Working Together is Key

By: Jodie A. Perry, IOM
@RichlandAreaCh

There is a great quote by the famous industrialist Henry Ford which says, “Coming together is a beginning; keeping together is progress; working together is success.” I ran across it many years ago and have used it and referred to it many times in my work ever since. It is a concept that is startlingly simple to grasp and yet very elusive when it comes down to actually carrying it out.

In the last year since I have joined the Chamber, I have had the opportunity to participate in countless meetings where groups of leaders have gathered to try to figure out how to move the community forward in different areas such as small business, education, arts, social services, non-profits, etc. I have been amazed and impressed by how much enthusiasm there is in this community to make things better; it is truly a great thing to witness.

I would like to suggest that if we really want to see our community achieve more, one of the most important things - if not THE most important thing - we can do is to work together. Collaboration is the name of the game. It’s been the buzzword for several years at the Chamber professional conferences I have attended and it was a highlight of an economic development conference I attended back in June as part of a group from Richland County.

If you study communities that are having success, you will see one of the common denominators is the ability to tear down silos and work together for the common good. It is certainly happening here in Richland County in many areas. However, it is absolutely vital that this idea continues to expand and that all of our leaders see the benefits of this type of strategy.

The Chamber Board of Directors saw this need and gave me a clear mandate that we needed to work collaboratively with other organizations in the community. Armed with this mandate, we have worked hard to build relationships all around the county and in many different parts of the community. The Chamber has already collaborated with groups such as Richland Community Development Group (RCDG), Mansfield-Richland County Convention & Visitors Bureau, Downtown Mansfield, Inc. and many others at this point.

Between now and the end of the year, we have 7 other collaborative events/programs planned:

- A joint Business After Hours with the Ashland Area Chamber of Commerce;
- The Mayoral Debate with Richland Source, I Heart Media, DRM Productions, The Renaissance Theater, Richland Young Professionals;
- Women’s Business Showcase with Small Business Development Center, NCSC, OSU Mansfield, Prospering Life Events;
- A Workforce Development luncheon featuring Dave Phillips from Cincinnati Works with the One Richland task force;
- Small Business Saturday with Be Focal Buy Local and Main Street Books;
- Young Entrepreneurs Academy launch with the Mansfield-Richland Area Education Foundation;
- [M] Power Manufacturing Assembly with Magnet and Crain’s Cleveland Business.

Working collaboratively can be tricky and sometimes more time-consuming than just doing something on your own. You share the risks and rewards collectively. Ultimately, however, I think it has the potential to yield stronger and more far-reaching results. The time is right, the stage is set, the players are all here – let’s work together to make this community soar!

Article originally appeared in the September Business Journal published by the Mansfield News Journal
Thursday, October 1st, 2015, 7:30-9:00am  
Presenters: Attorneys Ken Beddow & Jason Murray 
Richland Area Chamber Office  
$15 Members, $25 Non-Members 
Continental Breakfast Provided  

Lawsuits can be expensive, time consuming and potentially fatal to your business. Join these local attorneys as they give you some tips on how to avoid them and better protect your business. Topics covered include:

- Limiting potential liability in litigation by corporate structure  
- Pre-suit strategies to limit potential liability and enhance negotiation leverage  
- Considerations in the decision to file a lawsuit versus methods of alternative dispute resolution  
- What clients should expect relative to the procedures in litigation whether they file or defend a lawsuit  

RSVP BY Sept. 29th  

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  

RSVP BY Nov. 2nd  

Registering for: □ Lawsuits: Love, Hate & Avoid □ Campaigns that Drive Action 
Company___________________________________________________________
Name of Attendee(s)__________________________________________________
_________________________________________________________________
_________________________________________________________________
Number Attending _______ Invoice Me _________ Check Enclosed _________
Credit Card # ______________________________ Exp. _________ Security Code: _______
Civista Bank has been named among the 2015 Best Banks to Work for. “We are pleased to earn this distinction for the third consecutive year,” said James O. Miller, Chairman and CEO, “and are honored to have an exceptional group of employees who truly care about our customers and community.”

The program, which was initiated in 2013 to identify, recognize and honor the best banks to work for in the nation, is a project of American Banker and Best Companies Group. In all, 50 banks achieved “Best Bank” status this year and Civista ranked number 18. The full list is featured in the September issue of American Banker Magazine and available online at americanbanker.com.

Determining the Best Banks to Work For involved an evaluation of the bank’s workplace policies, practices, and demographics as well as employee surveys aimed at assessing the experiences and attitudes of employees with respect to their workplace.

Congratulations, Civista Bank!

Pictured are staff members of Civista Bank in Shelby, taken during their 80’s themed Business After Hours in April.
Under the premise that existing job-readiness programs only focus on job placement and not retention, Dave & Lianne Phillips created a poverty to economic self-sufficiency non-profit organization called Cincinnati Works, which has an 80% one-year employment retention rate. In the past three years, Cincinnati Works has brought $25 million in wages to over 1,500 families in the Cincinnati area. The program offers a complete spectrum of free, lifetime employment services for the entry-level job-seeker to sustain and advance in today’s work climate.
Richland Area Community Guide & Member Directory...

