UNDETERRED

Our Most Resilient Business Leaders Unmasked... see page 3

September 18, 2020
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Publisher’s Note:
This publication is an advertising supplement to the Business Courier in cooperation with the Goering Center, an affiliate of the University of Cincinnati’s Carl H. Lindner College of Business.

Established in 1989, the Goering Center is the country’s largest university-based educational resource for family and private businesses.

Carol Butler, President    Lisa Jonas, Editor
Nicole Menkhaus, Editor    Paul McKibben, Contributing Writer
2020: A year to celebrate resilience and an innovation mindset

What an extraordinary year for business. While some owners have been forced to shutter their doors, others are posting record earnings. Industry is a major determinant of a company’s ability to weather the current storms. Yet we have countless examples of businesses from the hardest-hit sectors who are not just surviving, but thriving.

The Goering Center is one great example. Our mighty team of 10 hosts around 70 face-to-face educational events per year. Add to that our Roundtables, which bring together about 160 members across 20-plus small groups, meeting in person monthly to dive deep on their personal and professional challenges. Our Family and Private Business Awards – an annual event – often draws as many as 800 business leaders together to celebrate their achievements.

Last March, while live events were being cancelled coast to coast, we chose to pack up our laptops, set up our home offices, and learn how to deliver value at a time when what we offer – knowledge, connection and community – was needed most. We innovated, and watched in awe as our members and community partners innovated, too.

This supplement to the Business Courier is just one piece of our innovative approach to delivering our 21st Annual Family & Private Business Awards. It quickly became clear that we would not be celebrating in person this year, and just as quick, we realized that our criteria for selecting businesses to honor needed an adjustment, too. As our judges outline in their letter on page five, all applications would be viewed through the same lens: how did your company respond to the challenges presented by the pandemic?

Story after inspiring story quickly began pouring into the Goering Center, and our judges soon realized they were up for quite a challenge. Selecting 10 Honorees from so many deserving companies would be difficult. Happily, our judges persevered and our Honorees are featured throughout this publication. We hope you enjoy reading their stories of resilience and perseverance. What’s more, we are spotlighting 24 companies on pages 22 and 23 – all worthy of an honorable mention. To everyone who applied, we applaud your tenacity and ability to pivot.

On behalf of the entire Goering Center team, including John Goering, our founder, our many volunteers and community partners, continued best wishes for a strong and successful second half. Though it has been a very challenging year, a time will come when we speak of 2020 much in the same way that we speak of 2008, wearing the lessons learned, the survival stories, much like a badge of honor, as we help those who come behind us see the tough times through.

Carol Butler,
Goering Center President

Congratulations to our 2020 Family & Private Business Honorees

AES Controls
Rick Salerno, president

Carabello Coffee
Justin and Emily Carabello, owners

Eureka Ranch and Brain Brew Custom Whiskey
Maggie Nichols, CEO

Fifty West Brewing Company
Bobby Slattery, CEO

GSR Brands
operating Gold Star and Tom & Chee restaurants
Roger David, CEO

Innovation Labeling Solutions
Jay Dollries, president and CEO

Ohio Woodworking
Tom Frank, president

RiskSOURCE Clark-Theders
Jonathan Theders, CEO

Steinhauser
Tara Halpin, CEO and owner

Sweets & Meats BBQ
Kristen Bailey, co-owner

RISING LEADER 2020
Anton Gaffney, co-owner, Sweets and Meats, in the category of Business Growth

VOLUNTEER OF THE YEAR
Jonathan Adams, President, Salix
Fifth Third Bank Congratulates

The Goering Center’s Family & Private Business Awards Honorees

Proud sponsor of the 21st Annual Family & Private Business Awards

Fifth Third Bank

Member FDIC
A Letter from the Judges

Judging for the Goering Center Family and Private Business Awards is, in any year, a challenging and interesting experience. Given the unique environment caused by the current global pandemic, it has been a much different endeavor this year. Because this year it has not been “business as usual” for any company.

As we all know, this year has presented an opportunity that no one expected or wanted: the chance to be flexible, to be proactive and reactive to a series of events over which we had little or no control. The stories presented to us confirmed once again why our applicants are among the best companies in the family and private business community that our region has to offer.

This year, rather than our traditional path of selecting winners in either the Family or Private business categories, we decided to view every company through the same lens: “How did your company respond to the challenges presented by the pandemic?” The challenges presented required responses to internal company needs; external customer needs; and needs of the broader community. Responses included stories of reacting to the needs of employees and their families, stories of being proactive through a knowledge of what customers require and in some cases what customers might require, and stories about being flexible enough to retool to meet equipment and process needs of the community.

Because we could only pick ten award winners from the many applications, it proved to be a tough challenge. We believe that our choices reflect the very best, the most flexible, the most thoughtful; the most compassionate of the companies who had to ignore “business as usual” and adapt to “business as necessary.”

Many thanks to the Goering Center for a challenging yet rewarding experience. While we could only pick ten companies to receive an award, we are reminded once again how many true winners there are in the family and private business community.

Best wishes for many years of continued success,

Your Judges (socially distanced, of course)

Mike Miller
LCNB Bank

Lisa Hinton
Mellott & Mellott, PLL

Rex Wetherill
IoT Diagnostics

Barbara Fant
Clinical Research Consultants, Inc.

Thank You to Our 2020 Family & Private Business Awards Judges

Every Family’s Business

Presented by Dr. Tom Deans
Speaker & New York Times Best Selling Author

Oct. 22, 2020 | Noon - 1:30 p.m. | Virtual Luncheon

How will the voting shares in your family business transition? Prepare to unlearn everything you thought you knew about business succession planning as the author of the all-time best-selling book on the subject shares his thought-provoking ideas. With more than 1 million copies sold, Every Family’s Business is guaranteed to begin the most important family conversations of a lifetime.

Visit goering.uc.edu/events to register.

About the Speaker
Tom Deans has delivered more than 1,000 convention keynotes and seminars in 26 countries, and has built an international reputation as a thought leader on the subject of inter-generational wealth transfer.

Book included with registration.
We help our family and private business clients with Way More Than Accounting.

Data & Analytics

HR Strategy & Executive Search

Technology

Operations & Process Improvement

Accounting & Tax

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Family and Private Business
The heartbeat of America

I have been working in some capacity with the Goering Center for Family and Private Business since my early days as director of advertising of the Cincinnati Business Courier in 2003. It took me all of about two interactions with the Center to know that as much as private business and family business is the heartbeat of America, that the Goering Center is the heartbeat of Cincinnati private and family business.

