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Mark Your Calendar for the December Luncheon

The December monthly business luncheon will be held on Tuesday, December 13 (note this is a week earlier than usual due to the holiday season) at the Ehrnfelt Recreation Center.

Two elite musical groups from Strongsville High School will provide the program entertainment for this luncheon. We will be pleased to welcome the famed Mustang Express Showchoir and the

highly recognized Chamber Strings for a performance that will not only put us in the holiday spirit, but will also showcase these highly talented young people and their teachers.

This is always one of the most popular programs of the year. Make your plans now to join us on December 13.



Year-End Tax Planning Tips from Finkler & Company, CPA's

As we approach year-end, it's again time to focus on last-minute moves you can make to save taxes—both on your 2011 return and in future years. Here are a few tax-saving ideas to get you started.

Ideas for Your Business:

- Take Advantage of Tax Breaks for Purchasing Equipment, Software, and Certain Real Property.
 - Bigger Section 179 Deduction.
 - Section 179 Deduction for Real Estate.
 - 100% First-year Bonus Depreciation.
- Claim the Health Insurance Tax Credit for Small Employers.
- Evaluate Inventory for Damaged or Obsolete Items.
- Employ Your Child.

Ideas for Maximizing Nonbusiness Deductions:

- Make Charitable Gifts of Appreciated Stock
- Maximize the Benefit of the Standard Deduction.

- Bunch Deductions Subject to an Adjusted Gross Income Limit.

Making the Most of Year-end Securities Transactions:

- Secure a Deduction for Nearly Worthless Securities.
- Employer Stock Options.

Ideas for Seniors Age 70 1/2 Plus:

- Make Charitable Donations from Your IRA.
- Take Your Required Retirement Distributions.

Ideas for the Office:

- Maximize Contributions to 401(k) Plans.
- Take Advantage of Flexible Spending Accounts (FSAs).
- Adjust Your Federal Income Tax Withholding.

Don't Overlook Estate Planning

Through careful planning, it's possible your 2011 tax liability can still be significantly reduced, but don't delay. The longer you wait, the less likely it is that you'll be able to achieve a meaningful reduction. For complete details on these planning ideas, view the full document on our website at www.finklercpa.com/infocenter.php, or contact us at (440) 826-1550.



STRONGSVILLE Chamber of Commerce TAKING CARE OF BUSINESS

NOVEMBER 2011

NEWS

Chamber Holiday Scholarship Dance

The Strongsville Chamber of Commerce will hold their annual holiday scholarship dance on Friday, December 2 at Michaud's Towne and Country, 16808 Pearl Road. Festivities will begin at 7:00 p.m. and conclude about 12:00 midnight. This event has become the unofficial kickoff to the holiday season in Strongsville.

The event will feature a new high energy performance band this year. Although based in Detroit, the Newsmaker Band is getting excellent reviews as they enter the northeast Ohio market. You can see a sample of their work at www.metacafe.com/newsmaker.



The Chamber has been sponsoring this dance for more than 40 years with the proceeds going to fund scholarships for graduates of Strongsville High School, Polaris Career Center, and the Technology Fund at Sts. Joseph and John School. In spring 2011, the Chamber funded scholarships for 15 students with proceeds from the dance.

Tables may be reserved for \$300 (5 couples) by calling the Chamber office at 440.238.3366 after November 1. Individual tickets (\$60 per couple) may also be purchased by stopping in at the Chamber office, 18829 Royalton Road, or by going to the Chamber's website, www.strongsvillechamber.com.

Several local restaurants will once again provide a "Taste of the 'Ville" with food available on a cash basis. Don's Pomeroy House, Shinto, B-Spot and Michaud's are participating. An exquisite martini bar, presented by Shinto, will again be available.



Amy Ferree Named Executive Director

Amy Ferree has been named the new Executive Director of the Strongsville Chamber. She replaces Rea Cantwell who has retired after eight years in the same position.

Amy has lived in Strongsville for the past 18 years. Before coming here, she lived in southwest Michigan for 10 years where she worked for the Whirlpool Corporation as Operations Manager in the Finance Division. For the past six years Amy has been the Office Manager for the Strongsville Chamber and is very familiar with our day-to-day operation.

Amy and her husband, Andy, have four children, all of whom have graduated from Strongsville High School: Jules, John, Jill, and Jordan. She is an avid golfer and sports enthusiast.

Rea Cantwell retires to spend more time with family, especially his grandchildren who are located in Orlando, Florida and Columbus. "The Strongsville Chamber is one of the most vibrant and successful organizations in northeast Ohio. I will always consider it a great privilege to have worked with this group. I know that under Amy's leadership they will continue to grow and be highly successful," noted Cantwell.

Amy's new position is effective December 15. Best wishes to her and the Chamber!

