



RICHLAND AREA  
**CHAMBER**  
*of* **COMMERCE**

# Chamber Link



March 2017  
Volume 70

**Richland Area Chamber of Commerce**

12th Annual

# **E**Business**Expo**

Connecting Businesses & Consumers

2017

**JUST 2 WEEKS AWAY!**

**BOOTH SPACE IS SOLD OUT!**

**See inside for your prize tickets!**

**PRIZES!**

**Thursday, March 16, 11am-5pm**

**at the Richland County Fairgrounds**

**Public Welcome - visit with 100 local businesses**

**Bring Your Friends • Family • Neighbors • Co-workers**

**FREE ADMISSION!**

**Food Drive**  
Bring a canned good for a chance to win more prizes!

**7TH INNING STRETCH**  
**Power Hours 2:30-4:30pm**  
**EVEN MORE PRIZES! Drawings held every 30 minutes starting at 3pm. Must be present to win.**

**PRIZES!**

**Expo Sponsors**  
(as of February 17th)

<b>"Grand Slam" Sponsors</b>	<b>Affordable</b> Lawn Care & Landscaping Snow Plowing	<b>CREAM AUTOMALL</b> YOUR HOMETOWN DEALER	<b>Hamilton Insurance Group Inc.</b> Our Family Protecting Yours Since 1921	<b>KLOUD9</b> TECHNOLOGY THAT WORKS
<b>"Triple" Sponsors</b>	<b>AVITA</b> HEALTH SYSTEM	<b>CALLAHAN DOOR &amp; WINDOW</b> RESIDENTIAL • COMMERCIAL	<b>KeyBank</b>	<b>WOODFOREST NATIONAL BANK</b>
<b>"Double" Sponsors</b>	<b>COLDWELL BANKER</b> MATTOX MCLEERY, REALTORS	<b>Donley</b> REALTORS	<b>BISHOP INSURANCE SERVICES</b> "Always the right move"	<b>The UPS Store</b>
<b>"Single" Sponsors</b>	<b>BDry</b>	<b>Chicago Title Agency</b> of North Central Ohio, Inc.	<b>Directions Credit Union</b>	<b>VECTOR SECURITY</b>
	<b>Mansfield/Richland County Public Library</b>	<b>Richland Bank</b> Divisions of The First National Bank	<b>RICHLAND MALL</b>	<b>newhope</b>
				<b>THE OHIO STATE UNIVERSITY</b> MANSFIELD
				<b>LANTZ STAR GRAPHICS</b>
				<b>ywca</b>

**Questions? 419-522-3211** [www.richlandareachamber.com](http://www.richlandareachamber.com)

*Please help us spread the word - posters are available at the Chamber office!*

# Congratulations to our President Jodie A. Perry

Jodie earned her CCEO-AP accredited professional award from Chamber of Commerce Executives of Ohio - CCEO at their state conference in Newark. With 15 years in the industry and many different leadership roles within the Chamber profession, she was able to receive this designation.

Please join us in congratulating Jodie!



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## YEA Investor Panel to be Held March 29<sup>th</sup>



Join us for a welcome reception and presentations by the Young Entrepreneurs to a panel of local investors in order to obtain funding for their new businesses and social movements.

The Investor Panel will take place on March 29<sup>th</sup> at the Kehoe Center in Shelby. There will be a meet & greet from 5:30-6pm so the students can meet the investors and anyone else that attends the event. The presentations will begin at 6pm for the students representing this year's class. Our emcee for the evening will be Cameron Haring.

There will be representatives from the following businesses on the investor panel: FirstEnergy, Dale Anne Featheringham, Richland Bank, Mechanics Bank, Therm-O-Disc, CenturyLink, and KeyBank. This event is open to the public. Personal investments are not expected.

