

Fall 2013

geauga BUSINESS

Sheoga Hardwood Flooring & Paneling Expands Facilities and Production



PLUS:

Home-Grown Success: Richard Bonner: Farmer, Business Owner, Real Estate Developer, Entrepreneur Extraordinaire [pg 5](#)

Building Success [pg 10](#)

Invisible Fence Brand Commemorates 40th Anniversary [pg 14](#)

Contents

PUBLISHER

Chris Yuhasz

Owner, Persistence of Vision, Inc.

EDITOR-IN-CHIEF

Margie Wilber

Owner, Write 2 the Point

CONTRIBUTING WRITERS

Margie Wilber

Denise Milhollan

Paige Hosier Orvis

Sandy Ward

DESIGN

Ellen Seguin

Write 2 the Point

A special **thanks** to our partners whose financial contributions make this publication possible.



- 1 SHEOGA HARDWOOD FLOORING & PANELING EXPANDS FACILITIES AND PRODUCTION**
- 5 HOME-GROWN SUCCESS**
RICHARD BONNER: FARMER, BUSINESS OWNER, REAL ESTATE DEVELOPER, ENTREPRENEUR EXTRAORDINAIRE
- 8 SERVANT LEADER: GEAUGA EXECUTIVE BUSINESS CONSULTANT RICHARD J. FRENCHIE**
- 10 BUILDING SUCCESS**
- 12 LOCAL BUSINESS ENTICES HOMEOWNERS & LOCAL COMPANIES TO EXSCAPE**
- 14 INVISIBLE FENCE BRAND COMMEMORATES 40TH ANNIVERSARY CUSTOMERS CELEBRATE MORE WAGGING TAILS & LESS ANXIETY**
- 16 LIGHTS CAMERA ACTION VIDEO TAUTS BUSINESS FRIENDLY VILLAGE**
- 18 GOLD KEY NAMED TOP WORKPLACE**
- 19 CIC**
- 20 UNIVERSITY HOSPITALS GEAUGA MEDICAL CENTER FIGHTS SUBSTANCE ABUSE EPIDEMIC WITH GROUNDBREAKING NEW MEDICAL STABILIZATION SERVICE**
- 22 KENT STATE UNIVERSITY - GEAUGA**
- 23 PRESTON**
- 24 GEAUGA PARK**

Gauga Business articles are written and selected for their general interest and entertainment value. Authors' views do not necessarily represent the policies of POV Print Communication, Inc. nor does their publication constitute an endorsement by POV Print Communication or Write 2 the Point. All submissions are subject to space availability and editing. **For advertising opportunities or submissions, contact POV Print Communication, Inc.**

Persistence of Vision, Inc.

16715 West Park Circle
Chagrin Falls, OH 44023
www.povcommunications.net
cyuhasz@povprint.com
p. 440.591.5443 x222

Write 2 the Point

PO Box 385
Newbury, OH 44065
www.write2thepoint.com
margiewilber@write2thepoint.com
p. 216.410.2395



SHEOGA HARDWOOD FLOORING & PANELING EXPANDS FACILITIES AND PRODUCTION

by Margie Wilber

Located in the heart of Geauga County's Amish community, Sheoga Hardwood Flooring & Paneling, Inc. has announced plans to expand its facility this fall, more than doubling its size by adding 65,000 sq. ft. to its existing 52,000-sq.-ft. plant. The Middlefield-based company will also add more employees, more equipment and a new product line to its operation.

"While Sheoga has earned an excellent reputation over the past 30 years in the hardwood flooring industry, we are adding a new production line – engineered flooring that utilizes a plywood base, topped with a layer of wood veneer," explains Barbara Titus, Vice President at Sheoga. "This new material will enable us to expand market share into more humid or very dry climates."

Sheoga products are currently distributed across the United States and into Europe and Asia. The Middlefield company currently has 55 employees and plans to hire another 15 to 20 people.

SHEOGA HARDWOOD FLOORING & PANELING

EXPANDS FACILITIES AND PRODUCTION CONTINUED FROM PAGE 1

Located at 15320 Burton-Windsor Road in Middlefield, Sheoga has gained recognition among the hardwood flooring industry for their unparalleled manufacturing of hardwood floors that meet and exceed customer expectations. Sheoga makes solid wood tongue-and-groove flooring. Available species include maple, white and red oak, cherry, walnut, hickory and ash for flooring and paneling. Customers can purchase prefinished or unfinished flooring.

Customers can choose from a number of domestic species produced at one-tenth of the normal manufacturing speed to achieve a superior tongue-and-groove. Four widths are offered to fit a customer's flooring needs: 2 1/4-, 3 1/4-, 4 1/4- and 5 1/4-inch with random lengths from 12 to 96 inches and 3/4-inch thickness to ensure lifelong beauty and high quality, according to Titus. Unfinished hardwood comes in two different grades: Clear grade – free of knots; and Character grade – with small, tight, sound knots and mineral streaking which adds character and produces a less formal look. Sheoga sells approximately 3 million square feet of flooring annually.

Sheoga guarantees unequalled value for an affordable price. Much of their success is due to a unique formula, attention to detail, and excellent customer service.

