# **CHAMBER LINK**

JANUARY 2024



Small Business of the Year Winner (14 Employees & Under Category): Elzy Milling & Trade See inside for more Small Business of the Year Finalists and Winners



#### **STAFF**

Greg Timberlake, Psy.D.

#### **Angie Cirone**

#### **Patrick Clinage**

#### Lisa Duckworth

#### **Angie Fanello**

#### Jessica Gribben

#### **Kathy Fox**

#### **Clint Knight**

#### **Sandy Messner**

#### **Evan Stuart**

#### **Barrett Thomas**

Phone extension 111

#### **Jennifer Wagner**

Member Services Coordinator Phone extension 110

55 N. Mulberry St.

Mansfield, OH 44902

Phone: (419) 522-3211

Fax: (419) 526-6853

info@richlandareachamber.com







# A Message from Jodie

It seems hard to believe that my time at the Chamber has drawn to a close. By the time you read this note, I will be in my new role at the City of Mansfield. Before that happens, I wanted to share a few parting thoughts with you.

First, it's truly been an honor to have this role and work on behalf of this organization for the last 9 years. I am so thankful for the opportunity and the chances I have had to get



Mayor Jodie A. Perry

to know each of you. So many of you were supportive of our events, programs and initiatives over the years and I want to say thank you for the trust you have put in this organization. The Chamber is a dynamic force in our community, and I know it will continue to be so in the coming years.

Second, you should know that you're in fantastic hands with the staff team at the Chamber. From Economic Development to Membership and everything in between, our staff members work hard each day to serve our community. They will continue to follow our strategic plan and you won't miss a beat with them. To Angie F., Kathy, Barrett, Lisa, Clint, Jessica, Patrick, Jennifer, Sandy, Angie C., and our intern Evan – THANK YOU for all that you have done. It's been an honor.

Third, this is your organization – the members. And the leaders of the organization are the Board of Directors. From those who hired me to those I have worked with throughout the last year of transition, we have had superb volunteer leadership. I'm so thankful to all of them for their support over the past years. Particularly to those who have served as Board Chairs during my tenure: Karl, John, Brian, Eric, Dave, Chris, Carl, Jay, and Beth – it was so fun to serve with each of you. Thank you!!!

Lastly, I hope that you will continue to believe in the future of our community. We have been through a lot and there is a lot that still needs to be done. It will take all of us working together to continue to move the needle on some of the biggest issues we face. My commitment to collaboration and working together is just as strong now as it ever was.

I believe in the future of our community.

I believe the best is yet ahead.

I believe that we can effect real change.

I believe we can improve things for all.

I believe that our community deserves these things.

I believe in us!

Onward!





When: Thursday, January 18, 2024 7:30 - 8:30 AM

Where: Third Street Family Health Services 1404 Park Ave. West, Suite 2 Mansfield, OH 44906

Why: Coffee, connections... and did we mention coffee???

REGISTER NOW



#### CHAMBER BOARD ENDORSES MANSFIELD WATER MAIN INITIATIVE



The Richland Area Chamber & Economic Development's Board has officially endorsed the Mansfield Water Main Initiative, a crucial step towards securing the city's water infrastructure. The proposal aims to address the deteriorating condition of Mansfield's 321 miles of water mains, with a four-year 0.25% income tax on the March ballot. Despite the city's abundant

clean water, many lines are over 100 years old, resulting in 385 non-functional or compromised hydrants, impacting 2,400 residences. The income tax, generating \$18M, will specifically target the replacement of 53 miles of crumbling 4-inch water lines. For more details, visit the Mansfield Water Main Initiative website.

LEARN MORE

# **DECEMBER MEMORABLE MOMENTS**











# RICHLAND AREA CHAMBER CONGRATULATIONS TO OUR 2023 AWARD WINNERS!



15+ Employees & Over Category



MANSFIELD PLAYHOUSE

Small Non-Profit of the Year



ELZY MILLING & TRADE 14 Employees & Under Category



**DOWNTOWN MANSFIELD. INC.** 

Large Non-Profit of the Year

### **FINALISTS**



**DRS. HERINGHAUS** 



GROUP



MARKETING



LOCAL PROJECT PRO



You put everything you have into your business. And we put everything into creating high-quality health insurance plans for you and your employees. We've partnered with the Richland Area Chamber and Council of Smaller Enterprises (COSE) to offer a unique benefit option for small businesses like yours. The COSE Benefit Plan is a multiple employer welfare arrangement (MEWA) that allows businesses of 1–50 to join together to share costs and combine risk. This offers rate stability, savings and the same great health benefits that large corporations have. Bundle your health plan with our dental, vision or life plans for a fully integrated benefits package.

