604 W. WASHINGTON STREET, SANDUSKY, OH 44870 (419) 625-6421 ERIECOUNTYCHAMBER.COM



MESSAGE FROM THE PRESIDENT

Good Morning Chamber Members,

As you are reading this, democracy is in full swing and your votes are being counted. No matter the outcome we must all move ahead and defeat this virus so we can put the economy back on track.

More importantly we must unite and put all divisiveness behind us as we work together to fix the many problems that we know exist. We are better than this!

Now let us come together to show the rest of the world how it's done.

Warm Regards,

Pamela Smith-Droll, CEO

James Smith-Diall

Erie County Chamber of Commerce

604 W. Washington Street

Sandusky, Ohio 44870

Office: 419-625-6421

Email: pamelas@eriecountychamber.com

UPCOMING CHAMBER EVENTS:

First-Time Supervisor:
Preparing for High-Performance
Leadership

When: Wed., November 18 Time: 9:00am - 12:00pm

Where: Erie County Chamber of

Commerce

Click here to learn more

First-Time Supervisor:
Preparing for High-Performance
Leadership

When: Tues., December 1
Time: 9:00am - 12:00pm

Where: Erie County Chamber of

Commerce

Click here to learn more

Looking for Member Events?

Click here.



"FAILURE DEFEATS
LOSERS, FAILURE
INSPIRES WINNERS." ROBERT T. KIYOSAKI



HOW TO RESPOND TO NEGATIVE REVIEWS

Bad reviews can happen to any business, and how you respond matters. Potential customers are not just reading what others have to say about your business; they also read how you reply to that feedback. According to one study, 97% of consumers read company responses to reviews, according to a <u>BrightLocal survey</u>.

No matter how damaging negative reviews can be, don't be tempted to include a nondisparagement clause in your contracts. BBB warns that such clauses erode consumer trust and could land you in hot water with the Federal Trade Commission. Whether good or bad, honest reviews should be welcomed as an opportunity to build trust.

The importance of honest criticism

Open and honest communication is a necessary part of an ethical marketplace, in which both businesses and customers benefit from genuine customer reviews. When customers have access to honest reviews, they're able to make informed decisions about where to spend their money, and businesses have an opportunity to address their shortcomings, improve their reputation and rebuild trust.

Tips for handling negative reviews of your business:

- Respond promptly to negative reviews. Prospective customers consider the newest reviews to be the most relevant and accurate, and they could interpret a lack of response as a business' lack of interest in a customer's concerns. Consistently monitor reviews on various websites, so you can quickly respond to negative comments.
- Be respectful when responding to negative comments. You should avoid making denials or excuses, even if you have a different perspective on the events. Acknowledge their concerns, apologize for the mistake and illustrate that you value customer feedback as an opportunity for you to improve.
- Be sure to claim your business profiles. Claim your profiles on as many platforms as possible. This will allow you to respond to comments and reviews. On some platforms, managing your profile includes being able to appeal negative reviews.
- Tell the customer how to contact you. Responding online is important, but it can feel impersonal for the customer. When you talk to a customer one on one, they'll know that you genuinely listened to their concerns. This also gives you a chance to reach a resolution that makes both you and the customer satisfied.
- Businesses can remove or prohibit reviews that are considered abusive, vulgar or threatening. The CRFA protects a customer's right to leave honest reviews, but it does not protect reviews that could be genuinely harmful. For example, it does not permit reviews that reveal sensitive information about a business or its employees, nor does it permit inappropriate language like racial epithets.
- Encourage customers to leave reviews on BBB.org. At BBB, customers are able to post feedback about marketplace experiences with businesses, brands and charities. Just like our complaints, reviews are vetted by BBB team members and sent to the business before they are published online.
- Give it time. Customer place emphasis on recent reviews, meaning bad reviews will become less important as time goes on. According to the BrightLocal survey, more than 80 percent of people thought reviews more than three months are not as relevant. Time is even more of the essence with younger people. About 60 percent of 18 to 34 year-olds only consider reviews written in the past two weeks. Ensure your reviews are recent by encouraging clients to leave reviews.

To learn more about customer reviews, read <u>Better Business Briefing: The power of customer reviews on small businesses</u>.

MEMBER HIGHLIGHT: WELL FIT



At WellFit Rx, we are committed to helping you achieve your goals and you becoming your greatest version. We work with all skill levels and meet clients where they are on their journey. We just ask that

you have a goal, positive attitude, and are willing to work hard. We achieve success with clients by using simple and effective principles that can be applied to your daily routine. We are big believers in consistency, commitment, and creating goal oriented habits.

