

Chamber News



Eastern Lake County
Chamber of Commerce

May 2018

May General Membership Meeting

Thursday, May 24, 2018

Quail Hollow Resort

11080 Concord Hambden Road, Concord

11:30 am to 1:00 PM

\$25 per person RSVP by 5/18/18

Google Analytics - How does it work? What does it mean? What's important?

Pat Walsh, President of Blackbird/Digital, a digital marketing agency in Downtown Willoughby, will discuss how to interpret Google Analytics data into valuable website performance insight.



Social Media What's Hot? What's Not?

Sarah Bals, Founder of 440 Marketing, will discuss Social Media trends that will take over 2018.

Your customers mean everything – nothing should change that sentiment in 2018. One trend is higher engagement rates and better communication between brands and customers.





THANK YOU TO OUR SPONSORS!



HOSTED BY:



2018 Board of Directors

Executive Board of Directors

President	Ame West	West Orchards
1 st Vice President	Chris Brill Packard	Lake Health
2 nd Vice President	Tom Mitchell	The Marshfield Group
Treasurer	Chris Bartlett	Jones Battles Group
Past President	Allen Weaver	Erie Bank

Board of Directors

Rita Camardo	Northwest Savings Bank
Sallie Christian	Layton Physical Therapy
Jennifer Dobrzeniecki	Ohio Guidestone
Julie Drury	Quail Hollow Resort
Bob Fratino	Deepwood Industries
Jeff Hyrne	Lake County Nursery
Tara Isabelle	Huntington Bank
Lisa Schwentner Joles	Lew's Reliable Heat & AC
Mabel Mankas	Western Southern Life
Elias Nunez	Pollutro-Rossley Insurance Agency
Shannon Reglus	Lantern of Madison
Pete Richmond	Richmond & Richmond Insurance
Joshua Strickland	Dworken & Bernstein
Nancy Zangerle	Global Real Estate Advisors

Legal Liaison

Neil Conway Conway Land Title

Chamber Staff

Linda Reed Executive Director
Kathleen Obrenski Office Administrator
Katrina March Membership Manager

Mission Statement:

The Eastern Lake County Chamber of Commerce exists to promote, support and guide the business and civic communities of which we serve.

Serving: Concord Township
Fairport Harbor
Grand River
Leroy Township
Madison Township
Madison Village
North Perry Village

Painesville City
Painesville Township
Perry Township
Perry Village



One Victoria Place, Suite 265A
Painesville, OH 44077
(440) 357-7572
Website: www.easternlakecountychamber.org



MEMBER NEWS

Lakeland
COMMUNITY COLLEGE

New honors program at Lakeland focuses on students who excel in academics

In an effort to fill the unique needs of students who excel academically, Lakeland Community College will now offer an honors program. The program expects to enroll its first cohort of students who meet the admission requirements of at least a 3.5 GPA and an ACT score of 25 or above, this fall. Lakeland joins a rising trend in two-year institutions that offer honors programs. Peer institutions with honors programs already in place include Cuyahoga Community College and Lorain County Community College.

“There are many reasons why students choose to begin their college careers at a community college. Not everyone with a high GPA goes straight to a four-year school,” said **Jennifer Collis, Ph.D.**, assistant provost for educational programming, who is leading the initiative. “This program will allow academically-strong students the chance to take full advantage of the value and accessibility of a community college, while gaining honors-level experience before transferring on to a four-year college or university. The savings achieved by enrolling at Lakeland first, may enable some students to attend more costly options later, while never missing a beat in their academic plan.”

The program’s four-year partner colleges and universities will accept up to 12 credits of Lakeland honors-level courses as part of their honors program requirements. All honors courses meet Transfer Assurance Guides standards, which enable guaranteed transfer to all Ohio public colleges and universities.

In addition to a strong curriculum, honors students may engage in leadership, service and cultural offerings allowing each student to develop a unique honors portfolio.

“Each student will have the opportunity to develop a customized plan to reach his or her own particular goals,” added Collis.

Honors scholarships will also be available to students accepted into the program, increasing the affordability of this high-quality academic offering.

For more information about joining the honors program, contact Dr. Jennifer Collis, at 440.525.7403 or jcollis1@lakelandcc.edu.

Coffee Contacts™

NETWORKING GROUP

2018

FREE perk with your membership



This is a great opportunity to network! Every member gets 30 seconds to say whatever you want about your business. Members can bring business cards, literature, flyers, and a door prize to promote your business and keep the event fun.

Thursday, May 3rd

8 to 9 am

Round One

7250 Mentor Ave. (Great Lakes Mall)

Mentor

Thursday, May 17th

8 to 9 am

Painesville Railroad Museum

475 Railroad Street

Painesville



Wednesday, May 23rd

8 to 9 am

Jim Belding Monuments

5571 North Ridge Road

Madison

Wednesday, June 27th

8 to 9 am

Country Club Rehabilitation

925 E. 26th Street

Ashtabula

To help us better serve you – please remember to make a reservation. PLEASE NOTE: Cost to non-chamber members is \$10 (cash or check only) and must be paid at the door - receipts will be available at registration



The following organizations have recently made an important investment in their business by joining their chamber. We thank them and hope you will consider them for all your personal and professional needs.

