You’re Invited!

Presentation of the
2014 Hugh Dawson Award
Sean O’Reilly

January 13, 2015
11:30am-1:00pm

LaCentre
25777 Detroit Rd.
Westlake, OH 44145

Cost is $20 per person at the door
with cash, check or Visa/MC.

An RSVP is required.
Please email sharon@westshorechamber.org
or call 440-835-8787.

OFFICERS

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PRESIDENT’S LETTER

To Our Members:

The New Year is a time to reflect and renew. Every year we make the same resolutions: lose weight, get in shape, eat better, stop smoking, etc. In our business life, we need to make resolutions too. So I searched the internet for some of the best New Year’s advice for your business life. Here’s what I found:

**Be Consistent in Networking**: Choose just one or two organizations or regular events. Make a commitment to attend at least once a month. Put in the time to greet other regulars and make contact with a few new people. Relationships grow from regular interaction. You’ll be forgotten if you make irregular appearances. – from Beth Bridges, Clovis Chamber of Commerce

**Mix the Medium and Wow People**: When I (Scott Ginsberg) receive an email from an organization or business who has a question, wants to work together or just wants to chat, I do something called Mix the Medium. Here’s how it works: ‘The exact moment I finish reading the email, I obtain the person’s phone number (if I don’t already have it). Then I call them right back. I then say, “Hi, this is Scott Ginsberg. I was in the office when your email came through and I thought I’d call you back!” I say with a big smile on my face. PEOP-LE LOVE THIS. I have never done this without completely blowing the caller away. They respond with such excited phrases as “Wow, that was fast!” or “I’m impressed you called back already!”’ – from Scott Ginsberg, author of The Power of Approachability

**Write One Handwritten Note Each Month**: With email as the prevailing form of communication, receiving a handwritten note is like watching an episode of The Jersey Shore and finding a meaningful takeaway – it happens rarely, but when it does, it’s satisfying. Take time each month to write a handwritten note to a client, customer, or colleague expressing some form of gratitude you have for your interaction with them. This simple act will go a long way in building relationships and in improving your level of communication. – from Scott Annan at businsessinsider.com

**Commit To Your Resolutions**: Do you really want another year of setting intentions for a more productive business life, but not following through on them? Hold yourself accountable to your goals by evaluating your progress weekly and at a minimum monthly, and make sure you break up your goals into reasonable action items that you can make progress on every day. Big achievements are not completed overnight. They are the result of small (yet deliberate) repeated actions every day over a sustained period of time. Follow these pointers for a successful 2015, and be amazed at just how much you can accomplish in a year. – from Scott Annan at businsessinsider.com

**Meet Less, Do More**: There’s very little I find more wasteful than meetings. Most meetings are an excuse for management to hear themselves talk and work out half-baked ideas that they hadn’t had time yet to fully explore. While meetings are certainly an important part of business, keep them to a manageable 30 minutes long, and always end them on time. Focus on communicating important mission critical items and make sure that attendees leave with a clear agenda of what tasks they need to complete and by when. – from Scott Annan at businsessinsider.com

**Enjoy Life More**: Given the hectic, stressful lifestyles of millions of Americans, it is no wonder that “enjoying life more” has become a popular resolution in recent years. It’s an important step to a happier and healthier you! Consider visiting a business whose products are designed to bring balance to your body, mind and soul. Or just get out and try something new! Take up a new hobby or try your hand at skiing. Go to a theatre performance, or head to the local spa. The Cleveland area offers a wealth of artistic and recreational activities to meet just about anyone's wishes. – from Albrecht Powell

I hope you are able to attend some of the many events the chamber has scheduled for 2015. The first chamber luncheon will be on January 13th at LaCentre. Join us as we present the 2014 Hugh Dawson Award to Sean O’Reilly.

I wish you a very Happy & Prosperous New Year!

