

the Connection



get
Plugged
in...



board and
committee rosters



dates to remember



from the president



profile circuits



member benefits &
discounts roster



to your health



investment ideas

“State of the Townships. . .Bath & Copley

Monday, March 14, 2011

Hilton Akron/Fairlawn • 3180 W. Market Street • Fairlawn, OH
11:00 a.m. Networking • 11:45 a.m. -1:00 p.m. Luncheon
RSVP by March 10th to: 330-777-0032 or marketingplus@roadrunner.com



Bath Township is located on the western edge of Summit County next to Medina County. The township was founded in 1818 and comprises approximately 23 square miles. The majority of the Township is zoned residential with the Montrose commercial district to the south. Home to Hale Farm and Homestead, Bath residents enjoy the rural atmosphere of Western Reserve heritage and the notable historical hamlets of Ghent, Bath Center and Hammond's Corners. Recognized as one of only nineteen “Nature Friendly Communities” in the nation, Bath’s stewardship of Yellow Creek is widely known. Bath Township maintains four parks (Bath Community Activity Center, Bath Baseball Park, Bath Hill Park and the award winning Bath Nature Preserve) in the community as well as having Cuyahoga Valley National Park as its neighbor to the east. Bath’s park land is over 487 acres.

Revere Local Schools serves the majority of Bath Township and has earned an “Excellent” rating, the highest rating possible, for the District’s performance on the Ohio Department of Education’s Local Report Card for the past 10 years.

Bath’s Mission Statement: Bath Township is dedicated to excellence in providing prompt, appropriate public services to its citizens, by encouraging honest, responsive, sensitive and professional services to the community and by recognizing the community’s history of independence, self reliance and tradition since 1818.

Founded in 1819, **Copley Township** is located in the western portion of Summit County, and is a large urban Township with over 14,000 residents. The majority of the Township is zoned residential however; there are large areas of commercial and industrial development. Most of Copley Township falls within the Copley-Fairlawn City School District, which boasts an “Excellent with Distinction” district rating on the 2009-2010 District Report Card from the Ohio Department of Education. The mission of Copley Township is to maintain a sense of community; to provide the highest level of service and programs that will enhance the quality of life for all businesses and residents.



Don Iannone
Speaker

April General Meeting / Luncheon Monday, April 11, 2011

Hilton Akron/Fairlawn - 3180 W. Market Street
11:00 a.m. Networking • 11:45 a.m. -1:00 p.m. Luncheon
RSVP by April 7th to: 330-777-0032 or marketingplus@roadrunner.com

Don Iannone is the owner of two Greater Cleveland area businesses. The first, Donald T. Iannone & Associates, develops economic development strategies for communities, regions and states. He is currently working in Seattle, Washington and three other locations. He is also providing consulting services to the U.S. Department of Interior. His second business, Wisdom Workers, helps organizations and leaders approach their work with greater wisdom and emotional intelligence. Don’s educational background includes undergraduate studies in Anthropology and Psychology at Cleveland State University, and graduate studies in Organizational Behavior, Economic Development, and Consciousness Studies respectively at Case Western Reserve University, University of Oklahoma, and the University of Philosophical Research in Los Angeles. Don is a published poet and photographer. He shares his poetry through readings and performances, and has exhibited his photographic work at various venues in Northeast Ohio. He and his wife recently moved to Bratenahl, where they live on the lake with their three cats.

member
Roster circuit

Interested in expanding your networking opportunities by participating on a FACC committee? Please call the chair of the committee you are interested in joining.

2010-2011

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Polly Riffle

Executive Director

dates to **Remember**

**March General Meeting / Luncheon
Monday, March 14, 2011
"State of the Townships"**

Bath & Copley
Hilton Akron/Fairlawn
3180 W. Market Street
Fairlawn, OH 44333
11:00 a.m. Networking
11:45 a.m. -1:00 p.m. Luncheon
RSVP March 10th to:
330-777-0032
marketingplus@roadrunner.com

**Networking Before 9:00
March 15, 2011**

Russell Cellular-Verizon
2855 W. Market Street
Fairlawn, OH 44333
7:00 a.m. - 9:00 a.m.
RSVP by March 14th to:
330-777-0032
marketingplus@roadrunner.com

**After 5
March 23, 2011**

Laser Quest
80 Brookmont Road
Akron, OH 44333
5:00 p.m. - 7:00 p.m.
RSVP by March 22nd to:
330-777-0032
marketingplus@roadrunner.com

**ALL RESERVATIONS TO: 330-777-0032
or marketingplus@roadrunner.com**

Don't forget...Power Networking starts at 11:00 am before every luncheon meeting. Bring your business cards and join us!