PEST CONTROL

**PMB PEST ELIMINATION
EMILY BURKE**

7358 Chillicothe Road
Mentor, OH 44060
440-968-9835

Description: Commercial & Residential Pest Control

NON-PROFIT ORGANIZATION

**THE UNIONVILLE TAVERN PRESERVATION SOCIETY
ERIN CICERO**

7935 South Ridge Road, Madison, OH 44057
440-417-8299

Website: www.SaveTheTavern.org

Description: Non-profit engaged in the historic preservation and revitalization of the 220-yr-old "The Old Tavern" in Unionville, to reestablish the building and grounds as a unique historic destination/venue.

CAFÉ/COFFEE SHOP

**KOLACHE CAFÉ
TABATHA FRASURE**

2571 Walter Green Commons, Madison, OH 44057
440-307-9242

Website: www.kolachecafe.us

Description: We pride ourselves on making daily fresh sweet and savory Kolaches. Along with a wide variety of coffees and daily soup specials. Although we offer a wide variety of hot and iced drinks, we also provide savory and sweet food options. So whether you're stopping for your morning coffee, lunch, or an afternoon snack, we've got you covered! Summer days guarantee that our small patio will be full of guests enjoying a drink or treat. On not-so-sunny days, we also offer comfortable limited seating inside our cafe with free wifi!

SKILLED NURSING/REHABILITATION

**GRAND RIVER HEALTH & REHABILITATION
JEANNINE FELASCO**

1515 Brookstone Blvd., Painesville, OH 44077
440-226-8869

Website: www.saberhealth.com

Description: We are devoted to providing services that promote quality of life with grace and dignity. We are committed to helping our residents achieve and maintain their optimal level of independence.

INSURANCE

**HEALTHMARKETS INSURANCE AGENCY
JOANIE KEEHN**

3104 Hubbard Road, Madison, OH 44057
440-536-1228

Website: www.healthmarkets.com/jkeehn

Description: HealthMarkets Insurance Agency can help one understand the many health and related insurance options available, so they can make the best choice. Health, Life, Medicare, Small Group, Supplemental.

ARTS & ENTERTAINMENT

**HADASSAH HENNA
NAOMI GIBBS**

5008 Lakeview, Mentor, OH 44060
(440) 223-5347

Website: www.hadashenna.com

Description: Certified natural henna artist with ICNHA out of Lake County. Specialize in natural house-cured henna and educating the public as to the benefits of natural henna and hazards of black henna.

MARKETING & PUBLIC RELATIONS

**C7BRANDING
FRECHIC DICKSON**

9871 Tanbark Trail, Mentor, OH 44060
(216) 240-7797

Website: www.c7branding.com

Description: We are a digital marketing company providing online business solutions for non-profits, small business owners, and entrepreneurs.

INSURANCE

**KEVIN KILFOYLE STATE FARM AGENCY
KEVIN KILFOYLE**

1922 Mentor Avenue, Painesville, OH 44077
440-357-5231

Website: www.kevinkilfoyle.com

Description: We offer financial services and insurance for your auto, home, renters, property, jewelry, businesses, farms and more. We have a plan to meet your needs.

We hope to see you soon & often!

**BUSINESS AFTER HOURS WITH OUR FRIENDS AT THE
GENEVA CHAMBER OF COMMERCE**

**TEAMS ARE SOLD OUT!!
LAST CALL FOR SPECTATORS!!**



Join us and cheer on your favorite team!

PRIZE FOR THE TEAM THAT TAKES FIRST PLACE!

Chalet Debonne
7840 Doty Road
Madison, OH 44057

5 to 7:30 pm
Thursday, May 3, 2018

\$20 per person – Cash Bar

We will have appetizers there for you

Thank You to our Sponsor



Welcoming all of Lake County

KICK OFF SUMMER **MAY 18TH** WITH
DISCO INFERNO!



Party on MAIN

Featuring **DISCO INFERNO**



MAY 18TH 6-10 PM
LIVE! DISCO INFERNO
MAIN STREET IN PAINESVILLE

Food Trucks & Beer Tent!

- HUNGERSQUAD
- OFF THE GRIDDLE
- BARRIO'S
- BETTY'S BOMB ASS BURGERS
- CORBO'S
- WHOLLY FRIJOLES
- SLYMAN'S
- EAST COAST CUSTARD

SPONSORED BY:



BURGESS & NIPLE
Engineers ■ Architects ■ Planners



PAINESVILLENOW

WWW.PAINESVILLENOW.COM

We invite you to attend the



LAKE COUNTY SAFETY EXPO



Presented by:
 ---The Lake County Safety Council
 ---The Ohio Bureau of Workers' Compensation (BWC) and
 ---Lakeland Community College

Friday, May 18, 2018

Lake County Safety Expo's goal is to help attendees find out how effective workplace safety and health programs can increase overall productivity at their business or organization.

Attendees may choose from more than 15 class and informational sessions to learn ways to improve the safety, well-being and quality of life of their workplace. They can speak with more than two dozen vendors and sponsors about safety related equipment and services all for one \$30 admission fee. **NOTE:** Two classes have additional fees to cover materials and testing.

