



Costco Wholesale is opening a new location in Strongsville on Wednesday, November 18, at 8 a.m. To celebrate, Costco would like to offer you and your employees the opportunity to sign up for a Costco membership right on your premises, at an **exclusive Costco sign-up reception**.

If they sign up at the reception as a new Executive Member, your employees will receive a **\$25 Costco Cash Card**. Or, if they join as a new Gold Star Member, they will receive a **\$10 Costco Cash Card**. These offers expire December 31, 2009. See below for details.

With a Costco membership, your employees can enjoy **great savings on thousands of high-end, brand-name products and services** at more than 500 locations worldwide. In addition to offering quality products at low warehouse prices, each warehouse offers a variety of convenient member services such as a Travel Program, Pharmacy, 1-Hour Photo, Optical Department with an Independent Doctor of Optometry and 24-hour shopping on Costco.com. At Costco we're committed to offering the absolute best value to our members with a **risk-free 100% satisfaction guarantee** on both your membership and merchandise. Certain product-specific limitations apply. See the membership counter for details. **The reception includes refreshments and all the materials you need** to introduce Costco to your employees before and after the reception. These include broadcast e-mail applications, posters, flyers, paycheck stuffers, information for your newsletter and more. We can even offer you a payroll deduction option – be sure to ask your Costco representative for details. If you are unable to hold an on-site event at your company, we would be happy to provide you with these materials so that your employees won't miss out on the value of Costco membership. We will contact you soon to talk with you further about membership opportunities. In the meantime, please feel free to contact our Strongsville marketing manager, **Shelley Piuanno**, with any questions or to schedule your sign-up reception at **(614) 296-1096**.

MEMBER to MEMBER

The Chamber's "Member to Member" program encourages all Chamber members to be sure to patronize other Chamber members. It's a way to ensure that business stays "all in the family" and it's another way your Chamber membership pays you back. The Chamber receives numerous phone calls, e-mails, and letters who ask where to buy certain products and services. Of course, the Chamber recommends only its member businesses!

If you are a Chamber member and wish to participate in this program, please log in to the Members Only section of the Chamber's web site and visit the Member-to-Member Discount section. There are instructions and more details on the program there.

Some of the Members that participate in the Member to Member program are:

Frank Clarke Agency- up to 15% off of your insurance needs.

Forever Green Spruce Farms- 20% discount on trees.



Cleveland Pick-A-Part
12420 N. Station Rd.
Columbia Station, OH 44028
Call: 440-236-5031
info@clevelandpickapart.com



In this Newsletter, you will find your ballot for the 2009 Executive Officer Elections.

Running for office are as follows:

Debra Rose- President

Lou Price- Vice President

Patty Rolko- Treasurer

Lynne Cook- Secretary

For more information about these officers, you can visit the website and look under "Board of Directors".

BALLOTS DUE 12/16/09

**We would like to say thank you to our
2009 Contributing Members:**

Aikey Foundation, Forevergreen Spruce Farms,
Franklin Tax & Accounting Service, PGT Construction
Inc., RBK Publishing, Rural Lorain County Water
Authority, Kokosing Materials Inc., Gene's Place and
Seaway Bolt and Specials.

WELCOMING NEW PATIENTS

 **Frank J. D'Amico, D.D.S.
& Associates, Inc.**
Caring Comprehensive Dentistry

- EVENING APPOINTMENTS
- EMERGENCY CARE
- MOST INSURANCE ACCEPTED

693 W. BAGLEY RD. • BEREA 440-226-4242

Columbia Station, Ohio
Chamber of Commerce



Produced by Pepper Richardson- November 2009

**2009 Columbia Chamber of Commerce
Executive Board of Directors:**

President- Debra Rose

Vice President- Lou Price

Treasurer- Patty Rolko

Secretary- Lynne Cook

Directors: Wayne Brassell, Marnie Butler, Joe
Desmont, Ray Gurnick, Pepper Richardson,
Violet Seidel and Jim Wright

**Congressman Introduces COBRA Subsidy Extension
Legislation- HR Hero Alerts**

Representative Joe Sestak (D-Pennsylvania) introduced the Extended COBRA Continuation Protection Act of 2009 (H.R. 3930) this week in the U.S. House of Representatives. The proposed bill would extend the original federal COBRA subsidy created by the American Recovery and Reinvestment Act of 2009 (ARRA), which President Barack Obama signed into law in February.

Under ARRA, the federal government pays 65% of COBRA premiums for up to nine months for employees who were involuntarily terminated between September 1, 2008, and December 31, 2009. This subsidy is set to expire at the end of this year, and the subsidy will end in November for individuals who have been receiving it since March.

