

# MEMBER NEWS

Edition 92

## Member Updates & Resources



The Business Over Breakfast and Inclusive Whirl Dedication event for the Preble County Board of Developmental Disabilities scheduled for next Tuesday morning, Sept. 1, has been canceled. Thank you to everyone who registered to attend. Organizers have decided it is best to postpone the dedication due to the county's current Level 3 Health Alert and COVID-19 situation. We will let you know

when we can reschedule. Preble DD was able to work with the Ohio Department of Natural Resources on a Capital Improvement Grant which allowed the agency to add the "Inclusive Whirl" to the A.S.K. Playground, located adjacent to the Eaton First Church of the Nazarene at 400 Lexington Avenue. You can still stop and check it out!

### Somerville Bank welcomes Muncy on board



John Muncy

Somerville Bank recently announced the addition of John Muncy to its Board of Directors. Muncy is a prominent member of the New Lebanon community in which Somerville Bank opened its newest location in February 2020. Muncy obtained his Auctioneer license in 1987, has been a licensed real estate broker since 1997, and has earned many accolades, most notably being inducted into the Ohio Auctioneers Association Hall of Fame in 2014. Muncy & Associates is well known for its commitment to client service in a professional & dedicated manner, according to bank officials, which lines up well to Somerville Bank's slogan of being a local, loyal, lifetime bank to its clients.

Somerville Bank began in 1910 and has offices in Somerville, Camden, Oxford, Eaton, Hamilton, and New Lebanon and a mortgage center in Richmond, Indiana.

### Next week! Register today!

#### CISA Active Shooter Preparedness

#### Virtual Training Session

Wednesday, Sept. 2, 11 a.m.-noon



Preparing employees for a potential active shooter incident is an integral component of an organization's incident response planning. Because active shooter incidents are unpredictable and evolve quickly, preparing for and knowing what to do in an active shooter situation can be the difference between life and death. Every second counts. Unique Training Opportunity: The Preble County Chamber of Commerce and the Cybersecurity and Infrastructure Security Agency (CISA), a component within the U.S. Department of Homeland Security, are hosting a one-hour virtual training session on Wednesday, Sept. 2, from 11 a.m. to noon, that is designed to enhance awareness and preparedness for active shooter incidents. Many of you registered for our in-person session which was canceled due to the shutdown earlier this year... now's your chance to learn more in this virtual session. Learn more in the flyer [HERE](#). To register for this free session, email [Gregory Howard](mailto:Gregory.Howard@preblecc.com).

Registration closes on Tuesday, Sept. 1, at 2 p.m.



Bureau of Workers' Compensation

BWC is hosting a webinar titled **Temporary Workers: Health and Safety Issues for Staffing Companies on Tuesday, Sept. 1 (11 a.m. to noon.)** The webinar will focus on best practices for the joint responsibility with the host employer for providing a safe workplace, including assessment of risks, claims management and prevention

tactics, and use of workers' compensation data to identify necessary safety program enhancements. This webinar will be instructed by Tom Bloom, CSP, CIH, PE, an Industrial Safety Consultant in BWC's Cincinnati Service Office. Additional information, including registration instructions, can be found in the flyer [HERE](#). For more information or assistance when registering, contact BWC's Kaylee Blevings at [Kaylee.b.1@bwc.state.oh.us](mailto:Kaylee.b.1@bwc.state.oh.us).



**CARES Act funding via the Preble County Small Business Relief Program is still available! APPLY TODAY!**

**Business owners can apply for up to \$10,000 in reimbursement for eligible expenses, March 1-May 31.**

**Documentation of expenses is needed, so be sure to collect all applicable receipts and statements for your submission. Application packets for small businesses, and for individuals needing housing/utility assistance are available online [HERE](#). DEADLINE is **TOMORROW, Friday, Aug. 28!****

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## **7+ Must-make COVID Content Changes for Improved Engagement**

Our lives and our businesses have changed a lot during the time of COVID. We have changed how we reach customers and likely how they buy from us. Some of us have had to shut down. During this time, your website should be one of your strongest sales tools. Just as your business has changed, your content should have evolved as well.

Are you doing these things to help remain viable in these challenging times?

**#1. Increase online services** What can you offer online? There are still many people who are reluctant to go to businesses. What can you offer them? Can you sell your products online? Offer easy online ordering and delivery? Host tutorials or skill improvement sessions?

A local resale shop photographed all of their new furniture and added it to their Facebook page without a formal online store. They used posts and comments to drive interest and took orders over the phone. They also offered free delivery in certain areas with a minimum spend. This way, they could stay open when many businesses in their category were forced to close.

**#2. Start writing a blog** It's time to connect with your audience on a deeper level. A blog allows you to post things that your customers will find helpful. It also makes it easier to identify with you, which helps people feel connected, like you, and want to buy from you.

**#3. Be more human in what you share** Many business owners feel strange sharing things that are not business related. But they're missing an opportunity. Customers want to feel connected. When COVID caused many businesses to shut their doors to the public, there was a strong push to buy from local people to help keep these businesses open. When you tell your story, people connect to it and want to help. Your blog is a good start but don't forget social media, articles, comments, emails, and other digital content. Be more personable in what you share. People don't connect with formality.

**#4. Use video** Your customers want to see a face. Video is a good way to do this. Do livestreaming, video blogs, and videos to reach your audience and allow your message to resonate. Show off your personality and don't worry about what you look like on camera. Be yourself. Show your workspace. Let people in on how your life has changed. That's what people want to see.

**#5. Host contests** People are trying to rid themselves of the mundane and there are only so many Zoom calls one can attend. Contests get people excited and put them in a good mood, improving moral. Everyone feels like there is a chance they could be the winner and some people need that very badly right now.

**#6. Create a challenge** People are home with a lot of time on their hands. Many people are looking for professional and personal improvement opportunities. Entice people to sign up for a challenge you are offering. It benefits them and can help you grow your email list.

**#7. Give things away** If you have things you're no longer using in your business, you can make them available for free. Since you likely have limited availability, consider creating a flash offer. These are perfect for social media. Entice people to follow you knowing that you could give things away at a moment's notice. This will grow your follower count quickly because it will be the only way they hear about the promotion. Flash giveaways create excitement around your page. Encourage people to mark your page as a favorite so they don't miss these lightning giveaways.

**BONUS:** Keep your content as up-to-date as possible. Never leave old information up. Your website appears abandoned when you do this. Change dates, information, and business services and protocols as often as is necessary to keep up. People should understand exactly how your business is operating with a quick glance to your website. Anything less will make them wonder about you.

If you want more customers to connect with you, you need to concentrate on content.