

UP NEXT: Details at [www.worthingtonchamber.org](http://www.worthingtonchamber.org)

JAN. 15 — LUNCHEON AT JASON'S  
SPONSORED BY CFBANK

JAN. 20 — QUICKCONNECT AT HOLIDAY INN  
COLUMBUS/WORTHINGTON

JAN. 21 — BUSINESS AFTER HOURS CO-  
SPONSORED BY MAGNUM PRESS & WILLOW  
BROOK CHRISTIAN HOME

JAN. 27 — WOMEN'S BUSINESS NETWORK  
LUNCHEON AT CROWNE PLAZA

FEB. 2 — GROUNDHOG DAY BUSINESS  
FORECAST BREAKFAST AT BROOKSIDE

FEB. 24 — ANNUAL MEETING LUNCHEON AT  
DOUBLETREE HOTEL

## Chamber launches 2009 with resources to help businesses succeed in tough times



The new year is upon us – and you're not alone if you're concerned about making it a prosperous one for your business. As a Chamber member, you've got a great start: member discount programs and cost-saving benefits; increased visibility and exposure for your products and services; a strong referral network; affordable, targeted opportunities for advertising and promotion; and the increased reputation that comes from Chamber membership. A scientific study of 2,000 U.S. adults conducted by The Schapiro Group found positive perceptions of Chamber members in overall favorability, consumer awareness, reputation, and the likelihood of future patronage.

In addition to these ongoing

benefits to help you grow and sustain your business, your Chamber membership in 2009 will also link you to some new member benefits and to a host of resources designed to help our members meet a struggling economy head-on.



**CHAMBER CONNECTIONS** is published for Chamber members like Dianne Hoover of **Trillium Place**. Appreciating the value of Chamber sponsorships, the facility will host a Women's Business Network luncheon in May and a QuickConnect event in July. Trillium Place gained two new residents from Chamber connections made at the St. Patrick's-themed Business After Hours hosted there in March 2008. If your company would like to host or sponsor an event, contact us at 888-3040.

We begin the year with a series of programs to arm you with "Smart Strategies for Tough Times," launched with a Jan. 15 luncheon at Jason's, a Jan. 27 Women's Business Network luncheon at Crowne Plaza, and a series of Lunch and Learn sessions throughout the year. You'll also have new opportunities for visibility in our weekly e-newsletter and social networking tools, or as a member of our Young Professionals of Worthington group, as well as additional member discount offerings, including a 25 percent discount on a Constant Contact e-mail marketing/online surveying account. Watch your e-mail and future issues of Chamber Connections for more details about these programs.

Our featured presenter for the Jan. 15 event is Tim Gase, author of *The Small Business Savings Plan: 101 Tactics for Controlling Costs and Boosting the Bottom Line*. As a successful CEO of a manufacturing firm, Gase noted that the vast majority of small businesses may not recognize how they can reduce costs. Although they may monitor expenses, reduce payroll, shop for low prices and take other standard actions, often they fail to capitalize on a number of tools at their disposal. He will highlight some of the tactics for us at our luncheon and address member questions on cost-cutting strategies. His book – packed with advice on employee benefits, taxes, utilities, capital investment strategies, and more – will be available for purchase.

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Please welcome these member businesses who joined the Chamber this month — many as referrals of existing members who have taken the opportunity to “Cash in on Connections” in the Chamber’s membership referral incentive program. These newcomers are among 50 new members recruited (in honor of our 50th anniversary) since our anniversary celebration in October.

## All American Trophy

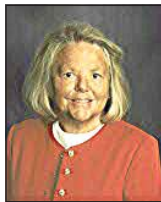
Brian Strickler, President  
Randy Laymon, Vice President  
6660 N. High St., Ste. 3H  
Worthington, OH 43085  
Phone: (614) 436-3633

### Awards & Plaques

As awards and recognition specialists, the All American Trophy staff looks forward to serving all your recognition needs for business, sporting and community events. We call ourselves a “gourmet trophy shop,” providing awards so nice that you won’t want to hide them in the closet — and offering top-shelf service for every customer.

