

**SMALL
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NEWSLETTER
FROM YOUR FRIENDS
AT SMALL NATION



MAIN STREET

MARKETING NEWS

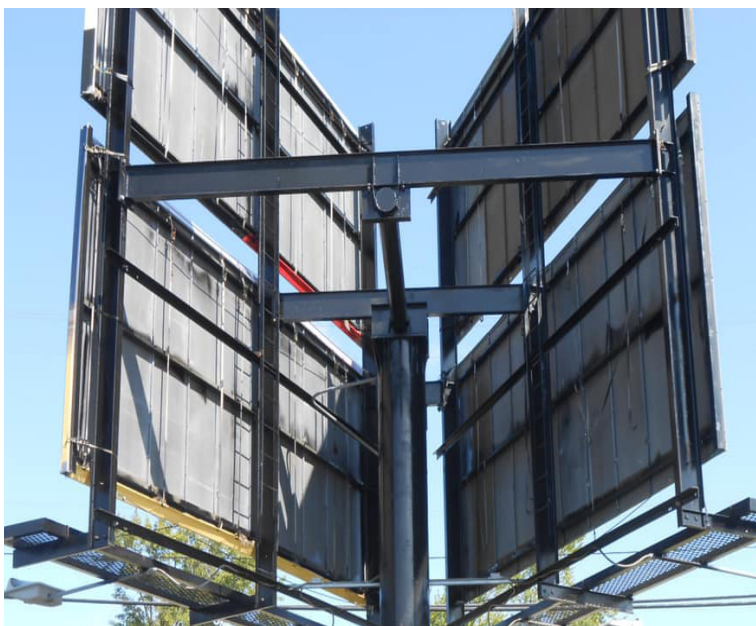
Q3 2021

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

In every issue of Mainstreet Marketing News I share what's new and celebrate the accomplishments of our area businesses. This issue is packed! Here are a few recognitions I wanted to add just as this issue goes to print.

Jason Duff

- It's no small task to paint every inch of these signs 50 feet in the air. A huge thanks to Beacher Webb and his team for keeping COMSTOR Outdoor | Outdoor Advertising Ohio & Indiana signs and clients always looking their best.



Lydia Mihalik
@LydiaMihalik

There is something special happening here in Bellefontaine. Entrepreneurship is thriving and transforming this community. If you've not yet visited you **HAVE** to go see for yourself! The stories are in inspiring. @snstrong You Rock! #YourFuture #OhioSuccess #OhioFindItHere



Ohio Development @OhioDevelopment · 19h

Director @LydiaMihalik joined @snstrong for a tour of downtown Bellefontaine this afternoon. Small Nation helps small towns and small businesses across the country revitalize, following the example of their work in Bellefontaine. #OhioSuccess



Jason Duff
@jasonduff

Such a pleasure to host and share ideas with @LydiaMihalik and @OhioDevelopment team today. Big things to come.

WHAT'S INSIDE

Small Nation
Retreat

page 3

TDH and Scout:
Real estate deals with
ease

page 4

New Axe Throwing
Entertainment Venue
Opening in Downtown
Bellefontaine

page 5

PRESCRIPTION BLISS

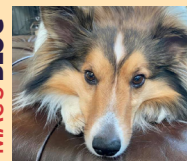
page 6

Small Nation has
partnered with Town
Money Saver!

page 6

Does your kibble lose its flavor on the bedpost overnight?

MAC'S BLOG



I recently read an article in *Newsweek* magazine that got

me too excited to catch my customary **40 winks**.

(I don't customarily read *Newsweek*, because they have never really stood up for me, whereas *Time Time Time* is on my side. Sorry, folks. I made a stupid bet with my editor that I could make it through this blog without a Rolling Stones reference.)

>> turn to page 2

A little about Mac: Mac is Jason's 6-year old active Sheltie who loves veggies - green beans to be exact, but he eats all kinds of other vegetables too. 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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Mac's Blog

According to an American Kennel Club survey, 45 percent of canines sleep in the bed with their humans. (Must—not—start -- howling, *Let's Spend the Night Together.*)

Perhaps the Kennel Club survey results will be a **wake-up call** for manufacturers. How about labor-saving beds that turn around and around **after** Rover joins master? What about throw pillows with sticks attached so they can actually be, you know, **thrown** when morning comes?

