

North Royalton Chamber of Commerce Newsletter



November 2011

A Community Business-Minded Organization

Issue 9

November 16th breakfast meeting will feature speaker from Cleveland Browns

Want to learn more about the Cleveland Browns and how they operate their business? Come to our November 16th Chamber Breakfast as our featured speaker is Brett Reynolds of the Cleveland Browns organization.

In his 13th season with the Cleveland Browns and 18th in the National Football League, Brett Reynolds oversees the departments responsible for Marketing, Fan & Brand Development, Creative Services and Content & Production. Prior to centralizing the club's marketing disciplines in June of 2010, he was in charge of Corporate Sales & Client Services which managed record level sponsorship goals. Brett sprang the successful concept of "Gate Naming Rights" supporting the directive for the venue to be solely named – Cleveland Browns Stadium. A member of the original management staff hired soon after Al Lerner and Carmen Policy were awarded the expansion franchise by the NFL in September of 1998, Brett also sits on a number of marketing advisory committees in both Cleveland and Akron.

Brett began his NFL career in 1994 serving in roles with the Buffalo Bills including Director of Marketing Partnerships. Through five seasons at the Bills, his initial assignment in outer market development saw the club's growth in key markets: Rochester and Toronto. His last season in Buffalo proved the most challenging with their group being tasked with raising millions of dollars in private revenue via new sponsorships, luxury suite sales, and premium seat funding in order to trigger the release of state held capital funds. Upon hitting this goal, New York State's largest stadium renovation project – of its time – began, ensuring the Bills would remain in Western New York.

Reynolds, a Northeast Ohio native, grew up in Wadsworth where his affinity for sports began. A successful student athlete participating in several sports, his highest accolade was achieved playing soccer when

National Soccer Coaches Association of America voted him All-American after earning a tie in votes for the state of Ohio's High School Soccer Player of the Year in 1987. Brett spent the next 4 years as a starter and captain for Division 1 University of Akron Men's Soccer program – a perennial national power – while earning a Bachelor of Science/Business Administration degree in Marketing and minoring in Psychology. Brett was inducted to his hometown Sports Hall of Fame in 1996. He and his wife Julie (also a Northeast Ohio native, Wooster College graduate and UT-Medical College of Ohio Medical Doctorate), along with their two boys – Ben and Josh – reside in Medina.

The breakfast meeting is at 8 a.m. at Flair Restaurant, 12841 State Road, North Royalton. The cost of the breakfast is \$12 for members, and \$15 for non-members. To make a reservation, call the Chamber office at 440-237-6180 or email rmnews@aol.com by Monday, November 14.

Vittardi reports on State of Schools

The North Royalton Chamber of Commerce hosted the annual State of the Schools report on October 19 at Carrie Cerino's Ristorante. Chamber President Kevin O'Hanlon reminded members that the Recorder is working on the 2012 Business Card Directory. *Application form is included in this newsletter.* He also announced that the Chamber holiday luncheon will be held on Wednesday, December 7, at Carrie Cerino's.

School Superintendent Ed Vittardi started the address by noting that the North Royalton School District, once again, received the highest rating by the Ohio Department of Education for the 11th consecu-

Continued on page 2

Welcome Chamber New Members

We are pleased to introduce these new members. When you meet them, welcome them and remember them when you have a need for the products or services that they provide.

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Category: Manufacturing

Chamber of Commerce Christmas Luncheon

Wednesday, December 7.
Carrie Cerino's

Look for
invitation
soon!



Report from page 1

tive year. The district also met both the Adequate Yearly Progress for subgroups and the Value Added for student growth. It received a Performance Index Score, a part of the state report card on student achievement, of 105.9, the highest in the past six years, out of a potential 120 points.

Vittardi talked about the various district achievements over the past year, including being featured on www.forbes.com as one of 67 cities picked as "Top Education Towns" in America; the awarding of the Crystal Starfish Award was given to two staff members who went "above and beyond" for the district; the successful implementation of the Strategic Plan; the Serpentine Chevrolet Stadium renovation and the receipt of the Drug-Free Community and Transportation Grants.

The successes of the Strategic Plan that Vittardi discussed included the establishment of the Civic Engagement Committee, free senior citizen access to events and connection and follow-up of district alumni, which was included in the Community Engagement section of the plan. Under the Student Achievement section, the implementation of Testing Works program and the method needed to analyze data necessary to determine the needs of the staff and students. Enhanced media coverage in Broadview Heights came under the section of Communications, as well as a new district website and web-based communications. Green

initiatives district-wide were initiated under the Facility section, as well as the establishment of a community-based Facility Committee. Under the Finance section, funding was discussed in School Community Exchange Night for Education (SCENE) meetings and with "dollars and Cents" articles, in the community-based Financial Advisory Committee meetings and in business partnerships and corporate sponsors.

"We Continue to Inspire and Empower Learners while being fiscally responsible," stated Vittardi. The district has achieved this by operating at one of the lowest cost per pupil ratios in Cuyahoga County; received an award with distinction by the Ohio state auditor; enjoy a collaborative relationship with the cities of North Royalton and Broadview Heights; preparing for the proposed state cuts before they actually took place, being proactive by doing such things as reducing over twenty positions in the district. Through the use of business-school partnerships, the district conducted high school exit interviews; sponsored career and other speakers, giveaways, and offered the Taste of North Royalton and Athlete of the Month. It also established website advertising.

