

# FLEX FLEX Your Ideas

## FYI

brought to you by the **future leaders & entrepreneurs exchange**

### Nominations Open!

**FLEX Presents** is an annual event that celebrates the achievements of Venango County's young professionals, those under 40 who contribute to their community through civic engagement. Community members are invited to nominate those who they believe meet the criteria (see insert in this newsletter). Like communities across the country, we recognize the value of retaining our talented and motivated young people. A key to this should be recognizing those who choose to work and volunteer here now!



*Leigh Protivnak  
2014  
Young Professional of the Year*

We encourage you to pay careful attention to those "under 40" that you encounter each day in your community, your work and even in your home and help us to celebrate our most valuable assets and the future of our region.

We've made the nomination process easier this year. Please see and share the nomination form included in this newsletter.

**Nominations will be accepted through February 13th. All nominees will be recognized at FLEX Presents, to be held on March 27th. The location will be announced in the February FYI.**

### Getting to Know You!

Throughout the first year of FYI's publication, we've been profiling the region's young professionals, two each month. We will continue to include this feature in FYI in 2015. Young Professional Kurtis Bell, of ServiceMaster by Bell, has been interviewing those profiled and writing the articles, along with networking articles that appear each month in Venango Works. Do you know of a young professional in Venango County who we should get to know better? Please let us know by calling or emailing the Chamber at 814-676-8521 or [swilliams@venangochamber.org](mailto:swilliams@venangochamber.org).

#### Profiled in 2014:

Bobbie Haag, Kraus Flooring  
Matt Caldwell, Caldwell Printing  
Elizabeth Griebel, Urban Insurance  
Will Price, United Way  
Greg Merkel, McFate and Merkel  
Sarah Merkel, Northbridge Environmental Management Consultants  
Matt Beith, Beith Associates  
Chip Abramavic, Penn North Financial Services

Ashley McCauley, Northwest Savings Bank  
Kurtis Bell, ServiceMaster  
Greg Williams, Williams Insurance  
Mason Williams, Moonlight Packaging  
Willis Thomas, Kapp Alloy & Wire, Inc.  
Rebecca Beach, Clarion County Community Bank  
Jason Bidish, Barr's Insurance  
Kate Eckert, Eckert Chiropractic

Shelly Hart, Venango VNA Foundation  
Amanda Slider, Northwest Commission  
Dan Flaherty, Oil City Library  
Alan McBride, Joy Global  
Jennifer Riley, Sandy K Hovis Insurance  
Stephen Reinsel, Wagner Family Eyecare  
Russell Lineman, Logic Replacement  
Emily Kovacs, Em's Cakes



**Lindsay Johns**, owner of high wire media Instructional Technology and Media Specialist at the Cranberry Area School District, is a local young professional who many of you may know from her days at the Venango Area Chamber of Commerce.

Lindsay is a graduate of Cranberry Area Junior-Senior High School and also holds a B.A. in Communications Media Studies from Penn State Behrend.

Upon returning to the area after college, she realized that businesses were not operating at their maximum efficiency. Johns says, "the problem can be easily solved with mobile devices and software, but a lot of people are not comfortable enough with technology to decide what will best suite their needs. Business owners also need someone that they can call that will be patient and explain how to use devices and software." She was able to use her skills in technology and communication to offer a solution with high wire media.

When she's not busy with her responsibilities at Cranberry Area School District and high wire media, Lindsay is usually spending time with family and friends or indulging in a good ol' Netflix binge session. She enjoys taking time to check out the area's local breweries and restaurants saying, "we have a lot of great places to grab a good beer in the area." She's also an avid Pittsburgh Penguins fan and loves to catch a game whether on TV or in person at Consol Energy Center.

When asked about her accomplishments, Lindsay noted that she is a published researcher in "Repairing the Athlete's Image" - Chapter 5 The Michael Phelps Saga: From Successful Olympian, to Pot Smoker Caught on Camera, to Renewed Role Model and Brand.

Looking to the future, Lindsay aspires to continue offering her services in an effort to optimize local businesses as well as expanding in to web design. She looks to fill a gap in this local market to offer business a one stop shop for optimizing their web presence and making the best use of technology to increase productivity.

## Stop Using These Words In Your Emails!

### Bernard Marr

Best-Selling Author, Keynote Speaker and Consultant in Strategy, Performance Management

Do you know how you sound in emails?

Without the benefit of being able to hear people's vocal inflections or see their faces, it can be challenging to interpret how the person on the other end of an email is feeling. Emoticons and exclamation points can only take you so far (especially in a business email), and in fact, sometimes formal business language can start to sound, well, negative without context.

### Accentuate the positive.

Overall, the word choices you make add up to the tone of your communications. And when you consistently choose negative words and phrases, your emails will sound terse, condescending, or angry.

Words like cannot, damage, do not, error, fail, impossible, little value, loss, mistake, not, problem, refuse, stop, unable to, unfortunately, escalation, urgent, never, inability and unsound all have a strong negative connotation.

Take this sentence for example:

*Unfortunately, it looks impossible to finish the project on time because of the problems some people are causing with submitting their work late.*

**ServiceMASTER Clean** ServiceMaster by Bell, Inc.  
Professional Cleaning & Restoration Services for Your Home and Business

"How can we help you today?"

814-764-3232 smbybell@gmail.com

www.bridgebuilderscommunityfoundations.com

**Bridge Builders** Community Foundations

206 Seneca Street  
Oil City, PA 16301  
P: 814.677.8687  
F: 814.677.3404

Connecting Donors to Philanthropy Since 1975

**CAN'T MISS DEALS**

\$25 OFF Any Android™ Device

Expires December 31, 2015

Find your nearest location @ [wireless.net](http://wireless.net)

**verizon**



One of this month's young professionals is **Jake Bauer**; Co-Owner of EYT Media Group and Owner of Dagny Design Group, Inc. EYT Media Group is the parent company of local news sites [exploreVenango.com](http://exploreVenango.com), [exploreClarion.com](http://exploreClarion.com), and [exploreJeffersonPA.com](http://exploreJeffersonPA.com).