Unique Formula

Unlike the industry standard of using lower-grade lumber to manufacture hardwood flooring and wood paneling, Sheoga's unique formula of components includes premium, furniture-grade lumber in the mix of raw materials to manufacture their solid hardwood flooring and wood paneling. Nearly all timber used in the production at Sheoga Hardwood Flooring is harvested in the Appalachian forest region, comprising 12 states, 344 counties, and more than 65 million acres – recognized for growing the finest quality hardwood found in the world.


Titus explains, "It is best to naturally air-dry our lumber for several months prior to kiln-drying. This process is achieved by separating each layer of lumber with spacers (or "sticks"). Then, the lumber is placed in our yard to allow natural air movement around each board. Once the natural seasoning process is complete, we kiln-dry, equalize and condition all lumber to a final moisture content of 6 to 8 percent – which is ideal for hardwood flooring manufacturing. Sheoga owns and operates state-of-the-art American Dry Kilns. Under our careful watch, the lumber is guaranteed to be properly kiln-dried for hardwood flooring and wood paneling applications."

From the dry kilns, the lumber is moved into Sheoga's temperature-controlled warehouse, where it remains until it is milled into hardwood flooring or wood paneling. Sheoga also warehouses 100,000 sq. ft. of prefinished stock in inventory; the lead time for unfinished lumber orders is typically three to four weeks. With only one external sales representative and one inside salesman, the bulk of orders come through distribution centers, or word of mouth via architects, builders, contractors and install/finish contractors. Sheoga also participates in local home and garden shows.

Stability and Growth

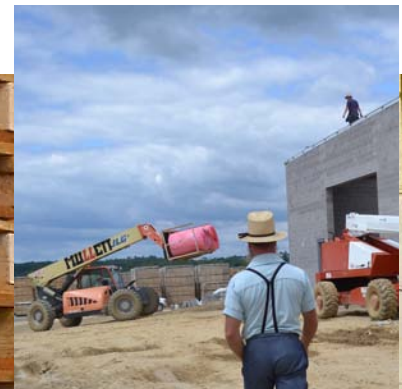
Sheoga has been producing hardwood flooring and wood paneling since 1982. According to Titus, their management and quality-control teams have changed very little since Sheoga opened.

The company began when half a dozen shareholders from a local lumber mill met to discuss the creation of a new business. Pete Miller was not yet 30 years old. Miller was put in charge of getting the hardwood flooring business up and running. He remains president today. "Pete started working in the lumber industry at age 14," says Titus with a chuckle. "He doesn't let things rattle him in the face of adversity."



"We are very focused on providing a quality product and exceptional service. To do that requires teamwork – which is the foundation of Sheoga."

Barbara Titus, Vice President, Sheoga Hardwood Flooring & Paneling



Sheoga's dedicated workforce is comprised of 70 percent Amish workers – known for their work ethic, dependability, and commitment to quality. "We work as a team to produce a quality product," says Titus. "We take into account the Amish culture – such as allowing time off on Tuesdays and Thursdays for weddings. We make adjustments and incorporate it into a part of our business." She says the work force ranges in age from 14 to 70, but no one handles equipment until they are 18.

Titus is one of only five women employed at the company. "I love working here. I've had the opportunity to represent the company throughout the U.S. and across the world," says Titus, celebrating her 22nd year at Sheoga Flooring. She began as an auditor, was promoted to chief financial officer, and a few years ago, promoted again to vice president. "My experience has been positive. We are very focused on providing a quality product and exceptional service. To do that requires teamwork – which is the foundation of Sheoga."

The seasoned business professional offers this advice to other women in business:



"Don't allow people to discourage you. Continue to become more and more educated and work on conflict resolution. We have to be the problem solvers within corporations. While there are many obstacles for women in business, perhaps the hardest one to overcome is management understanding our scope is not limited. Women should understand all the components within the company which make it successful."

Titus believes the participation with chambers of commerce, focus groups and the Internet have given women greater opportunity to share experiences and goals with one another so they can grow stronger in the face of a male-dominated society. "It is not us against them, but sometimes it can feel that way. Sheoga Hardwood Flooring & Paneling share some of my personal Biblical beliefs – that God is first and having respect for all. I am blessed that they consider how employees and customers would want to be treated and make sure each



homeowner and customer is satisfied. That's what God would want us to do."

Sheoga's Commitment to Sustainability

The U.S. Department of Agriculture's Forest Inventory and Analysis found in 2012 that there are 2.45 trees growing for every tree that is harvested or dies of natural causes across the Appalachian forest region. These results verify that the region's timber inventories and acreage have both expanded significantly during the past 50 years, with an increase of 5 percent since 2007 alone. This represents a resource that meets present needs without compromising those of future generations – the very definition of sustainability.

Some of Sheoga's suppliers of hardwood timber are from a large rural Amish community that is still engaged in the



*Barbara Titus,
Vice President,
Sheoga
Hardwood
Flooring &
Paneling*

CONTINUED ON PAGE 4

SHEOGA HARDWOOD FLOORING & PANELING EXPANDS FACILITIES AND PRODUCTION

CONTINUED FROM PAGE 3



traditions of using horses to transfer logs to the sawmill. This method of log transport minimizes damage to young trees and soil and avoids the use of greenhouse-gas-emitting fossil fuels.

