



### JANUARY LUNCHEON MEETING

#### “Sticking to Your New Year’s Resolution”

**Tuesday, January 21, 2014**  
11:45 a.m.

**Mustard Seed Market & Cafe**  
6025 Kruse Drive  
2nd Floor

**Speaker: Bill Frankel, Be Well Solutions**



*Bill Frankel*

Does your New Year’s resolution include weight loss and getting healthy? Keeping this #1 New Year’s resolution is hard and most of us fail before we even get started. Every day we are bombarded with mixed information on how to lose weight, which exercise is best, and what foods pack the most punch. Even if you don’t run marathons and eat vegan you can be healthy. Bill Frankel will give you the straight talk on ways to get on track--today--to a healthier you.

Bill Frankel is the Executive Vice President of Be Well Solutions, a physician-owned, comprehensive wellness company. Their primary goal is to reduce the risk of preventable disease and promote strategies for healthy aging. Be Well’s secondary goal is to lower the overall healthcare costs by reducing health care claims, absenteeism, worker’s compensation claims and disability claims.

Mr. Frankel provides comprehensive wellness services and organizational consulting for companies throughout the United States. His areas of expertise include stress management, sustained wellness, exercise and nutrition, team building, organizational change, difficult personalities, effective communication, and leadership development. Mr. Frankel received his B.S. degree from The Ohio State University and his M.Ed. from Loyola University.

**FEE: \$23 chamber members & guests; \$40 non-members**  
**Deadline for reservations is 3 p.m. Friday, January 17, 2014**  
**Pre-paid reservations are requested**

**Register online at [solonchamber.com](http://solonchamber.com) or**  
**call the Chamber office at (440) 248-5080**  
**Credit card payments accepted by phone & online**

*Sponsored by*



### Coming Events

**Board of Director’s Planning Retreat**  
Saturday, January 11, 2014  
Pine Lake Trout Club  
9 a.m.

**CASH MOB!**  
Wednesday, January 15  
Earth Fare  
5-7 p.m.

**Sales & Marketing Connection Group**  
Thursday, January 16  
Gardiner Trane 8 a.m.

**January Luncheon Meeting**  
Tuesday, January 21  
Mustard Seed Market & Cafe, 2nd Floor  
11:45 a.m.

**Finance Connection Group**  
Wednesday, January 22  
Panera 8 a.m.

**HR Roundtable**  
Wednesday, January 29  
Mustard Seed Market & Cafe 11:45 a.m.

**Women’s EXPO**  
Thursday, January 30  
Hilton Garden Inn  
4-7 p.m.

**Entrepreneur Connection Group**  
Friday, January 31  
HoneyBaked Ham & Cafe 8 a.m.



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For the monthly Calendar of Events including all committee meetings, see the last page of this newsletter or go to [www.solonchamber.com](http://www.solonchamber.com)

## CHAIR'S MESSAGE



Virginia Schmidt

Happy New Year! First of all, thank you to Jim Kelvington for his fantastic leadership as Chairman of the Board for the last two years. His excitement and enthusiasm have helped take the Chamber to new levels. In addition, thank you to Chamber CEO Jennifer Natale, along with staff Carolyn Downie, Dalene Davisson and Mary Kay Gebler for making everything run so smoothly—you're the best!

In 2014, we will build on the momentum created for the last two years, and we'll also see some changes. The new Chamber office location will be inviting and exciting, and the new logo and website updates illustrate the Solon Chamber's commitment to progress. The Chamber must grow, transform, and adapt to the changing needs of our members.

We've added four new Board of Directors positions—Chet Green from North Coast Shredding, Julie Smith from InterDesign, Inc., Anita Barnoski from Family Tree Home Care Services, and Tom Griffin from Mayfield Collision Center. In addition, Bill Oler from Chagrin Safety Supply and Judy Caine from Prosperity NEO have been elected to replace departing Board members. The Board reflects a cross section of our members, and is a conduit to our members—to listen to your comments, ideas, and concerns.

You will hear the words **Empower-Educate-Engage** this year. The staff & board work hard to provide value to the members, and we're planning programs and activities that will Empower, Educate and Engage our members. For example, on Thursday, January 30, the first-ever 3Chamber Women's Expo will be held at the Hilton Garden Inn in Twinsburg ( details on page ). The enthusiasm for this has been overwhelming, and this will be a great opportunity for networking and education.

