



MAYFIELD CHAMBER NEWS

Mayfield Area Chamber of Commerce

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

MAY - 2013

MONTHLY CHAMBER PROGRAM:

How Do I Tell If I Have to Worry About Obamacare

Our May 9th luncheon/program speakers will be Ted Ginsburg, CPA, JD and David Silverman, JD, of Skoda Minotti and will discuss the following topics:

- Will my business need to comply with PPACA?
- What type of health coverage does PPACA force me to offer to my employees?
- What are the penalties if I do not comply with PPACA?
- What should I be doing now?

A recent survey indicated that 29% of employers are somewhat likely to no longer provide health care benefits to their employees due to the impact of the Patient Protection and Affordable Care Act (PPACA), which is also known as “Obamacare”. 66% of employers are considering or are in the process of reducing the benefits offered to employees.

Date: Thursday, May 9th, 2013
Location: Holiday Inn – Mayfield Village
Address: 780 Beta Drive, Mayfield Village
Time: 11:30am – 1:00pm
Cost: \$20.00 per person
Speakers: Ted Ginsburg, CPA, JD and David Silverman, JD of Skoda Minotti



Ted Ginsburg has over 25 years of experience in compensation and employee benefit programs. Most recently, he has focused on compensation and benefit program consulting for both publicly-traded and privately-held employers, specializing in non-qualified deferred compensation plans, the Patient Protection and Affordable Care Act, change-of-control programs, incentive compensation programs and equity-based arrangements (including ESOPs and ESPPs).

Ted holds an AB, MBA and JD degree from Washington University in St. Louis, Missouri and is a certified public accountant and a licensed attorney. He has published articles in such periodicals as MX Magazine, Smart Business and the Tax Advisor and conducts seminars with various international law and accounting firms.

Please plan on Joining your fellow chamber members at this luncheon/program on May 9th. RSVP by Monday, May 6th 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.

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

New Members

Welcome New Members (April 2013)

(Please cut out and insert into your member roster for future use)



From the Executive Director

Jim Spring

Fioritto Funeral Service

Mario A. Fioritto, Jr.
5236 Mayfield Road
Lyndhurst, OH 44124
Funeral Services
440-442-5900
Fax: 440-449-0150
E-mail:
Mario@fiorittofuneralservice.net
Website:
www.fiorittofuneralservice.net

Western Reserve Recovery

J. Vincent Caccamo
PO Box 868
Chesterland, OH 44026
Debt Collection Agency
440-678-7190
Fax: 877-715-7372
E-mail: info@wrrecovery.com
Website: www.wrrecovery.com

Instant results for your marketing efforts...For better or worse, we live in a culture where instant gratification is the norm. Sometimes we still shop the farmers market for fresh produce, go to the butcher for the perfect cut of meat, and then spend hours in the kitchen preparing a meal...but more and more often we expect five minutes in the microwave to yield a gourmet dinner. Similar expectations abound in the business world. Sure, those old textbooks say that effective marketing requires long-term commitment, that a brand or message must appear many times in different media before it sinks in-but you want instant results for your marketing efforts. Well for relatively instant and effective marketing, you can't beat joining the chamber of commerce.

The chamber gives a business a chance to shine in front of dozens of active members under ideal networking conditions. The chamber meets monthly or around a special event and allows members to announce any new developments or activities going on in their business or professional lives. We also have a monthly newsletter that offer even more opportunities to publicize your company's story.

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

CELEBRATE...REMEMBER...FIGHT BACK

For more information contact Dawn Urban: Durban@elkandelk.com or 216-538-1916

Thanks to Host: Holiday Inn – Mayfield

Speaker: Diane Helbig, president of Seize This Day Coaching

Hats off to the chef, Anthony Quagliata, at Alfredo's at the Inn at Holiday Inn. How special it was for him to coordinate a luncheon of Field Green Salad with Lemon vinaigrette, Chicken Piccata sautéed in a lemon caper & white wine sauce, and Lemon Cake Cookies with our speaker Diane Helbig, who titled her program “Lemonade Stand Strategies”. Even she remarked how very special this was. A great meal and very informative talk on believing that having clarity in business and sales is one of the keys to having a successful, thriving business.



President's Message

John Swartz,
Hamilton Insurance
Partners

May 2013 President's Letter

On the heels of Diane Helbig's great luncheon presentation last month, here's a "test" to quantify how your marketing efforts are working, or at least this is one method for evaluating what you're doing. If you're not currently using any of these strategies, why not give them a try? They're a great place to start! Happy marketing this summer (don't even try to tell me summer is a "dead" time for you business. It's up to you to make it come alive! So get you #2 pencils out and let's get started!