Looking ahead to the following year and beyond, the district is currently seeking a renewal levy on November 8. They continue to explore opportunities to engage with the community and increase sources for alternative revenue funding, stretching all resources in the light of the reduced revenue from the state.

Upcoming Events

November 16 - General Membership Meeting

December 7 - Holiday Luncheon

* *Subject to Change*

Something to ponder...

Every person, all the events of your life are there because you have drawn them there. What you choose to do with them is up to you.

~Richard Bach

Visit our Website

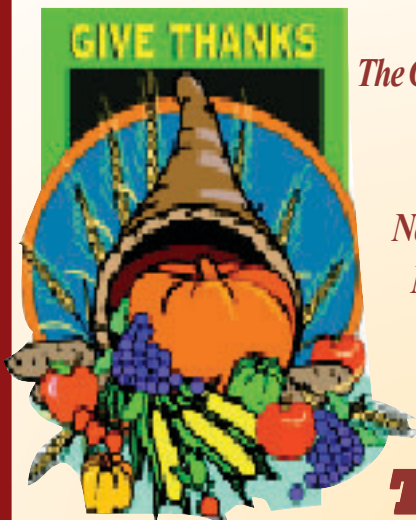
www.nroyaltonchamber.com

Visit our website address at www.nroyaltonchamber.com. We invite you to log on to see all the information we have to offer our members and anyone who is looking for information about North Royalton or services our members offer. Check out your listing, and notify us immediately if there is a change or correction. Sincere thanks to our corporate sponsors:

- **Parma Community General Hospital**
- **Phillips, Mille & Costabile LPA**
- **PSE Credit Union**
- **Tri-C - Western Campus**

For information on becoming a corporate sponsor, call the Chamber of Commerce, 440-237-6180.

At Thanksgiving, Remember those who are less fortunate



The Chamber of Commerce/Royalton Recorder

*office is a drop-off site for the
North Royalton Food Bank.*

Non-perishable items may be dropped off

Monday-Friday from 9 a.m. - 3 p.m.

13737 State Road, North Royalton

Happy Thanksgiving

OFFICERS

Kevin O'Hanlon, President

Aldo Filippelli, V.P.

Mary Kay Manning, Secretary

Mary Ann Thomas, Treasurer

Maria Magnelli, Editor/ Executive Director

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*This newsletter is an official publication
of the North Royalton
Chamber of Commerce*

North Royalton Chamber of Commerce

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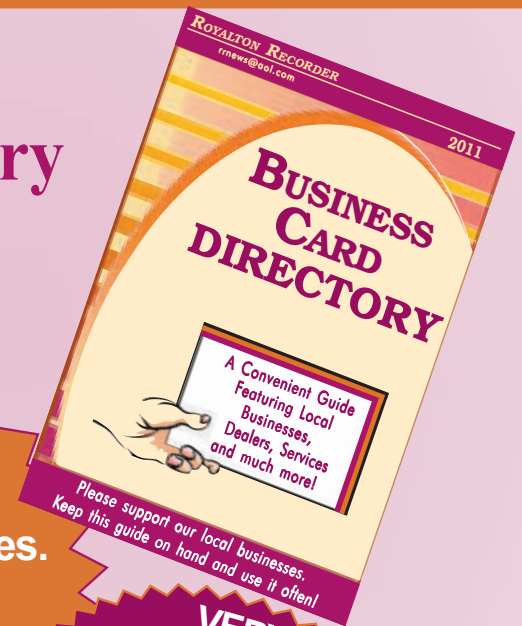
E-mail rrnews@aol.com

Royalton Recorder 2012 Business Card Directory Order Form

Looking for Only 7
Businesses to Anchor our 2012
Business Card Directory.
Anchors will have a full-page ad on
Back Cover, inside Covers and Center 4 pages.

- Back Cover - \$325*
- Inside Covers - \$295*
- Center 4 pages - \$250*

**Also includes a business card listing!
Call today to reserve your spot as one
of only 7 featured ads!*



**VERY
ECONOMICAL!**
DELIVERED TO
16,000 HOMES
AND BUSINESSES AND
ON OUR WEBSITE
FOR ONE YEAR!

Royalton Recorder Business Card Directory Order Form

The Royalton Recorder is in the process of compiling the 2012 Business Card Directory that will be mailed later this fall to **EVERY** residence and business in North Royalton and a portion of Broadview Hts. (Circulation is about 16,000). **It will also be on our website for one full year**, giving your card great visibility. In these hard economic times, it is important to keep our businesses in the public eye.

The Business Cards will be placed according to category of business. It will be in similar order as a Yellow Pages directory, but will include only business cards. Residents use the directory often when searching for services and want to hire a local company. The directory also includes some very useful information and a 2012 calendar. The directory fills up quickly so positions will be taken on a first-come, first-served basis.

If you would like to be included in our Annual Business Card Directory, please fill in this form and return it to the Royalton Recorder by November 18, 2011. For only \$55 per listing, as a Chamber Members your name will be close at hand when a resident needs the service you provide. Non-member rate is \$65 per card.

Please Return Bottom Portion With Order - Enclosed two (2) business cards, along with payment of \$55 (Non-members pay \$65).

Name _____ Daytime Phone _____ Email _____

Check No. _____ Date _____ Amount Enclosed or Charged _____

Credit Card # _____ 3-Digit Code _____ Expiration Date _____

Credit Card Billing Address _____ Zip Code _____

Your Signature _____

Under which Category would you like to be listed? _____

13737 State Road • P. O. Box 33122 • North Royalton, Ohio 44133 • 440-237-6180 • Fax 440-237-6181

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