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NATION**

NEWSLETTER
FROM YOUR FRIENDS
AT SMALL NATION



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MARKETING NEWS

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

Q1 2022

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Utilizing QR Codes



Did you see the Coinbase's Super Bowl commercial? It was a full minute of a QR code bouncing around the screen. They received over 20 million visits to their website within the first minute and added over \$2 billion to their market

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Getting Revived: A Conversation with Cally Lange, Amanda Miller, and Kristen Switzer

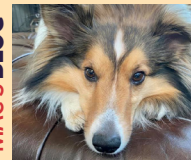
It was a chance meeting at a Van Wert Chamber of Commerce awards banquet back in 2017 that eventually led to a dynamic relationship, a relationship that continues to grow and only becomes more successful.

Cally Lange, the CEO and Principal Architect of Revival Design Studio, heard Jason Duff speak, was later introduced to him, and the rest, as they say, is history. Well, maybe there's a bit more to the story, but not much; the pair hit it off immediately. Cally contributes their

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MAC'S BLOG



I apologize if I always get a swelled head in

April, but it is the month of April Fool's Day after all, and I enjoy bragging about the fact that "my momma didn't raise no fools."

Not only did my parents bless me with a high IQ, but I've studied all the greatest human proverbs, maxims, and truisms.

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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

(I had trouble with "the love of monkey is the root of all evil" until I realized it was a misprinted fortune cookie fortune.)

Of course, I've had to tinker with some of them from the canine perspective. Here are the observations of which I am proudest:

Every journey of a thousand miles begins with the purchase of a pet carrier that is two sizes too small.

Nothing more is necessary for evil to triumph than for good men to do nothing about that monster outside the bedroom window!

Whenever one door closes, another opens – but you still have to make it past that doggone Roomba.

People who live in glass houses can more easily spot Timmy hanging around the well and stop him from falling into it in the first place.

Those who fail to remember the past were probably eating algebra homework instead of history homework.

You can't make a silk purse out of a sow's ear, but it does make a tasty dog treat.

When in Rome... leap into a fountain and then shake water on all the humans nearby. Mama mia, that's fun!

Don't bite the hand that feeds you. In fact, don't bite the hand that doesn't feed you, either. Humans get all uptight if you try to exploit loopholes.

Laughter is the best medicine, but parasitic worms don't pay it much respect.

Seeing is believing, but sniffing is permanent archiving.

Don't talk the talk if you can't walk the walk past the invisible fence.

Too many cooks spoil the broth, especially if you're too boisterous in honoring the "Kiss the Cook" apron.

Please share your own learned wisdom, dear readers. Great minds think alike. Speaking of which, you do hear that monster outside the window, don't you???

Utilizing ... from Page 1

cap. And all people had to do was scan the QR code.

A QR code, or quick response, is just a type of barcode that anyone can scan using their cell phone camera, and I am sure you have probably seen them almost everywhere. QR codes can store much more information than traditional barcodes which is why they are so good to use to send people to website, videos, or anything else - as opposed to just retrieving a stock keeping unit (SKU) or a universal product code (UPC) number. People made fun of QR codes when they first started being used, but due to the ease, simplicity, and even due to COVID where things like restaurant menus started becoming mobile instead of physical, QR codes are more prominent than ever.

We at Small Nation use QR codes for all kinds of things - for lease signs in windows to send to our leasing website, menus at Six Hundred (like pictured above) as menus are constantly evolving and prices changing as the supply chains challenge businesses, or advertisements like one we are working on that will appear in Columbus Business First. Good is also making the process even easier - when you are on any web page, right click, select "Create QR code" and you will get a downloadable QR code image that you can share with anyone anywhere. Something to consider!

Jason Duff



Getting Revived... from Page 1

special “spark” to common values and passions, helping to align what feels like a natural fit. Jason initially utilized Cally and the Revival team’s skills and talents for a small conceptual design project, which quickly led to more, bigger projects. Now, Revival Design Studio and Small Nation have worked together on 30 projects. . . and counting!

Specifically, Revival’s Bellefontaine projects include: Six Hundred Downtown, Bella Vino Events + Wine Room, BUILD Cowork + Space, Flying Pepper Cantina, The Syndicate, Whit’s Frozen Custard, Anytime Fitness, the upcoming Vivian and Chillicothe Avenue row of retail locations, and, of course, The Historic Opera Block.