Mother Nature is responsible for air drying our lumber prior to kiln-drying, a process that can greatly reduce energy use and kiln-drying time.

A wood waste boiler, fired with sawdust generated as a by-product from our manufacturing process, is used to heat over 50,000 sq. ft. of manufacturing and showroom space. Their 225,000 BF-capacity dry kilns derive their heat from the same source, and excess sawdust is sold for animal bedding. "Were it not for our wood waste boiler system, our estimated heating oil consumption would be around 250,000 gallons per year," Titus estimates.

"It was a logical progression of making sure we are good stewards of what we have been given," reiterates Titus. "Our wood is initially air dried by nature. Our by-products are ideal for the Amish

community to start their fires and heat their water. Sawdust is a natural resource for animal bedding. We provide scrap wood and other by-products to widows at no cost. It's all part of working with the community and being a good neighbor."

To demonstrate its commitment to sustainable forestry and responsible wood sourcing, Sheoga is proud to participate in NWFA's Responsible Procurement Program (RPP) and to produce flooring under the RPP's U.S. Renewing Forests label.

Wood flooring that carries the U.S. Renewing Forests label comes from the U.S. where, according to the U.S. Forest Service, timber growth exceeds loss through harvest and mortality. *As noted above, these forests are growing and renewing themselves naturally, producing an overall surplus of wood year after year.*


In addition, in order for wood flooring to qualify for the U.S. Renewing Forests label, the forests of origin must be considered to be at low risk for the following factors by environmental groups and other stakeholders:

- Illegal logging
- Conversion of natural forests (to tree plantations or non-forest uses)
- Logging that threatens the conservation of rare or threatened species and ecosystems ("high-conservation value forest")
- Use of genetically-modified organisms (GMOs)
- Logging that violates traditional or civil rights

Under the RPP, Sheoga is committed to sourcing an ever-increasing percentage of wood from forests that are certified according to the rigorous environmental and social standards of the Forest Stewardship Council (FSC)[®]. The RPP is designed such that the U.S. Renewing Forests label will ultimately be replaced by the FSC label. (FSC-C108837)

The U.S. Renewing Forests label was developed by the National Wood Flooring Association (NWFA) and represents an unprecedented partnership between a major forest products industry trade association and the environmental community.

At the heart of the RPP is an alliance between NWFA and the Forest Stewardship Council (FSC). U.S. FSC is a not-for-profit organization that sets standards for environmentally and socially responsible forest management worldwide. These standards in turn guide the "green" certification of forests and forest products through a system of independent auditing. FSC enjoys the support of most major environmental groups, including World Wildlife Fund, The Nature Conservancy, National Wildlife Federation, Natural Resources Defense Council, Greenpeace and the Sierra Club.

Sheoga's on-site showroom is open Monday through Friday from 7 a.m. to 4:30 p.m. and on Saturday from 8 a.m. to noon. They also have a website where customers can order samples or find their closest distributor at www.sheogaflooring.com. 

HOME-GROWN SUCCESS

Richard Bonner:

Farmer
Business Owner
Real Estate Developer
Entrepreneur Extraordinaire

by Margie Wilber

Richard Bonner flies under the wire. Though an instrument-licensed pilot since his early 20s, flying is not how Richard Bonner ultimately experienced financial success. It was through his other diverse business ventures that included a start-up horticulture-container business (Dillen Products), a trucking business (DSI Bulk Transport, Inc.), real estate development, and farming. Dick Bonner is a home-grown success story.

CONTINUED ON PAGE 6

HOME-GROWN SUCCESS

Richard Bonner: Farmer, Business Owner, Real Estate Developer, Entrepreneur Extraordinaire

CONTINUED FROM PAGE 5



Born one of 10 children and raised on a corn/pig farm in Auburn Township, young Dick Bonner was familiar with hard work early on. By age 17, the young man figured his father was nuts working so hard, so he moved out. By age 19, Dick realized how smart Dad really was – that hard work would be the key to his personal success.

So, Bonner moved back home and continued working. While the Kenston High School graduate enjoyed trucks, tractors, airplanes – pretty much anything with power and wheels – his spare time was limited as Bonner threw himself into farming, masonry work, construction, and eventually the horticulture business, working for his father-in-law John Gander at Burton Flower and Garden (BFG) from 1972 to 1982.

In 1982, Dick Bonner used the knowledge he had acquired on the job to start Dillen

Products, coined by combining his and his wife Ellen's names. With one additional employee, Bonner began making plastic molds for horticulture containers from a rented building in Newbury Industrial Park. "I knew the customers and the market," Bonner states matter-of-factly, seated this day in his office at Rt. 528 and Kinsman Road, next door to Dillen Lawn & Garden. "My father taught me the No. 1 rule of business: Give the customer what they want. If your product adds value to their product, price does not become the central issue."

This became his guiding principle through life.

In 1983, Bonner moved Dillen to Burton-Windsor Road; in 1992, he purchased land in Middlefield Township (later annexed), where Dillen Products remains today. Part of his business model was to run Dillen 24/7. "We never shut down.

All of our costs – building, utilities, land, etc. – were fixed. Our only variable was employees. It made economic sense to keep working. To pump it," explains the astute businessman. "My father-in-law always said, 'Work hard and everything else will take care of itself.' Success in business takes perseverance. Jim Schill knows that. (Schill founded and served as President/CEO of Gold Key Processing and remains at the helm of Chem Technologies in Middlefield Village.) He is 80 years old, and I still see his car parked at Chem Tech on Sundays."

