

Business FIRST!

for a Greater Dayton Region



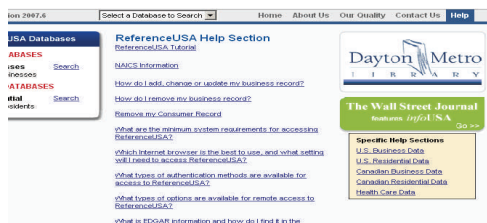
RESOURCE PARTNER SPOTLIGHT



Market research and planning are essential to the success of new and established businesses. The Dayton Metro Library offers convenient free help with finding this kind of information. You can do-it-yourself, or enlist the assistance of the reference staff.

The Library has acquired online and print resources for business research in many areas, including industry research, business plans, customer research, and employee relations. Among the most used services of the Library's website is the group of more than 70 commercially available databases licensed by the Library for use by its staff and the public.

These authoritative sources include business financial and competitive data, full text magazine articles from thousands of journals, and other content available at the library's website. Go to www.daytonmetrolibrary.org, click on Reference Desk, then click on One Search to see a list of databases.



A few of the more popular databases are:

- Dayton Daily News—full-text articles back to 1990 with many search options.
- EBSCOhost Research Databases—a powerful collection of databases covering a multitude of subjects. From the search screen you can choose which database you want to search. Options are MasterFILE Premier, Computer Source, MAS Ultra School Edition, MEDLINE, and Newspaper Source.
- eLibrary—contains national and international newspapers, books, more than 1,400 magazines, and transcripts from ABC, CBS, CNN, NPR and more.

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Department of
Development

The International Trade Division (ITD) promotes the export of Ohio products and services to strengthen Ohio's economy and advance its leadership position in the global marketplace. ITD provides companies with market research; performs agent and distributor searches; participates in trade shows; and organizes trade missions. ITD also works with the Economic Development Division to promote Ohio and attract foreign investments into the state.

BusinessFirst! contact:

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- Newsbank National Newspapers—Complete full-text content of local and regional news. Some of the available newspapers include: Cincinnati Enquirer, Cleveland Plain Dealer, Los Angeles Times, Miami Herald, Chicago Tribune. Available news magazines include Time, Life, Business 2.0, and FSB Fortune Small Business.
- Reference USA—Covers over 14 million companies and is searchable by SIC or NAICS code, line of business, geography, sales and more. This is a great resource for creating customers lists or researching the competition. For example, you can create a list of all businesses in a certain geographic area that have more than 100 employees and are categorized in certain SIC or NAICS codes.
- Standard and Poor's NetAdvantage—covers 52 major industries as well as publicly traded companies in addition to all Standard and Poor's print publications in PDF format. Business Source Premier—over 3,000 full-text scholarly journals and business periodicals covering management, economics, finance, accounting, computing etc. More than 200 of the journals have PDF full-text back to 1965 or the first issue published. These journals are typically available online BEFORE they are mailed to subscribers. Full-text periodicals include everything from "Computer Graphics World" to "Newsweek."

Available at the Main Library, the Business Collection includes more than 1,300 books on topics from accounting to strategic planning. In addition, a growing number of audio books can be checked out, so you can listen to spoken books while "on the go." And from the comfort of your office or home, you can download books and audiobooks from the library's online catalog. All this is free to Dayton Metro Library card holders.

Library cards are available at all library locations and are free for all Ohio residents. For general library information, including hours, call (937) 463-2665, or visit www.daytonmetrolibrary.org.

BUSINESSFIRST! CONTACT: Sandy Prell is the full-time business specialist at the library. Her direct line is (937) 496-8610, and she is also listed in the Executive Pulse database under Local Government Services. Sandy holds an MBA from Xavier University, and has experience in marketing across multiple industries in Ohio. Sandy can also be contacted at sprell@daytonmetrolibrary.org.



The Dayton-Montgomery County Port Authority was recognized recently for its contributions to financing local economic development projects.

The port authority received the Dayton Builders Exchange's award of commendation at a ceremony at the Masonic Temple in Dayton.

Warren Smith, president of the builders exchange, said the organization only presents the award when circumstances warrant it.

"This award is presented only at a time when the construction industry wants to say a special thanks to an individual or organization," Smith said.

According to the builders exchange, the port authority has issued \$416 million in bonds to local companies since its inception eight years ago.

The port authority has brought together development funds through combinations of loans and grants and provided fixed-rate financing to help pay for business retention and expansion efforts here, the builders exchange said.

The port authority's projects have included the \$78 million CareSource under construction in downtown Dayton and the \$270 million DHL Worldwide Express expansion in Wilmington, among others.

"We are honored to receive this prestigious award in recognition of our effort to improve the Dayton region," said Ron Parker, the port authority's president and chief executive.

2008 MEETING DATES

- Wednesday, March 19
- Thursday, April 17 (training) - 8 a.m.—5 p.m.
- Wednesday, May 21
- Thursday, June 19
- Wednesday, July 16
- Thursday, August 21
- Wednesday, September 17
- Thursday, October 16 (training) - 8 a.m.—5 p.m.
- Wednesday, November 19
- Thursday, December 18

(all meetings will be held at 9:30 a.m. (unless otherwise noted) in Room 1002, 10th Floor, County Administration Building – if a jurisdiction or resource partner would like to host a meeting, please contact Pam Fannin at 225-6140)
*all dates subject to change

BUSINESS FIRST! RESULTS NOW

1/1/08 THROUGH 2/11/08

PRODUCTIVITY BY DATE (1/1/08 THROUGH 2/11/08)

MONTH, YEAR	NUMBER OF RECORDS (32)
January 2008	27
February 2008	5
March 2008	0
April 2008	0
May 2008	0
June 2008	0
July 2008	0
August 2008	0
September 2008	0
October 2008	0
November 2008	0
December 2008	0

