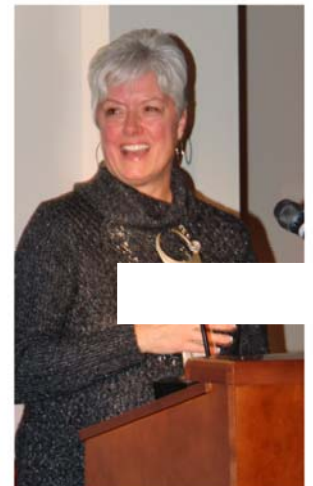


The Chamber Link



Volume 58 February 2016



Pictured above are some highlights from the Chamber Annual Meeting, which took place last week. Many more pictures can be found on the Chamber's facebook page.

The Unveiling of the New Chamber Logo

By: Jodie A. Perry, IOM
@RichlandAreaCh



I have been on board here at the Chamber for a little over 18 months. One of the very first projects we decided to tackle was rebranding our organization. It's a little bit daunting to completely change the look of an organization that's been around 100+ years! First, we formed a task force of members to help guide our process. Next we surveyed our members and the general public to see what our current brand really was in the community and we had over 500 people weigh in! It was an eye-opening experience, but we learned that the Chamber generally had a very positive brand and impression in our community. We also asked them what 5 adjectives would they like the Chamber to be described as in the future. They told us:

Proactive Connected Dynamic Collaborative Influential

The Committee then took a look at our current design elements and a logo that has certainly served the Chamber very well for a very long time. We love our building and are the very proud caretakers of one of Richland County's finest historical properties. But we felt that the time had come to create a new design image that reflected not our history but our future. Something that would reflect those 5 adjectives. We spent some time on the internet finding examples of things that we thought demonstrated those words. Our members were expecting us to be collaborative, so we took a leap and asked our designers to go through a collaborative process. After a lot of hard work, we are pleased to unveil a new brand that is the result of combined efforts by Rochelle Zuercher & Natalie Lantz of Lantz Star Graphics and Bill Summers of Fake Plastic.



Our logo design was inspired by a kaleidoscope which looks different from every angle. It's many small parts that make up one whole, and it's something that is dynamic and connected. We know that the Chamber is something different to every member, and each member is distinct yet part of the whole. Our tag line of Strong Business. Strong Community isn't just descriptive of our area, it's designed to communicate the Chamber's dual foci of business and community. We'll be officially incorporating this into our organization over the coming weeks. We are deeply appreciative of the vision and work of Bill Summers, Rochelle Zuercher and Natalie Lantz on this project. Thank you to the Rebranding Task Force members who helped shepherd this project over a year and helped us usher in a new era.

Rebranding Task Force

Patty Ades/Mechanics Bank
Colleen Cook/Renaissance Performing Arts
Steve Cummins/Mansfield Engineered Components
Angie Fanello/Richland Area Chamber of Commerce
Barb Lindsay/Commercial Cutting & Graphics LLC
Chris McKinniss/Vernon Company
Jay Miller/DRM Productions Inc
Jodie A. Perry/Richland Area Chamber of Commerce
Bill Summers/Fake Plastic LLC
Lee Tasseff/Mansfield/Richland County Convention & Visitors Bureau
Nancy Them/Roby-Foster-Miller-Earick Insurance
Maura Teynor/Richland County Foundation
Rochelle Zuercher/Lantz Star Graphics Ltd

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www.richlandareachamber.com

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

Friday, February 5th, 2016

7:30 - 8:30 am

Hosted at: Mansfield-Richland County Public Library in the Community Room

43 West Third Street Mansfield, Ohio 44902

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

www.richlandareachamber.com

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



Business After Hours

Thursday February. 18th

5:00 - 7:00pm

Join us for "A Tribute to TWIN" Business After Hours at the Hawkins Corner Event Center!

