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Hardy Diagnostic Motto: "A 'Culture' of Service"

California-based Hardy Diagnostics manufactures culture media for healthcare and related enterprises and continues to expand its footprint in Springboro after opening a facility here about a year ago.

Springboro's convenient location, the company's plans to increase sales on the east coast and a tie to a Lebanon technology company, count among the factors leading to the purchase of the 47,000 sq. ft. building at 425 S. Pioneer Blvd.

Since its inception in 1980, Hardy Diagnostics provides culture media and rapid identification kits for microbiology testing in clinical (healthcare), research and industrial laboratories. The media help identify various micro-organisms that find their way into the news, such as E. coli, Salmonella, Staph, Strep, MRSA and others.

Microbiologist Jay Hardy still guides the company from its Santa Maria, CA, base and remains closely involved with the Springboro facility. "We put a strong emphasis on training; in fact, Jay Hardy does some of the training

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Fastest Way to Fitness is a Good Plan and Hard Work

In September, Kettering native Chris Stuckey left Atlanta, GA, for Springboro with a business plan in hand. Four months later he opened the doors to G.A.C. Fitness at 827 W. Central Ave.

Chris projected his Global Athletic Center would have 400 members in June, but reached that goal in April.

Between the move and the opening he oversaw the transformation of the former hotel furniture liquidation site into an upscale fitness center, "where we work with people wherever they are in the area of health and fitness."

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LANDEN
INSURANCE



Service Means Agency's Success, Survival

Only the strong survive in the highly competitive world of Independent insurance agencies and in a small city like Springboro, success doesn't come without a strong emphasis on service.

Some 15 years after locating in Springboro, John Landen, owner of Landen Insurance Agency, LLC, still serves clients he's dealt with since opening the doors at 76 N. Main St.

"When you choose an Independent agent, you should expect to get a thorough discussion about what you might need and explanations of what the complicated wording on your policies really means," states John. "That's part of the added value we provide our clients. When we review coverage, we try to understand what our client really needs. An Independent agent can help you minimize your losses. When it comes to buying insurance policies, almost no one reads the paperwork, even though they should; so interpreting all that verbiage is part of what we do. The right time to find out if something is covered is before you need it."

Landen Insurance offers a choice of four or five companies for personal policies, such as home, vehicle, life and others, and 20 to 25 companies for commercial lines. Personal policies account for about 50 percent of the client base; commercial, about 40 percent and health, about 10 percent.

John, and other Independent agents, also act as a buffer between their clients and the insurance companies. "If a company isn't treating our clients' right, we have leverage to help. Companies know we have more than one option for where we place business. This is especially helpful in gray areas."

In addition to John, Robin Barbrea is Office Manager for Personal Lines and Peggy Beirise manages the Commercial Lines. They are licensed agents and bring almost 40 years of related experience to the firm. Joni Flaherty is a part time Administrative Assistant and Customer Service Manager.

John has served on the Board of Directors for the Springboro Chamber of Commerce for about 10 years. His wife, Pat, an interior designer, is retired from J.C. Penney. They have two children and two grandchildren.

For more information, call 937-748-5000 or on-line at www.landenins.com.

Fastest Way to Fitness is a Good Plan and Hard Work

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Chris says his concept is to provide members with "the best aspects of a speed, agility, strength and conditioning facility with those of a general fitness club."

His education and background suit his enterprise. He managed a Gold's Gym in Atlanta and is certified by the National Academy of Sports Medicine, NASM, as a personal Trainer and through the National Strength & Conditioning Association as a Strength Conditioning Specialist.

GAC is equipped with cardio, circuit training equipment and free weights. Wall-mounted televisions are available as is a 'bar' offering sports drinks, smoothies and other refreshments. Annual membership costs range from \$300 for individuals to \$720 for families, depending on family size. Membership includes two sessions with a personal trainer, full use of the fitness area and free group X classes, including the popular TRX.

Membership also includes free Zumba, yoga, spin, cardio kick, classes for active seniors and other group exercise classes

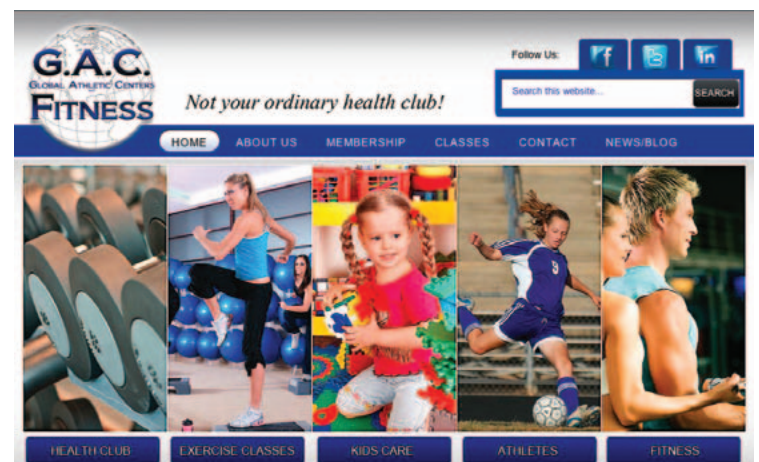
Small group classes with personal trainers are offered throughout the day for a monthly fee. Chris notes the classes are 30 minutes of intense exercise and are repeated during the day so members can work in classes as their schedules permit.