Cally began her firm in 2010, choosing to strike out on her own, leaving the midsized, architectural company that employed her. Though her decision was risky, the market wasn’t great that year, Cally was determined to follow her heart and achieve her life-long goal.

“I was too excited not to do it. And, sometimes, you just have to jump in with both feet. Or, as Jason

often says, ‘We’ll build the airplane on the way down.’”

What started as a slow, sixth-month process speedily developed once Cally was able to create her portfolio. A couple of high-end, residential projects segued into commercial projects, where she got in the door and could focus on commercial architecture design.

“Over the past 12 years, my focus has solely been on growth, learning, and finding work in my niche, work that I’m passionate about, which is downtown revitalization and historical preservation projects.”

Today, Revival is made up wholly of women. Men have been a part of the team in the past, and likely will again in the future. In fact, Amanda Miller, Chief Marketing Officer, stated, “Having diversity in gender, race, education, and experience at the table when creating decisions is imperative to establishing a winning project proposal, a characteristic that sets Revival apart from the competition.”

They’ve done a pretty swell job of setting themselves apart from the



competition. In December, Revival received an Honorable Mention Award and a Merit Award for their work in Downtown Bellefontaine.

Amanda shared, “The AIA Dayton Awards is a very significant accomplishment for our team. It’s extra meaningful to be recognized for architectural and design excellence by a group of your peers. These awards also bring attention to Revival as a design studio that has arrived. We have worked incredibly hard to serve our clients and grow our company. Both awards exemplify that we deserve the notoriety and attention that larger inner-city firms receive.”

Based in Celina, OH, the team is currently preparing to add its second location in Downtown Bellefontaine. While they’ve had office space in Bellefontaine for years now, originally above Native Coffee and then a suite space in BUILD Cowork + Space, as the company continues to grow and take on more projects with Small Nation, it only seems practical for the permanent placement.

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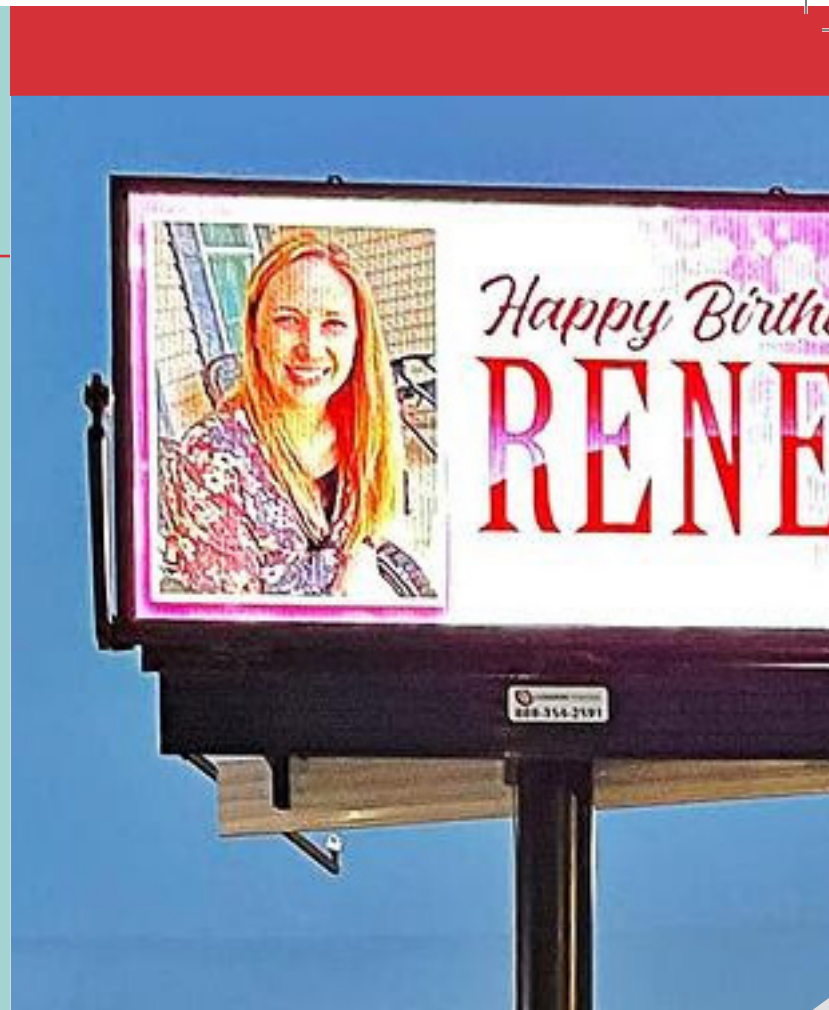
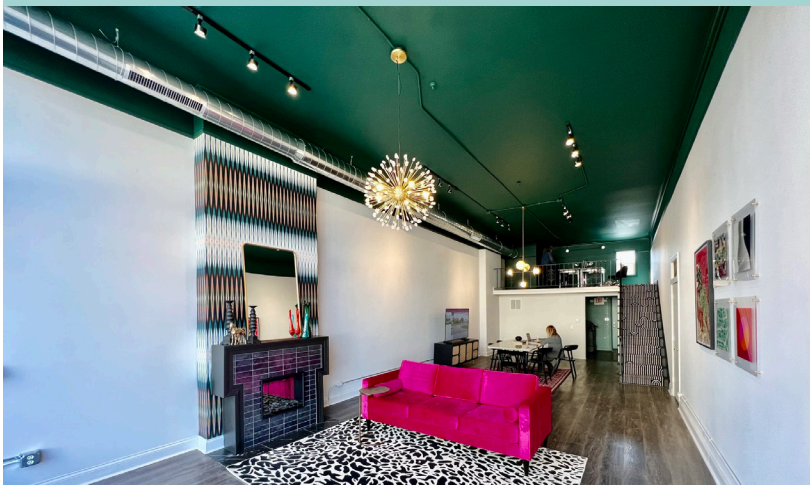
Getting Revived... from Page 3

