



RICHLAND AREA
CHAMBER
of **COMMERCE**

Chamber Link



August 2016

Volume 63

Member Appreciation Celebration



A special "Thank You" to the following businesses and individuals for helping make this day possible:

Skyline Chili, Chamber Ambassadors, Holiday Inn, Jones Chips, Mansfield-Richland County Public Library, Paul's Drive-In Machine Rental, Pepsi Beverages Co., Renaissance Performing Arts, Rex's Lawn & Landscape, Richland Carrousel Park and Staker Dental

A New Collaboration to Promote Local

By: Jodie A. Perry, IOM
@RichlandAreaCh

When I arrived in town just about two years ago, I initiated dozens of meetings with local business and community leaders to gauge the public opinion of the Richland Area Chamber of Commerce. Consistently I heard one word: Collaboration. I heard it when I went into my favorite local coffee shop (shout out to Relax!), I heard it when I went to community meetings, I heard it at our own Chamber Coffee series and many other places. The message was received loud and clear – the community and our businesses were looking for the Chamber to be a collaborative partner here in Richland County.

Two years down the road, I'm pretty pleased with the progress that we have made. We continue to explore new ways to work together with like-minded organizations (and when I say like-minded, I really just mean organizations who want to help make the community a better place). We have done a variety of things from one-time events with different organizations to ongoing events and efforts in different areas. If I tried to name all of our partners I would inevitably forget someone, but at last count we have worked with over two dozen different organizations!

I'm very excited to announce our newest collaboration to you. In June, the Richland Area Chamber became a supporting partner to the "Be Focal Buy Local" efforts being spearheaded by Richland Community Development Group (RCDG). Be Focal is a grassroots effort that is designed to educate and influence local citizens on the importance of shopping local. They have been around for several years and have done a variety of events and educational campaigns on different topics. There is a dedicated group of steering committee members who meet faithfully each month to continue to sound the drumbeat of why local matters.

Perhaps you've heard some statistics about how much money is kept in the community when you spend it with a locally owned business (\$68 out of \$100) or a national chain located in your community (\$43 out of \$100). Why does that matter? Those stores (both the local and the chains) are supporting your friends and neighbors with jobs, they are paying taxes which keeps our streets safe and in good order, they are supporting local non-profit organizations with donations and sponsorships, and they are helping to work to make OUR community a better place! When we leave the area to shop (or shop online) none of that money comes back to help our community.

"But Jodie, you can't find everything locally," is a refrain I've heard often. It certainly is true – sometimes. But more often we just don't know where to look. I'm not trying to put a guilt trip on you if you enjoy shopping in one of the big 'C' cities. What I am trying to say is that if we all consciously moved a small amount of money, that we're already spending, back into the local economy, imagine the impact we could make. If all the adults in Richland County moved \$50 per month back it would result in tens of millions of dollars more in our economy.

There is no silver bullet; turning our local economy around is up to us. Supporting the businesses around us is the best way to start. I hope you will join me in the "Be Focal Buy Local" movement and help us show the world how much "Richland Rocks."

Article originally appeared in the July 27th edition of the Mansfield News Journal/Business Journal



We are excited to introduce **Stephany Elgin** as your new **Member Services Coordinator**!

A Shelby resident, Stephany graduated from Ashland University with a B.A. in Public Relations and Strategic Communication in May of 2015. While in school she completed a two year internship with the Orientation Department, working closely with incoming students. Most recently, Stephany worked at Hospice of North Central Ohio, serving as Marketing Brand Coordinator. Pulling from these experiences, she hopes to create a stronger awareness and utilization of existing member benefits, seek out opportunities for additional member benefits and to continue to build a strong partnership between the chamber and its members in the newly re-vamped Member Services role. In her free time, Stephany enjoys attending concerts, traveling, playing board games and working on her fixer-upper home. Please join us in welcoming Stephany to the Chamber!





Business After Hours

at the former Peterson Tire Building

125 Ashland Road

Thursday, August 25th

5 to 7pm and beyond!

