



**Ribbon Cutting at
Matthew Trittschuh Insurance Agency**



**December
Chamber Coffee**



**Ribbon Cutting at
Hamilton Insurance Group Inc.**



December Business After Hours

Keep Calm and Carry On

By: Jodie A. Perry, IOM
@RichlandAreaCh



“Mansfield No. 5 for Jobs Lost” blared the headline in mid-December. I read the article with a mix of thoughts. After working hard for months to try to keep the focus on the positive things happening in our community it was a little bit frustrating to read that. Here are my thoughts on this subject.

There is little doubt that Mansfield has had the stuffing knocked out of it repeatedly over time. From General Motors to Westinghouse and many companies in between there has been a frustrating slide. That’s not to say that there haven’t been bright spots because there certainly have, and actually quite a few when you think about it. I’m very familiar to this sort of long economic decline, after all I’m from Rochester, NY, the home of former economic powerhouse, Eastman Kodak.

Something interesting happened in Rochester about a decade ago, however. They stopped just responding to these traumatic losses and decided to roll up their sleeves and do something different to combat it. While every city is still a work in progress, Rochester has seemed to turn the ship around and in fact they are starting to see job gains. Detroit is another great example of a city that has rewritten their story.

“Fight, flight or freeze” is what psychologists call a person’s response to stimulus perceived as a threat to survival. I would also suggest those are the three most common ways that communities respond in times of crisis (though to be clear, nothing new really changed...this was just a reporting of statistical change).

We could freeze, change absolutely nothing, and go on as we always have hoping our ‘luck’ will somehow change. Undoubtedly you’ve seen people do that before. It’s a normal human response, but it isn’t really an appropriate one in most cases. What is it they say about the definition of insanity? It’s doing the same thing over and over and hoping for a different result. Clearly, that’s not an option for us.

Flight is another common response to trauma. Something bad happens and you just want to run away. In our case, it’s move away, and actually too many already have. That’s a shame too because they take their talents with them. I’ve already written in this column about people who have chosen to move INTO Mansfield and invest here. I believe they are on the leading edge of a change in this ‘flight’ trend we’ve seen over the last decade or more.

So that leaves fight as the other response, and actually this community is absolutely filled with people who are fighting every day to make it grow, flourish and thrive. They may be making it more beautiful by creating art, making it more successful by helping local businesses, making it more equitable by fighting for rights, making it more caring by helping those who can’t help themselves or making it more unique in any number of ways.

Earlier I talked about what Rochester did that helped it to turn around. It’s a pretty simple, yet groundbreaking response – they worked together, stopped accepting the status quo and took a few risks. I would suggest that those same things are happening (or starting to happen) here in Richland County.

So take heart, Mansfield (and Richland County), we’re more than just a set of statistics. We are a community of caring, honest, hardworking people. We want to make our community a better place so we’re working together to do just that. We’ve walked through the valley and we’re making a comeback. And if you want to know the honest truth, I think we’re all just a little bit stronger for having weathered the storm.

My response is a popular quote from World War 2 era Britain: let’s all “Keep Calm and Carry On”... with making this the best community in America!

Article originally appeared in the December edition of the Mansfield News Journal/Business Journal

Chamber Staff

Contact us @ 419-522-3211 or e-mail us:
info@richlandareachamber.com

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

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2017... Your Year to



Lunch WISE WEDNESDAY

Network and Be Inspired by Local Women!

When: Wednesday, January 18th

**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.

The cost is \$12.00 - please RSVP to reserve your spot.

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

CHAMBER & COFFEE

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

When: Friday, February 10th

Where: Mind Body Align, 20 N. Mulberry, Mansfield

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
- Call 419-522-3211
- Email lduckworth@richlandareachamber.com

