

Chamber Link









September 2016

Golfers Enjoy a Beautiful Day!



















The 25th Annual Chamber Golf Classic, presented by OhioHealth, was held at the Westbrook Country Club on July 29th. Chamber members filled the course and had a picture perfect day! Congratulations to the winners:

Handicap Division

1st: Ontario Mechanical LLC 2nd: Mansfield Graphics 3rd: Avita Ontario

Scratch Division

Wallington & Bauer

Other winners included:

Closest to the hole, hole #1: Rodger Loesch Shortest Drive, hole #2: Bill Morris Longest Drive, hole #8: John Stinehour

Closest to the bathroom, hole #11: John Osborn

Longest Drive, hole #12: Cathy Stimpert Longest Putt, hole #14: Phil Hicks

Longest Putt, hole #18: Norval Blackwell

A special Thank You to Avita Ontario, Toyota Material Handling Ohio, Panera Bread, Der Dutchman Restaurant, Pepsi Products, Hempy Water, Sam's Club and Jones Chips for your contributions. We also sincerely appreciated the help we received from Alice Magoto/Miss Ohio 2016, our ambassadors who volunteered their time, and the staff at Westbrook Country Club who provided great service and a wonderful meal at the end of the event. Last, but not least, a huge thank you to all our sponsors and field prize contributors for your loyal support!

Setting a Dream Goal

By: Jodie A. Perry, IOM @RichlandAreaCh

As I write this, the 2016 Summer Olympics have just drawn to a close. I was traveling during most of the time they were on, but I always managed to catch a couple hours of the evening coverage. I'm always amazed at the power these games can have on the whole world to inspire us to keep dreaming and keep reaching for goals. At least they do for me.

Inevitably, after a gold medal is won they will interview the athlete who says something about how they have dreamed of this since they were a child and how they can't believe they have actually achieved it. Wow. Did you catch that? This is something

they have thought about for years. And more than just mere thinking, they worked to accomplish it. They put in extra hours in pool, or the gym, or on the track to help them get there. They consulted with expert coaches, honed their diets, and they failed many times before they succeeded. What separates them from those who never get to that level? Perhaps some of it is natural talent, but I also suggest that their ability to keep bouncing back from failure, to keep on focusing on the goal is what really makes the difference.

I've long believed in the power of goal setting to change behavior. I've used it myself many times. I keep a professional mission statement, vision statement, purpose statement and dream statement tacked up by my computer at work. I see it every day and it constantly reminds me of what I really want to do. I've also done this on a personal level. This year, I set a goal of paying off my debt. A big goal that required some fiscal discipline and saying "no" when I sometimes wanted to say "yes" to purchasing something. I've failed a lot, and yet I've kept going and you know what? It's working!

What if we apply this same mindset to our community? In the book <u>Good to Great</u> by Jim Collins he talks about setting a "BHAG" which stands for a Big Hairy Audacious Goal. Can we set a BHAG for Richland County? Something that we will all have to work together to accomplish? Maybe we'll need to consult with some expert coaches (consultants) to help us get there. Undoubtedly we'll have to change the way we do business. We'll have to work with people we may not even currently know. We'll fail more times than we'll succeed, at least at first, and then the magic happens. We'll get a win. Then another, then another. Before you know it, we can be receiving accolades as a model community, and so much more.

We can do it, I know we can. But it can't be just me that believes that. I know I'm not the only person who believes in our potential, I've had so many comments from other people in our area over the last couple years who also agree. We have to get beyond having the potential, however, we have to take the steps to start reaching the goal.

What's our "BHAG"? To be the top rated mid-size city in the Midwest? To be the fastest growing micropolitan area in Ohio? To be the 'coolest' mid-size city in the Great Lakes? To be a healthy, diverse, growing, generous, innovative and successful community? We probably all have something to add to that goal. And that is the point. We ALL have something to add. We ALL need to help this community succeed. Enough being armchair quarterbacks, let's get to work!

