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Printing For Less Can Buy Business Owners More Time

Time is money for a business owner. That's why, when they have printing needs, rather than a 'do it yourself' approach, many link with Steve Atkinson, owner of Printing for Less. The independent shop is at 45 Tahlequah Trail in Edwards Plaza on West Central Avenue.

"We handle the whole gamut of quick printing needs – four-color printing, such as this newsletter, letterheads, envelopes, invitations, carbonless forms, digital color or black and white copies," says Steve.



Steve Atkinson,
owner and operator of Printing For Less

print chain, into the Tahlequah Drive shop about 12 years ago.

"I looked around the area and Springboro was fairly small back then. It's really grown. It has probably doubled in size, so it was a great choice."

Steve helped ensure the company's survival by designing a business plan and scouting the location carefully before securing initial funding. "If you don't do the math before you start up you'll die." Start-up businesses have a high attrition rate and Steve has seen numerous businesses come and go during his long tenure.

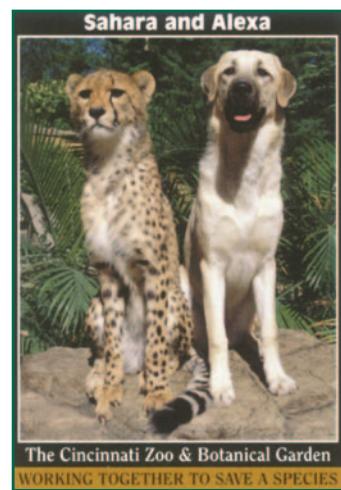
He has kept pace with changes in the industry and built a customer base that grows with the city. Today, customers often use their own software for design, but Steve creates printed materials for customers who prefer not to use computers.

Printing for Less is open Monday through Friday from 9 a.m. to 5 p.m. and can be reached at (937) 743-8268 or by e-mail at printingforless@fuse.net.

He handles the printing and day-to-day operation, while his wife takes care of the paperwork. The family operation sometimes includes their son and their parents, as the workflow demands. Steve parlayed 10 years of hands-on printing and management experience at a nearby nationwide quick

Gallery Helps Zoo's Angel Fund

The leash-trained cheetah and Anatolian Shepherd shown in photo, made a guest appearance at Hidden Hill Gallery in late March. The event was a fundraiser for the cheetah preservation efforts at the Cincinnati Zoo and Botanical Garden. Almost 300 area residents attended the event, and heard Cathryn Hilker, director of the zoo's Angel Fund discuss how, in Africa, Anatolian puppies protect livestock from cheetah attacks. Because the dogs protect their animals, farmers are less likely to kill prowling cheetahs. Helen Sproat of Hidden Hill Gallery and Kathryn are long-time friends and were college roommates. Helen, Cathy Pearson and Tonya Everhart are co-owners of the art gallery and framing studio at 225 S. Main St. Ten percent of gallery sales during the event were donated to the program, as well as proceeds from the sale of books about the program.



Why We Do What We Do *Master Plan Update*

By summertime, Springboro may have a new Land Use Master Plan to guide long-range development. Land Use Master Plan committee members are reviewing comments offered by local residents during an April 8 Open House at Heatherwoode. During the event, residents were encouraged to look over the committee's preliminary recommendations outlined on graphics that depicted 16 areas of the City. The committee has been meeting for a year to study and discuss the distinct differences in the areas of the city. Members agree they should not make one-size-fits-all recommendations for the City's future.

The committee will recommend ideal characteristics, land uses, issues or needs for each area – such as Austin Road, schools, residential, commercial and others. Land use planning consultants from Jacobs Edwards & Kelcey, Cincinnati, are assisting in the review and update.

The seven-member committee includes representation from the City's planning commission, architectural review and park boards, business community, city manager, city staff and council.

More information can be found on the City's website at www.ci.springboro.oh.us or by calling (937) 748-4343.

4th Annual Business Appreciation Breakfast Another Success

Springboro City Manager Chris Thompson was true to her word when she told members of the business community her comments would be brief during the City's 4th Annual Business Appreciation Breakfast April 11 at Heatherwoode Golf Club.

