors and developers throughout the United States.

ECONOMIC DEVELOPMENT

The Licking County Chamber of Commerce is actively involved in promoting the area and works with potential companies and developers looking to locate here. The Chamber provides information and resources to make Licking County attractive to new companies and to ensure existing businesses continue to thrive through Manufacturers Council, Workonomics and the Retention and Expansion movement.

Over the past year, the Economic Development Committee hosted an Industrial Bus Tour to Tech International and 31 Gifts. This allowed local officials and business leaders the opportunity to view the manufacturing process first hand.

Marketing the community is the number one goal in attracting new companies. The Chamber provides information on recent development, available properties and business news in the Development Review

newsletter that is distributed to developers, real estate brokers, site selectors and business owners. In addition, the Chamber website hosts access to a property database of available properties throughout Licking County.

Momentive Expansion



In the Spring, the Chamber became a member of the Columbus2020! regional marketing effort with the State. Columbus2020! is a bold, new, regional

public-private partnership that will leverage Central Ohio's research and academic institutions and diverse industries to position the State Capital region to become the fastest growing economy in the country and one of the nation's leaders in economic development.

These are exciting times for development in Licking County. The Chamber puts that at the forefront of its mission and together with its members, plans on building a productive community.

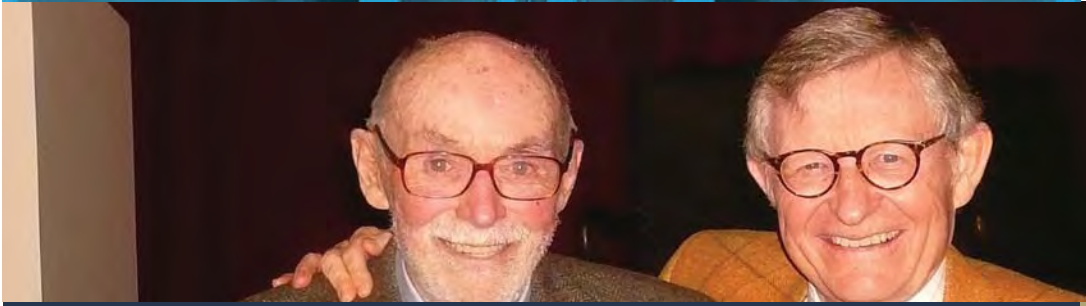
The portfolio includes:

- ◆ 11 million s.f. of industrial buildings
- ◆ Combined 1,200+ acres
- ◆ Open access rail service
- ◆ Redundant electric, gas utilities
- ◆ Capacity for growth with 500+ acres of shovel-ready industrial sites
- ◆ Rail-served sites as large as 130 acres contiguous

The 79|Seventy Corridor has a diverse presence of the advanced materials industry with silicon, quartz, polymers, steel, aluminum, ceramics, glass, wood, ag/bio, organics, food, fiberglass, foam, and others taking advantage of a workforce with three generations of proven ability to produce skilled engineers and technicians. Bayer, Boeing, Dow, Kaiser, Samuel Manu-Tech, and a host of well-known industry players anchor the Corridor. The corridor is also home to several unique-to-the-world advanced materials manufacturing capabilities, including North America's only bismuth-annealed steel fabrication facility and the last hot rolled aluminum plant left in the world.

New product development thrives in the 79|Seventy Corridor. Bayer, Boeing, and Acuity opened new product development centers in the past two years, providing a platform for a worldwide customer base to go from concept to product in one place—Licking County, Ohio.

FAST FACT: Close to Columbus, the 79|Seventy corridor is within 600 miles of half the population of the United States.



MEMBERSHIP BENEFITS

Here at the Licking County Chamber of Commerce, we believe that communication is the key to a successful business community, so we have dedicated ourselves to serving as a catalyst for the business community to interact and communicate. Not only do we provide our membership with the resources to find the people you are looking for, but we also bridge the gap between different members of the community. As a member of the Chamber of Commerce, you can use our vast resources to help develop and expand your business by meeting new people and showcasing your business. Events such as Business After Hours, Biz Fest, and the New Brew & Wine Fest allow both Chamber members and members of the community to discover new businesses and share ideas.

Everybody knows that the key to a successful business is marketing. If nobody knows about your business, then customers will not know where to go. The Licking County Chamber of Commerce offers many outlets for its members to gain exposure for their business and services. From referrals to advertising opportunities; trade show booths to sponsorships, the Chamber works to promote its members.

Communicating and connecting with members is a top priority for the Licking County Chamber of Commerce. Over the past few years, the staff has added numerous new and exciting ways to accomplish this. From e-calendar to monthly surveys and Development Review to the increase of social media outlets, we have our fingers on the pulse of our community.