Article originally appeared in the August 24th edition of the Mansfield News Journal/Business Journal

Chamber Staff

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

Jodie A. Perry, IOM, President Lisa Duckworth, Program & Events Stephany Elgin, Member Services Bill Sharp, Chamber Foundation Director Angie Fanello, Marketing & Communications The Spherion Mid Ohio
13ER is a half marathon
and 5k Fun Run through
Richland County,
bringing light to
organizations that are



actively involved in drug prevention locally.

SPECIAL OFFER FOR CHAMBER MEMBERS: \$5.00 per entry discount when you register at www.midohio13er.com. Simply use the code CHAMBER when checking out!

Chamber President Presents at ACCE's Annual Conference in Savannah, GA



Chamber President, Jodie Perry, IOM, had a great professional opportunity to assemble a panel of Chamber leaders who joined her to talk about "Measuring Your Success". They discussed using data & metrics to help with decision making for Chamber leaders.

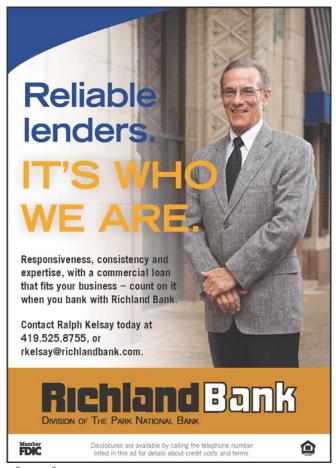
Chamber Members Learn Facebook Marketing Techniques



Nate Wolleson from Snow Trails presented a Business Boot Camp session, Visual Vitals - facebook Edition. Attendees were engaged as Nate presented topics such as facebook advertising and facebook insights based on his experience as Marketing Manager at Snow Trails.









Ideal training for:

Human Resources
Executive Leadership
Safety Personnel/Safety Team
Small Business Owners/Managers
Corporate Board Members/Directors
Office Staff
Education Leaders
Non-Profit/Social/Civic Organizations

Presented by:



Jay Miller,
DRM Productions

Watch for more
Business Boot
Camp
Announcements
coming soon!

Employee Communication in the Digital Age

September Boot Camp Series

- Wednesday, September 7th, 2016
- → 7:30am to 9:00am
- Presenter: Jay Miller, DRM Productions
- Richland Area Chamber Office
- \$15 Members \$25 Non-Members
- Continental Breakfast Provided

Effectively communicating with your employees is more important today than ever before. Whether you are sharing about customer service, safety compliance or even upcoming company events trying to get your message through the clutter of communication in the digital age can be a challenge. Many companies have turned to digital messaging to help solve the problem, but are you taking advantage of all it can do for you? Join us for this session where a digital messaging experts will share best practices and other tips for better employee communication.

RSVP BY SEPTEMBER 5th

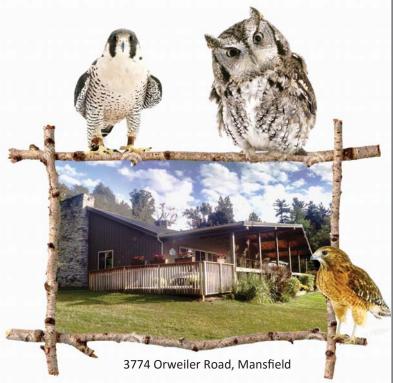
Company			
Name of Attendees			
Number Attending Invoice Me Check Enclosed			
Credit Card #			
Exp Security Code:			
Return to: Richland Area Chamber 55 N. Mulberry St., Mansfield, OH 44902 Phone: 419-522-3211 Fax: 419-526-6853			

You can also register online using the Chamber event calendar at richlandareachamber.com





Thursday, September 15th 5-7pm



Join us at the newly renovated Education Building - now available for rental purposes!

