



# MAYFIELD CHAMBER NEWS

## Mayfield Area Chamber of Commerce

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

**JUNE - 2014**

## MACC 2014 Annual Golf Outing

Monday August 4, 2014 • Fowlers Mill Golf Course

Golf Outing Early Bird Pricing Through June 4, 2014 – Lock Up Your Foursome Now!

Early bird Price is \$99/person until June 4, 2014; after that, \$125/person up to July 25th (last day to register)

### MONTHLY CHAMBER PROGRAM:

## “Health Insurance and Other Benefits” and “How Northern Ohio Area Chamber of Commerce Works for You”

Our MACC is honored to have as our June speaker, Vicky Hawke, Executive Director of NOACC (Northern Ohio Area Chamber of Commerce). MACC is a member of NOACC, the largest independent chamber association in the United States. NOACC currently offers superior business benefits to almost 35,000 employer groups through the membership of more than 120 chambers of commerce in Northern Ohio. As a member of NOACC, your chamber also partners with other community-based chambers. Through this group partnership, your chamber has access to substantial savings and additional benefits and services to provide to you.

Date:	Thursday, June 12th, 2014
Location:	B 2 B (Burgers 2 Beer)
Address:	6323 Wilson Mills Road, Highland Heights (located in Alpha Plaza just west of Alpha Drive)
Time:	11:30am – 1:00pm
Cost:	\$20.00 per person
Speaker:	Vicky Hawke, Executive Director of NOACC

Vicky became Executive Director in March 2002. She has been the NOACC Chairperson since January 2000. During that time she was serving as the Executive Director of the Parma Area Chamber of Commerce, a position she held for nearly 17 years from 1985. Ms. Hawke also attended the Institute for Organization Management, sponsored by the U.S. Chamber of Commerce, and has been a member of the Chamber of Commerce Executives of Ohio (CCEO).

Please RSVP your attendance for this important luncheon/program by Monday, June 9th to the chamber voicemail: 216-556-4598 or e-mail Jim Spring: [jasspring@aol.com](mailto:jasspring@aol.com) and make payment at the sign-in table with cash, check or make payment with VISA, Master Card or Discover Card.

**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](http://www.mayfieldareachamber.org)

## New Members

Welcome New Members (May 2014)

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

### The Drake

Kia M. Crooms

6503 ½ Marsol Road  
Mayfield Heights, OH 44124

Apartments  
440-449-5800

Fax: 440-449-6999

E-Mail:

kia.crooms@morganmanagement.com

Website:

www.morgancommunities.com

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## Roster Change

### Change contact for Ohio Business Machines:

Emil Gamidov

e-mail:

emil.gamidov@ohiobusinessmachines.com

### Change contact for BatteriesPlus

Greg Davies

e-mail: gwdavies1@sbcglobal.net



## From the Executive Director

Jim Spring

Teamwork.....The success of any endeavor depends largely on developing a deep sense of team spirit. Team spirit is not accidental. It is always intentional. Teamwork is built on three factors: a compelling purpose, crystal clear communication, and a code of commonly held values.

Trust..... is the emotional glue that binds together. It is essential to producing confidence. Factors that create trust with a team are: Consistency...People will trust you if, time after time they see you responding in a consistent and reasonable manner. Delegation.....When you delegate the power to make decisions, you're essentially saying, "I trust you". People trust leaders who trust them. Open Communication.....is the cornerstone of great teamwork.

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## Thanks to Host: Holiday Inn (Mayfield); Speaker: Amy Neumann; and Sponsor: Northeast Ohio Media Group

Thanks once again to our host Holiday Inn for the delicious luncheon and great service.

Amy Neumann did an excellent job of speaking on How Social Media Helps Create Business and gave an overview of 1) What is the current social media landscape; 2) Why does social media matter for businesses and 3) Who, what, when, where, why and how. She spoke about Facebook, YouTube, Twitter, Google Plus and LinkedIn.

Thanks also to our May sponsor: Northeast Ohio Media who is a digitally-focused media company that launched in August of 2013. They operate Cleveland.com and Sun News and are responsible for all multimedia ad sales and marketing for The Plain Dealer, Sun News and Cleveland.com.

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## After Hours Networking Events Thanks to Perrino Builders & Interiors and SalonBlu@ Bella Luca Salon & Spa

Many of our Mayfield Chamber members were together able to enjoy the terrific networking along with the fine food provided at both events. Look for the next After-Hours on:

Date: Sunday, June 22nd, 2014  
Place: Levin Mattress  
Address: 6061 Mayfield Road, Mayfield Heights  
Time: 5:00 – 7:00pm



## President's Message

John Swartz,  
Hamilton Insurance  
Partners

### Checklist: Are you doing these five things to be more effective at work?

#### 1) Have A Solid Daily Ritual

Here's a solid one from Peter Bregman that will help you maximize use of your time . Via 18 Minutes: Find Your Focus, Master Distraction, and Get the Right Things Done:

STEP 1 (5 Minutes): Your Morning Minutes. This is your opportunity to plan ahead. Before turning on your computer, sit down with the to-do list you created...and decide what will make this day highly successful...