Contact your broker | COSEBenefitPlan.com







# **DECEMBER RIBBON CUTTINGS**





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# Low-stress banking should be a high priority.

It's our goal to make banking the easiest (and dare we say, the best?) part of your day. So whenever you hear someone mention, "Mechanics Bank," you'll be so full of pride that you stand up and say...



Mechanics





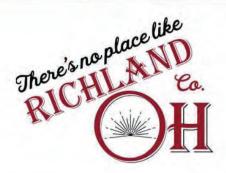
2. Our event calendar: richlandareachamber.com

3. Call us at (419) 522-3211

4. Email Lisa Duckworth at: lduckworth@richlandareachamber.com

\$50.00 PER PERSON (BEFORE JAN 9, \$55.00 AFTER THIS DATE)

# Sponsorships Now Available



# ANNUAL MEETING & ECONOMIC EXCELLENCE AWARDS

SAVE THE DATE **FEBRUARY 7** 5:30-9 PM

## **Emerald City Sponsor**

\$2,000 (Limit of four)

- 2 Full tables (16 tickets) at the event with VIP seating
- Table sign with corporate logo
- Two page ad spread in the program book (each page is 7.5"wide by 10" tall)
- 4 bottles of wine at the dinner table (2 on each table)
- Ability to speak for one minute at the podium
- Multiple verbal recognitions from the podium / sponsorship thank you
- Logo recognition (dedicated slide) during slide show
- Logo in a primary location on the welcome banner
- Logo and link on Chamber website event page
- Logo recognition in Chamber newsletter and emails
- Inclusion in press release
- Social media "thank you"
- Right of first refusal for next year

## Over the Rainbow Sponsor

\$900

- 6 Tickets to the event
- Table sign with corporate logo
- Three-quarter page color ad in program book (7.5" wide by 7" tall)
- Verbal recognition from the podium
- Logo recognition during slide show
- Business name on the welcome banner
- Business name & link on Chamber website event page
- Business name in Chamber newsletter & emails

## Wizard Sponsor

\$400

- 2 tickets to the event
- Quarter page color ad in the program book (3.25" wide by 5" tall)
- Verbal recognition from the podium
- Business name recognition during the slide show
- Business name on the welcome banner
- Business name recognition in Chamber newsletter

#### Yellow Brick Road Sponsor

\$1,200

- 1 Full table (8 tickets) at the event with VIP seating
- Table sign with corporate logo
- Full page color ad in the program book (7.5" wide by 10" tall)
- 2 bottles of wine at the dinner table
- Multiple verbal recognitions from the podium / sponsorship thank you
- Logo recognition during the slide show
- Logo, and link on Chamber website event page
- Logo recognition in Chamber newsletter and

## **Ruby Slipper Sponsor**

\$600

- Half-page color ad in the program book (7.5" wide by 5" tall)

- Verbal recognition from the podium
  Business name recognition during the slide show
  Business name on the welcome banner
  Business name & link on Chamber website event
- Business name recognition in Chamber newsletter

This event features awards for outstanding individuals, social time, and an opportunity for members to share in the accomplishments of the past year and goals for the new year.

Phone: (419) 522-3211

# CALL FOR NOMINATIONS RCDG ECONOMIC EXCELLENCE AWARDS



Nominations are open for the 2024 Economic Excellence Awards, recognizing the game-changers in Richland County's economic landscape. We invite you to highlight businesses, individuals, and organizations that have significantly influenced economic, workforce, and community development. The Economic Impact Awards specifically acknowledge outstanding efforts in these areas.

Awards will be presented at the Annual Meeting on February 7, 2024, at the Mid-Ohio Conference Center. Nominate deserving candidates by January 13, 2024 by downloading the nomination form and following the submission instructions.

#### DOWNLOAD NOMINATION FORM

#### Member Message Email Marketing: Amplify Your Reach with ChamberLink!

Exclusively for Chamber members, the Member Message Email Marketing program is your ticket to directly engage with over 2,300 employees of Chamber member businesses. Here's a quick rundown:

- Timing and Exclusivity: Your Member Message email goes out on Tuesdays or Thursdays, ensuring maximum visibility as the sole sender on your chosen day.
- Reservation and Availability: Due to high demand, each member can send one message per quarter.
   Secure your preferred date by reserving early.
- Open Rates and Cost: Enjoy an impressive 30% average open rate for just \$175 per email blast (\$150 for non-profits).
- E-MAIL MARKETING

• Ease of Process: Provide your content in a PDF or share text, 1-2 images (like your logo), and up to 3 links. Supply content 3-5 days before your slot for a proof before sending.