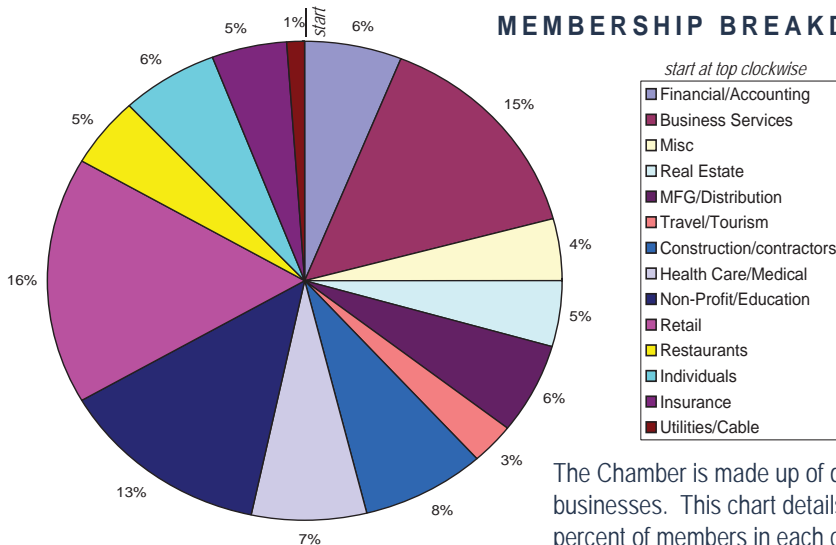
Chamber Stats



Over the course of the year, the Chamber has touched the following:

- ◆ The www.lickingcountychamber.com website saw close to 66,000 hits
- ◆ Member companies came up in over 6,000 website searches
- ◆ The staff answered 11,600 calls and aided 1431 walk-in clients
- ◆ 148 e-mail blasts were sent to members
- ◆ Hosted 25 networking events with a total attendance of approximately 3,500 members; largest events/attendance: Groundhog Breakfast, 850, Brew & Wine Fest, 450 and Biz Fest, 350
- ◆ Mailed 9,350 newsletters, 23,600 event invitations, 12,680 development review newsletters
- ◆ Recruited 77 new members - Currently 726 members in total

MEMBERSHIP BREAKDOWN



MEMBER QUOTES:

"I think your chamber is doing a great job (I am a member of 3 other chambers and yours is the most organized)"

"I really enjoy the emails and keeping up with events in Newark area"

"Good networking events....'After Hours' and business highlight events"

"Safety and manufacturing councils are good forums and are always working to innovate"

ADVOCACY AND PUBLIC POLICY

ad-vo-ca-cy -noun, plural -cies: the act of pleading for, supporting, or recommending

Advocacy is one of our core missions at the Chamber. We are the voice of business in this county. Your Chamber now represents 720 members and just over 30,000 employees in Licking County. Because of this, we get the attention of our elected officials.



update on the happenings at the Statehouse.

These relationships are vital and we work hard

to represent, our members' issues and concerns at these meetings. We strive to make sure that our elected officials are educated on the businesses that are located in Licking County as well as the impact their decisions have on them, both positively and negatively.

As always, your Chamber is looking out for you and your business. If you have an issue that needs addressed by your federal, state or local government, know that the staff and Government Affairs Committee are ready and willing to work with you on your issue.

MEMBER QUOTE:

When asked what Ohio lawmakers should focus on: "Perhaps there should be a crack down on welfare fraud that costs all of us a great deal of money! Reduce cost of business for SMALL business owners instead of always giving tax deals to big business."

It is important that our elected officials at every level of government hear our concerns and are given opportunities to interact with our members. In 2011, our Government Affairs Committee and Board of Directors met with Congressman Pat Tiberi to discuss business issues and hear about things happening in Washington.

In February, we hosted Congressman Bob Gibbs, where we again had a roundtable about our issues and his goals and objectives. And this past December, we brought in State Representative, Jay Hottinger and newly elected Representative Bill Hayes, to get an

Candidates Night



Objectives

The Chamber and Government Affairs Committee works to improve the business climate for our member companies and set the following objectives:

- Establish a legislative/public policy agenda to be published each year and distributed to the membership
- Keep up on current legislation (local, state and federal) affecting member businesses and communicate the outcomes to our members via e-blasts, website updates and newsletters
- Advocate our member's needs to our elected officials on the local, state and federal levels
- Educate our members on the positions/policies of candidates running for office by using candidate questionnaires, hosting Candidate's Night, hosting Local Leaders Luncheons, and issuing candidate endorsements
- Continue to be involved in community issues (schools, etc.)

Staying on Top of the Issues

The Chamber Board of Directors and Government Affairs Committee works diligently to stay on top of the issues and candidates that are pro-business. In an effort to keep members informed, an annual Candidate's Night is held every year. Last October, the Commissioner race and State Senator races were featured. Local Leaders events keep members informed as well. The mayors of Newark, Heath and Hebron Village Administrator addressed local issues and area development. A first of it's kind, roundtable discussion was held

in April with eight county officials to discuss issues one-on-one. In the early summer, the Ohio Chamber of Commerce offered a seminar on Government Contracts.

A candidate questionnaire and answer guide is published each fall. The Chamber also consider endorsements for candidate's running in the general election each fall. The Board chose to endorse the Johnstown, ??? and ??? school levies as well.