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, September 12th, 2016 Cost: Free for Members (if registering on or before 9/12)

Cost. Tree for Members (il registering off of before 9/12)		
Company		
	Names & Emails of Attendees:	New Membe Reception?
Name:	Email:	

PLEASE RSVP NO LATER THAN SEPTEMBER 12th, 2016

55 N. Mulberry Street, Mansfield, OH 44902
P:(419) 522-3211 F: (419) 526-6853
info@richlandareachamber.com
Online registration is available at richlandareachamber.com



Women-owned or operated businesses in Mid-Ohio are exhibiting at the area's 2nd Annual



Mid-Ohio

Women's Business Showcase

Free Public Showcase!

Wednesday, September 21, 2016 11am-1pm
Lobby at the Renaissance Theatre

INTERESTED IN EXHIBITING?

Register at www.richlandareachamber.com or contact:

Jodie Perry 419-522-3211 jperry@richlandareachamber.com

Michalina Lacy mlacy@sbdc6.com

Sponsorships also available!

Portion of proceeds
benefit the YEA!



A program of the MRA Education :





Small Business Development Centers



















Bicycling Just Got Better in Richland County!

Richland Moves is Richland County's Voice for Complete Streets: Better Bicycling, Walking, and Bus Service in our local communities. We were happy to help them celebrate two major milestones in Mansfield bike infrastructure: The installation of bike racks in the downtown Municipal Parking Lot and the creation of the Mansfield Bike Loop. Such a great collaborative effort to make Mansfield a healthier place and support an active lifestyle.

Shelby Celebrates New Business!









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AUCTION & FOOD TASTING

Wednesday, October 12th 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!

<u>How does it work?</u> Entry for attendees is \$15.00 per person and this entitles them to one sample from each vendor (participant list coming soon) 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.

<u>Bid on auction items</u> - 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!

Enjoy Live Entertainment ~ Great Food ~ Auction Items!



Tickets: \$15 for Chamber members registered by Friday, Oct. 7 th			
Person ordering tickets	Numbe	r of tickets	
Organization		Phone	
Address	City	Zip	
Payment enclosed Visa/MC/Disc #		exp/	
Address of Cardholder: Street		Zip	

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)

RSVP by October 7th, 2016 for best pricing!



AUCTION AND FOOD TASTING EVENT



October 12th, 2016 5-8pm

Mid-Ohio Conference Center

TICKET INFORMATION COMING SOON!

Silent Augtion

Bus	siness/Organization:			
Cor	ntact Person:			
Pho	one:	email:		-
Iten	n(s):**			
*	Item enclosed	Need pick up between (dates)	&	

Yes, I would like to donate an item!

Please respond by Friday, September 30th:

Mail to: Richland Area Chamber of Commerce

55 N. Mulberry St. Mansfield OH 44902

Fax to: 419-526-6853 Call: 419-522-3211 Email: jperry@richlandareachamber.com

**Don't like to shop?? Cash donations are welcome and we'll do the shopping for you! We will be doing both silent and live auctions. Don't miss out on the opportunity to highlight your business by providing a unique item for the auction. Some great ideas include: baskets, trips, gas cards, CHOCOLATE, tickets to sporting events, etc.

"Politician-proof" your business!

HOW TO BUILD AN UNSTOPPABLE



Ideal training for:

Small Business Owners/Managers Marketing/Media/PR Relations Office Staff **Event Planners**



at Richland Area Chamber \$15 members \$25 non-members Includes cont. breakfast

FEATURED SPEAKER:



Beth Reitler **Growth Coach at Spire**





It's NORMAL to feel like you're at the mercy of things you can't control. You don't have control over clueless politicians, or the strategic moves of your competition.

But take heart. You have control over your small business. You built it against great odds, and this is NOT a time to hunker down, or let outside forces dictate your next move.

At our next Business Boot Camp, you will learn:

- » Customer Value Optimization: Learn a method to optimize the value of every customer, every prospect, every website visitor... every person who sees your marketing.
- » Websites? Social Media? Traditional marketing? It all has its place, and you will see where to put your focus to get the best results.
- » A 6-part formula to attract the best customers: You'll discover the formula Spire uses to help some of the area's most successful small businesses grow.
- » Get a simple marketing framework to use in your business.

