

The Chamber Link



Volume 56 December 2015



NASA S Super Guppy at Lahm Airport



**Ribbon Cutting at
"Little Ren"**



RCDG's 10 under 40 Awards



Mayoral Debate



**Ribbon Cutting at
Vasu Communications**



**Pumpkin Glow
At Kingwood**



Savor & Sip Auction/Food-Tasting Event



A Tidal Wave of Change

By: Jodie A. Perry, IOM
@RichlandAreaCh



We are on the cusp of major change here in Richland County, actually the change is also happening on a national and even international scale. What is that change? Our workforce is at the start of one of the largest transitions in history.

The Baby Boomer generation (1946-1964) is just starting to retire at an astounding rate of 10,000 workers PER DAY! Just in the last year alone, I can think of a half dozen major retirement announcements of business and community leaders here in Richland County. With their retirement, there is a loss of knowledge, experience and skills. I have had several conversations with area employers recently and this is a concern to all. One reported that they are expecting a full 50% turnover in their workforce in the next 10 years due to retirements alone. That is a huge gap and it has everyone concerned.

Four of America's largest industries are also the oldest by median employee age: real estate, manufacturing, insurance, and health care. Here in Richland County, contrary to popular belief, there are jobs available – especially in the manufacturing, health care and trades sectors of our economy. These can be extremely good paying jobs and provide an enriching career along with a comfortable lifestyle.

Manufacturing is not dead, on the contrary, it is very much alive, but it is different from what it was a generation ago. Forget the dirty, loud plants that your parents worked in. Today's facilities are clean, bright, quiet(er) and employ state of the art technology. The plants you drive by every day offer a whole host of career opportunities from sales, robotics, engineering, finance, customer service, machining, quality, management, and so much more.

Ideally, employers would love to hire skilled employees. Richland County is blessed with many facilities that can provide further education and training. Due to the many technological advances, going into the trades or manufacturing now means that you should have further training beyond your high school diploma. There are a myriad of ways that you can get that training to advance your career and also many opportunities to receive financial assistance to help you.

As much as I would love to say that we have this all figured out, we do not, nor does anyone. If you are a parent of a young person, I encourage you to help them look at all the careers that are available to them. Many of the schools now have career counselors in them to help you figure out where your child's natural strengths are and what careers might make sense. You might be surprised at what today's jobs are paying and how many opportunities exist.

If you are leading a company that is facing this challenge, I encourage you to engage in the community conversations that are happening through RCDG and other organizations. Reach out to us to see what programs are already in place that might help. You are not alone.

Change is coming, and it is coming quickly. We are all working together to help you navigate this major change. Let's get to work.

Article originally appeared in the November Business Journal published by the Mansfield News Journal

Chamber Staff

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

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Who will be there for Mom and Dad when I can't?

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Holiday Magic at Kingwood Business After Hours



TUESDAY
Dec. 8th
5:00 - 7:00pm

Join us at Kingwood
Center Gardens as we
take in the beauty of
Kingwood Hall decorated
for the Holidays!

Is this your first Business After Hours?

***Join us for a "New Member Mixer" from 4:30-5:00pm
hosted by the Ambassadors***

Catering Provided
by:



*Please fax, email or mail this registration to the Richland Area Chamber of Commerce by Friday, Dec. 4th, 2015.
Cost: Free for Members (if registering on or before 12/4)*

Company _____

Names & Emails of Attendees:

New Member
Reception?

Name: _____ Email: _____ ☐

Name: _____ Email: _____ ☐

Name: _____ Email: _____ ☐

Name: _____ Email: _____ ☐

Name: _____ Email: _____ ☐

PLEASE RSVP BY FRIDAY DECEMBER 4TH, 2015

55 N. Mulberry Street, Mansfield, OH 44902
P: (419) 522-3211 F: (419) 526-6853
kfox@richlandareachamber.com



Richland Area
CHAMBER
of Commerce

www.richlandareachamber.com

An Old-Fashioned Christmas

December 4 & 5, 2015

Bring your family to Der Dutchman Restaurant in Bellville and take a step back in time as we celebrate the Reason for the Season.