2131 Park Avenue West, Ontario

For the past three decades, Tribute to Women and Industry (TWIN) has been a program which recognized the contributions women have made in the workplace, and the companies and agencies which have provided opportunities for women to succeed. Please join us as we bring the TWIN program to a close and salute those who have contributed to it's success.

Meet your friends and co-workers to relax and enjoy food samplings prepared by Greg Brandes, OhioHealth Mansfield Hospital chef.

Sponsored by:



OhioHealth



Is this your first Business After Hours?

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

Please fax, email or mail this registration to the Richland Area Chamber of Commerce by Monday, Feb. 15th, 2016

Cost: Free for Members (if registering on or before 2/15)

Company _____

Names & Emails of Attendees:

New Member
Reception?

Name: _____ Email: _____ ☐

Name: _____ Email: _____ ☐

Name: _____ Email: _____ ☐

Name: _____ Email: _____ ☐

Name: _____ Email: _____ ☐

PLEASE RSVP NO LATER THAN February 15th, 2016

55 N. Mulberry Street, Mansfield, OH 44902

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

kfox@richlandareachamber.com



RICHLAND AREA
CHAMBER
of COMMERCE

Strong Business.
Strong Community.

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Economic Club

Monday, March 7 - Ken Ruprecht, Farmer

The Land in Richland County”

Life Celebration Reception Center, 11:45am



Agriculture remains the largest economic driver in Ohio and in Richland County, however, we don't talk about it often; but Ken Ruprecht does! Ken has been involved in the business of farming all his life. His experiences, going back to the early 50's, range from milking cows by hand to riding the work horse while his Dad cultivated his crops on a small farm in Cuyahoga County. Today Ken and his wife, Marilyn, have concentrated on dairy for the last 25 years and milk about 130 cows (soon to expand to more than 200) in Knox County, Ohio. Their farm of 320 acres includes raising hay, corn, soybeans and helping to raise 5 grandsons and a granddaughter.

Ken has a Bachelor of Science in Agriculture Education from the Ohio State University and spent five years teaching Vocational Agriculture. Ken has been actively involved with Farm Bureau, Ohio Dairy Producers Association, The Soil and Water Conservation District and as a Township Trustee.

It is necessary to make a luncheon reservation. Guests are always welcome at \$35 per luncheon.

Please mail, fax or e-mail reservations by Feb. 29th to: Economic Club, 55 North Mulberry St, Mansfield, Ohio 44902
Fax: 419.526.6853 e-mail: tosharp2@hotmail.com (faxed or emailed registrations may be paid at the door)

Dr. Stephen Gavazzi Receives Honor

The National Council on Family Relations (NCFR) has conferred its prestigious Fellow status on Dr. Stephen Gavazzi, dean and director at Ohio State University at Mansfield.

NCFR Fellow status is awarded to relatively few NCFR members on the basis of their outstanding and enduring contributions to family science, in areas including scholarship, teaching, outreach, practice, and professional service.



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BUSINESS BOOT CAMP ☆☆☆☆ SERIES

FEBRUARY SEMINAR GROW SIMPLY

Discover a painless, 4 part plan to fuel growth in any small business

Ideal training for:
Small Business Owners,
Managers and
Marketing Directors



Wednesday, Feb., 3rd, 2016, 7:30-9:00am

Presenter: Jeremy Harrison, Spire Advertising & Web Design
at the Richland Area Chamber Office

\$15 Members - \$25 Non-Members/Continental Breakfast Provided

Discover a painless, 4 part plan to fuel growth in any small business. Growth can be daunting in small business. The more we grow, the more complicated and painful everything gets. But it doesn't have to be. You will discover a simple 4-part plan to fuel growth. You'll learn how to leverage your website with three other critical ingredients that will help you re-gain control without stifling growth. Presenter Jeremy Harrison has taught more than 50 local marketing seminars, and his team at Spire have been helping local small businesses grow for the past ten years.