Keynote speakers Steve and Judy Uzelac explain safety in the context "It IS all about you!" They have a life expectancy/safety and health story one attendee said will "inspire you to place safety, health and wellness at the top of your life's priority list." Classes begin following the keynote presentation..

Highlighting the expo are two new special offerings—Blood Borne Pathogens and Heart Saver/first Aid. (additional fees).

Location

Lakeland Community College
7700 Clocktower Boulevard (just off I-90)
Kirtland, OH 44094

Registration

Registration & Breakfast begin @ 7:30 a.m.
 Safety Expo runs from 8:15 a.m. to 2:15 p.m.
 Lunch Provided from Noon to 1 p.m.

Cost

Admission is \$30 and includes the opening keynote speaker, all seminars and classes, a continental

Attendance at the Lake County Safety Expo qualifies for safety council rebate program external training credit and group rating two-hour training credit with submission of a certificate of attendance to a sponsoring organization. Lake County Safety Council members will receive one regular safety council rebate meeting credit.

REGISTER NOW ONLINE!

Classes have a limited number of seats, so please register by May 14, 2018 to guarantee your spot!

To register, please visit www.councilnews.org

Expo Sponsors

Aexcel Corporation
 CompManagement Health Systems
 EA Group
 HzW Environmental Consultants
 Lake Co. Chambers of Commerce
 Lake Health
 The Reserves Network

Expo Vendors

Don't forget to visit the Expo floor to build business relationships with product suppliers and service providers. You can research merchandise and services, compare product features, evaluate quality and value and negotiate prices. The partners of the Lake County Safety Expo would like to thank all of the exhibitors for their cooperation and support in making this event possible.

List of Vendors:

3M—Personal Safety Division
 Aexcel Corporation
 BCH Electrical Consulting
 CompManagement Health Systems
 EA Group
 Handel Company
 HzW Environmental Consultants
 Lake Co. Chambers of Commerce
 Lake Health
 Lakeland Community College
 Laketran
 Morris Chiropractic
 Rozel Electrical Safety
 OSHA—US Department of Labor
 Ohio Bureau of Workers Comp.
 S.A. Comunale
 ServiceMaster by Disaster R econ
 Sotariss LLP
 The Reserves Network

Class Information and Descriptions

SPACE IS LIMITED SO PLEASE REGISTER EARLY: www.councilnews.org

Keynote Speaker: 8:15— 9:15 a.m.

It IS all about you!

Steve and Judy Uzelac have a life expectancy/ safety and health story one reviewer said will “inspire you to place safety, health and wellness at the top of your life’s priority list—a moving and powerful presentation, motivating the audience to be a better person and safety professional.

Safety—it is ALL about your choices.

Session 1: 9:30—10:30 a.m.

A.L.I.C.E. Alert, Lockdown, Inform, Counter, Evacuate . Multi-session class will break between sessions and for lunch.

Target Audience: Facility Managers, School Administrators, Supervisors, HR, Security-Safety Teams, Employees, anyone in the Public-Private Sector, CEO Course Description: The ALICE program is designed to give some mental and physical tools that could play a vital role in survival for those that may find themselves in violent or life threatening situations. Time passes quickly in this multi-session course. Some of the attendees will participate in an actual lock down session while others observe the demonstration. **Speakers:** Chris Moffitt, Bob Thompson, Training Specifics Inc.

Competent Person

Target audience: Safety directors, safety personnel, plant managers, HR directors/representatives. What does OSHA mean by the phrase competent person., or even how one becomes an OSHA competent person. The term "Competent Person" is used in many OSHA standards and documents. An OSHA "competent person" is defined as "one who is capable of identifying existing and predictable hazards in the surroundings or working conditions which are unsanitary, hazardous, or dangerous to employees, and who has authorization to take prompt corrective measures to eliminate them. By way of training and/or experience, a competent person is knowledgeable of applicable standards, is capable of identifying workplace hazards relating to the specific operation, and has the authority to correct them. **Speaker:** Bridgett Burke, United States DOL/OSHA – Cleveland Area Office .

How To Hire A Safety Person

Target Audience: HR directors/representatives, safety directors, safety personnel, plant managers and company owners/operators. This course will provide the basic information on how to interview and hire a qualified safety director or staff individual: Including what type of training, experience and qualifications/certifications are needed for each safety position at a company in diverse industrial and company settings. **Speaker:** Tobin Hawes, Henkel Corp. & Bob Bradley, US Endoscopy

Lock Out/Tag Out

Target Audience: Maintenance Supervisors, Health and Safety Professionals, all authorized employees who service or maintain equipment. OSHA general industry regulations require that periodic inspections be performed at least annually in order to verify and ensure that the energy control procedure is being utilized properly and that employees involved are familiar with the process. This session will cover the performance requirements needed for compliance. **Speaker:** Darryl Schumacher, Sotarix Corporation
Space is limited so please register.