The 16th annual Richland Area Community Guide & Member Directory will be available to chamber members, area residents, hotels, realtors, attractions and new residents & businesses in December!

Now is the time to guarantee that your business has a prominent place in this full color guide used as a "first-stop" for top-level area buyers! Capitalize on additional exposure as your ad is seen on one of the area's fastest growing websites...mansfieldnewsjournal.com!

2015 ADVERTISING OPPORTUNITIES

<table>
<thead>
<tr>
<th>Option</th>
<th>Cost</th>
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<tr>
<td>Centerspread +43,000 impressions</td>
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<tr>
<td>Back Cover +37,000 impressions</td>
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<tr>
<td>Inside front or back cover +32,500 imp.</td>
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<td>Full page +30,000 impressions</td>
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<tr>
<td>1/4 page or Strip ad +24,000 imp.</td>
<td>$675</td>
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<td>1/8 page +18,000 impressions</td>
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<tr>
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All ads include full color highlighted 25 word expanded business listing. Impressions served on www.mansfieldnewsjournal.com - 300x250.

*No online included in these selections.

NEW BENEFIT - Receive a free pick up of your chamber directory ad on Sunday, November 8th in the Mansfield News Journal with the purchase of an 1/8th page ad or larger in the 2015 Chamber Directory. All members will receive two free listings in different areas of the printed directory. One listing is by category of business (includes name, address, phone, fax, email and/or web address and contact name). The second listing is in alphabetical order by business name (includes name and page number of category listing).

Advertising deadline is Friday, October 2nd!
Call the News Journal TODAY to reserve your space!
419-521-7315

Advertiser_________________________ Ad Size _______ Total Ad Cost $ __________

Signature__________________________ Date________________________

News Journal Media

www.richlandareachamber.com
MANSFIELD’S
MAYORAL DEBATE

ABRAMS vs. THEAKER

OCTOBER 20
5:30 PM
RENAISSANCE THEATRE

OPEN TO THE PUBLIC
limited reserved seating

PRESENTED BY
Richland Source • WMAN Radio • The Renaissance Theatre •
• DRM Productions • The Richland Area Chamber of Commerce
• Richland Young Professionals

www.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

9/30/15 — [M]Power: Manufacturing Assembly 2015, Knight Center in Akron/hosted by MAGNET
10/1/15 — Business Boot Camp: Lawsuits: Love, Hate and Avoid, presented by Ken Beddow & Jason Murray, 7:30-9am (see page 3)
10/2/15 — Membership 101 at Ed Pickens Café on Main Events & Catering, 8-9am
10/7/15 — Transforming Workforce Development Luncheon at the Holiday Inn (see page 5)
10/8/15 — Executive Committee Meeting: 7:30-8:30am at the Chamber
10/8/15 — Business After Hours: Bella Bleu’s at the Water’s Edge Event Center, a joint event w/ the Ashland Chamber (see page 10)
10/14/15 — Mid-Ohio Women's Business Showcase at the Renaissance Theatre, 11am-1pm (see page 11)
10/16/15 — Ambassador Committee Meeting at the Chamber, 8-9am
10/20/15 — Business Expo Committee 8:00-9am at the Chamber
10/20/15 — Mayoral Debate at the Renaissance Theatre, 5:30pm (see page 7)
10/21/15 — Chamber Board Meeting at the Chamber, 7:30-9am
10/21/15 — Savor & Sip Auction & Food Sampling (see insert in this newsletter for more information)
11/4/15 — Business Boot Camp: Lawsuits: 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!

MANSFIELD REFERRAL ASSOCIATION
PASSING BUSINESS REFERRALS SINCE 1998

NEED MORE BUSINESS?
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CINDY: 419-524-3008
CHECK US OUT
BEFORE YOUR COMPETITION DOES!
WWW.MANSFIELDREFERRAL.COM

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- Custodial Service
- Pallets
- Assembly

"Where Quality Matters"
419-774-4400

www.rniinc.com

www.richlandareachamber.com
A Taste of Bella Bleu’s & Business After Hours / Open House
Thursday - October 8th, 2015 5:00pm - 7:30pm • New Member Mixer 4:30pm - 5:00pm
Open to Members and Non-Members • RSVP register online:
ashlandoh.com 419.281.4584 – and – richlandareachamber.com 419.522.3211
Let’s all get acquainted at Bella Bleu’s, a premier restaurant - and Water’s Edge, a business/party/wedding venue set in a beautiful lakeside oasis - for an evening of fine food and live music, great friends and meeting new friends.
Mini Food Tasting • Door Prizes • Live Music • Networking

DIRECTIONS: Note that GPS is not directing guests correctly. Best route from Mansfield is Rt. 42 through Ashland. Follow Claremont Ave/ Cottage Street to north side of town. Turn right onto Rt. 250 E. then Left onto Rt. 511 N. Turn right onto East Lake Drive and follow to Water’s Edge Event Center entrance (on right), Bella Bleu’s Restaurant is located inside the Event Center.