With kind regards,
Susan Uranker, (Westlake Village)
West Shore Chamber President

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WELCOME NEW MEMBERS

**College Nannies and Tutors Westshore**
Robin Dackman
25935 Detroit Rd., #140
Westlake, OH 44145
440-793-7770
www.collegenanniesandtutors.com

**Dollar Bank**
David Kneisel
26895 Center Ridge Rd.
Westlake, OH 44145
440-835-1400
www.dollarbank.com

**Lorain National Bank**
Doug Rogers
32960 Walker Rd.
Avon Lake, OH 44012
440-930-5437
www.4lnb.com
MORE CHAMBER EVENTS

Special Luncheon Event

January 8, 2015
11:30am - 1:00pm

Corporate College West
Cuyahoga Community College
25425 Center Ridge Rd., #112
Westlake, OH 44145

Learn about the Goldman Sachs
10,000 Small Businesses Program

No cost to attend.

RSVP to Sylvia Rios at
216-987-3220
or email 10ksb@tri-c.edu.

Limit of 50 attendees.

Joint Business After Hours

January 21, 2015
5:00pm-7:00pm

Parker’s Grille & Tavern
32858 Walker Rd.
Avon Lake, OH 44012

Join us as we celebrate
Ray Frank’s (Columbia Gas) retirement.

No cost to attend.

No RSVP is required.

Enjoy complimentary appetizers and a cash bar.

Power of More Networking Event

January 24, 2015
5:00pm-6:00pm (Networking)
6:00pm-9:00pm (Corporate race)

Joe Firment Chevrolet
37995 Chester Rd.
Avon, OH 44011

No cost to attend.

No RSVP is required.

Enjoy complimentary appetizers, beverages and live music!

Network with members of six area chambers.

FOR LEASE Prime Office/Retail

Beautiful Upscale Medical/Retail Office
4,150 Sq. Ft. • 2 Baths
High Traffic • Great Parking

Convenient to Crocker Park,
St. John Medical Center and
American Greetings.
Features include: Modern decor,
6 private rooms, 2 offices, 2
bathrooms, modern kitchen
and a large storage area. Advertise
your business with great
daily traffic counts.

Jim Coughlin
440-212-0149
jcoughlin38@msn.com
MLS # 3629593
Cricket Center
30588 Center Ridge Road
Westlake, Ohio 44145

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MEMBER SPOTLIGHT

THE VISION

Bad Girl Fitness offers awesome workouts for awesome women. Located at 24945 Detroit Rd. in Westlake, we offer personal (small group) and Team Training sessions designed to build fit and healthy bodies and minds! You will leave each workout feeling strong, confident, and empowered to accomplish anything you set your mind to do.

In this women’s only training center you will find support, encouragement, and motivation from women of all shapes and sizes as well as fitness levels.

You will also be challenged (at your level) to push yourself to be the best you can be!

THE DIFFERENCE

Bad Girl Fitness is not a traditional gym with typical strength and cardio machines.

Our training center is filled with dumbbells, kettle bells, sand bags, medicine balls, battling ropes, TRX suspension trainers, tires and more.

Each workout builds strength, cardiovascular fitness and core strength. These workouts are the most effective and efficient way to get a full body workout, burn tons of calories and get your metabolism going. And the best part is….They are fun! No boring treadmill workouts here!

We use two different formats and each one relies on the principle of metabolic resistance training (MRT). This simply means that we will use resistance (weight) to get your heart rate up, do exercises that use a lot of muscle, and have little recovery time between exercises.

ABOUT DIANE

Diane Risdon aims to inspire and empower women to embrace their individuality and live a life of wellness.

A leading expert in the health and wellness industry, Diane combines her passion for helping others live healthier lives with 30 years of experience in the field to deliver quality programs for both mind and body.

Diane is a certified group fitness instructor, personal trainer, lifestyle/wellness coach, speaker and presenter accomplished at helping people improve the quality of their lives. Diane started her career as a special education teacher and spent 16 years helping children with learning disabilities achieve success in the classroom.

