

Chamber News



Eastern Lake County
Chamber of Commerce
March 2020

GENERAL MEMBERSHIP MEETING LUNCHEON

Meet 2 of Our Newest Leaders and Hear Their Vision



Neil Stein, Executive Director
Lake County Visitors Bureau
Remarkable Lake County

"State of the Travel and Tourism Industry in Lake County"

- Arts & Culture Grant Program
- Promotions on how they are bringing folks to the county from outside the area
- New hotels in the area and how that impacts the region
- How the Grand River Valley and wineries are impacting tourism
- Some of the niche markets they excel at such as fishing and birdwatching
- Hear their marketing strategy for 2020

"Building Futures Preserving History"

The Downtown Painesville Organization is a 501c3 located in Painesville, Ohio and founded in 2006. We are a nationally accredited Ohio Main Street Program, administered by Heritage Ohio. Heritage Ohio works with communities across the state to revitalize their historic or traditional commercial areas. The DPO partners with public and private agencies in the downtown area and beyond, to support the future vitality of the City of Painesville. The DPO is focused on deliberate paths to revitalizing and strengthening the downtown's economy and supporting the community as a whole. We utilize Best Practices and organize these strategies into our four (4) point approach of Economic Vitality, Design, Promotions, and Organization.

DATE: Thursday, March 26, 2020

TIME: 11:30 am to 1:00 pm

PLACE: First Church Congregational, 22 Liberty Street, Painesville

COST: \$25 per person

RSVP: Please register by Friday, March 20, 2020 online at
www.easternlakecountychamber.org or by calling 440.357.7572



Joy Severa, Executive Director
Downtown Painesville
Organization

Thanks to our Sponsors:





Lake-Geauga Recovery Centers, Inc. is a non-profit agency providing continuous service to the community since 1971. The Center provides a wide range of services for adults whose lives have been affected by their own or another's use of drugs or alcohol, problem gambling or by mental illness. Our goal for treatment services is to help our clients achieve long-term recovery and an improved quality of life. Outpatient services include Assessments, Drug Testing, Individual Counseling, Group Counseling, Dual Diagnosis, Family Group, Medication Assisted Treatment and Ambulatory Detox. A Grief Support group for those who have lost loved ones due to drug or alcohol abuse is available. The Center operates three Residential Treatment facilities, including a specialized facility for pregnant women, and Recovery Housing for men and women. Comprehensive Prevention services are provided to schools, businesses and the general community. For more information please visit our website at www.lgrc.us or call 440-255-0678.



HAPPY
St. Patrick's
DAY



2020 Board of Directors

Executive Board of Directors

President	Chris Brill Packard	Lake Health
1 st Vice President	Tom Mitchell	The Marshfield Group
2 nd Vice President	E. Rita Camardo	Northwest Bank
Treasurer	Chris Bartlett	Jones Battles Group

Board of Directors

Beth Debevc	Debonne Vineyards
Jennifer Dobrzeniecki	First Church Congregational
Stephanie Evans	Forbes House
Bob Fratino	Deepwood Industries
Jeff Hyrne	Lake County Nursery
Tara Isabelle	Huntington Bank
Robert Kehres	Federal Hose
Jordan Levy	Zajon Inc.
Mabel Mankas	Western Southern Life
Michelle Massoudi	Cyrus Massoudi State Farm
Donna Price	First Federal Lakewood – Concord
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

Staff

Linda Reed	Executive Director
Kathleen Obrenski	Office Administrator
Katrina March	Membership Manager
Shelly Hyrne	Administrative Assistant

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



Eastern Lake County
Chamber of Commerce

One Victoria Place, Suite 265A
Painesville, OH 44077
(440) 357-7572

Website: www.easternlakecountychamber.org



GREAT LAKES BOAT WORKS
Great Lakes Boat Works is your one stop Marine and Boating supply store on the South Shore of Lake Erie. We are conveniently located just off State Rt. 2 in Painesville, Ohio and on your way to The Grand River and Lake Erie.

Established in 2012, Great Lakes Boat Works opened the hatches to help and provide recreational and commercial boat and ship owners with a convenient source for boating and marine supplies. Our mission is to provide courteous and efficient service while accommodating your boating needs.

Store Hours

Monday-Friday 9:00 to 6:00

Saturday 9:00 to 1:00

Sunday 9:00 to 1:00

[Follow us on Facebook for Seasonal Store Hours](#)

**Join us for a Grand Opening
& Ribbon Cutting
Celebration**

10:00 am on

Saturday, March 7th

**Grand Opening Celebration
will last all day**

9:00 am to 4:00 pm

**Great Lakes Boat Works
786 Richmond Street
Painesville**



*We had a
great
afternoon
honoring our
winners!*



**2020 Beacon Award Winner
Joseph Kallay, Jr. and his family**



**2020 Business of the Year
Lantern of Madison
CEO Jean Makesh**



**2020 Member of the Year
Christopher Trombley,
Deepwood Industries
Attended 29 events in 2019!**

Perry Nuclear Power Plant & FirstEnergy Corporation Update

Breakfast Meeting



DATE: Thursday, March 12, 2020
TIME: 8:00 am to 9:30 am
LOCATION: Perry Township Community Center
2800 Perry Park Road
Perry, OH 44081
COST: \$15 per person
RSVP: Please Register by March 9, 2020 online at www.easternlakecountychamber.org
or by calling 440.357.7572