**Mansfield is our backyard
—come cook out with us!**

Catered
by:



Is this your first Business After Hours? Join us for a “New Member Mixer” from 4:30-5:00pm hosted by the Chamber Ambassadors

Enter on the Ashland Road side and complimentary valet parking will be provided.

*Please fax, email or mail this registration to the Richland Area Chamber of Commerce by Monday, August 22nd, 2016
Cost: Free for Members (if registering on or before 8/22)*

Company _____

Names & Emails of Attendees:

New Member
Reception?

Name: _____ Email: _____ ☐

Name: _____ Email: _____ ☐

Name: _____ Email: _____ ☐

Name: _____ Email: _____ ☐

Name: _____ Email: _____ ☐

PLEASE RSVP NO LATER THAN AUGUST 22ND, 2016

55 N. Mulberry Street, Mansfield, OH 44902

P: (419) 522-3211 F: (419) 526-6853

info@richlandareachamber.com

Online registration is available at richlandareachamber.com



NEW CHAMBER BENEFIT!

The Richland Area Chamber of Commerce has partnered with Mansfield startup Localynx to bring our members access to their own customizable micro app. Localynx is a free mobile app, whose mission is to increase traffic to local businesses. They accomplish this by offering consumers access to a free tool on their smartphone which helps them shop local. We are excited about this new technology and believe that Localynx and this partnership will help our community continue to grow and thrive. Localynx will be offering a free info session at the Chamber on Thursday, August 11th at 8am. This session includes: breakfast, information about Localynx, how local businesses are utilizing it, and assistance getting your company on Localynx. There is no obligation to buy, and any local business can create a free listing. If a company does decide to upgrade to a paid listing, they will receive a free month and an ongoing discount as a benefit of their chamber membership. The first session is limited to 30 people, please register today through the chamber office.

Exclusive for
Chamber
Members: 1st
month free and
ongoing
discount

"Our Localynx ad has done extremely well! We were intrigued by the app because we are big believers in supporting Local. The cost made it a no brainer to at least try. What a great investment! Our ad has brought in a lot of new younger customers to both locations! The thing we are most excited about is that this app will really make a difference in our community by driving dollars to locally owned businesses over national chains. We highly recommend partnering with Localynx for both your business and your community!"

-Mryon Coblenz
Owner, Athen's Greek Restaurant



Localynx Mansfield Statistics

- Over 8,000 local downloads in 7+ months
- Grows by 1000 downloads per month
- Features Over 180 Local Businesses
- A Micro App for your small business
- Thousands of coupons redeemed each month
- Ongoing marketing to increase users and frequency of use
- Average session: 3 min 10 sec

"We were shocked how quickly our Localynx ad worked. Within two weeks we got a call for an outdoor kitchen job from Localynx, the customer specifically referenced our free fire pit coupon. This one job represented over \$25,000 into our business. We love the emphasis on local and our ROI has been through the roof. Thanks Localynx!"

-Andy Rex
Owner, Rex's Landscaping



Basic	Extended	Enhanced/Pro
FREE	\$49 \$59.00 USD/mo	\$89 \$99.00 USD/mo
Interactive Company App	Interactive Company App	Interactive Company App
1 Touch Phone and Address	1 Touch Phone and Address	1 Touch Phone and Address
1 Location / Area Served	1 Location / Area Served	3 Locations / Areas Served
1 Category List	2 Category List	2 Category List
	Company Web Links	Company Web Links
	Priority Updating	Priority Updating
	Company Coupon or Product Spotlight	3 Company Coupons or Product Spotlights
		Deal Banner

Exclusive for
Chamber Members:
1st month free and
ongoing discount

To see how Localynx could benefit your business, download the app for free on the App store or the Google Play store.

If you have any questions or are interested in Localynx before the Aug. 11th info session, please call or email Shane Hostetler at 419-566-1102 or shostetler@localynx.com



419-884-5050

www.localynx.com

shostetler@localynx.com



Summer in the City

Mechanics Bank July Business After Hours





Richland Public Health

Prevent. Promote. Protect.

555 Lexington Ave., Mansfield, OH 44907
419-774-4500 • www.richlandhealth.org

There's no place like home for healing

Visiting Nurse Association of Ohio is your single source solution for all home care needs.