Thanks to personal perseverance and innate business know-how, Dillen became a leading manufacturer of horticultural containers, hanging baskets, trays, pots and specialty plastic products throughout the United States and Canada. Continuous innovation, reliable quality and efficient service fertilized

**“All you have to sell is yourself,” Bonner insists.
“I can’t stop moving, so I do a lot of things.
I am a businessman.”**

the business, resulting in escalating sales and profits through the next seven years. Bonner sold the company to Myers Industries Lawn & Garden Group in 1999. At the time, Dillen Products encompassed approximately 700,000 square feet of prime real estate, with reported annual sales of \$85 million.

But, that’s just one of his successful business ventures.

Bonner owns and operates DSI Bulk Transport, Inc. – a trucking company, located on Rt. 44, south of Mantua, that exclusively hauls “frack” sand, plastic pellets and plastics in Ohio, Pennsylvania, and West. “We also haul into Canada, New York, Tennessee, and other eastern states,” Bonner qualifies. “We own 40 trucks that log approximately 10,000 miles per month, per truck.”

Then there is the farming. Bonner owns and leases acres of farmland where he grows soybeans, corn and raises cattle. “I would say my passion is farming,” admits the rugged, gregarious gentleman. “I have always loved tractors and trucks. I guess my business decisions were made along the lines of my interests.

“I own and operate the FBO (Fixed-Base Operator) at Portage County Airport due to my life-long interest in airplanes and flying,” says Bonner. He enjoys flying

and operating the Portage Flight Center, leasing the land from Portage County Airport Authority.


The self-made man doesn’t think he is anything special. In fact, he balks at being interviewed. (It took over a year to pin him down.) As this story went to print, it was under Bonner’s great duress.

The Geauga County resident and business entrepreneur believes success simply boils down to having a strong work ethic. “All you have to sell is yourself,” he insists. “I can’t stop moving so I do a lot of things. I am a businessman. I like to farm, but I like to make a profit.”

Bonner’s real-estate development ventures have proven extremely successful. He currently has 185 acres of commercial land across from Dillen Products for sale, with public water and sewer. This property, located on the southeastern corner of Rt. 528 and Kinsman, is ideal for any business or manufacturer looking to start or relocate their businesses. Middlefield Village works proactively and collaboratively with businesses to streamline the process of moving into the Village. A strong, nonunion work force, outstanding business incentives, and rich natural resources in the area are just a few reasons why the Village is experiencing national business and industry attention.

While his business ventures have proven successful in Geauga County, the stealth businessman finds the area ideal for living and raising a family. Bonner has two children from his previous marriage and is remarried with a 6-year-old son, Joseph, and has four grandchildren. “The kids are the light of my life,” admits the 63-year-old with a smile. “Both of my other children own and operate greenhouses. I hope Joe becomes a farmer. I am looking forward to spending more time with him. Farming is so high tech today. It’s time for some young blood.”

“Gauga County is a great place to start and operate a business,” exclaims the jack-of-all-trades. “Middlefield Village Mayor Ben Garlich really works hard to draw business and industry into the area. I don’t know anyone who has been more receptive to business. Being a business person himself, he understands what it takes to survive. He is not a politician.”

Bonner continues, “There is a great labor force in Geauga County with a solid work ethic. There is plenty of commercial and industrial land right here in Middlefield Village for sale. I feel very fortunate and blessed. A lot of my success comes from being in the right place at the right time. It all goes back to, all you have to sell is yourself,” Bonner concludes. 

SERVANT LEADER

GEAUGA EXECUTIVE BUSINESS CONSULTANT **RICHARD J. FRENCHIE**

by Margie Wilber



**OUTSTANDING
LEADER.**

GIFTED MENTOR.

**CONSUMMATE
HUMANITARIAN.**

These are just a few descriptors attached to Geauga business executive Richard J. Frenchie, MBA, FACHE.

Perhaps best known for his role as President and Chief Executive Officer of University Hospitals Geauga Medical Center, Mr. Frenchie has built a legacy of high quality, performance excellence and strong strategic vision spanning three decades. While most business professionals might retire on these achievements, rest is not in this Geauga business executive's DNA. Recently, Mr. Frenchie has embarked on a new career as an executive leadership consultant to organizations and foundations. Appropriately so, he is an active

proponent for the Encore Careers Initiative, a national movement to create Encore stages of life and work which promotes careers combining meaning and value.

"Retirement is not in my vocabulary," admits the seasoned health care exec with a chuckle. "My new career as an executive consultant is obviously a transition for me after being in health care for more than 30 years. My experience and knowledge as President of UH Geauga Medical Center, UH Saint Michael Hospital in Cleveland and Heather Hill Hospital and Health Center in Chardon is of value to businesses, organizations and foundations. I am passionate about being relevant – whether to a corporation, an organization, or in my community."