STEP 2 (1 Minute Every Hour): Refocus. ...Set your watch, phone, or computer to ring every hour and start the work that's listed on your calendar. When you hear the beep, take a deep breath and ask yourself if you spent your last hour productively. Then look at your calendar and deliberately recommit to how you are going to use the next hour. Manage your day hour by hour. Don't let the hours manage you.

STEP 3 (5 Minutes): Your Evening Minutes. At the end of your day, shut off your computer and review how the day went, asking yourself... questions like: How did the day go? What did I learn about myself? Is there anyone I need to update? Shoot off a couple of emails or calls to make sure you've communicated with the people you need to contact.

#### 2) Make Things Automatic

The secret to getting more done is to make things automatic. Decisions exhaust you: The counterintuitive secret to getting things done is to make them more automatic, so they require less energy. It turns out we each have one reservoir of will and discipline, and it gets progressively depleted by any act of conscious self-regulation. In other words, if you spend energy trying to resist a fragrant chocolate chip cookie, you'll have less energy left over to solve a difficult problem. Will and discipline decline inexorably as the day wears on. Build routines and habits so that you're not deciding, you're just doing. When you first learn to drive it's 1000 activities like steering, shifting, checking mirrors, braking — but with practice you turned it into autopilot and it's no stress at all.

#### 3) Checklists are magic

Use checklists. Yeah, everybody says that. And you probably don't consistently do it. Harvard surgeon Atul Gawande analyzed their effectiveness in his book *The Checklist Manifesto: How to Get Things Right*. What happens when you consistently use checklists in an intensive care unit? The proportion of patients who didn't receive the recommended care dropped from seventy per cent to four per cent; the occurrence of pneumonias fell by a quarter; and twenty-one fewer patients died than in the previous year. The researchers found that simply having the doctors and nurses in the I.C.U. make their own checklists for what they thought should be done each day improved the consistency of care to the point that, within a few weeks, the average length of patient stay in intensive care dropped by half. What makes for a good checklist? Be specific and include time estimates.

#### 4) Beat Procrastination

Use dashes: "...a dash, which is simply a short burst of focused activity during which you force yourself to do nothing but work on the procrastinated item for a very short period of time—perhaps as little as just one minute." A big part of procrastination is dread. The task seems terrible and overwhelming. And that's the first issue that needs attacking: those feelings. By breaking the problem down into smaller chunks — even comically small ones that require only 1 minute of activity — and doing just that one little thing, you prove to yourself the task isn't insurmountable. The most motivating thing in the world is progress. Any trivial progress can motivate and boost positive emotions that will help build a productive momentum. So this sounds good in theory but you're probably thinking: what's that first step and won't that be horribly, horribly painful? For any procrastinated task, first thing is to take one minute and just write down the steps you need to do to finish the task. This should be enough to kill negative emotions, build some momentum and get you going.

#### 5) How to relieve stress

The secret to being stress free is feeling in control:

Via *Your Brain at Work: Strategies for Overcoming Distraction, Regaining Focus, and Working Smarter All Day Long*: Over and over, scientists see that the perception of control over a stressor alters the stressor's impact. Do things that increase your control of a situation ahead of time. According to one study, the stress management technique that worked best was deliberately planning your day so that stress is minimized. The best way to reduce job stress is to get a clear idea of what is expected of you. The trick to not worrying about work stuff while at home is to make specific plans to address concerns before you leave the office. Most of the things you instinctively do to relieve stress don't work.

Via *The Willpower Instinct: How Self-Control Works, Why It Matters, and What You Can Do To Get More of It*: The APA's national survey on stress found that the most commonly used strategies were also rated as highly ineffective by the same people who reported using them. For example, only 16 percent of people who eat to reduce stress report that it actually helps them. Another study found that women are most likely to eat chocolate when they are feeling anxious or depressed, but the only reliable change in mood they experience from their drug of choice is an increase in guilt. So what does work?

According to the American Psychological Association, the most effective stress-relief strategies are exercising or playing sports, praying or attending a religious service, reading, listening to music, spending time with friends or family, getting a massage, going outside for a walk, meditating or doing yoga, and spending time with a creative hobby. (The least effective strategies are gambling, shopping, smoking, drinking, eating, playing video games, surfing the Internet, and watching TV or movies for more than two hours.)

Accessed 5/30/2014 at: <http://www.bakadesuyo.com/2013/01/checklist-effective-work/>

# MACC 2014 Annual Golf Outing (Mark you calendars now)

Date: Monday, August 4th, 2014  
Location: Fowler's Mill Golf Course  
Address: 13095 Rockhaven Road, Chesterland

We are up and rolling, planning the 2014 Annual Golf Outing. Remember, this is the main event that funds our 3 \$1000.00 College Scholarships for Mayfield High School Seniors. NONE of the profits go to our bottom line.... EVERYTHING is donated !!. Can you help us on the committee the day of the event? Can you help us on the committee to raise door prizes for the golfers? Can you help us raise Grand Prizes for our raffle? Can you help us sell Hole Sponsors? Do you know someone we should approach for a Major Sponsorship? WE CAN USE EVERY ONE OF YOU !!! Please contact our Executive Director Jim Spring (jasspring@aol.com) or 440-449-5099 and let us know what you can do. Please SAVE THE DATE of August 4th. Don't think there's nothing you can do....YOU CAN !!!