Revival Design Studio will be moving into a storefront office space in The Historic Opera Block, where they hope to dedicate time to more projects in Bellefontaine and the regional area. Kristen Switzer recently joined Revival as a Project Manager. Her focus will be on serving as a liaison to Small Nation projects and seeking additional possibilities for architecture, design, and creative collaborations.

Kristen noted, "It's exciting seeing Downtown Bellefontaine continue to grow. I'm from here, so now, being a part of the change, it gives me a huge sense of pride. I can't wait to see more, especially the completion of The Historic Opera Block."

The Historic Opera Block is one of the biggest projects Revival has on its schedule at the moment. At 40,000 square feet, dozens of commercial storefronts, and plenty of office space on the second and third floors, this is a massive renovation the team is working on hand-in-hand with Small Nation.

Moving forward, Cally and company are thrilled for further opportunities to get intimately involved with clients on design projects. With fervor in her voice, Cally said, "It is our deep passion to work with entrepreneurs and business owners, reviving downtown buildings, becoming emotionally invested in the history, as well as the future. We are so blessed that we get to tell these different stories through design."



One of my team members, Adam Rammel, our VP of Sales and Marketing, was looking for a creative way to honor his amazing wife. Renee is a nurse, mom of two amazing kids and one of the kindest and most hard working people I know.

COMSTOR Outdoor is Small Nation's outdoor advertising division. We help our clients use billboard signs and outdoor media to create exposure, awareness and new business. Adam worked with our design team to create this special tribute to Renee on her birthday. Not only was she surprised to to see it, the kids loved it too. Happy birthday, Renee!



Free training at LoCo Depot

The LoCo Depot Training Station holds a **FREE** workout that is open to anyone ages 13 and up on Saturdays at 8am. This class is called our LoCommUNITY workout. There are several classes throughout the week days so oftentimes a 5am attendee will not interact with someone at 5:30pm. This allows all of the members to come together and unite. It is also an excellent way to integrate new faces from the local community. At one point in time all of our current members were a new face and unsure of where to begin. The LoCommUNITY workout is coached by one of the LoCo Depot coaches to ensure that all movements can be modified for any skill level. Oftentimes these workouts are a partner style workout and this is where we promote unity. Newbies can partner with someone that is a current member and this helps create a bond. They can help show them the ropes. Plus it gives them a familiar face for the next time that they come to a class. This class allows us to put the **UNITY** in **CommUNITY**! So come get LoCo at the Depot!