Any member that would be interested in hosting an "After Five", please contact Bill Kirk, Single Number Communications, 330-237-1111 or a "Networking Before Nine" please contact Terry Meinen, Primerica 330-644-9910.

**April General Meeting / Luncheon
Monday, April 11, 2011**

Speaker: Don Iannone
Hilton Akron/Fairlawn
3180 W. Market Street
Fairlawn, OH 44333
11:00 a.m. Networking
11:45 a.m. -1:00 p.m. Luncheon
RSVP by April 7th to:
330-777-0032
marketingplus@roadrunner.com

**After 5
April 12, 2011**

First Watch
3265 W. Market Street
Akron, OH 44333
5:00 p.m. - 7:00 p.m.
RSVP by April 11th to:
330-777-0032
marketingplus@roadrunner.com

**Networking Before 9:00
April 21, 2011**

Copley Health Center
155 Heritage Woods Drive
Copley, OH 44321
7:00 a.m. - 9:00 a.m.
RSVP by April 20th to: 330-777-0032
marketingplus@roadrunner.com

rsvp **Now**

Your reservations are important to us! Please call the chamber at 330-777-0032 or email to info@fairlawnareachamber.org for all events!



Lenny Morella

**Thank You
for your years
of service on our
Board of Directors.**



Paula Chesser
Robert W. Baird & Co.

from the president



First, let me begin by thanking everyone for the great past year. I have been a member of the Chamber for over 20 years, and I don't think it has ever been better than it is now. We have more members, and they are more active and involved than ever before, thanks to a great Membership Committee, headed by Leslianne Love. The Holiday Auction, which set another record this year, did such an outstanding job, in spite of the threatening snow storm. We had the highest attendance ever at the meeting and raised exactly \$20,000 for the Chamber and for two of our charities – Open M & Stewart's Caring Place. Thanks again Terry Meinen, from Primerica, Chairman for the Holiday Auction.

I also want to thank the tremendous Board of Directors that I have had the pleasure of working with the past year. They have been a great help and will continue to serve the Chamber well in the coming year. Dave Pelland, who will serve as President, is an astute business owner who will work selfishly for the Chamber this next year. He has already done a great job as President Elect with acquiring the speakers during the 2010-2011 year.

And of course, none of this would be possible without the tireless efforts of our Executive Director, Polly Riffle. She is the glue that holds it all together and makes it work.

This has been a great opportunity for me to serve you as your President this past year, and I just wanted to thank everyone. See you at the next meeting!!

Tim Walters, CPCU, CIC
Walters & Hanna Insurance Agency • 330.668.2300



What Does Abraham Lincoln Know about Closing More Sales?

It's been reported that Abe once said, "If I had six hours to chop down a tree, I'd spend the first four sharpening the axe." While closing sales isn't exactly like chopping down a tree, there are similarities.

To slice through the layers of bark and into the core wood, lumberjacks use an axe - Abe suggests a very sharp axe. To "slice" through suspects and get to real prospects, i.e., separate real selling opportunities from those that only look good on the surface, salespeople also have an axe—qualifying questions.

So, how sharp are your questions? Do they cut through the smokescreens prospects often put up to fend off overzealous salespeople? Do they get to prospects' core concerns and discover the reasons they would buy from you?

Do your questions tiptoe around money issues or do they cut to the heart of the matter and uncover exactly how much prospects are willing and able to invest to obtain your product or service?

Do your questions cut into the process by which prospects will make their buying decision, and more specifically, identify what they will need to see and hear from you to be confident enough to award the business to you?

If your questions aren't sharp, you'll spend a lot of time chipping away at opportunities, but have few sales to show for your efforts. Take Abe's advice and spend some time sharpening your axe. After all, it's the primary tool of your trade.

Dean Langfitt with Sandler Training at The Ruby Group drives people in business into the habit of winning.

Thank You! Spa at Yellowcreek!