Jake is a native of the Fryburg/Venus area and now resides in Clarion, PA. He is a graduate of North Clarion Junio-Senior High School as well as the Art Institute of Pittsburgh. Like so many of our area's outstanding young professionals, Jake spent some time out of the region honing his skills and growing as an individual. After his time in Pittsburgh at the Art Institute, Jake spent some time in Pittsburgh, Columbus, Ohio, St. Louis, Missouri, and Washington, D.C.

It was while in D.C., Jake stumbled upon a website that would drastically change his future. This site served to help people in the D.C. metro area find things to do whether it be events in the area, a great restaurant, or even places to stay. He immediately thought of his home and what a site like this could do for the area. That same weekend, he sat down at the computer and built the framework for what we all know now as Explore Clarion.

When he's not occupied with both his business ventures, Jake enjoys traveling, cooking, and supporting the teams of the best city in all professional sports; Pittsburgh.

Looking to the future, Jake anticipates the continued success of EYT Media Group and already has plans in place to continue the growth of the brand to provide even more towns with a one stop shop for information on what to do, where to go, and what's happening in the area.

*Continued from page 2*

That's a lot of negative words for one sentence. But you could easily convey the same information in a more positive way, like this:

*Can everyone turn in their portion of the project by Thursday so that we can complete the work on time and hit the deadline.*

#### **Dos and Don'ts**

An easy way to fall into the negativity trap is to start listing out things people shouldn't do. Don't leave uneaten food in the office refrigerator. Don't be late to the meeting. Even saying "don't forget" is more negative than saying "remember."

Instead of telling others what *not* to do, try telling them what they *should* do instead. Please take your lunches home at the end of the day. Please arrive for the meeting five minutes early.

People are much more likely to comply with a positive request than a negative complaint on their behavior.

#### **When in doubt, spell it out.**

If you find that people frequently misinterpret your emails, you might need to be more explicit. There's no harm in actually saying how you feel when communicating with colleagues, especially those with whom you have a good relationship.

For example, rather than using terse, negative language in an email about project scheduling because you're sick of the software you have to use to schedule meetings, you might come out and say, "This scheduling system is frustrating to me, but it looks like we can meet on Friday..."

Read this article in its entirety at

[www.linkedin.com/pulse/20141208072941-64875646-stop-using-these-words-in-your-emails](http://www.linkedin.com/pulse/20141208072941-64875646-stop-using-these-words-in-your-emails)



**Start the year off with a blast!**  
**1/2 off Museum Glass**  
(with the purchase of a custom frame)  
**ends Jan 31st**

Franklin, PA 814-437-9509



**Dr. Kate Eckert**  
drkeckert@gmail.com  
www.chirodrkate.com

1047 Allegheny Avenue  
Oil City, PA 16301  
P: 814.657.1854  
F: 814.676.6200

**The Best of Both Worlds**



www.urban-ins.com

814-677-4095



www.senecainsuranceandnotary.com

814-677-6071

**Proud Partner of Team Rossbacher**

**7137 US 322 • Cranberry, PA**

*"The Future of Venango Area Business!"*

## For your information, there is so much to do in Venango County!

A regular feature of FYI is announcements pertaining to opportunities for employment, volunteering and activities well suited for the young professionals, but not necessarily exclusive to any age group. Chamber members are invited to submit notices to be included in future editions of FYI. We request that items be brief but informational (as opposed to advertising), and include contact information for follow up.

### Volunteer:

United Way's Get Connected is an easy-to-use web-based platform that matches the right donors, advocates, and volunteers with the right opportunities in our neighborhoods. Use Get Connected to find ways to give your unused materials and household items to agencies in need of donations, advocate for causes that require your passionate voice, and volunteer your time in ways that make a real difference. Whether you are looking for volunteer for your organization or you want to volunteer, login/join at [unitedwayofvenangocounty.galaxydigital.com/](http://unitedwayofvenangocounty.galaxydigital.com/). Current listings requesting volunteers include Oil City Meals on Wheels, Venango Area Riding for the Handicapped Association and Venango County RSVP.

### Social/Recreational:

The **Bad Bowlers League** at Seneca Lanes begins on January 10th, 2015 at 8:00pm. Teams will consist of three bowlers and everyone receives a free bowling ball or Split Fix Pro shop credit. The **Something Clever Vera Bradley Bowling League** will begin February 3rd. Teams will consist of four women bowlers and compete for Vera Bradley prizes. Sign up your friends by calling 676-4618.

### Workforce:

Save the Date: The 2015 Oil Region Career Fair will be held Wednesday, April 8th at the Cranberry Mall.

#### OUR MISSION

FLEX represents the needs and interests of Young Professionals by positioning ourselves as leaders, entrepreneurs and advocates for the sustainability of the Venango Area through civic engagement, leadership development and networking.

#### Where you'll find FLEX in November:

FLEX **First Friday Lunch** - January 2 @ noon at Lona's in Franklin

Monthly FLEX Meeting - January 14 @ 5:30 pm, Venango Chamber Conf. Room

**Chamber events** - Check out the Chamber's Calendar of Events at [www.venangochamber.org](http://www.venangochamber.org)



VenangoFLEX

Text FLEX to 42828 to be added to our email list

email: [flex@venangochamber.org](mailto:flex@venangochamber.org)