



# MAYFIELD CHAMBER NEWS

## Mayfield Area Chamber of Commerce

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

**JULY - 2014**

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## 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!

\$125/person up to July 25th (last day to register)

MONTHLY CHAMBER PROGRAM:

# After Hours Networking

Our chamber members are invited to a terrific After Hours Networking gathering which will be instead of a July luncheon.

Date: Thursday, July 10th, 2014  
Location: Harry Buffalo Restaurant  
Address: 5596 Highland Road, Highland Heights  
(corner of Highland and Bishop)  
Time: 5:00 – 7:00 PM  
Cost: Complimentary Food and Drinks (drink tickets given out at sign-in table)

RSVP's for your attendance a must to: Jim Spring at [jasspring@aol.com](mailto:jasspring@aol.com) or call chamber voicemail at: 216-556-4598 by Tuesday, July 8th. Reminder: drink tickets at sign-in table. Steve McAdams is looking forward to this summertime of fun, food, and fantastic networking.

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## Thanks to Host: B2B Burgers 2 Beer & Speaker: Vicky Hawke, Executive Director of NOACC

MACC thanks B2B Burgers 2 Beer for great picks from the luncheon menu they offered our members with on-time service. They will be voted into our chamber at the July Officer/Board of Directors meeting. Welcome Aboard !!! Vicky Hawke spoke about the primary benefits available to Chamber Members including the NOACC health insurance and workers' compensation benefits. There are discounts on shipping with the NOACC Chamber shipping program, managed by PartnerShip-Your Shipping Connection to great savings (enroll online at [PartnerShip.com/89NOACC](http://PartnerShip.com/89NOACC), enter 6244 in the Promo Code field). Take advantage of lower prices from Independence Business Supply with their average savings for Chamber Members of 60% Off List.

**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 (June 2014)

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

### JoVann's Inc.

Joanne Pavell  
6260 Mayfield Road  
Mayfield Heights, OH 44124  
Tobacco, Pipes and Premium Cigars  
440-442-4775  
Fax: 440-646-2992  
E-Mail: jovanns@hotmail.com

### National Testing Laboratories Ltd.

Thomas Zimmerman  
6571 Wilson Mills Road  
Mayfield Village, OH 44143  
Services/Trades  
440-449-2525 Ext.240  
E-Mail: tzimmerman@ntllabs.com

### Republic Salon LLC

William Madansky  
6645 Mayfield Road  
Mayfield Heights, OH 44124  
Beauty/Hair Care  
440-442-0229  
E-Mail:  
williammadansky@gmail.com



## From the Executive Director

Jim Spring

### Small Talk – A Great Opportunity

Most of us are resigned to small talk as a social necessity. It smoothes over the awkwardness created when strangers are thrown together. If used imaginatively, it can help you establish a beginning relationship with important people.

What's crucial is to get on the same wavelength and establish rapport. Because small talk is usually viewed as negative, it's difficult for many people. Don't try to be manipulative or bluff, take a positive stance. If you expect to find yourself with a client you don't know, make sure you are up on the latest information about the person and his or her operation. Ask questions you really want answered. Don't ask a question to which you know the answer.

Confront the obvious. The other person is shy and silent. What do you do? Turn to the individual and say, "you're not talking. Why not?." It may sound outrageous, but it will break the ice. If it's your CEO, you might want to play it safe by making a knowledgeable comment about the competition or giving your reactions to a new company project.

Use chitchat effectively and you'll be demonstrating a key executive talent; the ability to put others at ease. And once you've done that, you have a grateful friend to cultivate.

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## Ribbon Cutting Ceremony June 23rd at Republic the Salon, Mayfield Heights





## President's Message

*John Swartz,  
Hamilton Insurance  
Partners*

### **10 Steps To Use LinkedIn For Small Business - 05/11/2014 By Gerry Moran**

LinkedIn is the marketing hub of many social selling executives and solopreneurs. What about small businesses using LinkedIn to reach their goals? 80% of small business owners, with 200 or fewer employees, use social networks to find new customers and grow their revenue, and LinkedIn is one of them, as they report.

LinkedIn For Small Business Goals

Your LinkedIn for small business goals can range among:

Expand and increase your relationship currency with your network with key contacts

Build your credibility with content

Expand the reach of your story by leveraging your employee base

Today, the LinkedIn profile is the new business card. And, content is the new networking tool. As with all social media platforms, LinkedIn has a social contract with its members, along with key use cases. LinkedIn is not another sales channel or place to promote a coupon. LinkedIn becoming more of an editorial and publishing channel and when used correctly is the foundation for every small business to build credibility with content and an evangelizing workforce.