At the February luncheon, Open M and Stewart's Caring Place receive their "BIG" Checks from the auction proceeds.



Networking Before 9

membership news

January & February New Members 2011



Leslianne Love
Membership Chair
Old Carolina
Barbecue



January New Members

Leslianne Love, Old Carolina Barbecue Company, Membership Chair; Kelly Carey, Gophers Ohio Xpress, Inc.; Dan Thoryk, Visual Inception; Carolyn Crocker, Akron Senior Magazine; and Tim Walters, Walters & Hanna Insurance, Inc., FACC President.



February New Members

Front Row-Leslianne Love, Old Carolina Barbecue Company, Membership Chair; Paula Lewis, Junk Away; Debbie Cochrane, IRACE Automotive; Red Cirino and Colleen Nerlich, In Flight Ballroom Dance Co.; Carl Thompson, Lifestyle Chauffeur & Limousine Service; Tim Walters, Walters & Hanna Insurance, Inc., FACC President. Back Row-Cyndi Kane, RE/MAX Crossroads Properties; Steve Kurtz, Cardinal Retirement Village; and Kit Arn, Robeks.

Foxtrot Papa Management

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julieamsden@mac.com
Management

Visual Inception

Dan Thoryk
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www.digitalvisualinception.com
Digital Advertising

In Flight Ballroom Dance Company

Red Cirino
2872 W. Market Street
Suite D
Fairlawn, OH 44333
330-945-4070
reddfish@aol.com
inflightballroom.net
Professional School Ballroom Dance

RE/MAX Commitment

Cyndi Kane
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330-606-6041
330-923-0472 (Fax)
cyndi@cyndikane.com
www.cyndikane.com
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Ye Olde Clippe Shoppe

Colleen Nerlich
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www.yeoldeclippe.com
Dog & Cat Grooming

Lifestyle Chauffeur & Limousine Service

Carl Thompson
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Copley, OH 44321
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carl@lifestylelimousineservice.com
www.lifestylelimousineservice.com
Limousine Service

Robeks

Kit Arn
3757 West Market Street
Akron, OH 44333
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robeksofmontrose@aol.com
Nutrition Drinks

Victim Assistance Program

Missy Klein
150 Furnace Street
Akron, OH 44304
330-376-0040
330-376-0851 (Fax)
mklein@victimassistanceprogram.org
Non-Profit

Hudson's Restaurant

Kendra Altomare
3900 Medina Road
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330-666-7777
3chefs@3foodies.com
www.hudsonsrestaurant.com
Restaurant

IRACE Automotive

Debbie Cochrane
2265 W. Market Street
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Automotive Repair

First Watch

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Attorney

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paula@4junkaway.com
www.4junkaway.com
Hauling Services



The Intersection of Social Media and Employment Law

Social networking websites such as Facebook, LinkedIn, and Twitter have exploded in popularity in recent years. These websites provide many possible benefits to companies, such as inexpensive marketing and increased customer contact. There are risks associated with social media use, as well, however which employers need to consider. Risks include employee productivity issues, privacy claims, and possible liability for employees' inappropriate posts about the company and co-workers.

Given the potential benefits and risks of social media use, what should employers do? Developing a clear, written social media policy is critical. Whether the employer decides to encourage, regulate or ban the use of social media, it should make its expectations clear to employees. Employees must be given notice if their employer intends to monitor social media use, thereby clearly addressing whether and to what extent employees have an expectation of privacy in their social media use. The social media policy should also be consistent with other related policies governing Internet and email use, confidentiality, and personal activities during work hours. Furthermore, the policy needs to be consistently enforced. Finally, the social media policy should note the importance of complying with all applicable state and federal laws that are implicated through social media use.

Kastner Westman & Wilkins, LLC is a Fairlawn, Ohio law firm that represents and counsels employers in all aspects of workforce management, state and federal legal compliance, labor negotiations, arbitration, OSHA, employee benefits, workers' compensation, and defense of claims filed with administrative agencies and state and federal courts.

memberProfile

Ohio Savings Bank With assets of \$41.7 billion at September 30, 2010, New York Community Bancorp, Inc. is the 22nd largest bank holding company in the nation. The Company operates two bank subsidiaries - New York Community Bank, a thrift, with 242 locations and New York Commercial Bank with 34 branches.

