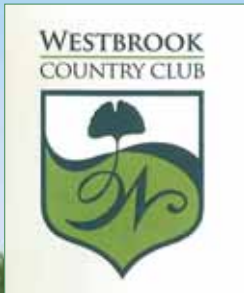


The Chamber Link



Volume 51 June, 2015



2015 CHAMBER GOLF CLASSIC

FRIDAY, JULY 31 at Westbrook Country Club

See inserts for registration & sponsorship information!



It was a full house at the May Business After Hours at Civista Bank in Shelby!



"Marketing Must-Dos" May Bootcamp series, presented by Jay Miller from DRM Productions. We hope to see you at our June Bootcamp!



"Sneak Peeks" are always exciting! The new addition to the OhioHealthMedCentral hospital campus is set to open in November.



Membership 101 breakfast at Ed Pickens Café on Main. It was great meeting our new members and those that needed a "benefit refresher"!

Sprucing Up the Community

By: Jodie A. Perry, IOM
@RichlandAreaCh



I am about ten months into my time as the President of the Chamber and during that time I have been in countless meetings that try to assess our community. There are a few issues that crop up every time the discussion is had, no matter who is a part of the group. One of those issues is blight, or the overall appearance of our area. We always seem to be looking for someone to wave a magic wand and make it new again. I would like to make a bold suggestion: there is no magic, it is up to us!

That being said, there are several groups who are looking to tackle blight in a larger way. Richland Community Development Group (RCDG) has named "neighborhood improvement" as one of their target areas for their recently launched community strategic plan. They have also helped beautify our downtowns, entryways and other areas in a variety of ways over the last few years.

The Land Bank, just one year old, is also working to help with blight by taking down empty houses in our area. They are also working on some small commercial properties as well. Thanks to Richland County Treasurer Bart Hamilton and others for bringing such a proven solution to the table. You will start to see some big changes soon thanks to the work of this group.

Beyond these larger efforts, however, can we as individuals really make a difference? YES! One of my favorite quotes is this one from Margaret Mead, "Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."

So how can you and I make a difference? Here are 3 ideas for you:

- If you are a business owner or manager, now is a great time to take a fresh look at your property from another perspective. Peeling paint? Freshen it up. Crooked sign? Straighten it up. Weedy flower bed? Clean it up. Dirty parking lot? Sweep it up. The list goes on. It may only seem like a small change, but collectively it can add up.
- Take part in a community clean up event (or start your own!). Several community groups have already held clean up days, but more will be scheduled, undoubtedly. Take a couple hours out of your schedule to go and help with these. If you cannot find one to participate in, think about starting your own. Almost all of us participate in some sort of club or group (church, hobby, sport, etc). Gather a group of like-minded folks and contact your city, township or village and offer to clean up a park or a thoroughfare. The Earth Stewardship Committee is a great place to start with this.
- Care about the little things. Wash your windows. Sweep the sidewalk, driveway or parking lot. Pick up trash you see. Plant some flowers and pull the weeds. Mow your lawn. Again, they may seem so minute, but they show pride of ownership and if everyone focused on these simple things imagine what a change it would bring.

Thanks to the leadership of some great people in our community, things ARE changing. Much work remains, however, and no one can wave a magic wand to fix it. It is up to you and I, collectively and individually, to make a change. I'll end with another favorite quote, this one is from Winston Churchill, "Never, never, never give up."

Article originally appeared in the May 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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Bill Sharp, Chamber Foundation Director
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Kathy Fox, Programs & Events
Linda Montgomery, Finance & Administration

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Richland Area Chamber Member **SPOTLIGHT**



SCHMIDT SECURITY PRO WINS AWARD

Local security provider Schmidt Security Pro was presented with an industry award at the International Security Conference held in Las Vegas, Nevada, April 14th-17th 2015.

Brian Schmidt accepted the Alarm.com "Dedicated Success Award" on behalf of Schmidt Security Pro at the security conference. The award signifies the commitment Schmidt Security Pro makes to offer North Central Ohio the highest quality and most advanced interactive security and automation systems available today.

According to company President Brian Schmidt, "The award from Alarm.com is a result of a team of great people working together at Schmidt Security Pro to bring solutions that benefit our customers and help to protect our community. I am very proud to share the award with our entire team and thank our customers who make it possible."

Information about interactive security services offered by Schmidt Security Pro can be found at:
www.schmidtsecurity.com

10 Chamber Members Receive Safety Award



The Ohio Bureau of Workers' Compensation (BWC) has recognized thirteen Richland County employers for keeping their employees safe on the job, 10 of which are members of the Richland Area Chamber of Commerce.