Skilled Nursing	Rehabilitation Therapies
TeleHealth	Special Care
Mental Health	Personal Care



1-877-689-6264 www.VNAohio.com



Your health at home



Our business is helping yours succeed.



Alex Rocks
Commercial Lender

419-524-BANK

JOIN US FOR A

CHAMBER & COFFEE



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.

Space is limited so please sign up early!

Chamber Coffee: Mansfield

Thursday, September 1st 2016

7:30 - 8:30 am

Hosted at: Key Bank/Ashland Road

1001 Ashland Road, Mansfield

Open to Any Member ~ Free to attend

SPACE IS LIMITED! Reserve your spot today!

NAME _____

BUSINESS _____

RESERVE YOUR SPOT TODAY - Return to:

Richland Area Chamber of Commerce

55 N. Mulberry St.

Mansfield, OH 44903

Phone: (419) 522-3211 Fax: (419) 526-6853

You can also register using
the online event calendar at
richlandareachamber.com



SAVE THE DATE!



BUSINESS AFTER HOURS

Thursday, September 15th 5-7pm



The **Spherion Mid Ohio 13ER** is a half marathon and 5k Fun Run through Richland County, bringing light to organizations that are actively involved in drug prevention locally.

SPECIAL OFFER FOR CHAMBER MEMBERS: \$5.00 per entry discount when you register at www.midohio13er.com. Simply use the code CHAMBER when checking out!



Mansfield's Newest Cafe!
Located in the Municipal Building
Serving Breakfast & Lunch

www.citygardencafe.org
419-522-0035
30 N Diamond St - 3rd Floor
Mansfield, OH 44902
Mon-Fri: 7am - 3:30pm
Free Wi-Fi Inside



Bring this ad in
& receive a **FREE**
Triple Chocolate
Chunk Brownie
with purchase

RICHLAND NEWHOPE INDUSTRIES INC.

Trained Employees Outsourcing

- Document Management
- Document Destruction
- Grounds Maintenance
- Custodial Service
- Wood Products
- Pallets
- Packaging
- Assembly



"Where Quality Matters"

419-774-4400

www.rniinc.com

Element of Art



s t u d i o / g a l l e r y

96 North Main Street, Mansfield, Ohio 44902

Phone: (419) 522-2965

www.eoastudiogallery.com



Ribbon Cutting Days are Happy Days!





2016 SPONSORSHIP APPLICATION

Mid-Ohio Conference Center

Wednesday, October 12th ~ 5:00pm—8:00pm



- **Audience** - Area business leaders, professionals, support staff, and general business crowd
- **Advertising** - Email Blasts, Social Media Posts, Newsletter Ads, and News Journal Advertising
- **Live entertainment, silent auction, & about a dozen food vendors** offering samples

Presenting Sponsorship - \$3,500 (Exclusive)

- * 30 Tickets Included (\$450 Value)
- * Naming rights (Savor & Sip presented by...)
- * Company logo (color) on event banner
- * Opportunity to set up a promotional table at the event to hand out information
- * Sponsor name/logo recognized on all advertising*
- * Company name listed on all press releases
- * Company logo on cover of "Tasting Menu"
- * Full page color ad in the "Tasting Menu"
- * Company logo on all event posters
- * Sponsor recognized on stage & in announcements
- * Company logo & link on event webpage
- * Company logo (1 color) on tote bags for attendees (if available)
- * Company logo (small) on souvenir glasses (1 color)
- * Company logo on table sponsor signs
- * Right of first refusal for 2017

Souvenir Glass Sponsorship - \$2,000 (Exclusive)

*Sponsorship must be received at least six weeks in advance to take complete advantage of this benefit

Tote Bag Sponsorship - \$500 (Limit 6)

Must have at least 2 sponsors to print bags

- * 8 Tickets Included (\$120 Value)
- * Company Logo (1 color) printed on one side of tote bag given to each vendor and attendee
- * Company name listed in the Tasting Menu
- * Company name listed on event posters
- * Sponsor recognized in announcements
- * Sponsor Name listed on event webpage with link