After living in both academia and the world of family business, Founder John Goering dreamed of creating a new community of learning, sharing, collaboration and growth. The Goering Center continues to deliver on all of the above. John Goering assembled a founding board of directors more than 30 years ago and began his journey to build a best-in-class resource for business owners in our region.

Through my 17 years at the Business Courier, the last nine as publisher, I have served the Goering Center as chair of the Special Events Committee. The team’s main purpose is to put together an annual awards dinner celebrating the region’s best family and private businesses. When you see the resources, time, passion and effort that the Center orchestrates to give back to our region, you can’t help but pause and reflect on the fact that John’s dream has truly become a reality. I have also been fortunate to serve on the Center’s Board of Advisors and Management Council where I have developed long-lasting bonds with so many key leaders in the region. While I don’t run a family or private business, I do run a local media company, and know how important the role of the Goering Center is to these local businesses.

I recently was asked why the Business Courier stays involved with the Goering Center. I had to stop before blurting out an answer like “because I am not an idiot.” Instead, I paused and considered what has meant the most to me. I’m sure I looked a lot like a comic strip character with thought bubbles popping out of my head!

Is it the programming that they so admirably put together as educational resources for their members? I have learned so much from their monthly luncheons, workshops and social events.

Is it the hundreds of volunteers who help the Center deliver on their mission?

Truthfully, it is all of these things. I could write for days about why I stay involved, but I don’t think I could ever narrow it down to just one reason. And neither could any of the presidents, CEOs, or owners of member companies, or the leaders of the corporate partners who join the Business Courier in sponsoring the Family and Private Business Awards each year.

The Center delivers on its mission to nurture and educate businesses in order to drive a vibrant economy. We are proud to be their media sponsor for their annual awards event, and thankful for the support they provide to our readers.
Achieving great things takes courage, vision and tremendous effort. At USI, we share your passion. For decades we have provided the insurance and risk management solutions that companies count on to protect their businesses and employees. Let us show you how the right plan and the right partner can help protect your most valuable assets. Contact us today!

*In loving memory of USI’s Tom Binzer, former board member of the Goering Center.*
Volunteer of the Year: Jonathan Adams of SALIX Data

Jonathan Adams clearly sees the value of the Goering Center for Family and Private Business. And as a dedicated volunteer, he also shares the knowledge he’s gained from the Center over the years with others in the community.

Adams, president and co-founder of SALIX Data in downtown Cincinnati, is the 2020 recipient of the Center’s Baldwin Award that honors an outstanding volunteer. His company joined the Goering Center more than 10 years ago.

“Jon was an easy choice for this award,” said Carol Butler, the Goering Center’s president. “He has gone above and beyond to assist the Goering Center as we strive to achieve our mission. He gives, he cares, he shows up, and then he gives some more. He owns and operates a successful multinational business, but gives back to the communities in which he operates. He sees opportunities clearly and speaks up to drive better outcomes for all.”

Adams has served on several of the Goering Center’s committees, including the Roundtable and Program committees. He is currently the chair of the Center’s Board of Advisers. As chair, he also sits on the Center’s Board of Directors, where Butler said he shares his experience and wisdom as a business owner, leader, and core member of the Center to help direct its future.

Adams and his brother Rob started SALIX Data 21 years ago. With additional operations in Kenya and India, SALIX Data today is a leading content management and litigation support company. The company employs more than 100 workers. Its local clients include Procter & Gamble, the University of Cincinnati, and Cincinnati Children’s Hospital Medical Center.

Adams said the Goering Center provides a safe haven for business owners and leaders to equip themselves with educational opportunities and surround themselves with people who understand the challenges a businessperson experiences every day.

Adams recalled once attending a Goering Center Roundtable discussion that resulted in his company doing a pricing analysis, leading them to identify areas where they were underpriced.

“That drove a significant amount of profitability for us in margin increase,” he said.

Adams also pointed out that there are unique challenges when one mixes business and family. He said the Goering Center has provided his company specific skills that have allowed them to proactively think about issues that might arise in the future.

“It’s just the value that it’s brought to both my personal life and our business,” Adams said. “I just feel like when something delivers that type of value to you the right thing to do is make sure that you give back.”

Butler said Adams and SALIX Data embrace the Center’s “10 Best Practices of Family and Private Business.” She said his company’s values of service, achievement, leadership, integrity, and expertise.

“These are clearly Jon’s personal values as well,” Butler said. “He has effectively implemented the Entrepreneurial Operating System® (EOS) in his own business and has been an expert speaker on that subject at several of our EOS programs. He lends his industry knowledge to the Center in the areas of new business development, project management, records management, entrepreneurship, customer service, and fundamentally just doing good work in our community, as well as communities in India and Kenya.”

Innovation
It’s Not Just for the Big Guys
Moderated by Marvin Dejean
Sr. Managing Partner, Gilead Sanders

Sept. 24, 2020 | 4:00 - 5:30 p.m. | Virtual Happy Hour

How do companies survive in times of rapid change and shifting customer expectations? They innovate. Innovation is key to thriving in the 21st century, but what exactly is innovation and how can small businesses incorporate it as part of their operational DNA? Join us for this highly interactive event, complete with breakout sessions and your own “Happy Hour in a Box,” and connect with Goering Center members to discuss how you can incorporate innovation into your business culture.

Visit goering.uc.edu/events to register.

Happy Hour in a Box... Shipped to You!
Registration includes:
• Goering Center pint glass
• 50 West beverages
• Assortment of munchies

Featuring special guests: Bobby Slattery (50 West Brewing), Rick Salerno (AES Controls), Tom Frank (Ohio Woodworking Company).
Driving Growth Initiatives
Leading Transition Strategies
When the COVID-19 pandemic hit, Eureka! Ranch and its sister company, Brain Brew Custom Whiskey, already possessed insight into how to innovate.

"This is like the innovation Olympics right now," said Maggie Nichols, Eureka! Ranch’s CEO. "This is the moment. If you thought it was optional before, get in line, because it’s not. And so, we practice what we preach."

Eureka! Ranch, a think-tank and innovation training company, donated online training to more than 1,000 people. Brain Brew innovated its process, pipeline, sourcing, production, and distribution from making whiskey to hand sanitizer.

Eureka! Ranch had trained Brain Brew’s team about how to innovate for opportunities and to overcome adversity. Brain Brew streamlined production, re-used old equipment, and shifted business models to make hand sanitizer in just days. Approximately 2.5 million ounces will have been distributed and donated to first responders, health care providers, and those restarting businesses throughout the region.