## Cam Taylor Co. Ltd., Realtors

Penny Call, Realtor  
882 High St.  
Worthington, OH 43085  
Phone: (614) 888-0307  
Fax: (614) 433-0179  
www.camtaylorrealtors.com



Penny Call

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A Realtor for nearly 20 years and a 25 Million Dollar Club award winner, Penny Call enjoys spending time with clients and helping to minimize the stress of a real estate transaction. She is proud to represent their needs, from determining when to list their home to negotiating contract details.

**Referred by: Lynn Nadler, Keller Williams Capital Partners Realty – LaBuda Advantage Real Estate Team**

## Crockett’s Run

Charlie Morehead, Owner  
Sharry Morehead, Owner  
9816 Bauer Road  
Logan, OH 43138  
Phone: (800) 472-8115  
Fax: (740) 385-1962  
www.crockettsrun.com

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*The William Travis Lodge, above, is one of the welcoming lodges and cabins at Crockett’s Run.*

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## Doubletree Hotel Columbus/Worthington

Dwight Miyakawa, General Manager  
Jason Martin, Director of Sales  
175 Hutchinson Ave.  
Columbus, OH 43235  
Phone: (614) 885-3334  
Fax: (614) 431-4450  
www.columbusworthington.doubletree.com

*Hotels/Motels/Cabins/Cottages*  
The Doubletree Hotel Columbus/Worthington is a relaxing hotel with 17,000 square feet of meeting space and 306 beautiful guest rooms, located in the Crosswoods community, just one mile from the town center of downtown Worthington. Come and enjoy Doubletree’s hospitality at the Chamber’s 2009 Annual Meeting on Feb. 24.

**Referred by: Erin Ellis, The Conference Center at NorthPointe**

## The First Bexley Bank

Michael Reeve, Vice President  
Ben Stewart, Senior Loan Officer  
2680 E. Main St.  
Bexley, OH 43209  
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Fax: (614) 237-5427  
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**Referred by: Greg Giessler, Cam Taylor Realtors**

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Delaware, OH 43015  
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Lonie Coulter, President  
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www.hwsinternational.com

*Health and Wellness*

Health and Wealth Solutions is a proactive, educational company designed to help employers save money, reduce turnover, decrease absenteeism/presenteeism and increase productivity. Health and Wealth Solutions offers employees and their families onsite, online and ongoing support for long-term solutions in the areas of a healthy body, healthy mind and healthy finances.

**Referred by: Cyndi McAlpine, ActionCOACH Business Coaching**

## J. Bentley Studio & Spa

Kendra Cook, Chief Operating Officer  
Jen Hallows, Marketing/Sales  
8882 Moreland St.  
Powell, OH 43065  
Phone: (614) 790-8828  
Fax: (614) 790-8829  
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**Referred by: Cyndi McAlpine, ActionCOACH Business Coaching**

## Knitters Mercantile

Jan Emerick, Owner  
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Columbus, OH 43214  
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Fax: (614) 888-8557  
www.knittersmercantile.com  
Knitting/Crocheting



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**Referred by: Cyndi McAlpine, ActionCOACH Business Coaching**

## Local Ad Link

Faith Leibowitz, Owner  
132 Glen Circle  
Worthington, OH 43085  
Phone: (614) 436-7251  
Fax: (614) 436-7251

## Advertising

Local Ad Link offers prime Internet visibility for local businesses reaching out to local consumers, for a fraction of the cost of pay-per-clicks or yellow page advertising. The company is setting appointments immediately for ad sales and ad executive interviews — 50 percent residual commissions and stock options on all sales.

**Referred by: Kay Lakhi, The Rite Bite**

## Macron Mobile Detailing

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Phone: (614) 895-9395  
www.macronmobile.com  
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## McNichols Roofing

Ken McNichols, Owner  
Frank Sellors, Claims Specialist  
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Sunbury, OH 43074

Phone: (740) 965-8174

Fax: (740) 965-8127

## Roofing

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**Referred by: Lisa Gati, Manpower**

## Paper Plus

Steve Wood, Manager  
Jeff White, Assistant Manager  
6281 Busch Blvd.  
Columbus, OH 43229  
Phone: (614) 846-7030  
Fax: (614) 846-4085  
www.paperplus.com  
Paper Broker

