

CHAMBER NEWS

NEWS FROM THE DIRECTOR



by Michelle Wilson, Executive Director,
Grandview Area Chamber

Have you heard the news? Most likely you have, but either way it's exciting and bears repeating. The Grandview Area Chamber is expanding its scope and has formed a new Convention & Visitors Bureau for the area. It's called, Destination Grandview.

Destination Grandview will market our area as a place to visit, enjoy, stay and come back to again and again. Further, it will be marketed to meeting planners who need spouse activities, extra meeting space, evening options, etc. to convention groups. All good examples of the benefits of being so close to downtown, the fairgrounds and other nearby meeting places.

This is a perfect opportunity to take a fresh look at the Grandview area and find ways to partner with our fellow merchants, restaurants, galleries, salons, etc. We want to develop packages and itineraries that entice visitors to our area as well as give our own residents a fresh new look at their own neighborhood.

Want to plan a girl's night out? Start at DestinationGrandview.org and find options like a mani/pedi at Shear Impressions Hair Salon, while sipping on a great bottle of wine from the Twisted Vine. Head up to 5th

Avenue for some great upscale consignment shopping and stop at Jeni's Splendid Ice Cream to take a quick break. Next, pour your own soy candle at the Candle Lab and while it's setting, enjoy dinner at Spagio, one of the original restaurants along the modern-day Avenue. After dinner, enjoy the latest flick at the oldest operating theatre in Columbus, The Grandview Theatre. Have a nightcap on the patio of Marshall's and head to the Hyatt Place for a luxurious night's rest.

How about ideas for a historical tour? Class reunion? Interactive tours? We have all of these options and just need your participation to help develop ideas that are new and fresh.

The really great news is starting July 1, 2011, for one membership cost, you'll get two organizations! Your membership investment will now go further and market your company to more diverse audiences. Now, that's more bang for your buck!

If you would like to meet to talk about possibilities for your business, give me a call. If you have any questions about the new Destination Grandview, call or email me. This is an exciting time for all of us, I hope you'll be a part of it.

destination grandview

eat
Find your favorite restaurant

play
Check out our upcoming events

shop
See our list of local businesses

stay
A good nights sleep

destinationgrandview.org

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NEW TERMINALS AVAILABLE WITH ENCRYPTION SUPPORT

Fifth Third Processing Solutions has certified support for the Hypercom Optimum terminals with Voltage SecureData™ encryption support. A pilot of the new encryption solution was recently completed and this technology will be rolled out to our merchants in phases. This secure payment terminal solution uses strong encryption technologies to protect critical payment and cardholder data during payment transaction processing. Merchants can take advantage of this secure transaction processing capability on Hypercom T4205, T4210 and T4220 terminals running the Hypercom SPOS32 payment software.

How Does Encryption Work?

Encryption protects card data so that it is unusable except to the systems that are processing the payment transaction. This process, called “cryptography,” is often referred to as end-to-end encryption, point-to-point encryption, or just “encryption.” By using the latest methods of encryption, card data can be protected from criminal misuse. With a countertop POS terminal that supports encryption, you can benefit from a properly architected solution that encrypts sensitive card data and can provide more peace of mind to you and your customers.

Key Benefits of Encryption in our Hypercom POS Terminals:

- Reduces the risk of a card data compromise
- Simplifies PCI compliance and PCI reporting through PCI Assist
- Operates as quickly as Hypercom POS terminal without encryption

PCI Assist and Breach Assist

Encryption is part of the latest addition to Fifth Third Processing Solutions’ set of unique and comprehensive security program solutions, which includes Breach Assist and PCI Assist. The features of POS encrypted terminals, the financial protection of Breach Assist, and our streamlined PCI Assist compliance tools provide a total security package that can help you obtain and maintain PCI compliance while providing financial assistance in the case of a card data compromise or other covered event.

Protecting our customers’ data – and yours – is a key initiative for Fifth Third Processing Solutions. By offering encrypted terminals through partners like Hypercom and Voltage Security, we are able to adapt to new security solutions and deliver more secure processing.