"[Brain Brew] navigated changing regulations, crazed sourcing and supply chains, aligning incredible donor partners and reworking production to make it safe for employees," Nichols said.

Traditionally, Eureka! Ranch delivered its innovation training and certifications in-person or in a blended format to students and professionals. Because of the pandemic, Eureka! Ranch accelerated the development and release of an online platform, the Jump Start Your Brain Innovation Hub. Eureka Ranch opened up free accounts for anyone who wanted to learn how to innovate. Each free account holder received access to an entire starter course on innovation, teaching entrepreneurs how to create, communicate, and commercialize ideas.

Nichols said businesses can overcome the fear of trying a new idea by doing the math, performing a quick test, and building a prototype. She said the pandemic is actually a great time for entrepreneurs to make significant change in their businesses.

"Entire industries can change, and small guys can become big guys," Nicholas said. "New customers can be acquired because you’re doing different things, you’re pivoting, and you’re making moves that maybe people would’ve had to be able to do [before the pandemic] but they are now."
Top-to-bottom teamwork creates a win for Gold Star, Tom & Chee

Gold Star was on pace to have quite a year before the COVID-19 pandemic struck with sales 9.7 percent more than the same period last year. But thanks to the company’s advanced planning it was able to quickly change how it served customers when Ohio, Kentucky, and Indiana implemented new restrictions for restaurants. From May to June, Gold Star surpassed last year’s sales by 7.4 percent.

“Our team stepped up,” said Roger David, the CEO of GSR Brands, the parent company of Gold Star and Tom & Chee. “And when I reflect on [the word] ‘team’, I’m thinking of both our frontline workers, our franchise owners, and our corporate support staff. [They] really came together in a moment of crisis to put together a plan and an approach to try to get the wheels back on the bus, because when this hit, it hit hard.”

GSR Brands’ operations staff closely followed updates from state and federal authorities. It created a system to deliver updates and changes to Gold Star’s franchise owners and general managers, including specific information for locations in each of its three states about their respective state’s regulations and the company’s protocols.

GSR Brands committed to additional measures beyond what local, state, and federal authorities recommended. For example, when the Centers for Disease Control and Prevention recommended masks, GSR Brands required workers to wear them ahead of state orders. The company also mandated temperature checks for employees.

The company also required tamper-proof tape for drive-thru, carryout, and delivery orders to ensure food safety and tamper-proof bags for third-party delivery orders, and they checked on their locations to ensure the new measures were enforced.

Finance and development teams worked with franchise owners to obtain government help such as the federal Paycheck Protection Program. Gold Star’s vice president of operations wrote scripts for franchise owners to request relief from lenders, landlords, and others.

GSR Brands’ marketing team communicated changes to service in real-time to help the brand and individual franchise owners. Media spending was halted to save money to help with reopening communications.

Gold Star also helped the community. A portion of sales from its Coney Crates were given to eight nonprofits. In total, $35,969 was raised. Also, Gold Star raised $11,814 for the Cure Starts Now from sales of its chili cans and it raised $9,700 for the Cincinnati Children’s Hospital Medical Center from the company’s “Milkshakes for Children’s Sake” program.

Despite the challenging times, GSR Brands plans to add five new franchises by the end of this year across Gold Star and Tom & Chee.
Fifty West beats the odds … with burgers and beer!

Bobby Slattery says COVID-19 is the best thing that has ever happened to his business. And that’s despite the real pain he first experienced as a new reality began to set in.

Implementing changes and refusing to quit, his Fifty West Brewing Co. in Columbia Township now employs more people than it did before the pandemic. Revenue has doubled from previous years.

“When we stopped waiting around for the world to come back to normal and started just saying, ‘Hey, we’re going to go figure this out ourselves and we’re going to try’ … Once we changed the mentality to that, people just started supporting you in ways you could have never imagined,” Slattery said.

Slattery said when the pandemic hit, everything the company had spent the past eight years building appeared to be coming to an end. Sales at its restaurant which generated around $30,000 per week decreased to $5,000. Its taproom which centered around active lifestyle events and produced approximately $40,000 per week could no longer function. With restaurants and bars closing, Fifty West’s distribution sales took a hit.

“As an owner of a company who had spent the past eight years solely focused on growth, I felt the rug had been pulled out from under me overnight,” Slattery said. “I could no longer sleep at night. Every night I’d lie awake hoping the nightmare would end, dreading going into work the next day as I said goodbye to yet another person who had helped build the company and had done nothing wrong to deserve losing their job.”

Among the changes Fifty West made, were the setup of two tents and a point-of-sale system for carryout service and beer. It set an initial goal of doing just $20,000 in business per week. Slattery said as each day passed orders increased. On May 2, something astonishing happened: Fifty West had done more than $20,000 in sales in just a single day.

“Not a single customer walked in the door,” Slattery said.

Before the pandemic Fifty West had about 70 employees. During the pandemic, the company reduced its workforce to approximately 15 people. Now it employs just more than 80 workers. An ice-skating rink is planned for later this year.

Slattery’s advice to others:

“With change comes opportunity and it’s up to you to seek and find that opportunity. I used to be scared of tomorrow where I didn’t know the answers and I wanted to wait for that world to come back,” he said. “Now I get excited about the possibilities.”

Fifty West Brewing Co.

Owner: Bobby Slattery
Address: 7605 Wooster Pike, Cincinnati, OH, 45227
Phone: 513-834-8789
Website: www.50westbrew.com
About: Founded in 2012, Fifty West Brewing Co. is a microbrewery with a full-service restaurant, and a taproom featuring volleyball leagues, running groups, a canoe and kayak livery, and a bike shop. Its beer garden is open from 11 a.m. to midnight Monday through Saturday and 11 a.m. to 10 p.m. Sunday. Online orders are accepted. Dogs, on a leash, are allowed in the beer garden. People of all ages, including children, are welcomed.

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21st Annual Family and Private Business Awards

Congratulations to all of this year’s winners!

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Preparation meets necessity with humor and heart

RiskSOURCE Clark-Theders saw the challenges the pandemic presented and chose to invest in its workforce from the beginning. In fact, those preparations started years ago for the West Chester-based insurance agency. Since Hurricane Ike in 2008, RiskSOURCE Clark-Theders established infrastructure that enabled its team to work from home. Most workers were already working from home one day a week before the pandemic.