Wendy Zele:

FirstEnergy Corporation

- Distribution and Transmission ownership – 10 Operation Companies, company stats, regulated generation etc. general profile of FE.
- Storm Restoration Process
- Reporting process / Online Tools etc.
- Electrical Safety Training
- Forestry procedures
- FE Foundation

Mandy Nagle:

- New Company Update
- Current role at Perry (employee communications and local affairs/outreach)
- PNPP related issues – plant tours
- Refueling information
- NRC annual drills – contact in Joint Information Center for EMA liaisons

Wendy F. Zele
FirstEnergy Corp
External Affairs



Mandy Nagle
Senior Communications Representative
Perry Nuclear Power Plant



Thank you to our Sponsors:





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.

ART & ENTERTAINMENT

THE PAINTED PLANK

LAUREN KOWALEWSKI

3261 Call Road
Perry, OH 44081
440.463.3830

www.paintedplankparties.com

Description: We offer DIY workshops, creating painted wood signs and decor. Private and public events, kid's birthday parties, team building and more. We also do custom orders for signs, decor and apparel.

EDUCATION/TRAINING

WESTERN RESERVE EDUCATION & CONSULTING

STEVE LESKOVEC

P.O. Box 728
Chardon, OH 440724
440.209.3336

www.facebook.com/wrfinancialcoaching/

Description: Offering life skills education to young adults and high school students and financial coaching to all ages and socio-economic levels.

PHYSICAL THERAPY

FIT 4 LIFE PHYSICAL THERAPY

JENNIFER NIESET

7575 Fredle Drive
Concord, OH 44077
440.340.3717

www.fit4lifephysicaltherapyohio.com

Description: Private Practice, Outpatient Physical Therapy Clinic. Specializing in treating patients with neck pain, back pain. Helping fit, active, and healthy people recover from pain or injury.

REAL ESTATE SERVICES

CLEVELAND REALTOR GROUP

NICOLE PETERSON

7230 Mentor Avenue
Mentor, OH 44060
440.901.9696

www.clevelandrealtorgroup.com

Description: Residential Realtor focusing in Northeast Ohio.

TAVERN/RESTAURANT

DUFFY'S TAVERN & RESTAURANT

MICHAEL & JENNIFER WILLIS

60 West Main Street
Madison, OH 44057
440.428.9937

Description: Duffy's Tavern is located in Madison Village, Ohio. Duffy's is a friendly local Tavern featuring cold drinks and yummy pub food. We offer daily specials and FREE JUKEBOX every Friday and Saturday!





Member News

Great Lakes Boat Works Has A New Location

786 Richmond Street
Painesville

All new interior and shelving is going up and being filled. We are beyond excited about our new marine supercenter design built for you the customer. Watch for a soft opening end of February then full tilt first of March.



THREEPEAT

LyondellBasell is proud to be named
to FORTUNE Magazine's list of
"World's Most Admired Companies®"
for a third year in a row.

Thank you to our global team
for continuing to advance our company.

FORTUNE
WORLD'S MOST
ADMIRABLE
COMPANIES 2020

lyondellbasell
Advancing Possible



Member News

LAKE-GAUGA RECOVERY CENTERS ALUMNI ASSOCIATION TO HOLD SOBER ST. PATRICK'S DAY DINNER DANCE

Mentor, OH. February 14, 2020: Melanie J. Blasko, President and CEO of Lake-Geauga Recovery Centers, Inc. has announced that the Lake-Geauga Recovery Centers' Alumni Association will host a sober St. Patrick's Day Dinner Dance on Saturday March 14, 2020 from 6 – 11pm at the Painesville Township Park Community Center, 1025 Hardy Rd., Painesville, OH. Tickets for the event are \$5 per person and are available on the agency website at www.lgrc.us or at the door.



"This is the second year for our St. Patrick's Day Dinner Dance, last year was wildly successful and so much fun, we are very excited to invite the public to join us once again. The Alumni Association seeks to celebrate recovery, develop friendships, provide support and networking for individuals in recovery, and advocate for Lake-Geauga Recovery Centers," said Blasko.

The event will once again feature Irish themed food and dessert, 50/50 raffle and dancing to classic rock music by Andy's Last Band.

Anyone wishing for more information can call Dave Hanlon, Residential Treatment Manager at 440-205-2690.

Safety Update Ohio BWC Library

Ohio BWC unveils new trenching safety grants and website

BWC is launching a new \$2 million safety grant program to assist employers in purchasing equipment to protect their workers while working in trenching and excavating situations.

BWC's Trench Safety Grant program provides 4-to-1 matching funds, up to \$12,000, to Ohio private and public employers covered by the State Insurance Fund who wish to purchase equipment to substantially reduce or eliminate injuries and illnesses associated with trenching and excavation.