According to Sestak, the new subsidy would extend the total allowable time an individual could receive the COBRA subsidy by six months (from nine to 15 months); the subsidy to individuals who are involuntarily terminated between January 1, 2010, and June 30, 2010; and eligibility for traditional COBRA coverage an additional six months (from 18 to 24 months) for individuals who were terminated at the beginning of the recession in 2008. Under the proposed legislation, individuals who were enrolled in the original COBRA subsidy since February would continue to receive it until at least May 2010. Since the U.S. Department of Labor (DOL) released the high unemployment statistics for September, there has been a lot of speculation that Congress will extend the COBRA subsidy benefit. More specifically, White House Press Secretary Robert Gibbs has noted that Obama would look into whether the subsidy should be extended, and Democrats in the U.S. House of Representatives also indicated they would consider an extension of the subsidy. Please remember that this is newly introduced legislation, and at this time has NOT been enacted by the Senate and the House of Representatives.

The three great essentials to
achieve anything worthwhile are,
first, hard work; second, stick-to-
itiveness; third, common sense.

Thomas Edison

**CHAMBER MEETING & DINNER
Wednesday November 18, 2009**

Columbia Hills Country Club

16200 E. River Rd., Columbia Station

6:00pm- Dinner & Networking

6:45pm – Guest Speaker: KAISER

7:15pm - Meeting

Business attire required

RSVP Required by 11/15/09

RSVP: (440) 236-9053

GUEST SPEAKER:



KAISER PERMANENTE®

“Your business is *always* looking for new ways to help it flourish.” True statement? Of course it is. Here's a plan designed to make expenses go down and employee morale go up. The Columbia Chamber of Commerce and Kaiser Permanente are teaming up to offer your employees a special-rate health insurance and dental plan. New! It's FlourishPlan from Kaiser Permanente. Exclusively for business and trade associations like you, new FlourishPlan makes name-brand *affordable* insurance available to your employees. Finally, less-than-large companies and sole proprietors get to purchase benefits like the big guys. Please contact your insurance agent or take the next step by contacting Kaiser Permanente at 216-479-5226 for more information.



Schild's

34981 Royalton Road,

North Eaton, OH

OPEN MONDAY THRU FRIDAY

8 am ~ 8 pm

SATURDAY & SUNDAY 8 am ~ 6 pm

PHONE: 748-3751

President's Corner



By Debra Rose

In today's economy, many small business owners are thinking only about survival. In times of an economic downturn, businesses are forced to look at:

1. Entering new markets
2. Offer new products
3. Attracting new customers from their existing market

"3 Vital Keys to Grow Your Business in this Economy"

Aside from practicing everyday good business management practices, there are three vital things you can do immediately to help stimulate growth of your business in this economy.

1. **KEEP MARKETING**

When money is tight, there's a tendency to want to cut expenses across the board. One area you don't want to cut is your marketing and sales budget. Often, lack of advertising may send the message that you are no longer in business, or not fluid to prospective clients.

Take a fresh look at your marketing strategy, and see how you can reposition your company. Your marketing efforts also have to be tactical, in that you must identify industries and markets where buyers are in the buying cycle now. If your current marketing tactics were not working for you as well as you would like, reevaluate what you are doing and make changes.

2. **MANAGE YOUR MONEY**

Cash is the lifeblood of any business. Most businesses fail because they do not have enough working capital to pay their ongoing expenses. During a downturn, it is critical to have control over your receivables, inventory, operating expenses, and credit lines. A business should develop a twelve-month cash flow budget. Re-evaluate your budget to determine what needs to be readjusted to manage your cash flow during this economic downturn.

3. **GREAT CUSTOMER SERVICE: Your Secret Weapon**

During times of a recession, customers have to be completely satisfied or they will take their business elsewhere. The only real competitive edge you have over your competitors today is by offering great customer service. Any company can duplicate your products, prices and quality. However, they cannot take away your relationships with your customers.

Think about how you will create 'meaningful memories' for your customers, and put some thought into what you can do for your customers to make them feel special. How can you put your personal signature on the job? What will make you stand out from the competition?

Tips:

- Send motivational quotes or a "thought of the day" in your mailings.
- Enclose a piece of chocolate or sugarless gum in everything you send your customers.
- Put fun stickers on your packages and letters that express your personality.
- Do something unexpected to delight them.
- Think about what you are going to do today to make your customers' lives better.

HOW TO GROW YOUR BUSINESS

- Take a fresh look at and revise your marketing strategy
- Plan cash management activities
- Think about how you will create memorable customer service and memories



Member Spotlight



25070 Royalton Road
Columbia Station, OH 44028
www.frankclarkeagency.com

The Frank Clarke agency is the oldest family run insurance agency in Columbia Station. They specialize in offering competitive coverage's and prices for personal and commercial insurance solutions. They have found success by writing a wide range of property, casualty, and life insurance and offering world-class personal service. They offer such good service that most clients are second and third generation insured's.