www.richlandareachamber.com



January 26th

Chamber Annual Meeting & Dinner

Sponsorships

<p>Platinum Sponsorship \$1000</p>	<ul style="list-style-type: none"> * Full page ad in the program book * Full table (8 tickets) and table sign * 2 bottles of wine at the dinner table * Corporate name recognition in all publicity regarding this event* * Business name & logo recognition during the slide show * Recognition from the podium of sponsorship * Business name, logo and link on Chamber website event page * 8 Drink Tickets
<p>Gold Sponsorship \$500</p>	<ul style="list-style-type: none"> * Half page ad in the program book * Half table (4 tickets) and table sign * Corporate name recognition in all publicity regarding this event* * Business name & logo during the slide show * Business name, logo and link on Chamber website event page * 4 Drink Tickets
<p>Silver Sponsorship \$325</p>	<ul style="list-style-type: none"> * Quarter page ad in the program book * 2 tickets to the event * Business name listed during the slide show * Business name on Chamber website event page * 2 Drink Tickets
<p>Bronze Sponsorship \$150</p>	<ul style="list-style-type: none"> * Business card ad in the program book * Business name on Chamber website event page * 1 ticket to event * 1 Drink Ticket

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

Richland Area Chamber of Commerce
 55 N. Mulberry Street, Mansfield, OH 44902
 (419) 522-3211 Fax (419) 526-6853
www.RichlandAreaChamber.com

Turn page over for response form

Thursday, January 26th, 2017

Social Hour at 5:30pm
Dinner at 6:30pm

Ralph Phillips Conference Center
 at the Kehoe Center

\$40.00 per person (before 1/17)
 \$50.00 per person (after 1/17)

Richland Area
Chamber of Commerce

2017 Annual Meeting & Dinner

Thursday, January 26, 2017

Name of Sponsor: _____

Contact Name: _____ Phone Number: _____

Sponsorship Levels:

Platinum	\$1000 (8 tickets)
Gold	\$500 (4 tickets)
Silver	\$325 (2 tickets)
Bronze	\$150 (1 ticket)

Ads are due to the Chamber by Monday, January 16th

Send electronically in PDF or JPG format to

Angie Fanello at afanello@richlandareachamber.com

Names of Attendees	Choose One:		
	Culotte Steak with caramelized onion sauce	Chicken Breast with peach Riesling sauce	Ricotta stuffed pasta shells with marinara

INDIVIDUAL TICKETS

\$40.00 per person (before 1/17)
\$50.00 per person (after 1/17)

Order by calling the Chamber at
419-522-3211 or online at
www.RichlandAreaChamber.com

Please return form with payment to:
Lisa Duckworth
Richland Area Chamber of Commerce
55 N. Mulberry Street
Mansfield, OH 44902
Phone: (419) 522-3211
Fax: (419) 526-6853



Mansfield/Richland County Convention & Visitors Bureau Ended 2016 with Multiple Honors



The Mansfield/Richland County Convention & Visitors Bureau (M/RCCVB) was recognized in a statewide tourism marketing competition at the Ohio Conference on Travel (a partnership of the Ohio Travel Association and the Ohio Hotel & Lodging Association), October 26-28 in Columbus. This is the state's largest conference for tourism industry professionals. One of the most-anticipated events at the conference is the presentation of **RUBY Awards**. This award honors those who have found the most innovative and creative ways to market their destination, attraction, or service in the diverse field of tourism marketing. RUBY stands for Recognizing Uncommon Brilliance. Winners in each category received the coveted RUBY Award, while runner-up submissions were given the Citation of Excellence.

The CVB received RUBY awards for their Shawshank Trail Brochure, Republican National Convention Digital Campaign, and Shawshank Trail Promotional Video. They received a Citation Of Excellence for ShawshankTrail.com.



"Before heading to the conference, we were happy all four of our entries were named finalists", according to Bureau President Lee Tasseff. "It was thrilling to be able to win the top award in three categories. I am so proud of Kim Miers and Jodie Snavelly for their hard work on each project," added Tasseff.

Three of the entries were a part of the successful digital campaign that used the popularity of the Republican National Convention in Cleveland to draw attention to our area before, during and after the convention. "We knew the campaign was good for us, but having key parts judged by some of the best in the industry was a testament to the staff and the creative partners we work with," stated Tasseff.

That makes five marketing awards earned this year (24 since 2012). Earlier this year the Bureau took home a Middy Award for ShawshankTrail.com from the Ohio Association of Convention & Visitors Bureaus.



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continued from previous page

Competition was strong this year with more than 223 entries in print-based, web-based and marketing campaign, advertisement and video categories. The awards, sponsored by Ohio Magazine, were presented during the Ohio Conference on Travel, the state's largest conference for travel industry professionals.