Her passion for helping others live healthier lives led her to open her own gym which she operated for 13 years and was named Best Fitness Instructor 2010 and 2011 by West Shore Live Well Magazine. Through this experience, Diane realized the importance of developing a program that focused on the unique needs of women in the area of wellness. Not because they need different exercises or can’t do workouts men do, but to allow them to appreciate their uniqueness and strength, both inside and out.

Diane is also passionate about creating the most effective workouts and uses the latest research to develop her programs. The result is BAD GIRL FITNESS, her new training center, in which she has created a unique program designed specifically to empower women to live their best life.

* B. Ed, M. Ed, NLP Master Practitioner Certification, ACE Certified Personal Trainer, AFAA Certified Group Fitness Instructor

Bad Girl Fitness
24945 Detroit Rd.
Westlake, OH 44145
440-396-8971
www.badgirlfitness.net
ANNUAL HOLIDAY PARTY A GREAT SUCCESS!

Our annual Holiday Party held on December 9th at Dave & Buster’s in Westlake was, by far, our best Holiday Party ever with nearly 200 members from six area chambers in attendance.

Thank you to Elizabeth Beard and her staff for helping to make this event so successful. The food was excellent and the networking opportunities were plentiful. Many members won great prizes, including a TV, Ohio State package, CAVS tickets, and many other prizes.

Thank you to the following sponsors who helped make this event a success:

- Bramhall Engineering
- Peter & Co. Jewelers
- Ray’s Auto & Truck Repair
- Stewart Title
- the dj company

Thank you to our Power of More Sponsors:

- AT&T
- Corrigan Krause
- Crocker Park
- First Federal of Lakewood
- MAPFRE Insurance
- Montrose Auto Group
- Ohio Clinic for Aesthetic and Plastic Surgery
- Outdoor Dreamscapes
- Residence Inn by Marriott Avon & Emerald Event Center
- University Hospitals Elyria Medical Center
- Westlake Village

Power of More Media Sponsors:

- Great Lakes Publishing
- Westlake/Bay Village Observer
- Westlife
SAVE LOCAL NOW™

10 MEMBER BENEFITS.
1 DIGITAL MARKETING PLATFORM.
FREE TO OUR MEMBERS.

- Mobile App: Top-rated iPhone & Android apps, most user-friendly in the industry.
- SEO: Your business info is optimized for search engines and other publishers.
- Live Member Directory: Manage and publish your business profile in real-time.
- Email Marketing: Create your own custom email campaigns.
- Event Publishing: Easiest way to share and publish your community and business events.
- Deal Publishing: Unlimited, unrestricted and FREE to every member.
- Real-Time Analytics: Simple, accurate usage reporting at your fingertips.
- Savelocalnow.com: The deals and events you create are automatically displayed on savelocalnow.com.
- Web Widget: The content you create is automatically displayed on your chamber’s website.
- SLN Blog: Exclusive content to help your business grow.

COMING IN FEBRUARY!
OUR LEGACY OF COMPASSION LIVES.

ST. JOHN MEDICAL CENTER
A CATHOLIC HOSPITAL

University Hospitals  SISTERS OF CHARITY HEALTH SYSTEM

29000 Center Ridge Road • Westlake Ohio 44145 • 440-835-8000 stjohnmedicalcenter.net

Power of More Sponsors

NORTHCOSTLED
Kenny Gilder - President
KennyGilder01@aol.com

25 YEAR/190,000 HOUR WARRANTY!

LED linear tubes replace standard fluorescent lights and GUARANTEE an energy savings between 40%-70%

No Ballast = No energy use
Fewer bulbs = Less energy use
Lower wattage = Less energy use
LESS ENERGY USE = LOWER BILLS
Even with all the Health Care Reform changes you can still get a discount through your local chamber.

If you wonder how the Affordable Care Act (ACA) may impact your company, Anthem Blue Cross and Blue Shield and the Northern Ohio Area Chambers of Commerce (NOACC) are here with answers.