The company had technology and equipment already in place and tested it a week before Ohio Gov. Mike DeWine's stay-at-home order. It gave workers extra supplies, including chairs and monitors to make the work-from-home experience more comfortable. Thus, the transition to a remote workforce was a smooth process.

RiskSource also created a rotating schedule that followed federal and state protocols for employees to work in the office and at home. “The result of everyone's efforts is high productivity, and we are now on track, and in some cases ahead of all of our metrics,” said Amanda Shults, the company’s president.

RiskSOURCE made it a priority from the beginning of the pandemic to keep its team engaged and connected while staying safe. It accomplished this with several initiatives.

The company continued weekly staff meetings with Microsoft Teams. To keep the meetings engaging for workers, it had fun themes such as “crazy hat day.” The company sent surveys to workers to provide anonymous feedback about how they were coping and how management could help. It allowed workers to have group games such as virtual trivia, bingo, and word searches. Prizes were awarded.

The company also delivered care pack packages with motivational messages and gift cards. It hosted socially-distanced lunches in its parking lot. CEO Jonathan Theders created a meme series called “Missing My Teammate” where he highlighted a quirky trait of a worker and impersonated them through a fun meme that was shared with team and on social media.

The company distributed 50 percent of its 2020 bonuses in June as a way to provide financial help and show appreciation for workers’ efforts and adaptability.

“I’m a big believer that, especially in a service business where you serve people, if you have happy employees, they’re going to serve your customers happily,” CEO Jonathan Theders said.

Its workers were not RiskSOURCE’s only focus. The company also helped its clients and the community.

For clients, it created a COVID-19 response page on its website with information about telecommuting policies and cyber risks associated with working remotely. For the community, its RiskSOURCE Cares teams made a contribution to the West Chester/Liberty Community Health Fund where money is used for COVID-19 response grants. Theders conducted a webinar on how businesses can maintain cyber security.

“RiskSOURCE has a mission that is driven by servant leadership,” Shults said. “Watching our business community rally together and readjust their focus to help one another was truly inspiring during this time.”

RiskSOURCE Clark-Theders
CEO: Jonathan Theders
Address: 9938 Crescent Park Drive, West Chester, OH 45069
Phone: 888-779-2800
Website: www.risksource.com
About: RiskSOURCE Clark-Theders is an independent insurance agency, serving clients nationwide. It has offices in West Chester, Hillsboro, and Knoxville, Tennessee.

Family is everything.
We proactively work with family businesses to achieve goals and build legacies.

513.898.8800 | www.mcmcpa.com |
Pandemic no match for Sweets and Meats’ big dreams

“We’re here to stay,” said Kristen Bailey, CEO of Sweets & Meats BBQ. That’s quite a bold statement to come from a restaurant and catering business during the COVID-19 pandemic but it reflects the confidence, innovation, and resilience of Mount Washington-based Sweets & Meats BBQ.

Sweets & Meats, unlike many in the restaurant industry, never closed during the pandemic. It also retained all of its employees, including growing its team by 36 percent.

Within weeks of Ohio Gov. Mike DeWine’s stay-at-home order Sweets & Meats lost $400,000 in revenue. The pandemic meant that Sweets & Meats wouldn’t be catering festivals, weddings, corporate events, fundraisers, graduation parties, and other special occasions. Clients who cancelled their contracts were refunded.

The new normal forced Sweets & Meats to change in order to survive. And it did just that. It introduced online ordering and curbside pickup that now accounts for 50 percent of the company’s restaurant business.

With its food truck, Sweets & Meats started scheduling safe, socially-distanced neighborhood stops. Those visits included online ordering and payments to reduce in-person contact and encourage pre-ordering to make preparations easier.

“We were constantly pivoting and trying new things. … We were willing to take risks, calculated risks, and do whatever it took [to survive],” Bailey said.

Sweets & Meats expanded its market and acquired new customers. From the middle of March to the end of May, Sweets & Meats made as many as 12 neighborhood stops a week.

“The first four months I was working double shifts on the food truck, 100-plus degrees with a mask on,” Bailey said. “It was very trying. … Our entire team did what they had to do to ensure that we survived.”

For its deliveries, Sweets & Meats turned off third-party delivery apps and purchased a van. Now it runs all of its deliveries. It started focusing on boxed meals and catering with its food truck to prevent the possible spread of the coronavirus.

A nationwide meat shortage was another problem that Sweets & Meats overcame. It created new menu items and now partners with Queen City Sausage. A 35 percent increase in food costs forced Sweets & Meats to monitor how it conducts its business, minimize risks, and make sound decisions.

“Losing our business, which is our family’s legacy, is not an option,” Bailey said. “So, we’re trying new things and learning a great deal along the way. We are one of the lucky ones.”

Sweets & Meats BBQ
Owner: Kristen Bailey
Address: 2249 Beechmont Ave., Cincinnati, OH, 45220
Phone: 513-888-4227
Website: www.sweetsandmeatsbbq.com
About: Sweets & Meats BBQ is a caterer and carry-out restaurant with two food trucks that specializes in smoked meats, homemade side dishes, and desserts. The restaurant is located in the same neighborhood where CEO Kristen Bailey and chief operating officer Anton Gaffney have been long-time residents. The Small Business Administration recognized Bailey as its 2019 Ohio Small Business Person of the Year. Bailey currently serves on the National Small Business Development Centers Advisory Board.
AES Controls took a commonly-used machine that helps people with sleep apnea and turned it into a ventilator to treat COVID-19 patients.

For more than 30 years, AES Controls in Springdale has developed and programmed custom automation solutions for products ranging from pharmaceuticals to coiled steel.

This time the company’s knowledge was urgently needed to save lives. As the pandemic swept across the United States, public health experts feared a shortage of medical supplies, especially ventilators that would be crucial in treating COVID-19 patients.

The company’s work on helping to supply health care providers with the life-saving devices began in March as businesses began shutting down and hospitals started treating an influx of COVID-19 patients.

Rick Salerno, AES Controls’ president and CEO, said the company’s mantra would be “not on our watch.”

“We would not sit back continuing normal operations with all this engineering expertise at our disposal,” he said. “With two EMS personnel working at AES, we discussed what would produce the ‘biggest health care bang for the buck’ during this pandemic.”

CPAP (continuous positive airway pressure) machines provide a steady stream of air to users while they sleep. Salerno said millions of the units were available. In fact, his brother had one that AES Controls’ engineering team borrowed to see if they could make the necessary technical changes. It turned out that the modifications worked.

The company reassigned 18 of its 22 employees to support the effort.