### Chamber Staff

Contact us @ 419-522-3211 or e-mail us:  
[info@richlandareachamber.com](mailto:info@richlandareachamber.com)

Jodie A. Perry, IOM, President  
Lisa Duckworth, Program & Events  
Stephany Elgin, Member Services  
Angie Fanello, Marketing & Communications  
Nikki Lewis, Chamber Foundation Director





# March Learning & Networking Events

## LEADERSHIP LUNCHEON



RICHLAND COMMUNITY  
DEVELOPMENT GROUP



**Michael V. Drake, MD**

President, The Ohio State Univ.

Sponsored by:



**When: Friday, March 3, 2017 11:30– 1pm**

**Where: Ed Pickens Café on Main (28 N. Main Street)**

Now in his third year leading The Ohio State University, President Michael V. Drake has overseen university records in student applications and donor support. His 2020 Vision for the university focuses on three main areas: access, affordability and excellence; community engagement; and diversity and inclusion.

**See full page flyer inside this newsletter for more information!**

  
**Lunch WISE**  
**WEDNESDAY**  
*Network and Be Inspired  
by Local Women!*

**When: Wednesday, March 15<sup>th</sup> 11:45– 1pm**

**Where: Ed Pickens Café on Main Events & Catering, 28 N Main Street, Mansfield**

Mark your calendar for the 3rd Wednesday of each month to join a group of dynamic, innovative local women for a time of powerful networking and motivation, as well as a chance to learn more about your community. This month, Shanna Stapleton of Prospering Life Events will share some secrets of planning events with intention. The cost is \$12.00 - please RSVP to reserve your spot (see registration information at bottom of page).

This collaborative series is being co-hosted by the Richland Area Chamber, Mind Body Align and the Small Business Development Center at NCSC.



**When: Wednesday, March 15<sup>th</sup> 5:00– 7pm**

Join us the evening before the actual Expo for an exclusive preview!

**See full page flyer inside this newsletter for more information!**



**When: Thursday, March 16<sup>th</sup> 11:00– 5pm**

Booth space is SOLD OUT, so please attend to see everything local businesses have to offer!

**See full page flyer inside this newsletter for more information!**

**CHAMBER  
COFFEE**

*Join us for Open Discussion  
while Enjoying Your  
Morning Coffee!*

**When: Friday, March 31<sup>st</sup> 7:30– 8:30am**

**Where: The Vault Wine Bar, 29 W. Main St. in Shelby**

Join our President, Jodie Perry, at our next “Chamber Coffee” session. You will have the chance to do some networking, share updates about your business, and participate in open discussion.

There is **no charge** to attend, but seating is limited, so please reserve your spot (see registration information at bottom of page).

### 3 WAYS TO REGISTER for these events (or any other Chamber event):

- Register using the event calendar at [richlandareachamber.com](http://richlandareachamber.com)
- Call 419-522-3211
- Email [lduckworth@richlandareachamber.com](mailto:lduckworth@richlandareachamber.com)

[www.richlandareachamber.com](http://www.richlandareachamber.com)

# 7 Facebook Facts Every Business Should be Aware of for 2017

By: Susan Friesen, eVision Media

Does your business have a Facebook presence? If so, have you been actively capitalizing on its social marketing reach or have you abandoned it due to thinking your efforts were futile?

I fear many of you are thinking the latter and feel pretty defeated over the lack of results you're getting there.

Trying to build brand awareness and get solid leads from Facebook can be a frustrating experience. And honestly, without a proper strategy in place, you could very well be wasting your time.

But before you give up on this highly effective marketing channel all together, consider these recent Facebook stats:

1. Across the globe, Facebook is the top social network for membership with an 84% share. This means your business is missing out on a large potential for brand exposure if not actively involved on Facebook.
2. 79% of all Internet users worldwide use Facebook with 68% of those being adults in the U.S. Moreover, it is estimated there will be 169.2 million Facebook users in the U.S. by 2018.
3. There are 1.79 billion monthly active users worldwide on the Facebook platform with 1.18 billion people using it on a daily basis. That's billion. Think about the potential your business has in getting in front of just a fraction of that.
4. 50% of 18-24 year-olds immediately log into Facebook when they wake up. If your target market is this age group, you now know the best time to be posting!
5. Nearly 30% of users are aged 25-35, which is the most common demographic. This creates a great opportunity for you to get in front of this prime target audience and expand your brand reach more than any other marketing method can accomplish without having to pay multiple thousands of dollars to do so.
6. The average time a user spends on Facebook each day is 20+ minutes. This is plenty of time to get your value-rich content in front of them!
7. There's an average of over 8 billion video views on Facebook every day. This is why incorporating video into your social media strategy can be very beneficial.

Yes, Facebook is a very crowded space where it has become increasingly challenging to get your voice heard. But there is hope!

With the use of offering high-quality content through content marketing initiatives, consistent posting, Facebook Ads and taking advantage of Facebook's live video, your business can reap many rewards.

## Where Do You Go From Here?

There are lots of ways to get better results from your Facebook efforts but here's a short list that can get you started in the right direction:

- Thoroughly understand who your ideal target market is so you know what kind of posts will appeal to them.
- Start a content marketing plan stemming from your blog and begin sharing that blog content to all of your social media platforms.
- Use a social media scheduling platform like Hootsuite to better organize your time.
- Create value-driven pieces of content (text, images and video) and consistently post them to your page.
- Ensure your business page is looking professional to match your brand design as well as fully filled out with a proper description and URL back to your website so your followers know exactly what you do.
- Add a call to action on your business page that will prompt followers to go to the next level with your business.
- Get actively involved on Facebook both from your personal profile and your business page by liking, commenting and sharing other people's posts, pages and groups.
- Hire a social media professional who understands Facebook advertising to strategically place promotional ads (as opposed to trying to do this yourself where you are bound to not get the same results and pay a lot more money too.)





# Ontario Welcomes New Hospital

February was a big month for Avita Health System and Ontario! Avita Ontario Hospital held their ribbon cutting ceremony on February 2nd, with hundreds of people attending the Open House that evening. Avita also hosted a Business After Hours on February 16th in which nearly 400 people attended!

The hospital will be a 150,000sq.ft. acute care facility with 23 emergency department beds, seven ICU beds, 19 medical-surgery beds, 16 pre/post op beds, 4 surgical suites, a pulmonary department, cardiology clinic and cafe-kitchen. *Congratulations to Avita Health System!*



Tara's Floral Expressions Ribbon Cutting

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Richland Area Chamber Member

# SPOTLIGHT

## ASHLAND OHIO BALLOONFEST

June 29 – July 1, 2017

Over the past 27 years, even through the unpredictability of the weather, the Ashland Balloonfest has been a memorable weekend for the community of Ashland. There have always been over 20 to 30 balloons participating, with the record being 39

balloons in 2005, depending on pilot schedules and sponsorships available. In the past, there have been many shaped balloons such as a Santa Claus, Red Dragon, the Purple People Eater, a large-sized American flag, a pink monster truck, and even Gordo the Monkey. Sponsorships are available - visit [ashlandohioballoonfest.com](http://ashlandohioballoonfest.com).



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where caring is key

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Member FDIC

Disclosures are available by calling the telephone number listed in this ad for details about credit costs and terms.



When you  
live here,  
you love  
it here.



There's something special about our community. You know it when you live here, work here and play here. Whether you've been here all your life or discovered our community along the way, you know what it means to be home. That's why Richland County isn't just where we have our bank, it's where we have our heart.