Reflecting our growth through a series of accretive acquisitions, the Community Bank now operates through seven divisions: four in New York; one in New Jersey; one in Ohio (Ohio Savings Bank); and one in Florida and Arizona (AmTrust Bank).

Our Ohio Savings Bank division meets the needs of our customers in northeastern Ohio with 28 branches. The Fairlawn office is here to meet business banking needs. The Business Solutions product line is suitable for all businesses, large and small.

We are conveniently located on West Market Street between Summit Mall and Miller Road. The office is open Monday through Thursday 9am until 4pm, Friday 9am until 6pm, and Saturday 9am until 1 pm.

Stop by to meet Bethany Fisher and the friendly staff.

OHIO SAVINGS BANK

A Division of New York Community Bank, Member FDIC

FAIRLAWN BRANCH
Bethany Fisher
bethany.fisher@mynycb.com

3050 West Market Street
Fairlawn, OH 44333
(800) 696-2222 Customer Service

Direct 330-836-9547
Fax 330-836-3304



Life Insurance: Rising Rates Warrant a Timely Look at Your Policy

With the proper guidance, life insurance can provide unique financial planning benefits, including an extremely tax-efficient way to transfer wealth to your heirs.

Until recently, rates on life insurance policies have been extremely low, making it easy for consumers to comparison shop for a policy that worked with their goals at competitive premium rates. However, 2009 has seen premium rates on life insurance policies increase for the first time in decades. As of this summer, reported increases for certain products ranged between 5-15% – and many experts agree this is probably the start of a trend.

So, if you're unsure whether your life insurance policy is properly aligned with your financial goals - or if your premiums have gone up and you're wondering whether you could do better -- your window of opportunity to find out may be narrower than you think.

Regular Insurance Reviews are Essential Depending on how long ago you purchased your current policy, you may no longer have adequate coverage.

Changes in your personal or professional status and income level can affect what you'll ultimately need from your life insurance policy. These life change trigger events include: • Change in marital status • Becoming a parent or grandparent • Change in employment status or benefits • Change in health or lifestyle • Change in business ownership • Change in assets or net worth

Of course, if your current and future goals and objectives have changed substantially, the most appropriate life insurance policy for you may have also changed.

Your Financial Advisor can help you assess your current and future needs and, after gathering your current policy information, work with you to determine if your existing policy is on track to help you meet your long-term goals. This review process provides a greater understanding of past and projected future policy performance. In addition to determining whether you have appropriate coverage, the review analyzes ownership structure, beneficiary designations and overall cost effectiveness for your policy.

The Time to Review Your Policy is Now As consumers' needs have evolved, so has the life insurance industry. New product features, along with fluctuations in premiums, interest rates and carrier ratings may affect the suitability or relative value of your policy over time.

Depending on how long ago you established or last revisited your policy, you could be well past due for a review. And, if you're thinking about re-assessing your existing policy or establishing a new one, acting sooner could be to your advantage.

Article provided by Robert W. Baird & Co. for Paula Chesser, Senior Investment Consultant, in the Akron office of Robert W. Baird & Co., member SIPC. She has more than 25 years of financial services industry experience, and can be reached at 330/664-5500 or 877/792-7868.



to your health

Tips for Safe Dining

Four out of ten Americans eat in restaurants each day. When you dine out, you expect a good, quality meal. If you find a hair in your food or a fly in your drink, you would likely send the food back. The things you can't see in restaurants can be even more harmful.

According to the Centers for Disease Control and Prevention, most outbreaks of food poisoning can be traced to restaurants.

Between 1990 and 2006:

- 41% of outbreaks were traced back to restaurants
- 22% of outbreaks happened at home
- 37% of outbreaks occurred in schools, hospitals, nursing homes, etc.

Outbreaks happen when people eat contaminated foods that contain harmful bacteria like Salmonella or E. Coli. Eating tainted food can make you sick with diarrhea, stomach pains, fever, vomiting and possibly more complications.

Below is what the health inspectors check when looking at the safety of a restaurant. These can be great indicators for you to look at as you enter a new restaurant too.