Paper Plus is specialty retail store servicing small commercial and quick printers, as well as businesses in need of a great paper variety. We stock popular coated and uncoated sheets, text, cover, envelopes, label stock and packaging supplies from a variety of



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# Thank You, Renewing Members

*The Chamber thanks and recognizes the following businesses or individuals who have renewed their annual membership as of Dec. 23. Each month, members who renew are acknowledged in the newsletter, along with a key contact person for the renewing business.*

**Adventure Education Center/Super Games,**  
Gary Moore

**Andara Travel,** Roe Mauro

**ARCOS, Inc.,** Mitch McLeod

**Bridgewater Banquet & Conference Center,**  
Anna Harrison

**Buckeye Tech Guy LLC,** Chris Deis

**Buffalo Wild Wings - Graceland Shopping Center,** Rina Giacomini

**Cam Taylor Co., Ltd., Realtors,** Phil Giessler

**Certified Backflow Testing and Plumbing Services, Inc.,** Jeff Salmans

**Combs Insurance Services Agency, Inc.,**  
Rick Combs

**Commerce National Bank,** Martin Brady

**Computer Site Columbus,** Tom Hastings

**Dalcolma & Company, Inc.,** Tom Dalcolma

**Environmental Compliance Services,**  
David V. Zappa

**The Guernsey Bank,** Ronda Hess

**Hoffman & Kuhn, Inc.,** Jeff Hoffman

**Hyatt Place Columbus/Worthington,** Bo Hagood

**InfoGuard Corporation,** Chris Housden

**J & G Lawn Mowing, LLC,** Joe Pichert

**Jim Hughes,** Jim Hughes

**Keller Williams Capital Partners Realty,**  
Amy Weinsz

**La Jeune Mariée,** Lindsey Fork

**McDonald's - Worthington,** Jeff Newman

**Melbourne Village FLP,** Chris Chakroff

**Mrs. Goodman's Baking Company,** Lee Alderman

**MWS Vending,** Mark Streaker

**Nationwide - Gwynn Vaughan Agency,**  
Gwynn Vaughan

**Nicholas J. Terse, D.D.S., LLC,** Nicholas Terse, D.D.S.

**Prince Ventures II, LLC,** Gerald Prince

**Quest Conference Center,** Wendy Nicodemus

**RE/MAX Achievers,** Dorothy McKahan

**Real Living HER,** Kathy Holcombe

**Rosemary Ebner Pomeroy, Attorney at Law,**  
Rosemary Ebner Pomeroy

**RSFi Office Furniture,** Ron Morris

**The Salvation Army Chapel at Worthington Woods,** Major Ron Dake

**Service Title Agency, Inc.,** Sharon Adams

**Siemens Building Technology,** Tisha Dewitz

**State Farm Insurance & Financial Services/  
Bill Alsnauer Agency,** Bill Alsnauer

**Swiminc, Inc. Worthington Pools,** Dick Rabold

**Trillium Place,** Dianne Hoover

**TW Telecom,** Roger Paschal

**Wilson Machine Co. Inc.,** Tim Wilson

**Worthington AM Rotary,** Dan Srsic

**Worthington Chiropractic Center,** Julia Keiser

**Worthington Christian Village,**  
Randy Richardson

# Resources for tough times

▶ CONT'D. FROM P1

With cost savings in mind, CFBank is fittingly the sponsor of the Jan. 15 luncheon. Throughout 2009, CFBank, a Silver Sustaining Member of the Chamber, continues its generous sponsorship of a membership dues reimbursement program for Chamber members. (New and existing members receive reimbursement up to \$200 for Chamber dues when they open a new business account at CFBank. See the ad on page 7. For details, contact Samantha Evans at 334-7979.)

On Jan. 27, the Women's Business Network of the Chamber will explore "Creative Ways to Save Money - How You Can Turn Crisis Into Opportunity." Presenter Cheryl Bassitt, a new Chamber member (see page 3), is the CEO of Health and Wealth Solutions and author of *More Than 101 Ways to Save Money: An Action Planning Workbook for the Whole Family*. Her plan includes health tips, advice on creating a family action plan, and solutions for easy credit repair, creating a family budget and eliminating debt – strategies that will help you become a more effective business professional by saving you time, engaging your family and improving your health. More information and online registration for all of our events is available on the calendar at [www.worthingtonchamber.org](http://www.worthingtonchamber.org).