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BANK

Richland County's only  
independent bank



MyMechanics.com 419-524-BANK



419-522-0035

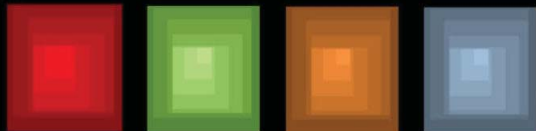
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Mansfield, Ohio 44902

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[www.citygardencafe.org](http://www.citygardencafe.org)

Element of Art



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Phone: (419) 522-2965

[www.eoastudiogallery.com](http://www.eoastudiogallery.com)



## Upcoming Events



- 3/3/17 — **President Drake Luncheon** 11:30am-1pm
- 3/9/17 — Executive Committee 7:30-9am
- 3/14/17 — Business Advocacy 8:00-9am
- 3/15/17 — Chamber Board Meeting 7:30-9am
- 3/15/17 — **Lunchwise Wednesday Women's Luncheon**  
@Ed Picken's 11:45-1pm
- 3/15/17 — **Business After Hours/"Expo Eve"** 5-7pm
- 3/16/17 — **Business Expo** 11-5pm at the Fairgrounds
- 3/17/17 — Ambassadors Meeting 8-9am
- 3/21/17 — Bus. Expo Committee Meeting 9-10am
- 3/29/17 — **YEA Investor Panel**, 5:30pm, Kehoe Center
- 3/31/17 — **Chamber Coffee/The Vault Wine Bar** 7:30-8:30am
- 4/5/17 — **Bus. Boot Camp - Instagram 101** 7:30-9am
- 4/20/17 — **Business After Hours/Catholic Charities** 5-7pm
- 4/26/17 — **Business Professionals Day Luncheon**
- 5/12/17 — **Chamber Coffee/Sutton Bank** 7:30-8:30am
- 5/18/17 — **Business After Hours/Haring Realty** 5-7pm
- 6/2/17 — **Membership 101**
- 6/15/17 — **Business After Hours/Ed Pickens** 5-7pm
- 6/23/17 — **Member Appreciation Day Luncheon**
- 7/20/17 — **Bus. After Hours/Landoll's Mohican Castle** 5-7pm
- 7/28/17 — **Chamber Golf Classic**
- 8/17/17 — **Business After Hours/Kingwood Center** 5-7pm
- 10/12/17 — **Business After Hours/Malabar Farm** 5-7pm
- 10/24/17 — **Savor & Sip Auction and Food Tasting**
- 11/17/17 — **Small Business of the Year Awards**

*Watch your e-mail for more upcoming events!*

## SPONSORSHIP & ADVERTISING OPPORTUNITIES

For a list of options available, contact the  
Chamber at 419-522-3211 or  
[afanello@richlandareachamber.com](mailto:afanello@richlandareachamber.com)

[www.richlandareachamber.com](http://www.richlandareachamber.com)



# LEADERSHIP LUNCHEON



RICHLAND COMMUNITY  
DEVELOPMENT GROUP



RICHLAND AREA  
**CHAMBER**  
of **COMMERCE**  
Strong Business  
Strong Community

**Speaker**

**Michael V. Drake, MD, President, The Ohio State University**

**Date**

**Friday, March 3, 2017**

**Time**

**11:30am—1:00pm**

**Place**

**Ed Pickens Café on Main (28 N. Main Street)**

**Cost**

**\$20.00 per person**

**Sponsor:**

**The Ohio State University Mansfield**



*Now in his third year leading The Ohio State University, President Michael V. Drake has overseen university records in student applications and donor support. His 2020 Vision for the university focuses on three main areas: access, affordability and excellence; community engagement; and diversity and inclusion. As part of the vision, he launched a \$400 million initiative, including identifying \$100 million in need-based aid for students, to lower costs and increase excellence. Dr. Drake is a member of the National Academy of Medicine and the American Academy of Arts & Sciences. He has been named vice chair of the Association of American Universities for 2016-17, and serves in leadership roles for the Association of Public and Land-grant Universities, University Innovation Alliance, National Collegiate Athletic Association, B1G 10 and the American Talent Initiative, a new initiative focused on increasing the number of low-income, talented students at top-performing universities.*

Sponsored by:



**THE OHIO STATE  
UNIVERSITY**  
MANSFIELD

*Please fax, email or mail this registration to the Richland Area Chamber of Commerce by March 1, 2017.*