AES Controls reached an agreement with Philips Respironics, a large CPAP machine manufacturer based near Pittsburgh. Philips Respironics sent 100 CPAP units to AES Controls for conversion.

“Like you, we are horrified to see the death estimates predicted for our families and friends,” Salerno told his employees in March. “With so much technology and expertise at AES, we were looking for a way to help save lives. ‘Not on Our Watch’ has been the fuel that has kept us moving. … These are extraordinary times, and AES is providing an extraordinary solution.”

AES Controls’ innovation was recognized by those on the frontlines.

Dr. Stuart H. Ditchek of New York University’s Grossman School of Medicine, called the company’s work “truly an Apollo 13 moment” in a message to Salerno and Kenneth Beck, CEO of CEO Connection, a Syosset, New York, firm that assisted AES Controls with getting the converted CPAP machines to hospitals.

“...it is truly remarkable through a crisis like this that wonderful people like you and Ken come forward to create solutions,” Ditchek wrote.

To date, AES Controls has converted 78 CPAP machines into ventilators.

“...for us, it’s been a juggle between that need of feeling like we need to do something [to help fight the pandemic] along with the regular workload that we had working with customers that were essential businesses,” Salerno said.
Steinhauser focuses on employee safety

Steinhauser takes its responsibility of being an essential business during the pandemic seriously. Based in Newport, the company makes labels for consumer-packaged goods for retailers such as Kroger.

“We were blessed because we got to stay open,” CEO and owner Tara Halpin said. “So that also created a challenge because we had people working very closely together. … People react to things like this differently, so we had to make sure that everybody knew that it was OK to be scared. It was OK to be uncertain.”

To maintain employee safety, Steinhauser worked with family members and industry suppliers to obtain masks for every worker when masks were difficult to find, including hand-sewn ones. Despite its small size (fewer than 50 employees), the company offered Family Medical and Leave Act benefits for workers who were ill or home with children. It shut down its plant to outsiders.

Steinhauser created signs to ensure that workers stayed 6 feet apart. It made work-from-home schedules for employees who do not work on the floor of its plant. The company rearranged workplaces to ensure safety. Its human resources manager kept the company informed about safety procedures and mandates from the state.

The company provided numerous meals for its employees, coming from local businesses who needed support. Halpin personally honored workers’ family members who were graduating seniors. She even delivered food to employees’ homes.

Reaching out to the community, Steinhauser offered free labels to local distilleries for hand-sanitizer manufacturing. Steinhauser operated a marketing campaign for small business customers, especially those in the food and beverage industries. Press operators started a fundraiser that the company matched to buy food for first responders at a Newport fire station.

Steinhauser’s actions paid off. Sales increased more than a 50 percent in the first quarter compared to last year. It gave each worker a $1,200 bonus in late spring for their hard work and effort. The company offered free labels to local distilleries for hand-sanitizer manufacturing. Steinhauser operated a marketing campaign for small business customers, especially those in the food and beverage industries. Press operators started a fundraiser that the company matched to buy food for first responders at a Newport fire station.

Halpin said during this time small business owners need to be present and talk their employees every day that it is possible whether that communication is in-person, on the phone, or via Zoom. “You just have to make sure you stay connected to your people and that they understand that you care and you’re here to do whatever you can for them,” she said.
Ohio Woodworking pivots to ‘Protect the people, save the millwork’

Like many small business owners, when COVID-19 hit Tom Frank started wondering about cash flow, customers, production schedules, employees, his family, and even whether to call his attorney or accountant first. Then the worries gave way to opportunities.

Frank is the president of Ohio Woodworking Co. in Norwood. Frank and brother-in-law Rich Grumbley are the third generation to operate the company that Frank’s grandfather started.

“The outpouring of goodwill and cooperation by so many to help the frontline health care workers was inspiring,” Frank said. “And it was there that we sought opportunity.”

Ohio Woodworking found simple plans online to manufacture face shields. But it soon encountered problems and had to find something else to make. With routine visits to purchase toilet paper, N95 masks, and hand sanitizer, Frank and Grumbley noticed acrylic barriers that hardware stores, grocery stores, and other essential businesses were erecting.

But there was a problem with what they saw. “When one spends their working life making laminate countertops, checkouts, and teller lines look as pretty, flawless and as functional as possible, it is like a knife through the heart to see a screw driven into that laminate, knowing there is no easy fix should that acrylic barrier ever come down,” Frank said.

Ohio Woodworking began to formulate a plan to make an acrylic barrier that would leave no permanent mark and function as well or better than any they had seen. It visited a Kenba Credit Union branch and produced a prototype. As authorities started discussing allowing businesses to re-open, Ohio Woodworking suddenly had the potential for new business. The company’s mantra became: “Protect the people, save the millwork!”

The company installed customized acrylic barriers for all of the credit union’s branches. Frank said other customers started looking for solutions and who know you for solutions. Frank said his fellow small business owners, his family, and even whether to call his attorney or accountant first. Then the worries gave way to opportunities.

Frank said other customers started looking for an acrylic shortage. Frank said it scoured plastics for varying sizes to fill every order the company received.

Frank said his fellow small business owners during this time should realize there are always options for them and “to rely on those you know and who know you” for solutions.

“‘For 90 years, our family business has survived and thrived because of the love of family, the friendship and trust of customers and vendors, ingenuity from the office to the manufacturing floor, [and from] experience, failure, and wisdom,” Frank said. “We are fortunate and grateful we were able to stay open during COVID-19.”

Ohio Woodworking Co.

President: Tom Frank
Address: 5035 Beech St., Cincinnati, OH 45212
Phone: 513-631-0870
Website: www.ohiowoodworking.com
About: William Frank started Ohio Woodworking Co., an architectural mill-work firm, in 1930. Frank was trained in Germany and brought his skills to the United States to start a new life. For 90 years, Ohio Woodworking has built store fixtures, cabinetry, millwork, and furniture. For more than 12 years, a third generation has operated the company.

“The Next Generation Institute sparked communication between me and my son, Luke. We learned how to avoid the really big mistakes that can be made during a business transition.”

Jim Perry
Perry Contracting

The Next Generation Institute is for owners and leaders of family businesses, their successors, and other family members. They come to tackle the tough questions together, have difficult conversations, and gain a holistic perspective on the succession journey.

Learn more by calling Steve McLemore, Goering Center Engagement Director, at 513-556-7409

Goering Center for Family & Private Business 2020 Family & Private Business Awards

Tom Frank, president of Ohio Woodworking, cultivates an innovation mindset in his third generation family business.