Predict your marketing success in 2013

BY [MARIBETH KUZMESKI](#) FEBRUARY 8, 2013

Take this quick eight-question assessment to predict your success in 2013 (and find areas in which to improve):

1. Do you have an up-to-date website with at least one call to action to get people to interact, sign up for an email newsletter, request valuable information, download a whitepaper, register for a seminar or interact in another way?

5 points for one or more calls to action. ____

5 additional points for each call to action already generating qualified leads. ____

2. Do you have video on your website? --- If yes, 5 points. ____

3. Do you have a marketing activity that will generate a minimum of five new qualified prospects each month (seminars, mailings, email campaigns, networking events, strategic alliance referrals, client referrals, etc.)?

If yes, 5 points for each activity/strategy that has been proven to or will likely produce qualified prospects: ____

4. Do you have a list of more than 500 prospects (those who are prospective clients only) for mail and/or email marketing purposes?

If yes, 5 points, plus 5 points for each additional 500 prospects on your list: ____

5. How often do you contact your list of prospective clients?

10 points for monthly contact via email, mail or phone: ____

6. How many prospects do you have on your "hotlist" (those you feel have a high likelihood of doing business with you this year)?

1 point for each prospect: ____

7. How many referral clients did you gain in 2012? --- 1 point for each referral-turned-client: ____

8. How many referrals have you already received this year? --- 10 points for each referral. ____

Total Score: ____; How did you do? Here's the scoring key:

- Top producer. Score of 80 to 100+ points. Congratulations, you will likely have a great year.
- Marketing up-and-comer. Score of 50 to 79 points. You are building a strong pipeline.
- Just getting started. Score of 30 to 49 points. You are on the right track, but to acquire new business, you may need to pay more attention to marketing.
- Opportunity alert. Score of 0-29 points. You have all sorts of potential to better use marketing to generate new business.

Accessed February 8, 2013 at:

<http://www.lifehealthpro.com/2013/02/08/predict-your-marketing-success-in-2013?>

eNL=510bd53a150ba06249000086&utm_source=TheLead&utm_medium=eNL&utm_campaign=LifeHealthPro_eNLs&_LID=110626140

Very Successful MACC Event: 2nd ANNUAL PIZZA BAKE-OFF

What a fabulous Pizza Bake-Off with such a tremendous crowd enjoying all the pizza they could eat, along with complimentary wine, beer and soft drinks. Our “THANKS” to Donna Leseman, who had the great idea a year ago for this fundraiser. All proceeds are applied toward graduating Mayfield seniors scholarships. This year we will present three \$1000.00

Scholarships. Helping Donna with set-up, clean-up, and putting on this Pizza Bake-Off Donna’s husband Rick, Board of Directors: John Swartz, Patti Bednar, Bruce Bechhold, Byron Crane, Marybeth Mack, Shelly Norehad, Michael LaMarca as Master Pizza Vendor and Jim Spring, Executive Director along with his wife Joan. The MACC wishes to thank Ray Jablonski from the Plain Dealer/Sun News for their outstanding publicity, with many saying they read about our bake-off in the Sun Messenger.

Special Thanks to the following pizza donors:

Gaetano’s Restaurant	Mayfield Heights
JET’S Pizza	Lyndhurst
Master Pizza	Mayfield Heights
Pizza Roma	Mayfield Village
Romeo’s Pizza	Highland Heights
Teresa’s Pizza	Mayfield Heights
Tasty’s Pizza	Lyndhurst
Tommy V’s Pasteria	Mayfield Village
Zeppe’s Pizzeria of Highland Hts.	Highland Heights

More special Thanks to Mayfield Village for the use of the Community Center, and the time donated by Mayfield Village staff, Police & Fire Department, and donors of gift cards, sodas, beer, wines and other donations.