For more information, contact WellFit RX at:

- Online: https://wellfitrx.org/
- Facebook: <u>Facebook.com/WellFitRxUSA</u>
- By Email: dustin@wellfitrx.org

MEMBER HIGHLIGHT: CT ELECTRICAL SERVICES LLC

CT Electrical Services LLC was founded 1995 and has been a member of <u>Angie's List</u> since February 2012. They offer commercial, residential and industrial electrical work.

Visit CT Electrical Services LLC at:

- In-Person: 210 W. Perkins Ave Ste 2, Sandusky, OH
- Phone: (419) 202-4980
- Angie's List: <u>CT Electrical Services LLC</u>
- Google: CT Electrical Services LLC



Steve Worful

Local Guide · 20 reviews

★★★★★ 5 months ago

Positive: Professionalism, Punctuality, Quality, Responsiveness, Value

CT electrical did a fantastic job. On time and very professional. Quality parts and work. I will only use them again. Even cleaned up better then it was before they started. 5 🗱 🗱 🗱



"WHAT THE MIND OF MAN CAN CONCEIVE AND BELIEVE, IT CAN ACHIEVE."

- NAPOLEON HILL



"IDENTIFY YOUR
PROBLEMS BUT GIVE YOUR
POWER AND ENERGY TO
SOLUTIONS."

- TONY ROBBIN

MEMBER HIGHLIGHT: W Your CBD Store



Your CBD Store is located at 3104 Milan Road, Sandusky, Ohio. We are the only dedicated CBD store & carry only the top products. We carry CBD water soluble, CBD oil, CBD Tinctures, CBD edibles, CBD Vape products, CBD pet care,

CBD skin care, and CBD Topical cream. Our products are derived from 100% organic, non-GMO industrial hemp. Stop in to see us and learn more.

For more info, contact Your CBD Store Sandusky at:

- In-Person: 3104 Milan Road, Sandusky, OH
- Online: http://Sandusky646.cbdrx4u.com/
- Facebook: Facebook.com/YourCBDStoreSanduskyOH
- By Phone: (419) 975-2071

MEMBER HIGHLIGHT: ERIE GROUP OF COMPANIES



Erie Group of Companies includes Erie Blacktop and Pegasus Trailers. We are not only a paving contractor, but we also manufacture Live Bottom Trailers and Truck

Bodies, Race Trailers and Horse Trailers at our manufacturing facility in Sandusky, Ohio

Visit Erie Group of Companies at:

- In-Person: 4507 Tiffin Avenue, Sandusky, OH
- Phone: (419) 625-7374
- Facebook: <u>Facebook.com/eriegroupofcompanies</u>
- By Email: sales@erieblacktop.com

OHIO SMALL BUSINESS RELIEF - FIRST COME, FIRST SERVED

\$125 Million Grant Program Will Help Ohio Small Businesses

Ohio Governor Mike DeWine and Lt. Governor Jon Husted today announced a \$125 million grant program to help small businesses that have been harmed by the effects of COVID-19.

The grants will provide \$10,000 to small businesses in Ohio with no more than 25 employees. The program will be administered by the Ohio Development Services Agency.

Eligible businesses that are approved to receive grants can use the money for a variety of expenses, including mortgage or rent payments; utility payments; salaries, wages, or compensation for employees and contractors; business supplies or equipment; and other costs.

To ensure the grants are spread throughout the state, \$500,000 will be set aside for businesses in each of Ohio's 88 counties. As businesses in each county are approved for funding, the \$10,000 grants will be awarded on a first-come, first-served basis. When a county's allocation is depleted, businesses in that county will be eligible to receive grants from the remaining funds in the overall grant program. If businesses in a county do not deplete the county's allocation within 21 days after the application period opens, the remaining funds will become available to businesses statewide.

"Small businesses and their employees are an important part of the fabric of life in Ohio, and these funds will help sustain them now so they are with us for years to come," said Lydia Mihalik, Director of the Development Services Agency.

The application opens November 2 at <u>businesshelp.ohio.gov</u>. Funding for the program is contingent on approval by the Ohio Controlling Board.

BUSINESS AFTER HOURS STARTING IN JANUARY 2021

We will officially start our Business After Hours in January 2021.

We will have 12 Business After Hours scheduled once a month on Tuesdays from 5pm-7pm. Any of our Chamber Members can Sponsor. This will be a First Come basis to lock in your Business After Hours Event.

You will be able to be creative with a theme that would showcase your business. As a Sponsor for each Business After Hours your Business would provide the food and drinks for the event!