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For more than 12 years, a third generation has operated the company.
Carabello Coffee responds with grit, heart and more coffee

The Carabellos were determined not to let COVID-19 close the business they had started a decade ago.

The pandemic and its new reality hit soon after Justin and Emily Carabello, owners of Carabello Coffee in Newport, arrived back to the United States following a trip to Nicaragua, where they visited their coffee-producing partners and the charitable organizations they support.

Carabello Coffee’s wholesale coffee roasting business decreased by 95 percent overnight as the offices, restaurants, businesses, and churches that it served closed. Something had to be done to save the company.

“We saw an opportunity to deepen our customers’ loyalty by continuing to serve and support them. Within days our team came up with the new ideas that would keep us engaged with our customers,” Justin Carabello said. “On the retail side of the business, people were desperate for any small sense of normal like taking a walk and getting their favorite drink.”

Carabello Coffee scheduled several Instagram Live events called “State of Carabello Coffee” that were used to engage customers. Instead of a café experience, it started using two side windows for walkup service. Customers loved it and started sharing social media posts. Carabello Coffee was added to the Joe Coffee app and Uber Eats platforms. That allowed for improved efficiency for orders, contactless payments, and home delivery.

The company also created 1-liter sized bottles of its most popular drinks so customers could come less frequently but still take something home to enjoy for several days.

“The unity and the bond that has now been created among this team, is for us ... unparalleled in the history of our business.”

Carabello Coffee created daily and weekly “Keep the Lights On” budgets that allowed the company to unify its team around achieving revenue goals and keeping workers’ jobs. When it received its federal Paycheck Protection Program loan, it brought back all of its employees full-time. The company asked workers for input, giving them time for “corona projects” to improve themselves professionally and the business. It re-opened its café seating on June 15.

“Our God has been faithful to us, and the team that surrounds my wife Emily and I … is made up of some wonderfully resilient and creative people,” Justin Carabello said. “While it’s been exhausting, and frightening at times, we are grateful to have had this opportunity to be tried and tested.”

Justin and Emily Carabello have the comeback story of the year, leveraging social media and other digital platforms to rebound from a 95 percent drop in sales.

 Owners: Justin and Emily Carabello
Address: 107 E. Ninth St., Newport, KY 41071
Phone: 859-415-1587
Website: www.carabellocoffee.com
About: Justin and Emily Carabello founded Carabello Coffee in 2009 with eight pounds of green coffee, a hot-air popcorn popper, and a dream to give money to a Nicaraguan orphanage. Today, Carabello Coffee has a 90-seat café, a roasting facility, a staff of 18 workers. Philanthropy continues to be a focus of the company.
Innovative Labeling Solutions serves customers, protects workers

Innovative Labeling Solutions took its duty as an essential business seriously. The Fairfield Township-based company provides digitally-printed labels, shrink sleeves, and flexible packaging for consumer-packaged goods such as hand sanitizer, cleaning products, nutritional supplements, food and beverage products, and medical supplies.

In early February as the pandemic started garnering attention in the United States, the company realized that it would be a critical part of the supply chain to provide essential products and services. “We understood that we had a special responsibility on two fronts — to make sure we could protect the health and safety of our employees, while continuing to produce products that would support the essential needs of our country’s people,” said Jay Dollries, Innovative Labeling Solutions’ president and CEO. “We also knew that we would need to forecast changes in market demand for certain products as we realized there could be erratic fluctuations from our normal trends.”

For example, Innovative Labeling Solutions predicted exponential growth in cleaning products, temperature strips, nutritional supplements, and hand sanitizer. Since March 1, the company has made more than 18 million sanitizer labels. In 2019, it made just 260,000 labels. Also, since March 1, it has produced more than 75 million forehead thermometers.

The company was able to transition 75 percent of its front office staff to a full-time remote work environment. It provided masks to every employee, instituted temperature checks and a symptom-screening questionnaire upon entry for all employees as well. All workers were encouraged to stay home if they felt ill and it closed its facility to all visitors except for essential vendors, who were accompanied by an Innovative Labeling Solutions employee at all times.

To help protect its workforce, Innovative Labeling Solutions created a COVID-19 task force and implemented several measures. The company was able to transition 75 percent of its front office staff to a full-time remote work environment. It provided masks to every employee, instituted temperature checks and a symptom-screening questionnaire upon entry for all employees as well. All workers were encouraged to stay home if they felt ill and it closed its facility to all visitors except for essential vendors, who were accompanied by an Innovative Labeling Solutions employee at all times.

The company also installed multiple air purifiers and hands-free, foot-operated door pulls throughout its facility. It implemented rigorous cleaning procedures for workstations and shared spaces. It provided hand sanitizer bottles at individual workstations and added hand sanitizer dispensers in high-traffic areas. It closed common areas and limited access to high-touch surfaces, including vending machines.

As much as we are committed to serving our clients’ needs, we are even more devoted to the health and well-being of our employees and the safety of our workplace,” Dollries said.

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“We are constantly changing, always improving, and have successfully navigated these uncharted times while remaining resilient and growing,” he said.
Anton Gaffney, Sweets & Meats, Named 2020 Rising Leader

"Above and beyond" is what comes to mind when hearing about Anton Gaffney, the 2020 honoree of the Goering Center for Family and Private Business' Rising Leader Award. It’s not just a strong work ethic that the general manager of Sweets & Meats BBQ in Mount Washington brings to the business, it’s leadership, passion, savvy, loyalty, commitment and steadfastness.

"He is my right and left arm," says CEO, Kristen Bailey. "It is [his] level of personal sacrifice and commitment that has enabled us to be so successful in a short period of time."

Sweets & Meats, founded in 2014, is a caterer, takeout restaurant, and food truck business. It specializes in smoked meats, homemade side dishes and desserts. It opened its takeout location in July 2017, and today employs 12 people and has two food trucks.

Bailey said Gaffney will often be up at 4 a.m. to work on meat at their store, then gets in the food trailer for a food truck rally where he might be for 10 to 12 hours. The next day, he does it all over again. This hard work translates into top-line growth, and that growth helped keep the company’s staff fully employed throughout this year’s crisis.

Gaffney’s key strength – aside from cooking – is that he is a major contributor to the business’ bottom line. His attention to detail and preparation ensures the company does not overstaff and that it does not prepare too much food.

"Being able to minimize those costs has been a huge, huge help to our business because anything I don’t go out and serve today, it’s all waste," Bailey said. "We don’t reheat it. So, it’s not like a typical restaurant where you can actually use that food for five days. We can’t do that."