- Bathrooms. If bathrooms are filthy or if they are not stocked with toilet paper, this is a red flag.
- Dining room. Clean floors suggest management is concerned with cleanliness and pride. If you see any bugs or other vermin, this is a red flag.
- Servers. Server's uniforms and aprons should be reasonably clean, their hair should be tied back and they should wash their hands often.
- Cleaning supplies. Look at how the tables are wiped down. If the cloth or sponge is dirty, bacteria can easily grow and be transferred to hands, tables, dishes and eating utensils.
- Visible food-prep areas. In some eateries, you can see the kitchen. Check to see if food handlers are washing their hands often or if they're wearing disposable gloves. The same utensils should not be used to transfer uncooked foods to the grill and cooked foods to a plate.
- Utensils and dishes. Forks, spoons and knives should be clean and free of water stains. If you see marks on your place setting or utensils, ask for replacements.
- The salad and hot foods bar. Cold foods should be cold and hot foods should be hot at all times or food can enter the food safety "danger zone." If a food on a salad or hot bar is not kept at the right temperature, don't eat it.



Laura Palmer,
West End Blenz Nutrition
 1947 W. Market Street #101
 Akron, OH 44313
 330.835.3793
www.Weigh2Wellness.com



Are You Keeping Your New Year's Resolution?



I know it's only just started, but how has 2011 been going for you? Did you create some New Year's Resolutions?

If you did, you might be interested to know that University of Minnesota research showed that 80 percent of people give up on their goals after only two months.

Will you fall into this majority - or will you achieve the success you crave?

There are often many reasons why we don't achieve our goals. Sometimes the goals we set are unrealistic. Actually, New Year's resolutions are typical examples. Suddenly, we expect to change the way we eat, or the way we exercise just because the calendar changes. It's like expecting a child who's never ridden a bike to suddenly jump on and go, or for you to run a marathon without months of training. These goals are based on illusion with little regard to natural growth. You must be able to crawl before you walk.

Over several decades, I've studied the great achievers of the world. What I discovered is they all share certain characteristics — and I immediately set to work, examining each characteristic of their achievement. My goal: to determine how I could break these down into easy-to-apply techniques anyone could use to successfully achieve their goals.

So, how do we set and achieve goals? Stephen R. Covey says it best in his book "7 Habits of Highly Effective People". "To begin with the end in mind means to start with a clear understanding of your destination. It means to know where you're going so that you better understand where you are now and so that the steps you take are always in the right direction."

The benefits of Specific, Measurable, Achievable, Results orientated, Time-framed (S.M.A.R.T) goals have been written about for years. So, it follows that goal setting is obviously a powerful process that will achieve success with your goals.

Here's an example of a **S.M.A.R.T.** goal that you might have chosen for 2011:

WHAT: My goal is to maintain a healthy body.

WHY: So that: I can be fit to do the things I enjoy, I can be an example to my children in health management.

I can build my personal character strength.

HOW: Good nutrition: I will increase my intake of fresh fruits and vegetables and decrease my intake of sugar, fats, salt and red meat.

Physically: I will exercise aerobically 3 times a week for 30-minute periods.

Focus: I will be aware of my body and look out for any health problems.

Focusing on the smaller, short-term goals and achieving success will give you the confidence to set other goals. We remind clients it's about, "eating the elephant, one bite at a time" and of turning your goals into achievable, actionable things. It's the common denominator of successful individuals and businesses.

So, remember, set your goals based on the S.M.A.R.T. principle to have the best chance of achieving your goals.

Make 2011 your year of setting sensible, achievable goals...

That's a great New Year's resolution!

If you would like to learn more about maximizing the performance of your business call Ralph Berge, 440-838-0991, Action Coach of Akron Canton.



Disciplined Investing Helps Keep Emotions in Check

Knowing that financial markets are constantly changing, it's often hard to gauge when the best time would be to jump in. Trying to time your investments in this way can cause you undue stress and cost you financially when you try to invest by guessing when the market has hit the "top" or the "bottom." Fortunately, however, there are several timeless strategies that can help you eliminate the emotional component, and get you on the right track to successful investing.

Think long term. While past performance is never a guarantee of future results, the markets have historically performed well over the long run. Successful investors are the ones who develop the discipline and patience to stay the course over the long run, despite market fluctuations.

Patiently accept volatility. Building on the last point, it's important to realize that market highs and lows are a natural occurrence, and should be considered a normal part of investing. Once you accept that fact, you can prepare yourself to resist the emotional urges to jump in and out of the market based solely on its current direction.