**Cost: \$20.00 per person**

*Reservations must be cancelled two business days in advance to avoid being charged for the event.*

Company \_\_\_\_\_

Name of Attendees \_\_\_\_\_

Number Attending \_\_\_\_\_ Check Number \_\_\_\_\_ Please Invoice \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Visa/MC/Disc # \_\_\_\_\_

Billing Address \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

**DR. DRAKE  
LUNCHEON**

**RICHLAND AREA CHAMBER OF COMMERCE**  
55 N. Mulberry Street - Mansfield, OH 44902 - Phone: (419) 522-3211  
Fax: (419) 526-6853 or [lduckworth@richlandareachamber.com](mailto:lduckworth@richlandareachamber.com)

**PLEASE RSVP NO LATER THAN MARCH 1, 2017**

**RCDG  
CVB  
RACC**



Richland Area Chamber of Commerce

12th Annual

# Business Expo

Connecting Businesses & Consumers

2017

**Thursday, March 16, 11am-5pm**  
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**Public Welcome - visit with 100 local businesses**

**Bring Your Friends • Family • Neighbors • Co-workers**

**Food Drive**  
Bring a canned good for  
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**7TH INNING STRETCH**  
Power Hours 2:30-4:30pm  
EVEN MORE PRIZES! Drawings  
held every 30 minutes starting at  
3pm. Must be present to win.

**FREE ADMISSION!**

**March 16 • 11am-5pm**

**Richland County Fairgrounds**

**Bring this ticket for a prize  
drawing entry at the BUSINESS EXPO**

FV

## Expo Sponsors

as of February 28th

### "Grand Slam" Sponsors



With generous support from

### "Triple" Sponsors



### "Double" Sponsors



### "Single" Sponsors



Questions? 419-522-3211 [www.richlandareachamber.com](http://www.richlandareachamber.com)



Richland Area Chamber of Commerce



Connecting Businesses and Consumers

*Bring this completed ticket! This is your*  
**PRIZE DRAWING TICKET**

## Business Expo

Thursday, March 16 11am - 5pm  
at the Richland County Fairgrounds  
Bring a Canned Good for Prize Drawing  
FREE EXPO BAG to 1st 500 Guests

See 100 local businesses showcase their products and services!

ADMIT ONE

Richland Area Chamber of Commerce



Connecting Businesses and Consumers

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Richland Area Chamber of Commerce



Connecting Businesses and Consumers

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See 100 local businesses showcase their products and services!



Invited By:

Attendee

Name \_\_\_\_\_

Phone # \_\_\_\_\_

Email (we will invite you to the 2018 Expo!)

\_\_\_\_\_  
Please enter only once for this drawing.  
Need not be present at time of drawing.



Invited By:

Attendee

Name \_\_\_\_\_

Phone # \_\_\_\_\_

Email (we will invite you to the 2018 Expo!)

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\_\_\_\_\_  
Please enter only once for this drawing.  
Need not be present at time of drawing.



# Business Professionals Day Luncheon

Wednesday, April 26

11:30 - 1:00

Mid-Ohio Conference  
Center

2016 Attendance = 360!



\_\_\_\_\_ Yes! I wish to contribute an item(s) for the Chamber's  
Business Professionals Day Luncheon Door Prizes

Business/Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ email: \_\_\_\_\_

Item(s): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ Item enclosed \_\_\_\_\_ Item will be dropped off/sent to the Chamber office

\_\_\_\_\_ Need pick up between (dates) \_\_\_\_\_ and \_\_\_\_\_

**Please respond by Friday, April 7:**

Mail to: Richland Area Chamber of Commerce  
55 N. Mulberry St. Mansfield OH 44902  
Fax to: 419-526-6853 Call: 419-522-3211

Email: [lduckworth@richlandareachamber.com](mailto:lduckworth@richlandareachamber.com)