A long-sought traffic signal now helps ease the traffic flow on West Central Avenue near Springboro Pointe Plaza and the shopping area on the north side of the highway. "We told you at the break-

Coons' Careers Prepared Them for 'Retirement'

When long-time Springboro resident Gary Coons retired as a project manager at 'The Mound' in Miamisburg, he did not see himself creating helium balloon arches. He does that and much more as co-owner of Springboro Dollar Plus in Springboro Plaza, across from Springboro IGA. Gary retired in 2000 and his wife, Debbie, a Mound employee for 32 years, became a Mound closure victim the following year. They collaborated and opened the store almost three years ago.

Gary's skills in project management were put to a new test when he faced the challenges of creating and operating an independently owned dollar store.

"I did lots of planning in advance. I made up charts, timelines, a business plan and much more," he recalls. The planning paid off with a Small Business Administration (SBA) loan. At start-up, a vendor helped with store layout and purchases.

Grandparents, Grandchildren Find Treasures

Today, the Coons' use the Internet to seek out bargains for their customers.

"We want decent quality items at good prices. We look at everything we sell," says Debbie. "In fact, 70 percent of the stock does cost \$1 or less and grandparents often bring grandchildren in to choose special treats," says Gary.

A sophisticated point-of-sale computer system provides comprehensive tracking of inventory, sales, vendors, and other vital information.

"We're getting a definite feel for what moves. We've dropped and added items as we've learned what the community wants," he said. Sales of balloon arches, helium balloons, piñatas and party supplies continue to increase and Debbie recently secured a line of low cost purses with the look of high-end brands.

The couple shares the challenges of most independent retail stores in small towns.

Although they use Val Pak, and flyers at IGA and elsewhere, many new customers express delight that they have 'found' the store.

Gary and Debbie Coons Springboro Dollar Plus is open Monday through Thursday from 10 a.m. to 8 p.m., Friday and

Saturday from 10 a.m. to 7 p.m., and Sunday from 11 a.m. to 4 p.m. For more information, call (937) 748-8850. The store also can be reached by e-mail at springborodollarplus@gmail.com.



Gary and Debbie Coons

fast last year that we were working on it and I'm glad to report it was recently put into operation."

She also pledged the City will continue to pursue construction of an Interstate 75 interchange at Austin Road. "That interchange is critical. We deal with anyone and everyone we can to get it moving and we work on it every day." The proposed interchange has been discussed for years and is moving slowly toward reality.

Mayor John Agenbroad welcomed the 175 business people in attendance and thanked them for choosing to locate in Springboro.

Springboro Chamber of Commerce President Jim Helton said the Chamber's eighth Business Expo was the best attended, with 6,218 visitors, despite being postponed due to a late snowfall.



Service Is Strong Family, Company Tradition

Jim Woodhull began selling dictation machines to area businesses 57 years ago. With those 'state of the art' machines busy executives recorded letters, memos, and other documents. A clerk then transcribed from the recording.

Susie Woodhull, company President and Owner is too young to recall those days, but knows her husband's family history and continues its tradition. In late February, she played host to more than 200 people from about 90 companies when Woodhull held an open house in its new building at 125 Commercial Way in Springboro.

During her eight years at the helm she has taken Woodhull from nine employees to 45 and from \$1 million to almost \$8 million in annual sales. "We've had 29 percent compound growth and we still keep our response time to just less than four hours."

City Works With Company

She scouted properties around I-675, but found cumbersome paperwork drills in the communities she considered for the new location.

"We're very happy here. This is an excellent piece of property and a convenient location allowing us to service both Cincinnati and Dayton. The zoning was right and we worked with the city to redesign the lots to meet our needs. We all put on our thinking caps and it worked out great."

Local service and support for the range of office equipment it sells has been a Woodhull hallmark. Woodhull offers a complete line of Ricoh office products, as well as Lanier labeled copying, printing, scanning, facsimile and document storage solutions.

"We consult, integrate, train and lease. Our high service standards in all areas sets us apart from others." Much of what once would have required an on-site service call can now be accomplished via computer communications.

