10 Keys to Successful Collaboration

By: Jodie A. Perry, IOM
@RichlandAreaCh

I had a great response to my column last month outlining the need for further community collaboration and how the Chamber is working towards that goal. I thought I would continue on that theme this month. In my experiences in multiple communities, I have often heard laments about the lack of collaboration. The truth is, successful partnerships are both very easy to understand and yet exceedingly difficult to carry out. Here are 10 Keys to Successful Collaboration that I have observed.

**Be patient.** A successful collaboration is all about building a good relationship between the entities and their leaders. Doing that takes time and small steps to establish trust.

**Honor your commitments.** If you say you will do something, be sure to follow through on that promise. Be prepared when you show up to meetings and do not waste their time.

**Be transparent.** People will be more willing to collaborate with you if put all your cards on the table. If you are going in there with a hidden agenda, that will come out eventually and leave people feeling misused. Be up front about what you are trying to accomplish.

**Be generous.** A successful collaboration should be win-win for all the entities involved. Always be quick to compliment or highlight the work of all members of your team. I have seen many alliances get completely upended because people felt that their contributions were not recognized. You need to always be generous when spreading the credit for success.

**Be open to compromise.** If you have an agenda and are not willing to sway from that, then you are not really proposing a true collaboration. You must be open to others opinions (even when they differ from your own) and be willing to find consensus on middle ground.

**Give everyone meaningful work.** Make sure that all the partners have important tasks to complete. If everyone contributes then everyone can share in success. One person doing all the work only leads to frustration and resentment.

**Understand that being collaborative might not always be the quickest way.** When you include a variety of people with different perspectives, it might take time to come to common ground. It might not be the speediest way of getting things done, but I think it is the most effective way.

**Enter into it from a positive perspective.** Try to say yes, whenever possible. That does not mean you cannot say no if you really do not agree with something. But if you are always saying “no, do it this way,” then you are bound to irk people.

**Be open to learning.** Understand that your fellow partners will be bring their own unique perspectives and viewpoints to the table. I have yet to have a day where I have not learned something new. If you go in assuming you know all there is to know, you miss a valuable opportunity.

**Be consistent.** One of the basic parts of building a relationship with someone is consistency. The same goes with a successful partnership. If you are erratic or uncommitted, that will come through loud and clear, no matter what words you may use to the contrary.

Finally, I want to share one of my favorite quotes from the great Winston Churchill, “Never, never, never give up.” Be tenacious, authentic and positive and I know we will achieve much success here in Richland County. Together.

*Article originally appeared in the October Business Journal published by the Mansfield News Journal*
Business After Hours at OhioHealth

Tour the new medical offices at OhioHealth MedCentral Mansfield Hospital

335 Glessner Avenue, Mansfield, OH
Thursday, November 12 - 5:30 to 7:30 p.m.

Please fax, email, or mail this registration to the Richland Area Chamber of Commerce by Monday, November 9th, 2015.
Cost: Free for Members (if registering on or before 11/09/2015)

Company: ____________________________________________

Names & Emails of Attendees:

Name: ____________________________________________ Email: ________________________________
Name: ____________________________________________ Email: ________________________________
Name: ____________________________________________ Email: ________________________________
Name: ____________________________________________ Email: ________________________________
Name: ____________________________________________ Email: ________________________________

Please RSVP No Later Than November 9, 2015

BELIEVE IN WE ™ OhioHealth
Welcome!