** For questions, please contact Laura Greetham, Merchant Account Executive at 614-572-9822 or laura.greetham@53.com.*

The Grandview Hop

The last Saturday of **EVERY** Month!
5-9pm, April-October
On the Avenue in Grandview Heights

You are invited to experience the open house hospitality of the 50+ Grandview businesses. Dine at any one of the area’s amazing restaurants, visit the unique specialty shops, enjoy a cup of gourmet coffee, listen to some live music and marvel at the talent and creativity of our local artists and craftspeople on display.

SUN 4-9 PM **Mix 107.9**

www.thegrandviewhop.com

www.IDCdesign.com

Save money on health benefits without pinching pennies

Your chamber membership brings big benefits to your small business. As a chamber member with 2-50 employees, you can get a discount on any health plan from Anthem Blue Cross and Blue Shield – including industry-leading HSAs, HRAs and HIAs.*

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(4/07)

PUTTING YOUR BEST (COMPANY) FOOT FORWARD IN THE INTERVIEW

Many companies use a phone screen interview as a method of determining which candidates to bring in for an in-person interview. While you are evaluating the candidates, you need to be aware that they are also evaluating you. Here are reports from two job candidates about phone interviews they had:

“I was told to call at 9:28 so I did. I was put on hold for several minutes. When the manager came on the line he told me that I could not ask any questions, and that he would hang up after exactly 10 minutes. He then proceeded to read the job description and told me I had whatever time was left to state why I was the best candidate for the job.”

“The HR representative read me the job description and asked if I had any questions about the job. When I said I was interested in learning more about a particular requirement, she said she didn’t have time to discuss that, thanked me for my time, and hung up.”

Not only were these candidates unimpressed with the company, they are telling their friends about their experience. When you conduct a phone or an in-person interview, be prepared and professional so that you can present your company in the best possible light. Your reputation and ability to hire great people is on the line.

** Sharon Hamersley is Principal of Keys to Performance, Your Resource for Workplace Productivity. For more information, visit her web site <http://k2performance.net> or call her at 614-395-9440.*

THE BOTTOM LINE

NEED CASH FOR YOUR BUSINESS? A MERCHANT CASH ADVANCE MAY BE THE ANSWER!

You own a small business and it’s been going well for several years. Compliments of the economy and other factors beyond your control, business has become a little—stagnant. Now that summer is here and the economy is turning around, people are beginning to spend a little more money and you want to hit the ground running. You know exactly what you need to do and how you want to do it. Now all you need is a little extra cash to make it happen.

Unfortunately, even though the banks have plenty of money to lend, their lending practices still make it quite difficult to get the money you need. Not only are banks looking for stellar credit, they’re typically looking for collateral to place a lien against. Plus, it could take months for you to finally get your money—if you are approved.

Luckily, there is a great alternative to bank loans. It’s called a Merchant Cash Advance. The approval process is FAST—typically with a response in less than 48 hours and money in your bank in less than 7 days! The best part about a Merchant Cash Advance program is that poor credit is usually not an issue.

Here’s how it works... The company providing your advance will review your last 6 credit card

processing statements. They are generally looking for an average monthly volume greater than \$3000. Depending on your business type, time in business, consistency in monthly volume and personal credit, they offer an advance of anywhere from one to two times your average monthly volume. Most advance companies are looking for a payback period of 6 – 8 months. You pay back the advance by way of an agreement with your credit card processor that entitles the advance company to receive 10% - 20% of your daily credit card processing revenues. Half a year later... you’re in the clear.

Only paying a percentage of money you receive each day instead of a set monthly payment makes the process of paying the advance back painless and simple. Plus, unlike traditional bank loans, there are no limits on what you can use the money for.

So whether you are looking to increase sales with a solid marketing blitz or simply need some cash to get you through a tough time, a Merchant Cash Advance is a simple, fast, and effective way to get the money you need.



TRATTORIA ROMA KEEPS IT ALL GOOD IN GRANDVIEW

by A.G. Procopio

Locally sourced. It's a common phrase heard in the foodie, or gastro gustos world these days. But, what does it mean? Most would assume it is only using product from farms around the area? For Trattoria Roma, it is that and more. I had a chance to sit down with the elusive Chef Matt for a couple of minutes to look a little further than the farm to fork.

