

BROOKLYN CHAMBER NEWS

MESSAGE FROM PRESIDENT

GREG GENS - SUPERIOR PRODUCTS

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Two and half years ago, I had the opportunity to get more involved with the city and business community by joining the Brooklyn Chamber of Commerce and participating on the City of Brooklyn Master Plan Committee. I was not certain what to expect, and I have been pleasantly surprised.

It has been a lot of fun working with the Chamber of Commerce and the Brooklyn Master Plan Committee over the last couple of years. I have been able to see first hand what makes Brooklyn unique and why it citizens have described it as "a small town surrounded by a big city". It has the best of both worlds. You are less than 10 minutes away from an International Airport that serves as a hub for one of the nation's top airlines and you are 20 minutes away from world class fine arts and two of the nations top hospitals; while you work in a place where the Mayor and the President of City Council probably know your name and the heads of the city's various departments will return your phone call and actually want to help.

The Brooklyn Chamber of Commerce was established five years ago to communicate and enhance these benefits. The Chamber membership comes from a wide variety of businesses, from

international headquarters of publicly traded corporations to one-man service providers. Brooklyn has companies that develop intellectual property, print newspapers, make clothing and distribute beverages. These joint banking operations centers, manufacturing plants and a substantial retail presence to give the city great diversity in its commercial enterprises. This diversity is an enormous strength for the city.

With this backdrop, the relatively young Brooklyn Chamber of Commerce is creating its identity. The Chamber is reaching out to the Community through programs with the schools (scholarships and mentorship programs), meetings with city government (the Annual State of the City Address and the informal Breakfast with the Mayor, as well as the Annual State of the Schools presentation by the Superintendent) and events involving resident participation (February Social with the Brooklyn High School Jazz Band, Home Days and the Annual Car Cruise). Other programs focus on business. This newsletter and the Chamber website (www.brooklynohiochamber.org) are dedicated to getting local business information out to our

members. The Chamber sponsors 10 meetings a year, mostly at lunch time, which are good opportunities to meet with other Brooklyn Chamber members and learn about topics of interest. We have also toured facilities of some of the largest businesses in Brooklyn. The Chamber's Annual meeting is scheduled to be held on the evening of November 15th this year. It is a great way to get a summary of what the Chamber is doing. And finally, membership in the Chamber also gives potential discounts in advertising and access to NOACC group insurance programs.

Even with all this, the Brooklyn Chamber is looking to expand its programs in 2008. Next year we are looking forward to joining the Brook Park Chamber of Commerce for a joint Golf Outing in the fall. All of these programs and events make it easier for you to get involved in ways that interest you. If you are participating in any of these programs I would like to thank you for your support. If you would like to find out more about these programs and events please contact us. Assistant Director Valerie Thompson is available at 216-288-5484 or you can just let us know at one of the luncheon meetings. We would love to hear your ideas, and the Chamber would benefit from your participation.

After all, we are just getting started – who knows where we will go together.



CHAMBER CALENDAR

11-1	Board of Directors Meeting
11-14	Exec. Committee Meeting
11-14	Annual Meeting
12-6	Board of Directors Meeting
12-12	Exec. Committee Meeting
12-19	Luncheon Meeting

LUNCHEONS



The December luncheon will be held on Wednesday, December 12th at Carrabba's on Tiedeman Rd. Registration and networking begin at 11:30am and lunch is served at 12 noon. More details to follow regarding the speaker.

"New Center Has Med-Spa Touch"

Vita, is a chiropractic and wellness center with the added touch of a "Spa" feel. Vita opened it's new facility in May 2007. Located in the Biddulph Plaza in Brooklyn, Vita offers full-spectrum health care. Specialties include: Workers' Compensation, Personal Injury, Health & Wellness, Stress Management,

Sports & Orthopedic Injuries, Rehabilitation, Migraine & Tension Headaches. Vita also offers a full range of massage techniques, which include the following: Sweedish/Therapeutic Massage, Sports Massage, Deep Tissue Massage, "Hot-Stone" Massage, Maternity Massage, Reflexology.

The team of Vita is led by Dr. Robert Hunkus and the focus is on delivering the highest quality of care to all patients. "At Vita, our patients get to focus on getting better, no matter what their injury may be. We handle their health-care and continue with educating them on living better and healthier lives"-says Dr. Bob. Contact Vita at 216-749-7888.

Our Newest Chamber Members!



Annemarie Popik

Scott Claussen

Additional information about each member can be found on our website at www.brooklynohiochamber.org

Our Newest Board Member!