The Frank Clarke Agency was established in the late 1930s by Frank Clarke, Sr. In 1969 Frank Clarke, Jr. took over the reins. In 1976 Frank, Jr. moved the agency to Columbia Station where it has been ever since. It is a completely family owned and operated business.

The current generation consists of Frank's son-in-law and daughter, Joe and Colleen Desmont. Joe currently serves as Vice President for the organization while Colleen is the Secretary / Treasurer. Recently, Joe and Colleen's daughter, Nichelle, has joined the agency as personal lines account manager. Nichelle will represent the fourth generation working in the agency and is part of the perpetuation plan. Frank has often preached that the insured always comes first. That is why the agency has been so successful. "The agency has and will always be a family run agency. We take pride in the fact that some of our insured's have been with us through two and three generations just as we have."

For more information, visit their website at www.frankclarkeagency.com or call them at 440-236-5041.



ChamberMaster®

Make sure you visit www.chamberlogin.com to see all of the benefits that are available to you as a Chamber of Commerce Member. If you don't have your user name or password, please feel free to contact the chamber at info@columbiastation.com

Some of the many FREE benefits available are:

- Members can enter their own Job Posting requests that are submitted to the chamber for approval
- Job Postings run according to their posted dates and are automatically removed from the website at the end of the run time.
- Members can enter their own Hot Deal requests that are submitted to the chamber for approval & automatically uploaded to the website
- Hot Deals run according to their posted dates and are automatically removed from the website at the end of the run time.
- Provide automatic Hot Deal eNewsletter Mailing List. Website visitors can sign-up to receive weekly updates
- Online Business Directory module with an informational web page for each member.
- Calendar of Events component that allows you to manage the invitation and registration process, track member participation, and automatically send e-mail reminders
- Information Request (Visitor Center) module routes leads to your business members and tracks advertising effectiveness



We would like to congratulate Jim Wright, of Wrights Catering for winning the 2009 Bright Star Award. When an event or a charitable cause comes up in the community, Jim is always first to say, "I can help". Jim and his entire family have been volunteering countless hours within our community: from Boy Scouts, 4-H, school, VFW and for the past several years helping the Columbia Chamber of Commerce with their many events. Jim has helped to grow our chamber from a struggling organization to a well-respected pillar in the community. We wish to say "THANK YOU JIM" for your tireless volunteerism and generous monetary support.

ADVERTISE FREE!

Members of the Chamber can have their business flyers inserted into our quarterly newsletter for FREE. This newsletter is distributed to over 600 businesses in the 44028 & 44044 zip codes. Contact the chamber to find out how you can advertise FREE!!! (440) 236-9053

MEMBER CALENDAR

11/12/09- 5:30 p.m. Columbia Branch Library- Linnette Goard, educator with the OSU Lorain County Extension Office, will share nutritional information on how to make your soups more heart-healthy. Come for taste samplings, too. Preregistration is required by calling them at 440-236-8751

11/14/09- 6:30 p.m. Columbia Hills Country Club Monte Carlo Night. Contact 440-236-5051 for additional information.

11/18/09- 6:30 p.m. Columbia Chamber of Commerce General Member Meeting featuring Kaiser Permanente. Contact 440-236-9053 or info@columbiastation.com for more details.

11/22/09- 6:00 p.m. Jr Ambassador Meeting at Columbia Town Hall. Contact 440-236-9053 or info@columbiastation.com for more details.

11/22/09- 7:00 p.m. Columbia Engine Show and Homecoming Festival Committee Meeting. Contact 440-236-9053 or email info@columbiastation.com for more information.

11/29/09- 5:00 p.m. Festival of Trees Opening Ceremony at Columbia Township Park.

12/16/09- 6:00 p.m. Columbia Chamber of Commerce General Member Meeting. Contact 440-236-9053 or info@columbiastation.com for more details.

If you don't see your event listed, please contact us at newsletter@columbiastation.com. We can get your event listed in the next newsletter and on the www.columbiastation.com website at no cost!



We would like to say welcome to our newest members of the Columbia Chamber of Commerce:

Schilds IGA

34981 E. Royalton Road
Grafton, OH 44044
440-748-3751

Royal Beginnings

25423 Sprague Road
Columbia Station, OH 44044
440-846-0140

www.royalbeginnings.com royalbeginings@yahoo.com

Musca Benefits

4052 Riveredge Road
Cleveland, OH 44111
216-251-9494

JohnMusca@gmail.com

If you would like information about the new members or the services that they offer, please feel free to contact the Chamber at info@columbiastation.com