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

American Tower Company - Manufacturer of Communication Tower & Boat Docks since 1954. Custom tube fabrication and metal stampings. **Contact us at (419) 347-1185 • amertower.com**

Donahue Insurance and Financial Services, LLC - Here at the Donahue State Farm Agency we change lives every day by helping to insure your assets and invest in your future. We look forward to finding out what is important to you. **Contact us at 419-756-9470 • donahuesf.com**

Healthy Transformation, LLC - If you are tired of being tired, fed up with being overweight and undernourished, unsure about the many vitamin and supplement choices that are in front of you daily, then it's time for your Healthy Transformation! We offer Homeopathy, Whole Food Supplements, and Essential Oils and more! **Contact us at (419) 971-8188 • healthytransformation.net**

It’s A Photo Booth, LLC - Mid-Ohio’s original photo activation company providing photo booths, hashtag printing and soon live photo mosaics for weddings, parties and corporate events. We specialize in big smiles and laughs! **Contact us at 419-971-4386 • itsaphotobooth.com**

Linda Lee Snyder, Integrative Health Coach - Certified Integrative Health Coach and Yoga Teacher. Together we’ll work to reach your health goals in areas such as achieving optimal weight, reducing food cravings, increasing sleep, maximizing energy and implementing lasting changes that will improve your energy, balance & health. **Contact me at 860-318-1768 • lindalesnyder.com**

LocaLynx - Shop Local & Save Money! LocaLynx is a FREE mobile app that helps consumers shop local, and helps businesses advertise to consumers via their smart phones. Find coupons and deals for your favorite local restaurants, shopping, retail, entertainment, auto repair, home goods, beauty & more! **Contact us at (419) 884-5050 • localynx.com**

MAGNET - Founded in 1984, the Manufacturing Advocacy & Growth Network (MAGNET) is a nonprofit organization dedicated to helping manufacturers compete and grow under the leadership of a board of directors who reflect the breadth of manufacturing in the region. **Contact us at (419) 755-9018 • magnetwork.org**

Malabar Anesthesia Services Inc - Permanent - temporary staffing solutions for the anesthesia professional. **Contact us at (419) 775-7877**

Mind Body Align, LLC - Our intention is that by nourishing our communities women through professional/personal growth & wellness classes, small business/corporate collaborations, and facilitating networking opportunities we will be in service of our communities overall health and vitality. **Contact us at (419) 565-4101 • mindbodyalign.com**

Salem Property Care, LLC - Offering wide range of residential home services from helping you to buy your home to maintaining your home inside and out all year round. One stop shop for all areas of home maintenance. Expanding soon into the Richland County area! **Contact us at (614) 905-0240 • salempropertycare.com**

Scott A. Arnold CPA, LLC - We are a Certified Public Accounting firm that provides financial statement preparation, tax planning, tax return preparation, payroll processing and business consulting services. **Contact us at (419) 562-6286**

The Blueberry Patch and 1285 Winery - Ohio’s premier blueberry plantation with hundreds of thousands of new blueberry plants every year and over 4,000 sq. ft. gift shop. Winery 1285 is a beautiful, cozy place to come spend an evening, offering a menu that includes wood-fired pizzas, delicious cheese plates, and much more! **Contact us at (419) 884-1797 • theblueberrypatch.org**

www.richlandareachamber.com
Campaigns That Drive Action: Newsletters & Announcements

◆ Thursday, November 4th, 2015, 7:30-9:00am
◆ Presenter: Diane Helbig
◆ Richland Area Chamber Office
◆ $15 Members - $25 Non-Members
◆ Continental Breakfast Provided

Join us and learn some great new strategies to help your email and social media efforts be more effective components of one of the core campaign types, newsletters and announcements. Attendees of this presentation will learn:

- The different types of newsletters
- What to write about and how to consider using images
- Subject line best practices, and when to send your newsletter
- The importance of understanding how connected email and social media are
- What types of additional tools might be useful

Please return this registration form to the Richland Area Chamber of Commerce
55 N. Mulberry Street, Mansfield, OH 44902  p: 419-522-3211  f: 419-526-6853
You can also register on the Chamber website event calendar: richlandareachamber.com
Economic Club

The Chamber Foundation’s Popular Economic Club Luncheon Series is Underway!