**RSVP BY
FEBRUARY 2nd**

BUSINESS BOOT CAMP ☆☆☆☆ SERIES

MARCH SEMINAR

Blogging for Business Made Easy

Ideal training for:
Small Business Owners,
Managers and
Marketing Directors



Wednesday, March 2nd, 2016, 7:30-9:00am

Presenter: Tracy Graziani, Graziani Multimedia, LLC
at the Richland Area Chamber Office

\$15 Members - \$25 Non-Members/Continental Breakfast Provided

Do you want more traffic to your website? Would you like to increase leads, sales, and customer engagement? Has traditional advertising failed to reach your target customer? Stop spamming your customers and have them come to you for a change. Customers are growing increasing savvy. More and more they tune out traditional marketing channels which makes it harder and harder to reach them. What is the solution? Give your customers what they want--helpful content. Learn to leverage blogging so you can surprise and delight your customers and set yourself apart from the competition.

In this workshop you'll learn: 4 easy ways to set up a blog, How to know what to write about, How to get your blog in front of your ideal customer, How to use your blog to generate traffic, leads, and sales.

**RSVP BY
March 1st**

*Please fax or mail this registration to the Richland Area Chamber of Commerce
Cost: \$15 Members * \$25 Non-Members*

I am registering for: ☐ Grow Simply ☐ Blogging for Business Made Easy

Company _____

Name of Attendees _____

Number Attending _____ Invoice Me _____ Check Enclosed _____

Credit Card # _____ Exp. _____ Security Code: _____

RICHLAND AREA CHAMBER OF COMMERCE
55 N. Mulberry Street ~ Mansfield, OH 44902
Phone: 419-522-3211 Fax: 419-526-6853

You can also register by clicking this event on the Chamber website: richlandareachamber.com

2016 RICHLAND AREA CHAMBER OF COMMERCE
COMMUNITY GUIDE & MEMBER DIRECTORY



Richland Rocks!



f/richlandareachamber

WWW.RICHLANDAREACHAMBER.COM

@richlandareachamber

2016 Chamber Community Guide & Member Directory Available at the Chamber!

Several copies of the 2016 Richland Area Chamber of Commerce Community Guide & Member Directory were mailed to all our Chamber members. Please let us know if you haven't received your copies, and always feel free to stop by the Chamber office to pick up additional copies!

This is the second year with the new format, and the response from the public has been so positive that printed copies have been increased to 10,000! Please take a moment to review all the great community information that is now included in the guide. Useful information is included that is valued by both new and existing residents! Because the guide is even more valued by the community, our members are receiving even more exposure from their Chamber membership!

A special "Thank You" to the RSVP volunteers who worked so hard assembling the mailing to our Chamber members!

Inclusion in The Community Guide & Member Directory is a benefit available exclusively to Chamber Members!



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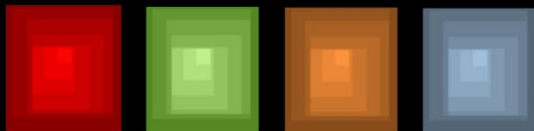


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Corporate Challenge



Whether you're a business of five employees or part of an international corporation, join us on the field, on the court or at the table for friendly competition, fun and charity.

Corporate Challenge, a subsidiary of our Corporate Wellness programming, brings employees of local businesses together to compete in sports and recreation events. It promotes fitness, develops camaraderie and sportsmanship; and raises funds to help bring Y programs and services to the under-served in our community.

Funds raised through Corporate Challenge benefit the YMCA Annual Campaign, which helps support programs and services that meet the needs of our community.

CORPORATE WELLNESS

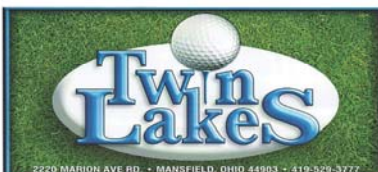
The YMCA offers corporate health and wellness programming to match the needs of companies, large or small. We provide assistance in planning to support cost savings strategies in fitness facility management, program design and wellness incentives. To find out more about our Corporate Wellness programming, please email sgunnoe@mansfieldy.org or call 419-522-3511.