Hazard Communications

Target Audience: Plant managers, operations supervisors, material handlers, maintenance personnel (anyone coming in contact with and responsible for HazCom) More than 30 million workers are potentially exposed to one or more chemical hazards on a daily basis. Exposure to hazardous chemicals is one of the most serious threats facing American workers today. The revised HazCom standard provides a more common and comprehensible approach to classifying chemicals and communicating hazard information on labels and safety data sheets (SDSs). They cover both physical hazards (such as flammability or the potential for explosions) and health hazards (including both acute and chronic effects). **Speaker(s):** Walter Deja Safety Coordinator-Lubrizol Painesville plant, Kristy Milo Corporate Health and Safety Program Manager The Lubrizol Corporation-Wickliffe.

Blood Borne Pathogens

Target Audience: Plant and facilities managers, supervisors, health care personnel, first responders HR supervisors and operations managers. Blood Borne Pathogens course teaches employees how to protect themselves and others from being exposed to blood or blood-containing materials. It is designed specifically for workers with a reasonable chance of coming into contact with blood borne. Helps employers/ employees meet OSHA requirements for blood borne pathogens training when paired with site-specific instruction. Fee covers instruction, educational materials for each student and certificate. **Deadline for registration: April 1, 2018. Speakers(s):** Lake Health American Heart Training Center – Certified instructor.

Session 2: 10:45—11:45 a.m.

A.L.I.C.E. Alert, Lockdown, Inform, Counter, Evacuate . Multi-session class will break between sessions and for lunch.

Fall Protection Training & Documentation

Target Audience: Construction personnel and supervisors, plant managers and facilities safety directors. Learn about fall protection systems, anchor points, lanyards, harnesses, proper inspection and techniques. Construction standards vs. general industry std. as well as documentation and training **Speaker:** Matthew Jensen, 3M, Fall Protection Specialist

Where Do I Start With Safety

Target Audience: Safety directors, safety personnel, plant managers, HR directors/representatives. This course will provide the new or relatively inexperienced safety person (whether that person’s sole responsibility is safety for the company, whether that person’s primary job is something other than just safety, and whether that person’s primary job is in the human resources department). The essential “where do I start” information and advice. **Speaker:** Jeff Nick, Avery Dennison

Hearing Conservation

Target Audience: Facilities/factory/construction line workers and supervisors, safety directors, safety personnel, plant managers, HR directors/representatives. Attendee will learn all aspects of Occupational Hearing Protection, Monitoring and Hearing Conservation Program components. **Speaker:** Walter Vieweg, DO, is an occupational medicine physician who is board certified in family practice and holds various certifications in the field of occupational medicine. He is a certified Medical Review Officer (MRO), a Certified Professional Supervisor – Audiometry and is certified by the National Registry of Certified Medical Examiners.

Indoor Air Quality

Target Audience: Facilities and factory line workers and supervisors, safety directors, HR representatives, safety professionals, building owners and property managers What causes problems such as occupational asthma, allergic reactions to breathing the air at work, and productivity losses due to general discomfort? This session will discuss these issues as well as why modern buildings are more susceptible to such problems. There are things employers, property managers and home owners can do to reduce the risk . **Speaker:** Pat Hebert-EA Group
Space is limited so please register.

Heart Saver/ First Aid– Part 1

Target Audience: Plant and facilities managers, supervisors, health care personnel, first responders HR supervisors and operations managers. The Heartsaver® CPR AED course is designed to prepare students to provide CPR and use an automated external defibrillator (AED) in a safe, timely and effective manner. For anyone who needs a course completion card for job, regulatory (e.g., OSHA) or other requirements. Upon successful completion of the course, including a CPR and AED skills test, students receive a Heartsaver CPR AED course completion card valid for two years. Fee covers instruction and skill testing, educational materials for each student and Heartsaver CPR AED card. **Speaker(s):** Lake Health American Heart Training Center-Certified instructors
Deadline for Registration: April 1, 2018

Lunch –Noon to 1 p.m.

Breakers Cafeteria

PLEASE register if you are staying for lunch so we have FOOD for everyone!

Visit Vendor Area

Register for Raffle Prizes

Session 3 – 1:15 to 2:15 p.m.

A.L.I.C.E Continuanace from 10:45 to 11:45 a.m.

Silica Standards– Respirator

Target Audience: Construction personnel and supervisors, plant managers and facilities safety directors. What is Respirable Silica, and who is at risk? What is an Exposure Assessment, and how to implement a sampling plan? What policies, plans, PPE, engineering controls, and obligations must be implemented pending the exposure assessment results? By now, it should be old news there is a new OSHA Standard for Respirable Crystalline Silica (29 CFR 1926.1153). The new standard was effective June 23, 2016. Enforcement has already begun, but the official enforcement date is June 23, 2018. The standard is aimed at ensuring 2.3 million workers exposed to silica at their job are properly protected, and that the nearly 600 lives lost and 900 new cases of silica related diseases reported each year due to silica dust exposure can be eliminated. This class will review who is affected.. The new silica rule is actually made up of two rules, one for general industry and maritime, and one for the construction industry. **Speaker:** Scott Cole, Ohio EH&S Director, Turner Construction Co.