The employers received BWC's Special Award for Safety during the annual awards ceremony of the Richland County Safety Council, one of more than 80 across the state that serve as partners in BWC's efforts to educate employers and workers about the importance of workplace safety. The award recognizes businesses that have gone at least 500,000 hours and at least six months without an injury resulting in a day or more away from work.

Safety councils are organized by local business organizations to inform participants of new safety standards and regulations, products and services, and provide a thorough knowledge of topics, including occupational safety and health, workers' compensation and risk management education. Safety councils annually honor members with strong safety records.

Chamber members recognized with the Special Award for Safety include:

Adena Corporation - 773,091 hours worked

Cooper Enterprises Inc. - 528,660 hours worked

Mansfield City Schools - 620,174 hours worked

Ohio District 5 Area Agency on Aging - 2,466,929 hours worked

Spherion of Mid-Ohio - 20,633,837 hours worked

City of Shelby - 520,628 hours worked

Gorman Rupp Company - 651,247 hours worked

Next Generation Films, Inc. - 526,769 hours worked

Pioneer Career and Technology Center - 807,960 hours worked

TE Connectivity - 1,665,408 hours worked

In addition to the Special Award for Safety, other awards such as the Group Award for Safety, the 100 percent Award and the Achievement Award were also given to various local businesses. Visit bwc.ohio.gov to learn more about joining a safety council.

Special thanks to Richland Source for supplying information for this article.

Has your business received an award or accomplished something noteworthy? Let us know!

Although newsletter space is limited, we can also publish your information on the Chamber website!

Email your information to afanello@richlandareachamber.com.

www.richlandareachamber.com

Information from National Small Business Week

U.S. Small Business Administration (SBA) event

Every year since 1963, the President of the United States has issued a proclamation announcing National Small Business Week, which recognizes the critical contributions of America's entrepreneurs and small business owners. The 2015 event was held May 4-8.

According to the SBA, more than half of Americans either own or work for a small business, and they create about two out of every three new jobs in the U.S. each year. As part of National Small Business Week, the U.S. Small Business Administration highlights the impact of outstanding entrepreneurs, small business owners, and others from all 50 states and U.S. territories. Every day, this ambitious group is working to grow small businesses, create 21st century jobs, drive innovation, and increase America's global competitiveness.

Even though the festivities are over, there is still time to get involved. The official hashtag of National Small Business Week is #DreamSmallBiz, so check out what people are saying and use the hashtag in your own posts. The SBA also provides a free social media guide as a reference for suggested social media posts so you can simply copy and paste them into each social network. Visit SBA.gov for more information.

Adobe took part in the campaign by offering the **Top 5 Tips to Help Your Small Business Stand Out** in their May 4, 2015 Voice & Slate Blog. Take a moment to read their brief article, featured below.

It's that time of year for National Small Business Week's "Dream Big, Start Small" campaign which celebrates the entrepreneurial spirit! If you're an entrepreneur or small business owner you've likely got some amazing ideas, but limited resources to get it all done. Here are five tips to follow:

- **Build a human connection:** Connect with customers in a genuine way by letting them hear your authentic voice in the personality of your social posts, the messaging on your website, or share video content that helps to engage viewers.
- **Reach customers wherever they are:** Create content with mobile in mind; many of your customers will access your website and read your emails on a cell phone or a tablet. Think of ways to share information with them that's digestible while on-the-go.
- **Utilize design to give your business a professional look and feel:** They say you only have one chance to make a great impression! We live in a noisy world, where you might only have a few seconds to capture someone's attention. Beautiful design will encourage others to take note of what you plan to communicate, as well as added credibility to your business that will ultimately help you differentiate from competition.
- **Move people to action:** Once you have a potential customer's attention, it's time to drive them towards the next step in the purchase process. Make sure to provide a concise call-to-action with clear next steps.
- **Stay top of mind with customers:** The more relevant places you share your message, the less likely you are to be forgotten! Keep your business top of mind and demonstrate how relative you are to their lives.



U.S. Small Business Administration

HONORING AMERICA'S ENTREPRENEURS



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RichlandBank
DIVISION OF THE PARK NATIONAL BANK

**START GROW
EXPAND THRIVE**

For every business, at every stage.

A group of five business professionals (three men and two women) dressed in professional attire, standing together and smiling. The man on the far left is wearing a dark suit and a yellow tie. The woman on the far right is wearing a bright green jacket and a black skirt.

Member FDIC

www.richlandareachamber.com

THANK YOU to the 300 guests who attended the 2015 Business Professionals Day Luncheon!

It was wonderful to celebrate "Springtime in Paris" with you! Also, a special thank you to the event sponsors and the many businesses who donated items for this event!