The Chamber has many committees and connections groups. Serving on a committee or joining a connection group is a great way to engage with other members in a smaller group setting. Please take a few minutes to check out all the upcoming events on the calendar—I know you'll find several things you'll want to attend, on the way to becoming more empowered in 2014!

## WELCOME NEW MEMBERS

### eMoksha Consulting

Vik Mehta  
2411 Muirwood  
Avon, OH 44011  
(440) 934-2324  
Consultants/Training

### Creative Designs, LLC

Anthony Scimone  
26405 Broadway Ave  
Oakwood Village, OH 44146  
(440) 945-6414  
Trophies

### Jackson Lewis P. C.

Daniel L. Messeloff  
6100 Oak Tree Blvd, Suite 400  
Cleveland, OH 44131  
(216) 750-0404  
Attorneys

### First National Bank

Michele Tushar  
30000 Aurora Road  
Solon, OH 44139  
(440) 914-3900  
Banks

### The Positive Negative Photography

Ruth DeCurtis  
2601 Timberline Drive  
Willoughby Hills, OH 44094  
(440) 953-0205  
Photography Studio

### Body Technic Systems Inc.

Sunday Homitz  
33790 Bainbridge Road #205  
Solon, OH 44139  
(440) 248-9255  
Physical Therapists

### Solon Specialty Wire

Rose Kenney  
30000 Solon Road  
Solon, OH 44139  
(440) 248-7600  
Mfg. - Steel Fabricating/Equipment

### Catalyst Church of Solon

Rodney Collins  
6185 Enterprise Parkway  
Solon, OH 44139  
(440) 523-1346  
Churches

### Charter One Bank

Kathryn Jenkins  
6241 SOM Center Road  
Solon, OH 44139  
(440) 420-0202  
Banks

### Brent Collinsworth Insurance

Elizabeth Mitchell  
6050 Oak Tree Blvd. Ste 200  
Independence, OH 44131  
(216) 674-5243  
Insurance

We extend a warm welcome  
to our new members and encourage  
you to patronize their services.

Set your calendar for January 15th to Cash Mob  
Earth Fare!  
5 - 7 p.m



Empowering, Educating and Engaging Business

News & Views is published monthly by

The Solon Chamber of Commerce

33595 Bainbridge Road, Suite 101, Solon, Ohio 44139

Phone (440) 248-5080, Fax (440) 248-9121

Emails: staff@solonchamber.com; communications@solonchamber.com;  
president@solonchamber.com

### Chamber Officers

Chair of the Board .....Virginia Schmidt  
Chairman Elect.....Greg Rosenberg  
Vice Chairman .....Bob Beattie  
Vice Chair .....Kim Lesch  
Secretary .....Jennifer Natale  
Treasurer .....Kim Zagar  
Past Chairman .....Jim Kelvington

### Chamber Staff

President/CEO .....Jennifer Natale  
Director Communications & Programs.....  
Carolyn Downie  
Administrative Assistant.....Dalene Davisson

Visit us at [www.solonchamber.com](http://www.solonchamber.com)



Solon Chamber 2013 Business of the Year - AMRESKO (L to R) Matt Buchotlz, Michael Mascali, Cynthia Sobe, Jim Taliak, Judi Sandbrook & Alisha Caraballo



Solon Chamber Volunteer of the Year Mike Stelzer, Knowledge Management Sevices (left) with Solon Chamber Board Member of the Year Bob Beattie, MP Biomedicals



Sponsor Kathi Hays, Western Reserve Wines (right) with Jennifer Natale, Solon Chamber of Commerce with Past Chairman Jim Kelvington

## DECEMBER CHAMBER LUNCHEON

Bertram Inn and Conference Center

### CONGRATULATIONS TO 2013 Business of the Year AMRESKO

Board Member of the Year  
Bob Beattie, MP Biomedicals

Volunteers of the Year  
Doris and Joe Mayer,  
Mayer Business Group  
&  
Mike Stelzer, Knowledge  
Management Services

### THANK YOU TO

Solon High School Madrigals  
and Gary Lewis

The 2013 Board Members,  
Presidential Committee and our  
many, many volunteers that give  
countless hours to the  
Solon Chamber of Commerce

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## MEMBERS IN THE NEWS

- ❑ Congratulations to the following members appointed to the Chamber Board of Directors at the December Board meeting: Anita Barnoski, Family Tree Home Care Services; Chet Green, Northcoast Shredding & Record Center; Tom Griffin, Mayfield Collision Center; Judy Caine, Prosperity NEO; Julie Smith, Interdesign and Bill Oler, Chagrin Safety Supply who fills an unexpired term.