Entertainment Sponsorship - \$250

- * 4 Tickets Included (\$60 Value)
- * Company logo on sponsor sign on the stage
- * Company name listed in the Tasting Menu
- * Sponsor recognized in announcements
- * Company name listed on event webpage

Table Sponsorship - \$150

- * 2 Tickets Included (\$30 Value)
- * Company logo on table sponsor signs
- * Company name listed in the Tasting Menu
- * Company name listed on event webpage

2016 SPONSORSHIP APPLICATION

Organization Name: _____

Contact: _____ Telephone: _____

Address: _____ City/State/Zip: _____

Email: _____ Website: _____

SELECT YOUR SPONSORSHIP LEVEL:

☐ Presenting Sponsorship - \$3,500 (Exclusive)

☐ Entertainment Sponsorship - \$250

☐ Tote Bag Sponsorship - \$500 (Limit 6)

☐ Table Sponsorship - \$150

METHOD OF PAYMENT: ☐ Check enclosed ☐ Visa/MasterCard/Discover

Credit Card # _____ Exp. Date. _____

Security Code _____ Signature _____

Auction AND Food Tasting Event



October 12th, 2016 5-8pm

Mid-Ohio Conference Center

TICKET INFORMATION COMING SOON!

☐

Yes, I would like to donate an item!

Business/Organization: _____

Contact Person: _____

Phone: _____ email: _____

Item(s):** _____

◆ Item enclosed _____ Need pick up between (dates) _____ & _____

Please respond by Friday, September 30th:

Mail to: Richland Area Chamber of Commerce
55 N. Mulberry St. Mansfield OH 44902

Silent Auction

Fax to: 419-526-6853 Call: 419-522-3211 Email: jperry@richlandareachamber.com

****Don't like to shop?? Cash donations are welcome and we'll do the shopping for you!
We will be doing both silent and live auctions. Don't miss out on the opportunity to
highlight your business by providing a unique item for the auction. Some great ideas
include: baskets, trips, gas cards, CHOCOLATE, tickets to sporting events, etc.**

Thank you for your participation!

BUSINESS BOOT CAMP SERIES

Ideal training for:

Human Resources
Executive Leadership
Safety Personnel/Safety Team
Small Business Owners/Managers
Corporate Board Members/Directors
Office Staff
Education Leaders
Non-Profit/Social/Civic Organizations

Presented by:



Jay Miller,
DRM Productions

**Watch for more
Business Boot
Camp
Announcements
coming soon!**

Employee Communication in the Digital Age

September Boot Camp Series

- ◆ Wednesday, September 7th, 2016
- ◆ 7:30am to 9:00am
- ◆ Presenter: Jay Miller, DRM Productions
- ◆ Richland Area Chamber Office
- ◆ \$15 Members - \$25 Non-Members
- ◆ Continental Breakfast Provided

Effectively communicating with your employees is more important today than ever before. Whether you are sharing about customer service, safety compliance or even upcoming company events trying to get your message through the clutter of communication in the digital age can be a challenge. Many companies have turned to digital messaging to help solve the problem, but are you taking advantage of all it can do for you? Join us for this session where a digital messaging experts will share best practices and other tips for better employee communication.