In addition to 2009's debut, the Chamber is celebrating 50 new members recruited since our 50th anniversary after-hours celebration in October. The year-end goal was set in honor of the anniversary and achieved with the help of referrals from our members. We hope you'll enjoy networking with the newcomers. Happy New Year! ★



And the winner is ... Crowne Plaza Columbus North for staging an upscale holiday-themed Business After Hours on Dec. 2. Above left, Santa (aka Daniel Ross) and Crowne Plaza general manager Dan Ouellette assist in a special door prize drawing to award one lucky member an overnight stay with breakfast donated by the hotel. The happy winner was (above right) Melissa Conrath, superintendent of Worthington Schools.

## Members enjoy BAH humbug at Crowne Plaza Columbus North

Sparkly winter white and poinsettia red decor in the Grand Pavilion at the Crowne Plaza Columbus North created an elegant backdrop for upscale hors d'oeuvres and beverages at the Chamber's Dec. 2 Business After Hours. The event was hosted by general manager Dan Ouellette and his staff. About 120 Chamber members and guests enjoyed networking, sampling holiday fare, watching classic holiday

### Firefighters welcomed donations of toys and money for the Firefighters 4 Kids Fund.



movie clips, and door prizes, including an overnight package (see photos above) donated by the hotel. Many thanks to the Chamber members who contributed toys and money to the Firefighters 4 Kids Fund at the networking event. ★



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[www.laurelsofnorworth.com](http://www.laurelsofnorworth.com)

## Appel & Hellstedt LLP conducts Healthy Worthington seminar on estate planning



Jeff Appel

Jon Hellstedt

Jeff Appel and Jon Hellstedt, partners with the law firm of Appel & Hellstedt LLP, will conduct a free estate planning seminar on Tuesday, Jan. 20, from 7 to 8:30 p.m. at the Old Worthington Library, 820 High St. The seminar is presented by the Healthy Worthington Coalition. The Appel & Hellstedt partners will discuss cost-effective estate planning strategies that can be used to minimize or eliminate complications with the probate process. They also will lead a discussion and answer questions regarding will and trust planning, financial powers of

attorney, health care powers of attorney, living wills and funeral directives. For further information, contact Appel & Hellstedt at 785-6520. *Appel & Hellstedt is a Gold Sustaining Member of the Chamber.*



## Whalen & Company adds new staff

Whalen & Company, CPAs and Consultants, has added Richard Vogt and Joan Deever, CPA, to its growing firm. As a tax specialist, Richard will prepare tax returns for corporations, partnerships, small businesses and individuals and will assist clients in tax planning. As a senior accountant, Joan will assist clients in auditing and accounting. *Whalen & Company is a Gold Sustaining Member of the Chamber.*

## Better Business Bureau introduces new rating system

The Better Business Bureau of Central Ohio has introduced a new business ratings system. By using a formula with weighted factors, all businesses in the BBB database will be given an "A+" through "F" letter grade, replacing the "satisfactory" or "unsatisfactory" ratings of the past. The new rating will be based on 16 factors, including type of business; time in business; complaint history; advertising review; licensing and registration; and government actions. For more information, call the BBB at (614) 754-4562.

## Worthington A.M. Rotary plans annual fundraiser

The Worthington A.M. Rotary Club will host its annual Thaw Your Heart Out fundraiser at 6:30 p.m. on Feb. 21 at The Conference Center at NorthPointe. The event features a gourmet dinner, dancing, and silent and live auction bidding. Proceeds from the event will benefit the Worthington community and Rotary Foundation. Call (614) 570-2633 to reserve tickets by Feb. 7.