Don't miss out! Amplify your marketing with Member Message Email Marketing and make a lasting im-pact on the Chamber community. Contact Sandy Messner at smessner@richlandareachamber.com to get started!

#### RICHLAND COUNTY UNVEILED: A FAMILY OF COMMUNITIES



On December 12th, the Richland County Commissioners proudly revealed the first of three community-branded videos as part of the BrandRichland initiative, set to unfold throughout 2024.

This teaser video marks a milestone, showcasing the widespread adoption of the BrandRichland identity throughout our diverse and vibrant community. It visually represents the unity and spirit that defines Richland County, showcasing the essence of our shared identity—a Family of Communities.

#### **WATCH THE VIDEO**

#### A Glimpse into Richland County: The Teaser Unveiled

The video offers a captivating glimpse into the heart and soul of Richland County. From the charm of our neighborhoods to the energy of local events, each frame captures the richness and diversity that makes our community special.

The BrandRichland initiative fosters a sense of belonging, unity, and pride, showcasing the unique blend of stories that contribute to our collective narrative. This teaser sets the stage for a series of engaging visuals rolling out over the coming year.

#### A Family of Communities: More Than a Tagline

"A Family of Communities" isn't just a tagline—it's a reflection of who we are. Richland County is more than a geographic location; it's a network of interconnected communities, each with its own character and charm.

#### Join the Movement: Spread the Stories, Make Memories, Make a Life

Join us in spreading the stories of Richland County. Share the teaser video far and wide, and let others experience the beauty, warmth, and diversity of our community. Encourage one another to "Make Memories and Make a Life in Richland County."

Use the hashtags #BrandRichland and #AFamilyofCommunities to connect with others who share in the pride of our community.

Stay tuned for more visuals and narratives as we continue to unveil the magic of Richland County under the BrandRichland initiative throughout 2024. Let's make this a year of shared stories, shared pride, and shared experiences!

WATCH THE VIDEO

17th Annual Business Expo

# 2024 BUSINESS EXP DON'T GET LEFT IN THE DARK!

#### PRESENTING SPONSOR:



#### **DETAILS:**

- Thursday, March 21st, 10-4pm, at the Richland County Fairgrounds
- Set up will take place from 3-5pm on Wed., March 20 to allow for the "Expo Eve" Business
  After Hours taking place 5-7pm that evening 300+ attended the BAH in previous years,
  with over 900 attending the Expo!
- Enjoy an exciting "Solar Eclipse" theme!
- Booth prizes will be awarded for: Most Creative, Best Use of Theme, & People's Choice
- Admission will be free, and once again, many forms of media will be used to promote the Expo to the public.

COST: Booth cost is only \$200 if you reserve your space before February 1st (\$250 after this date). Booth size is 8'x10'. 8ft. table, 2 chairs, and electricity/wifi included.

THIS EVENT WILL SELL OUT! TO GUARANTEE A SPOT, PLEASE RESPOND PROMPTLY!

COMPLETE FORM AND RETURN WITH PAYMENT AS SOON AS POSSIBLE TO RESERVE YOUR BOOTH Booths are <u>first come</u> , <u>first served</u> . Online registration is available by visiting the event calendar at www.RichlandAreaChamber.com	
Organization:	
	Email:
Phone:	Fax:
PAYMENT:	Enclosed VISA/MC/DISC CARD #:
	Exp: / Security Code:
同ではおめ同	Address of Card Holder:
	Phone: 419-522-3211 • Fax: 419-526-6853 Email: Iduckworth@richlandareachamber.com
AND THE STATE OF T	Mail: Richland Area Chamber & Economic

Development • 55 N. Mulberry St., Mansfield 44902

Previous attendance = 1,000 +

Booth space has sold out the past five events!

# Eclipse Diamond Presenter — \$3,000

(Limited to One)

- Naming rights (Business Expo presented by...)
- Double booth space at main entrance, facing incoming guests
- Facebook Live interview at event streamed from Chamber's page
- Banner with your company name hung in prime location
- Your booth featured on cover of April Chamber Link Newsletter
- Company logo on booth map provided to attendees
- Logo (large) on sponsor banner displayed
- Logo (large) on tote bag given to "endees
- Logo (large) on posters displayed Expo
- Logo on any maior p med xi nds
- Featured : ...w \ ompar ep. ...ve via live radio broadcas
- Name on Expure → auc
- Logo & link amber website for Expo
- Paid social media campaign featuring company photo (\$\$\$\$)
- Logo in Chamber newsletter
- Up to 3 items in tote bag given to attendees
- Logo on Chamber email blasts for Expo
- · Inclusion in press release
- · Right of first refusal for next year

## Totality Trailblazer — \$1,200

(Limited to Four)

- Double booth space in a prime location
- An aisle sign will be hung with your company name and also printed on booth maps
- Logo (large) on booth map provided to attendees
- Logo (large) on sponsor banner displayed at Expo
- Logo (large) on tote bag given to attendees
- Logo (large) on posters displayed at Expo
- Logo on any major print media Expo ads
- Name on Expo radio ads
- Logo & link on Chamber website for Expo
- Paid social media campaign featuring company photo (\$\$\$\$)
- Logo in Chamber newsletter
- Up to 3 items in tote bag given to attendees
- Logo on Chamber email blasts for Expo
- Inclusion in press release
- · Right of first refusal for next year

### Expo Eve Business After Hours Sponsor — \$900

(Limited to Four)

- One (1) prime booth space in the Bus. After Hours networking area
- After Hours banner with sponsor logos hung in prime location
- Business name announced by DJ multiple times throughout event
- Name on booth map provided to attendees
- · Name on tote bag given to attendees
- Logo & link on Chamber website and registration materials for Expo Eve Business After Hours
- Paid social media campaign featuring company photo (\$\$\$)
- Logo (small) in Chamber newsletter
- Up to 2 items in tote bag given to attendees
- Logo on Chamber email blasts for Expo Eve Business After Hours
- Right of first refusal for next year

# Luminary Partner — \$900

- One (1) booth space in a prime location
- Logo (small) on booth map provided to attendees
- · Logo (small) on sponsor banner displayed at Expo
- Logo (small) on tote bag given to attendees
- Logo (small) on posters displayed at Expo
- Logo on any major print media advertising
- Logo & link on Chamber website for expo
- Paid social media campaign featuring company photo (\$\$\$)
- Logo (small) in Chamber newsletter
- Up to 2 items in tote bag given to attendees
- Logo on Chamber email blasts for Expo

## Cosmic Champion — \$600

- Save \$100 on a booth space
- · Name on booth map provided to attendees
- Name on banner displayed at Expo
- · Name on tote bag given to attendees
- Name on posters displayed at Expo
- · Name on any major print media advertising
- Name & link on Chamber website for Expo
- Paid social media campaign featuring company photo (\$\$)
- Name in Chamber newsletter
- One (1) item in tote bag given to attendees
- Name listed on Chamber email blasts for Expo

### Solar Beacon Supporter — \$300

- Save \$75 on a booth space
- Name on booth map provided to attendees
- · Name on banner displayed at Expo
- Name on posters displayed at Expo
- Name on any major print media advertising
- Name & link on Chamber website for Expo
- Paid Expo social media campaign featuring company photo (\$)
- Name in Chamber newsletter
- Name listed on Chamber email blasts for Expo



# WIC provides access to nutritious foods.



WIC is the Special Supplemental Nutrition Program for Women, Infants, and Children.

Find out if you qualify at richlandhealth.org/WIC



# Department of Health

Women, Infants, and Children Program (WIC)

# Thank you to our renewing members!

# CATALYTIC LEADER / PLATINUM



# Interested in enhancing your member benefits?

Contact Jennifer at 419-522-3211 or wagner@richlandareachamber.com

#### **SHAPE & THRIVE**

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**Snow Trails** 

Love's Travel Stops

Ohio Valley Manufacturing, Inc.

#### **BUILD & GROW**

Forrest Machine Products Corp

New Mercy Outreach, Inc.

**AssuredPartners** 

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Industrial Technical Sales & Service

Metal Conversions Ltd

North Central Ohio Periodontics

**OmniSource** 

Tarkowsky & Piper Co., LPA

Terra Valley Excavating

**Buckeye State Credit Union** 

Rinehart-Walters-Danner & Associates

Baker's Collision Repair Specialists,

#### **ENGAGE & CONNECT**

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Doug Neighbors Allstate Agency

Houck Seed Company

Lybarger Insurance Agency

Mid-Ohio Youth Mentoring

**Purdy Construction Company** 

Stoodt's Fresh Market

Tara's Floral Expressions

Webb's Septic Tank Cleaning/Lacey & Pasheilich Excavating

Whitaker-Myers Group

NAMI Richland County

Beer's Automotive Services and Repair

Community Health Access Project, Inc

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Edward Jones -Jeffrey W. Bail

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#### **Program Day Sponsor**



The December LU Program Day focused on opportunities and missing pieces for youth and young adults. The class learned how many leaders and organizations are working to empower youth. Class members explored ways they could contribute to short- and long-term solutions.