RSVP BY SEPTEMBER 5th

Company _____

Name of Attendees _____

Number Attending _____ Invoice Me _____ Check Enclosed _____

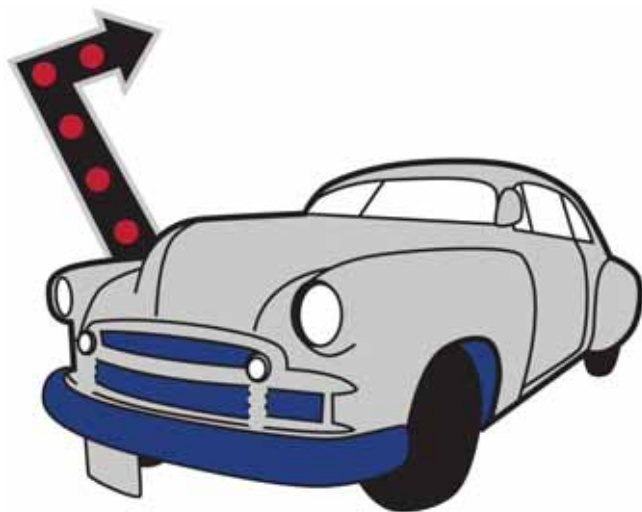
Credit Card # _____

Exp. _____ Security Code: _____

Return to: Richland Area Chamber 55 N. Mulberry St., Mansfield, OH 44902
Phone: 419-522-3211 Fax: 419-526-6853

*You can also register online using the Chamber event
calendar at richlandareachamber.com*





21st Annual Heart of the City *CRUISE IN*

Saturday, August 27, 2016

Be a part of **VENDOR ALLEY**

NEW LOCATION & TIME!

Sponsored by the Richland Area Chamber of Commerce



Promote your business to the thousands of attendees at the 21st Annual Heart of the City Cruise In. This year we have a **NEW LOCATION & TIME!** We'll be setting up the "Vendor Alley" in the **Richland Bank Parking Lot** at the corner of **Park Ave West & Walnut** right in the heart of the action. Reserve your spot and be a part of something major! **For only \$25 you can reserve a spot in Vendor Alley.** This small fee reserves your spot, you should plan to bring your own table, tent or other promotional materials! Vendors should plan to be set up between **11am—4pm.***



Heart of the City Cruise In—VENDOR ALLEY Spots — Member Price: \$25, Non-Member Price: \$35

(*Due to food vendor regulations from Downtown Mansfield, Vendor Alley participants are not allowed to sell food.
If you are interested in being a food vendor, please call DMI at 419-522-0099)

Contact Name _____

Organization _____ Phone _____

Address _____ City _____ Zip _____

Payment enclosed _____ Visa/MC/Disc # _____ exp. ____/____

Address of Cardholder: Street _____ Zip _____

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

Phone: 419-522-3211 Fax: 419-526-6853

Celebrate Small Business!

Small Business of the Year Awards Nomination



To be considered for the 2016 Chamber of Commerce Small Business of the Year Awards, the nominated business must:

- Be headquartered in Richland County
- Employ 250 or fewer full-time equivalent employees
- In operation for at least three years
- Have annual sales revenue of less than \$20,000,000
- Demonstrate an active concern for the community

Eligible applicants will be judged on the following:

- Business History & Performance
- Staff Training & Motivation
- Community Involvement
- Customer Service
- Business Strategies & Goals

Business Nominated _____

Contact Person _____ Title _____

Address _____ City _____ State _____ Zip _____

Telephone (day) _____ Fax _____ Email _____

Nominating Individual (Optional) _____

Email _____

Provide a brief summary of the nominee's business: _____

What contributions have the nominee made to the community? _____

Return To: Richland Area Chamber of Commerce ~ 55 N. Mulberry St., ~ Mansfield OH 44902
F: 419-526-6853 E: jperry@richlandareachamber.com

Awards will be presented at a special luncheon on November 18, 2016



Women-owned or operated businesses in Mid-Ohio
are invited to be part of the area's 2nd Annual



Mid-Ohio Women's Business Showcase

Lobby at the Renaissance Theatre

Wednesday, September 21, 2016

11am-1pm

Open Setup @ 7:30am

Breakfast & Education @ 8:45am

Vendor Networking 10am-11am

Free Public Showcase 11am-1pm

REGISTRATION REQUIRED

\$50 EARLY BIRD by Sept. 1st
(\$75 after Sept. 1st)

Sponsorships also available

Contact: Jodie Perry 419-522-3211

jperry@richlandareachamber.com

Or Michalina Lacy mlacy@sdbc6.com

Register at www.richlandareachamber.com

Portion of proceeds benefit the YEA!