Friday, December 4 — 4pm to 8pm

Saturday, December 5 — 10am to 8pm

Inside Activities —

Carlisle Gifts Christmas Shopping
Carlisle Gifts Demonstrations
Kids' Cookie Decorating
Christmas Cookie Tray Orders
Christmas Pie & Dinner Orders

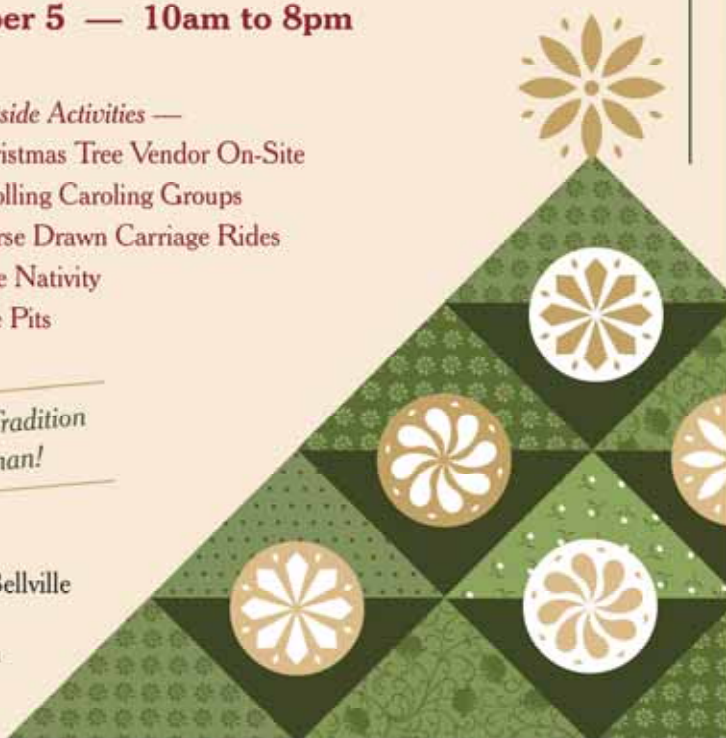
Outside Activities —

Christmas Tree Vendor On-Site
Strolling Caroling Groups
Horse Drawn Carriage Rides
Live Nativity
Fire Pits



*Start a new Family Tradition
with Der Dutchman!*

720 State Route 97W, Bellville
phone 419-886-7070
derdutchmanbellville.com



Bring this coupon to Der Dutchman's "An Old-Fashioned Christmas"
and get a FREE cup of hot cocoa or coffee!

Must present coupon. Offer valid at Der Dutchman Bellville's Christmas event only. Expires 12/5/15

Der Dutchman Bellville 720 State Route 97W, Bellville | 419-886-7070

CHAMBERNEWS-1215

4 Tips for Small-business Retail Marketing for 2016

Armando Roggio

For full article, visit www.practicalecommerce.com

Given limited information, time, and money, small retail business owners and marketers must decide which ad formats and promotions merit investment. Their growth depends on making good choices. But what should be the priorities? Which marketing tactics are most important? Unfortunately, opinions and suggestions are not always helpful when it comes to prioritizing small business retail and ecommerce marketing. For example, in one article titled, "How to Prioritize Business Marketing," a would-be marketing expert suggested the following.



Increase outreach. Get professional help where it counts. Strengthen customer service. Increase distribution. Create strategic alliances.

This list, however, doesn't seem like it would be all that helpful. What, for example, does "increase outreach" mean in the marketing context, and how would you compare the relative impact on increased outreach for pay-per-click advertising or email marketing? This list is fairly typical of what you'd find if you searched Google for "how to prioritize small business marketing." But again, it is not very helpful.