### **10 Ways To Use LinkedIn For Small Business**

1. Create A LinkedIn Company Page. With over 3 million company pages, as of late 2013, you need to play to win on LinkedIn, or get left behind. In addition to maintaining an All-star personal page, you need a LinkedIn company page to amplify your brand to distributors, association members, customers and others. A LinkedIn company page also lets you highlight your services, thought leadership and your employees to build your external credibility and community. Best of all, a LinkedIn company page is free if you have a healthy personal profile.

2. Run Your Personal And Small Business Company Page As A PPC Campaign. If your small business marketing strategy does not include a search engine optimization component, then it should – ensuring you are there when your customers are Googling you. There are over 1 billion annual searches on LinkedIn and 87% of purchases start with a search engine. So, by running your personal and LinkedIn company page and personal profile as a pay-per-click (PPC) campaign, you can increase your company's and content 'findability.' Include keywords in your headline, summary, anchored text, job descriptions and endorsements to be found on Google and LinkedIn searches.

3. Find And Participate In A LinkedIn Group With Local Ties. LinkedIn reports the average user joins 7 LinkedIn Groups, so your customers, influencers and competitors are using this LinkedIn community. Over 70% of customers use groups to research, network and vet buying decisions. So, join all 50 of your potential LinkedIn groups to be as accessible as possible by other group members. And, regularly participate, in a non-promotional way, in 3-5 groups to network with other business owners, distributors and press.

4. Begin To Blog On LinkedIn. Technorati reports that 31% of customers are influenced by blog posts. So, it makes sense for every small business to post articles on their blog, their website and on LinkedIn to reach and connect with their audience. It could be the same content on each platform since you will be connecting with different audiences on each site. Blogging is a new content networking tool and will help build your credibility and increase your business' message's reach when others share it to their network.

5. Leverage Each Employee Within Your Small Business. Dell reports that only 8% of their owned channel followers overlap with their employees' followers. Train and leverage your small business employees as brand ambassadors to build your small business brand; telling your company story and accessing their incremental network.

6. Secure LinkedIn Endorsements. Dimensional Research reports that positive endorsements, like those on Yelp and Amazon, influence a purchase decision 88% of the time. LinkedIn endorsements are like Yelp and Amazon review for your small business and you and your employees can use these personal endorsements to build your small business' reputation.

7. Secure LinkedIn Recommendations. 86% of US consumers are influenced by recommendations. With over 1 billion annual recommendations, you and your small business need to be a part of this 'word of mouth' marketing strategy, since these recommendations are like referrals, you need to get as many as possible to make a difference with customers.

8. Showcase Your Work In Video, Slides, Interview, etc. Only 22% of B2C companies have secured a lead through LinkedIn, while 53% of B2B businesses have. The real impact LinkedIn has is its ability to share work examples, thought leadership, research and a POV to help influence the purchase or relationship. For example, an easy and 'built in' way to share this type of content is to research and connect with distributors is using SlideShare.

9. Send 6-8 Daily Status Updates. LinkedIn is not the place to be posting coupons for your small business. The social contract to which you should subscribe is to use LinkedIn to develop your positioning. Send at least 6 daily messages spread across 6AM to 12AM to increase your company's exposure to your followers and your 2nd' and 3rd-level connections (i.e., the followers of your followers and their followers).

10. Shine Up Your LinkedIn Curbside Appeal. 49.5% of LinkedIn profiles are not completed, which means they will not show up in a LinkedIn search. Just like selling a home, you cannot sell your small business' credibility and products and services unless you work on its social media curbside appeal. Audit and tune-up your profile to see immediate and measurable results. Email me at [gerry.moran@marketingthink.com](mailto:gerry.moran@marketingthink.com) to set up a no-cost micro-audit of your small business' LinkedIn impact.