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Phone: 419-522-3211 Fax: 419-526-6853

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Ideal training for:

Sales Team
Marketing/Media/PR Relations
Office Managers
Executive Leadership
Small Business Owners/Managers
Corporate Board Members/Directors

Presented by:

Chad Gillen Regional Partner, Web.com



Sponsored by:



More
Business
Boot Camp
announcements
coming soon!

Marketing Has Changed!

Learn How to Use Google to Grow Your Business

- Friday, October 21st, 2016
- ♦ Hot breakfast buffet, 7:30 8:00am Program from 8:00am to 9:30am.
- ♦ Presenter: Chad Gillen, Regional Partner, Web.com
- ♦ Where: Holiday Inn/Mansfield
- ♦ \$20 Members \$30 Non-Members

RSVP BY Oct. 17th

In this 90-minute session you will learn:

- Understanding Consumers' Local Search Behavior
 - ⇒ The Anatomy of Search
 - ⇒ PPC (pay per click)
 - ⇒ Organic Listing (SEO)
 - ⇒ Map Listings
- The importance of "So-Lo-Mo."
 - ⇒ Social
 - ⇒ Local
 - ⇒ Mobile
- Pro Tips

Don't miss this information-packed workshop that will help grow your business!

About The Presenter

Chad is committed to digital education within our community. He has extensive background in the topics presented, including:

- Google Premier SMB Partner
- Google Certified since 2006
- SEMPO Certified
- Over 15 years of consulting and marketing experience with SMB's
- Specializing in multi-channel marketing
- Experience in managing portfolios ranging from \$500-\$25,000/mo.

Please Note - This event is taking place at the Holiday Inn			
Company			
Name of Attendees			
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Credit Card #			
Exp Security Code: Return to: Richland Area Chamber 55 N. Mulberry St., Mansfield, OH 44902 Phone: 419-522-3211 Fax: 419-526-6853	You can also register online using the Chamber event calendar at richlandareachamber.com		





Exclusive for

Chamber

ongoing

discount

NEW CHAMBER BENEFIT!

The Richland Area Chamber of Commerce has partnered with Mansfield startup Localynx to bring our members access to their own customizable micro app. Localynx is a free mobile app, whose mission is to increase traffic to local businesses. They accomplish this by offering consumers access to a free tool on their smartphone which helps them shop local. We are excited about this new technology and believe that Localynx and this partnership will help our community continue to grow and thrive. Members: 1st nonth free and Localynx will be offering a free info session at the Chamber on September 22nd at noon. This session includes: lunch, information about Localynx, how local businesses are utilizing it, and assistance getting your company on Localynx. There is no obligation to buy, and any local business can create a free listing. If a company does decide to upgrade to a paid listing, they will receive a free month and an ongoing discount as a benefit of their chamber membership. The first session sold out, and this session is limited to 25 people, please register today through the chamber office to reserve your spot.

"Our Localynx ad has done extremely well! We were intrigued by the app because we are big believers in supporting Local. The cost made it a no brainer to at least try. What a great investment! Our ad has brought in a lot of new younger customers to both locations! The thing we are most excited about is that this app will really make a difference in our community by driving dollars to locally owned businesses over national chains. We highly recommend partnering with LocaLynx for both your business and your community!"