CONTACT PAMELA AT PAMELAS@ERIECOUNTYCHAMBER.COM OR CALL HER DIRECTLY AT (419) 625-6421



"A BUSINESS HAS TO BE INVOLVING, IT HAS TO BE FUN, AND IT HAS TO EXERCISE YOUR CREATIVE INSTINCTS."

- RICHARD BRANSON



"THE ROAD TO SUCCESS
AND THE ROAD TO FAILURE
ARE ALMOST EXACTLY THE
SAME."

- COLIN R. DAVIS

THE LOCAL IMPACT OF A CHAMBER OF COMMERCE

The Value of Chambers of Commerce for Businesses

Exact numbers on the impact a chamber has on the local economy are difficult to measure. However, a study conducted by the Shapiro Group out of Atlanta, GA shows how a chamber membership directly impacts sales within the community, thus the local economy. For instance, people are 36% more likely to purchase insurance from a member of the chamber. Likewise, a shopper is 44% more likely to purchase from an automobile dealership that is a member of the chamber, according to the Shapiro Group study.

A STUDY CONDUCTED BY THE SHAPIRO GROUP FOUND THAT CONSUMERS WERE 49% MORE LIKELY TO THINK FAVORABLY OF A BUSINESS IF THEY WERE A MEMBER OF A CHAMBER OF COMMERCE.

A local chamber of commerce can impact a community through business celebrations, business gatherings and sponsored events. Additionally, a chamber can advocate on many local issues-from education to business.

Impact on Small Business Owners and Entrepreneurs

Many consider small businesses the heart of the chamber of commerce-with good reason. Small businesses can potentially see a boost to their own bottom line by aligning with a chamber. The Shapiro Group also found that consumers were 49% more likely to think favorably of a business if they are a member of the chamber of commerce. Additionally, 80% of the respondents in the survey were more likely to purchase goods or services from the company in the future.

Here is just one example-Sam James, Owner and Funeral Director for James Funeral Services in Huntersville, NC offered a local business owner's perspective on how being a member of the local chamber can benefit business. He said, "Our membership with the Lake Noman Chamber of Commerce has been invaluable. The Chamber is a conduit that connects us not only to business leaders in our community, but to the public as well. We enjoy numerous networking events a well as the educational programming the Chamber has to offer.

Joining the Erie County Chamber of Commerce is a straightforward process, starting with an Application and Dues Payment. **Contact Pamela at (419) 625-6421 to get started.**

Shop Small & Support Local



ALL HANDS ON DECK

IN SUPPORT OF ENTREPRENEURSHIP

In continuation of our All Hands on Deck theme, ECEDC is putting the spotlight on forward thinking entrepreneurs. Read our blog series, All Hands on Deck in Support of Entrepreneurship, to learn how ECEDC supports innovative entrepreneurs and how they were able to pivot and remain relevant, all while helping the community, during these uncertain times.

READ BLOG

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- **R.V. & Motorcycle Loans**
- Mortgage Loans
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- Online Banking
- Popmoney
- Mobile AppChecking Accounts
- Value Checking Plus Accounts
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- Depository accounts insured up to \$750,000*



* All depository accounts are insured up to \$750,000. The first \$250,000 of insurance is provided by NCUA's National Credit Union Share Insurance Fund. An additional \$500,000 is made available through private insurance from Excess Share Insurance Company.

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2402 University Dr. Huron, OH 44839

SANDUSKY

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1607 State Rd., Ste. 11 Vermilion, OH 44089

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ERIE COUNTY CHAMBER OF COMMERCE MEMBER BENEFITS



There are dozens of membership benefits for Erie County Chamber of Commerce. Check out the perks by clicking the link below and discover how we can help you and your business grow.

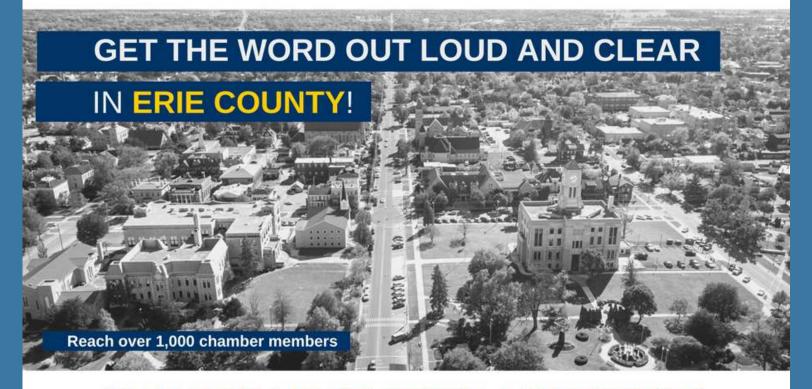
Click Here To View The Flyer

Want to prompt your business all year long with a banner ad?

