



# WEST SHORE

CHAMBER OF COMMERCE

1100 Crocker Road • Westlake, Ohio 44145 • 440-835-8787 • Fax 440-835-8798 • sandy@westshorechamber.org

<http://www.WestShoreChamber.org>

November 2009



**Melanie M. Jatsek**  
Registered Dietitian

## “The Expert Food Enthusiast” Melanie Jatsek is Married to Food

Please plan to join us on November 10th to welcome “The Expert Food Enthusiast”, Melanie M. Jatsek, who is married to food. She loves food... all kinds of food! As a registered dietitian, Melanie understands food. She enjoys sharing what she knows about it with others and showing them how to make food work for their bodies rather than against it. She will show you how to take charge of your eating habits once and for all so that you will look better, feel better and get excited about waking up in the morning!

Melanie Jatsek thinks everyday is a good day to be alive. She invites you to share in this enthusiasm while she shares with you the secrets to achieving more energy, optimum work performance, and better health.

Melanie earned her Bachelor’s of Science in Dietetics from the University of Akron. She is a member of the American Dietetic Association, Ohio Dietetic

Association, Cleveland Dietetic Association, Nutrition Entrepreneurs Dietetic Practice Group, and Toastmasters International. She belongs to the Academy for Professional Speaking through the National Speakers Association and is an apprentice member of the Ohio chapter of the National Speakers Association.

Melanie has 10 years of experience sharing her message with government groups, educational institutions, associations and corporations. She has been seen on ABC, NBC and Fox 8, appearing as a nutrition expert. She is a regular contributor to the WDOK blog.

Please RSVP by NOON on FRIDAY, NOVEMBER 6th. You can call in your reservation to 440-835-8787 or use our new Online Reservation Feature.



Visit our web site at: <http://www.WestShoreChamber.org> and simply click on the event you would like to attend. Then just follow the onscreen instructions.

**DATE**

Second Tuesday  
November 10, 2009

**TIME**

Networking 11:30 am  
Lunch Served at Noon

**COST**

\$20.00 cash or check  
at the door

**VENUE**

Westlake Holiday Inn  
1100 Crocker Road  
Westlake, Ohio 44145

**RSVP**

Please call in or make  
your reservation online  
before Noon on Friday,  
November 6th

**Remember !**  
to print your online  
reservation confirmation  
and bring it with you to  
enter a drawing to win a  
FREE lunch for a guest  
at our  
January 12th Meeting.

**LUNCHEON SPONSOR**

**Brawner Allstate Insurance Agency**

**COMING EVENTS**

New Date for “Sneak Peak” Event to Benefit  
the West Shore Education Foundation at  
**Learning Express**  
on the Promenade at Crocker Park  
30061 Detroit Road • Westlake, OH 44145  
**Wednesday, November 4, 2009**  
5:00 to 9:00 p.m.

Joint Business after Hours Event  
**Five Seasons Family Sports Club**  
28105 Clemens Road.  
Westlake, OH 44145  
**Tuesday, November 17, 2009**  
5:00 to 7:00 p.m.

Annual Holiday Party  
**Westlake Holiday Inn**  
1100 Crocker Road  
Westlake, OH 44145  
**Tuesday, December 8, 2009**  
5:00 p.m. to 7:00 p.m.  
*No regular luncheon meeting in December*

# November and December – months to reflect and prepare!



**Mike Mandato**  
Vice President  
SystemCare Inc.

Prepare for the cold! Now the reflections.....

This is my final letter of 2009 as we have combined Newsletters for the month of November and December. My term serving as your President will expire in December. It has been a great privilege to serve an outstanding community and a supportive organization which is made up of exceptional business and community resources. I want to thank our Trustees who have been extremely helpful and dedicated to the chamber mission. I would also like to thank the committees who are persistent in pursuing goals and seeding the future of the chamber. The committees are the strength of the chamber as they present great networking opportunities that are the foundation in fulfilling and focusing on the chamber mission. I served on several committees before I became President, and that is where I met the talented individuals that are the chamber members and learned the mission and purpose of the chamber:

“To promote business, improve economic growth, and maintain a high quality of life, through a partnership with business, civic, and governmental entities we serve”.

