



CHAMBER of COMMERCE

P.O. Box 38043
Olmsted Falls, OH 44138
440-235-0032
www.olmstedchamber.org



CHAMBER NEWSLETTER FOR DECEMBER 2011

2011 Chamber Officers:

President - Rosann Jones

City of Olmsted Falls
440-235-6264

V. President - Mark Hannah

Full Color Resources
440-377-0248

Secretary - Holly Nanasy

Vita-Mix Corporation
440-235-4840

Treasurer - Cindy Kelly

RE/MAX Crossroads
440-879-4653

Sgt. At Arms - VACANT

Past President - Todd Hoadley

Olmsted Falls School District
440-427-6000

Board Members:

DeeDee Alvelo 216-529-2745

First Federal of Lakewood

Marie Grosh 440-235-7590

Village of the Falls Senior Living

Sandie Isabella 440-235-4580

St. Mary of the Falls

Greg Jones 440-235-7275

Evergreen Packaging

Joanne Kleem 440-234-9700

Tony K's Restaurant & Catering

Doug Miller 440-891-7609

Polaris Career Center

Gabrielle Oelbracht 440-488-0680

Aflac Insurance

Bernie Stumpf 440-427-9173

Stumpf Construction/3LD Storage

Pat Theobald 440-427-9310

Olmsted Auto Care

Olmsted Chamber Members:

I can't believe it's the end of the year! It seems like I just took the Christmas tree DOWN, and I'm already putting it back up! It's true what "they" say; the older you get, the faster time flies!

December 1st, many of our Chamber members came together to celebrate the season at our annual holiday party at Tony K's. This year, party attendees had the opportunity to donate to our local Christians in Action, an organization that serves residents in need in Olmsted Falls and Olmsted Township. I'm happy to report that our Chamber raised \$496 in addition to a gift certificate and canned goods. Thanks to all who contributed to this worthy cause.

Looking back on 2011, the Olmsted Chamber of Commerce Board of Trustees accomplished a number of good things for our membership. Two successful fund-raisers; a fresh, new website; a contemporary new logo; and our first-ever Olmsted Community magazine are among the most visible projects that the Board saw through to fruition. I believe all of these activities helped us achieve what we set out to achieve: greater community recognition of our Chamber and its member businesses.

As we move ahead into 2012, your Chamber Board will continue to engage in activities that help promote our organization and the businesses that are a part of it, as well as continuing to provide you with numerous networking and educational opportunities. We want you to consider your Chamber of Commerce membership money and time well spent!

Our next member meeting will be Wednesday, January 25, and will be held at Evergreen Packaging on Mapleway Drive. After lunch, catered by Tony K's, we'll have the opportunity to tour the plant with manager Greg Jones. Please go to our website to register for this special luncheon at the City's largest employer.

Happy Holidays to all and a very Happy, Healthy New Year.

Rosann Jones, President, Olmsted Chamber of Commerce

Next Luncheon Meeting

Wednesday, January 25, 2012

11:30 a.m. - Registration & Networking
Noon to 1 p.m. - Lunch & Program

Location: Evergreen Packaging, 7920 Mapleway
Olmsted Falls

Speaker: Tour hosted by Greg Jones
Catered by Tony K's Catering

Cost is \$15. Make your reservation for this lunch meeting online at www.olmstedchamber.org. Please note: For the tour, closed-toe shoes required; no jewelry, rings, watches, etc.

Welcome New Members

David Kadar
The Kadar Group
440-891-1597

Angela Boehm
Olmsted Performing Arts
440-465-3355

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Our mission is to lead and support the economic development of the communities we serve by attracting businesses and organizations through collaboration and partnership with business, government, education and citizen organizations and groups.

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Terri Mrosko, Editor/Mrosko@cox.net

Meeting & Event Highlights

Olmsted Chamber of Commerce President Rosann Jones welcomed members and guests. She advised everyone that *Discover the Olmsted Communities* magazines were available to anyone wishing some for their place of business.

All members who brought a perspective member were asked to introduce them. Board of Trustee members Marie Grosh and Pat Theobald each stood up to give a "testimonial" about their chamber experience.

Our guest speaker was Jean Gianfagna of Gianfagna Marketing. Jean gave us a riveting presentation about the importance of properly branding your business.

Great branding requires the following components: (1) a clear identity that sets you apart; (2) authenticity

so it feels real to your customers; (3) value - does your brand deliver for the money; (4) consistency - the same experience each and every time; (5) distinctive voice - your point of view, attitude, recognizable; and (6) relationship/intimacy - between the brand, company and customers.

Jean cited several companies that have great brands. She stressed the importance of branding as an investment in your business.

New Board Members

Congratulations to new board members Tony Budak, Budak Financial; Vicki Gibbons, Columbia Park; and Grace Vedda, Aces Depot Bar & Grill. Welcome back to re-elected board members Todd Hoadley, Cindy Kelly, Joanne Kleem and Holly Nanasy.

Save the Date

Annual Wine Tasting Fundraiser
April 27, 2012

Annual Golf outing Fundraiser
August 30, 2012

If you can help with either of these events, contact Joanne Kleem at jokleem@sbcglobal.net to be added to the committee.

It's more fun when you get involved! As always, thank you for your support.

2012 CHAMBER CALENDAR

- Jan. 25 Luncheon at Evergreen Packaging**
Tour of the facility
- Feb. 22 Luncheon at Tony K's (Joint w/Berea)**
Robert M. Felber, Felber & Felber Marketing
- Mar. 21 Luncheon TBA**
- Apr. 25 Luncheon TBA**
- Apr. 27 Wine Tasting/Silent Auction**
Tony K's
- May 23 Luncheon at Tony K's**
Speaker TBA
- Jun. 27 Luncheon at Frostville Museum (Joint w/N. Olmsted & Fairview Park)**
Networking
- Aug. 22 Luncheon TBA**
Networking
- Aug. 30 Annual Golf Outing**
Creekwood Golf Course
- Sep. 26 Luncheon TBA**
Speaker TBA
- Oct. 24 Luncheon at German-American Club (Joint w/N. Olmsted & Fairview Park)**
Speaker TBA
- Nov. 28 Luncheon at Tony K's**
Membership Drive/Board Election
Speaker TBA
- Dec. 5 Holiday Party at Tony K's**

Luncheons run 11:30 a.m.-1:00 p.m.

Please check out our website for a complete listing of all Chamber events, including next year's luncheon meetings and after-hours events.

NEXT BOARD MEETING: December 14, 2011, 8:00 am - Board of Trustees Meeting at Olmsted Falls City Hall