The grant funds can assist employers in purchasing safety equipment, such as trench boxes and hydraulic shoring. Along with the grant, BWC will provide training and educational materials for employers to share with their employees on basic requirements of trench safety.

Finally, BWC has launched a website, trenchsafetyohio.com, that includes links to trenching safety information and tips, training, and publications.

$1\frac{1}{2}\%$ Off Your Qualifying Vehicle Loan Rate*

When you mention this ad.



L.C.E. Federal Credit Union exists in your community to serve your financial needs. You can join if you live, work, attend school or church in Lake County!

- Savings and Checking Accounts
- Vehicle, Home and Personal Loans
- Home Banking with Bill Pay
- Automatic Transfers
- Great Member Service
- VISA® Credit Cards
- Direct Deposit
- Home Banking App
- Payroll Deduction
- Remote Deposit

L.C.E. Federal Credit Union

77 N. St. Clair Street • Painesville, OH • (440) 357-2560 • www.LCEFCU.org

* Rate based on credit performance.





HOME & Lifestyle EXPO

at
Great Lakes Mall



- 2 Chances to Win a \$50 Gift Card
- Upcycle Repurpose Contest
\$100 Cash Prize
- Live Demonstrations
- Remodeling Ideas

Saturday
MARCH 7
10am - 6pm

at
**Great Lakes Mall
in Mentor**

FREE ADMISSION!

Free Gift Bag

for the first 300 attendees

Hosted by:



In Partnership with:

**GREAT LAKES
MALL**

For more information: call Linda Reed at 440-357-7572



Entertainment Schedule

Stage in front of Macy's

Schedule subject to change.

Media One Group Personalities will Emcee the Expo

Saturday, March 7th

- 12:30** **Hair Demo & Prom Fashion Show**
Auburn Career Center
- 2:00** **Rain Barrel Painting Demo**
with Artist Yvonne Delgado Thomas
- 3:00** **Fashion Show**
Leadership Lake County
- 4:00** **Puppy Fashion Show**
Guiding Eyes & Posh Pets Boutique
- 5:00** **"The Gift of Power"**
Generator Pros/Shepp Electric
Jenn Harcher, Meteorologist on Fox 8 News

Premier Sponsor **GeneratorPros.com**

Division of Shepp Electric Company, Inc.
GENERAC POWER
Area's Only Dealer

Hosted by: _____



In Partnership with:

**GREAT LAKES
MALL**



A big opportunity for small employers.

The Northern Ohio Area Chambers of Commerce (NOACC) has joined the Southern Ohio Chamber Alliance (SOCA) and other Ohio chambers and Anthem Blue Cross and Blue Shield to create a new health program that can lead to more rate stability and potential savings for groups with 50 or fewer employees. The SOCA Benefits Plan lets smaller employers join together to share in the overall claims risk. As part of a larger, self-funded pool, employers have financial protection backed by Anthem stop loss coverage.

This innovative plan also offers:

- ♦ Competitive rates
- ♦ Fixed, predictable monthly payments
- ♦ A variety of plan designs, including PPO and HSA options
- ♦ Anthem's broad Blue Access PPO Network and Essential Rx Formulary
- ♦ Coverage for claims run-out/terminal liability coverage
- ♦ Expanded wellness offerings
- ♦ Specially discounted rates on options for SOCA-exclusive specialty products including dental, vision, life, optional life and disability

Find out more about the SOCA Benefit Plan.

To find out if the SOCA Benefit Plan is a good choice for your business, call **1-844-MED-OHIO**, see www.844MedOhio.com, or contact your broker*.

We've got you covered with standard health and wellness programs.

Your employees can get help taking care of their health with programs like 24/7 NurseLine, Future Moms, ConditionCare, and more.

And you have the option to buy dental, vision, life, and disability coverage at a discounted rate only available as part of the SOCA Benefit Plan.



* Distribution of the SOCA Benefit Plan is limited to select Anthem brokers who have completed required training. For a list of these brokers please contact the chamber.

Anthem Blue Cross and Blue Shield is the trade name of Community Insurance Company. Independent licensee of the Blue Cross and Blue Shield Association. ANTHEM is a registered trademark of Anthem Insurance Companies, Inc. The Blue Cross and Blue Shield names and symbols are registered marks of the Blue Cross and Blue Shield Association.

BRTSTARAWRDS 10/18

Lake Health Chamber Network



A guide for members

In partnership with Lake Health, we are excited to introduce the Lake Health Chamber Network. The Lake Health Chamber Network plans offered through Medical Mutual allow you to access comprehensive health care services right in Lake County and neighboring communities.

We offer Lake Health Chamber Network plans through a non-gatekeeper HMO, designed to reduce the total cost of care while improving health outcomes and increasing patient satisfaction. Selecting a primary care physician is requested since preventive care and regular health management can result in better health and help save you money. The Lake Health Chamber Network allows you to access affordable, high-quality providers within Lake Health's clinically integrated network.