Four times a year, the Economic Club brings world-class speakers to our area for luncheon meetings. A portion of the annual membership supports economics classes offered to area educators by the Chamber Foundation. Annual Membership in the Economic Club remains $100 ($50 deductible, $50 meals). Information is below for the 2nd program of the series.

Did you know Ohio has a state sponsored drone program?
November 13, 11:45am at the Life Celebration Reception Center

More information:

In 2013, Governor Kasich and Indiana Governor Mike Pence announced a unique joint initiative, recognizing that the rapidly emerging role of unmanned aircraft systems (UAS...i.e.drones) in domestic aviation could benefit from the two states’ strong resource base of facilities, research, and industry; the governors directed the integration of several existing facilities into one comprehensive and synergistic operation.

Dick Honneywell is the Executive Director of the Ohio/Indiana Unmanned Aerial Systems (UAS) Center & Test Complex which is located in Springfield, Ohio. He directs UAS activities for the State of Ohio supporting UAS development, commercialization, operational employment and business attraction in collaboration with over 80 partners across the states of Ohio and Indiana.


Please make reservations no later than Nov. 6th to: Economic Club, 55 North Mulberry Street, Mansfield, OH 44902.
Fax: 419.526.6853 e-mail: mrachamberfoundation@gmail.com. Guests are always welcome at $35 per luncheon - payment must be made prior to attending the event or at the door.
Upcoming Events

11/4/15 — Business Boot Camp: Campaigns That Drive Action, presented by Diane Helbig/Constant Contact (see page 3), 7:30-9am
11/12/15 — Business After Hours: OhioHealth MedCentral Mansfield Hospital, 5-7pm
11/13/15 — Economic Club - Ohio Drone Program, 11:45am at Life Celebration Reception Center (see page 8)
11/17/15 — Business Expo Committee 8:00-9am at the Chamber
11/28/15 — Small Business Saturday
12/4/15 — Small Business of the Year Awards Luncheon
12/8/15 — Business After Hours: Kingwood Center Gardens - PLEASE NOTE - THIS IS A TUESDAY!

Watch for upcoming e-mails announcing more new events!

www.richlandareachamber.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:

CenturyLink
Mechanics Bank
Richland Bank
KeyBank
OhioHealth
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.

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

www.richlandareachamber.com
### 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

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)

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<th>Company</th>
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New Member Reception?

☐

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**Pleasing RSVP by Friday December 4th, 2015**

55 N. Mulberry Street, Mansfield, OH 44902
P: (419) 522-3211  F: (419) 526-6853
kfox@richlandareachamber.com
The Board of Directors and Small Business of the Year Committee of the Richland Area Chamber of Commerce request your attendance as we celebrate and honor all small businesses and name our

2015 Small Business of the Year Recipients

Friday, December 4th
Holiday Inn & Suites Mansfield
116 Park Avenue West
Receiving line and networking – 11:30am
Buffet Lunch – 11:45am
Program from 12:15pm–1:30pm

Kindly RSVP by November 24th, 2015

Please mail/fax to: Richland Area Chamber of Commerce
55 N. Mulberry St. ~ Mansfield, OH 44903 ~ (419) 526-6853 Fax
Reservations must be cancelled two business days in advance to avoid being charged for the event.

Business Name: ________________________________________________________________

Attendees Names: ______________________________________________________________

Sponsorship Packages (Respond by November 24th):
Regional Leader $300
  Includes table of 8 & recognition from podium
  Company logo on presentation & program
  Company name on Chamber website and newsletter
Innovator $150
  Includes 4 tickets & company name in presentation
  Company name in program & on Chamber website
Entrepreneur $75
  Includes 2 tickets
  Company name in program & on Chamber website

Individual Tickets (Respond by November 24th):
$25 X _____ individuals for a total of: $ _________
$200 for a table of 8

Please invoice me  Check included (Check # ________________________________)

Charge My Credit Card # ________________________________ Exp. Date ____________

Circle one:  Visa/Master Card/Discover  Sec. Code ____________

Signature: ________________________________________________________________

Thank you to:

Medical Mutual

Hamilton Insurance Agency Inc.