The CVB wants to recognize their creative partners in the campaigns: Teri Myers Design, Scripps Media/Great Lakes Publishing and Spire Advertising & Web Design.



As the only tourism focused economic development organization in Richland County, The Mansfield/Richland County Convention & Visitors Bureau (M/R CVB) is chartered to promote the area's facilities, attractions and events as a destination for group tours, meetings and visitors, and to developing new visitor markets.

Tourism, the 4th largest employer in Richland County, supports 4,432 jobs with a payroll of \$86 million, while generating spending of \$304 million and Local Taxes of \$8.9 million.

A local employer of four full-time and one part-time staff, the M/R CVB uses the talents of volunteers and interns to accomplish its mission.

Contact information:

Phone 419-525-1300 124 North Main Street, Mansfield, Ohio 44902 www.mansfieldtourism.com

President, Lee Tasseff
Group Tour/Media Director, Jodie Puster, CTIS
Marketing and Meetings Director, Kim Miers
Operations/Member Services Director, Amber Dobbins
Visitor Information Assistant, Emily McClain

ltasseff@mansfieldtourism.com
jpuster@mansfieldtourism.com
kmiers@mansfieldtourism.com
adobbins@mansfieldtourism.com
visitors@mansfieldtourism.com

CVB promotion of the area brings dollars into local economy. The Richland Area Chamber of Commerce is fortunate to be partners with such a great team!

Richland Public Health
Prevent. Promote. Protect.
555 Lexington Ave., Mansfield, OH 44907
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Responsiveness, consistency and expertise, with a commercial loan that fits your business – count on it when you bank with Richland Bank.

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www.richlandareachamber.com

CATALYST

— LIFE SERVICES —

REHAB TELETHON



Saturday, February 4th, 2017

12:00-9:00 PM

LIVE FROM THE RICHLAND MALL!

Call in to make a pledge, or donate online! www.catalystlifeservices.org/donations

All proceeds benefit the Rehab Center of Catalyst Life Services

PRESENTED BY:



Live entertainment all day!

#RehabTweetathon



RAFFLE DRAWING

First Prize!

Second Prize!

Third Prize!



Put-In-Bay Getaway

Bose® SoundLink® Mini Bluetooth Speaker II

Cooler Bag



Call Melissa Drozda
at 419-774-6710

Raffle Drawing held at: The Catalyst Rehab Telethon
\$10.00 per ticket or 3 for \$25.00



**RICHLAND
ACADEMY
OF THE ARTS**

BUSINESS AFTER HOURS

Thursday, January 19th

5-7pm 75 N. Walnut Street, Mansfield

Sponsored by:



Auto-Owners
INSURANCE
LIFE • HOME • CAR • BUSINESS



Network while you enjoy food from Westbrook Country Club and live music & dancing by the students!

Is this your first Business After Hours? Join us from 4:30-5pm to meet our friendly Chamber Ambassadors!

Please fax, email or mail this registration to the Richland Area Chamber of Commerce

Cost: Free for Members (if registering on or before 1/16)

Company _____

Names & Emails of Attendees:

New Member Reception?

Name: _____ Email: _____

PLEASE RSVP NO LATER THAN JANUARY 16th, 2017

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



**RICHLAND AREA
CHAMBER
of COMMERCE**

Strong Business.
Strong Community.

2017 Economic Forecast Breakfast



RICHLAND COMMUNITY
DEVELOPMENT GROUP



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

Speaker

Dr. Rubén Hernández-Murillo, Federal Reserve Bank of Cleveland

Date

Tuesday, January 17, 2017

Time

7:30am - 9:00am

Place

Mid-Ohio Conference Center (890 W. Fourth St.)

Cost

\$15.00 per person

Caterer

Ed Pickens Café on Main



Rubén Hernández-Murillo is a senior policy economist in the External Outreach and Regional Analytics Group at the Federal Reserve Bank of Cleveland. His primary research interests include public economics, regional and urban economics, and real estate economics.

Dr. Hernández-Murillo joined the Federal Reserve Bank of St. Louis in 2000 as an economist. He was appointed senior economist in 2005. In 2015, he joined the Cleveland Reserve Bank and assumed his current position.

His research has appeared in the Journal of Banking and Finance, the Journal of Money, Credit and Banking, the International Economic Review, and the International Journal of Industrial Organization, among others.