Stay in the market. Some investors attempt to time the market. When it's down, they sit on the sidelines waiting for it to rally before they get in on the action. Conversely, when the market is up, they wait for a correction so they can buy at what they see as bargain rates. Moving in and out of the market by timing its ups and downs is a skill not even the most seasoned investment professionals have mastered. Consistent investment

– in both up and down markets – will produce more reliable results over time.

Diversify. Possibly one of the most important investment principles – and at the same time most overlooked – is the need for careful asset allocation. The popular adage that tells you not to keep all your eggs in one basket is especially true when it comes to your investments. A well-diversified portfolio should include complementary asset classes, so they can cushion each other against the effects of market downturns and lower your portfolio's overall risk.

Watch your asset allocation. Even if you properly diversify your portfolio in the beginning, changing markets will affect the value of your investments and could alter your actual allocation. Consistent reviews will help you identify when your portfolio needs to be rebalanced, helping you maintain a proper asset mix.

Pay yourself first. You may have heard this before, but it's certainly worth repeating: Save first and then spend what you have left, rather than spending first and saving what you have left. Inevitably, if you attempt to do the latter, you'll often find there's nothing left to save.

Reinvest dividends. Many quality companies have a history of paying dividends, regardless of overall stock market performance. Reinvesting these dividends offers you an excellent way to easily build your stock positions.

Set goals. While this may seem like the most basic idea, it's still one of the most important. When considering your investments, you need to have a clear idea of where you are, a goal in mind of where you want to go, and then put strategies in place to help you get there. By incorporating all of the above-mentioned ideas, you will have a guide to help you in all your important investment decisions..

This article was written by Wells Fargo Advisors and provided courtesy of Michele Gensel in Akron, OH at 330-668-7735 3800 Embassy Parkway, Suite 100 • Akron, OH 44333 • 330-867-7023

circle of excellence member

Margida & Associates, Inc.

Margida & Associates is a Public Accounting firm located in Stow, Ohio. We have been serving individuals and businesses for over 10 years.

We specialize in personal relationships with professional results.

Each of our accounting professionals brings over 20 years of experience in accounting and tax preparation to the team.

Personal service and professional results have always been our hallmark, whether you have business needs or individual needs, and we continue to strive to meet the needs of each client on their level.

Whether you are starting a new business, or growing your existing company, we are looking to help you grow your business and your personal net worth.

MISSION STATEMENT The central purpose and role of Margida & Associates is to provide quality accounting and tax services to businesses and individuals in a cost effective, quality manner with the highest degree of customer satisfaction.

CORPORATE VALUES The corporate values governing Margida & Associates development include the following:

Margida & Associates operates in accordance with and is in compliance with all government regulations and industry standards for professionalism and integrity in the field of accounting and tax.

Margida & Associates offers our clients high quality at a fair price.

Margida & Associates fosters an environment where staff are supported, encouraged and afforded the opportunity to learn and grow professionally and personally.

Margida & Associates values the relationships built with our clients and endeavors to maintain those relationships through honest communication and good will.

2.3 About Us John T. Margida, CPA, President As president of Margida & Associates, John has served individuals and businesses regarding their tax and accounting needs since he founded the firm in 2000.

He is a Certified Public Accountant with the following Professional and Civic Association involvement:

- American Institute of Certified Public Accountants
- Ohio Society of Certified Public Accountants
- Cuyahoga Falls Chamber of Commerce (Board Member and Executive Board Member for six years)
- Fairlawn Chamber of Commerce
- Greater Akron Chamber of Commerce
- Stow Munroe Falls Chamber of Commerce

He has made the following presentations:

- IRS Small Business Tax Workshops
- Business and Individual Tax Planning Seminars
- Budgeting and Projections Seminars

He earned his Bachelor of Science in Accounting from Akron University in 1987.

John and his wife of 19 years, Mary Margida, have three children, Matthew (16), John Junior (12) and Joseph (7). They reside in Hudson.

Contact us / Visit us: 3926 Clock Pointe Trail • Suite 102 • Stow, Ohio 44224

Call us: 330.926.0023 • Fax us: 330.926.0178

Check out our website: www.margida-assoc.com


Friend us on facebook: www.facebook.com/Margida.Associates

Connect with us on Linked In: www.linkedin.com/in/johnmargida

Follow us on Twitter: @JohnMargidaCPA

The highest compliment our clients can give us is the referrals of business associates, friends and family. Thank you for helping our business grow.