SCHEDULE and FEES

Sport	Fee
April	
Bowling APRIL 16	\$265
May	
Golf Outing 1 MAY 21	\$400
June	
Golf Outing 2 JUNE 25	\$500

Sport	Fee
July	
Softball JULY 17	\$275
August	
Sand Volleyball AUGUST 20	\$265
September	
Basketball SEPT 24	\$325/ team

Sport	Fee
October	
YTRAAK Fitness Challenge OCTOBER 1	\$35



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.

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Upcoming Events

- 2/3/16 — **Business Boot Camp** "Grow Simply" by Jeremy Harrison (see page 8)
- 2/5/16 — **Chamber Coffee** Mansfield-Richland County Public Library (see page 3)
- 2/9/16 — Executive Committee Meeting 7:30-9am
- 2/11/16 — **YEA! Richland CEO Panel** (see page 13)
- 2/11/16 — **EDGE & Procurement Workshop** 10-12pm (see Chamber event calendar)
- 2/16/16 — Business Expo Meeting 9-10am
- 2/17/16 — Chamber Board Meeting 7:30-9am
- 2/18/16 — **Business After Hours: Tribute to TWIN @ Area Agency on Aging** 5-7pm (see page 6)
- 2/19/16 — Ambassadors Meeting 8-9am
- 3/2/16 — **Business Boot Camp** - Blogging(see page 8)
- 3/7/16 — **Economic Club Luncheon** (see page 7)
- 3/16/16 — **Expo Business After Hours** 5-7pm (page 4)
- 3/17/16 — **Business Expo** Richland County Fairgrounds (see page 4)

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www.richlandareachamber.com

caffeinated ideas

February 25, 2016

10:00 a.m. - 11:00 a.m.



Brainstorming Business Ideas Over a Cup of Coffee

Are you a fan of the "Shark Tank" show?

Think you have a neat cool idea for a business.

Already have a business and need some advice.

Do you have business expertise and you are willing to help others?

Please join us at the Braintree Business Development Center as we provide an atmosphere and forum in which entrepreneurs can test out ideas in front of a group of helpful professionals representing an array of industries. These resource people will help refine the entrepreneur's idea and shape the business model in a way that saves the entrepreneur vital time and money in the normal trial and error learning process.

We encourage you to bring your ideas, concepts and products no matter what stage of the development process you are in and, as a group we explore the idea and help you better position it for the market place. Even if you have an existing business and need assistance overcoming a barrier to growth, our group of seasoned entrepreneurs can provide help with removing your problems or barriers. Our goal is to develop more of your ideas into marketable products in an informal yet flexible environment. Our desire is to help grow the business community locally and organically through group interaction and collaboration and of course drink coffee..

We meet the fourth Thursday of the month so put it on your schedule for next month.
No cost to attend.



Braintree
201 E 5th Street
Mansfield, OH
44902

For additional information contact Bob Leach at 419-525-1614 or bleach@braintreepartners.org

YOUNG ENTREPRENEURS *Academy*

YEA! Richland cordially invites you to attend *The Young Entrepreneurs Academy C.E.O. Roundtable Event*

Kehoe Center in Shelby, room 006 (auditorium)

Thursday, February 11, 2016

5:30pm: Light Refreshments 6:00-7pm: Panel Discussion

Observe as the CEO panel interacts with the first Richland Area YEA class!

Featuring:

Mr. Mark Romanchuk, CEO PR Machine Works

Mr. Mark Kreinbihl, Group President The Gorman-Rupp Company

Mr. Bruce Cummins, President Mansfield Engineered Components

Others from whom we do not yet have confirmation

Please RSVP by Thursday, Feb. 4th:
419-522-3211 or
mrachamberfoundation@gmail.com

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 Member FDIC

 **OhioHealth**

Richland Bank
DIVISION OF THE PARK NATIONAL BANK
Member FDIC

 **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.


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

www.richlandareachamber.com