During Mr. Frenchie's distinguished career, he was responsible for an annual health care budget exceeding \$300 million. Notably, as an architect for responsible change, Mr. Frenchie was instrumental of the merger of Geauga Regional Hospital with University Hospitals in 1995. Through his innovative leadership, Geauga Medical Center evolved into a full-service regional hospital, meeting the needs of a vibrant and growing community. This progressive continuum included the addition of a surgery pavilion, Women's Health Center, post-acute services unit, a new bed tower, Cardiovascular and Neurology Institutes, a Spine and Joint Institute, a comprehensive weight loss center, and a behavioral health center among others. These developments exceeded \$75 million in health care investments for Geauga County.

The gifted businessman is excited about his new role as an executive leadership consultant. "Having led three organizations simultaneously, I feel my experience can help others. I am an effective team builder. I would describe my leadership style as 'servant leader.' It places service first and foremost – service to each other, in your organization and in your community."

He continues, "Servant leadership advances the concept of decentralization and engagement. These principles can be adapted to any organization – whether in the private or non-profit sector. Servant leadership is about quality and engagement of all people at all levels within an organization, empowering them to create a product or service that satisfies all clients. It is rewarding to know what you do has an impact. I believe organizations run more efficiently with servant leadership.

"Other qualities that make an effective servant leader are being an active listener, being persuasive and being emphatic. Have awareness which fosters good stewardship," says Mr. Frenchie.

When asked what other traits he believes make a strong, effective corporate leader, Mr. Frenchie does not blink. "You must be passionate about people, have a service-oriented mindset, embrace excellence, and be committed to creating an organizational culture that nurtures people and allows them to take some risks while continually learning"

He continues, "I believe, that as a business leader, investing in your community is a privilege. You have to give back – to build stronger communities. Businesses and organizations are a part of a community, and we benefit from each other. It also provides an opportunity to influence and help shape the community so it can flourish." As President and CEO of various health care institutions, Mr. Frenchie not only volunteered personally but also encouraged his management team and other personnel to serve on community boards as a way to give back and learn.

"That is why I am committed to helping Geauga County and northeast Ohio," he insists. "My areas of expertise focus on operational and strategic planning; organizational design; board governance and development; philanthropic planning; and financial turnarounds and mentoring – basic skills I've honed over the years.

**“BOTH GEAGA
PARK DISTRICT
AND THE GEAGA
PARK DISTRICT
FOUNDATION
ARE INCREDIBLY
GRATEFUL
TO RICHARD
FRENCHIE FOR
HIS DEDICATION
TO CAUSES
THAT HAVE
FAR-REACHING
EFFECTS AND
POSITIVE
OUTCOMES THAT
BENEFIT THE
COMMUNITY.”**

Paige Hosier Orvis, Marketing & Administrative Services Director, Geauga Park District

“Foresight is another characteristic of a servant leader. It enables them to understand lessons from the past, the realities of the present, and the likely consequence of a decision in the future,” the skilled communicator adds. “I believe my experiences and foresight can help guide future endeavors within a corporation for non-profit agency.”

As an executive, he freely gives of his time and talents. He currently sits on an amazing 11 boards in Geauga County and Northeast Ohio that include the Board of Kent State University Geauga Campus and Twinsburg Campus; Life Trustee of the American Heart Association; Chairman of the Board of Trustees of the Center for Health Affairs; Emeritus Chairman, Trustee of the Geauga YMCA Board; President of the Geauga Park District Foundation; Great Lakes Regional and Northeast Ohio Chapter of the Arthritis Foundation; and many other charitable boards.

“I am a founding member of Geauga Growth Partnership (GGP) and serve as an officer on this board. GGP was created to help existing businesses grow through economic development, workforce development, job creation and developing strong partnerships,” Mr. Frenchie explains.

While Mr. Frenchie earned an undergraduate degree in business administration from Cleveland State University and a master’s degree in management from Baldwin Wallace College, he realizes college is not in everyone’s future. “That is one reason why Geauga Growth Partnership is so vital. We want to help train workers in skill sets needed by business and industry in Geauga County. We are partnering with local career centers and colleges to make programs available to better prepare young adults for future jobs as well as adults who desire to make a career change,” explains Mr. Frenchie. “Our entrepreneurship program is off to a great start with local businesses making internship experiences available.”

Appreciating the value for learning, he has held academic positions as a case research professor at the University of Tampa in Florida and as a guest lecturer at Baldwin Wallace University in Berea, Ohio.

He says GGP is also helping local business executives navigate through the monumental changes in health care so they can make the best decisions for their business or organization. “Business owners must be able to generate enough resources to reinvest in the operations,” Mr. Frenchie states. “The Affordable Care Act will be fully implemented by January 1, 2014. This law is more than 2,000 pages with over 30,000 pages of implementation rules. GGP will help explain what it contains and options for Geauga businesses.”

Other boards are equally appreciative to Mr. Frenchie’s commitment to the area. “Both Geauga Park District and the Geauga Park District Foundation are incredibly grateful to Richard Frenchie for his dedication to causes that have far-reaching effects and positive outcomes that benefit the community,” says Paige Hosier Orvis, Marketing & Administrative Services Director, Geauga Park District. “He is a gifted communicator and passionate about connecting people to a greater vision. He really embraced the vision for the new Observatory Park in Montville Township when he served as campaign chair to raise more than \$2 million for the development of that park. He is now in his third term as president of the Park District Foundation and has shepherded that group through the development of a comprehensive strategic plan.”