Network Overview

The Lake Health Chamber Network comprises over 375 practitioners, including more than 100 primary care physicians and 275 specialists at Lake Health. In addition, Lake Health has 11 state-of-the-art facilities, including TriPoint Medical Center, West Medical Center, Beachwood Medical Center and three urgent care locations. The product also provides access to University Hospitals and Rainbow Babies & Children's for tertiary care or services not available at Lake Health subject to prior authorization.

Benefits Overview

The Lake Health Chamber Network offers comprehensive healthcare services in Lake County, parts of Cuyahoga and Geauga counties and access to University Hospitals and Rainbow Babies & Children's for tertiary care or services that Lake Health cannot provide. If you or one of your family members requires specialized care not available at Lake Health, your doctor will need to submit a prior authorization request to access University Hospitals or Rainbow Babies & Children's. Pediatric care at Rainbow Babies & Children's may be used, with authorization, up to age 20. Any care or services received at University Hospitals without prior authorization or at other non-network providers will not be covered, unless there is a waiver due to medical necessity.

Lake Health Facilities

TriPoint Medical Center

Concord Township

West Medical Center

Willoughby

Beachwood Medical Center

Beachwood

Mentor Campus

Mentor

Brunner Sanden Deitrick Wellness Campus and LiveHealthy Fitness Center

Mentor

Madison Campus and 24/7 ER

Madison

Willowick Campus

Willowick

Chardon Campus

Chardon

Perrico Health Campus

Willoughby

SOM Center Campus

Willoughby

Continuing Care Campus

Concord Township

Emergency Services

Emergencies requiring immediate medical attention are always covered at any hospital regardless of network status. However, there is no coverage for non-emergency use of the emergency room in the Lake Health Chamber Network product.

Pharmacy Benefits

The pharmacy benefits include member savings through generic and preferred brand name prescription drug programs and a comprehensive pharmacy network.

Specialty Insurance

Life, dental and vision insurance are also available through Medical Mutual. These specialty insurance products can be easily integrated with your medical plan making them easier to manage.

Added-Value Services

Outside of benefits, Lake Health offers added-value services including:

Online Quick Care

Members can access Lake Health providers for non-emergency services seven days a week, 9 a.m. – 9 p.m., through Online Quick Care. This service allows you to receive a diagnosis and treatment plan for a discounted cost of \$35 from their mobile device, tablet or computer, with prescriptions sent directly to your preferred pharmacy.

LiveHealthy Membership

Members are offered 40 percent off the one-time enrollment fee at LiveHealthy, Lake Health's medically based fitness center at the Brunner Sanden Deitrick Wellness Campus in Mentor. The LiveHealthy fitness center is unique as it merges traditional fitness with medically based activities and wellness services aimed at improving overall health and wellness.

Integrative Medicine Outpatient Services

Members will receive a 10 percent discount on Lake Health's Integrative Medicine outpatient services, including massage therapy, reiki, reflexology, nutrition counseling, wellness coaching and acupuncture services.

Find a Provider

To find a provider in the Lake Health Chamber Network, go to [MedMutual.com](https://www.MedMutual.com) and scroll down to the Find a Doctor section. On the next screen, select the plan year under Just Looking Around and follow the on-screen prompts.

For more information about member benefits in the Lake Health Chamber Network, please contact your Human Resources department. If you are an enrolled member, please contact Medical Mutual's Customer Care team at the phone number on your ID card.



Register online at: torchlightyma.ejoinme.org/Bowl

Register via mail at:

8 North State Street Suite 360 Painesville, OH 44077

Where would you and your team like to bowl?

Please check off your choice from the following list:

☐ **Sonny Lanes — Sunday, March 8th 1:30pm**

696 Ohio 534 Geneva, OH 44041

☐ **Scores Fun Center – Sunday, March 15th 2 PM**

65 Normandy Drive, Painesville, OH 44077

Each bowler is asked to raise a minimum of \$75 to participate at the event.

PARTICIPANT _____

ADDRESS _____ CITY _____ ZIP _____

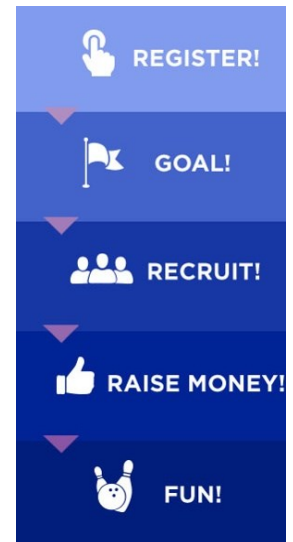
DAYTIME PHONE _____ E-MAIL _____

COMPANY _____

Team Captain/Team Name _____

Bowlers: (Teams 4-6 players)