OSHA Record Keeping

Target Audience: All those who are responsible for OSHA recordkeeping as well as those who have no or limited background and or experience. You will learn: OSHA recordkeeping requirements for workplace injuries and illnesses; correct use of the required OSHA recordkeeping forms; guidelines for recordable and non-recordable workplace injuries and interpretations; a review of OSHA standards that require and imply employer recordkeeping. **Speaker:** Scott Turner, Ohio BWC
Space is limited so please register

Natural Disaster Preparedness

Target Audience: Company owners and managers, safety directors, safety personnel, plant managers, HR directors/representatives. Are you prepared for a Natural Disaster? This course will focus on how to be prepared if the inevitable happens. The Lake County Emergency Management Agency (EMA) will protect Lake County communities by coordinating and integrating all activities necessary to build, sustain, and improve the capability to mitigate against, prepare for, respond to, and recover from threatened or actual natural disasters, acts of terrorism, or other man-made disasters. **Speaker:** Larry Greene, director, Lake Co. Emergency Management Center

Public Employers - Where Do They/We Start With Safety

Target Audience: Public facility managers, school and municipal administrators and supervisors, HR personnel, school and governmental security-safety teams. Employees, anyone in the Public-Private Sector. Public Employer Risk Prevention Program PERPP. The role and mission of PERRP is to ensure public employees in Ohio have safe and healthy working conditions. Public employers must furnish to each public employee a workplace free from recognized hazards that are causing or are likely to cause death or serious physical harm. This fundamental requirement is the foundation of the Public Employment Risk Reduction Act (the Act) which is also referred to as House Bill (HB) 308. This class will discuss the fundamentals of this program. **Speaker:** Glenn McGinley, Ohio Bureau of Workers Compensation.

Heart Saver/ First Aid—Part 2 from 1:15-2:15 Session

OPIOID CRISIS IN THE WORKPLACE: THE PROACTIVE ROLE EMPLOYERS CAN TAKE



Wednesday, May 23, 2018
9:00 a.m.-12:00 p.m. (Registration starts at 8:30 a.m.)
Lakeland C.C.-Holden University Center
4242 SR306, Kirtland, OH 44094
Free to Attend and Includes Continental Breakfast
sponsored by Stuart Garson and James DeRoche

Must Register by May 21, 2018 at:
www.lakelandcc.edu/sbdc
For more information call: 440-525-7706

Organized By:

Ohio SBDC at Lakeland Community College

Speakers and Panelists:

- ♦ Dr. Randy Jernejcic, Chief Medical Officer at Ahuja Medical Center and leads the UH Steering Committee on Opioid Safety
- ♦ Karen Pierce, Managing Director of Policy Development & Training at *Working Partners*®
- ♦ Kim Fraser, Executive Director of Lake County ADAMHS Board
- ♦ Richard N. Selby II, Partner and Attorney at Law managing the Commercial Litigation Department at Dworken and Bernstein, Co., L.P.A.
- ♦ Kimm Leininger, Executive Director of Geauga United Way
- ♦ John Wilton, Regional Business Consultant at Ohio BWC

Did you know American employers lose \$80 Billion annually in productivity, absenteeism, accidents, and healthcare costs due to drug abuse and addiction?

In this seminar, experts from various organizations will address the current opioid epidemic and what employers can do to protect their businesses and assist troubled employees. This event will be moderated by Randi M. Ostry, Esq., Director of Statewide Substance Use Education and Business Initiatives at Ohio Attorney General Mike DeWine's Office. Topics to be covered include:

1. What are opioids, why they are being abused and how someone becomes addicted.
2. What is the status of the Opioid Epidemic both locally and nationally and its impact on our workforce.
3. How to identify people who may be at risk for addiction by understanding warning signs.
4. Increasing communication and training for managers and employees to raise awareness of the issue.
5. Conditions protected under the ADA, legal implications associated with employees who may be under the influence of opioids, avoiding lawsuits and other legal concerns.
6. Employee assistance programs, drug testing programs, training sessions for supervisors/employees, second chance programs and other resources for help and treatment.
7. How to decrease accidents, workers' compensation claims and receive insurance discounts.

Summer Business After Hours

Lake County Chambers of Commerce Premier Event!



Photo by Moira Fellows

Join us for our Summer Business After Hours event, as we bring together members of the Lake County Chambers of Commerce for an evening of fun at **Lake Metroparks Farmpark**. This isn't the average networking event – this is a comfortable, after-work gathering for local professionals and their families.

Thursday, June 21, 2018 • 5:30 to 8 pm

Lake Metroparks Farmpark • 8800 Euclid Chardon Rd • Kirtland, Ohio 44094

Complimentary food and drinks provided by J&J Catering, Chalet Debonne and Double Wing Brewery. Enjoy relaxed networking and family fun. **Mark your calendar and [RSVP!](#)**

Top reasons to attend:

1. Connect, network, and catch up with great people from local businesses
2. FREE food and drinks
3. Family fun or just take a walk in the park – enjoy exclusive access to Farmpark!

Eastern Lake County Chamber of Commerce members are invited to attend; immediate family also welcome.