Greg Frey has been a State Farm Insurance Agent for 35 years. He is located here in Brooklyn at 6779 Memphis Ave. Mr. Frey graduated from Baldwin Wallace in 1971. He has been an active member of the Brooklyn community for many years. From 1973-1980, he was a member of the Brooklyn Board of Education. From 1985 till present, Mr. Frey has been a member of the Brooklyn City Council. He is also a member of Brooklyn Kiwanis, Brooklyn Historical Society, Friends of Brooklyn Library, Parma Elks, and Knights of Columbus. Greg Frey lives in Brooklyn with his wife, Mary Ann. They have four grown children ages 37, 36, 34, 28 and one grandchild, age 9.

Welcome Greg Frey!



MEMBER SPOTLIGHT

Welcome To Your Neighborhood Dentist!



In July, Hudec Dental Associates -- Northeast Ohio's largest family-owned dental chain -- opened its seventh location at 8475 Memphis Ave. in Brooklyn. Welcome to your neighborhood dentist, where we take pride in **Making Smiles That Last**. For over 30 years, we have dedicated ourselves to providing our patients with comprehensive dental care.

Founded in 1977 by Dr. John Hudec, Hudec Dental Associates is a growing network of neighborhood dental offices that provides affordable dental care using the latest in dental technology. We provide all phases of modern dentistry -- from simple

fillings and root canals, crown and bridgework, to dentures and partials made up in our in-house laboratory. Our patients find comfort in knowing that we will satisfy all their family's dental needs in a professional, convenient, and timely manner.

Hudec Dental Associates pride themselves on seven practices, with an eighth one set to open in late 2007. Each location is staffed with experienced professionals to create a friendly and family-oriented environment. We pride ourselves on creating a comforting environment for our patients. The six other neighborhood locations include:

West Side
(12409 Lorain Rd.)

Ohio City
(1730 West 25th St.)

Old Brooklyn
(3329 Broadview Rd.)

Westpark
(14601 Puritas Ave.)

Strongsville
(15207 Pearl Rd.)

Broadview Hts.
(8191 Broadview Rd.)

Hudec Dental Associates is a preferred provider for hundreds of insurance companies. Since we work with many carriers, we understand that sometimes insurance can be confusing. Often it is very difficult to understand exactly what procedures are covered, how much the insurance company will pay, deductible amounts, coverage periods, co-pays, etc.

At Hudec Dental Associates, we go the extra mile and contact the insurance company directly to verify your coverage before you even step foot in our offices. We try our best to provide you with accurate insurance estimates when it comes time to receive a treatment plan for future work needed, as well as on your billing statements.

The business we're in is grins. To make a smile that lasts, call 216-661-8888.

UPCOMING CHAMBER EVENTS



The Chamber's Annual Meeting will be held on Thursday, November 15th. Networking and registration begins at 6:30pm and dinner will begin at 7pm. The event will be held at Ridge Manor Party Center at the corner of Biddulph and Ridge Rd. The cost is \$12 for members and \$17 for non-members. Join us for an evening of good food and conversation as we recap what the Chamber has done this past year and hear from the department heads of the City of Brooklyn.

The January luncheon will be held at Polaris Career Center. Lunch will be served by their culinary students and topics will lead by the Polaris staff. Don't miss out on this very interesting opportunity January 17th, 2008, networking begins at 11:30 AM.

The 2nd annual Taste of Brooklyn will be held Feb 9, 2008 at Ridge Manor Party Center.



Big benefits for small business

NOACC and Anthem Blue Cross and Blue Shield have teamed up to save you money on your group health insurance. As a chamber member, you have access to a full range of health insurance offerings, from traditional to industry-leading consumer-driven health plans like HRAs

and HSAs.

Save money with members-only discounts

Chamber members who do not already have Anthem insurance are eligible for a discount on group health plans.

The convenience of one-stop shopping

Take advantage of the administrative convenience of one-stop shopping for all your

health, prescription, dental, vision, life, disability and employee assistance benefits.

Get more for your money with Healthy Solutions

Go ahead. Compare Anthem's Healthy Solutions to the competition's programs. With Anthem, your employees get comprehensive wellness and disease management programs. Online resources to

help them

make smart decisions about their care. And, innovative tools that help them choose a hospital based on their specific needs.

Save the penny pinching for the supply closet.

Free Quote at www.chambersaver.com/



Chamber Membership Improves Your Bottom Line

The Brooklyn Chamber of Commerce is a member of NOACC. All of our members are eligible to participate in programs that NOACC offers. NOACC currently offers benefits to almost 35,000 employer groups through the membership of 133 Chambers of Commerce in Northern Ohio. It is now the largest independent chamber association in the

United States and is working to meet the current and future needs of this expanded service area and membership. The NOACC events and meetings offer chamber leadership--both staff and volunteer--many networking and sharing opportunities.