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## Upcoming Events for Mayfield Village

Here are some upcoming events in Mayfield Village. For Information on future events, Council and Committee Minutes and Meeting times, and any other information please feel free to contact us or view the website at [www.mayfieldvillage.com](http://www.mayfieldvillage.com). You can find the calendar in full at <http://www.mayfieldvillage.com/events>.

### Citizens Advisory Committee

Tuesday, May 27, 2014 7:00 PM - 8:00 PM  
Held at the MV Civic Center

### Organic Lawn Care and Green Indoor Cleaning

Wednesday, May 28, 2014 6:00 PM - 8:00 PM  
Held at the MV Community Room

### Safety & Service

Monday, June 2, 2014 7:15 PM - 7:30 PM  
Held at the MV Civic Center

### Finance Caucus

Monday, June 2, 2014 7:30 PM - 8:00 PM  
Held at the MV Civic Center

## Upcoming events for the City Of Mayfield Heights Recreation:

May 31st - Last day for Early Bird pricing on pool passes  
June 7th - Mayfield Run For Life 5K & Walk  
June 13th - Mayfield Heights Dragga Pool Opens  
June 16th - Mayfield Heights Day & Teen Camp begins  
June 23rd - 1st Day of 1st session of Safety Town  
June 26th - Movie and concert at Oakville Park

## 2014 Mayfield Student Scholarships

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 30th with monies from MACC Fundraiser events. Michael Wagner made presentations to: Thomas Templin, Christopher Schmidt, and Ryan Turner.

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.

## Grand Opening & Ribbon Cutting for our New Member: REPUBLIC the Salon

You are invited to attend the  
*Grand Opening*  
*and*  
*Ribbon Cutting*  
ceremony of

**REPUBLIC**  
— THE SALON —

Monday, June 23rd 2014  
from 6pm- 9pm

6645 Mayfield Road  
Mayfield Heights, OH. 44124  
440.442.0229

Entertainment, food & beverages,  
charity raffle, and giveaways.

JUNE 21ST  SUMMER BEGINS

## MACC May Luncheon



*June 14th*

**FLAG DAY**

*June 15th*

Happy Fathers Day!

**After Hours Networking Event SalonBlu @ Bella Luca Salon & Spa**



**After Hours Networking Event Thanks to Perrino Builders & Interiors**



# MEMBER TO MEMBER DISCOUNTS

(As of June 1, 2014)

Aladdin Rents 10% off any rental order for chamber members. This does not include any sale items or delivery fee.	440-942-4100	Marshall Carpet One & Rug Gallery Call Steven Glass for 10% off all area rugs.	440-449-4977
BatteriesPlus Save 10% on any instock batteries from laptop computer, cell phone, automotive, backup systems even wheelchairs w/chamber ID .	440-449-5555	Maverick Insurance Group/FARMERS A complimentary Auto/Home insurance review and a copy of the Home Organizer! (\$49.95 value) This program will allow/assist you in building a digital file cabinet of all your important information. Call: Scott Andrew Mills	440-895-5200
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
FASTSIGNS – Edward Davis 15% off in-house signage with a minimum purchase of \$75.00.	440-461-4445	Morgan Stanley Wealth Management – Donna K. Leseman 216-523-3110 Free asset scan, a portfolio analysis tool powered by Morningstar.	
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	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 Miriam Goloboff announces that if you refer someone to us who signs a 12 month lease, you will receive \$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).	440-919-1000
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	Scalpers Bar & Grille/Sharpys Subs 5718 Mayfield Road, Frank K. Pines • 10% off any purchase	440-442-3577/440-461-2323
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
Liberty Mutual Insurance – Joe Corradetti 10% discount on Auto, Home & Renters Insurance.	440-785-3157	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 12	11:30am	Health Insurance & Chamber Benefits	Burgers 2 Beer
June 22	5:00pm	After Hours Networking	Levin Mattress
June 23		Grand Opening/Ribbon Cutting	REPUBLIC the Salon
July 10	5:00pm	After Hours Networking	Harry Buffalo-Highland Hts.
August 4		MACC 2014 Annual Golf Outing	Fowler's Mill Golf Course
August 14	11:30am	TBA	Harry Buffalo's
September 11	11:30am	State of the Cities	Holiday Inn - Mayfield
October 9	11:30am	Hillcrest Hospital Update	Hillcrest Hospital- L. Level
November 13	11:30am	TBA	Holiday Inn-Mayfield
December 11	11:30am	MACC Holiday Party	TBA

*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

DOCUMENTS • INVENTORY • OFFICE  
FURNITURE

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

### 2014 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 CPA's

#### Board of Directors:

Byron Crane 440-552-2105  
Crane Enterprises, LLC

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

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

*Deacon's*  
"The dealership that service built"



**Jeep**

835 SOM Center Road Mayfield Village, Ohio  
(440) 442-0424 [deaconschrysler.com](http://deaconschrysler.com)