



# MAYFIELD CHAMBER NEWS

## Mayfield Area Chamber of Commerce

Serving the communities of: Mayfield Heights, Gates Mills, Mayfield Village and Highland Heights

**JANUARY - 2012**

MONTHLY CHAMBER PROGRAM:

## The *mental\_floss* Story: How A Dorm Room Idea Became A Multimillion Dollar Business

Toby Malony, a lifelong media junkie, will present his program on how *mental\_floss* magazine has evolved from a dorm room dream into a fullfledged media company. Angel investor Toby Malony will give you an insider's view of this rapidly growing brand.

He is a graduate of John Carroll and received graduate degrees at Case and Miami University. Prior to joining *mental\_floss*, he held senior level communication positions at KeyCorp and SmithKline Beecham (now GlaxoSmithKline) in Cleveland, Philadelphia and London. Toby and his wife Melanie live in Russell with Leo, their Airedale terrier.

Date: Thursday, January 12, 2012  
Location: Hilton Garden Inn – Mayfield Village  
Address: 700 Beta Drive  
Time: 11:30am – 1:00pm  
Cost: \$20.00 per person

Please join your fellow chamber members for our first luncheon/program of the new year and RSVP by Monday, January 9th to the chamber voicemail at 216-556-4598 or e-mail Jim Spring at [jasspring@aol.com](mailto:jasspring@aol.com) or make payment to [www.mayfieldareachamber.org](http://www.mayfieldareachamber.org) and go to events/make payment on PayPal.

## “OUR TOWN & ALL AROUND” DINING BOOKS

Still “ON SALE” are the 2012 “Our Town & All Around Dining” plus more books. A portion of every book sold comes back to the chamber to help support our fundraiser programs. These books are on sale for \$28.00 each and can be delivered to your place of business by contacting Jim Spring at 440-449-5099 or e-mail Jim at [jasspring@aol.com](mailto:jasspring@aol.com). Make checks payable to: MACC.

# Happy New Year



**Mission Statement: To promote the growth of businesses in our communities and invest in programs that support our community development.**

Mayfield Area Chamber of Commerce  
1284 SOM Center Road #308 • Mayfield Hts., Ohio 44124  
216-556-4598 • [www.mayfieldareachamber.org](http://www.mayfieldareachamber.org)

## New Members

*Welcome New Members (December 2011)*

(Please cut out and insert into your member roster for future use)

### **Perrino Furnishings & Design, Inc.**

Lauren Perrino  
6163 Mayfield Road  
Mayfield Heights, OH 44124  
Furniture Store  
440-919-1000  
Fax: 888-881-3557  
e-mail: colleen@perrino.us  
Website: www.perrino.us

### **KeyBank – Lyndhurst**

Charles Payton/Ben Woodcock  
5637 Mayfield Road  
Lyndhurst, OH 44124  
Banking  
440-646-8612  
e-mail:  
Charles\_A\_Payton@keybank.com  
Website: www.key.com

### **Specialized Event Training**

George M. Phillips  
6682 Bramblewood Lane  
Mayfield Village, OH 44143  
Special Enhancement  
330-241-3926  
Fax: 440-461-9767  
e-mail:  
georgemichaelphillips@yahoo.com  
Website: www.setsmile.com

### **Nesco, Inc.**

Patrick J. Brainard  
6140 Parkland Blvd.  
Mayfield Heights, OH 44124  
Product-Management Company  
440-461-6000  
Fax: 440-449-3112  
e-mail: pbrainard@nescoinc.com

### **neo-pet, LLC**

Audrey Schmidt  
34555 Chagrin Blvd., Suite 200  
Moreland Hills, OH 44022  
Mobile imaging  
440-893-9949  
Fax: 440-893-9219  
e-mail: aschmidt@neo-pet.com  
Website: www.neo-pet.com

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## Roster Change

Change contact name for Park View Federal Savings:  
New manager: Marlene Zampedro  
e-mail:  
marlene.zampedro@myparkview.com

## Thanks to Marybeth Mack & Executive Caterers at Landerhaven

What a fabulous MACC Holiday Luncheon all enjoyed on December 7th and special “THANKS” to our Board Member, Marybeth Mack, Harlan Diamond and Staff of Executive Caterers. In attendance from the Cuyahoga County Children & Family Services were Latasha Brown and Chris McKinley who accepted several tablefuls of toys and gift cards for the “Giving Tree”. John Swartz, our MACC president, presented a check in the amount of \$10,000.00 to Jeff Leimgruber, president of Hillcrest Hospital (the final amount of our \$50,000.00 pledge from the chamber).

The Mayfield Area Chamber of Commerce 2012 Officers and Board of Directors were introduced and door prize winning tickets were called.

Thanks to all for their generous “giving tree” and door prize raffle gifts that were donated.  
(See photos).

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## Friendly Reminder for 2012

Thanks to all who have sent in their 2012 renewal dues and if you have not done so yet...  
the time is now. It will be greatly appreciated in this new year to do so.



## From the Executive Director

*Jim Spring*

RETAIN CUSTOMERS BY WALKING IN THEIR SHOES.....It's easy to take your eyes off an important and profitable aspect of your business: CUSTOMER RETENTION. And the first step in customer retention is providing a great customer experience. In order to understand things from your customers' perspective, it helps to step outside of your roll and pretend you are the customer.

Creating a great customer experience means fitting the right pieces together. Those pieces include the products you sell, your expertise, your sales technique and how you handle complaints.