1.	_____					
	NAME	e-mail address	PHONE	ADDRESS	CITY	ZIP
2.	_____					
	NAME	e-mail address	PHONE	ADDRESS	CITY	ZIP
3.	_____					
	NAME	e-mail address	PHONE	ADDRESS	CITY	ZIP
4.	_____					
	NAME	e-mail address	PHONE	ADDRESS	CITY	ZIP
5.	_____					
	NAME	e-mail address	PHONE	ADDRESS	CITY	ZIP
6.	_____					
	NAME	e-mail address	PHONE	ADDRESS	CITY	ZIP





Small Business
Development Centers

Social Media Marketing Strategies for Small Businesses Lunch and Learn Seminar



Using social media marketing helps you effectively build brand awareness while also connecting with current customers. According to Statista, 70% of the U.S. population has at least one social media profile. Through social media marketing, you can ultimately increase sales on a small budget. A Social Media Marketing Strategy is where you are headed, and the Plan is how you will get there. Topics covered in this seminar include:

- What social media channels are best for you
- Learn the steps you need to create a Social Media Marketing Strategy– you will receive a Social Media Marketing Strategy Template
- How to Work Your Social Media Marketing Plan – what and when will you post and how will you know it is working

This is a brown bag lunch and learn so bring your lunch if you choose.

Instructed By:

Joey White, President of Handouts, Marketing Services and Promotional Items.

Presented by:

- *Ohio SBDC at Lakeland Community College
- *Eastern Lake County Chamber of Commerce.

Tuesday

March 10, 2020

11:30am to 1:30pm

Morley Library

**184 Phelps St, Painesville, OH
44077**

Free to Attend

Organized By:

Ohio SBDC at Lakeland Community College

Register by March 8, 2020@

www.lakelandcc.edu/sbdc



Small Business
Development Centers



Eastern Lake County
Chamber of Commerce



Development
Services Agency



At Madison Public Library

March is Business Month

and

Wed., March 11, is Business Day 2020!

What: Madison Public Library's Business Day 2020

During the month of March the library holds an annual Business Fair during which local businesses may hang a poster advertising their services. The poster may include business cards, coupons, pens, etc. **Businesses are asked to bring their posters to the library anytime between Monday, Feb. 17 and Monday, Feb. 24.** Posters will be on display the whole month of March. Pick up your posters on April 1 – 6.

This year our special **Business Day 2020** will be on **Wednesday, March 11.** Local businesses are allowed to set up a small display at the library and talk to patrons and potential customers. **If you want your business to be part of "Business Day 2020" please complete the registration form and bring it, send it, or email it to the library by March 6.**

Where: Madison Public Library

6111 Middle Ridge Rd., Madison, OH 44057
440-428-2189
www.madison-library.info

*Want more publicity for
your business?
Donate an item or service to
our "Dinner in the Stacks"
Chinese Auction on
Saturday, March 21.*

When: Wednesday, March 11

about 5:30 to 7:30 p.m.

- Set-up will begin about 5:00 p.m.
- If you are bringing your own table and/or have a lot of "stuff" to bring in, you may use the staff door by the book drop on the west side of the building - just ring the bell

Library will provide about a 4' space (half an 8' table) for your display area or you may bring your own table.

Library will make a booklet advertising all businesses participating in Madison Library's "Business Day 2020".

Friends of Madison Public Library will provide refreshments.

Reserve your space by March 6!

If you have any questions please contact
Carrie Svigel (reference@madison-library.info).
440-428-2189

Introducing our new
Business Month partner



Connecting & Promoting
Madison's Business Community



Madison Public Library's "Business Day 2020"

Yes, I will participate in Madison Library's "Business Day 2020" on March 11.

Name of
Business _____

Address of
Business _____

Phone # of
Business _____

Website _____

Type of Business (what do you sell or what services do you offer) _____

Contact name _____

Phone # _____

Email _____

I will be bringing my own table _____

I will need a table _____

I will need electricity _____

Please return by March 6

to: Carrie Svigel

Madison Public Library

6111 Middle Ridge Road, Madison, OH 44057

reference@madison-library.info



Connecting & Promoting
Madison's Business Community

Is a career in welding right for you?

Stop in to talk to our panel of experts about the industry.

WELDING Employer Panel

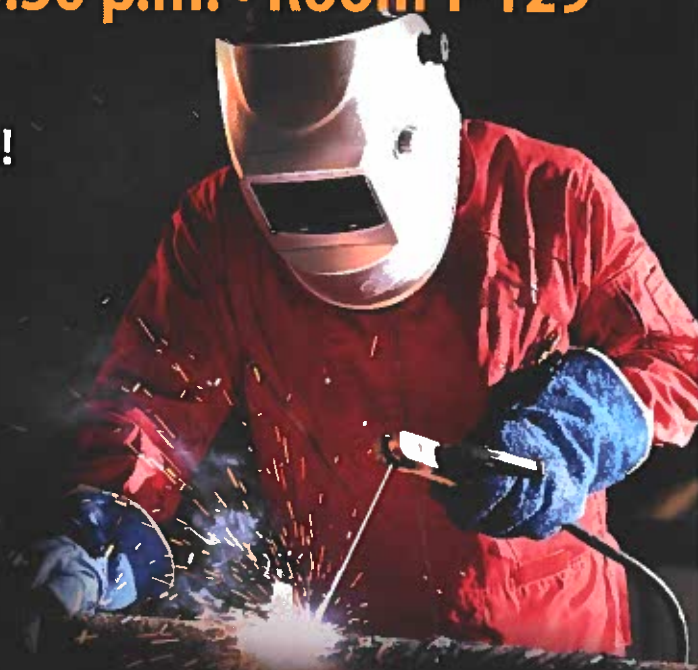
Wednesday, March 11 • 5-6:30 p.m. • Room T-129

Don't miss your chance to hear directly from welding employers!