"Today's products are very multi-purpose. The big thing today is scanning and on-line document retrieval. Training a company's employees to use the software that integrates with their hardware is vital. Providing top-notch training helps us and helps our customers."

In addition to the Springboro site, Woodhull also has a smaller, satellite facility in West Chester.

Woodhull can be reached at (937) 294-5311 or 1-800-783-7156. The company website address is www.woodhullusa.com and e-mail address is info@woodhullusa.com.



Woodhull's new building as seen from I-75.

There Is Art in the 'Alley'

What had been a small custom framing shop in Miamisburg has morphed into Alley fine art and framing in Springboro Pointe shopping plaza.

Although the location belies the 'Alley' name, the artwork and framing in the gallery provide ample testimony to the uniqueness and quality of both.

"We kept the 'Alley' name because when we bought the framing business seven years ago, it was, literally, in an alley," says owner Donna Tubis. The gallery opened in October, moving here from a West Carrollton location.

"We found that many of our customers came from the Springboro area. In addition, we liked the foot traffic we saw here in Springboro and the city provided us with lots of support. There's no question we are glad we made the move," says Donna.

The grand opening in late November, displayed the work of 10 artists, including partner Michael C. Crass, a professional photographer who also sculpts and paints. He recently added a new dimension, 'Theme Boxes' to his artistic repertoire. "These are abstract, colorful backgrounds incorporating three dimensional items, as well as carefully placed floating images creating a unique, personalized work of art," he says.

Today, the 3,200 sq. ft. gallery boasts 30 artists and is sought out by area artists wishing to display and sell their work. Donna anticipates adding guest artist lectures and demonstrations to the gallery's offerings.

For now, she says, custom framing remains a staple, although shadow boxes and 3-D framing are gaining in popularity,

The gallery also works closely with clients who want to commission artwork, matching the client's taste with the most-suitable artist.

They also offer consulting services providing artwork solutions that will articulate the clients' vision for business, home, or vacation hideaway.

Tubis and Crass are passionate about what they do. Their mission "...is to help new and established art buyers understand and benefit from the collecting experience and to provide unparalleled service."

Alley fine art and framing, at 269 W. Central Ave., is open Monday through Friday, 10 a.m. to 6 p.m. and Saturday from 10 a.m. to 5 p.m.

Call (937) 748-0822 for more information.

The website is alleyfineartandframing.com

and the e-mail address is alleyart@gmail.com.

Browsers are always welcome.



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BUSINESS MATTERS

Smiles, Hugs, Make Wright Smile

As parents of a toddler, pediatric dentist Jody Wright and her husband, John, empathize with their young patients and their parents.

Wright Smiles in Settler's Walk opened almost two years ago and today has six fulltime and five part-time staff members. While the practice is busy, new patients are still welcome.

John, an Expanded Function Dental Associate, EFDA, serves as a hygienist and performs other routine functions. The pediatric dentist Dr. Wright was associated with before her practice was open had offices in Cincinnati and Tipp City. "We moved to a home in Settler's Walk because Springboro was a central location," says Jody. The growth and family-friendly community atmosphere also influenced their choice of Springboro for their practice. They have since learned that their son, Jonathan, 2 1/2, shares his name with Springboro's founder, Jonathan Wright.

Jody earned her undergraduate degree at Xavier University, Cincinnati, and her dentistry degree from Ohio State University where she completed a one-year general practice residency. She also completed a pediatric residency at Children's Hospital, Buffalo, NY.

The Wright's roots, however, are in the tri-state. Her own pediatric dentist in Cincinnati influenced her choice of profession and she worked with him while she was an undergraduate.

Her patients are newborns to age seventeen. "Pediatric dentistry involves the entire spectrum, including routine check-ups, fillings, extractions and other procedures,

including minor orthodontics," she says. A pediatric anesthesiologist is available as needed.

"The best part of the practice is seeing children who come in a little hesitant and give me a big hug or a happy smile when they leave," she says.

For more information, contact Wright Smiles at 937-885-2222.



Dr. Jody Wright made sure a "Springboro Panther" was incorporated into the bright jungle mural in one of the exam rooms.