2012 Investment Dues to Remain the Same

The Trustees of the Strongsville Chamber of Commerce have voted unanimously to retain the same dues structure for next year. This will be the eighth consecutive year that the investment dues have not been increased. For 2012, the investment dues will be:

1 – 50 Employees	\$100	Civic Members	\$ 75
51 – 100 Employees	\$150	Civic Seniors (60+)	\$ 50
101+ Employees	\$200	Civic/non-profit organizations	\$ 75

Membership invoices will be mailed to all current members in January. Any member wishing to make the investment before the end of the year, should contact the office at 440.238.3366.

Why Should You Join the Chamber?

We certainly hope that you're not considering dropping your membership in the Chamber, but just in case you are, here's just a few reasons why you should renew:

1. Because you have a business stake in this community which can best be safeguarded by working with others through the Chamber to protect and advocate for all business interests.
2. Because you can help to insure Strongsville's continued progress, which in turn, insures the continued progress of your business.
3. As a Chamber member you will reap the benefits of the planning, counsel, and action that have been accomplished by the Chamber.
4. Because the Chamber of Commerce unifies the public spirit of the community and directs it into constructive and useful channels.
5. Because the Chamber will keep you well informed of what's going on through periodic newsletters, Monthly Business Luncheons, regular e-mail updates, and special programs such as Women in Business, educational seminars, and Business After Hours.
6. Because the Strongsville Chamber has one of the lowest schedules of investment dues of any chamber in the greater Cleveland area. Check it out!
7. Because chamber members are eligible for substantial savings on health insurance and Workman's Compensation insurance through our organizational membership in NOACC (Northern Ohio Area of Chambers of Commerce).

Please contact our office at 440.238.3366 if you have any questions or comments about your membership. We look forward to having you as a member in 2012.

Many Benefit from Chamber's Success

The Strongsville Chamber of Commerce collects dues and raises funds throughout the year for a variety of purposes. Yes, we have a business to support – a building to maintain and a small office staff, but the Chamber also provides financial support to many worthwhile causes throughout the year; Here's just a sampling of the groups and projects to which your Chamber has contributed this year:

- Middle School Washington D.C. trips
- Southwest General Health Center Tiara program
- Strongsville Americans Baseball program
- Child Safe Community Fair
- City Recreation Youth Sports
- St. John Neumann Fish Frys
- Strongsville Community Theater
- Strongsville Historical Society
- Strongsville Educational Foundation
- Strongsville Women's League
- Strongsville Senior Center
- Arts in Strongsville
- Strongsville High School Cheerleaders
- City of Strongsville Fireworks
- Winter Wonderland
- Strongsville Community Band
- Strongsville Emergency Food Bank
- Camp Cheerful
- Athletic Hall of Fame
- Swim Strongsville
- And many, many others!

Your membership and support of the Chamber and its projects reaches far beyond what is often just apparent. The Chamber, as a result of your support, turns community outreach into a reality. And we're all better for it! Thanks for your continuing support.

Dave Jager is Strongsville's "Bright Star"

Dave Jager has been selected by the Northern Ohio Area Chambers of Commerce (NOACC) as one of their Bright Stars in northeast Ohio for 2011. The awards program was held on October 27 at the Hyatt-Regency Hotel in the Old Arcade.

To be selected for this prestigious honor, Dave has established an extraordinary record of volunteerism and service to the community. The purpose of the program is to recognize a Chamber member who has had significant impact on the Chamber through membership, retention, sponsorship, economic development, and education. This criteria makes Dave the perfect choice.

A former president of the Chamber, Dave has also worked tirelessly at Homecoming, the Holiday Scholarship Dance, and every other project we have sponsored for the last 15 years. "He is always the first to volunteer when something is needed and he does everything well," commented Tom Burichin, Homecoming General Chairman. "He is the real deal, one of the best workers we've ever had at Homecoming, and a genuine ambassador for the Strongsville Chamber of Commerce."

Congratulations, Dave, for this well deserved honor.



AT&T Celebrates Grand Opening

Chamber member AT&T has announced the opening of a high-tech retail store in Strongsville at the Westfield South Park Mall. The store offers a unique way for customers to interact with and shop for a wide array of communications and entertainment services including a hands-on demonstration area to engage customers and provide a "try before you buy" service experience.



"This new AT&T store is a welcome addition to Strongsville and brings even more options for consumers," said State Senator Tom Patton. "AT&T's investment in opening new retail stores will continue northeast Ohio's reputation as a strong location for business."

Also, earlier this month, as part of its continuing network investment to support growing demand for advanced mobile devices and applications, AT&T announced the activation of a new mobile broadband cell site in Strongsville that will enhance coverage for residents and businesses near Strongsville High School. With mobile broadband speeds, AT&T customers can surf the Web, download files faster, and enjoy the very latest interactive mobile applications.

"A vast number of residents as well as businesses in the area will be able to profit from reliable cell service for communication and commerce," said State Representative Mike Dovilla. "AT&T has demonstrated a strong willingness to invest right here in Strongsville."

Election of Trustees / Annual Meeting

The Chamber will hold its annual election of Trustees during the month of November. Ballots will be available in the office beginning November 7. Members may also vote at the monthly business luncheon on November 15.