"Gaffney is an exceptional planner," says Bailey. "I can’t do that," she said. "There’s nobody else in our company that has that skill. It’s all Anton."

Gaffney is described as the backbone of Sweets and Meats BBQ, working around the clock to not just prepare the food, but to minimize waste – critical in an industry with razor-thin margins.

The Goering Center accepted nominations for its fourth annual Rising Leader Award from Aug. 1, 2019, to June 30, 2020. An independent panel of judges selected nine semi-finalists (one for each month from November 2019 to July 2020).

Semifinalists were selected who demonstrated success advancing one of the Center’s “10 Best Practices of Family and Private Business.” To be eligible a nominee must be on a leadership or succession track of a family or private business.

Bailey nominated Gaffney for June under the Center’s best practice of business growth.
Goering Center for Family & Private Business

HONORABLE MENTIONS

2020 Family & Private Business Awards Semi-finalists who deserve an honorable mention

AQUISENSE TECHNOLOGIES
Oliver Lawal
4400 OLYMPIC BLVD, Erlanger, KY 41018
www.aquisense.com | 859-869-4700

Aquisense Technologies is the global leader in UV-C LED disinfection systems design and manufacture. Aquisense is passionate about developing solutions that solve real-world problems in water, air, and surface disinfection applications, without the use of harmful chemicals. They work with leading LED manufactures to ensure that only the very best LEDs are incorporated into their efficient disinfection products. Using a combination of patented technology and in-depth know-how, Aquisense works to protect people at home, in hospitals, airplanes, and even in outer space.

DIVISIONS MAINTENANCE GROUP
Gary Mitchell
1 Riverfront Place, Newport, KY 41071
DivisionsMG.com | 859-669-1010

Divisions Maintenance Group (DMG) was founded in 1999 when there was a significant opportunity within the Facilities Maintenance industry to improve the way services were managed and delivered to national retailers. But when Covid-19 hit, 30 percent of their customer base was deemed nonessential, meaning DMG could face significant losses. The company immediately began ramping up sanitation efforts to protect front-line workers and store patrons at essential businesses, then developed new relief efforts for these retailers. Services included sneeze guards, advanced sanitation services, social distancing crowd control, robust janitorial services, and other precautionary measures to give customers peace of mind. As non-essential businesses began reopening phases, DMG worked to educate their customers, keeping the doors open for America.

BARNES DENNIG
Jay Rammes, CEO
150 E. Fourth Street, Cincinnati, OH 45202
barnesdenning.com | 513-241-8313

Barnes Dennig provides tax, assurance, and business advisory services for a wide range of companies and organizations. As the COVID-19 pandemic began to take hold in March, Barnes Dennig leveraged strategic investments in technology to seamlessly transition to a remote workforce overnight. And through this took place during the busiest season of the year, they were able to provide critical business services and meet their business- and nonprofit client needs without interruption, providing much-needed peace of mind. With a laser-focus on helping businesses and organizations access critically needed economic relief, firm leadership quickly formed a COVID-19 Advisory team to help navigate the massive implications of the FFCRA and CARES Acts, and made clear that the priority was to provide help rather than to monetize the effort.

BESSLER AUTO PARTS
John Besler
106 Williams Way, Wilder, KY
besslerautoparts.com | 859-442-7278

Bessler Auto Parts is a leader in automotive recycling. Their business is to buy wrecked vehicles and salvage reusable parts, thereby reducing the amount of waste from vehicles that enter landfills by over 80 percent. When Covid hit, people stopped driving and that was a threat to their business. Instead of being scared, the company increased their inventory purchasing and went on the offensive, reaching out to customers and entering a new delivery market. As a result, the company had an all-time record profit month in May and at the time of application, was on pace to top the record sales growth they had in June. Their new motto is “Why wait for a crisis? They've set a new bar and have no plans to return to ‘normal.”

GRAETER'S ICE CREAM
Richard Graeter
2245 Gilbert Ave., Suite 105, Cincinnati, OH 45206
graeters.com

Graeter's Ice Cream provides craft ice cream using Fresh Pots®, an artisanal method of production. Over 150 years, the Graeter family learned how to take care of their people, and their custom- ers, throughout great historical challenges that include the Spanish Flu pandemic in 1918, the Great Depression in 1920, the stock market crash of 1987 and the Great Recession in 2007. Along the way, they’ve also navigated tumultuous political eras, times of general consumer distrust in the food industry, times of war and more. As the family busi- ness, the Graeter family has just one strategy: to be nimble. By committing to pro-activity and, with the general need to act quickly once the pandemic struck, Graeter’s was able to support its brand in a way in not many other national competitive counterparts were able to do.

JUNK KING
Junk King
11430 Gondola Street, Cincinnati, OH 45241
www.junkking.com | 513-206-8945

Locally owned Junk King is a full-service debris removal company that will take just about anything from a home, property or business. They have a passion to give back to the community by donating items that they remove to nonprofits. Anything that cannot be donated, they look to recycle to keep landfills clean. Their service provides the feeling of reclaiming a space. Peter McCarroll founded the company in 2011 and would always make decisions based on what was best for the greater good. He tragically passed away in 2017, but the company he kept his roots and integrity-driven culture moving forward and upward. Employees wear bracelets that say WWPD (what would Pete do) and when faced with a tough decision, they immediately have an answer when they look at their wrists. Their extraordinary culture is built by hiring honest individuals that mentor and promote from within.
MAI CAPITAL MANAGEMENT

Rick Buoncore
625 Eden Park Dr., Suite 310, Cincinnati, OH 45202
www.mai-capital.com | 716-929-4800

MAI Capital Management (“MAI”) is a full-service wealth manager and registered investment advisor that caters to the financial planning and investment needs of high-net-worth individuals, ultra-high net worth families, successful business owners and professional athletes. While the COVID-19 Pandemic shook the world, MAI embraced the opportunity to continue giving back and capitalizing on their cornerstone principles of philanthropy and goodwill. 2019 was a standout year for MAI's dedicated team, which focused on five substantial acquisitions. Despite 2020’s external challenges, MAI became unified through the values it was built on, which are to take care of its clients, each other and the community. The company conveyed great strength and its unity was palpable to the community as they serve as MAI became strong, the community became stronger.