Reservations required; [click here to register!](#)



Lake Metroparks Farmpark
2017 News-Herald "Best of the Best" Family Destination

SAVE THE DATES!



5

Putt-Putt Tournament at Red Mill Golf Practice Center July 19, 2018

Great networking event in a very social and laid-back atmosphere. Why not make this your company outing and do a little team building?

Putt-Putt Tournament

Sponsorships Available:

Hole Sponsors receive:

- Sign at the hole with your Company Name recognizing you as the sponsor
- Acknowledgement of your sponsorship on our social media sites and newsletter

Cost: \$50.00

Be the Prize Sponsor of our 1st Place Team

- Your Company Name/Logo on the gift bag
- Acknowledgement of your sponsorship on our social media sites and newsletter

Cost: \$150

Registration Sponsors will receive:

- Opportunity to help welcome our guests at the registration table
- Sign at the Club House recognizing you as the sponsor
- Your name/logo on the event flyer
- Acknowledgement of your sponsorship on our social media sites and newsletter

Cost: \$200.00

Event Sponsor:

- Opportunity to man a table at the course and interact with our putt putt teams
- Sign at the Club House with your Company Name and Logo recognizing you as our event sponsor
- Your Company Name/Logo on the event flyer
- Opportunity to have a team of 4 participate in the event
- Acknowledgement of your sponsorship on our social media sites and newsletter

Cost: \$300



2018 Golf Outing

Friday, August 3rd

at Fowler's Mill Golf Course

WHAT WORKS BEST FOR YOUR COMPANY?

HOLE SPONSOR

TURN SPONSOR

BEVERAGE/SNACK STATION SPONSOR

REGISTRATION SPONSOR

DINNER SPONSOR

PUTTING CONTEST SPONSOR

WATER SPONSOR

SNACK BAG SPONSOR

THANK YOU GIFT SPONSOR

\$115 per GOLFER

**Many Sponsorship Opportunities
Available!**

**Contact Eastern Lake County
Chamber of Commerce for details.**

440-357-7572

2nd Annual Road Rally

Saturday, October 6th

**Early Bird Registration- \$125 for a team of 4
\$32 for each additional person if paid by 8/30/18
After 8/30/18 cost is \$35 per person**

**Follow the clues,
find checkpoints,
and master the
games of skill. The
powers of
observation will get
you to the **Finish
Line**, the **Prizes** and
the **Party!****

Lots of Sponsorship Opportunities!

Starting Line Sponsor—\$300

- Opportunity to man the starting line and meet the rally teams
- Sign at the starting line with your company name and logo recognizing you as the sponsor
- Your name/logo on the event flyer
- Admission for 2 to the Post Rally Party
- Acknowledgement of your sponsorship in press releases and on our social media sites and newsletter

Skill Stop Sponsors—\$250

The Skill Stops along the route offer opportunities for the rally teams to stretch their legs and complete a skill or challenge before continuing the rally route.

- Opportunity to man one of our skill stops and interact with our rally teams
- Sign at the skill stop with your company name and logo recognizing you as the sponsor
- Your name/logo on the event flyer
- Admission for 2 to the Post Rally Party
- Acknowledgement of your sponsorship in press releases and on our social media sites and newsletter

Finish Line Sponsor—\$500

- Opportunity to man the finish line with staff and interact with our rally teams
- Sign at the finishing line with your company logo recognizing you as the sponsor
- Your name/logo on the event flyer
- Admission for 2 to the Post Rally Party
- Acknowledgement of your sponsorship in press releases and on our social media sites and newsletter

Photo Frame Sponsor -- \$150

This year we are encouraging rally teams to post selfies from the course Skill Stops, then plan to continuously run the photos on a big screen TV at the Post-Rally Party.

- Your company name and logo posted at the screen where photos will be posted during the post-rally party and awards
- Acknowledgement of your sponsorship in press releases and on our social media sites and newsletter

Rally Party Sponsor— \$25

Make sure everyone has a good time at the rally party by being a Rally Party Sponsor – a great way to gain exposure for your company.

- Your company name included on the Rally Party banner near the food table at the rally party.
- Acknowledgement of your sponsorship on our social media sites and newsletter

Sign Sponsor Banners at Party—\$25 (space limited, maximum dimensions to be provided)

Can't make it to the rally party –your company can still be there for all to see!

- Hang your company banner at our finish line location (you provide the banner)
- Acknowledgement of your sponsorship on our social media sites and newsletter



Looking . . . for your next meeting space?

Lakeland Community College's Lakeland East location in Madison, Ohio is a great place to host your next event.

- Convenient, affordable and close to home
- Personalized service and attention to detail
- Easily accessible located off I-90 on state route 528

**To learn more, visit
lakelandcc.edu/east
or call 440.525.7411**



Lakeland
COMMUNITY COLLEGE
LAKELAND EAST • MADISON, OHIO

201 Water Tower Drive, Madison, OH 44057

 **Opportunity**
starts **HERE**
lakelandcc.edu





**Bureau of Workers'
Compensation**

Ohio Bureau of Workers' Compensation Encourages Ohioans to Be Safe at Work and At Home

Guardian angels serve as symbol of new safety campaign to prevent slips, trips, falls, overexertions and driving related accidents in Ohio

COLUMBUS, Ohio (March 27, 2018) – The Ohio Bureau of Workers' Compensation (BWC) today launched a new safety campaign focused on preventing slips, trips, falls, overexertions and driving related accidents in Ohio. These accidents make up approximately 60 percent of all serious BWC claims each year, in addition to being major drivers of injuries in the home. The campaign uses a classic symbol of protection, guardian angels, and humor to get Ohioans thinking about their own safety at work and at home.