Accessed 5/12/2014 at: <http://marketingthink.com/10-steps-to-use-linkedin-for-small-business/>

## MACC June Luncheon



Vicky Hawke  
Executive Director of NOACC



Mary Jo Vleck presenting plaque to  
William Madansky & Courtney Skoda



Mary Jo Vleck presenting plaque to Joanne Pavell

## MACC Business After Hours -



Ray, Chuck & Joe  
from Levin Mattress



The Murphy's at Levin Mattress After Hours



Susan Sabetta (MH Council) & Mike Wagner

## SPONSOR REGISTRATION

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

Contact: \_\_\_\_\_

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

\_\_\_\_\_

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

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

## SPONSOR LEVEL (check one)

- Eagle - \$2,500
- Birdie - \$1250
- Par - \$500 - Lunch, Breakfast, Kegs
- Own the Hole - \$250
- Raffle Sponsor \$50+ Value
- Door Prizes \$25 Value

Return completed form to:

MACC Golf  
1284 SOM Center Road #308  
Mayfield Heights, OH 44124

Visit us on the web at:  
[www.mayfieldareachamber.com](http://www.mayfieldareachamber.com)

**Please Deliver Immediately To:**

MACC Golf  
1284 SOM Center Road #308  
Mayfield Heights, OH 44124



**Fowler's Mill Golf Course**  
**13095 Rockhaven Road**  
**Chesterland, Ohio 44026**

**Mayfield Area Chamber  
of Commerce**  
**21st Golf Outing**  
**Monday, August 4th, 2014**

Eagle Sponsor:



Visit us on the web at:  
[www.mayfieldareachamber.com](http://www.mayfieldareachamber.com)

## GOLF PACKAGE Monday, August 4th, 2014

Loosen up with free range balls at 8:30 a.m. and then Shotgun at 10:00 a.m. for 18 holes at beautiful

**Fowler's Mill Golf Course**  
**13095 Rockhaven Road**  
**Chesterland, Ohio 44026**

You'll have a cart, breakfast at registration, lunch at the turn, and a ticket to our door prize drawing. You'll be hard pressed to find a better door prize drawing and raffle at any other outing this summer. After golf, relax with a cocktail or free keg beer and some hors d'oeuvres during the door prize drawing and then top off the day with a spectacular carved prime rib dinner and raffle. Dinner will be served at 4:30 p.m.

## REGISTRATION

**EARLY BIRD SPECIAL (ends June 4th):**  
\$99/per golfer or \$396/per foursome  
**REGULAR PRICE (after June 4th):**  
\$125/per golfer or \$500/per foursome

**Only 108 slots will be available. Due to this registration will be on a first come first serve basis.**

Sign up and pay online @  
[www.mayfieldareachamber.com](http://www.mayfieldareachamber.com)

## DINNER ONLY

For our members who don't golf, please join us for dinner. It's only \$40/per person and includes a door prize ticket.

## SPONSORSHIP OPPORTUNITIES

- Eagle - \$2,500**
- One complimentary foursome for golf
  - Your company name on all event signage and bag tags
  - Place your promotional items in our golfer bags
  - A table at the hole of your choice to promote your company
- Birdie - \$1,250**
- Two complimentary golfers
  - Your company name on all event signage
  - Place your promotional items in our golfer bags
  - A table at the hole of your choice to promote your company

## Par - \$500 - Breakfast, lunch or keg sponsor

- Your company name on all event signage
- Place your promotional items in our golfer bags

## Own the Hole - \$250

- Your employees can promote your products or services at the hole, manage the hole
- Your company name on hole sign

## Raffle Prizes - \$50+ Value

- Donate gifts to our raffle

## Door Prizes - \$25 Value

- Donate a prize for the door prize drawing

Contact Mary Jo Vleck, Joann Pavell or John Swartz to have your raffle or door prizes picked up from your place of business.

## QUESTIONS? CONTACT:

MACC  
216-556-4598  
[jasspring@aol.com](mailto:jasspring@aol.com)

## GOLFER REGISTRATION

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

Contact: \_\_\_\_\_

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

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

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Register me for dinner only (no golf)

Golfer #1: \_\_\_\_\_

E-mail: \_\_\_\_\_

Golfer #2: \_\_\_\_\_

E-mail: \_\_\_\_\_

Golfer #3: \_\_\_\_\_

E-mail: \_\_\_\_\_

Golfer #4: \_\_\_\_\_

E-mail: \_\_\_\_\_

Return completed form to:

MACC Golf  
1284 SOM Center Road #308  
Mayfield Heights, OH 44124

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# MEMBER TO MEMBER DISCOUNTS

## (As of July 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
Dr. Marie A. Calabrese 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/Sharpy's 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...

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	Browns Beat Reporter	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	Networking	Hilton Garden Inn
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

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*FREE MONTHLY PICK UP AVAILABLE!*  
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*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)