POSSEIDON’S PIZZA COMPANY

Jay Bachmann
8640 Haines Drive, Florence, KY 41042
www.posseidonspizzacompany.com | 859-534-1407

Poseidon’s Pizza Company drives to give back to the communities as much as it can. During the pandemic, the company raised over $14,000 for local small business owners to remain open during the shutdowns on top of providing free meals to any 12 student in Northern Kentucky while schools were closed in normal times. Poseidon donates a percentage of proceeds back to nurses, teachers, veterans and active military, senior citizens, jailers, police and first EMT personnel because they believe in giving back to all those who serve the public each and every day. The pizza parlor also has a pizza called the “IGY6” which is a military term for I Got Your 600, donating a portion of every pizza sold back to the wounded warrior project.

STACK CONSTRUCTION TECHNOLOGIES

Phillip Ogilby
4600 McCauley Place, Cincinnati, OH 45242
www.stackct.com | 866-702-6078

STACK Construction Technologies is a leading cloud hosted software solution for preconstruction professionals. It provides a centralized hub where plans, specs and other construction documents can be stored, evaluated, measured and shared with team members and external project stakeholders. Founded and headquartered in Cincinnati, STACK delivers intuitive and innovative software for thousands of subcontractors, general contractors, suppliers and manufacturers to ultimately improve the project’s outcome and profitability. STACK’s solution powers seamless plan and document management, real-time team collaboration and a more efficient digital takeoff and estimating process.

TOTAL WEALTH PLANNING, LLC

Rob Siegmang
4665 Cornell Rd., Suite 160, Cincinnati, OH 45241
www.twpteam.com | 513-984-6696

Since 1989, Total Wealth Planning has provided objective guidance to individuals, families and businesses with financial concerns and solutions to help clients reach their lifetime goals. They use a comprehensive wealth planning approach tailored to multi-generational families, business owners and corporate executives. As an essential business, Total Wealth Planning focused on calming client fears during the height of market uncertainty and historic volatility. It did the same with its team members, helping to flatten the curve by equipping staff to work remotely and taking great care to increase communication and build a strong culture. As a result, both the company and team are more ready than ever to handle any new disaster. Their focus is on keeping their guard up, their team and clients safe, and ongoing improvement.

WOODS HARDWARE / ACME LOCK

Matt Woods
125 East 9th Street, Cincinnati, OH 45202
www.woodshardwarestore.com | 513-521-1114

Woods Hardware / Acme Lock is a fourth-generation family-owned company with five locations throughout the Tri-state. Founded in 1963, they focus their mission on “Bringing Local Back to Hardware”. During the COVID-19 pandemic, they became a light for people during a very dark time, procuring hundreds of thousands of masks, sanitizers and disinfectants to do what even the big box couldn’t. They even offered essential services during the non-essential emergency. Most local hardware businesses weren’t in a hard way to survive. Seeing so many restaurants, bars and food establishments close, they became a de facto sales floor for three local businesses: Taste of Belgium, East Side Brewing, and Marx Hot Bagels. Woods Hardware/ Acme Lock has raised $10,000 in food products on their behalf while making zero profit, and then partnered with Urban Sites to fund gift card purchases from 50 additional establishments.

KOST USA

Tina Seibert
1000 Tennessee Ave, Burlington, KY 41005
www.mosmama.com | 859-992-8139

KOST USA, Inc. is the largest family-owned manufac- turer, supplier and marketer of antifreeze and func- tional fluids in the United States. Founded in 1965, the company is headquartered in Cincinnati, Ohio. They have built both their customers’ and their own brands with high performance products and superior service, and they serve the automotive and heavy-duty aftermarket, as well as in the Oil & Gas sector. When they first learned about the Coronavirus and its impact in the US, they managed to swiftly make the transition to to their people. Within 24 hours, they moved 65 percent of their onsite workforce to remote work. At their workites, they instituted sanitization and handwashing procedures, prevention education, social distancing and fever screenings while providing a daily free lunch that helps keep people onsite.

NEW RIFF DISTILLING, LLC

Kenneth Lewis
24 Distillery Way, Newport, KY 41073
newriffdistillery.com | 713-791-0099

The mission statement of New Riff Distilling is to become the leading great small business of the world, putting quality, reputation, and their stakeholders above the exclusive drive for profits. For sales channels, New Riff was shuttered with COVID – events, distillery tours and more – the team pivoted, devoting a big chunk of its production, early on, to making hand sanitizer. New Riff employees worked long hours for seven days straight to produce several thousand gallons to fill nearly fifty 55 gallon drums of sanitizer, followed in time by thousands of gallon jugs and more drums. Then they donated their product, delivering it to the stations, hospitals, nursing homes, police, health agencies — anyone in Greater Cincinnati on the front lines.

MELINK CORPORATION

Steve Melink
5140 Valley River Dr., Milford, OH 45150
www.melinkcorp.com | 513-965-7300

Melink Corporation is a global provider of energy efficiency and renewable energy solutions for commercial buildings with five offerings: Intelli-Hood Kitchen Hood Ventilation, HVAC & Balance, Solar PV, Geothermal HVAC, and PositiBuilding Health Monitor. Throughout the COVID-19 crisis, Melink has been there to serve the community as a whole. We are in this together. The pandemic ushered in unprecedented times; however, consumers still consumed. Projects still needed to be completed, but the safety and health of workers became a top priority. The Melink virtual meetings allowed us to continue the projects at a safe distance, while maintaining quality and customer satisfaction. One of the many benefits of Melink is that our products can be offered through our Melink Master Certified Distributors, providing local support to the end customer. Melink is committed to providing innovative, energy-saving solutions to all types of businesses, helping the world adapt and move forward during these challenging times.

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Onwards + Upwards
Flip the script. Take control. Help your team see what’s possible.

2021 is rich with opportunity, and 2020 holds promise yet. We create the vision for our world, and our community will close this year out strong. Bring your authentic self to a unique virtual experience that will challenge you to interact, meet new people, and dive deep on topics that matter.

Oct. 8, 2020 | 8:00 – Noon
Virtual Educational Forum

“Leading and Thriving Through Tension”
Marianne Lewis, Dean, Carl H. Lindner College of Business, University of Cincinnati

“Embracing Diversity”
Darice “Michelle” Thompson, Culture & Communications Strategist, Designed for Destiny

“Beyond Words: Why Your Communication Quotient Matters”
Dr. Wendy Laborgne, Voice Pathologist, Speaker, Author

“Culture is an Inside Job”
Scott McGohan, CEO, McGohan Brabender

“The 3 Keys to Building an Enduring Brand”
Amanda Hill, CEO, Female Forward

Register at goering.uc.edu/events