In addition to serving on boards, Mr. Frenchie also enjoys mentoring other business professionals. He says, “Mentoring is critical. We need to invest our energy in shaping tomorrow’s leaders. It is a sacred, trusted relationship. I am indebted to half a dozen or so individuals who helped mentor me on my journey. Mentoring should not be done haphazardly but approached formally.

It takes time to do it right. I spend several hours each week with an individual I am currently mentoring.”

He describes how one young executive that he mentored through the years was recently promoted to

Chief Executive Officer of a major health care institution in Ohio. “Those are my ‘ah ha’ moments, when someone I have mentored advances to such a leadership position,” he says with a grin. “It is personally fulfilling.”

Mr. Frenchie sums it up, “I enjoy celebrating success and celebrating community.” When asked about his top most memorable career moments, he replied, “As I reflect back over many decades what comes to immediate mind embraces the following: The delivery of a commencement address to the graduating class of Kent State University; receiving the Leader of the Year award from Leadership Geauga; the naming of the Surgery Pavilion Building at UH Geauga Medical Center in honor of me; building lasting relationships with professionals and friends dedicated to healing and service; and attaining accreditation for high performance and quality from the Joint Commission, the accrediting body for hospitals, for over 37 consecutive years. These moments and others will be cherished for a lifetime,” he commented.

His perspective about success can best be understood from a quotation by Jonas Salk, physician, researcher and innovator of the Salk polio vaccine, “The reward for a job well done is the opportunity to do more.” Rich Frenchie plans to continue to do just that in making a difference as a leader and community advocate. 



BUILDING SUCCESS

by Margie Wilber

Payne & Payne Builders, Inc., has built a reputation as a distinctive, custom-home builder in Northeast Ohio and Cleveland. They credit their success to a relentless pursuit of and dedication to quality and detail, and a passion for customer service. Yet, it's also their family values, work ethic and atmosphere that resonate with Northeast Ohio customers.

F. Michael Payne Sr. founded Payne & Payne Builders, Inc., in 1993, after nearly three decades in residential construction – including roles as a remodeler, general contractor, and a principal in one of the country's largest home-building companies. His brother Dave joined him soon after. Initially, they tackled such projects as building a new porch on a Shaker Heights home or installing a brick patio in Russell. As the economy improved, they built their first home. Word spread, and a corporation was launched.

Over the years, a second generation joined the two brothers. Mike's three sons, Mike Jr., 39, and twins Eric and Dave Jr., 37, (called junior to avoid confusion with Uncle Dave) entered the family business, located at 10750 Mayfield Road in Munson Township. Their other brother Brian, 35, works in Aspen, Colorado managing "very high-end" vacation homes. And no, unfortunately, Michael Payne Sr. was not blessed with daughters.

Today, numerous additional family members comprise the 26 full-time and two part-time folks on the payroll. Michael Sr. retired in 2005.

"Together, we focus on treating everyone as you would a family member and completing every project with the pride and integrity that comes as a result," states Dave Jr. "We consider all of our staff members our extended family.

"We are a tight-knit family. We travel together, play together, and do things as a group in and out of work. I love the way we communicate and collaborate at work – coming at things from different perspectives. At the end of the day, we are still family, and that is what is most important," Dave Jr. explains.

Whether they are building a custom-designed home or transforming an old bathroom into a spa-like retreat, Payne & Payne has enjoyed tremendous success in new home construction, renovations and additions despite the economic recession and instability over the past seven years.

"Since the economic downturn in 2009, our work has more than tripled," reports Eric. "Our average annual growth is approximately 30 percent. New home construction accounts for 75 percent of our current business, with renovations making up the difference. We do primarily custom building. Although we are known as a custom, high-end builder, we welcome any project where the customer values creative, efficient building. We don't want to rule anyone out. We can do it all. We like to try new things and enjoy architecturally significant projects." Payne & Payne is listed in the top 100 renovation firms, in terms of dollars, in the U.S.

Dave Jr. insists, "I get more excited about the client if they are open, honest, value what we do and become a part of the team. When customers appreciate us, they empower us to do a better job. More important than compensation is having people go home satisfied that we did a great job."

"My job is business development," Dave Jr., continues. "I am compulsive about watching the economy. I believe that despite the circumstances, we will persevere and adapt. I feel bullish on the housing market today. I see a lot of need. I do think interest rates will rise along with the cost of building and labor, but demand will power right through this."

According to Mike Jr., this spring was one of Payne & Payne's most successful years. "The reason we have persevered through these rough economic times is we remained committed to watching for change and adapting to that change. Many companies that did not, closed. Payne & Payne Builders will never be complacent to think what is working today is going to work down the road."

The company's extensive experience and long-term commitment to customer service has resulted in Payne & Payne receiving numerous awards and distinctions. In 2009, the company was named the National Custom Home Builder of the Year by the Custom Homebuilders Committee of the National Association of Home Builders (NAHB). They were only the fourth company in the nation to receive the highest honors bestowed by the NAHB for custom home building. Previous winners hailed from Utah, Texas and Pennsylvania.

"This award is given yearly to one builder that has excelled in customer satisfaction, quality and consistent service, and who is actively involved in their community and industry," Eric explains.