Make them happy....provide optimal customer service....treat your customers as you would want to be treated. Keep your commitments. Realize that superior service can set you apart from your competition. Listen to your customers and act on their suggestions. Remember that your customers are the reason for your success. Reward and acknowledge employees who provide great customer service. Continually evaluate your level of service. Commit to being the best at what you do.

Remember why you got into business in the first place. If you love what you do, there's a better chance your customers will love the work you do for them.

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## 2012 MACC Officers and Board of Directors

### **President**

John Swartz – Hamilton Insurance

### **Vice President**

Donna Leseman – Morgan Stanley Smith Barney

### **Secretary**

Mary Jo Vleck – Charter One Bank

### **Treasurer**

Bruce Bechhold - Walthall, Drake & Wallace LLP

### **Board of Directors:**

Patti Bednar – Dollar Bank

Byron Crane – Crane Enterprises, LLC

Gayle Galvin – Hilton Garden Inn – Mayfield Village

Michael LaMarca – LaMarca's Master Pizza

Marybeth Mack – Hillcrest Hospital

### **Executive Director:**

Jim Spring – Creative Visions

## 2011 New MACC Members

We are delighted to have welcomed 36 new members to the chamber in the year 2011 and want to thank them for making the decision to join the Mayfield Area Chamber of Commerce. We look forward to seeing you at our monthly program meetings, after-hours-get-togethers, fundraising events and your involvement on our various committees.

Litigation Management, Inc.  
Tower 1 Partnership  
Cooperative Theatres  
Walthall, Drake & Wallace, LLP  
Brothers Printing Company  
Lawless Sales Assoc., LLC  
Rob Previte Agency  
Chicago Title  
Mona Lisa Salon & Spa  
Zeppe's Pizzeria of Highland Hts.  
Paragon Capital Group  
Phone Ambulance  
Purtill Financial, LLC  
Bogart, Cunix & Browning, LLC  
Raymond J. Salomone, M.D., Inc.  
Stonewater Materials, Inc.  
Perrino Furnishings & Design  
Nesco, Inc.

Embassy Suites-Beachwood  
Health 360  
MainStreet Computers  
Kane & Figler Optometry  
Five Guys Burgers & Fries  
FirstWatch Restaurant  
Lakeshore Dance & Gymnastics  
Cleveland Jewish News  
Mayfield Brainard Collision & Paint  
Paychex  
Liberty Mutual  
Medi-Bill, Inc.  
Mike N. Cirino & Son Landscaping  
Woodhawk Club Condominium Assoc.  
Aberdeen Crossings  
KeyBank – Lyndhurst  
Specialized Event Training  
neo-pet, LLC

# SCHOOL OF ROCK

**Grad School - Battle of the Bands  
East vs West**

**Come cheer on the East side band  
"Breakup Text"**

**(Chamber member Byron Crane will be part of the band)**

**Beachland Ballroom  
January 20th 9 - 11 pm**

**Brothers lounge  
January 28th 4:30 - 6:30 pm**



For more information contact Byron Crane at 440-552-2105 or [byron@craneenterprises.org](mailto:byron@craneenterprises.org)



Mayfield Area Chamber president, John Swartz, presents a check of \$10,000.00 to Hillcrest Hospital CEO, Jeff Leimgruber, which is the final payment of the \$50,000.00 pledged.



MACC president, John Swartz, and executive director, Jim Spring present toys for Cuyahoga County "Giving Tree" project.



2012 Mayfield Area Chamber of Commerce Officers, Board of Directors & Executive Director.

# UPCOMING EVENTS & MEMBER NEWS

## SAVE THESE DATES...

January 12

11:30am

The *Mental\_Floss* Story

Hilton Garden Inn - Mayfield Village

*Submit your upcoming event or member news! E-mail to: [byron@craneenterprises.org](mailto:byron@craneenterprises.org).*

*Copy must be in a word document and any photos must be a separate file. Copy may be edited for content and space restraints.*

*Please patronize our members. To place an ad, call: (216) 556-4598.*



**(440) 461-0770**

355 Bishop Road  
Highland Heights, OH

### COMMERCIAL STORAGE

DOCUMENTS • INVENTORY • OFFICE  
FURNITURE

*FREE MONTHLY PICK UP AVAILABLE!*  
**DOOR ALARMS • CLIMATE CONTROL**  
*Residential Storage Also Available*

*Deacon's*  
"The dealership that service built"



**Jeep**

835 SOM Center Road Mayfield Village, Ohio  
(440) 442-0424 [deaconschrysler.com](http://deaconschrysler.com)

### 2011 Board of Directors

#### Officers:

President - John Swartz 440-461-8010  
Hamilton Insurance Agencies

Vice-President - Donna Leseman 216-523-3110  
Morgan Stanley Smith Barney

Secretary - Mary Jo Vleck 440-461-1360  
Charter One Bank

Treasurer - Bruce Bechhold 440-255-4300  
Walthall, Drake & Wallace, LLP

#### Board of Directors:

Patti Bednar 440-442-7753  
Dollar Bank

Byron Crane 440-552-2105  
Crane Enterprises, LLC

Gayle Galvin 440-646-1777  
Hilton Garden Inn - Mayfield Village

Michael LaMarca 440-449-1516  
LaMarca's Master Pizza

Marybeth Mack 440-312-4784  
Hillcrest Hospital

#### Executive Director:

Jim Spring 440-449-5099  
Creative Visions Cell 216-402-4167  
Fax 440-449-5869