> -Mryon Coblenz Owner, Athen's Greek Resaurant







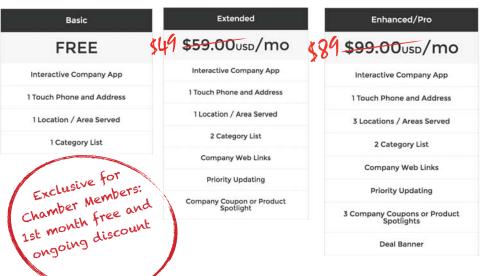
Localynx Mansfield Statistics

- Over 15,000 local downloads in less than a year
- Grows by 1000+ downloads per month
- Features Over 250 Local Businesses
- A Micro App for your small business
- Thousands of coupons redeemed each month
- Ongoing marketing to increase users and frequency of use
- Average session: over 3 min 10 sec
- Expanding into surrounding counties

"We were shocked how quickly our Localynx ad worked. Within two weeks we got a call for an outdoor kitchen job from Localynx, the customer specifically referenced our free fire pit coupon. This one job represented over \$25,000 into our business. We love the emphasis on local and our ROI has been through the roof. Thanks Localynx!"

> -Andy Rex Owner, Rex's Landscaping





To see how Localynx could benefit your business, download the app for free on the App store or the Google Play store.

If you have any questions or are interested in LocaLynx before the September 22nd info session, please call or email Shane Hostetler at 419-566-1102 or shostetler@localynx.com



The Chamber Foundation's Popular Economic Club Luncheon Series Begins a New Program Year!



Four times a year, the Economic Club brings world-class speakers to our area for luncheon meetings. A portion of the annual membership supports economic education in Richland County. Annual Membership in the Economic Club remains \$100 (\$50 deductible, \$50 meals). Information is below for the first program of the series.

Shannon Marr, North Coast Cigar Where do those smelly things come from (and why do they taste so good)???

Join us **September 19**th at the Life Celebration Reception Center in Mansfield, with Shannon Marr, Owner, North Coast Cigar in Port Clinton. North Coast Cigars has the largest, walk in, state of the art humidor in Northwestern Ohio and serves customers from Ohio, Michigan, and beyond. Last year, Shannon hosted a trip with several of his customers to Central America where they toured tobacco fields and cigar manufacturing facilities. Fortunately for us, he took lots of pictures of what remains one of the businesses that continues manufacturing methods unchanged for hundreds of years.

Please make reservations no later than Sept. 12th to:

Economic Club, 55 N. Mulberry Street, Mansfield, OH 44902. Fax: 419.526.6853 e-mail: mrachamberfoundation@gmail.com As this is the annual program renewal, the \$100 annual fee (\$50 deductible, \$50 meals) must be made prior to attending or at the door September 19).





Upcoming Events

9/7/16 — Employee Communication in the Digital Age
Business Boot Camp Workshop 7:30-9am

9/8/16 — Executive Committee Meeting 7:30-9am

9/13/16 — Business Advocacy Committee 8am

9/15/16 — Business After Hours/Ohio Bird Sanctuary 5-7pm

9/16/16 — Ambassadors Meeting 8-9am

9/20/16 — Business Expo Committee 9am

9/21/16 — Chamber Board Meeting 7:30-9am

9/21/16 — Mid Ohio Women's Business Showcase

at the Renaissance Theater 11am-1pm

9/22/16 — New Benefit Luncheon (LocaLynx) 12-1pm

10/5/16 — Business Boot Camp Workshop 7:30-9am

10/12/16 — Savor & Sip Auction 5pm-8pm

10/21/16 — Business Boot Camp PLUS Workshop 7:30am

11/10/16 — MTBusinessTechnologies Bus. After Hours 5-7pm

11/18/16 — Small Business of the Year Luncheon

12/2/16 — Chamber Coffee/YMCA 7:30-8:30am

12/8/16 — Bus. After Hours/Mansfield Art Center 5-7pm

Watch your e-mail for more upcoming events!

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- Walk groups on urban city streets, residential neighborhood streets, the Richland B&O trail, and rustic hiking trails.
- Join the movement and share your ideas for future walks.
- Open invitation to walk for the physical, mental or social benefits.
- Bring friends and family members or come by yourself.
- NO COST

Find us www.meetup.com/JustWalkRichland/ or

Bit.ly/justwalkrichland

justwalkrichland ***



For more information contact Ashton: (419) 774-4773 or agrigley@richlandhealth.org

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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.



2012 Medical Mutual of Ohio