If a plurality of dogs are being invited into the boudoir, it seems that Bed Bath & Beyond should install a doggie door. (It makes good business sense to specialize in the **canine** market. Bed Bath & Beyond's biggest competitor almost went out of business shortly after toying with changing its name to Linens 'N Things the Cat Dragged In.)

While we're at it, we need revolutionary changes in **obedience school**. Instead of teaching just obedience, trainers should add **math** to the curriculum. Then more dogs would be sophisticated enough to recognize a superior **thread count**.

Excuse me. I need to take a break and help my friend Rusty decide on a new color scheme for his master's bedroom.

I don't know, Rusty – why don't you **paint it black**?

Aaarrggh! I made my **bed** and now I have to lie in it.

Introducing The Vivian - a mid century modern wedding and events venue coming to Downtown Bellefontaine Ohio in 2022. Thank you to Heather Nicole for suggesting the name - The Vivian. Charles Sidney Vivian was the Founder of Benevolent and Protective Order of the Elks. He was a son of a clergyman and successful comic singer, dancer and performer with a magnetic personality. His organization and mission has positively impacted lives and communities around the world. We are excited to pay homage to Vivian, the history of our local BPOE 132 and the architecture and character of the building by opening a new mid-century modern venue for weddings, parties and events. More details, renderings and information on bookings will be coming soon. What do you think of the new exterior design rendering below?



These 1880's plaster walls and the original patina is a perfect backdrop for a retail store. Can't wait to show you the final version of this beautiful and relatively?

Small Nation Retreat

Ben Franklin said, "An investment in education always pays the highest return." The Small Nation team was in Bowling Green, Ohio recently meeting at Juniper Brewing Company with our incredible hosts Christina Tracy & Zach Tracy. They gave us a tour and shared why they started their business and the passion behind their products. The food and drinks are amazing! Also, a huge thanks to BUILD Cowork + Space advisor Mindi Wells of Wells Law - Workplace Law, Investigations & Training for facilitating today's workshop, helping our team understand and maximize our "working genius" and improving our organization chart and job descriptions. I'm incredibly proud of everyone for their contributions, service and growth or during the retreat.



Real estate deals with ease

With realtors and closing agents, contracts and deadlines, lawyers and loads of paperwork, completing a real estate transaction can seem a bit daunting ... or downright tedious, time-consuming and slightly terrifying.

Not so, in Bellefontaine. Scout Title, located in the heart of the downtown district, became the exclusive title company of local law firm Thompson, Dunlap & Heydinger (TDH) in 2017. The move was made so the two firms could effectively bring together buyers and sellers, lenders and realtors, with a dose of legal expertise in the mix.

"Sellers want to sell, buyers want to buy, and lenders want to loan money," says Josh Stolly, partner. "Ours is a collaborative partnership between the title agency and the law firm to facilitate a seamless transaction for all parties involved. By working together, we add ease and speed to real estate transactions to get the deals done."

He adds, "One of our slogans is 'Sign. Search. Close.' Our focus is very simple. We go from signing contracts to searching public records to closing the deal. We handle the closings and coordinate everything, with a focus squarely on service and the customer."

The TDH law firm was established in 1966, and operates out of five offices – including two in Bellefontaine – in north-central Ohio. Its teams of attorneys specialize in a wide range of services, but they saw a gap in how legal input traditionally impacts commercial and residential real estate deals. Scout, which has been in operation since 2014 and has customer service as a key focus, is the ideal partner.



"Sometimes, lawyers are looked at as the 'bad guys' that may add roadblocks to a real estate negotiation," explains Gabe Wickline, partner. "Our goal is to position Scout as a separate operation focusing on customer service and satisfaction. At the same time, our legal experts are ready to help when needed. We operate as a 'one-stop shop' for the client."

With its main law office downtown, TDH is one of the few businesses with two locations in Bellefontaine, which is a showcase for small-town revitalization. "We believe downtown Bellefontaine is the heart of Logan County," Stolly says. "We're proud to be part of the community and a good ally with the rest of the businesses here."

Stolly and Wickline both grew up in the area, and went to college and law school not far away. Coming home to practice law was an easy decision.

"Growing up, the importance of giving back to your community really made an impression on me," Wickline says. "Part of our philosophy, at both Scout and TDH, is taking pride in the community and being active participants in town. Our employees serve on volunteer boards, in public offices, at schools, and as coaches for youth sports."

