

SMALL  
NATION

NEWSLETTER  
FROM YOUR FRIENDS  
AT SMALL NATION



# MAIN STREET

## MARKETING NEWS

WHERE SMALL MARKETING IDEAS CAN ADD BIG  
DOLLARS TO THE BOTTOM LINE

Q1 2020

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## // **W**hat is the **ONE** thing that is most imperative for your success?

What is the ONE thing keeping you  
from reaching your goals in life?

In a world where more is better, we are  
drowning in choices. We are taught from  
the time we are little that it is okay to  
multitask. Our life becomes too busy.

We get too lost in what's going on. It  
all comes down to choosing how to  
find that ONE thing that really and truly  
matters. "

That is the point of my favorite book:  
*The One Thing* by Gary Keller.

Gary writes about the power of  
simplicity. Doing that one thing that  
can make everything else seem easy or  
unnecessary.

He teaches you which questions to  
ask. Because if you focus on that "one

thing", you'll let go of all the things  
that have been holding you back.

Instead of making to-do lists, Gary  
recommends making "Success Lists".  
The reason: it's best to do a few things  
well instead of taking on too many  
tasks and not doing any of them well.

The worst part is you don't accomplish  
anything more than if you focused on  
just one or two things and doing them  
well. Learn to perfect them.

This works on any goal you want to  
move toward.

My "one thing" for you as we finish up  
this first quarter of 2020 is that you'd  
pick up a copy of this book and join me  
in simplifying our lives. It's a resolution  
worth pursuing. And I'll be right there  
with you.

*Jason Duff*

## Please, no wisecracks about having two left feet

I'm not complaining, mind  
you, but I don't have a lot of  
time for writing this month's  
blog.

That's because the neigh-  
borhood dogs are enduring  
the last vestiges of winter  
and getting ready for the  
social event of the season:  
the big **Spring Dance**.

Not everyone grasped the



### MAC'S BLOG

concept immediately when  
we began the dances. For  
instance, my pal Butch.  
("They said we would do  
**ballroom dancing**! I see  
the room, but where are  
the **balls**? I'd even settle  
for a Frisbee!")

Maybe you wouldn't guess  
it by looking at me, but I  
have quite a reputation for  
**>> turn to page 2**

A little about MAC: Mac is Jason's 5-year old active Sheltie who loves veggies - green beans to be exact, but he eats all kinds of other vegetables too. He hangs out with Jason when he's working at Grandma Jackie's house with his other pal Zoe, who is a 76lb German shepherd. Mac thinks that he is just as big as Zoe, but he's actually a little dog with a lot of confidence. He loves to play soccer and run outside, especially if he can corral other dogs in the neighborhood. He also enjoys stealing and hiding socks. Mac wanted to write a blog post, and we didn't have the heart to say no. We take no responsibility for the goofy things he comes up with. He does love to receive letters, though.



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**1st Quarter 2020**  
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## Mac's Blog .....from Page 1

**cutting a rug.** I **used** to have a reputation for doing something else with the **carpet**, but I was young and foolish and untrained.

Yes, give me a good tune and I can really **bust a move**. Or bust a **vase** that has been handed down in the family for generations. I keep getting those confused.

I've learned just about every dance or style you can name: the Twist, the Funky Chicken, the Samba, line dancing, ballet, the Charleston, the Bunny Hop. Granted, I've had to make some alterations. The Hand Jive is now the Paw Jive, and the Russian Saber Dance is the "Keep Away from The Electric Hair Clippers" dance.

I'm usually on the committee that selects the theme of the dance. I was particularly proud of that disco extravaganza "Saturday Night Distemper." One year we had a "Dirty Dancing" theme. My friend Baby kept bragging, "Nobody puts Baby in the corner." And they didn't. But her irate owners did show up shortly after the festivities began and put her in a **Pet Porter**.

There's always someone trying to make things too complicated. Once I thought I was being clever by asking this cute poodle, "Could I have this dance for the rest of my life?" (like the Anne Murray song). She whipped out the **actuarial charts** and started doing some calculations before committing.

Another time I displayed loyalty by quoting the motto "Dance with the one that brung ya." My date melted into the crowd, with the rejoinder, "Dance with the one who has some rudimentary understanding of **grammar**."

Yes, it's ironic that an activity so good for your **cardio-vascular health** can also break your **heart**. \*Sigh\*

Not every dog in the neighborhood attends the dance. Some are just too self-conscious. They have never learned the mantra "Dance like no one is watching." (Or, to be more appropriate, "Dance like no one is going to mistake your actions for rabies and call Animal Control.")

The spring dance is the official, **socializing** time for dance; but most of us try to get in a little dancing all year. Oprah Winfrey herself told her human fans, "Every day brings a chance for you to draw in a breath, kick off your shoes, and dance." Of course, this creates a lot of stress for uncoordinated poodles. ("But – but I can't **chew shoes** and dance at the same time! Life is so unfair!")