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Free training... from Page 5



Duff gives keynote at Ohio Parks and Recreation Association Small Agency Forum

Jason Duff, Founder & CEO of Small Nation, recently traveled to Sandusky, Ohio, to give the Small Agency Forum keynote address as part of the Ohio Parks and Recreation Association's annual conference and trade show. The conference, held at Kalahari Convention Center, was attended by parks and recreation professionals from around the state.

The Ohio Parks and Recreation Association is a non-profit organization representing over 2,000 recreation professionals and citizen members who are working to provide quality park and recreational facilities and opportunities. Prior to the full conference, the OPRA hosted a Small Agency Forum for small town departments and agencies in Ohio. The Small Agency Forum was designed to train front line employees in parks departments around Ohio.

Duff's keynote presentation, titled "Small Town Ohio's Comeback," focused on the revitalization of small towns, projects accomplished by Small Nation in Downtown Bellefontaine, and how leaders in attendance can bring the ideas back and implement in their hometown. The presentation highlighted the importance of community parks and how they can be a key economic driver and strategy for success. Duff also talked about how Small Nation works with the city of Bellefontaine and the local Parks

Department and the importance of public-private partnerships. In attendance was Bellefontaine's Park Superintendent, Kris Myers.

"Having quality parks and building them around unique programming is a key driver for economic development growth and success," Duff said. "Thanks to the OPRA for inviting me and a huge thanks to Kris and our local parks team for all they do."

Myers oversees over 16 park facilities in Bellefontaine, included the 450 acre Myeerah Nature Preserve. "Jason's presentation was inspiring to our professionals," said Myers. "We were encouraged to collaborate whenever possible, always be willing to make the ask, and hustle hard for our communities and citizens. I am so excited that the success of our community and how we all work well together is inspiring to my professional cohorts."

Woody Woodward, Executive Director of the Ohio Parks and Recreation Association, introduced Duff to the attendees. Following the presentation, he commented that "Jason really inspired our small park agency leaders by encouraging them to think outside the box, taking chances to bring necessary change, and most importantly to build relationships that can change communities and make a real impact on quality of life"

Lt. Gov. Husted tours Downtown Bellefontaine with Small Nation, throws ceremonial first axe



Ohio Lieutenant Governor Jon Husted visited Downtown Bellefontaine on Wednesday, January 19, to tour downtown businesses with Small Nation Founder and CEO Jason Duff. The Lieutenant Governor visited businesses such as Small Nation's coworking facility BUILD Cowork + Space, gourmet pizza restaurant Six Hundred Downtown, Four Acre Clothing Co., and restaurant/event venue The Syndicate.

In addition to visiting with business owners, he highlighted his visit by throwing the ceremonial first axe ahead

of the grand opening of Axe Ventura, the third premier axe throwing venue by owners Shannon and Anthony Taylor. His visit marks the grand opening of the business which was officially held with a ribbon cutting on Friday. Bookings are now open for their six axe throwing bays.

Husted, in his fourth year as Lieutenant Governor, oversees workforce development and transformation for the state as Director of the Governor's Office of Workforce Transformation. He also leads the Ohio Common Sense Initiative reviewing Ohio's regulatory



climate and InnovateOhio, a newly-created agency to coordinate data resources and technology services across the state government.

"We are very thankful for Lt. Gov. Husted's strong leadership and his accomplishments of cutting red-tape, making smart investments, expanding infrastructure and helping train and grow Ohio's workforce," Duff said. "The Lieutenant Governor has had a big hand in making Ohio one of the top 10 most affordable and business friendly states in the U.S. We're excited to work more with Jon and his team helping many other towns and communities around Ohio, too."

Adam Rammel, Vice President of Marketing for Small Nation and co-owner of The Syndicate, previously worked with Lt. Gov. Husted on



the Governor's Restaurant Advisory Group during the COVID-19 pandemic to advise best practices for reopening restaurants and bars. "We've been on a lot of calls with Lt. Gov. Husted and the Ohio Restaurant Association during the pandemic. It was great to be able to host him in Bellefontaine as we continue to navigate the crisis," noted Rammel.