Springtime in



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www.eoastudiogallery.com

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

Welcome!

Please join us in welcoming the newest members of your Chamber!

Carson Travel - Our clients experience travel with exceptional service! Our focus is the customer service we give our clients during the trip planning process, followed by unforgettable trip experiences! Contact us at 419-884-7440 • carsontrav.com

Hands To Serve provides licensed, therapeutic, functional massage. The goal is to assess what the root cause of a patient's pain or dysfunction might be and then tailor the therapy around promoting long term healing. The office is located at 270 Lexington Ave. in the Shaw-Ott building, 2nd floor. Hours are by appointment and can be made by calling Peg DeLisle Rauscher, LMT at 614-582-3369.

JPB Professional Marketing LLC - an internet marketing firm that helps companies increase traffic to their websites through various techniques: Web Design, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Online Advertising, Email Marketing, and more. Contact us at 419-282-2905 • jpbmarketing.com

The Blackbird Bakery makes real, honest, hand-crafted breads, pastries, and sweets. We support and nurture relationships with our local community and are proud to be a part of Mansfield's emerging, vibrant food community. We are located at 105 N. Main St. in Mansfield. Contact us at: 567-231-9709 • theblackbirdbakery.com

Workforce Partnerships of North Central Ohio can help your employees reach higher and work smarter. We serve the employers of our region with timely and flexible training options to meet their needs. Contact us at 419-755-4815 • workforcepartnerships.com



We were so honored to be visited by Dave Kracker with the Pat Kracker Breast Cancer Fund with an early detection pink carnation. Did you know that the Fund provides financial assistance to help people with not only breast cancer costs but also the vital early detection screening that can help save lives? Visit patkracker.org to learn more!

SPONSORSHIP & ADVERTISING OPPORTUNITIES

For a list of options available, contact the Chamber
at 419-522-3211 or
lmontgomery@richlandareachamber.com

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Upcoming Events

- 6/3/15 — 4 Smart Ways to Get People Talking- Bootcamp Series, 7:30-9am
- by Tracy Graziani/Graziani Multimedia & Donna Payne/The Web Coach
- 6/12/15 — Ribbon Cutting - Newly renovated O'Charley's on Lexington Springmill - 10:30am
- 6/23/15 — Business After Hours at The Blueberry Patch/1285 Winery, 5-7pm. ***NOTE* This is a Tuesday**
- 6/26/15 — Member Appreciation Day - See insert for more information
- 7/14/15 — Business After Hours at The Phoenix Brewery, food will also be provided by Ed Pickens Café on Main & Catering, 5-7pm. ***NOTE* This is a Tuesday**
- 7/31/15 — Chamber Golf Outing at Westbrook Country Club ***NOTE DATE CHANGE***

Watch for upcoming e-mails announcing more new events!



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

Team Sign-Ups



Friday, July 31st

Tee Off at 10am



Presented by  **OhioHealth**

Premier Sponsors

**Eberts Heating
& Cooling**



*The course will fill up fast, so don't delay -- limited to 36 teams --
get your registration in right away*

Captain: _____ Handicap _____

Email: _____ Telephone: _____

Player 2 _____ Handicap _____

Player 3 _____ Handicap _____

Player 4 _____ Handicap _____

SIGN UP NOW FOR BEST PRICING! GREENS FEE: \$125 per person/\$500 per team (if paid by July 10)
After July 10, \$140 per person/\$560 per team (includes cart, greens fees, lunch at the turn, beverage tickets and buffet dinner)

COUNTRY CLUB CASUAL DRESS CODE—NO JEANS PERMITTED - SHIRTS WITH COLLAR

Handicap Competition _____ Scratch Competition (no handicap) _____

Please indicate whether you wish to be included in the **Skins competition**: \$40 per team _____

Payment for golf: _____ (Amount) Check Enclosed _____

Visa/MC/Disc # _____ Exp. Date _____ Sec. Code _____

Address of cardholder _____ Zip Code _____

Send invoice to: _____

Please be sure that all information is completed - notify the Chamber of any changes in players.
Richland Area Chamber of Commerce * 55 N. Mulberry Street, Mansfield, OH 44902
419-522-3211(phone) 419-526-6853(fax) email: kfox@richlandareachamber.com



Save the date!