Their trademark saying – Local Lawyers, Local Leaders – has become their mantra.

"We may be the largest law firm and largest title agency in the region, but in reality, it's all about our customers and the community," Stolly explains. "They know us, they trust us. We are involved, local, and responsive. We're neighbors."

Bellefontaine Native, Will Zell, Opens Investment Fund

When he was 17, Will Zell ran for city council in his hometown of Bellefontaine, Ohio. He lost, but the experience fueled his competitive juices.

Today, after a series of business ventures, including the very successful Nikola Labs, Will Zell has new vision. He recently opened the Columbus, Ohio-based Zell Capital. This new fund allows investment in early-stage companies to anyone with a minimum of \$1,000. This is an



arena traditionally unavailable, except to the wealthiest of individuals. After overcoming several regulatory restrictions, Will welcomed his first investors. That policy "is actually pretty revolutionary," says Elizabeth Yin, general partner and co-founder of San Francisco-based Hustle Fund.

"When I think about my life and what I want to do with it, everything boils down to building a platform to positively impact communities I'm engaged in and causes I believe in," says Zell

New Axe Throwing Entertainment Venue Opening in Downtown Bellefontaine



Over the years, 139 S. Main Street, Bellefontaine has been home to many familiar names and businesses, The Belle Theatre, Sears, James Floors and most recently the Silver Elephant. Later this year, it will soon be home to Axe Ventura – a veteran owned Axe Throwing venue and entertainment destination. The current tenant at the property, The Silver Elephant will be moving directly next door to 137 S. Main Street in the Historic Opera Block.

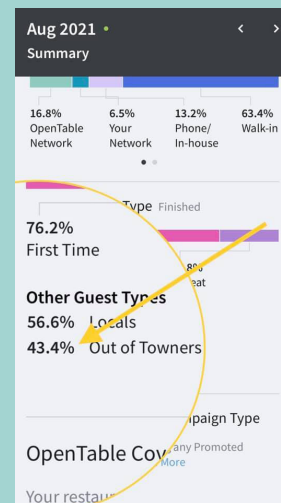
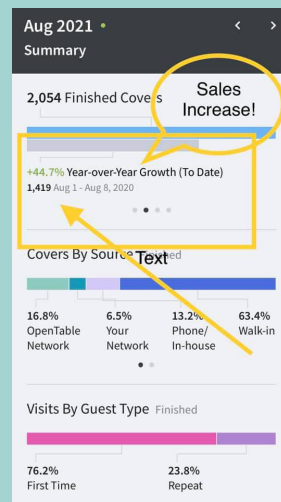
Axe Ventura is owned and operated by Anthony Taylor and Shannon Kozyra, both Ohio natives. Concluding years of travel and two enlistments, the two found themselves back in the Midwest. Trying their hands at axe throwing on vacation kicked off the venture to bring the sport to others. Within a year, they opened the original venue in Ann Arbor, MI. They expanded to Findlay, OH in the fall of 2020 and are now excited to announce the third location in Downtown Bellefontaine.

“Axe Throwing has been a huge hit as a unique, fun and safe way to bring people together. We’ve worked hard to be unique in the marketplace by hiring and training great people, creating experiences and fun events and locating in topnotch facilities in historic downtowns,” said owner Anthony Taylor.

According to owner Shannon Kozyra, “Over the past year, we’ve toured a number of communities and properties to expand. We love Bellefontaine and believe it’s a perfect fit because of its thriving downtown and the fact that the property is in walking distance to several great restaurants, coffee shops and a brewery. We’re excited to get started on renovations so we can open by the end of the year.”

Downtown Restaurants

Thank you for being so supportive of the Downtown Bellefontaine restaurants, employees and staff. This is just one snapshot of how volume has increased and continues to do so. Almost 50% of people are driving more than 30 minutes to explore, eat and shop downtown? Thank you for supporting your favorite local restaurants, local farms and food purveyors, their staff and employees. If you have a great experience, remember to tip generously, as most workers are pulling double shifts and extra hours right now.