- Glo Quartz
- Frato Products, Inc.

Topics include:

- What career paths are available.
- What the welding environment is like.
- What they look for in candidates.



Do you know somebody who would make a great welder? Refer a friend, parent, co-worker or another student who would like more information about Lakeland's Welding program!

Sponsored by Welding N.O.W.

For more information, call or email Sheila Bare
440.525.7348 • sbare1@lakelandcc.edu

Lakeland
COMMUNITY COLLEGE
INDUSTRIAL WELDING

DI Deepwood Industries

Growing Business Through Partnerships

Deepwood Industries through Community Employment Services, Imagine Autism Program and our Willoughby Branch are proud to work together with The Eastern Lake County Chamber, to sponsor the March 12 Perry Nuclear Power Plant Update breakfast.



Whether it is hiring directly or subcontracting employment with our adults with disabilities, the results are still the same.

- **Reliable**
- **On-time**
- **Low absenteeism**
- **Low incidence**
- **High job satisfaction**
- **Tax credits**
- **Agency support as needed**



**For Community Employment call
Chris Trombley
440-918-1050**

**For outside subcontracting services call
Gary Metelko
440-350-5085**



www.deepwoodindustries.com

Incorporating a Plan for Your Digital Assets into Your Estate Plan

Traditionally there are a number of elements of an estate plan for a person to prepare for what happens to their assets when they pass on. Traditionally you would draft a will that would be witnessed or notarized and sometimes even filed with the County Probate Court. Additionally you might have included making a durable power of attorney to allow another person to act in your place for your various financial affairs. This is especially useful if you have a debilitating illness that results in you not being able to take care of your affairs but does not kill you.

As society has progressed the need to establish who would make healthcare decisions for you and to document what specific healthcare treatments you would or would not want in certain circumstances became both possible and desirable. As such estate planning grew to include living wills and healthcare specific power of attorneys in order to designate your healthcare decision maker and any treatments that you would not want performed on you such as resuscitation or artificial breathing, hydration, or nourishment.

In recent years estate planning has begun to involve the inclusion of so called “digital assets” so that your plans and desires for those items also pass on to who you designate. These things include those items on social media sites like Facebook and Instagram; cloud file space providers like iCloud, Dropbox, and Google; eCommerce sites like eBay, Amazon, Shutterfly, Flickr, Kindle, etc.; email providers like Outlook, Gmail, and Yahoo; virtual currency sites like Venmo, Paypal, Bitcoin, ethereum, etc.; music, video, and gaming sites/accounts; blogs and on-line business sites; and travel and other rewards sites.

Reading this list you may be thinking of how much information that list encompasses. It may seem like a monumental task to try to address it. However, taking this task into steps will allow you to adequately prepare and incorporate these items into your estate plan. First, determine who in your life you want managing these items as your “digital executor.” This may be the same person as the executor under your will or a different person, but if not the same those persons should know who each other are and be prepared to work together. Second, you should maintain a physical list or a digital list that compiles your passwords for all of these various online sites that is in your digital executor’s possession or they have access to. This will enable your digital executor to be able to access these sites to carry out your desires after you pass on. As part of this process you will also take inventory of these items describing what is contained in them and what you want done with each. For example, you may want your digital currencies liquidated or given to your heirs whereas you may want your photos downloaded and copied for each of your children or other heirs. These instructions should also be provided to your digital executor.

Some sites and apps have specific provisions built into its system to appoint someone to be able to access your information after you pass. Both Google and Facebook have such procedures. Regardless, the final point of preparedness is to keep in mind the pace that technology changes. We have moved quickly from cassette tapes to CDs then flash media and now cloud storage. Technology advances quickly. Passwords also change frequently. Because of this it is important to review your list not less than annually and to update the passwords as you change them.

Dworken & Bernstein can assist you with all of your estate planning needs.



Joshua J. Strickland's practices primarily in real estate and business transactions. He represents small and medium size businesses, real estate developers, landlords and non-profits in all of their business needs. He has been recognized as a Super Lawyer Rising Star. Josh focuses his practice in the areas of general business including formation, mergers and acquisitions, financing, employee relations, commercial transactions, intellectual property, construction development, and sales. His residential and commercial real estate practice includes sales, leasing, zoning, land use, oil and gas, environmental law and real estate, eminent domain and taxation.