2014 Board Members (left to right) Bob Beattie, Kim Lesch, Chet Green, Bill Oler, Jeanette Knauf, Cary Root, Virginia Schmidt, Greg Rosenberg, Anita Barnoski, Tom Jackson, Susan Droteff, Judi Sandbrook, Julie Smith (not pictured; Judy Caine, Michi Eaton, Stephen Fein, Brooks Gerbitz, Tom Griffin, Carol Hawkins, Joe McHenry, Dan Schuman, Julie Zonneveld)



Past Chairmen of the Board (left to right) Jim Kelvington, Jim Bialosky, Bill Russo, Dave Carlson, Bill Mazur, Hal Becker



2013 Chairman of the Board, Jim Kelvington, passes the gavel to incoming Chairwomen, Virginia Schmidt





# NEW SOLON CHAMBER

# WEBSITE AND LOGO ARE LAUNCHED!

*Stay informed with the latest news of the Solon Chamber in a spacious layout and easier to navigate format!*

- \*\* Uses latest responsive design technology to provide consistency across mobile, tablet & desktop devices
- \*\* New sections including “News” & “Peer Connections Groups” and opinion pieces from industry experts
- \*\* Share news pieces across Facebook and LinkedIn -share important and timely information
- \*\* Enhanced Sponsorships opportunities across all platforms
- \*\* Many more features go to [solonchamber.com](http://solonchamber.com) and see for yourself!

## *The New LOGO - The EStory*



The city of Solon is proud to have been recognized as Ohio’s digital capital in the 2013 Google eCapital Awards. “Science Olympiad-winning students have made Solon a tech star, and the Cleveland suburb also leads Ohio’s digital way,” according to Google. “Its online business community connects local shops and restaurants with residents and visitors.”

This is one of the reasons why the Solon Chamber of Commerce made the decision to rebrand itself in 2013. A new logo and website all reflect this significant and prestigious award by Google. Our new tagline

plays off the “e” concept...Empowering, Educating and Engaging Business. Take a close look at the symbol within our new logo and you will see a power button that has been turned on its side to read as an “e”. The Shop Solon First website created by the Solon Chamber of Commerce in 2013 also positions the city as leading the way digitally and connects residents with all there is to do within the city of Solon. It is a coalition of locally minded independent businesses, citizens, and organizations working to promote our vibrant community.

## SOLON CHAMBER MEMBERS - ENGAGE WITH PEER CONNECTIONS...

### Sales & Marketing Connection Group Connect with other professionals in Sales and Marketing



#### *Closing the Deal*

January 16; 8 a.m.  
Gardiner Trane, 31200 Bainbridge Rd  
Speaker: Mike Stelzer, Knowledge Management

- Learn how to close more deals without reinventing the wheel every time.
- Develop and build meaningful rapport in order to get to “yes”.
- Learn how to handle sales objections.
- Understand what closing techniques & tips work; which ones do not.
- Recognize how your clients see you and your competition.
- Learn how and when to ask for the order.
- Build an effective and dynamic sale pitch and closing value proposition.

Fee: No charge for Solon Chamber members & guests; \$10 non-members  
**Registration required** so we have a count:  
Online at [solonchamber.com](http://solonchamber.com) or Call (440) 248-5080

### Finance Connection Group Connect with other professionals in the area of finance & accounting.

January 22; 8 a.m. Panera’s

*No reservations are necessary - just drop in and start building relationships!*

### Entrepreneur Connection Group Connect with other professionals that own their own business

January 31; 8 a.m. HoneyBaked Ham & Cafe

*No reservations are necessary - just drop in and start building relationships!*



**Set your calendar for  
January 15th to  
Cash Mob Earth Fare!  
5 - 7 p.m**

**EARTH FARE  
33321 AURORA ROAD**

#### *What’s a Cash Mob?*

On Wednesday, January 15 the Solon Chamber will hold it’s third “Cash Mob” event as part of its “Shop Solon First” campaign. The concept of a cash mob is simple: it’s about encouraging people to shop locally and having fun while doing it.

Participants are asked to spend \$20 at the local establishment - and we’ve picked Earth Fare with lots of great choices!

Usually the “Cash Mob” destination is a surprise - this time we let the secret out early. Everyone will meet between 5 - 7 p.m. at the Earth Fare, 33321 Aurora Road. We hope you can be a “mobster” and join us for at Earth Fare for complimentary appetizers and vendor food samplings. There will also be a Grand Prize drawing - must be present to win!