Sponsored by:



Please fax, email or mail this registration to the Richland Area Chamber of Commerce by January 13, 2017.

Cost: \$15.00 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 _____

RICHLAND AREA CHAMBER OF COMMERCE

55 N. Mulberry Street - Mansfield, OH 44902 - Phone: (419) 522-3211

Fax: (419) 526-6853 or lduckworth@richlandareachamber.com

**ECONOMIC
FORECAST**

PLEASE RSVP NO LATER THAN JANUARY 13, 2017

**RCDG
CVB
RACC**

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



RICHLAND AREA
**CHAMBER
of COMMERCE**

Strong Business.
Strong Community.

***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!***



**Register by
February 10th
for best pricing!**

**Hurry!
Booths are
limited!**

DETAILS:

- **Thursday, March 16th, 11-5pm, at the Richland County Fairgrounds**
- **Set up will take place from 3-5pm on Wed., March 15th** to allow for the “Expo Eve” **Business After Hours** taking place 5-7pm that evening - last year 300+ attended!
- Enjoy an exciting “Spring Training” theme!
- Booth prizes will be awarded for: Most Creative, Best Use of Theme, & People’s Choice
- A special “Tailgating Breakfast” will be held just prior to the opening of the Expo, providing vendor networking, coffee & donuts
- Admission will be free, and once again, we will find various ways to promote the Expo to the public.

COST: The booth cost is only \$175 if you reserve your space before February 10th. After this date, the booth cost will be \$225. Booth size is 8 x 10. This includes 8 ft. table, two chairs, and electricity/wifi.

THIS EVENT WILL SELL OUT! TO GUARANTEE A SPOT, PLEASE RESPOND PROMPTLY!

COMPLETE FORM AND RETURN WITH PAYMENT AS SOON AS POSSIBLE TO RESERVE A BOOTH
(BOOTH SPACE OFFERED ON FIRST COME, FIRST SERVE BASIS)

WE AGREE TO HAVE OUR BOOTH SET UP FROM 5-7PM ON MARCH 15TH FOR THE EXPO BUSINESS AFTER HOURS AND FROM 10:30AM-5:00PM ON MARCH 16TH FOR THE EXPO. WE UNDERSTAND THAT IF WE DO NOT CANCEL BEFORE MARCH 3RD, WE WILL STILL BE CHARGED FOR THE BOOTH.

Organization: _____

Address: _____

Contact person: _____ **Email:** _____

Phone: _____ **Fax:** _____

PAYMENT: check enclosed VISA/MC/DISC# _____

exp. ____/____ Security Code _____

Address of Cardholder _____

Phone: 419-522-3211 • **Fax:** 419-526-6853 • **Email:** lduckworth@richlandareachamber.com
Mail: Richland Area Chamber of Commerce • 55 N. Mulberry St., Mansfield 44902



SPONSORSHIPS
Please return by February 10th!

<p>Grand Slam Sponsor — \$1,000 3 Available (1 has been sold)</p> <ul style="list-style-type: none"> • Double booth spaces in a prime location • Aisle will be referred to as “Company Name Aisle” in verbal and printed references • Logo (large) on goodie bag given to attendees • Logo (large) on Expo posters • Logo/name on any additional Expo ads such as radio, billboard and print • Logo (large) on booth map provided to attendees • Logo & link on Chamber website for Expo • Logo promotion on Chamber social media • Paid Expo social media campaign featuring company photo (\$\$\$\$) • Logo in Chamber Newsletter regarding Expo • Up to 3 items in goodie bag given to attendees • Logo & link on Chamber email blasts for Expo 	<p>Triple Sponsor — \$750</p> <ul style="list-style-type: none"> • Logo (small) on goodie bag given to attendees • Logo (small) on Expo posters • Logo on any major print media advertising • Logo & link on Chamber website for expo • Logo promotion on Chamber social media • Paid Expo social media campaign featuring company photo (\$\$\$) • One (1) booth space in a prime location • Name in Chamber Newsletter regarding Expo • Up to 2 items in goodie bag given to attendees • Logo & link on Chamber email blasts for Expo
<p>Double Sponsor — \$500</p> <ul style="list-style-type: none"> • Name on goodie bag given to attendees • Name on Expo posters • Logo on any major print media advertising • Name & link on Chamber website for Expo • Logo promotion on Chamber social media • Paid Expo social media campaign featuring company photo (\$\$) • Name in Chamber Newsletter regarding Expo • One (1) item in goodie bag give to attendees • Save \$75 on a booth space • Name listed on Chamber email blasts for Expo 	<p>Single Sponsor — \$250</p> <ul style="list-style-type: none"> • Name on Expo posters • Logo on any major print media advertising • Name on Chamber website for Expo • Name promotion on Chamber social media • Paid Expo social media campaign featuring company photo (\$) • Name in Chamber Newsletter regarding Expo • Name listed on Chamber email blasts for Expo • Save \$50 on a booth space