Payne & Payne also recently received recognition as the Cleveland Choice Award winner in the following categories:

- Best overall custom home over \$500K
- Best product design 2,000-3,000 sq. ft./ 3,000 - 4,000 sq. ft./over 4,000 sq. ft.
- Best exterior design 2,000-3,000 sq. ft./ over 4,000 sq. ft.
- Best single-family community - Hidden Glen

Industry involvement includes Mike Payne Sr. and David Payne Jr. serving as past presidents of the Home Builders Association

of Greater Cleveland, and past directors of the Ohio Home Builders Association and National Association of Home Builders. Mike Payne Jr. is currently in these chairs.

"By serving in the industry at a local, state and national level, we stay abreast of new trends, products and opportunities," Mike Jr. states.

Close to home, Payne & Payne's recent community involvement includes partnering with Habitat for Humanity, Make a Wish, and in Geauga County, renovating the Notre Dame Pre-school on Auburn Road in Munson Township. "I live in Geauga County and this business remains committed to staying in Geauga County," declares David Jr. "I love the area, and the people who live here are second to none."

Putting their clients' needs, tastes and lifestyle at the forefront, the trusted and true Payne & Payne "Building Process" begins with Design & Discovery. Here, Payne & Payne designers, architects and the project manager work to understand each client's unique dreams and determine how Payne & Payne can make it work within the client's budget. Step 2 is Preconstruction. At this stage, a Project Manager will guide the customer through the selection process. Step 3 is Construction. An exciting time, clients are kept involved with constant communication, progress updates and onsite meetings. Step 4 is Warranty & Beyond. Payne & Payne wants clients to consider the company a resource for life – not just during the warranty period.

"We always look for the most economical solutions and try to build or transform homes to suit each client's tastes and lifestyle," Dave Jr. summarizes.

How has this process succeeded? "We've utilized customer feedback surveys for a number of years," Mike Jr. says. "Each time, Payne & Payne has received a 100 percent rating on Likely to Recommend. That is virtually unheard of in this industry. On our most recent survey, we also scored 100 percent in Professionalism, Sales Knowledge, Warranty, Original Design and Communication. We ranked 99% on Trust, Value, Expertise, Employees & Subcontractors."


Mike Jr. says their work model is pretty simple. "Everyone here wants to do their best for our clients. We are constantly trying to innovate and make it better. It's our culture," he says.

On every project, Payne & Payne Builders integrates "Green Building Science Principles" – incorporating the latest in home performance technology and sustainable practices – to optimize a home's value, performance, and protect the investment. In fact, Dave Jr. helped to found the Northeast Ohio Green Building Initiative, developing green guidelines and an audit for green builders. Mike Jr. has now taken over the reins in that group.

This March, the USGBC awarded Payne & Payne Builders, Inc. LEED Platinum Certification for The Treehouse Project in South Russell for achievement in green homebuilding and design. This home focuses on reducing energy use and features renewable energy sources such as geothermal radiant heat, harvesting energy from the ground and photovoltaic panels to harvest energy from the sun. Other features include low-e argon windows, high-efficiency lighting fixtures, high-density recycled wool cellulose insulation, and low VOC (volatile organic compounds) paint, carpet and hardwood flooring, used throughout the house.

"We actually integrate practices of green building into every home we build. It's now a matter of how green," describes Eric.

Payne & Payne also takes an innovative approach to hiring. "We are always looking for good employees. I keep a list of people we've met who would be a great fit. It's more about hiring good people with integrity, accountability, a work ethic, solid decision-making skills and how well they would fit in our culture," Dave Jr. says.

Free time is a precious commodity for all three brothers at Payne & Payne Builders. Dave Jr., enjoys running, including running after his three children under the age of nine. Despite the constant demands the business places on him, Dave Jr. concludes the interview, "For now, my top priority is my wife, Sarah, and our children." 

**"EVERYONE
HERE WANTS
TO DO THEIR
BEST FOR
OUR CLIENTS.
WE ARE
CONSTANTLY
TRYING TO
INNOVATE
AND MAKE
IT BETTER.
IT'S OUR
CULTURE,"
HE SAYS.**

**Mike Payne Jr,
Payne & Payne
Builders, Inc.**

A large, white, two-story house with a green lawn and trees in the background. The house features a prominent front porch with columns and a balcony on the second floor. The scene is set in a lush, green environment with mature trees.

LOCAL BUSINESS ENTICES HOMEOWNERS TO EXSCAPE

by Margie Wilber

Fall in Geauga County – a dizzying array of greens, golds, oranges and reds excite the senses – and many local homeowners are already planning outdoor improvements that can add value as well as comfort to their homes. Business owners and CEOs are also taking stock of their facilities and considering upgrades to make the exterior of their workplaces more inviting to potential clients. Enter Exscape Designs.

Don't let the name fool you. Exscape Designs offers landscape design, development, installation, and maintenance of artistic, awe-inspiring landscapes for the discerning homeowner who knows home values increase substantially with quality, creative exterior improvements and maintenance. Exscape Designs also works hand-in-hand with business owners and facility managers to increase the professional appearance of corporate buildings and plants. The company even provides corporate and home snow removal – always in demand in the snow belt.



For Exscape Designs' founder and owner Bill Dysert, this "dirty" business entered his blood early – since the days he would drop his school bag and immediately run outside to play, climb trees or just roll around in the dirt.