It's always nice to get recognized for the revitalization that is happening in Bellefontaine. Here's an excerpt from an article written about us on Governing.com

From Ruins to Revival

Not as long ago, the most significant attraction in Bellefontaine (pronounced bell-fountain) was a block-long section of Court Avenue, billed as "the oldest concrete street in America." A statue, plaque and picnic table stand at one end of the street, celebrating hometown hero George Bartholomew and his 130-year-old concrete creation. But in the past decade, Bellefontaine has created many more reasons to visit this town of 13,500, an hour northwest of Columbus. "We took an underrated town that was really struggling," Jason Duff says, "and then actually made it cool again."

"This is what we do," he says. "We buy and renovate historic buildings in small towns. Recruit tenants. Finance their business or become an equity partner. Help them brand, market, promote ... and train for success." To date, Small Nation has bought and renovated more than 50 buildings in Bellefontaine alone, with nearly \$30 million in private investment.

Article Source: www.Governing.com

PRESCRIPTION BLISS

Jennifer Brewer has a box of tissues on her desk, year 'round. Not for sniffles or sadness or even allergies. Instead, they're handy for drying tears of relief and gratitude when Brewer helps people navigate the complicated and confusing realm of prescription-drug payment options.



Jennifer and her husband, Andrew, own Prescription Bliss in Bellefontaine, a prescription assistance organization that helps people get the medications they need at an affordable price, by working with physicians, prescribers and drug manufacturers.

"People are so incredibly thankful to have someone help find solutions to their prescription needs," Jennifer explains. "There are lots of 'ins and outs' involved with available programs, and it can be really confusing. That's where we come in."

And for good reason. Medication adherence, especially among older adults, is a crucial issue because of costs. "When someone realizes they can't afford a medication, they may not take it or they may ration it out. We help them find ways to afford their medication and still be able to put food on their table," she says.

Jennifer and Andrew opened Prescription Bliss in 2018 after learning a retired relative wasn't taking a necessary medication because of its \$300-a-month cost. The couple wanted to find ways to help others.

Small Nation has partnered with Town Money Saver!

Starting in 1992 as a direct-mail publication featuring local advertisers, the idea was to provide advertising opportunities to smaller local businesses to help them compete with larger national chains. Today, TMS spans multiple states and reaches nearly 2.3 million homes each month. We've found that by providing our advertising clients with both outdoor and print advertising solutions, we can maximize the reach of their brand! Contact Lyle Endsley for more information at 419-905-5005 or lyleendsley@townmoneysaver.com.

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Welcome Doug Olsen, VP Real Estate, to Small Nation

Doug Olsen joined the Small Nation team in August 2021 as Vice President of Real Estate. His primary roles with the company are to lead Small Nation's strategy for real estate growth, including its investment portfolio, strategic partnerships, investment opportunities, and the internal real estate team. Doug also oversees the leasing and marketing of available real estate in Small Nation's portfolio and the company's property management group.

Doug joins the Small Nation team after many years of growing and developing personal real estate projects. He has successfully renovated six historic buildings with a residential-over-retail focus as well as commercial components. There are over 80 rental units in his personal portfolio. He is also co-owner of Walking Distance Brewing Co. in Marysville, Ohio.

Doug is a licensed realtor and is currently a member of Columbus Realtors, the Ohio Craft Brewers Association and the Union County Chamber of Commerce.

He lives in Bellefontaine with his wife Emily, their young sons Briggs and Ozzy, Cassius, the dog, and Juno, the cat, who is currently in her 8th life. He and his family love to travel, and few people know that what he really wants to be is a Chicago Bears season ticket holder!



In Doug's words:

Q: What was your first job?

A: Peeling potatoes and getting paid by the pound at Rip's Tavern — an Illinois small-town favorite.

Q: What motivates you? Why do you get up every day to do this kind of work?

A: Envisioning my future self. Every day I strive for small improvements for my family, relationships, business, and personal health.

Q: What are 3 personal beliefs or values you hold strong to and act in support of?

A: 1. A gem cannot be polished without friction, nor a man perfected without trials.

A: 2. Easy choices, hard life. Hard choices, easy life.

A: 3. You become what you give attention to.

Q: What do you know for sure?

You get out of life what you put into it.

Q: What is your personal motto?

A: It's very easy to judge and even more difficult to understand. Never place judgment without first trying to understand.

Q: What are you Surprisingly good at?

A: Finding 4-leaf clovers.

Office Notes

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