: A program of the MRA Education Foundation :

Find us on f

Ohio Small Business Development Centers

SCORE
FOR THE LIFE OF YOUR BUSINESS

Prospering Life | Events



U.S. Small Business Administration
 SBA
Your Small Business Resource



NC
North Central State College

THE OHIO STATE UNIVERSITY

SBA Disclaimer: "The Small Business Development Center Program of Ohio (SBDC) program is funded in part through a cooperative agreement with the U.S. Small Business Administration. The SBDC program is also funded in part by the Ohio Department of Development. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Michalina Lacy at 419-755-9011 for special accommodations."



Nomination Form

Class of 2016-2017

The Young Entrepreneurs Academy (YEA! Richland) is an intensive nine-month program that teaches middle and high school students how to start and run their own REAL businesses. Students will brainstorm a business idea, write a business plan, pitch to potential investors, obtain funding, and actually launch their own business or social enterprise! From October through June class meets each Tuesday evening from 4:00pm to 7:00 p.m. on the NCSC Shelby Campus.

As business leaders, we encourage you to nominate creative, motivated students who pursue their goals with tenacity. Nominated students should have a strong work ethic and should demonstrate high levels of effort on a consistent basis. Please nominate students who have an interest in business and/or starting their own company or social movement. A limited number of scholarships are available. Please be aware that the nomination of a student does not guarantee a scholarship.

Nominated students will receive additional information about the Young Entrepreneurs Academy and a personal invitation to the YEA! Informational Sessions to be announced soon. All are welcome to apply and attend the Informational Sessions.

Please fill out this form (or attach a separate sheet with the nominee information) and return it to YEA Richland! by **August 30**. Return by fax: 419.526.6853; email your nominees to: mrachamberfoundation@gmail.com; or mail to: YEA! Nomination / 55 N. Mulberry Mansfield, OH 44902.

Recommender's Name _____

Position _____ Company _____

Address _____

Contact Phone _____ E-mail Address _____

Student Name	Grade 2016-2017	Gender	Phone	Email	Recommendation and Comments

Local decisions.
Customized
lending solutions.

IT'S OUR COMMITMENT TO YOU.

Responsiveness, consistency and expertise, with
a commercial loan that fits your business – count
on it when you bank with Richland Bank.

Contact Don Harris today at 419.525.8704,
or dharris@richlandbank.com.

Richland Bank

DIVISION OF THE PARK NATIONAL BANK



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



Upcoming Events

- 8/5/16 — Executive Committee Meeting 7:30-9am
- 8/9/16 — Business Advocacy Committee 8am
- 8/11/16 — **New Benefit Breakfast (LocaLynx)** 8-9am
- 8/16/16 — Business Expo Committee 9am
- 8/19/16 — Ambassadors Meeting 8-9am
- 8/24/16 — Chamber Board Meeting 7:30-9am
- 8/25/16 — **Rex's Landscaping Business After Hours** 5-7pm
- 8/27/16 — **Vendor Alley/Heart of the City Cruise In** 11-4pm
- 9/1/16 — **Chamber Coffee/KeyBank Ashland Rd** 7:30-8:30am
- 9/7/16 — **Employee Communication in the Digital Age**
Business Boot Camp Workshop 7:30-9am
- 9/15/16 — **Business After Hours/Ohio Bird Sanctuary** 5-7pm
- 9/21/16 — **Mid Ohio Women's Business Showcase**
at the Renaissance Theater 11am-1pm
- 10/12/16 — **Savor & Sip Auction** 5pm-8pm
- 11/10/16 — **MT Business Technologies Bus. After Hours** 5-7pm
- 11/18/16 — **Small Business of the Year Luncheon**
- 12/8/16 — **Bus. After Hours/Mansfield Art Center** 5-7pm

Watch your e-mail for more upcoming events!

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:

KeyBank

Mechanics
BANK

OhioHealth

Richland Bank
DIVISION OF THE PARK NATIONAL BANK

STARTEK



Selecting the right health insurance plan shouldn't be a guessing game.

CLEARLY THE RIGHT CHOICE

Learn more about a Medical Mutual health plan
through the Richland Area Chamber of Commerce,
and why it can be your company's clear choice,
by visiting RichlandAreaChamber.com.



MEDICAL MUTUAL®