We know you don’t have time to read the entire ACA. That’s why we brought together all the important information you need to know in one helpful website — www.makinghealthcarereformwork.com.

As a chamber member with 2-50 employees, you can get a discount on any health plan from Anthem Blue Cross and Blue Shield — including industry-leading HSAs, HRAs and HIAs.*

Despite the ongoing changes and confusion surrounding health care reform, your local chamber continues to offer employer insurance options with a 1.4% discount exclusively for chamber members!

Go to www.noacc.org for more information or contact your broker, your local chamber or NOACC at 866-466-6222. Receive a free quote online at www.chambersaver.com/noacc.

*Discount only applies to Chamber members who do not already have Anthem insurance.
Anthem Blue Cross and Blue Shield is the trademark of Community Insurance Company, an independent licensee of the Blue Cross and Blue Shield Association. **Anthem is a registered trademark. The Blue Cross and Blue Shield names and symbols are the registered marks of the Blue Cross and Blue Shield Association.
Be a part of a unique community resource

The citizen-powered community newspaper and website

• 400+ citizens & organizations in our community write, produce and publish the Westlake | Bay Village Observer.

• Published biweekly and distributed to 200+ locations in the community – people look forward to and seek out every new issue.

• A member of the West Shore Chamber of Commerce that encourages readers to support and shop local businesses.

• Our content is overwhelmingly positive – people helping others, projects to improve our neighborhoods, upcoming community events – and people feel good when they read it.

Overall value. Based on quality, targeted audience and price, the Observer is superior to anything in the area.

Placing your ad with the Observer puts your brand in good company, sharing space with respected organizations that want to be part of a strong and positive force in the community. Where you advertise reflects on you and your business or organization.

You can be a part this civic project by making your business an Observer distribution point.

Right audience. Right price.
Contact Laura Gonzalez for advertising details
440-477-3556 • laura@wbvobserver.com

“I see the Observer everywhere I go in the community”
– Karen Derby, Bay Village City Schools

“Promoting our business & supporting our community go hand-in-hand with the Observer”
– Julia Shutt, Maple Leaf Landscaping

“We get results advertising in the Observer”
– Gordon Geiger, Geiger’s Clothing & Sports
WEST SHORE CHAMBER OF COMMERCE

MEMBER APPLICATION

$175.00*  Employers with 1 - 5 employees
$225.00*  Employers with 6 - 15 employees
$275.00*  Employers with 16 - 25 employees
$360.00*  Employers with 26 - 50 employees
$435.00*  Employers with 51 - 100 employees
$450.00*  Employers with 100+ employees and Financial Institutions, Hotels & Motels, Public Utilities and Real Estate Brokers
$ 95.00*  Financial Institutions (each additional branch office) and Real Estate Sales Associates of a member broker
$ 95.00*  Public Official (Membership is limited to the Superintendent of schools and Mayors of Bay Village and Westlake)
$ 95.00*  Associate Member (This category of member shall have no vote, cannot hold any Chamber office, and will not have a business listing in the roster. Eligibility restricted to employees of the Westlake/Bay Village School systems, employees of the Cities of Westlake/Bay Village and employees of Porter and Bay Libraries.)

*All new members pay a one-time administrative fee of $35.00

Company: ____________________________

Business Type: _________________________

First Name: ___________________ Last Name: ___________________

Title: _______________________________

Address 1: ____________________________

Address 2: ____________________________

City: ___________________ State: _______ Zip Code: ____________

Phone: ___________________ Fax: ______________

Email: _____________________________

Website: ____________________________

Payment Type:  Check ( ) Visa ( ) Mastercard ( )

Visa or Mastercard #: ________________________ Exp: ____________

Name on Card: __________________________

Signature: ___________________________ Date: __________________

Send application with payment to:

West Shore Chamber of Commerce
PO Box 45297
Westlake, OH 44145

Phone 440-835-8787 • Fax 440-835-8798

Email: sharon@westshorechamber.org

www.westshorechamber.org