Judging of all these delicious pizzas were:

Specialty Pizza: Tony Loewer, Principal of Mayfield High School
Tony Valentino, 2012 Mayfield Schools Citizen of the Year
Ken Myles, 2012 Mayfield Schools Citizen of the Year

Pepperoni Pizza: Allison Kabo, MHS Senior Class President
Mary Sagatelova, MHS Senior Class Vice President
Savannah Florence, MHS Junior student

Winners of the competitions and “CONGRATULATIONS” to:

People’s Choice Award – JET’S Pizza

Specialty Pizza – JET’S Pizza

Pepperoni Pizza – Teresa’s Pizza (for second year in a row)

MAY 27TH
MEMORIAL
DAY

Happy
Mother’s Day

MACC April Luncheon



John Swartz & Diane Helbig (April Speaker)



Diane Helbig (April Speaker)

MACC 2nd Annual Pizza Bake-Off



Jet's Pizza - Best Specialty Pizza & People's Choice Award. Michael Holston, Cory Brabender & Robert Ferns



Teresa's Pizza - Best Pepperoni Pizza Award. David Erste



Judges (L to R) Allison Kabo, Mary Sagatelova, Savannah Florence, Ken Myles, Tony Loewer

MEMBER TO MEMBER DISCOUNTS

(As of May 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.	440-442-0777
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
Golden Gate Gardens Christina Weintraub announces first month rent free, or spread out over 12 months. If you refer someone to us who signs a 12 month lease, you get \$300.00.	440-442-1913	NPS Global Systems, Inc. Credit Card Merchant Processing *waiver application fee - \$125 value *free analysis of current processing set up.	440-646-9966
Harry Buffalo in Highland Hts. 10% off any purchase at the Highland Hts. location.	440-868-0088	Oppenheimer & Co., Inc Complementary: Retirement Outlook Report. An analysis to help review retirement roadblocks, resources and needs.	216-765-5942
Hamilton Insurance Partners Call John Swartz to get your Chamber Discount on Anthem/Blue Cross' Group Health Insurance.	440-461-8010 Ext. 111	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
Hillcrest Atrium Pharmacy Warren Friedman has free prescription deliver in the Mayfield Heights area.	440-605-1611	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 Family YMCA – Chris Scheuer 50% off your initiation fee when you are a new member.	216-382-4300	Rouhier Advertising Specialties Free screen charge with purchase.	440-461-9213
Hilton Garden Inn Mayfield Village Frank Mancini or Gayle Galvin. 10% off in the GREAT AMERICAN GRILL RESTAURANT.	440-646-1777	School of Rock 10% discount on (1) month tuition.	440-684-7625
Howard's Jewelry Center Additional 10% discount & Free jewelry inspections and cleaning.	440-473-5626	Schulte & Mahon – Murphy Funeral Home \$25.00 Gift Card for a funded pre-need funeral contract. Contact: Mary Murphy.	440-442-0000
Howard Sonenstein 3 months No Charge Rent with a 5 year lease in both Office & Retail space.	440-343-0008	Security Self Storage, Ltd. No administration fee for members – save \$15.00.	440-684-9393
Laronge-Wagner Realty – Michael Wagner 10% rebate on commission when sale is made.	440-449-3850	Sherwin Williams – Golden Gate 20% off list price items and 5% off sale items.	440-449-0910
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	Skoda Minotti 1 hr free tax or financial services consultation	440-449-6800
		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...

May 9	11:30am	Ted Ginsburg, CPA, JD & David Silverman, JD Skoda Minotti	Holiday Inn - Wilson Mills
June 13	11:30am	John Grabowski - Migration	Holiday Inn - Wilson Mills
July 11	5:00pm	Summer After Hours	Staybridge Suites
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.
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

DOCUMENTS • INVENTORY • OFFICE
FURNITURE

FREE MONTHLY PICK UP AVAILABLE!
DOOR ALARMS • CLIMATE CONTROL
Residential Storage Also Available

2013 Board of Directors

Officers:

President - John Swartz 440-461-8010
Hamilton Insurance Partners

Vice-President - Mary Jo Vleck 440-461-1360
Charter One Bank

Secretary - Patti Bednar 440-442-7753
Dollar Bank

Treasurer - Bruce Bechhold 216-573-2330
Walthall, Drake & Wallace, LLP

Board of Directors:

Byron Crane 440-552-2105
Crane Enterprises, LLC

Michael LaMarca 440-449-1516
LaMarca's Master Pizza

Vice-President - Donna Leseman 216-523-3110
Morgan Stanley Wealth Management

Marybeth Mack 440-312-4784
Hillcrest Hospital

Shelly Norehad 440-684-7625
School of Rock

Executive Director:

Jim Spring 440-449-5099
Creative Visions Cell 216-402-4167
Fax 440-449-5869

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"The dealership that service built"



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(440) 442-0424 deaconschrysler.com