Bella Bleu’s at The Water’s Edge Event Center
170 Summerset Drive, Ashland, OH 44805 • 419-281-1187

www.richlandareachamber.com
Do you own or operate a business in Mid-Ohio? You're invited to be part of the area's INAUGURAL

Mid-Ohio Women's Business Showcase

Lobby at the Renaissance Theatre
Wednesday, October 14, 11am-1pm

Open Setup @ 8am
Breakfast @ 9am
The Four People You Need in Your Corner to Grow Your Business @ 9:30am
Presented by Tracy Graziani & Donna Payne of BUZZvantage

Open Networking 10am-11am
Free Public Showcase 11am-1pm

REGISTRATION REQUIRED
$50 EARLY BIRD by Sept. 9
$75 by Sept. 30
Sponsorships also available
Contact: Kathy Fox 419-522-3211
kfox@richlandareachamber.com
Or Michalina Lacy mlacy@sbd6.com

Portion of proceeds benefit the YEA!

Register at www.richlandareachamber.com

Find us on Facebook

www.richlandareachamber.com
1st Annual

Auction & Food Tasting

Wednesday, October 21st
5-8:00pm

at the
Mid Ohio Conference Center
890 West Fourth Street, Mansfield

A CELEBRATION OF ALL THINGS CULINARY IN OUR AREA!

Enjoy mouthwatering appetizers, entrees, desserts, pastries, and beverages from some of the area's finest restaurants, caterers, bakeries, deli's and beverage companies!

How does it work? Entry for attendees is $15.00 per person and this entitles them to one sample from each vendor and the chance to bid on many wonderful auction items.

Who can attend? This event is open to Chamber members and the general public, so invite your co-workers, family and friends.

Bid on auction items - Bid on the many fantastic auction items contributed by our Chamber members! Everything from overnight getaways to themed baskets, chocolates, gift cards, sports items and much more!

Entertainment - Enjoy the musical talents of Damian Boyd and Dane Noe of OH70!

Tickets: $15 for Chamber members registered by Friday, Oct. 16th

Person ordering tickets __________________________________________ Number of tickets __________________

Organization ____________________________________________ Phone __________________

Address __________________________________________ City ________ Zip__________

Payment enclosed ____ Visa/MC/Disc # ____________ exp. ____/____

Address of Cardholder: Street __________________________________ Zip__________

PARTICIPANTS TO DATE - even more to come!

Athens Greek Restaurant
Avita Health System Nutrition Services
Black Dog Tavern ● Cornell's IGA Supercenter
Der Dutchman Restaurant ● Doc's
Ed Pickens' Café on Main Events and Catering
Hidden Hog Breakfast & BBQ
Paul's Drive-In Machine Rental
Sam's Club ● Shelby Country Club ● Skyline Chili ●
The Old Bag of Nails Pub ● Vault Wine Bar

55 N. Mulberry Street, Mansfield, OH 44902
p:(419) 522-3211 f: (419) 526-6853
e: kfox@richlandareachamber.com or register online by visiting the event calendar at richlandareachamber.com

Once registered, simply check in at the door (no tickets will be mailed)

PLEASE RSVP NO LATER THAN October 16th, 2015

Richland Area CHAMBER of Commerce
MAKE A DIFFERENCE
FOOD DRIVE

Help restock our local pantries:
Salvation Army
Domestic Violence Shelter
Volunteers of America
Harmony House
Catholic Charities
Butler Clearfork Nutrition

Friday, October 23rd, 2015  8 AM - 5 PM
Saturday, October 24th, 2015  8 AM - 5 PM

Please call Doc Stumbo at (419) 529-1800 x 0 or fax (419) 529-1887 if you or your business wish to participate. Volunteers will be available to pick up donations.

Sponsors:
Graham Automall, Mansfield News Journal, WVNO RADIO /
MIX 106 / WMFD TV 68 / Y105 / MY100
WMAN 1400AM & RSVP of Mid Ohio

DROP OFF POINTS:
Graham Auto Mall, 1515 W. 4th St., Mansfield
Kroger's, 1500 Lexington Ave., Mansfield
Kroger's, 1060 Ashland Rd., Mansfield
Kroger's, 1240 Park Ave. West, Mansfield

Thank you for your support!

PRINTING PROVIDED BY
PERRYPROTECH
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
The Chamber Link (UPS-067-110) is published 12 times by the Richland Area Chamber of Commerce, 55 North Mulberry Street Mansfield, OH 44902, for its membership. Periodical postage paid at Mansfield OH, POSTMASTER. Send address changes to The Chamber Link 55 N. Mulberry St. Mansfield, OH 44902

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:

![Sustaining Members Logos]

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