Friday
July 31,
2015



SPONSORSHIPS

Title Sponsor—\$5,000 (1 Available)

- Entry for two (2) foursomes (\$1,000 Value)
- Naming Rights (Golf Classic presented by your company)
- Company logo to appear on all event correspondence
- Company logo (large) on tournament registration*
- Company logo on tournament program or other promo materials
- Logo & link on www.richlandareachamber.com event page
- Banner/signage in registration & reception area
- Company logo on all email blasts for this event
- Opportunity to give brief remarks during awards reception
- Promotion on all Chamber social media channels
- Right of first refusal for 2016

Commemorative Gift Sponsor—\$3,000 (1 Available)

- Entry for one (1) foursome (\$500 Value)
- Company logo on exclusive golf gift for participants (call Chamber for more specific info on the gift)
- Logo & link on www.richlandareachamber.com event page
- Company logo on all email blasts for this event
- Promotion on all Chamber social media channels
- Right of first refusal for 2016

Premier Sponsor—\$1,000 (3 sold, 1 remaining)

- Entry for one (1) foursome (\$500 Value)
- Company logo (small) on tournament registration*
- Company logo on tournament program or other promo materials
- Logo & link on www.richlandareachamber.com event page
- Company logo on all email blasts for this event
- Promotion on all Chamber social media channels
- Right of first refusal for 2016

Hole in One Sponsor—\$800 (1 Available)

- Signage on the course at designated Par 3 Hole
- Opportunity for sponsor to have representatives at hole to promote company
- Company name & link on www.richlandareachamber.com event page

Commemorative Balls Sponsor—\$600 (1 Available)

- Company logo printed on ball packs given to each golfer
- Company name & link on www.richlandareachamber.com event page

Cart Sponsor—\$500 (2 Available)

- Company logo & name displayed on each cart driven by teams
- Company name & link on www.richlandareachamber.com event page

Beverage Cart Sponsor—\$250 (1 sold, 1 remaining)

- Company logo & name displayed on each beverage cart on course
- Company name on www.richlandareachamber.com event page

Proximity Contest Sponsor—\$250 (2 sold, 3 remaining)

- Signage on course at designated hole
- Recognition at dinner when awards are given out
- Company name on www.richlandareachamber.com event page

Hole and/or Tee Sponsor—\$150 each or 2 for \$250

- Signage on course at designated hole or tee
- Company name on www.richlandareachamber.com event page



Save the date!

Friday
July 31,
2015



Sponsorships

Count Us In! We'd like the following sponsorship(s):

Circle one

Title Sponsor—\$5,000

Commemorative Gift Sponsor—\$3,000
1 Available

Premier Sponsor—\$1,000
3 sold, 1 available

Hole in One Sponsor—\$800 1 available

Commemorative Balls Sponsor—\$600 1 available

Cart Sponsor—\$500 2 available

Beverage Car Sponsor—\$250 1 sold, 1 available

Proximity Contest Sponsor—\$250 2 sold, 3 available

Hole & Tee Sponsor—\$250

Hole Sponsor—\$150

Company _____

Contact Name _____

Email _____

Phone _____ Fax _____

Payment: Check Enclosed Visa/MC/Disc # _____

Exp. Date _____ Sec. Code _____

Richland Area Chamber of Commerce * 55 N. Mulberry Street * Mansfield, OH 44902

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

Economic Club

Monday, June 15, Christy Eckstein

“Move over California...Growth of Ohio Wineries”

Life Celebration Reception Center, 11:45am

June 15th, the Chamber Foundation’s popular Economic Club luncheon series concludes the 2014 - 2015 season at the Life Celebration Reception Center, Mansfield, with Christy Eckstein, Executive Director, Ohio Grape Industries Committee.

California has always dominated the wine industry in the U.S., yet only a few other states can also boast of their production. Ohio is one of them.

Christy Eckstein, executive director, Ohio Grape Industries Committee (OGIC), will talk about Ohio’s position in the top U.S. wine producers at the June 15th Economic Club luncheon.

An increase in grape production, licensed wineries, job creation, and winery visitors have all contributed to a 34 percent increase since 2008.

The OGIC is a quasi-state agency created in 1981 to create viable, income-producing grape enterprises in the state of Ohio by providing marketing and promotion efforts to generate and expand new markets for grapes and grape products.

To attend the June 15th luncheon, 11:45am at the Life Celebration Reception Center, 129 S. Main Street, indicate your intention on the reservation form below. Reservations must be made by June 8, 2015.

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

Thank you.

Bill Sharp

Please mail, fax or e-mail reservations no later than June 8th to: Economic Club, 55 North Mulberry Street, Mansfield, Ohio 44902.