Margida & Associates, Inc.
Certified Public Accountants

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John T. Margida, CPA





Great outcomes.
Done well.

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A trusted partner.

At Baird we offer deep financial expertise with straight talk and genuine care for our clients. Whether we're protecting or growing your assets, planning for major events in your future or arranging to transfer your wealth to the next generation – our goal is to get you where you want to go and make sure you feel good about getting there.



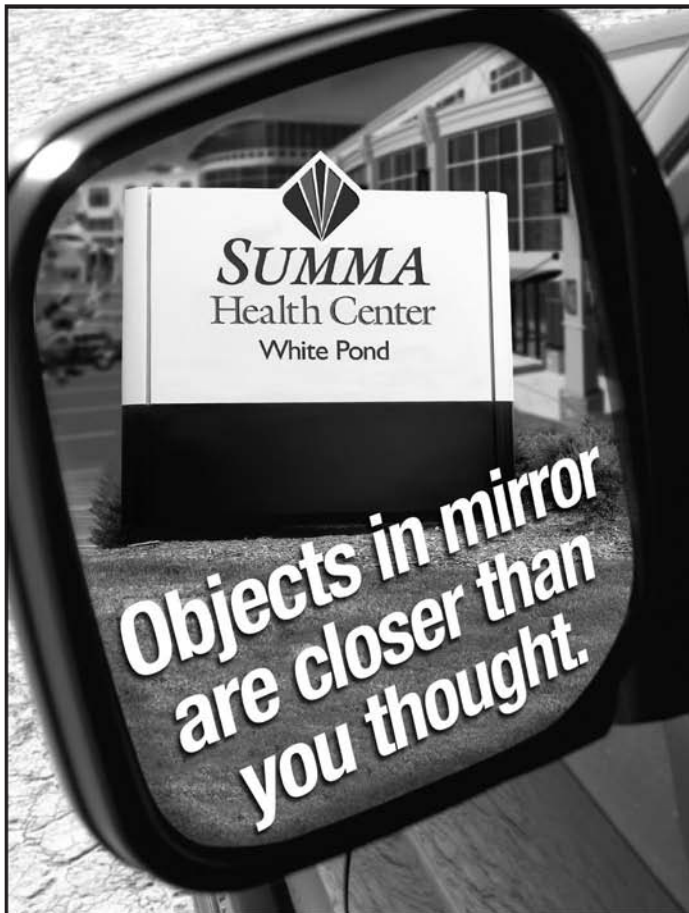
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Now you can get cost savings on your health insurance benefits usually reserved for larger companies. How? You get the purchasing power of the group insurance market through your chamber of commerce membership. PLUS, you also get access to the comprehensive care and quality providers you've come to expect.

Call one of our health insurance agents today!
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Resolution... Take 2

The recent flip of the calendar serves as a great reminder to evaluate your Resolution progress. If you're like most, you resolved to change some aspect of your health & fitness. If you're on track – great! If not, no worries, the following three steps will get you on the fast track!

1. Identify a Strong Positive

MOVING Toward Motivator.

In other words, without a vision, people perish. YOU absolutely need a compelling future. *I need to get in shape because I can no longer button my pants* is not a positive motivator. It's a motivator, just not a positive one. It will initiate change and cause you to take action, but it is not likely to sustain a change in behavior. Identifying specifically what will be different in your life when you're lean, toned, and energetic is the "juice" that will get you out of bed 6 months from now to follow through on your fitness habit.

2. Put a System in place that make you do SMART things.

If you contribute to a 401K plan or other forced savings plan... you have a system that makes you do smart things. It's automatic and it's consistent. It happens regardless of how you feel or if the "circumstances" are right or not. Get accountable to someone. Committing to a fitness center membership, hiring a personal trainer, enrolling in a meditation/ yoga course are all examples of systems that make you do smart things.

3. Environment: Get around those who already display the character traits, beliefs and habits that you would like to acquire. A highly effective technique to make change stick is to get around those you'd like to become. When it comes to fitness/wellness, the best place to find energetic, fit people is the fitness center. Consider aligning yourself with a Personal Trainer, Well Coach, running buddy, or even using an online forum to get around the "right people".