Contact Pamela at PamelaS@eriecountychamber.com.



GET STARTED TODAY! CALL: (419) 625-6421



CHAMBER NEWSLETTER ADVERTISING

HELPING TO PROMOTE YOUR BUSINESS IN YOUR OWN BACK YARD!

The Chamber Newsletter is published bi-weekly and distributed electronically to over 1,000 readers at over 400 businesses. As the organization's primary source of communication, the newsletter updates educational and networking opportunities and other upcoming events; highlights member news, and offers one of the most popular forms of advertising. The newsletter is available on the Chamber's website and archived issues are always available. Click here to navigate to our Chamber Newsletter.

PURCHASE (1) BLOCK AD FOR AN ENTIRE YEAR FOR JUST \$1,200

Purchase a 2nd block ad for just \$800 more (total \$2,000) to have more space to:

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- Showcase your business
- Share photos of your business
- Introduce your employees

The best part of this deal is being able to <u>change your messaging 6 times during the year!</u>
The first block ad is 8.5" wide by 2.65" high. The second block ad size varies.

CONTACT PAMELA TO GET STARTED! PamelaS@ErieCountyChamber.com or call (419) 625-6421



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FOR IMMEDIATE RELEASE

Contact:
Rich Hohler, Hohler Furnace & Sheet Metal (419) 625-7474
rich@hohlersheetmetal.com

Hohler Furnace & Sheet Metal, Inc. Named to Circle of Champions by Bryant Heating & Cooling Systems

Sandusky, Ohio 10/2020 – Hohler Furnace & Sheet Metal, Inc. was recognized for its commitment to excellence with a spot in the coveted 2020 Circle of Champions by Bryant Heating & Cooling Systems, a leading supplier of heating, ventilation and air conditioning (HVAC) equipment, and a part of Carrier, a leading global provider of innovative HVAC, refrigeration, fire, security and building automation technologies.

"Providing outstanding home comfort equipment and service have become cornerstones for the Bryant® brand," said Chris Nelson, president, HVAC, Carrier. "A large part of our success comes from dealers, like Hohler Furnace & Sheet Metal, Inc. who have adopted the Bryant Whatever It Takes® philosophy to ensure their customers' home comfort needs come first. We're honored to recognize Hohler Furnace & Sheet Metal, Inc. in our Circle of Champions this year."

The Bryant Factory Authorized Dealers recognized as members of the Circle of Champions are selected on overall growth of Bryant-branded product purchases, high-efficiency and indoor air quality equipment purchases, customer satisfaction and participation in various dealer programs and promotions.

This year, 102 Bryant Factory Authorized Dealers throughout North America were named to the Circle of Champions.

To learn more about Hohler Furnace & Sheet Metal, Inc., call (419) 625-7474 or visit www.hohlersheetmetal.com. Visit www.bryant.com for additional information on the Bryant Circle of Champions program.



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FOR IMMEDIATE PRESS RELEASE

Contact:

Kristin McLaughlin Payne Nickles & Company CPAs (419) 668 - 2552 | Ext. 233 kristinm@pncpa.biz

Payne, Nickles & Company is merging with Van Dootingh, Mosher, Mellen & Co.

October 23, 2020 - Sandusky, Ohio - Payne, Nickles & Company is excited to announce that we are merging our practice with Van Dootingh, Mosher, Mellen & Co. effective November 1, 2020.

Both organizations are similar in culture, approach, and client focus. They have built long-term relationships with clients through personal attention, partner involvement, and continuity of client service teams. Team work and combining resources to be responsive to each client's needs are a priority. This new association will provide greater resources to accomplish these objectives.

As of November 1, both firms will operate as Payne, Nickles & Company. Business will be conducted at the current Payne, Nickles & Company locations at 257 Benedict Ave., Bldg. D, Norwalk, OH and 422 West Market Street, Sandusky, OH.

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Payne Nickles & Company CPAs 257 Benedict Ave, Bldg D Norwalk, Ohio 44857 U.S.A. (419) 668 - 2552 (800) 860 - 0152 Fax: (419) 663 - 3637 www.pncpa.biz



FIRST-TIME SUPERVISOR:

Preparing for High-Performance Leadership

SEMINAR





Erie County Chamber of Commerce 604 Washington Street Sandusky, OH 44870

REGISTRATION

\$20 PER PERSON (419) 625-6421 eriecountychamber.com



Kitty Brandal, PhD President & Program Architect Corporate Compass Training, LLC

ABOUT THE SEMINAR

Are you ready to take your next step? Are you ready to become a high-performance supervisor or manager?