We have had many successful joint events with our surrounding chambers, and I encourage you to get involved in any way you can to continue to strengthen our chambers going forward. No one exemplifies the chamber mission more than John Sobolewski, who is the ultimate in chamber Executive Directors. John, thank you for your guidance. It has been an honor to work side by side with you. He still has one little sports problem! ;-)

The most important assets in the chambers, as with all great organizations, are its people -- people who realize that through the chamber they can accomplish collectively what no one can do individually. The strength of the chamber lies in attracting the greatest number of members, creating a pool of resources from which great ideas and

energy can be drawn for the benefit of all. I am excited about the future of the chamber, the businesses and the communities in which we live and work and feel we have great potential due to our members and community leaders who work at working well together. Thanks again to all of you for your support and for a great personal and professional experience.

We have several events coming up in November and December. On November 4th the Learning Express in Crocker Park is offering a “sneak peek” opening event from 5 PM to 9 PM. Our November luncheon meeting on November 10th will be at the Westlake Holiday Inn. Our speaker will be The Expert Food Enthusiast, Melanie Jatsek. You must register on the web site or call the chamber office to attend. Also in November, mark your calendars for November 17th which is our business after hours event at Five Seasons Family Sports Club. And, you will not want to miss the chamber Holiday Business after Hours December 8th at Westlake Holiday Inn for West Shore and North Coast Chambers. This is always a great event, and we will present the Hugh Dawson award which is presented to a member who has given outstanding service as a chamber member and community leader. Please register on the web site or call the chamber office for reservations and details.

I want to recognize the great events we had in October. At our October luncheon the Westshore Chamber was privileged to be the host of an event to “meet the candidates” for Westlake City Council and the Westlake School Board. Also, Deborah Sutherland, Bay Village Mayor, spoke to us about the Cuyahoga County Reform Issue. Thanks to Ray Frank and Columbia Gas for sponsoring the event, to Sean O’Reilly for facilitating, and to John Sobolewski in putting this event together for the cham-

ber. Our October Business After Hours was at Behind the Woods. What a great gathering place for us to network and enjoy fantastic food! Thanks to Behind the Woods host Chad Chillemi, and a special thanks to Brawner Allstate Insurance Agency for co-sponsoring the October Business After Hours and for sponsoring our upcoming November luncheon. We cannot have such great events without our dedicated sponsors – Thank You Greg Brawner.

The holidays will be upon soon. Plan some quality time with family and friends. Here are some quotes to reflect some of my experience in past two years.

You can make more friends in two months by becoming interested in other people than you can in two years trying to get other people interested in you.

Dale Carnegie

If you want to be listened to, you should put time in listening.

Marge Piercy

The two most important things in life are good friends and a strong bullpen.

Bob Lemon

Doing the best at this moment puts you in the best place for the next moment.

Oprah Winfrey

In the name of God, stop a moment, cease your work, look around you.

Leo Tolstoy (1828-1910)

**Michael Mandato**  
President

## JOINT BUSINESS AFTER HOURS EVENT

Join us for a  
Joint Business after Hours Event  
**Tuesday, November 17, 2009**

5:00 to 7:00 PM

Including the Fairview Park, North Coast,  
North Olmsted and West Shore Chambers

Sponsored by:



**FIVE SEASONS**  
FAMILY SPORTS CLUB

**Five Seasons Family Sports Club**  
28105 Clemens Road • Westlake, Ohio 44145

Complimentary Hors d'oeuvres and Cash Bar  
There is no cost for this Event and no RSVP is required.

# BUILD YOUR BUSINESS? *IN THIS ECONOMY?*

# YES!

Through LCCC@Work New Business Camps you can learn what it takes to begin, operate and grow a new business – even in the current economic climate.

**LCCC@Work New Business Camps will help you choose the path that is right for you.**

Select one of these three camps, depending on where you are in the business building process:

- Start Your Business Boot Camp
- Build Your Business Corps Camp
- Grow Your Business Elite Forces Camp

In each program you will:

- Network with other leaders to share new business ideas
- Gain sound advice from experienced entrepreneurs and seasoned professionals
- Receive personalized consulting every step of the way from representatives of the Great Lakes Innovation & Development Enterprise (GLIDE)!