COUNT US IN AS A SPONSOR FOR THE 2017 BUSINESS EXPO!

Organization: _____

Address: _____

Contact person: _____ **Email:** _____

Phone: _____ **Fax:** _____

PAYMENT: check enclosed VISA/MC/DISC# _____

exp. ____/____ Security Code _____

Address of cardholder: _____

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

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

Richland Area Chamber of Commerce

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

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FREE EXPO BAG to 1st 500 Guests

See 100 local businesses showcase their products and services!

ADMIT ONE

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!)



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

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Attendee

Name _____

Phone # _____

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



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Attendee

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Phone # _____

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Need not be present at time of drawing.

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!)



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!)



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

BUSINESS BOOT CAMP SERIES



RICHLAND AREA
CHAMBER
of **COMMERCE**

Strong Business.
Strong Community.

Request for Proposals

The Richland Area Chamber of Commerce offers learning opportunities to Richland Area Chamber members, specifically small business owners, by utilizing local trainers. Richland Area Chamber members receive valuable training, and local trainers have the opportunity to present their training and showcase their business. We are currently accepting proposals for a variety of training topics.

Presentations must meet the following specifications:

- Completion of the attached proposal for each topic submitted.
- A topic suitable for the growth and development of small businesses.
- A topic that can be presented in 60-70 minutes (to fit within our 1.5 hour timeframe).
- Handouts or materials are to be provided by the presenter (copies made by Chamber).
- Presenters will not be compensated for this presentation.

This is not intended to be a sales pitch for a particular product or business. The material presented must be of general interest and use to other Chamber Members. The Chamber reserves the right to review all materials before being presented.

The Richland Area Chamber will review all proposals, choosing up to 6 to be presented during 2017. Dates for training, subject to change, will be as follows (Wednesdays 7:30 to 9:00 a.m.):

February 1
August 2

March 1
September 6

May 3
December 6

Trainers will be assigned based on their availability and the popularity of the topic. Priority will be given to Chamber Members. Trainers may submit more than one topic for training. Suggested topics include time management, customer service, sales training, communication, management strategies, organizational leadership, human resources, finance, social media, public speaking, and marketing & business strategies.

Please complete the form and email or mail it with your training proposal or the training topics you or your business offers to lduckworth@richlandareachamber.com or mail to:

Richland Area Chamber of Commerce
Attn: Lisa Duckworth
55 North Mulberry Street
Mansfield, OH 44902

We look forward to hearing from you soon!

Best,
Jodie A. Perry, IOM
President

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.

Mechanics
BANK

Richland County's only
independent bank



MyMechanics.com 419-524-BANK

Upcoming Events

- 1/12/17 — Executive Committee 7:30-9am
- 1/17/17 — Business Expo Committee 9-10am
- 1/18/17 — Chamber Board Meeting 7:30-9am
- 1/18/17 — **Lunchwise Wednesday Women's Luncheon**
@Ed Picken's 11:45-1pm
- 1/19/17 — **Business After Hours/Richland Academy** 5-7pm
- 1/20/17 — Ambassadors Meeting 8-9am
- 1/26/17 — **Chamber Annual Meeting & Dinner**
@ Kehoe Center, 5:30pm
- 2/10/16 — **Chamber Coffee/Mind Body Align** 7:30-8:30am
- 2/16/17 — **Business After Hours at Avita** 5-7pm
- 3/15/17 — **Business After Hours/"Expo Eve"** 5-7pm
- 3/16/17 — **Business Expo**
- 4/26/17 — **Business Professionals Day Luncheon**
- 7/28/17 — **Chamber Golf Classic**
- 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!



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