"My definition of success is how many people I can help. Fitness is something everyone can do and needs to do."

GAC has a four-person, full-time management team, as well as part-time personal trainers and instructors. It also offers parents a staffed and monitored Kid's Care area, as well as locker rooms with showers and towels provided.

Chris is preparing to rollout a weight-loss, weight management plan soon and has just achieved Certified Golf Fitness Instructor designation through Titleist Performance Institute.

For more information, call 937-550-9247, stop by the facility or visit online at www.gac-fitness.com.



Ice Cream Will Highlight 10th Anniversary

Springboro Baby Boomers Don and Marilyn Smith could retire. Instead, they've worked to achieve sweet success and a mini-empire.

They, their daughter and son-in-law, Lori and Scott Hindenlang, are principals in Cold Stone Creamery in Springboro and area developers for 94 stores in the tri-state area.

Product and a ground floor opportunity first attracted them to Cold Stone. "Friends in Scottsdale, AZ. took us to a Cold Stone in 2000. The following year, we opened the first Cold Stone east of the Mississippi at Newport on the Levee," says Don.



The Settler's Walk Cold Stone soon followed, then the purchase of development rights for Ohio. "I had been in manufacturing in Dayton for 32 years and knew nothing about retail operations," Don says. The four of them were quick learners and acquired expertise in separate areas of operations.

Today, they operate out of their homes and at store sites, handling franchisee needs from application, real estate, construction, training, store openings and more.

"We just helped open a store in Paducah, Ky., and I spent several days with the franchisee preparing for the grand opening," says Marilyn.

Cold Stone founders Donald and Susan Sutherland opened the first store 24 years ago in Tempe, AZ. Some 1,500 stores now operate in the United States and elsewhere.

The ice cream is made fresh in the stores each day and toppings are blended into individual orders on a frozen granite stone, hence the name. The array of flavors is complemented by the customer's choice of fruit, nuts, candy, cookies, brownies and other treats. Ice cream cakes also are made to order.

In addition to its signature ice cream, Cold Stone also dishes up several flavors of low fat frozen yogurt. The Springboro store, and selected others, also have confections from Rocky Mountain Chocolate available.

For more information, check out www.coldstonecreamery.com.



Hardy Diagnostics Motto: "A 'Culture' of Service"

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himself," says Steve Marino, the company's corporate controller, who oversees the Springboro operation. The Springboro facility will become home to Hardy Diagnostics accounting department. "We have three staff from accounting here now, and two more will be coming on board."

The company employs about 200 people and has eight distribution centers across the country. Hardy moved its Lima distribution operation to Springboro which will be the main hub for moving product to New York and Florida. The operation also incorporates a production area which includes a 'clean room,' and a comprehensive air quality monitoring system. 'Given our product, we have stringent Standard Operating Procedures, audits and oversight by several agencies, including the Food and Drug Administration, Drug Enforcement Administration, as well as our customers.'

Some media Hardy Diagnostics produces must be irradiated, an intensive and sophisticated sterilization procedure. The company works with Lebanon-based E-Beam, which specializes in the process.

With plans to expand products and grow market share, the Springboro facility represents a "major marketing move."

For more information go to www.HardyDiagnostics.com.



Please Recycle

After you are finished reading the *Business Matters* Newsletter, please consider the environment and recycle this publication instead of throwing it in the regular trash. This paper is recyclable. Thanks for doing your part!

Tribute to Patients



Adel Hanna, D.D.S., surveys his still-Spartan waiting room, flashes a wide smile and says his new building is “a tribute to my patients. I want them to be as comfortable as possible.”

Adel, a Miamisburg native and six-year Springboro resident, has been in practice for 18 years. The new building, located at 365 North Main Street just north of his former office, was purchased five years ago with a view toward expansion. The practice occupies the first floor, and the lower level will be leased. With 5,600 sq. ft., five treatment rooms and four hygienists’ rooms, Adel has space for a future partner, “if I find someone who cares as much as I do.”

The general practice includes the full range of services, including a sophisticated CEREC unit that uses computer

design and computer-aided manufacturing to create porcelain fillings, crowns and inlays in one visit, eliminating temporary repairs. “Before CEREC, many emergency calls involved broken temporaries. It’s a great convenience for my patients”

Adel’s patients range from the very young to the elderly. He followed his 1993 graduation from the Ohio State University School of Dentistry with a residency in general practice at Miami Valley Hospital. “That’s particularly helpful and important when we treat patients who are medically compromised or who have chronic conditions.”

The office and equipment choices, such as digital x-ray equipment, and an amalgam separator that safely captures mercury residue reflect his concern for the environment and commitment to embrace expanding technology. I-pads help with patient education, free wi-fi is available and the website and other networking sites were being revamped at the time of the move.

Adel and his wife, Roxanne, a dental hygienist by profession, have four children, ages, 13, 11, 8, and 6. “We’re very tied to the Springboro community.”

Office hours are Monday, Tuesday and Thursday 8 a.m. to 5 p.m. and Wednesday from 7 a.m. to 1 p.m. Patients have access to Adel’s cell phone number for emergencies. For more information, call 937-748-2855.