"This campaign builds on our popular safety programming for employers by talking directly with Ohioans about good safety behaviors," said BWC Administrator/CEO Sarah Morrison. "Instead of scaring or shaming individuals into being safe, we have taken a humorous approach to the subject to get Ohioans talking about safety in a positive way."

Recent BWC data show that males have the highest number of claims and highest average claim cost compared to other demographics. It's human nature to think that accidents will never happen to you, therefore, many of those most at risk for injury through slips, trips, falls, overexertions and driving related accidents do not have safety and injury prevention top-of-mind throughout the day. With the latest safety campaign, BWC is taking a stand to change these attitudes and behaviors so that people have a safety mindset throughout the day, wherever they may be.

"Our mission at BWC is to protect Ohio's workers and employers through the prevention, care and management of workplace injuries and illnesses," continued Morrison. "What better way to show we care about the safety and well-being of all Ohioans than to start a conversation on safe behaviors? We want people to really think about how they are in control of their own safety and are the first line of defense to prevent injuries that would cause them to lose work or take them out of their normal day-to-day lives."

The campaign will feature a 30-second TV spot with two beleaguered, blue-collar guardian angels in a break room comparing notes on how overworked they are thanks to the unsafe behaviors of their respective humans. The behaviors, while humorously portrayed, are things many people have done without really thinking, such as standing on an unsteady chair to change a lightbulb and driving while drowsy. That theme carries over to other elements of the

campaign such as online videos with short safety messages. The campaign uses the tagline, “If you don’t care about your safety, who will?”

Elements of the campaign will run over the next year during major-league MLB, NBA and NHL games on Fox Sports Ohio, as well as in many minor-league ballparks. The campaign also has a digital advertising element with videos that will appear on YouTube, Pandora, and other major websites.

The \$2 million campaign was developed in conjunction with Fahlgren Mortine, a Columbus-based, integrated marketing and communications agency. Last spring, BWC announced that it would be developing the campaign as part of a \$44 million investment in safety. That investment also included *Better You, Better Ohio!*TM, a new wellness program for small employers, as well as the expansion of safety grants for firefighters and workers who care for the disabled.

Ohioans can learn more about the campaign by visiting BeSafeOhio.com.

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About Ohio Bureau of Workers’ Compensation

Established in 1912, the Ohio Bureau of Workers’ Compensation is the exclusive provider of workers’ compensation insurance in Ohio and serves 242,000 public and private employers. With 1,800 employees and assets of approximately \$29 billion, BWC is the largest state-run insurance system in the United States. Our mission is to protect Ohio's workers and employers through the prevention, care and management of workplace injuries and illnesses at fair rates. For more, visit www.bwc.ohio.gov.

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*Please join Jean Makesh, CEO of the
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Jim Collins, CEO of Bella Care Hospice as
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Where: Morley Music Hall,
Lake Erie College Campus

When: May 19th, 2018 at 1pm
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Strength Matters: Trademark Distinctiveness and Protection

All men are created equal, but the same doesn't apply to trademarks. Some trademarks are entitled to and, in fact, do receive greater protection under state and federal laws than other trademarks. As a result, it is critical for businesses to keep this in mind when they are developing their brands, as their rights with respect to their marks could be greatly affected. What determines the amount of protection a trademark receives? Great question! The strength (and thus amount of protection) a trademark receives is determined by its distinctiveness, meaning how well a mark distinguishes itself in regard to the goods or services it is associated with in comparison to other non-related goods and/or services.

Distinctive trademarks have three important qualities: (1) they are distinct/different from other marks being used to describe or identify similar goods and/or services; (2) they don't simply describe the goods and/or services being referenced; and (3) they are viewed as identifying the source of the goods and/or services. The more distinctive a mark is, the easier it is to register, and the more protection it receives.

Trademark distinctiveness is a spectrum, which is comprised of five different categories. Determining the "distinctiveness" of a mark involves figuring out where on the "spectrum" of distinctiveness a mark falls. The spectrum ranges from least to most distinctive:

(1) Generic Marks: Generic marks aren't trademarks, and thus, don't receive any protection. Generic marks simply name the product itself. Examples include terms, such as "e-mail," "Internet," and "computer."

(2) Descriptive Marks: Descriptive marks describe the goods and/or services associated with the marks. Descriptive marks, by themselves, don't identify the source of specific goods and/or services, and, as a result, don't receive protection. An example is the term "computer screen." Unlike generic marks, however, descriptive marks can receive protection if they obtain secondary meaning. More specifically, they receive protection if it can be shown that consumers associate the name/mark as having one source. A prime example of a descriptive mark with secondary meaning is Sharp, the television/electronics company.