AVERAGE SURVEY COMPLETION PERCENTAGE

NUMBER COMPLETED	AVERAGE COMPLETION %
32	86%

REFERRAL STATUS (referrals sent between 1/1/08 and 2/11/08)

GENERATED REFERRALS	SUCCESSFULLY CLOSED	OPEN	UNABLE TO CLOSE
18	5	13	0

TYPE OF NEED (successfully closed referrals completed between 1/1/08 and 2/11/08)

TYPE OF NEED	COUNT (18)	PERCENTAGE
Workforce Training	2	11%
Financing/Capital	4	22%
Entrepreneurship/Management	7	39%
Local Government Service	1	5%
Domestic/Global Marketing	0	0%
Utility	0	0%
Location Assistance	4	22%
Product Development	0	0%
Transportation/Logistics/Supply Chain	0	0%
Environment/Government	0	0%
Information Technologies	0	0%
State Government	0	0%
Operations/Production	0	0%

SUCCESSFULLY CLOSED REFERRALS (referrals completed between 1/1/08 and 2/11/08)

REFERRAL TYPE	COUNT (5)	PERCENTAGE
Information Only	3	60%
Project Driven	2	40%
Not Yet Determined	0	0%

TIME SPENT ON REFERRALS (successfully closed referrals completed between 1/1/08 and 2/11/08)

# OF COMPANIES	# OF HOURS
6	51

**BUSINESSFIRST!
PUBLIC RELATIONS
COMMITTEE MEETS FOR
FIRST TIME**

On Thursday, February 7, the Public Relations Committee for BusinessFirst met to discuss different ways to effectively reach our Business First! target audience - local business owners and CEO's. The group, consisting of Chris Pozzuto, Bill Covell, Erik Collins, Hal Hunter, Kiya Patrick, Linda Gum, David Kell and Loren Dinneen, discussed ways to reach out to local business owners and CEOs, from newspaper articles in the Dayton Daily News and the Dayton Business Journal, to a full-blown marketing campaign. The group seemed to settle on a "middle-of-the-road" approach. This approach includes developing a website for BusinessFirst!, issuing regular news releases to the local newspapers, developing a more

recognizable logo and tagline for the program and producing a multi-purpose brochure and card explaining BF! benefits. We will be issuing an RFP for bids on the work.

One goal the committee would like all the jurisdictions to accomplish in 2008 is to place at least one article about BusinessFirst! in their local business or community newsletter. This will continue to help raise awareness of the program in the jurisdictions. While our main target is obviously local business owners and CEOs, it is also good to let constituents know that local officials are very interested in business retention and expansion and are part of a local program to further assist and promote existing businesses.

**GOALS FOR 2008 VERSUS
ACTUALS THRU 2/11/08**

	GOAL	ACTUAL
Brookville	12	1
Butler Twp.	12	0
Centerville	14	0
Clayton	12	0
Dayton	200	6
Englewood	12	0
Fairborn	18	0
Germantown	12	3
Greene County	100	8
Harrison Twp.	25	0
Huber Heights	18	0
Jefferson Twp.	12	0
Harrison Twp.	25	0
Kettering	25	3
Miami County	25	0
Miami Twp.	12	0
Miamisburg	15	0
Middletown	20	0
Moraine	15	2
New Lebanon	12	1
Piqua	36	3
Riverside	15	2
Springboro	25	3
Tipp City	12	0
Trotwood	15	0
Troy	40	0
Vandalia	25	0
Washington Twp.	15	0
West Carrollton	12	0
Xenia	12	0
Yellow Springs	50	0
Total	828	32

(* 10 of 32 visits were conducted with Hal Hunter in conjunction with the specific jurisdictions)

**BusinessFirst!
Participants**

Montgomery County

- Brookville
- Butler Twp.
- Centerville
- Clayton
- Dayton
- Englewood
- Germantown
- Harrison Twp.
- Huber Heights
- Jefferson Twp.
- Kettering
- Miami Twp.
- Miamisburg
- Moraine
- New Lebanon
- Riverside
- Trotwood
- Vandalia
- Washington Twp.
- West Carrollton

Miami County

- Tipp City
- Troy
- Piqua

Warren/Butler County*

- Middletown
- Springboro

Greene County

- Fairborn
- Xenia
- Yellow Springs

* not a participant

ExecutivePulse



ExecutivePulse is proud to announce that all of its extranet database systems now employ VeriSign Security.

VeriSign is the leading secure sockets layer (SSL) Certificate Authority enabling secure e-commerce and communications for Web sites, intranets, and extranets. Choose the trusted mark of high assurance for Internet security and enable the strongest SSL encryption available to every site visitor.

ExecutivePulse utilizes the highest VeriSign SSL certification available today, Extended Validation SSL (EV SSL).

Extended Validation SSL Certificates were created in direct response to the rise in

Internet fraud, eroding consumer confidence in online transactions. In 2005, 84% of respondents to a Forrester Research study said they don't think retailers are doing enough to protect their customers online and 24% did not make purchases online due to security concerns.* Before customers share their confidential data online, they want proof of identification from a trusted source. The Extended Validation SSL Standard raises the bar on verification of SSL Certificates and enables visual displays in high security browsers.

For more information, visit www.verisign.com.

BusinessFirst! Mission

The BusinessFirst! Program uses a customer-oriented approach to economic development designed to link businesses to resources in the community.

The BusinessFirst! team is a coordinated group of approximately 80 government agencies, development organizations and non-profit corporations that support the growth and retention of businesses in the Greater Dayton Region.

For more information, contact Erik Collins at 937.225.4642 or at collinse@mcoghio.org.