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Board of Director Biographies March 14, 2011 Election



Brad Lubinger

Brad Lubinger publishes the Town Planner Community Calendar for Fairlawn, Copley, Bath, and West Akron, as well as other Summit County communities. He works with local businesses to help them grow by reaching more customers.

Brad has been involved with the Chamber for several years and "has been" active on the Membership, the Holiday Auction and Directory Committees. He is currently Chairman of "our 1st Fairlawn Area" Community Expo to be held Saturday, April 30, 2011. Brad is married and has two children, ages 14 and 11. He enjoys coaching soccer and baseball. He is pleased to have the opportunity to help the chamber in its mission.



Leslianne Love

Leslianne Love is the Catering Sales Manager for Old Carolina Barbecue & Catering Company in Fairlawn. She has been an active member of the Fairlawn Area Chamber of Commerce for five years and has served as the Chair of the Membership Committee for the last two years. In her off hours

she volunteers her time for the American Cancer Society and the American Heart Association. She is also active with the Greater Akron Chamber's KNOW and has a connections group of her own called the Akron Business Connection.

She also enjoys spending time with her 11 year old twin daughters, family and friends and enjoys traveling, shopping and trying new restaurants.



Michele Gensel

Michele is the Assistant Branch Manager and a Financial Advisor for Wells Fargo Advisors, LLC in Akron. She has been a member of the Chamber since 2002 and has previously served on the Board as Secretary and as President (2008-09). As a financial advisor, she enjoys helping individual clients understand their investments and plan for financial success

no matter what their goals. Michele also helps businesses provide retirement plans for their employees. Her motto is: "If you want to work for a living, that's your business. If you don't, that's mine."

In addition to her Chamber involvement, Michele enjoys volunteering for Habitat for Humanity of Summit County, and working with her Homeowner's Association in Medina. While not yet ready for the pros, she enjoys a day on the golf course and is a second degree black belt. Michele has lived in Northeast Ohio for nearly 20 years, is married and has two great kids.



Tom Green

Tom is Shareholder and Vice President of Kastner Westman & Wilkins, LLC, a Fairlawn labor and employment law firm, representing management exclusively. He has spent his entire legal career with KWW, representing public, private, and non-profit employers in all aspects of workplace law. Tom is an Ohio State Bar Association Certified Specialist in Labor and Employment Law, and was named a 2011

Rising Star by Ohio Super Lawyers magazine.

A magna cum laude graduate of Cleveland-Marshall College of Law, Cleveland State University, Tom grew up in the Mahoning Valley and earned his undergraduate degree in Secondary Education from Youngstown State University.

Among his community and professional affiliations, Tom is a member of the Board of Directors and Finance Committee of the Conservancy for Cuyahoga Valley National Park (formerly known as Cuyahoga Valley National Park Association); a member of the Executive Board of the Labor and Employment Relations Association, Northeast Ohio Chapter; and a member of the Fairlawn Chamber of Commerce, in which he has been active as a newsletter contributor. Tom is also a member of the American, Ohio State and Cleveland Metropolitan Bar Associations.

Tom and his wife reside in Boston Heights, Ohio.

RE/MAX Crossroads Properties

Cyndi Kane is a Realtor with RE/MAX Crossroads, specializing in residential real estate sales representing buyers and sellers. She has been a licensed Realtor since 2002 and a consistent top producer receiving the President's Sales Club Award from the Ohio Association of Realtors. She is the President of the Akron Area Board of Realtors for 2011. She serves as a Director for the Ohio Association of Realtors and the local Multiple Listing Service, CRISMLS. She is active in the community serving at AM Akron Toastmasters (secretary 2010 and 2011), Rebuilding Together (volunteer), Relay for Life (volunteer and committee member), The Give Back Pack at Leggett Elementary School (volunteer and founding member), Immaculate Heart of Mary Church (lector) and The City of Cuyahoga Falls Adopt a Spot program (volunteer). She lives in Cuyahoga Falls with her husband of 18 years, Michael.

member Profile



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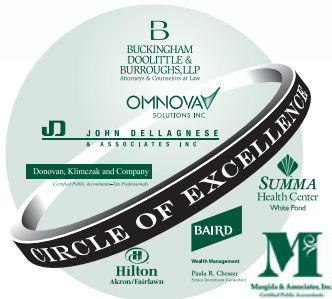
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