(3) Suggestive Marks: Suggestive marks suggest or indicate a quality or characteristic of a product and/or service associated with a mark. Suggestive marks often appear similar to descriptive marks, but unlike descriptive marks, they possess some connection to the goods and/or services, even if it is not readily apparent. An example of a suggestive mark is Citibank, the bank/financial services company.

(4) Arbitrary Marks: Arbitrary marks are marks that pair goods and/or services with something completely unrelated. The most widely cited and easy to understand example is Apple, the computer company. The word Apple, under its typical definition and use, has nothing to do with computer electronics.

(5) Fanciful Mark: Fanciful marks are marks/words that have been invented solely to reference specific goods and/or services, and have no other meaning. Fanciful marks receive the strongest amount of protection under trademark laws. Examples of fanciful marks, include Kodak, Xerox, and Exxon.

It is important to note that suggestive, arbitrary and fanciful marks are considered inherently distinctive, and can be registered with the USPTO. While nothing prevents you from using a generic or descriptive mark in building your brand, it could cause major headaches for your business down the road, lead to consumer confusion, and ultimately leave you with no way to protect your business' reputation or any goodwill you've built.

Choosing a mark, however, that qualifies as suggestive, arbitrary, or fanciful is not always that easy, and often takes a great deal of time and effort. Unfortunately, it is not hard to choose a mark that seems suggestive or arbitrary, but, in reality, is actually descriptive or generic. Moreover, finding a mark that is entitled to strong protection is only half the battle; conducting a thorough and wide spread search to ensure the mark isn't already in use is just as important. Without the proper training and understanding, it is extremely easy to make a mistake that could end up costing an enormous amount of money, and permanently damage a company's reputation. Consequently, you should always hire a trademark attorney to help you with the trademarking process; they will not only help you register your mark correctly and efficiently, but will also ensure your mark qualifies for strong protection.



Steven Roth brings a background in representing athletes, artists and media personalities to his general business transaction and real estate practice. He holds a JD and an MBA from Case Western Reserve University. Steven's practice involves representing and counseling clients in the areas of mergers and acquisitions, commercial and residential real estate transactions, banking and finance (lenders and borrowers), intellectual property, business start-ups, franchise law, construction law, and business formation. He also has a great deal of experience in the area of sports, media, and entertainment law, and represents numerous athletes, artists, media personalities and companies, and Grammy winning recording artists.

Prior to joining Dworken & Bernstein, Steven worked for several private and public businesses and organizations, including as in-house counsel for a private equity company and as a legal consultant for a multi-billion dollar steel company. Steven has also worked for multiple professional sports teams, governing bodies, and sports agencies, including, but not limited to, BEST Sports and Entertainment (now Lagardere Unlimited), the NFL Players' Association, the Minnesota Vikings, and the Cleveland Cavaliers. Leveraging his background and expertise, Steven not only provides his clients with a full range of legal services, but also tackles matters that go well beyond the black letter of the law.



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Eastern Lake County
Chamber of Commerce

DATE: Friday, August 3, 2018

TIME: 9:00 am Registration, 10:00 am Shotgun Start

PLACE: Fowlers Mill Golf Course
13095 Rockhaven Road, Chesterland

FORMAT: Four Person Scramble

COST: \$115.00 per Golfer
\$460 foursome or
\$540 foursome with Super Ticket

ADD ONS: \$20 per Person—Super Ticket Includes:
2 Mulligans
Chipping Challenge Entry
Putting Contest Entry

DINNER ONLY: \$30 per Person

GOLF REGISTRATION

TOTAL ENCLOSED: \$ _____

PLAYER #1 _____

COMPANY NAME: _____

EMAIL: _____

SUPER TICKET? YES NO

PLAYER #2 _____

COMPANY NAME: _____

EMAIL: _____

SUPER TICKET? YES NO

PLAYER #3 _____

COMPANY NAME: _____

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BEVERAGE/SNACK STATION SPONSOR \$300	Sign recognizing your company at the Beverage/Snack Station. Staff Members manning the Station? We'll provide the table! Listing in the chamber newsletter, event program and on our website event page. Lunch for 2	
REGISTRATION SPONSOR \$300	You supply the banner and we'll hang it in the Registration Area recognizing your company. Staff Members welcome to join us to help welcome our guests while they check in. Listing in the chamber newsletter, event program and on our website event page. Lunch for 2	
DINNER SPONSOR \$500	You supply the banner and we'll hang it in the Dining Area Area recognizing your company. 2 Staff Members welcome to join us for dinner to network with our guests during dinner. Listing in the chamber newsletter, event program and on our website event page.	
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Date: Friday, May 18, 2018 – Safety Expo

Keynote Speaker: Sarah Morrison, CEO/Administrator,
Ohio Bureau of Workers' Compensation

Registration: 7:30 am Registration & Breakfast

Seminars & Program: 8:30 am to 2:15 pm

Location: Lakeland Community College

Register online at: www.lakecountysafetycouncil.org



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Date: Thursday, May 17, 2018

Time: 5:30 pm to 7:30 pm

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