***Don't miss out on the opportunity to highlight your business by providing a door prize!***

***Contributors will be listed in the program and announced during the drawing.***

***Thank you for your participation!***



# Business Professionals Day SPONSORSHIP



Attendance to expect: 2016 Attendance was 360    Audience: Business Professionals, Support Staff, Non Profit Professionals    Advertising: Email Blasts, Social Media Posts, Newsletter Ads, News Journal Advertising.  
We provide special gifts and “swag” to all attendees and have a special entertainment program

## Gold (\$500)

- Eight (8) Tickets to the event (\$200 value)
- Color logo on promotional flyer
- Color logo in Chamber Newsletter
- Color logo on promotional emails
- Name, logo & link on Chamber event website
- Name & color logo shared on social media
- Color logo on event program
- Verbal recognition from the podium at event

## Silver (\$250)

- Four (4) Tickets to the event (\$100 value)
- Name on promotional flyer
- Name in Chamber Newsletter
- Name on promotional emails
- Name & link on Chamber event website
- Name on event program

## Bronze (\$125)

- Two (2) Tickets to the event (\$50 value)
- Name in Chamber Newsletter list of Sponsors
- Name on Chamber event website
- Name on event program

**Do you have an item to donate?**

Please see form on reverse side

**Count Us In! We're Excited to be a Sponsor for the 2017 Business Professionals Day Luncheon!**

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

SPONSORSHIP LEVEL (Circle One):    Gold—\$500    Silver—\$250    Bronze—\$125

PAYMENT: ☐ check enclosed    ☐ VISA/MC/DISC# \_\_\_\_\_

exp. \_\_\_\_/\_\_\_\_    Security Code \_\_\_\_\_

**Phone:** 419-522-3211 • **Fax:** 419-526-6853 • **Email:** lduckworth@richlandareachamber.com

**Mail:** Richland Area Chamber of Commerce • 55 N. Mulberry St., Mansfield 44902

Item Donation Information on Reverse Side

# Business Professionals Day Luncheon

**April 26, 2017**



**Register Your  
Entire Staff to give  
them a perfect  
reward for a job  
well done!**



The Chamber's Annual Business Professionals Day Luncheon will be held on  
**Wednesday, April 26 from 11:30am-1pm** at the **Mid-Ohio Conference Center** in Mansfield.  
This is always a fun and exciting event that includes a wonderful meal, tasty treats, giveaways, flowers,  
music and themed excitement! Everyone will receive items contributed by our members.  
Many attendees will even win a valuable prize!  
Make your reservations today for you and your staff - it's the perfect way to show your appreciation!

- Great Location!
- Prizes!
- Photo Booth!

*Gold Sponsors: (as of 2-27-17)*



**OhioHealth**



**STARTEK**

*Silver Sponsor:*

***Mechanics Bank***

**Tickets: \$25 for Chamber members registered by Wed., April 12/\$30 for members registering after April 13**  
NON-MEMBER PRICE: \$35

Person ordering tickets \_\_\_\_\_ Number of tickets \_\_\_\_\_

Organization \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Payment enclosed \_\_\_\_\_ Visa/MC/Disc # \_\_\_\_\_ exp. \_\_\_\_/\_\_\_\_

Address of Cardholder: Street \_\_\_\_\_ Zip \_\_\_\_\_

*Once registered, simply check in at the door (no tickets will be mailed) ~ Reserved seating*

Mail: Richland Area Chamber of Commerce 55 N. Mulberry Street, Mansfield, 44902

Phone: 419-522-3211 Fax: 419-526-6853 Online registration available at [richlandareachamber.com](http://richlandareachamber.com)

**Register by April 12th for best pricing!**





Chamber Coffee at Mind Body Align. Join us March 31<sup>st</sup> for our next Chamber Coffee at The Vault Wine Bar!



LunchWISE Wednesday women's networking luncheon - held the 3rd Wednesday of each month.



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The Board and Staff of the Richland Area Chamber of Commerce wish to recognize and thank the following members for their sustaining contributions and support of the Chamber:

