



# MAYFIELD CHAMBER NEWS

## Mayfield Area Chamber of Commerce

*Serving the communities of: Mayfield Heights, Gates Mills, Mayfield Village and Highland Heights*

**JUNE - 2013**

MONTHLY CHAMBER PROGRAM:

## Immigration

Our June 13th luncheon/program speaker will be John J. Grabowski, holding a joint position of the Krieger-Mueller Professor of Applied History at Case Western Reserve University and the Krieger-Mueller Historian and Senior Vice President for Research and Publications at the Western Reserve Historical Society.

Date: Thursday, June 13th, 2013  
Location: Holiday Inn – Mayfield Village  
Address: 780 Beta Drive, Mayfield Village  
Time: 11:30am – 1:00pm  
Cost: \$20.00 per person  
Speaker: John J. Grabowski, Associate Professor  
Sponsor: Aberdeen Crossings Nancy Walker-Mulle

Please plan on joining your fellow chamber members at this luncheon/program on June 13th. RSVP by Monday, June 10th to the chamber voicemail: 216-556-4598 or e-mail Jim Spring: jasspring@aol.com.

**Reminder: “NO SHOWS” will be billed unless cancellations are made 24 hours in advance.**

John Grabowski serves as the editor of The Encyclopedia of Cleveland History and The Dictionary of Cleveland Biography, both of which are available on-line on the World Wide Web (<http://ech.cwru.edu>). He has also taught at Cleveland State University, Kent State University, and Cuyahoga Community College. During the 1996-1997 and 2004-2005 academic years he served as a senior Fulbright lecturer at Bilkent University in Ankara, Turkey.

He has written numerous articles relating to immigration history and to archival issues. His research interests center on American immigration, public history, and the disjuncture between “academic” and “popular” history. He is currently conducting research on early Turkish immigration to the United States, the history of Bilkent University, and on the evolution of historical societies in the United States.

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### A Message from our MACC June Luncheon Sponsor: Aberdeen Crossings

Ideally located in a quiet Highland Heights neighborhood, Aberdeen Crossings is close to where you’ve always called home. Everything has been planned to meet the needs and preferences of older adults. There is always something to do at Aberdeen Crossings with a complete schedule of activities. Come and visit and what you will see are spacious apartment homes with plenty of privacy. Call 440-460-0686 to schedule a personal visit.

**Mission Statement: To promote the growth of businesses in our communities and invest in programs that support our community development.**

**Mayfield Area Chamber of Commerce**  
1284 SOM Center Road #308 • Mayfield Hts., Ohio 44124  
216-556-4598 • [www.mayfieldareachamber.org](http://www.mayfieldareachamber.org)

## 2013 Mayfield Student Scholarships



## From the Executive Director

*Jim Spring*

The MACC was able to present three (3) \$1000.00 each scholarships to graduating seniors from Mayfield High School. These were presented during Senior Honors Assembly on May 24th with monies from MACC Fundraiser events. Michael Wagner made presentations to: Alex Weinberg, Ashley Rouhier, and Annemarie Paravalos.

Thanks to Mike and his committee of Barbara Wagner and Donna Leseman for their many hours of interviewing and final selections of these very deserving students.

### Boosting Productivity.....

Picking employees' brains for ideas is not a new concept. The problem is that many organizations – large and small – aren't tapping this great idea-generating resource to its fullest. No one is more qualified to solve problems and create new opportunities than the front line employees who do the work day in day out. They have lots of ideas-if someone would just ask them. Here are five easy idea generators.

1. Make it easy for employees to suggest ideas. If more information is needed you can ask the employee for it later.
2. Create a departmental "ideas board" where everyone can post problems and solutions.
3. Order pizza and discuss employee ideas over an extended lunch.
4. Encourage everyone to identify things that make their work difficult, waste money or distract from the customer experience, and then to think of ways to fix them.
5. Nix the reward systems. They run counter to the concept of working together as a team and are difficult and costly to implement. Better: Do something that shows the entire group you value their ideas – such as taking the group out to lunch or buying a new refrigerator for the break room with the money saved by implementing their suggestions.

Sooo...when you want to boost productivity and reduce costs, ask your employees what they think.

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## Thanks to Host: Holiday Inn – Mayfield Speakers: Ted Ginsburg and David Silverman of Skoda Minotti

Thanks goes to the chef and all the servers at Alfredo's at the Inn – Holiday Inn – Mayfield for another delicious luncheon meal served in such a friendly style.

A very powerful program was delivered to our membership by Ted Ginsburg, CPA, JD and David Silverman, JD from Skoda Minotti, CPA's, Business & Financial Advisors. Their power point hopefully offered answers to many questions regarding Patient Protection and Affordable Care Act (PPACA). Every member in attendance was given a complete packet of what was presented on the screen. Thank you for such an important subject facing us all with Obamacare.



## President's Message

*John Swartz,  
Hamilton Insurance  
Partners*

On the heels of last month's article about Increasing Your Marketing Success, I ran across this story about a guy who owns River Pools and Spas, a pool installation company in Northern Virginia and how he used the web and blog posts to help his business recover from the bottom falling out of the housing market. Think about it, if the economy is so bad that people aren't building new houses, then there are no pools to go along with them. And with that same economic downturn, people weren't adding the luxury of a pool to their existing homes. Either was you slice it they lost about two-thirds of the business just like that. What Marcus Sheridan did to turn it all around was just answer some customers' questions on the blog post he created. "Right", you say. Well read on and be as amazed as I was:

**"A Revolutionary Marketing Strategy: Answer Customers' Questions"** By MARK COHEN, Published: February 27, 2013 A version of this article appeared in print on February 28, 2013, on page B6 of the New York edition with the headline: A Revolutionary Marketing Strategy: Answer Customers' Questions. Accessed Feb 28, 2013 at: [http://www.nytimes.com/2013/02/28/business/smallbusiness/increasing-sales-by-answering-customers-questions.html?\\_r=0](http://www.nytimes.com/2013/02/28/business/smallbusiness/increasing-sales-by-answering-customers-questions.html?_r=0)

It is an indelible image of the financial crisis: a bird's-eye view of the backyards of foreclosed houses, their in-ground pools festering with algae and mosquitoes. In Northern Virginia, Marcus Sheridan was in the financial storm. By early 2009, his company, River Pools and Spas, a 20-employee installer of in-ground fiberglass pools in Virginia and Maryland, had a decline in orders from an average of six a month to barely two. That winter, four customers who had planned to install pools costing more than \$50,000 each demanded their deposits back. For three consecutive weeks, the company overdrew its bank account.

Around this time, Mr. Sheridan began to overhaul his marketing. The company had been spending about \$250,000 a year on radio, television and pay-per-click advertising. It would now cut the budget to about a tenth of that and focus on generating sales through informational blog posts and videos, what has become known as content marketing. But Mr. Sheridan took an unconventional approach to his content.

As a result, River Pools has recovered to exceed its peak pre-2007 revenue, and Mr. Sheridan, a 35-year-old father of four, has become something of a Web marketing guru. While he still owns a 33 percent interest in the pool company, his partners manage it day to day while he concentrates on his new venture, TheSalesLion.com. He recently spoke about his marketing approach in a conversation that has been edited and condensed.

**Q.** Take us back. How did you save your company?

**A.** I just started thinking more about the way I use the Internet. Most of the time when I type in a search, I'm looking for an answer to a specific question. The problem in my industry, and a lot of industries, is you don't get a lot of great search results because most businesses don't want to give answers; they want to talk about their company. So I realized that if I was willing to answer all these questions that people have about fiberglass pools, we might have a chance to pull this out.

**Q.** What was the first question you answered?

**A.** The question I was always asked within the first two minutes of talking to customers was, How much does a fiberglass pool cost? Pool installers are like mattress or car dealers — we hate talking about how much a pool costs until we have you in person because there are so many options and accessories we want to sell you. As a result, pool companies never mention price on their Web sites. But I said, I don't care what the question is, we're going to answer it.

**Q.** Did you actually tell people the price of a pool?

**A.** No — because I couldn't. But see, that's the magic behind this. Google's search engine doesn't really care if we answer the question. It's just looking for companies that are willing to address the question. So I said in that article, there are a ton of options, so it depends, the price can range anywhere from \$20,000 to \$200,000 and a lot of our customers end up between \$40,000 and \$80,000. And that was enough. Within about 24 hours of writing that article, it was No. 1 for every fiberglass-pool, cost-related phrase you could possibly type in. And because I have analytics, so far to this day, I've been able to track a minimum of \$1.7 million in sales to that one article.

**Q.** What was the next question?

**A.** People used to ask me all the time, "Marcus, I've been hearing that fiberglass pools have all sorts of problems and issues. So what are the problems and issues?" Of course, they'd been talking to a concrete pool guy, but it doesn't matter where they got it, now they have the question. So we wrote an article about the problems with fiberglass pools and specifically came right out and said: Here are the issues. Here are the benefits. You decide. Now, when you go in and type anything about fiberglass issues and problems, you're going to see the River Pools Web site and you're going to think, "Oh my gosh, these guys are so honest."

**Q.** Anything else?

**A.** In most industries, there comes a time in the sale process where the customer turns to you and says, "O.K., I like you, but who are some of the other good companies that do this?" Half the time it's a test, because people know who our competitors are because they can find them in .5 seconds online. Most contractors avoid the question. They say, "Oh, we don't really have competition." But because I was asked that question so often, I decided to answer it. I wrote a blog post about the best swimming pool builders in Richmond, Va., one of our main service areas.

**continued on next page**

## President's Message (continued from previous page)

Q. Where were you on the list?

A. I wasn't on it.

Q. You weren't?

A. No, because the moment I put my name up there I would lose all my credibility. But here's the thing. Take the first company on the list, Pla-Mor Pools, a top competitor of ours. If you type in, "Pla-Mor Pools reviews Richmond, Va.," which of course people do all the time when they're vetting a company, what comes up? Me! You vet all my competitors, now I'm showing up for all their key words. If you really want to understand the power of inbound marketing, it comes down to this idea: I want to have the conversation at my house.

Q. Once you wrote a blog post, how much time did you spend promoting it on Twitter and Facebook?

A. I didn't. Dude, that one article on price has never been tweeted. It's never been Facebooked. I'm not saying social media doesn't help, but it's nowhere near what people think. The only metric that really matters is total pages viewed. Here's a statistic for you: If somebody reads 30 pages of my River Pools Web site, and we go on a sales appointment, they buy 80 percent of the time. The industry average for sales appointments is 10 percent. So, our whole marketing campaign revolves around getting people to stick around and read our stuff, because the longer they stay on our site, the greater the chance they're going to fall in love with our company.

Q. What do you say to business owners who say they don't know what to blog about?

A. That's the dumbest thing I ever heard, and I hear it a lot. What they should be doing is just listening to every single question they get and answering it. In my consulting business the first thing we do is brainstorm what questions the company gets on a regular basis. I've never had a company come up with less than 100 questions in 30 minutes.

Q. How do you suggest companies find time to do all of this blogging?

A. Most of the time, they can take the employees they already have talking to customers and turn them into content producers. If you have 25 salespeople, and each one of them writes one post a month, your search is going to be through the roof because that's a new piece of content every day.

Q. How have your competitors responded to all of this?

A. They still don't really get it. They're nice about it. I'll have one of my best-pool-builder lists come out, and I'll run into them. And they'll say, "Hey, man, thanks for including me in that list. I'm not sure why you did it, but thanks."

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## RELAY FOR LIFE of the HILLCREST AREA

"When we walk together, we are bigger than cancer"

Mark your calendar for this year's overnight event fundraiser for the American Cancer Society.

12pm June 22nd until 8am June 23rd, 2013

Mayfield High School • 6116 Wilson Mills Road • Mayfield Village, OH 44143

Theme: A Night At The Movies • Games, raffles, food and FUN !!!