LEAF to Celebrate 30th Anniversary



LEAF (**L**ake/**G**eauga **E**ducational **A**ssistance **F**oundation) will celebrate its 30th anniversary on Saturday, March 14, 2020 during its annual Reverse Raffle fundraising event at LaMalfa Party Center. We will be recognizing our Founders, the five former Executive Directors, the 15 past Board Presidents and more than 130 past Board Members – all who have contributed to the resiliency of the organization.

For nearly every school year of these past three decades, a LEAF Advisor has been assigned to the high schools located in ELCCC's backyard – Fairport Harding High School, Harvey High School, Madison High School, Perry High School and Riverside High School – guiding thousands of graduating seniors on their post-high school journey.

In 1980, our goal was to encourage students to attend college after graduating high school, as reflected by our mission statement, "Opening doors to higher education for Lake County."

In 2020, our goal is to encourage students to pursue post-secondary education, but to help them discover that there are many potential paths toward their future career. And if they do choose to attend college, to educate each student on the financial responsibilities (i.e., student loan repayment) that will be a part of their future for many years to come after attending college. It is a critical balance.

LEAF has a great responsibility to communicate with and inform this generation of students (and their parents) of all post-secondary options and the potential good and bad consequences of their decisions. We are excited that our advisors are now in 21 high schools in 4 counties advising thousands of students.

Please consider assisting us with our mission. Join us as we celebrate the past, present, and future at our largest fundraiser of the year – *LEAF's 18th Annual Reverse Raffle* celebrating 30 years of guiding students.

Thank you to The Lubrizol Corporation for donating this space to LEAF. Tickets to attend our Reverse Raffle, sponsorships and/or donations will be gladly accepted at our website, leaf-ohio.org.



2020 LEGISLATIVE BREAKFAST

Dear Federal, State or local Representative,

The Board of Trustees for the Lake County Development Council would like to invite you to participate in our annual Legislative Breakfast.

Details:

- Friday, March 27th, 7:30am
- American-Croatian Lodge, Eastlake
- \$25 MEMBERS, \$35 NONMEMBERS

The Legislative Breakfast has always prided itself on being a sizable forum (near 300) for our elected Officials to share their successes and concerns with business owners, County leaders, and community stakeholders.

Lake County is a diverse, savvy and engaged political demographic. Your participation is very important to us. Please know that the LCDC is a bi-partisan group and that both sides of the aisle will be invited.

A few more logistics for you:

- Each presenter will have the podium.
- They will sit up on the riser as our VIP guests.
- All presenters, once fully committed, will be promoted through our social media, post card mailing, in the program, on the overhead.
- As is our custom, a Q & A session will follow speakers.

We encourage all participants to be mindful of the specific needs of Lake County and to focus their presentations on regional impact.

A wonderful full breakfast buffet will be provided during this event.

Please consider sharing your vision at this dynamic event.



2020 LEGISLATIVE BREAKFAST

SPONSORSHIP OPPORTUNITY

This year's Legislative Breakfast is Friday, March 27th at the American-Croatian Lodge in Eastlake. We are looking forward to enjoying another well attended and informative breakfast with our elected officials. We are only offering a modest amount of sponsorships and appreciate that you have shown interest.

You will receive the following benefits:

Your Sponsorship includes (\$250):

- Preferred logo and promotion placement in all print, social, and digital marketing
- Special recognition from the stage
- Your logo in the large screen PowerPoint
- Two Free event breakfasts

Note - some items may be deadline sensitive

Email Sarah with your most updated, hi-res logo:
Sarah@LakeCountyDevelopmentCouncil.org

You may pay online or Mail your sponsorship check to:
LCDC P.O. Box 955 Painesville, OH 44077
www.LakeCountyDevelopmentCouncil.org/upcoming-events



2020 LEGISLATIVE BREAKFAST SPONSORSHIP

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CONTACT: SARAH BALS / SARAH@LAKECOUNTYDEVELOPMENTCOUNCIL.ORG



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For More Information Contact Eileen Cicero @ 440-346-4401



May 1, 2020 • 7:30 a.m. - 2 p.m. • Lakeland Community College



Registration Information

Vendor Registration

Online at mentorchamber.org/smallbusinessexpo or by phone at 440.255.1616. This is a preregistration event.

Chamber Members – Vendor Table	Non-Members – Vendor Table
6-foot EXPO Vendor Table \$200	6-foot EXPO Vendor Table \$300
12-foot EXPO Vendor Table \$350	12-foot EXPO Vendor Table \$450

Attendee Registration

Includes continental breakfast and lunch.

For more details and to register, visit mentorchamber.org/smallbusinessexpo.
Questions? Call 440.255.1616.

Chamber Members.....	\$10
Non-Members.....	\$10 with Business Card



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Mark your calendars and register for this county-wide business to business networking event. Network with businesses from across Lake County during the EXPO. Plus, take advantage of five different small business learning workshops on topics covering marketing, HR and more!