### **SOLON CHAMBER OF COMMERCE ON THE MOVE**

**We are moving  
January 24th**

**The new address will be:**

**6240 SOM Center Road  
Suite 110  
Solon OH 44139**

**Thank you to all the member  
donations that will make our move a  
smooth transition!**



Where Membership is the Best Reward



**Our Members’ *Trusted* Financial Institution**  
**Not a Member? Join Today!**

<b>Brook Park Branch</b>	<b>Highland Heights Branch</b>
<b>Walton Hills Branch</b>	<b>Philips Healthcare Branch (Non-Public Access)</b>

[www.bestrewardcu.coop](http://www.bestrewardcu.coop)

BOOTHS STILL AVAILABLE

# 3 Chamber Women's Expo 2014

# New Year, New You!



**THURSDAY, JANUARY 30**

**4:00 - 7:00PM**

**Hilton Garden Inn**

*8971 Wilcox Drive, Twinsburg*

**More than 50 booths featuring goods and services for women, including:**

- Salons / Beauty Consultants*
- Fitness Centers*
- Health Practitioners / Physical Therapists*
- Clothing Boutiques*
- Travel Agencies*
- Financial Services*
- Charitable Organizations*

**Interactive Workshops with Doris Mayer of Mayer Business Group, LLC:**

- 5:00pm - "Take Your Brain on Vacation"*
- 6:00pm - "What is Your Energy Quotient?"*

**PLUS - Door prizes and delicious food samples from some of our area's best restaurants!**

**FREE ADMISSION!**

**For more information, please call**  
Twinsburg Chamber: (330) 963-6249  
Aurora Chamber: (330) 562-3355  
Solon Chamber: (440) 248-5080

**Platinum Sponsors**



**Gold Sponsor**



**Silver Sponsors**

- The Campus of Anna Maria*
- Howard Hanna Aurora*
- Prosperity N.E.O.*
- BDS Financial Network*
- Summa Western Reserve Hospital*
- Family Tree Home Care Services*

**Event Proceeds to benefit Dress for Success®**



# CITY BUSINESS NEWS

**Proposed Zoning Code Amendment** – Planning & Development Director Rob Frankland presented a proposed ordinance for the comprehensive update and revision of uses permitted within the city, the first such update in approximately 70 years. The proposed amendment focuses on three main goals: 1) Evaluate all existing uses and remove and/or clarify any that are problematic; 2) Establish a standardized format for the listing of permitted, accessory and prohibited uses throughout the Zoning Code; 3) Add use categories that are typically included in a modern zoning ordinance. This item will undergo study by Council, the Planning Commission and the public, with the likely placement of the issue on the November, 2014 ballot. While this ordinance undergoes study, a one year moratorium has been placed on variances, site plan approvals, and issuance of permits relating to the prohibited uses listed within the proposed ordinance.

**Aurora / SOM Intersection Improvements** – Right-of-way acquisition will begin in 2014 in anticipation of construction in 2016. Improvements will include the addition of a lane on the east side of SOM Center Road and widening of Aurora Road east of SOM to add a northbound turning lane onto SOM. Ultimately, there will be two westbound through lanes on Aurora and two left turn lanes both northbound and southbound on SOM. ODOT will pay 90% of the project cost, with the City to pay the remaining 10%.

## AMRESKO NAMED 2013 BUSINESS OF THE YEAR

Congratulations to AMRESKO named the 2013 Solon Chamber of Commerce Business of the Year. The announcement was made at the Chamber's December Holiday and Awards Luncheon. The winner was named for their outstanding contributions to the Solon community.

AMRESKO is a company on the move – growing and investing, double digit growth for many years. They have a strong steady and stable pattern of innovation and growth throughout their history. AMRESKO invested in a new powder manufacturing facility to support growth in the life science business.

AMRESKO introduced new products, had developments and released new products throughout 2013 with announcements in March, May, June and in September announced the release of 26 additional new biochemical products to their portfolio. They have also continued to grow and establish additional distributors globally.

Over the past seven years, AMRESKO nearly doubled its number of employees with no layoffs. The business has expanded from three buildings to five.

AMRESKO is extremely active in the Solon Chamber and has been a member for the past 13 years. AMRESKO has had a great presence on the leadership team of the Chamber Board of Directors and continues to participate and sponsor Chamber events.