"Actually, it is a lot closer", the chef and now part owner with GM Shawn Mason says. Not only does Trattoria Roma use local produce, dairy, and other seasonal items, they try to involve as many Grandview businesses as they can. "Why should we stop at the farms, when there is a whole strip of local business that can provide for us?" Trattoria Roma, located just south of 5th Avenue next door to the Grandview Dry Cleaners, uses the services of Quickprint for various menus and other printed material. For all other printed material, Cartridge World supplies all the ink and toner. That's great and all, but what about the food?

A little chuckle and a silent motion to the front door and I see. There is a decal of Stauf's Coffee in the lower corner of the front door, among various consumer awards and also Local Matters and Dine Originals Columbus. We will get to those later. No wonder why their coffee is always so good. Unfortunately he doesn't have window art for Jeni's Splendid Ice Creams, Stan Evans Bakery, and Crema Nut Co., at least not at the moment. With Stan Evans right around the corner, no wonder the garlic bread that comes with every meal is so fresh and delicious. I love the peanut butter from Crema, but I didn't see

any PB&J as any of the twelve sandwiches on the lunch menu. You probably won't see the peanut butter in any panino, but Crema provides any nut from almond to walnut. In addition to their delectable homemade desserts, there is a variety of Jeni's ice creams and sorbets offered to compliment a meal, or just to sit on their sidewalk patio with a cup of espresso from freshly ground roasted coffee beans from Stauf's.

With summer around the corner, although it feels like it now, it is time for Trattoria Roma's Summer Peach Salad. Last year, Chef Matt carried over a dozen 25 pound cases of peaches from Rife's market. That's a lot of peaches. "Yep, Rife's also has great summer and fall produce that we use. It's great for the residents of Grandview because that same tomato or black berry can be brought to your own home for whatever recipes you have." Local does Matter. Local Matters is a not-for-profit organization whose mission is to bring awareness of healthy, local food to not only adults, but children through fun and educational programs. Local Matters also operates as The Greener Grocer in The North Market.

Another not-for-profit organization that Trattoria Roma is a member of is Dine Originals Columbus. They are not alone in Grandview, Vino Vino, Figlio, Z Cucina, and Shoku are also members of the D.O.C. A group of at least 50 locally owned, independent restaurants that share the same outlook to be part of, and provide the community with made from scratch, locally sourced wholesome food.



Today's Organized Home's ribbon cutting ceremony on May 20th



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*The Grandview Area Chamber of Commerce gratefully
acknowledges the sustaining sponsorship and continued support of the
following businesses:*

GOLD LEVEL



SILVER LEVEL



BRONZE LEVEL



Calendar of Events

- | | | | |
|------------|---|-----------|--|
| June 22 | Speaker Series with Lillian Zarzar “Turn Angry Customers Into Allies”, Brainstorm Media,
<i>9:00 am to 11:30 am</i> | July 20 | Speaker Series with Lillian Zarzar, “Foster a Positive Culture Using Your Team as a Powerful Force”, Brainstorm Media,
<i>9:00 am to 11:30 am</i> |
| June 24-25 | St. Christopher’s Festival, 1420 Grandview Avenue, <i>6:00 pm</i> | July 21 | Business After Hours with UA Chamber, Jazz at Jimmy V’s, 1788 W. 5th Avenue,
<i>5:30 pm to 7:30 pm</i> |
| June 25 | Grandview HOP, Grandview Avenue,
<i>5:00 pm to 9:00 pm</i> | July 30 | Grandview HOP, Grandview Avenue,
<i>5:00 pm to 9:00 pm</i> |
| June 26 | Tour de Grandview & First Avenue Street Party | August 11 | Monthly Luncheon with PDS Planning, Champps at Lenox Towne Center,
<i>11:30 am to 1:00 pm</i> |
| July 14 | Monthly Luncheon, Takeysha Sheppard of The Women’s Book will speak, Bravo! Lenox Towne Center, <i>11:30 am to 1:00 pm</i> | August 27 | Grandview HOP, Grandview Avenue,
<i>5:00 pm to 9:00 pm</i> |



Chamber Newsletter Committee:
**Alyssa Booms, Jill Gerschutz, Michelle Wilson
and Barb Wise**

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