The LU Class of 2024 started the program day at Buckeye Imagination Museum and learned about opportunities for teens to enjoy the museum.



Love on a Mission Executive Director Deena Hamilton shared how the organization helps youth find authentic friendships and thrive.



Student ambassadors showed the LU participants around to several different labs at Pioneer Career & Technology Center.



Chairman of Skate Ohio BJ Price discussed the nonprofit's mission to provide alternative athletic opportunities.

Panelists discussed challenges and barriers for youth as well as how their organizations are helping with solutions. It was a powerful conversation on breaking cycles and empowering families.



Learn more about program days at facebook.com/LeadershipUnlimited.





## **Presenting Sponsor** richland source















Young Leaders Institute students explored the impact of local government on their daily lives during December's program. These high school sophomores gained significant firsthand citizenship lessons throughout the day.

- · Clockwise from top left: The day began with a leadership discussion about inspiring a shared vision at Mid-Ohio Educational Service Center.
- Aurelio V. Diaz Mansfield City Councilman Ward 5 spoke about the role of a councilperson and his passion for building trust with citizens.
- · Richland Source reporters Katie Ellington Serrao and Hayden Gray shared their approach to election coverage and the importance of being informed about elected officials, issues, and levies. Photo credit: Carl Hunnell.
- Students learned about county funds and operations from Treasurer Bart Hamilton and court proceedings from Court Administrator Tammy Wurthmann.
- During the Richland County Board of Elections visit, Director Matt Finfgeld, and Deputy Director Jane Zimmermann talked with students about the logistics of elections as well as registering to vote, becoming poll workers, and running for office.
- Young Leaders Institute students took a brief tour of the main Richland County building.

## **MarketingMatters**

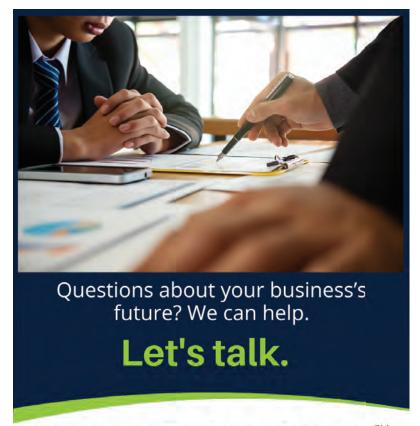
with Sandy Messner

# Unlocking the Future: Top 3 Marketing Trends in 2024:

As we dive into 2024, the marketing landscape is evolving at a thrilling pace. Here are the top trends to watch:

- 1. Al Marketing Automation: Integrating Al with marketing transforms how companies analyze data, personalize customer experiences and optimize campaigns. Al will continue to bring us into a new frontier of more personalized marketing. Decision tree chatbots will become a thing of the past, and natural language processing (NLP) will enable conversational Al to understand questions like a real person.
- 2. Augmented Reality (AR) and Virtual Reality (VR): Expect deeper integration of immersive technologies like AR and VR into marketing. Retailers can elevate brand value with virtual try-on experiences, creating engaging brand narratives in 2024.
- 3. Hyper-Personalization: All and machine learning advancements empower hyper-personalization, refining content, product suggestions, and offers. In 2024, as customers crave tailored experiences, businesses must balance personalization with privacy, ensuring transparent data usage. Embrace these trends for a future-forward marketing strategy.





Conversations That Change Everything.<sup>SM</sup>

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CHAMBER

CATALYTIC LEADER

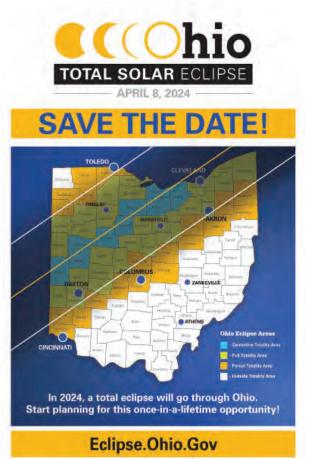


**Spherion Mid Ohio** is proud to be your staffing leader with local roots and passion for placing the right person in the right job. With almost 30 years of experience, we have a firm grasp on what it takes to build a strong workforce and a successful career.