Sign up a team today: [www.relayforlife.org/hillcrest](http://www.relayforlife.org/hillcrest)

CELEBRATE...REMEMBER...FIGHT BACK

For more information contact Dawn Urban: [Durban@elkandelk.com](mailto:Durban@elkandelk.com) or 216-538-1916

# Happy Fathers Day!

# Blood Drive

**Mayfield Village  
Community Room  
6621 Wilson Mills Road  
Mayfield Village, OH  
Friday, July 05, 2013  
12:00 PM to 6:00 PM**

All who come to donate will receive an American Red Cross Baseball Hat - while supplies last, AND a special gift courtesy of Hillcrest Hospital, and enter a contest for a drawing for 2 continental U.S. airline tickets courtesy of the Cleveland Clinic!

You are eligible to donate if your last donation was on or before May 10, 2013.

Blood Drive sponsored by:  
Mayfield Area Chamber of Commerce.

## MACC May Luncheon



David Silverman, JD of Skoda Minotti



Ted Ginsburg, CPA, JD of Skoda Minotti

## MACC 2<sup>nd</sup> Annual Pizza Bake-Off



Jet's Pizza - Pizza Bake Off Best Specialty and Peoples Choice



Teresa's Pizza -Best Pepperoni Pizza Winner  
David Erste

*June 14th*

**FLAG DAY**

# MEMBER TO MEMBER DISCOUNTS

## (As of June 1, 2013)

Aladdin Rents 10% off any rental order for chamber members. This does not include any sale items or delivery fee.	440-942-4100	Liberty Mutual Insurance – Joe Corradetti 10% discount on Auto, Home & Renters Insurance.	440-785-3157
BatteriesPlus Save 10% on any instock batteries from laptop computer, cell phone, automotive, backup systems even wheelchairs w/chamber ID .	440-449-5555	Marshall Carpet One & Rug Gallery Call Steven Glass for 10% off all area rugs.	440-449-4977
Bogart, Cunix & Browning, LLC Call Dave Cunix to access your Anthem chamber discount for group Health insurance.	216-292-8700	Mayfield Brainard Collision & Paint 10% off your insurance deductible on collision repairs.	440-442-4772
Marie A. Calabrese, D.M.D. General Dentistry \$500.00 off Invisalign (clear braces).	440-646-0477	Mayfield City Schools 10% off ads in Mayfield City School Community Education & Recreation brochure.	440-995-7600
Deacon's Chrysler-Jeep Inc. 20% off service work for Chrysler & Jeeps.	440-442-0424	Miklus Florist – Free rose with purchase.	440-442-0777
Dr. Gen Orthodontics. Free initial evaluation including digital imaging and x-rays. \$250 discount off our full fees for comprehensive or interceptive phase I treatment.	440-442-3525	Minotas Trophies & Awards Save 20% on Advertising Specialties (min. qty. 300) Save 15% on Plaques.	440-720-1288
Eastern Boger & Gower Insurance Call Kathy Lanese to lower your personal auto premium up to 20% while keeping a close eye on teen drivers, with IntelliDrive.	440-442-5573	Morgan Stanley Wealth Management – Donna K. Leseman 216-523-3110 Free asset scan, a portfolio analysis tool powered by Morningstar.	
FASTSIGNS – Edward Davis 15% off in-house signage with a minimum purchase of \$75.00.	440-461-4445	Network Payment Systems Free equipment replacement program available for credit card/check imaging terminals, includes free receipt paper & supplies. Merchant processing agreement required.	440-473-9477
Fioritto Funeral Service \$100.00 off of our services with full-service pre-paid Funeral Service, and \$50.00 off of our services with a Standard Cremation Service. Mario A. Fioritto, Jr.	440-442-5900	NPS Global Systems, Inc. Credit Card Merchant Processing *waiver application fee - \$125 value *free analysis of current processing set up.	440-646-9966
Golden Gate Gardens Miriam Goloboff announces that if you refer someone to us who signs a 12 month lease, you will receive \$300.00.	440-442-1913	Oppenheimer & Co., Inc Complementary: Retirement Outlook Report. An analysis to help review retirement roadblocks, resources and needs.	216-765-5942
Harry Buffalo in Highland Hts. 10% off any purchase at the Highland Hts. location.	440-868-0088	Perrino Furniture & Fine Interiors 10% discount on all furniture and accessories (does not apply to any on sale items) "Just tell them that Johnny sent you".	440-919-1000
Hamilton Insurance Partners Call John Swartz to get your Chamber Discount on Anthem/Blue Cross' Group Health Insurance.	440-461-8010 Ext. 111	Physicians First/Gallucci Chiropractic Clinic Complimentary Health Pass (a consultation and health history, a 10 point spinal exam, two spinal x-rays, if appropriate and a soothing muscle treatment.)	440-461-4848
Hillcrest Atrium Pharmacy Warren Friedman has free prescription deliver in the Mayfield Heights area.	440-605-1611	Rouhier Advertising Specialties Free screen charge with purchase.	440-461-9213
Hillcrest Family YMCA – Chris Scheuer 50% off your initiation fee when you are a new member.	216-382-4300	School of Rock 10% discount on (1) month tuition.	440-684-7625
Hilton Garden Inn Mayfield Village Frank Mancini. 10% off in the GREAT AMERICAN GRILL RESTAURANT.	440-646-1777	Schulte & Mahon – Murphy Funeral Home \$25.00 Gift Card for a funded pre-need funeral contract. Contact: Mary Murphy.	440-442-0000
Howard's Jewelry Center Additional 10% discount & Free jewelry inspections and cleaning.	440-473-5626	Security Self Storage, Ltd. No administration fee for members – save \$15.00.	440-684-9393
Howard Sonenstein 3 months No Charge Rent with a 5 year lease in both Office & Retail space.	440-343-0008	Sherwin Williams – Golden Gate 20% off list price items and 5% off sale items.	440-449-0910
Laronge-Wagner Realty – Michael Wagner 10% rebate on commission when sale is made.	440-449-3850	Skoda Minotti 1 hr free tax or financial services consultation	440-449-6800
Levin Mattress \$50.00 off any purchase of \$499.00 or more. Chamber members, Families, and Friends. Offer NOT VALID on selected special purchases.	440-947-0047	Teresa's Pizza 10% off regular menu price orders.	440-449-7400
		Total ID Solutions Mike Sloe - 15% to 25% off employee ID cards.	440-449-8000