All camps are held at Lorain County Community College's Entrepreneurship Innovation Center in Elyria.

**Camps start soon! Call today!**

LCCC@Work



To find out more or to register, visit [www.lorainccc.edu/bizbootcamp](http://www.lorainccc.edu/bizbootcamp) or call (440) 366-4250 today!



**Jan Litterest**  
Edward Jones Investments

## New Date for Soft Grand Opening “Sneak Peek” Event to Benefit the West Shore Educational Foundation

LEARNING EXPRESS cordially invites all WestShore Chamber members to Share in their SOFT GRAND OPENING, “SNEAK PEEK”, event which will benefit the members by offering them a discount on their purchases that evening. Come and see the new store and support this new Westlake business!

BUT MORE THAN THAT, LEARNING EXPRESS will be making a contribution to the WestShore Educational Foundation to benefit the scholarships we make each year to Westlake High School and Bay Village High School seniors.....

Please mark your calendars for Wednesday, November 4th; from 5:00 to 7:00 pm and prepare your “Santa” Christmas List early; save dollars, support the scholarship fund, have fun; but most of all, thrill all of those little people in your life with presents from LEARNING EXPRESS!

### DID YOU KNOW THAT ...

## Did You Know That...

### AT&T Invests More Than \$865 Million to Strengthen Communities

Kevin Lynch, Director, External Affairs—AT& T Ohio recently released its 2008 Citizenship and Sustainability Report, “Connecting for a Sustainable Future.” The report spotlights more than \$865 million in multi-year investments for important education, environmental and volunteerism programs to help strengthen communities, stimulate economic growth and ensure America’s global competitiveness. Despite a down economy, AT&T accelerated its social and environmental investments over the past year. Key initiatives highlighted in this year’s report include:

**Education and Workforce Readiness:** In 2008, AT&T launched AT&T Aspire, a \$100 million multi-year education initiative to help stem the United States high school dropout crisis.

**Community Volunteerism:** In 2008, AT&T employees and retirees volunteered 10.3 million hours of their time, worth more than \$200 million, to improve communities where they live and work.

**A Cleaner Fleet:** Earlier this year, AT&T announced plans to invest up to \$565 million to roll out more than 15,000 alternative-fuel vehicles over the next 10 years.

In Ohio, AT&T invests as few other companies do and is committed to giving back to the communities where we live and work. Between 2006 and 2008, AT&T invested more than \$1.8 billion to enhance its wireless and wired networks in Ohio and contributed more than \$3.4 million to key initiatives in Ohio beginning in 2008, including five grants valued at \$987,603, through the AT&T Aspire High School Success grant program.

The investments we make in our people, the network, communities and the environment can bring prosperity, growth and opportunity to workers, families and businesses.

Remember !  
to print your online  
reservation confirmation and bring it  
with you to enter a drawing to win a  
FREE lunch for a guest  
at our  
January 12th Meeting.

# Nan Baker, State Representative: November Message from the Ohio House of Representatives



**Nan A. Baker**  
State Representative  
Ohio District 16

As always, thank you for the opportunity to keep you informed on the important issues concerning the State of Ohio. On September 21, 2009, I, along with other Representatives held five city wide press conferences to unveil proposals by the Ohio House to spur economic development. We revealed extensive plans to bring about job creation and industry growth. Among these ten bills are proposals to offer employer tax credits to hire unemployed Ohioans and to grant income tax credits for college graduates who remain in Ohio.

One of the 'Future of Ohio' job's package proposals contains a House Companion Bill, Senate Bill 17 (Sen. Coughlin). This bill, which is currently under debate in the Senate, would permit private employers through a voluntary agreement between the employer and employee, to award compensatory time off in lieu of monetary overtime to their employees. Under current Ohio Law, employers typically must pay their employees one and a half times their hourly wages for any overtime worked over 40 hours a week. The intent of this legislation is to enable employers to provide a more family, friendly work environment by providing flexibility for their employees. The overtime accumulated by the employee can be used as paid days off at a later time. In order to support the efforts of our Senate counterparts, Representative Jarrod B. Martin (R-Beavercreek) and I introduced this companion bill to S.B. 17.