Direct Hire Division? Their expertise is in their proven track record of sourcing, vetting and providing clients with the perfect person for their opening. From placing office/clerical roles, to Presidents of companies, our team has delivered the talent across numerous industries. Our commitment is to work diligently on your behalf to deliver outstanding service and results. We are your staffing team, and we're in it for the long haul. Spherion Mid Ohio is proud to distinguish ourselves by our high standard of

We are much more than just a staffing agency, we are a local staffing partner you car trust. Select Spherion and, let's get to work!

# Preparing for the 2024 Ohio Total Solar Eclipse: A Resident's Guide



As the 2024 Ohio Total Solar Eclipse approaches, Richland County residents have a front-row seat to a rare event that promises to captivate and awe. On Monday, April 8, 2024, the skies over Ohio will witness a total solar eclipse, a phenomenon that occurs roughly once every 400 years. The last total solar eclipse visible in Ohio was in 1806, making this upcoming event a truly extraordinary experience.

Understanding the Eclipse: A Celestial Marvel A total solar eclipse takes place when the moon aligns perfectly between the Earth and the Sun, casting its shadow on our planet. This alignment results in the temporary obscuration of the Sun, turning day into night for a brief moment. The 2024 eclipse will trace a narrow path across 13 U.S. states, with the highest totality expected in Mansfield at 3:12:15 p.m., lasting for an awe-inspiring 3 minutes and 18 seconds.

# Resident Preparation: Tips for a Seamless Experience

- **Shelter in Place:** Plan to stay close to home during the eclipse. Make sure you have a comfortable and safe place to witness this extraordinary event.
- Stock Up on Essentials: As the eclipse draws near, consider stocking up on essentials like food, medicine, bottled water, and other necessities to last several days.
- **Prepare for Travel Challenges:** Anticipate increased gas prices and difficulties in traveling due to the expected surge in population. Fill up your vehicle in advance.
- **Generator and Propane Readiness:** If you have a generator or other propane-powered devices, ensure they are in good working order. Consider refilling propane well before the eclipse
- **Medical Appointments:** Given the potential disruptions, reschedule non-urgent medical appointments to days before/after the eclipse.

#### Day-of Expectations: Navigating the Eclipse Day

On the day of the eclipse, residents can expect heightened activity on roadways and businesses, with large crowds gathering at various locations. It's advisable to avoid areas with large concentrations of people.

#### **FAQs and Additional Information:**

Residents with questions or concerns can find more information on the official **Richland County website at richlandcountyoh.gov**. The website serves as a valuable resource for under-standing the eclipse, designated viewing sites, and logistics.

#### **Seizing the Celestial Moment:**

The 2024 Ohio Total Solar Eclipse is not just an astronomical event; it's an opportunity for our community to come together and share in a unique experience. By preparing wisely and following these guidelines, residents can ensure a seamless and enjoyable encounter with this rare celestial marvel.

As the countdown to April 8, 2024, begins, let's embrace the anticipation and excitement that this celestial event brings to Richland County.

# UPCOMING CHAMBER EVENTS

Register for these events HERE or visit our event calendar at <u>www.richlandareachamber.</u> 01/18/24 Chamber Coffee, Third Street Family Health Services, 7:30-8:30am 01/24/24 Mayoral Vision: Luncheon Event, Westbrook Country Club, 12:00-1:30pm

02/02/24 Economic Forecast Breakfast, Mid-Ohio Conference Center, 7-9am

02/07/24 Annual Meeting, Mid-Ohio Conference Center, 5:30-9:00pm

02/15/24 Legislative Business After Hours, Kingwood Center Gardens, 5-7pm

03/06/24 EmployMePalooza, Richland Academy of the Arts, 10am-12pm

03/20/24 Expo Eve Business After Hours, Richland County Fairgrounds, 5-7pm

03/21/24 Business Expo, Richland County Fairgrounds, 10am-4pm

04/24/24 BP Day, Mid-Ohio Conference Center, 11:30am-1:00pm

05/10/24 Discover Richland - Area Attractions

06/10/24 Chamber Golf Classic, Westbrook Country Club

10/22/24 Savor & Sip, Mid-Ohio Conference Center, 5-7:30pm







#### THANK YOU TO OUR CATALYTIC LEADER INVESTORS

















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