The following slate of candidates has been approved to appear on the ballot. Eight positions are to be filled for a three year term commencing January 1, 2012:

Rich Baldin
Frank Bohac
Tom Burichin
Rea Cantwell
Marvin Cox
Chuck Hollingsworth
Dave Jager
Jim Mocho
Steve Neal
Rick Voigt

Voting for Trustees will close at 12:00 noon on Thursday, November 17. The annual meeting will be held later that evening to finalize the Board elections and to elect officers for next year.



Golf Outing is Soggy . . . But Successful

The Chamber's annual golf outing was held on September 19 at Columbia Hills Country Club. Although it rained lightly most of the day, more than 120 golfers played the challenging course and had a great time.

Many thanks to Buffalo Wild Wings, Tournament Sponsor, and Pete Baur Buick GMC dealership, sponsor of the Hole in One contest, for their support in making for a soggy but successful day.

Tournament Sponsor:

Buffalo Wild Wings



Hole Sponsors:

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Buzek Wealth Advisors
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Cleats Club Seat Grille
Costco
Countryside Landscaping
Don's Pomeroy House
Duke Southworth City Councilman
Edward Jones - Brian Kljun
Environmental Compliance Partners, Inc.
Farmer's Insurance Group - Brendt Miller
Fay Industries
Finkler & Company, CPA's, Inc.
First Federal of Lakewood
Five Points Dentistry
Harvey & Abens
Jardine
Jbella
Kalinich Fence Company

Kiplinger & Co., CPA's, LLC
Lemonberry Frozen Yogurt
Mayor Tom Perciak
Medical Mutual of Ohio
Neil F. Sika, O.D., Inc.
NorthCoast Awards, Inc.
Play it Again Sports
PNC
Posh
R.A. Kalfas
Ray Haseley Ward 2 Councilman
Reve' Salon
Schill Landscaping
Sequoia Financial Group
Shinto
Shoreline Express, Inc.
Southwest General Health Center
State Farm Insurance - Tom Burichin
Stephan Financial Services, Inc.
Strongsville Police Foundation
Strongsville Rotary
The Surgery Center
Today's Business Products
Triv's
TrustPoint Technologies
Waldheger - Coyne
Walthall, Drake & Wallace
Workers' Compensation Mgt. Solutions



Business Expo Continues to Grow

The second annual Strongsville Business Expo, co-sponsored by the City of Strongsville, the Rotary Club of Strongsville, and the Strongsville Chamber of Commerce, drew an even greater turnout than the first one, held in 2010.

Nearly 90 businesses and organizations set up booths at the event, which was held on Thursday, October 27 at the Ehrnfelt Recreation Center.

A new feature this year was a Business to Business component which allowed participants to meet and network with each other before the public portion of the program, which began at 5:00 p.m.

"We've clearly struck a nerve here," commented Brent Painter, Director of Economic Development for the City and the primary organizer of the event. "This is a growth and advertising component for local business that has long been untapped. We predict further expansion of the program in the future."



lemonberry
FROZEN YOGURT

Voted "Best Yogurt Shop"
by Cleveland Magazine

Congratulations to Lemonberry Frozen Yogurt, 12927 Pearl Road, Strongsville

Chamber Welcomes New Members

The following businesses and organizations have joined the Strongsville Chamber since our last newsletter:

Aristocrat Berea
AseraCare Hospice
Best Karpet Klean, LLC
BN1 High Gear 82
CATTS Construction, Inc.
Chemical Methods
Clean Conscience
Commercial Risk Insurance
Commercial Steel Treating Co.
Concert Group Logistics
Coverall Health-Based Cleaning Systems
Di Iorio Sheet Metal
Drs. Benninger, Schween and Schmidt
Elevated Fitness
Fast-teks On-site Computer Services
FifthThird Processing Solutions
For the Health of It
French Creek Breads
Hemloc Investments, Inc.

Jewish Family Experience
La Villa Conference and Banquet Center
LifeSavor Concierge
Lyndhurst Childhood Enrichment Ctr.
Mangan & Sayers Consulting
Matt's Cookin' LLC
Michael D. Salkovitch, DDS, Inc.
Millar Door Company, Inc.
North Haven Settlements
North Shore Residential Door Co., Inc.
OCRON Systems LLC
Ocular Concepts
Ohio.net
Orban's Flowers
Panda Promotions
Paul Davis Restoration
Pet Paws
Pietrasz, John
Prompt Recovery Services

Rudy's Quality Meats
Samurai Sushi Hibachi
Southworth, John D.
Stone Enterprises
Strang Corporation
TGIFriday's
The Bier Haus
The Cute Little Cake Shop
The New View Group
The Plaza At SouthPark/Vicons Co.
T-Mobile - Strongsville
USA Mobile Drug Testing of Cleveland South
Visiting Angels
Weiland Works Consulting
Zalewski, Donn

The Chamber urges you to support these businesses. For contact information, please consult our website at www.strongsvillechamber.com or call the office at 440.238.3366.