Here are four reasons why you can't afford to miss this event:

- #1** New business! - Develop business leads and new customers
- #2** Invaluable Networking - Network with peers in the Lake County small business community
- #3** New ideas – Shop for new innovative products and services to meet the needs of your business
- #4** Learn – Take advantage of the five small business workshops covering critical topics for small businesses

Schedule at a Glance

Registration	7:30 a.m. – 1 p.m.
Networking Breakfast	8–8:45 a.m.
EXPO Trade Show Area is Open.....	8:45 a.m. to 1 p.m.
Workshops	10-10:45 a.m., 11-11:45 a.m. & 1-1:45 p.m.
Networking Lunch	noon – 1 p.m.

Workshop Schedule

10-10:45 a.m. - Choose one Design Thinking 101

Looking for a more human-centered approach to solving challenges in your workplace? In this hands-on session, you will learn the process and mindsets of design thinking used by innovators and thought leaders from startups to Fortune 500 companies. Come prepared to actively participate.

Speaker: Sam Ciferno, Lakeland HIVE

Sweat the Small - How Attention to Detail Creates a Work Culture that ROCKS!

Face it, most employees are disengaged at work. Instead of throwing money at the problem, try these simple strategies to create stronger loyalty, commitment and connection to your company. By

paying attention to your team members, you'll keep your top talent from becoming someone else's.

Speaker: Lisa Ryan, Grategy

11-11:45 a.m. - Choose one How to MAKE Your Small Business Grow

Promotion is the key to growing your business, but don't be fooled into thinking that high-cost design studios and print shops are your only option. The truth is, promotional materials don't have to cost an arm and a leg. During this workshop, you'll learn how to utilize free and low-cost resources in order to do more with less by partnering with the HIVE makerspace at Lakeland Community College.

Speaker: Owen Schoeniger, Lakeland HIVE

The Power of the Inbox: Tips and Tricks for Successful Email Marketing

What is the first impression you give when they see you in their email inbox? And when they see you there, what do they do?

This powerful workshop takes you step-by-step through the five easy steps to effective email marketing. From revealing why regular email doesn't work, to insider tips and techniques like automated list building tools and the design elements that work (and those that don't!), this workshop will give you the keys to the most effective marketing you can do: email marketing. Join us!

Speaker: Diane Helbig, Seize This Day

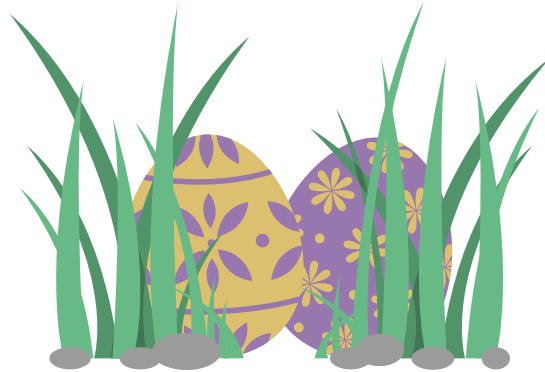
1-1:45 p.m. Creating Digital Content That Sticks - Converting Fans to Customers

Are your potential fans scrolling right past your social media posts? In this workshop, we'll learn some of the key methods you can use to get them to stop, read, watch and listen to your posts, and then follow through with your call to action.

Speaker: Lindsay Sims, Predictable Results Marketing



Perry Bunny Basket



The Perry Center, Salvation Army and The Painted Plank are working together to bring Easter Baskets to Perry children ages 0-17 whom would otherwise, go without.

Please consider "adopting" a child! We suggest a value of around \$20 per basket. Toys, candy and activities would be great to include. We also welcome monetary donations to The Perry Center to be used to stuff baskets for the older children.

**If you would like to participate, please contact
Lauren Kowalewski at
perrybunnybaskets@yahoo.com
or at 440-463-3830.**

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Thanks! I'll try it.

Feel better soon! ❤️ ❤️ ❤️





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2020

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Thursday, March 5, 2020

8 to 9 am

**Hosts: Laketran & Deepwood Industries
555 Lakeshore Blvd
Grand River/Painesville**

Thursday, March 19, 2020

8 to 9 am

**Slyman's Tavern
7601 Mentor Avenue
Mentor**



Wednesday, May 27, 2020

8 to 9 am

**Erie Shores Golf Course
7298 Lake Road East, Madison**

Wednesday, August 26, 2020

8 to 9 am

**Geneva Fire Training Center
800 Austin Road, Geneva**

BUSINESS BUZZ NETWORKING GROUP

Wednesday, October 28, 2020

8 to 9 am

**Unionville Tavern Preservation Society
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Working Towards A Safer Workplace

Date: Friday, March 20, 2020

Time: Registration 11:15 a.m. – Meeting & Program 11:30 a.m. to 1 p.m.

Place: Villa Croatia – Event Venue & Party Center

Cost: \$20 for LCSC Members & \$25 for Non-Members

Speaker(s): Tony DeAscentis, CEO & Founder, Ving LLC

Topic: Modernizing Your Safety Training: Trends, Facts and How To's

RESERVATIONS: Register online at www.lakecountysafetycouncil.org

RSVP DEADLINE: Monday, March 16, 2020

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