Brew & Wine Fest

AFFILIATES

Licking County Safety Council

Safety Council is led by a Steering Committee made up of 11 volunteers from the businesses community. The council consists of 175 individual members representing over 170 companies that report to the Ohio Bureau Workers Compensation Division of Safety & Hygiene as part of their Safety Campaign. This year over 140 awards were given to companies in recognition of their safe workplaces at the Annual Awards Luncheon in April. Fifty-two companies were recognized for perfect meeting attendance in June. \$133,249.00 was given to eligible companies for their attendance at safety meetings. Safety Council gives \$500 in scholarship support to a qualified graduating senior in high school and \$1000 to a safety council member each year. For the past five years the Safety Council has ranked in the top three in the State of Ohio, and was awarded 2nd place this year.

Human Resource Management Association

The HRMA is a 100% Chapter member of SHRM. There are 70 local members of the group and meet monthly to learn and discuss human resource topics and workforce issues.

Manufacturer's Council

Made up of plant managers from the area manufacturing facilities; they support the development of manufacturing in Licking County and serve as a sounding board for new ideas relating to industrial growth. They meet monthly at locations around the county and talk about business trends and workforce development.

Community Leadership

In May of this year, the 2011 Leadership of Licking County class graduated 30 students. The purpose of the 9-month program is to strengthen individual leadership skills; expand knowledge of community challenges and opportunities and to create a county-wide leadership network of current and former participants. This program is a catalyst to identify and develop leaders who will strengthen our community through active engagement.

Workenomics

This affiliate is made up of workforce and economic development professionals working together to provide current employers and potential employers with resources to meet their business needs. This year, a survey was conducted of commuters living in Licking County and the team is working to market to those commuters and home-sick Ohioans to keep talent local.

Business After Hours



Business After Hours



FAST FACTS:

- ♦ The 2011 Membership Directory is available on-line and features an alphabetical listing, buyer's guide, manufacturing listing and links to email and web addresses and advertiser websites.
- ♦ The Newark Farmers Market held every Friday from June through September offers residents an opportunity to buy fresh, local produce, crafts and home-grown products.
- ♦ 286 people take advantage of the Chamber insurance plan with an estimated premium cost of just over \$2 million.
- ♦ 88 passengers embarked on the Chamber sponsored trip to China in April.
- ♦ The 2011 edition of Images Magazine debuted in June. The magazine, a relocation and information guide offers engaging articles about economic development, arts, health-care and the business climate. The digital version is online at imageslickingcounty.com
- ♦ The Chamber staff assisted in 7 ribbon cutting events over the year.
- ♦ The Chamber uses social media to its advantage and may be found on facebook, twitter and LinkedIn.
- ♦ The Education Committee hosted the 3rd Education After Hours for Educators in March with 40 vendors and hundreds of teachers.



Biz Fest

GET MORE INVOLVED

Take your membership to the next level by getting more involved.

There's plenty of opportunities at the Chamber. Programs and events – such as Candidates Night, Local Leader Events, Biz Fest and After Hours, also committee participation, sponsorship and advertising are available to all members to expand your circle of influence. Increased involvement will get your business recognized in the community and you'll be part of the region's success story.

We want to help you succeed. Connect with success, influence the policies that affect your business, and educate yourself on ways to improve your bottom line.

The Licking County Chamber of Commerce is your link to the people, programs, and resources you need to grow your business. Not a member? Call below to join!

CONTACT INFORMATION

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find us on:

 @chamberofc

follow us on: 



ANNUAL EVENTS

The Licking County Chamber of Commerce hosts numerous events and programs throughout the year to enable our members to grow their contact list by networking with fellow Chamber members. We also host seminars to educate our members on issues which affect their bottom line.

GROUNDHOG BREAKFAST

Largest annual event features an economic forecast, updates, major keynote speaker, and the John Alford Community Service Award with upwards of 1,000 in attendance.

BUSINESS AFTER HOURS

These monthly gatherings are the best place to do face-to-face networking and learn more about the business who is hosting the mixer.

LUNCH & LEARN

These events focus on a key topic relevant to our members' needs. These are held at different times throughout the year and feature a sponsor for each event.

CANDIDATES NIGHT

Each fall, the Chamber selects races to be featured, where candidates are given an opportunity to answer questions pertaining to business issues.

LOCAL LEADERS EVENTS

At these quarterly networking events, our members will hear from the top leaders in their field on a given subject, from elected officials to economic development, and will walk away with a better understanding of the topic.

BIZ FEST & TASTE OF LICKING COUNTY

This annual business expo features over 50 businesses and several restaurants. Featuring a theme, sponsorship opportunities, networking with 400± in attendance.

ANNUAL AWARDS DINNER & CELEBRATION

This annual dinner marks the end of the Chamber's fiscal year. It is the official "changing of the guard" as well as presenting area companies/organizations/individuals with special recognitions, and features a keynote speaker.

ANNUAL MEMBERSHIP GOLF OUTING

Golfing event with 20-30 teams in a scramble outing, dinner and awards held at various member golf courses. Event includes sponsorship opportunities.

BREW & WINE FEST

Large networking event featuring samplings of wine and micro-brewed beers, appetizers from local restaurants, entertainment and sponsorship opportunities.