Mechanic's Bank
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| **Big Cheese Sponsorship**<br>$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**<br>$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**<br>$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**<br>$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

**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)

*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

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:**

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<td>Bee's Knees</td>
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<td>Real McCoy</td>
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<td>Glad Rags</td>
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Advertisement needs to be sent electronically in PDF, JPG, or TIF format. Advertisements due by January 8, 2016.

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<tr>
<th>Names of Attendees</th>
<th>Braised boneless short ribs w/ bourbon BBQ</th>
<th>Chicken Parmesan</th>
<th>Linguine w/ artichoke and red pepper</th>
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**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
Richland Area Chamber Athena Award Nomination

Each nominee must live or work in north central Ohio. The deadline for application is December 1, 2015. Typed information is requested. You may include additional sheets if necessary. This form is available electronically at www.richlandareachamber.com.

NOMINEE:

Name: ________________________________________________

Title: ___________________________ Company: ___________________________

Business Address: ________________________________________________

City: ___________________________ State: ___________ ZIP: ________________

Work Phone: ___________ Home Phone: ___________ Email: ________________

NOMINATOR:

Name: ____________________________________ Title: ___________________________

(Please Print)

Business/Company: __________________________

Phone Number __________________________ Email: ___________________________

Nominator’s Signature: ________________________________________________

DEMONSTRATES SUPPORT OF PROFESSIONAL WOMEN:
Provide specific example(s) of how the nominee has demonstrated support for the advancement of business and professional women.

______________________________________________________________________

______________________________________________________________________

______________________________________________________________________

BUSINESS ACCOMPLISHMENTS:
List special recognitions, projects and achievements. Include business-related affiliations, directorships, trusteeships or other designations.

______________________________________________________________________

______________________________________________________________________

______________________________________________________________________
COMMUNITY SERVICE:
Describe local, county and state level participation, length of service and offices held in civic and service organizations, charitable activities, political pursuits, religious groups, chambers of commerce, merchants’ associations, etc.

OTHER MEMBERSHIPS, ACHIEVEMENTS, AWARDS, PUBLICATIONS:
Nominees already may have been honored for service to their profession, industry or community. They also may have publications to their credit or articles published supporting their service to their profession, industry or community. Please list awards and honors received which support this nomination.

ADDITIONAL INFORMATION PERTAINING TO CRITERIA:
Discuss briefly any other factors you believe are important for consideration of your nominee for the Athena Award.

Please return completed nomination form by December 1st, 2015, to

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

Phone: 419-522-3211
Fax: 419-526-6853
Email: kfox@richlandareachamber.com
# Chamber Link Newsletter

Share your products and services with over 1000 Chamber Members & business leaders!

Please check your ad size and month selection(s):

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<th>January</th>
<th>February</th>
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Buy 10 ads – get 2 of the same size **FREE**  
Buy 6 ads – receive a 10% discount

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**Insert Advertising available for $279**  
Provide the Chamber with 1200 copies of insert.  
Must let Chamber know by the 8th of the month prior to publication - deliver to Chamber by the 15th of the month  
*Special rate of $200 per insert if you have 3 or more inserts in the same year for the same business!*

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**More Ways to Sponsor & Advertise**

Check the items you are interested in, supply your contact information below, and we will get information to you within one business day!