## Small Nation Welcomes Matt Staugler as Director of Product Development

Small Nation is pleased to welcome Matt Staugler as the newest member to its leadership team. Matt previously served as Executive Director for the [Darke County Visitors Bureau](#) and also was recently elected to serve the Greenville, Ohio City Council. In a statement, Board President Daryl Riffle said "the Board of Trustees for the Darke County Visitors Bureau wish to thank Matt Staugler for his leadership as the Executive Director of the DCVB. Matt has exceeded the expectations the Board set forth when Matt was hired in 2015. During Matt's tenure he helped lead Darke County to receiving numerous awards and recognition. The Board wishes Matt the best as he enters into the next phase of his professional career. Congratulations to Matt, Jen and Millie on their new endeavor."

Staugler will be joining Small Nation as the Director of Product Development. Small Nation develops spaces, places and dreams for small towns and entrepreneurs around the County, and is based in Bellefontaine, Ohio. "I'm incredibly excited to work with the team at Small Nation to promote the benefits of small town, downtown investment and revitalization."



**Matt Staugler joins Small Nation as Director of Product Development**



"In the last 7 years, Small Nation has purchased and renovated more than 30 buildings in Bellefontaine and helped invest, recruit and start lots of new businesses here." "The model and approach that they have is something that is needed and can help other towns like it all around the County. I am excited to help them do that."

The Small Nation team is currently working in Downtown Bellefontaine to complete construction on The Syndicate, a new event center, beer garden and catering operation being constructed next to Brewfontaine at 213 S. Main. In addition, Small Nation is working to redevelop 137-139 W. Columbus for [The Flying Pepper Cantina](#) a new authentic Mexican taco bar.

"I am extremely excited about the skills, qualities and ambition Matt brings to the team. Darke County, Ohio is a destination with amazing attractions, restaurants and unique and growing small businesses. Matt has been a tremendous resource and promoting of not only businesses in Darke County but the region as a whole. His work aligns perfectly with our vision. We can't wait to get started working with them."

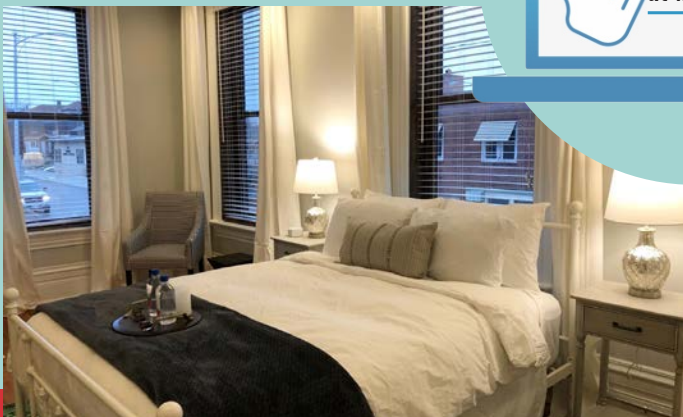
## Newly opened Airbnb loft in Downtown Bellefontaine

Quality local lodging options are so important for community tourism and economic development. Jesse and Chelsea Lear of Epicurean Properties now have 14 Airbnb's in Ohio and Downtown Bellefontaine is their newest location. The rentable loft features fine linens, bath robes and a coffee and tea bar. Jesse & Chelsea partnered up with a local Downtown furniture store Tanager's Furniture to create the perfect experience and atmosphere. The beautifully appointed two bedroom loft, located above Native Coffee at 200 W. Columbus is a perfect place to stay for that special out-of-town guests, friends and family. You can book now by visiting: <https://www.airbnb.com/h/bellefontaine>



**BOOK NOW**

 at [www.airbnb.com](https://www.airbnb.com)



## Don't do your own taxes!



Let the professionals at Wagler Taxes. Their motto is let them do the taxes while you make memories. Give them a call at (419) 550-1355 and rest easy at night.

## Welcome to our new Intern, Marie Rank

Marie, a junior Management Major at Ohio Northern University and originally from Oakwood, Ohio, enjoys spending summer breaks at Indian Lake at her family's lake house and she remembers watching firsthand the progress and development of downtown Bellefontaine over the past 8 years. "I don't remember downtown having so many options and fun things to do, it's amazing what has happened in such a short period of time," commented Marie.

Marie is also a double-minor studying Marketing and Entrepreneurship at ONU, and an active leader on campus serving on the Student Planning Committee, Leaders Council, a sorority member of Kappa Alpha Theta, is an active course assistant for Trex mentoring others, and serves as a project manager for True North.



She will be helping Small Nation and assisting with marketing database development projects. Marie will be graduating in May 2021, and we are excited to have her part of the team this semester.