# MEMBER TO MEMBER DISCOUNT PROGRAM

**There's still time!**

Join the Member to Member Discount Program and your business with us.

Just completely fill out this form and FAX to: Jim Spring – 440-449-5869

Name: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Your product/service discount or offer \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Questions? Please call Jim Spring at the chamber office 216-556-4598.

For changes or new member to member discount additions just complete  
and fax this form to Jim Spring at 440-449-5869

# UPCOMING EVENTS & MEMBER NEWS

## SAVE THESE DATES...

June 13	11:30am	John Grabowski - Immigration	Holiday Inn - Wilson Mills
July 11	5:00pm	TBA	
August 8	11:30am	Browns-ESPN Reporter	Harry Buffalo
August 19		Annual MACC Golf Outing	StoneWater Golf Club
September 12	11:30am	State of the Cities	Holiday Inn - Wilson Mills
October 10	11:30am	Cleveland Sports	Holiday Inn - Wilson Mills
November 14	11:30am	Hillcrest Hospital	Hospital Auditorium A & B
December 12	11:30am	Holiday Party	Landerhaven

### Save the date

Monday, August 19th for our annual MACC Golf Outing being held at StoneWater Golf Club in Highland Heights. John Kupinski, of Holiday Inn, is the chairman and working on plans for a big event. More information to come.

*Submit your upcoming event or member news! E-mail to: [byron@craneenterprises.org](mailto:byron@craneenterprises.org). Copy must be in a word document and any photos must be a separate file. Copy may be edited for content and space restraints. Please patronize our members. To place an ad, call: (216) 556-4598.*



**(440) 461-0770**

355 Bishop Road  
Highland Heights, OH

#### COMMERCIAL STORAGE

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**DOOR ALARMS • CLIMATE CONTROL**  
*Residential Storage Also Available*

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