Husted's visit to Bellefontaine comes days before Ohio Governor Mike DeWine and Husted announced an investment by Intel to bring a \$20 billion semiconductor manufacturing plant to central Ohio. Regional economic development agency One Columbus, which includes Bellefontaine, proposed central Ohio for the project that will generate over 20,000 jobs in the state.

"The revitalization of Bellefontaine that local leaders are accomplishing is truly amazing," Husted had to say after the visit. "Innovative business leaders with a great



COMSTOR Outdoor Welcomes Mike Hibner as new Sales Manager



COMSTOR Outdoor, Small Nation's outdoor advertising division, recently added Mike Hibner as the new Sales Manager for the team beginning January 3rd, 2022.

Mike comes to COMSTOR with an extensive sales history including as the landscape director at Dues Nursery in Celina and as a sales consultant for Midstates Recreation, covering 29 counties in Ohio. His degree in Computer and Business Management brings both technical and business savvy to COMSTOR's team, further elevating their capabilities and service systems.

"We are thrilled to have Mike join the COMSTOR team," said Jason Duff, Founder and CEO of Small Nation and COMSTOR Outdoor. "Mike brings experience to our sales and marketing team that will take us to that next level. His dedication to quality customer service makes him an excellent addition."

Hibner takes charge of the day-to-day operations of COMSTOR's 400+ Ohio and Indiana billboard locations, from the identification and management of billboard sites to the sales and customer communication strategies. He will also lead the COMSTOR in-house and remote sales teams in establishing client relationships and best practices for

achieving their marketing goals.

"I truly value and appreciate the relationships that we build with our customers," said Hibner. "By understanding our customers and having built that relationship with them, we are able to come alongside them and use our experience and knowledge of the industry to help them develop creative and effective marketing plans that sets them apart from their competition and gets their customer's attention."

Mike is an active member of the Buzzard's Glory Community Club in Coldwater and enjoys spending time with his kids, playing his guitar, and watching the Cleveland Browns. "I am very passionate about building and supporting communities and hope that I can help those in the community to engage with each other and work together to make the community a better place," he said.

Hibner is excited to further develop the effective sales strategies and sales team for COMSTOR Outdoor and to develop relationships with clients to help them meet and exceed their marketing goals and objectives.

Mike resides in Coldwater, Ohio, with his four children, Kaleb, Colt, Aubree, and Brynn. He also has a dog, Tootsie.



Keyne Strickland joined the Small Nation team in February 2022 on the property and leasing team. Keyne will help and assist in the day to day Real Estate projects and marketing of new properties. Keyne comes from a background in leadership and management and is looking forward to this fast paced environment of Real Estate. Keyne lives in Bellefontaine with his fiancé, and two small boys with a new baby on the way. When Keyne is not working with the Small Nation team, you can find him out and about with his family, and working at Woodys in Indian Lake.



In Kayne's words:

What was your first Job?

My first job was at the Wendy's here in Bellefontaine. I worked at this job from my junior year through my senior year.

What are you Surprisingly good at?

I am surprisingly good at learning new things and working hard to get good at whatever the skill I am trying to learn is.

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

1. The Golden Rule. Treat others as you would like to be treated.
2. Happiness is determined by you.
3. Work Hard even when no one is watching. This produces success.

What do you know for sure? (It can be anything)

That life is what you make of it.

What would you do even if you didn't get paid to do it: Coach. I feel it is my obligation as a man in the community that was also a former athlete to teach our youth the benefits of hard work, discipline, fundamentals, problem solving, and competition.

In a sentence or two, how would you articulate the professional legacy you want to leave. What kind of contribution and impact do you want to make on the world?

My goal is to contribute knowledge, wisdom, and skills that I have attained and will continue to accumulate throughout my life. I want to be remembered as a man with integrity and hard work ethic that you could go to with any kind of problem, wherein I would help whoever it is navigate the problem.

What is your personal motto?

Be Better. Be a better listener. Just be better than you were the day before everyday.

What do you really want to be ...? Be honest

Happy. I want to look back at life and say that I was happy doing what I did. The impact that I made I want to be happy about.

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