This legislation is a key component to the 'Future of Ohio' job's package I introduced on September 21st. This bill would give businesses wanting to expand or locate in Ohio a strong message. Ohio is a business friendly state with creative and innovative ideas, understanding that a more friendly, family work environment is beneficial for both the employee and employer.

Altogether these bills are designed to provide resources to small businesses, offer incentives for businesses and young people to remain in Ohio, and track Ohio's progress in rebuilding its economy.

As usual, feel free to contact me at my Columbus office if you have any questions or concerns. I can be reached by phone at 614-466-0961 or by email at [district16@ohr.state.oh.us](mailto:district16@ohr.state.oh.us).

As I continue to say,

**"It's All About JOBS!"**

###

*State Representative Nan Baker represents the 16th district for the Ohio House of Representatives, which includes Bay Village, Fairview Park, North Olmsted, Rocky River, and Westlake. Nan can be reached by phone at 614-466-0961 or eMail at [district16@ohr.state.oh.us](mailto:district16@ohr.state.oh.us).*

## ANOTHER NEW WEB SITE FEATURE

# New Web Site Feature - Online Reservations



**Jim Kukral**  
"Geek Marketer"

### Social Media, Beyond the Website

When: **Tuesday, September 8th 2009**  
Networking: **11:30 AM**  
Lunch: **Served at Noon**  
Cost: **\$20.00** (Cash or Check)  
Where: **LaCentre Conference and Banquet Facility**  
25777 Detroit Road • Westlake, Ohio 44145

New Feature  
**Online Reservations**  
Click Here

LUNCHEON SPONSORED BY  
**WestShoreChamber.org**

Please RSVP before Noon on Friday, September 4th, by calling 440-835-8787 or Click [HERE](#) to make your reservation Online

Our Web Site has another New Feature, Online Reservations. You can now make your Event Reservations easily and at your convenience online. Simply click on the event and follow the onscreen instructions. Contact the Chamber office if you have any questions at 440-835-8787.

At the conclusion of the Reservation Process you will receive a Confirmation eMail message that will include a Confirmation Number. This Confirmation Number has value so print the eMail message and bring it with you to the Event.

**PUT YOUR CHILD'S MIND & BODY  
IN MOTION....**

Ages 4-12 Years Old  
Monday –Friday ♦ 6:00am-6:30pm

- ♦ Infant-Toddler Program
- ♦ Montessori Program
- ♦ Pre-K & Pre-School
- ♦ Chartered Kindergarten
- ♦ Before/After School Program
- ♦ Indoor Pool w/ Swimming Lessons
- ♦ Summer Camp
- ♦ Breakfast, Hot lunch & Snacks
- ♦ Security System



**WESTLAKE MONTESSORI  
& CHILD CARE CENTER**  
26830 DETROIT ROAD  
**(440) 835-5858**

Joan Wenk, President & CEO-winner of the  
2009 Small Business Administration Ohio  
Entrepreneurial Success Award

[www.creativeplayrooms.com](http://www.creativeplayrooms.com)

**BOARD OF TRUSTEES**

# West Shore Chamber Board of Trustees Election

The Nominating Committee under the leadership of Mark Getsay has filed a list of nominees for election to the Board of Trustees of the West Shore Chamber of Commerce.

The nominations for the five open positions are:

Nan Baker, Cricket Yard Equipment  
Nancy Girardot, Bradley Bay Health Center  
Robert Kess, Pizza by Robert  
Marie Marrali, First Federal of Lakewood  
Darryl Whitehead, Robert Stark Enterprises

Balloting will take place at the Chamber office:

The West Shore Chamber of Commerce  
1100 Crocker Rd. #104  
Westlake, Ohio 44145

on

**Monday November 2, 2009**

between the hours of 11 a.m. and 1 p.m.