## Mini Storage Depots invites you to a networking breakfast

Chamber members are invited to a VIP Networking Breakfast planned by Sterling Group to introduce new management at their seven Columbus-area self-storage facilities, **Mini Storage Depots**. The breakfast will be held at the Worthington location, 580 E. Dublin-Granville Road, on Thursday Jan. 22, from 7:30 to 9:30 a.m. To attend, please RSVP directly to Olivia Montell, Ohio outreach manager for the Sterling Group, at (614) 783-5564. The first 40 persons to RSVP will have a chance to win a door prize. For more information about Mini Storage Depots, visit [www.ministoragedepot.com](http://www.ministoragedepot.com).

## NorthPointe offers Meeting Planner Training

On Jan. 16, from 8 a.m. to 4 p.m., The Conference Center at NorthPointe will host a complimentary Meeting Planner

▶ CONT'D. P.8



## How are you making *your* investment decisions?

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**Trish Flanagan, Worthington Account Executive**  
**740.888.1278 - [pflanagan@thisweeknews.com](mailto:pflanagan@thisweeknews.com)**

# Welcome! More New Members

► CONT'D. FROM P3

manufacturers. We have serviced the local market for over 30 years.

**Referred by: Karen Dennis, Minuteman Press**  
— **Westerville**

## Real Living HER

Donna B. Evans, Realtor  
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Worthington, OH  
43085  
Phone: (614) 825-8838  
Fax: (614) 888-1126  
www.realliving.com/  
donna.b.evans  
*Real Estate*



**Donna Evans**

**Referred by: Eric Eckert, Real Living HER**

## Red Minnow

Duane Andrews, Owner/Designer  
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Westerville, OH 43081  
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www.redminnow.com/home.swf  
*Marketing*

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**Referred by: Amy Pollner, Mary Kay**  
*Cosmetics*

## Saul and Saul, LLC

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Suzanne Saul, Ph.D., Owner  
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**Referred by: Candy Brooks, ThisWeek**  
*Community Newspapers*

## Shaklee Products - Cassie and Paul Jablonski

Cassie Jablonski, Director  
Paul Jablonski, Director  
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Worthington, OH 43235  
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**Referred by: Cheryl Raudabaugh, Next Day**  
*Signs LLC*

## The Title Link Agency, Ltd.

Karen Kitchen, Manager  
500 W. Wilson Bridge Road  
Worthington, OH 43085  
Phone: (614) 438-5900  
Fax: (614) 438-5909  
www.nwttitle.com  
*Title Insurance/Searches*

The Title Link Agency is a real estate title company, serving the Greater Worthington Area for 11 years. We take care of the transfer of real estate when buying and selling, or documentation when refinancing. We are part of The Northwest Title Family of Companies, locally owned and operated for over 40 years.

**Referred by: Karen Dennis, Minuteman Press**  
— **Westerville**

## The Waterworks/Comfortworks

David Specht, President  
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Columbus, OH 43229  
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**Referred by: Meribah Mansfield, Worthington**  
*Libraries*

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"I arrived at Scottie's early on the morning of Dec. 22 to find that our furnace wasn't working. It was 4 degrees outside — and 48 degrees inside! I searched the Chamber's online membership directory for a heating contractor and called **Total Comfort Heating & Cooling**. I then remembered meeting Dennis Kelley, president of Total Comfort, at the September Business After Hours. He made sure our furnace was repaired quickly."

Jessica McClelland  
Scottie's Coffee & Tea House



"We received certificates for oil changes from **Tilton's Automotive Service** in a silent auction item at the Chamber's Reds, Whites & Desserts event. As a result, we began having our fleet of vehicles serviced at Tilton's. They are now a customer of ours, as well. We've been deep cleaning their restrooms to add to their 'sparkling image.'"

Bob Rohlfing  
Sparkling Image



"Through our 'Chamber connections,' we met Cheryl Raudabaugh of **Next Day Signs**, and we're so pleased with the result. Her company created the beautiful new metal sign of The Cachet logo that now hangs on the wall in our reception area. We were delighted with Cheryl's creative ideas, her excellent service — and the restaurant gift certificate she offers in the member-to-member coupon section of the Chamber Web site."

Linda Castle  
The Cachet Salon

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▶ CONT'D. FROM P7

Training led by respected industry expert and trainer Janet Sperstad, CMP. Attendees will learn tricks behind writing RFPs, site selection, common meeting room formulas to create great learning environments and common audiovisual uses. To register, contact Erin Peschel at (614) 880-4300.