Concrete Suggestions

Instead of platitudes or buzz phrases, what follows are four tips or suggestions for, specific, marketing tactics you should prioritize in 2016. Remember, all of these concrete suggestions should be viewed through the filter of your business.

1. Prioritize Email Marketing

Email marketing is the one of the most powerful promotional tools available to retailers, online or off. When you have a healthy, well-managed email list, you can watch it drive sales. There is almost nothing in marketing that is more satisfying than sending an email message, opening the administration page for your online store, and watching orders pop up as a direct result of that email message. Some 91 percent of consumers check email daily. Email marketing is roughly 40 times better than Facebook or Twitter for acquiring customers.

2. Prioritize Your Customer's Experience

Simply put, prioritize your customer's experience. Invest some of your available money and time into improving how your retail site functions and looks. Here are a few specifics.

If your site loads slowly, invest in performance. If your site is not mobile optimized, make it responsive. If your checkout is confusing, clean it up. If your product images are small or blurry, get better pictures. If your product descriptions are bland and meaningless, write new ones.

Do what you can to make shopping on your site easy and enjoyable.

3. Prioritize Content and Content Marketing

Content marketing is the act of creating, publishing and distributing content with the aim of earning, engaging, and keeping customers. Content marketing works best when it is aimed at helping a customer. In this sense, it must be useful. When it is, it will help you sell. Consider these specific tactics.

Use content to make product detail pages more helpful. Plan a series of useful videos that show your shoppers how to do a task. Develop a blog or online journal that serves your likely customers.

4. Prioritize Ads with Instant Results

Almost everything else on this list encourages you to invest time and money into solid long-term marketing efforts. But you also need some quick results. So when you buy ads, buy ads to generate instant returns. No brand ads for you. For example, there is a retailer in the Northwest that is driving millions of dollars in sales with shared mail coupons. These ads cost relatively little to purchase, but significantly impact sales.

Similarly, a well executed pay-per-click ad campaign might drive instant results. But how do you know which ads drive the best, short-term return on investment? You test them. Measure how much profit each generated, and then reinvest in the best performing ads.

Summing Up

When you plan your 2016 marketing, consider prioritizing email marketing, user experiences, content marketing, and paid advertising that generates almost instant results. Regardless of what you try, have a goal for each tactic and measure the results it generates.

Richland Area Chamber Member

SPOTLIGHT



MT Business Technologies has earned Ricoh's RFG Circle of Excellence Certification for 2016

Ricoh's honor signifies it has partnered with the best Dealer Network in the industry and this certification rewards the "Best of the Best."

MT Business Technologies, 1150 National Parkway Mansfield, earned the honor by meeting or exceeding the requirements of the RFG Circle of Excellence Program in the areas of Service Engineer Skills Assessment (Prestige) and Service Operations Assessment.

M T Business Technologies has been a member of the Richland Area Chamber of Commerce since 1977, and the Chamber truly appreciates their membership and support.

Congratulations, MT Business Technologies, and thank you to Richland Source for recognizing this achievement!

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

www.citygardencafe.org
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COMMUNITY

At Mechanics Bank, our relationship with our community is a little different. As Richland County's only independent bank, our community is much more than just geography or a dot on the map. It isn't our regional office or district area. It's our community. And this community isn't just where we have our bank – it's where we have our heart.

Mechanics
BANK Member FDIC

MyMechanics.com

The Answer Center 419-524-0831

MRA MANSFIELD REFERRAL ASSOCIATION

PASSING BUSINESS REFERRALS SINCE 1998



NEED MORE BUSINESS?

CONTACT ONE OF OUR MEMBERS

JACK: 419-529-0555

CINDY: 419-524-3008

CHECK US OUT

BEFORE YOUR COMPETITION DOES!