 **ST. JOHN WEST SHORE HOSPITAL**  
The Sisters of Charity  
of St. Augustine Health System **UniversityHospitals  
HealthSystem**

Experience **faith**  
in **healthcare.**



The next time you're choosing a hospital,  
make the **confident choice.**  
And put your **faith** in selecting  
**one of the best.**

[www.sjws.net](http://www.sjws.net)



WestShoreChamber.org

# WEB SITE ADVERTISING

Promote

- Your Brand • Your Solutions and • Yourself

**AT THE SAME TIME YOU**

Support

- Your Chamber • Your Community and • Your Future

**GROW YOUR:  
Relationships  
Business  
and  
Success**

with Web Site Advertising on  
WestShoreChamber.org

The screenshot shows the WestShoreChamber.org website interface. At the top, there is a navigation bar with links for Home, Members, Events, Newsletter, Community, Chamber, Benefits, Testimonials, Job, NOW!, and Contact Us. Below this is a large banner for Cuyahoga Community College with the text 'Register NOW! Spring Registration begins October 19' and the website 'www.tri-c.edu' and phone number '800-954-8742'. The main content area is a grid of sponsored advertisements. On the left, there are three 'WEST SHORE' newsletter-style ads for November, October, and September 2009. On the right, there is a vertical column of business ads including Brawner Agency, LLC, University of Toledo, Fairview Hospital, Cricket Yard equipment, system care inc, FARMERS, Panera Bread, and Pizza. A 'Please Support our Web Site Sponsors' header is visible above the right column.

### Features

- Your prospects and clients will be able to visit your web site by simply clicking on your ad on WestShoreChamber.org.
- Your ad will display on every web site page for an entire year.
- Your sponsorship ad will make it easier for your prospects and clients using search engines such as Bing, Google and Yahoo! to find you.

### Additional Value

- For additional exposure consider a section ad at the top of a page like Cuyahoga Community College did in the Newsletter section example above.

### For Additional Information

Please contact Mark Boepple at 440-336-1734 or by email at mark@businesspublishing.com.

## WELCOME NEW MEMBERS

Rhapsody Music Studio  
(Education)  
30584 Center Ridge Rd., Ste. B  
Westlake, OH 44145  
440-899-7575  
**Ashley Baker**, Piano Teacher  
[www.rhapsodymusicstudio.com](http://www.rhapsodymusicstudio.com)

Live Fit Personal Training  
(Fitness Centers)  
29540 Center Ridge Rd. Ste. B  
Westlake, OH 44145  
440-617-2790  
**Laura Starkweather**, V. Pres., Owner  
[www.livefitpt.com](http://www.livefitpt.com)

General Metal Heat Treating Inc.  
(Manufacturing)  
941 Addison Road  
Cleveland, OH 44103  
216-391-0886  
**Deborah A. Dougherty**, V. Pres.  
[www.generalmetalheat.com](http://www.generalmetalheat.com)

Emerge Inc.  
(Web Site Development)  
627 Broad St.  
Elyria, OH 44035  
440-284-4949  
**Ed Skimin**, Pres.  
[www.emergeinc.com](http://www.emergeinc.com)

Kilobyte Customizations LLC  
(Computers)  
1906 Pembroke Ln.  
Avon, OH 44011  
440-316-4098  
**Allan A Krist**, Owner  
[www.allankrist.com](http://www.allankrist.com)

## WEST SHORE

CHAMBER OF COMMERCE

1100 Crocker Road  
Westlake, Ohio 44145

### Chamber Officers

**Mike Mandato** President  
**James Chillemi** Vice President  
**Mark Doran** Secretary  
**Mark Getsay** Treasurer  
**Nan Baker** Past President  
**John Sobolewski** Executive Director

### Trustees

**William Baddour** **Dan Keenan**  
**Kenneth Brady** **Robert Kess**  
**Cliff Coker** **Marie Marrali**  
**Ray Frank** **Sean O'Reilly**  
**Nancy Girardot** **Darryl Whitehead**

**Hugh L. Dawson**  
Service Award Recipient

**Mark Boepple** 2008