## Holiday Inn - Worthington spreads holiday spirit

In lieu of their traditional holiday gifts to top clients, the sales team at Holiday Inn - Worthington made a holiday donation of assorted toys, games and puzzles to Nationwide Children's Hospital. Participating staff and hotel management are pictured above.



## Shaw Company now doing business as Elsea Collins Shaw

Following a merger with a Canfield, Ohio, company, the Shaw Company is now doing business as Elsea Collins Shaw, an affiliate of Bodine Perry, LLC. Elsea Collins & Co. of Columbus also became part of the newly formed company. The merger will provide additional service lines to local clients, including an enhanced tax research department and strengths in the areas of fraud investigation and business reorganization. For more information, contact Jeffrey Shaw at (614) 431-1040 or visit [www.bodineperry.com](http://www.bodineperry.com).

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Worthington Area Chamber of Commerce  
25 W. New England Ave., Worthington 43085

Visit our Web site at:



To submit news items about your business or inquire about rates for advertisements and inserts, call the Chamber office at (614) 888-3040 or e-mail [kathryn@worthingtonchamber.org](mailto:kathryn@worthingtonchamber.org).

## Gold Sustaining Members

AAA Ohio Auto Club  
Appel & Hellstedt, LLP  
Fifth Third Bank  
Huntington National Bank  
Whalen & Company CPAs and Consultants  
Worthington Industries  
Worthington Inn



## Silver Sustaining Members

CFBank  
The Monk's Copy Shop  
Old Bag of Nails Pub/Pig Iron BBQ  
Shawan Marquis Agency Inc.

Jon Hellstedt, Chamber Board Chair, Appel & Hellstedt, LLP  
Kathryn R. Paugh, Executive Director

## Clark Schaefer Hackett welcomes staff

Clark Schaefer Hackett welcomes back Erin Shah, who worked in the Cincinnati office after graduating and then left Ohio for a few years. She has returned and is now working on government audits in the Worthington office. Joy Vogel has joined the administrative team in preparation for tax season. Bryan Hines also has joined the firm, moving here from the Toledo area. Bryan joins the audit staff with experience working with small- to medium-sized businesses in a variety of industries.

## Cozy winter packages at Hampton Inn & Suites

Hampton Inn & Suites Columbus-Polaris, 8411 Pulsar Place, has special winter package offers for families and couples. "Ring in the Romance" starts at \$149 per night and includes a \$50 gift certificate to Polaris Grill and overnight accommodations in a king studio suite, along with upgraded bath and body amenities, chocolate kisses and sparkling cider. All packages include a complimentary hot breakfast buffet and use of the pool, whirlpool and fitness center. To book a room, contact the hotel at (614) 885-8400.

## Katie McCartney, Jeff Regensburger explore social networking

Katie McCartney of RE/MAX Affiliates partners with Jeff Regensburger of Worthington Libraries to share expertise on the use of Web 2.0 social networking tools for business building at a seminar at Old Worthington Library on Jan. 13 from 7 to 9 p.m. Visit [www.worthingtonlibraries.org](http://www.worthingtonlibraries.org) for more information on this and other winter events. ★

## Take advantage of the Anthem Chamber Plan. Benefit from special, member-discounted rates.

"We've taken advantage of the Anthem Chamber Plan since we opened our business in 1998. We're glad we did. As we've grown our business, Anthem's plan also has expanded with more options to better meet our needs and those of our employees."



Jody Mulchen and Leanne Swindler  
Partners, Career Choices Unlimited

## Contact any of these Chamber members for more information:

Call Insurance Agency,  
Kevin Tighe, 846-4120

Insurance Link Agency, Inc.,  
Larry Link, 848-6685

Shawan-Marquis Agency, Inc.,  
Marty Vaughan, 889-0250

Chadwell Insurance  
Agency, David Chadwell,  
888-3067

Lauterbach & Eiber  
Insurance, Todd Weithman,  
459-6500

Tom Ellis Insurance Services,  
Inc., Tom Ellis, 985-9000

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