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## The Flying Pepper

**T**he newest restaurant to announce plans to open in 2020 is the Flying Pepper Cantina. The restaurant will feature authentic Mexican cuisine with a modern twist, alongside a beautiful lounge at 137 W. Columbus Avenue. The building was the former location for the House of Szechwan and prior to the Palm Grill.

The Flying Pepper is a recognized name because of the popular food truck founded by Humberto Nieto and Laura Haverkos in 2015. The business has served up a variety of fresh, local and authentic Mexican food. It is a regular truck at the Logan County Farmers Market and also does many events and stops in Urbana, Yellow Springs and Springfield.

Humberto's passion for food was obvious when he immigrated to the US in 2005. He started with a box

## Everything

**P**eople pay big bucks for vintage clothes and cars, so why do old buildings seem to send us running in the opposite direction? Restoring old buildings might cost more than buying a classic 'Vette, but the process also has a much bigger payoff. Restoration, in many cases, does nothing less than save dying towns. Here's why those old buildings are so important.

Buildings have a lot in common with cars and clothes in one area especially: Things made decades or centuries ago were built to last. From top-of-the-line materials to construction by true craftspeople who cared deeply about the finished product, there's typically nothing slapdash about historic buildings. And what was standard



# er Cantina Lands in Bellefontaine

truck and spent the next year gathering equipment and saving money to open the business while working at Clark State Community College. After the business opened, demand grew more rapidly than anticipated and the decision to leave the college and pursue this venture full-time became a reality. The first day that The Flying Pepper opened their service window to the public was in August 2016 in Downtown Bellefontaine at the Logan County Farmers Market where fresh, local produce was utilized. Humberto stated, "Local food and farmers will continue to be a cornerstone of our business. We couldn't be more excited to open our restaurant in the town where everything started."

The Flying Pepper will continue to operate the truck for special events but plans to make its main focus the new brick and mortar cantina location.



## y Old Should Be New Again

then—gorgeous hardwoods, natural disaster-proof brickwork—might not even be affordable to install today. Beautiful and practical? Yes, please.

And while new construction might be a talking point for a few weeks, it can't hold a candle to the long-term interest people have in historic buildings. Most folks are fascinated by the past and the unique stories that are inherent to places that have been around for generations. Who used to live or work there? What businesses used to operate inside? It's a huge attraction for potential customers as well as employees. After all, wouldn't you rather spend the day walking on century-old heart pine and writing up sales on marble installed when Theodore Roosevelt was president?

Finally, old buildings are the heart and soul of a community, even if that community has seen better days. That's why so many community revivals start with restoration projects. They're not just wood and brick; these structures are a physical timeline of a town and a reminder of what it can be again. It's a way for locals to connect with each other, reminiscing about the grocery store a grandparent used to run or a first date at the ice cream shop that used to be there. In other words, saving and restoring historic buildings provides a sense of permanence in a world that's changing faster than ever.

I've loved being part of bringing new life back to these old buildings in Bellefontaine. So many more projects in the plans.

# Local Jobs For Local Folks

**T**hose big job sites—you know the ones—are helpful if you're open to cross-country moves or massive corporations that are a long commute from your home. But if you want to work where you live, why waste precious time wading through thousands of posts that don't fit your needs? That's the thought behind Hometown Opportunity, the new solution for people who want, well, hometown opportunities. We saw a need for connecting.

Hometown Opportunity, a web-based portal created by us here at Small Nation. It is designed to fill a need for both employers and job seekers.

- Whether it's a county, municipality, or stand-alone business, people who need a job filled can advertise the position.
- And those who are eager to go to work can post their resumes. The result?
- Perfect professional matches made every day.

Geared specifically toward small organizations and small-town residents, Hometown Opportunity helps staff businesses that want to make a difference locally while also connecting residents who don't

want to leave their beloved town to live or work.

Many job seekers equate small companies with limited prospects, but Hometown Opportunity is for every level of experience, from recent grads to skilled trades to professionals. And drastically reducing the distance between workplace and worker means benefits everyone; even the environment wins when long commutes are a thing of the past.

It's a simple concept, really. And one that makes you wonder, "Why didn't anyone think of this sooner?!" Especially because the company's success so far is proving what we knew when we started it: Hometown Opportunity does more than sustain local businesses and workers. It helps bolster entire communities.

When employers and employees are both invested in a town, that place can't help but blossom.

- Money stays in the community,
- more jobs are created, and
- a better of quality of life is built.

There's no downside. Only more opportunities.

## Marketing Lesson of the Month

### When the thrill is gone: Buyer's Remorse

**T**his is a never ending problem for business owners. Often, it's thought of only in connection to refunds, and if they are at an acceptable level, it ends there. But there is a less measurable yet real impact:

- the number of customers who buy, but never return
- who eat in your restaurant or shop in your store only one
- the client who stays for awhile, then seems to suddenly leave

People are disappointed for many different reasons, often never voiced.