- Advertising on the Chamber Website  
- Hosting a Business After Hours  
- Sending an email blast through the Chamber  
- Sending a member mailing through the Chamber

**Sponsoring an Event:**  
- Annual Meeting (see insert in this newsletter)  
- Business Expo  
- Business Professional’s Day Luncheon  
- Golf Outing  
- Savor & Sip Auction & Food Tasting  
- Small Business of the Year Awards (see insert in this newsletter)

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**Organization**

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**Contact Person**

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**Phone**

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**Fax**

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**Email**

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Ready to start promoting? Make checks payable to:  
Richland Area Chamber of Commerce  
55 North Mulberry Street, Mansfield, OH 44902

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**VS/MC/DS #**

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Exp.  
3 digit code

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Mailing Address & Zip Code of Cardholder:

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Ads should be submitted electronically in a PDF or JPG format by the 8th of the month prior to publication to be included in the newsletter.  
Payment must accompany ad request.
Saturday, November 28, 2015

Be a Part of the Shop Small Movement in Richland County!

What is it?
- Small Business Saturday is the Saturday after Thanksgiving.
- It’s a national movement promoted by American Express to encourage people to include small businesses in their holiday shopping (you do not need to accept American Express to participate)
- Locally, we are joining together to promote small businesses county-wide (Chamber membership is not required to participate)
- Some local businesses report that this is the busiest day of the year for them!

How do I participate?
- We will be giving out “Passports to Small Business” to the public.
- As a vendor, all you have to do is stamp the passport when a customer visits your store.
- There is no purchase required by the customer, but we believe by encouraging them to visit as many stores as possible that most will end up spending money with you.
- For each stamp received, the customers will be given an entry into a prize drawing.
- Offering a discount is optional. Last year downtown Mansfield shops gave 10% off to anyone with another local biz receipt.

What do I receive?
As long as you register before the deadline date you will receive:
- Your business name & location info on the printed passport.
- A stamp to mark the passports.
- A stack of passports to hand out.
- Small Business Saturday promo materials
- A Facebook promotional post from the Richland Area Chamber of Commerce (in November).
- Inclusion on an email blast by the Richland Area Chamber

2015 SMALL BUSINESS SATURDAY REGISTRATION

Business Name: __________________________________________________________
Contact: ________________________________________________________________ Telephone: __________________________
Address: ______________________________________________________________ City/State/Zip: __________________________
Email: ________________________________________________________________ Website: __________________________

Will you be offering a special sale to customers that day?  YES   NO   If yes, please provide more detail that we can use in promoting your business:
____________________________________________________________________

Are you interested in providing a prize for the drawing YES   NO   If yes, please provide more detail that we can use in promoting your business:
____________________________________________________________________

I understand that by signing below I am agreeing to be a participant in the Richland County Small Business Saturday program. I agree to stamp the passports of customers who enter my shop and that I will not require purchase for said passport.

Signature ______________________________________________________________

Return to:  Richland Area Chamber of Commerce  55 N. Mulberry Street, Mansfield, OH  44902
phone: 419-522-3211   fax: 419-526-6853   email: kfox@richlandareachamber.com
Workers' Compensation Group Rating Program

Deadlines are Approaching!

In light of BWC transitioning to prospective billing, the 2016 CareWorksComp group rating enrollment deadline for the traditional discount group rating program is November 18, 2015 and the retro group rating enrollment deadline is January 22, 2016. It is important to apply early so that you have adequate time to evaluate your options. If you have not already applied, we ask that you take a look at your potential premium savings through the Richland Area Chamber of Commerce Workers' Compensation Program that is administered by our partner, CareWorksComp. Our workers' compensation program was created to help our members maximize their workers' compensation premium savings and to provide them with quality claims management services. Consider these points about our program:

- CareWorksComp evaluates your company for your greatest premium savings options.
- Maximum BWC projected premium and rate discounts of up to 53% in our traditional group rating programs and premium rebates of up to 63% through our retrospective group programs for eligible businesses.
- Unemployment program consulting services are included in our program.

Best-in-class full-service program includes program management, with professional account executives, hearing representatives and claim staff as well as underwriting/rate analysts providing you peace of mind.

To request a free, no-obligation analysis of your best savings options, please take a moment and contact CareWorksComp's Program Manager, Beverly Westover toll-free at 1-800-837-3200, ext. 57169 or via email at beverly.westover@careworkscomp.com