This program is for new supervisors or for supervisors who haven't received much formal leadership training in their career. This is also a great refresher for people who have been in leadership positions for a while. We will discuss:

- What does a supervisor actually do?
 The transition from peer to manager.
- What great leaders do and don't do!
 Motivating team members.

A leadership style self-assessment is also being offered in this program. There will be no extra fee for this insightful assessment! We will discuss the various styles, strengths, and challenges of each style.

This workshop will offer participants a broad overview of some of the most important responsibilities of a leader today. Leadership competencies are learned on-the-job every day. However, having a new set of tools (or a renewed set) can significantly enhance a leader's competency. New supervisors who attend this training will be better prepared to take on the challenges of their new responsibilities much sooner. We use a video in this session to break down various leadership styles. People have reported being much more comfortable taking on their role of supervisor/manager after going through this workshop!

MEET OUR SPEAKER

Dr. Kitty Brandal is an experienced independent trainer who has been training and developing people for over 25 years. She is the President of Corporate Compass Training, LLC. She specializes in emotional intelligence and leadership development. Corporate Compass offers interactive training workshops in emotional intelligence, diversity, conflict management, customer service, and many other programs that can bring harmony to the workplace and positively impact your bottom line.



FOR IMMEDIATE PRESS RELEASE

Contact:

Jessica Barnett, Marketing Content Specialist (419) 202-3981 marketing@civista.bank

Civista Bank has been named one of the Best Banks to Work For in 2020

Sandusky, Ohio (October 28, 2020) - Civista Bank has been named one of the Best Banks to Work For in 2020.

"We are honored to receive this recognition for the eighth year in a row, said Dennis Shaffer, Civista Bank CEO and President. "A large part of Civista's success as a financial institution can be attributed to our employees. Our company culture encourages, elevates and empowers employees to become trusted financial leaders in their communities. Investing in our employees and work culture allows Civista to better serve our customers," added Shaffer.

The Best Banks to Work For program, which was initiated in 2013 by American Banker and Best Companies Group, identifies, recognizes and honors U.S. banks for outstanding employee satisfaction. Full results of this year's program are available at **American Banker** and in the November issue of American Banker Magazine.

"One of the critical factors in a bank's success is how it treats its employees. This year's list honors those institutions which have gone above and beyond to invest in employees' personal and professional growth," said Alan Kline, editor in chief of American Banker.

Determining the Best Banks to Work For involves a two-step process. The first step involves an evaluation of participating companies' workplace policies, practices, and demographics. In the second step, employee surveys are conducted to directly assess the experiences and attitudes of individual employees with respect to their workplace. The combined scores determine the top banks and the final ranking.

To go directly to a full list of this year's winning banks, <u>click here</u>.

Best Companies Group managed the overall registration and survey process and also analyzed the data and used their expertise to determine the final ranking.

The program is open to commercial banks, thrifts, savings banks and other chartered retail financial institutions with at least 50 employees in the United States. For more information on eligibility or other questions related to the Best Banks to Work For program, visit www.BestBankstoWorkFor.com or contact Gabriela Marushak at 717-323-5217.

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About Civista Bank

Civista Bank is the banking subsidiary of Civista Bancshares, Inc., a \$2.8 billion financial services holding company headquartered in Sandusky, Ohio. For over 135 years, Civista has provided banking services and today serves the needs of consumer, business, mortgage and wealth management customers with locations throughout Northern, Central and Southwestern Ohio, Southeastern Indiana and Northern Kentucky. To learn more, visit www.civista.bank.





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- · Seasonal outdoor pool
- · Free WiFi
- 24-hour business center



Hampton Inn Central

6100 Milan Road (U.S. 250) Sandusky, Ohio 44870

- Trip Advisor top rated hotel in Sandusky
- 24 hour front desk
- · Complimentary breakfast
- Indoor Pool / Spa Tub
- · Fitness Center
- · Mini-fridge and microwaves in each room
- · Room service available
- · Free weekday newspapers
- Free WiFi
- 24-hour business center



Tru by Hilton

6110 Milan Road (U.S. 250) Sandusky, Ohio 44870

- New vibrant facility
- 24 hour front desk
- · Complimentary "Top It" breakfast
- · Outdoor veranda with fire pit
- · Social lounges with media wall
- Indoor pool
- · Fitness center
- Free WiFi
- · Business center