If you're not diligently watching your list – who's buying, how often – and noticed when someone leaves and never comes back – you're missing the opportunity to improve and change.

Is it the food? The service? The product?

And then there's the sale-after-the-sale. In the marketing world we call it a "stick campaign". Something unexpected they get with purchase, sent to them afterward (even as simple as a handwritten thank you note). If this is missing from your business, you should add it. It IS missing from most businesses.

# ECTOPLASM WORDOKU

## How to solve wordoku puzzles

You only need logic and patience to solve a wordoku.

Simply make sure that each 3x3 square region has only one letter from the word Vineyards. Similarly, each letter can only appear once in a column or row

M	E	L	P	O	C	S	T	A
T	O	A	E	L	S	P	M	C
P	S	C	T	A	M	L	O	E
S	P	O	M	C	A	E	L	T
E	C	T	O	P	L	A	S	M
L	A	M	S	T	E	O	C	P
C	M	P	A	S	O	T	E	L
O	T	E	L	M	P	C	A	S
A	L	S	C	E	T	M	P	O

M		L		O				A
T		A			S	P		
P								
			M	C				
	C	T				A	S	
				T	E			
								L
		E	L			C		S
A				E	M		O	

in the larger grid. The difficulty on this puzzle is medium.

## Community Markets: the best meat in town



## Office Notes

### MAIN STREET MARKETING NEWS

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MARKETING NEWS



# The Next “New” Experience: An Old-Fashioned Walk Around Town

By Jason Duff

In a world where nearly everything can be delivered straight to your door, people are becoming increasingly eager to step outside that door and have real experiences. Municipalities are listening to this desire, with small towns being designed—or redesigned—with walkability in mind.

It's often called “New Urbanism,” but the idea is anything but new.

In my grandfather's generation, downtowns had to be walkable because not every household had a car for every driver. And that sounds pretty good to those living in the modern era. Today, many people are anxious to exchange our breakneck pace for a nice stroll and ditch the computer screen for the beauty of our community.

This nostalgia for a simpler, dare I say friendlier, time has already affected traditional shopping malls, with plenty of storefronts standing empty. Sure, the internet has played a part in that. But the failing model is also a result of people refusing to spend their valuable free time traipsing through a cold, uninspired mega-building.

What we all seem to be craving is a mixed-use urban

center, with a combination of independent shops, restaurants, green space, and office buildings. Also crucial? Parking spots where people can ditch their cars and just amble, finding treasures in the form of locally crafted products and new neighborhood eateries.

Ordering a mass-produced gift that shows up in your mailbox the next day is losing its luster these days, especially when you compare it to having a real experience that includes browsing a boutique run by a neighbor and browsing individually made goods you can touch, smell, or taste.

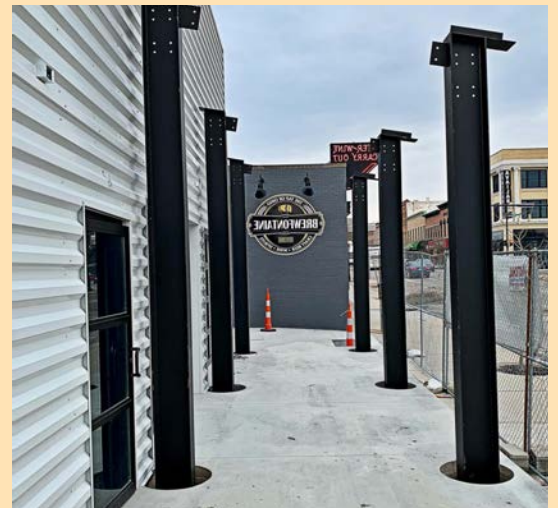
The trend is not only sticking around but is gaining ground. And it's easy to see why. Interacting with new and old friends, along with a slower—though still convenient—way of life, seems to be at the top of everyone's to-do list. From community yoga practices to farmers' markets to crafting and cooking on the town green, here's to enjoying this new (old) way of life.

It's why I love what I do. I see this in action every day. If you haven't done it recently – ditch your car and simply walk around Bellefontaine. You might be surprised what you find.

## Outdoor patio space is the new community front patio

Coming this May, we invite you to discover The Syndicate; an intimate event venue and outdoor entertainment destination located in Downtown Bellefontaine. Whether planning a corporate meeting, your next social gathering, or the wedding of your dreams, you'll enjoy our flexible spaces, experienced staff, and gourmet fresh food.

Learn more at [syndicatedowntown.com](http://syndicatedowntown.com)



**Outdoor patio being built on to the Syndicate overlooking Main Street**



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