WWW.MANSFIELDREFERRAL.COM

Upcoming Events

12/4/15 — Small Business of the Year Awards Luncheon (see insert)

12/8/15 — Business After Hours: Kingwood Center Gardens - PLEASE NOTE - THIS IS A TUESDAY! (see page 3)

1/21/16 — Business After Hours: Visiting Nurse Association

1/28/16 — Chamber Annual Meeting & Dinner (see insert for sponsorship form)

2/18/16 — Business After Hours: Tribute to TWIN, 5-7pm

Watch for upcoming e-mails announcing more new events!

RICHLAND NEWHOPE INDUSTRIES INC.

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Chamber of Commerce
55 North Mulberry Street
Mansfield OH 44902

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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:



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.



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 MedMutual.com 

© 2013 Medical Mutual of Ohio

Be sure to stay up-to-date on Chamber events by following us on facebook!



Richland Area
CHAMBER
of Commerce

Request for Proposals

The Richland Area Chamber of Commerce would like to offer local training to Richland Area Chamber members, specifically small business owners, by utilizing local trainers. Richland Area Chamber Members will receive valuable training, and local trainers have an 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 10 to be presented during 2016. Dates for training will be as follows (Wednesdays 7:30 to 9:00 a.m.):

February 3
June 1
November 2

March 2
August 3
December 7

April 6
September 7

May 4
October 5

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 by December 30th to kfox@richlandareachamber.com or mail to:

Richland Area Chamber of Commerce
Attn: Kathy Fox
55 North Mulberry Street
Mansfield, OH 44902

We look forward to hearing from you soon!

Best,
Jodie A. Perry, IOM
President

**BUSINESS
BOOT CAMP
★★★ SERIES**



Richland Area
CHAMBER
of Commerce

Name of Presenter _____

Business Name _____

Email _____ Phone _____

Website _____

TOPIC NAME: _____

Outline of proposed class (please include at least 3 course objectives you plan to cover):

[illegible]

Please complete the form and email or mail it with your training proposal or the training topics you or your business offers by December 30th to kfox@richlandareachamber.com or mail to:

Richland Area Chamber of Commerce

Attn: Kathy Fox

55 North Mulberry Street

Mansfield, OH 44902



Richland Area Chamber of Commerce

ROARING Annual Meeting & Dinner

Sponsorships



LEVEL

INCLUDES

Big Cheese Sponsorship \$1000

- * 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 PowerPoint slide show
- * Recognition from the podium of sponsorship
- * Business name, logo and link on Chamber website event page
- * 8 Drink Tickets

Bee's Knees Sponsorship \$500

- * 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 PowerPoint slide show
- * Business name, logo and link on Chamber website event page
- * 4 Drink Tickets

Real McCoy Sponsorship \$325

- * Quarter page ad in the program book
- * 2 tickets to the event
- * Business name listed during the PowerPoint slide show
- * Business name on Chamber website event page
- * 2 Drink Tickets

Glad Rags Sponsorship \$150

- * Business card ad in the program book
- * Business name on Chamber website event page
- * 1 ticket to event
- * 1 Drink Ticket

Richland Area Chamber of Commerce

55 N. Mulberry Street

Mansfield, OH 44902

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

www.RichlandAreaChamber.com

Ads are due to the Chamber no later than Friday, January 8th

Please submit your ad electronically in PDF, JPG or TIF format to

Angie Fanello at afanello@richlandareachamber.com

Thursday, January 28th, 2016

Social Hour at 5:30pm

Dinner at 6:30pm

Ralph Phillips Conference Center
at the Kehoe Center

\$40.00 per person (before 1/19)

\$50.00 per person (after 1/19)

Turn page over for response form

Richland Area
Chamber of Commerce

2016 Annual Meeting & Dinner

Thursday, January 28, 2016

Name of Sponsor: _____

Contact Name: _____ Phone Number: _____

Sponsorship Levels:

Big Cheese	\$1000 (8 tickets)
Bee's Knees	\$500 (4 tickets)
Real McCoy	\$325 (2 tickets)
Glad Rags	\$150 (1 ticket)

Advertisement needs to be sent electronically in PDF, JPG, or TIF format.

Advertisements due by January 8, 2016.