Fax: 419.526.6853 e-mail: tosharp2@hotmail.com

(faxed or emailed registrations may be paid at the door June 15th)

Name: _____ Zip _____
Address: _____

e-mail: _____

_____ Enclosed is my check

_____ I wish to make a reservation for the Monday, June 15, Economic Club.

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Executive Leadership
Event Planners
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Education Leaders
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Presented by:

Tracy Graziani, Graziani Multimedia
Donna Payne, The Web Coach



4 Smart Ways to Get People Talking

Leveraging word of mouth for growth

- ◆ Wednesday, June 3rd, 2015
- ◆ 7:30-9:00am
- ◆ Presenters:
Tracy Graziani, Graziani Multimedia, LLC
Donna Payne, The Web Coach
- ◆ Richland Area Chamber Office
- ◆ \$15 Members - \$25 Non-Members
- ◆ Continental Breakfast Provided

Do you have trouble creating buzz to get more customers? Do you ever worry about what people say on social media? Don't you love it when you find out your customers recommended you? What if you could get more people to talk about how great you are? Imagine customers seeking you out instead of the other way around!

Everyone knows that word of mouth is powerful, but few realize that it is something that we can influence for the positive. In this workshop you'll learn:

- 3 Reasons people talk about you
- 4 Rules of Word of Mouth Marketing
- the secrets behind a local startup that became the hottest restaurant in town with no address & no startup capital

*Please fax or mail this registration to the Richland Area Chamber of Commerce
by June 1st, 2015*

Cost: \$15 Members * \$25 Non-Members

Company _____

Name of Attendees _____

Number Attending _____ Invoice Me _____ Check Enclosed _____

Credit Card # _____

Expiration Date _____ Security Code: _____

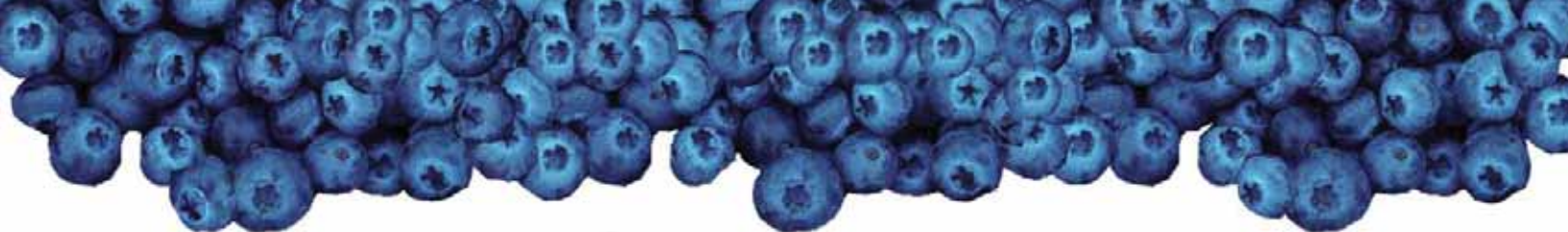
RICHLAND AREA CHAMBER OF COMMERCE

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:
www.richlandareachamber.com

RSVP NO LATER THAN JUNE 1, 2015



Business After Hours at The Blueberry Patch & 1285 Winery TUESDAY, JUNE 23rd

Relax and enjoy a glass of wine and samples of amazing wood-fired pizza as you wander through The Blueberry Patch gift shop, 1285 Winery, and new patio area.

Co-sponsored
by:



**Alright Pest
Solutions**



Is this your first Business After Hours?

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

Please fax, email or mail this registration to the Richland Area Chamber of Commerce by Friday, June 19, 2015.

Cost: Free for Members (if registering on or before 6/19)

Company _____

Names & Emails of Attendees:

New Member
Reception?

Name: _____

Email: _____

☐

Name: _____

Email: _____

☐

Name: _____

Email: _____

☐

Name: _____

Email: _____

☐

Name: _____

Email: _____

☐

**PLEASE RSVP NO LATER THAN
JUNE 19th, 2015**

RICHLAND AREA CHAMBER OF COMMERCE

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

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

You're Invited...

Member Appreciation Lunch

Friday, June 26th from 11-1:30pm



- ~ Join us for Skyline Chili, Jones Chips, Paul's Ice Cream, & Pepsi Products
- ~ Take a tour of the Historic Chamber Building!
- ~ Member Appreciation Gifts!
- ~ Visit with the Chamber staff & fellow members!
- ~ Entertainment provided by Damian Boyd & Dane Noe of OH70

Why? Because WE  OUR MEMBERS!

Thank you for all you do and your support of the
Richland Area Chamber of Commerce!

You are an invaluable member of our organization!

There is NO COST to attend, but please RSVP by Wednesday, June 24th for food count purposes to:
kfox@richlandareachamber.com or 419-522-3211

The Chamber is located at 55 N. Mulberry Street in Mansfield