Also, the company fosters fun in the work environment – contributing to a work/life balance. It celebrated a third year in a row being honored with the NorthCoast 99 Best Workplaces in Northeast Ohio award.

Join the Solon Chamber for

# Taste of Solon

**MARCH 2, 2014**

**4 - 7 P.M.**

**SIGNATURE OF SOLON**

*Featuring culinary specialties from  
area member restaurants*

**Tickets \$25**

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**\$100 Tuition Credit With This Ad  
(Receive \$25 Off Per Week for 4 Consecutive Weeks)  
New Enrollees Only-Must Enroll Full Time**

# JANUARY CALENDAR OF EVENTS

SUN	MON	TUE	WED	THU	FRI	SAT
			<b>1</b> Happy New Year!	<b>2</b>	<b>3</b>	<b>4</b>
<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b> SWIB Committee Mtg. Doogan's in Aurora 12 noon	<b>9</b> Business Visitation Com Meeting 8 a.m. Solon City Hall	<b>10</b>	<b>11</b> Board Retreat Pine Lake Trout Club 9a.m.
<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b> <i>CASH MOB</i> <i>Earth Fare</i> 5 - 7 p.m.	<b>16</b> Board Mtg. Solon City Hall 8 a.m. Sales & Marketing Con. Group 8 a.m. Gardiner Trane Mem. Committee Mtg. 4:30 p.m. Hampton Inn	<b>17</b> Taste of Solon Committee Mtg. Chamber Office 9:30a.m.	<b>18</b>
<b>19</b>	<b>20</b> SMAC - Retail Committee Mtg. Root-InfoTech 8 a.m. <i>Newsletter Deadline</i>	<b>21</b> Monthly Luncheon Meeting Mustard Seed 11:45a.m.	<b>22</b> Finance Con. Group Panera 8 a.m.	<b>23</b> <i>Moving Day</i> <i>Chamber</i> <i>office closed</i>	<b>24</b> <i>Moving Day</i> <i>Chamber</i> <i>office closed</i>	<b>25</b>
<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b> HR Roundtable Mustard Seed 11:45 a.m.	<b>30</b> <i>Women's Expo</i> Hilton Garden Inn-Twinsburg 4 - 7 p.m.	<b>31</b> Entrepreneur Con. Group HoneyBaked Ham 8 a.m.	

*Solon Chamber of Commerce Mission*

*To serve as advocates for the business community by supporting and fostering vibrant economic growth.*

*Empowering, Educating and Engaging Business*

## HOW TO RUN A SMALL BUSINESS - THE BUSINESS PLAN

**BACK BY POPULAR DEMAND...NOW WITH ALL-YOU-CAN-EAT BREAKFAST BUFFET**

Do you have a business plan that clarifies your vision, mission and values of your business? Does it include short and long range goals, so everyone on your team is pulling together? Is your current plan dusty on the shelf or still in your head?

The Solon Chamber of Commerce invites you to **"How to Run a Small Business - The Business Plan"** This presentation will be a productive time to ask yourself some serious questions about where your business is today, but more important, where you want to be in the future! Join us for a learning experience that will turn your business ideas into a solid plan for keeping your business focused.

### Presenters:



Steve Skaggs



Mike Stelzer



Joe Mayer

**Friday, February 21, 2014**

8 - 9:30 a.m.

Homewood Suites by Hilton  
6085 Enterprise Parkway, Solon

### You will learn:

- ✓ The value of a business plan
- ✓ What the business plan is *NOT*
- ✓ Understanding the plan components and their effects
- ✓ How to make your business plan stand out
- ✓ How to take advantage of new opportunities
- ✓ How to rethink and update a business plan

### FEE:

\$15 Chamber members & guests: includes all-you-can-eat buffet  
\$25 Non-members: includes all-you-can-eat breakfast buffet

\$12 Chamber members & guests: no buffet

\$20 Non-members: no buffet

Deadline for reservations is 3:00 p.m. Friday, February 14.

Late reservations will be charged an additional \$5 provided space is available.

*Last Year was Sold Out!* Pre-paid reservations required.

*To register call (440) 248-5080 or go to [www.solonchamber.com](http://www.solonchamber.com)*

**S. Skaggs:** more than 25 years experience in commercial lending and retail banking. **M. Stelzer:** business owner, was formerly the Knowledge Management Director at Ernst & Young. **J. Mayer:** PhD, Leadership Coach and Business Coach, author, keynote speaker and adjunct professor at Case Western Reserve University MBA program.