Names of Attendees	Choose One:		
	Braised boneless short ribs w/ bourbon BBQ	Chicken Parmesan	Linguine w/ artichoke and red pepper

INDIVIDUAL TICKETS

\$40.00 per person (before 1/19)
\$50.00 per person (after 1/19)

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

Please return form with payment to:

Kathy Fox

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

11th Annual



Hurry!
Booths are limited!

RICHLAND AREA CHAMBER OF COMMERCE

BUSINESS EXPO

CONNECTING BUSINESSES TO CONSUMERS

DETAILS:

- Thursday, March 17th, 11-5pm, at the Richland County Fairgrounds
- NEW FOR 2016! Set up will take place from 3-5pm on Wed., March 16th to allow for a "Expo Eve" **Business After Hours** from 5-7pm that evening - this allows even more exposure for our participants!
- Since March 17th is actually St. Patrick's day, this will be a great Blarney Bash!
- Booth prizes will be awarded for: Most Creative, Best Use of Theme, & People's Choice
- A special Vendor Networking opportunity will be held over coffee & donuts just prior to the opening of the EXPO.
- Admission will be free, and once again, we will find various ways to promote the Expo to the public.

Register before 2/12 to
get early bird pricing!

COST: The booth cost is only \$160 if you reserve your space before February 12th. After this date, the booth cost will be \$210. Booth size is 8 x 10. This includes 8 ft. table, two chairs, and electricity/wifi.

PLEASE AVOID THE TYPICAL WAITING LIST FOR
BOOTH SPACE BY RESPONDING 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 10:30AM UNTIL 5:00PM. WE UNDERSTAND THAT IF WE DO NOT CANCEL BEFORE MARCH 4TH, WE WILL STILL BE CHARGED FOR THE BOOTH.

Organization: _____

Address: _____

Contact person: _____ Email: _____

Phone: _____ Fax: _____

PAYMENT: ☐ check enclosed ☐ VISA/MC/DISC# _____

exp. ____/____ Security Code _____

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

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

RICHLAND AREA CHAMBER OF COMMERCE

BUSINESS EXPO



SPONSORSHIPS

Please submit by
February 12th

Pot of Gold Sponsor—\$1,000 (4 Available)

- 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 all promotional materials for Expo
- Logo (large) on booth map provided to attendees
- Logo & link on Chamber website for Expo
- Logo promotion on Chamber social media
- Logo in Chamber Newsletter regarding Expo
- Up to 3 items in goodie bag given to attendees
- Logo & link on Chamber email blasts for Expo

Silver Shamrock Sponsor—\$750

- Logo (small) on goodie bag given to attendees
- Logo (small) on all promotional materials for Expo
- Logo & link on Chamber website for expo
- Logo promotion on Chamber social media
- 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

Blarney Stone Bronze Sponsor—\$500

- Name on goodie bag given to attendees
- Name on all promotional materials for Expo
- Name & link on Chamber website for Expo
- Logo promotion on Chamber social media
- Name in Chamber Newsletter regarding Expo
- One (1) item in goodie bag give to attendees
- Save \$50 on a booth space
- Name listed on Chamber email blasts for Expo

Lucky Leprechaun Sponsor—\$250

- Name on promotional materials for Expo
- Name on Chamber website for Expo
- Name promotion on Chamber social media
- Name in Chamber Newsletter regarding Expo
- Name listed on Chamber email blasts for Expo
- Save \$25 on a booth space

COUNT US IN AS A SPONSOR FOR THE 2016 BUSINESS EXPO!

Organization: _____

Address: _____

Contact person: _____ Email: _____

Phone: _____ Fax: _____

Circle One: Pot of Gold (\$1,000) Silver Shamrock (\$750) Blarney Stone Bronze (\$500) Lucky Leprechaun (\$250)

PAYMENT: ☐ check enclosed ☐ VISA/MC/DISC# _____

exp. ____/____ Security Code _____

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

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