But the main purpose of NOACC's creation was to attract and keep members in

the local chambers of commerce by offering significant discounts and rates on benefits and businesses want--health insurance, workers' compensation group rating, credit card and payroll processing, freight discounts and more. These benefits have saved chamber and NOACC members MILLIONS

of dollars annually. Find out how your chamber membership improves your bottom line. Get a FREE quote from any of the NOACC providers and see how much your business can save. Don't leave that pile of money on the table! Ask for your chamber member discount. Find out more by visiting www.noacc.org.



Keeping "Success in Succession Planning"

On September 20, 2007, Loree Connors, CPA for Vita-Mix, spoke at our luncheon on the topic of Succession Planning. She gave some excellent ideas and strategies for business owners. The focus of her presentation was on the 5 tip plan detailed below. You can read her full presentation on our website at <http://www.brooklynohiochamber.org/bulletinboard.htm>

The **5 tip plan** for successful succession transition starts with **early planning** (5 years is good, 10 years is better). The longer the time is spent on the plan the smoother the transition. **Dialogue** among family members and others is crucial. It is important to have many conversations with family members and pay close attention to the personal feelings, ambitions and goals of the family members, as well as the key employees. It can be a good idea to hire an objective facilitator who can draw out the conversation in areas where it can be touchy. Another good idea is take a confidential survey of potential candidates to determine their aspirations. Family retreats are a great way to start dialogue in a structured and planned environment. This is a good way to present topics that can sometimes be difficult discussions. Being away from the business and in a relaxed atmosphere can get the conversations going. **Look realistically** at family members. The successor must be a good fit for what the business needs going forward. Training and experience is critical for the person taking over. It is a good idea to gain job experience outside the firm so that the person has broad experiences that they can contribute to the organization. Higher education and training can also be beneficial. **Fair** does not have to mean equal. Many business owners think that if they have three children, they have to transfer their shares equally so that each child owns 1/3 of the business. This may not be in the best interest of the business. Is it fair to have the daughter who is named the CEO to have to constantly get the agreement of her siblings on major decisions? During the succession planning process, it is important that the management decisions about running the company are made first. Then the decisions about how the stock should be owned can come afterward. **Disengage** after the decision is made. Overcome the resistance to change and to new ideas. Understand that the younger generation may tend to be less risk adverse because they are optimistic about the future and have a longer time horizon to recover from potential mistakes. This is not a wrong perspective necessarily, just a different one. Once the succession decision is made, develop an exit timeline. The idea is to exit with style and 1. don't overstay your welcome.



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 Greg Gens

VICE PRESIDENT
 Mike Kissel

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Brooklyn City Schools Wellness Fair

The Brooklyn City School District appreciates the cooperation that is apparent currently with the Chamber of Commerce. It is through valuable partnerships that our students are able to access opportunities in the community that may not have taken place in the past. Because of our common interests and the ability of both of us to reach many people, I would like to work with the Chamber to host a Wellness Fair on May 8, 2008 from 2:30- 6:30 p.m. for our staff. As many of you know, school districts in Ohio are required to have wellness policies dealing with students and staff. One of our commitments is to have a well developed plan for wellness within food service, health and physical education classes, extracurricular activities, fund raising, and athletics to name a few. Our wellness committee, comprised of participants from the school district, Board of Health and the community believes a wellness fair would highlight our commitment to healthy habits while showcasing many of our community resources. If you would like to participate in providing a service that day or make a contribution of time or money, please contact Cynthia J. Walker, Director of Pupil Services for the Brooklyn City School District at 216-485-8136.

NEWS AND NOTES



The Brooklyn Chamber of Commerce will be offering continuing education grants to our member businesses. This is a great opportunity for employees to receive training or take a class to continue their education in their field. As soon as all the details are ironed out, we will let our members know. We will also update our website with the information. Keep checking back for the details!



We still have T shirts available from this year's Cruise. They are available for purchase at the Memphis Kiddie Park. You can also contact Mike Kissel at 440-781-4495.

The City has hired a new Finance Director, Mr. Dennis Kennedy. Mr. Kennedy joined the City of Brooklyn on September 19th. Dennis was the former finance director for the Ohio Lottery and for the City of Beachwood and the former Executive Director of the Ohio Lottery.



Brooklyn Youth Hockey

Brooklyn Youth Hockey Association's In-house program has begun! In-house will be held on Saturday and Sunday from 10:45-11:45 AM. For more information call 216 556-2942. Equipment is available on a first, come first serve basis. Are you tough enough to be a shark???