"My father (Gary Dysert) introduced me to the concept of outdoor work and blistered palms early on. Each Saturday, we would haul and chop wood to heat the family home on Claridon-Troy Road," recalls Dysert with a grin. "By the time I was 14 years old, I had my first paying job, working on a farm in Kirtland Hills doing landscaping as well as odd jobs like cleaning out stream beds.

"That's when I caught the 'dirt disease,'" the gregarious, friendly business owner admits. "At 16, I connected with a neighbor who owned a small excavating business. I got involved in projects that included digging basements for homes, hauling dirt and stones, etc. One of the first days on the job, I got to operate a bulldozer. I was hooked."

At the time, Dysert was also working for his dad's side business, building pole barns and decks. His mother Dorothy owned and operated a home-cleaning business. "I knew small-business ownership was in my future," laughs Dysert.

The next catalyst toward business ownership came when Dysert enrolled in a horticulture science program at Auburn Career Center from 1999 to 2000. During that same time, the young man was hired at Pattie Group, a landscape development company on Chillicothe Road in Novelty, as Project Foreman from 1999 to 2004.

While Dysert claims there were seldom days off "except for a few hours on Sunday," he managed to meet Kali Ream and become engaged. Ironically, his future father-in-law, Alan Carley was employed at Wheeler Landscaping. "I started to work at Wheeler in 2004, but by the first year, I was becoming impatient," Bill recalls. "I knew I needed to get my own business launched. My thought was, 'If they can do it, so can I.' I looked at the competition and knew we could find a niche the other companies were not serving and we could do it better. I launched Exscape Designs on April 1, 2005 and married Kali that May."

Dysert established his home and business just down the road from his parents on Claridon-Troy. "I was a technician by trade," admits the hard-working entrepreneur. "At that time, I was blind to the many demands of owning and running my own business. Long days in the field and long nights in the office quickly became the normal schedule."

He continues, "I wanted to create something that would have enough scale for growth and opportunity. I wanted to establish a business whereby I could help other team members reach their personal goals as well as grow a company to a size that would be sustainable."

So far, so good. Exscape Designs began working for some of the biggest architects in Cleveland. Dysert did the heavy-lifting during the day and sold and completed administrative work at night. By 2007, his hard work was paying off. He hired an administrator. A year later, the company added a project manager. And by 2008, Dysert developed a strategic marketing plan that included the launch of a website, vehicle signage and an advertising campaign for Exscape Designs.

"My desire was to build our own brand as a landscape design and build company," explains Dysert. "Then we realized the potential other side of the business – helping our customers develop the planting material and follow-up on warranties. Today, Exscape Design's business is 80 percent landscape design and build and 20 percent maintenance and snow removal. My goal is to get it to a 60/40 percent split."

To date, Exscape Designs most profitable install was a \$500,000 project in Hunting Valley. The successful landscape design, build, maintenance and snow removal company establishes strong, long-term relationships with their clients and referral sources – which has been key to the company's success. "Outdoor living, such as outdoor kitchens, fire pits, fire places, patio installs, is where we excel," he adds. "We also do excellent renovations and waterfalls."

Dysert says he always keeps his radar up for good people to join the team – people who "bleed green."

"The goal is to deliver an excellent product to our customers," Dysert asserts. Exscape Designs currently employs 16, and last year's annual sales topped \$1.5 million. That same year, the Geauga-based company won its first award, an Honor Award, for a waterfall build from the Ohio Landscape Association. The company was also featured in the November 2012 issue of *Lawn & Landscape Magazine*.

Looking ahead, Dysert hopes to continue building strong relationships with strategic partners and homeowners while continuing to look for excellent employees.

"I WANTED TO ESTABLISH A BUSINESS WHEREBY I COULD HELP OTHER TEAM MEMBERS REACH THEIR PERSONAL GOALS AS WELL AS GROW A COMPANY TO A SIZE THAT WOULD BE SUSTAINABLE."


Bill Dysert, Owner, Exscape Designs

He would like to see sales climb to \$3 million in the next three years and to \$5 million in five years.

While Exscape Designs target geographic market includes Chagrin Falls, Moreland Hills, Hunting Valley, Pepper Pike, Shaker Heights, Beachwood and Cleveland Heights, the company has delivered plenty of quality outdoor work in Geauga County.

"I have lived in this county my entire life, and I am raising my family and building my business here," exclaims Dysert, a 2008 graduate of Leadership Geauga and current Geauga Growth Partnership board member.

"I believe in giving back to the community and the people who have helped us succeed," Dysert says. "I certainly haven't done it alone." Exscape Designs frequently sponsors local organizations and events, including the Geauga Lyric Theater, Leadership Geauga, Geauga Growth Partnership, Chardon and Chagrin Valley Chambers of Commerce, 4H Clubs and local rotaries.

When not behind a shovel, back-hoe or bulldozer – or spending quality time with his wife and small children – Dysert ekes out time to cycle, hunt and run, and even competed in his first triathlon and marathon in 2011. 



INVISIBLE FENCE BRAND

Commemorates 40th Anniversary

by Margie Wilber

install the system, train pets and provide full support and service using a comprehensive P.E.T. Approach. Their expertise in pet management has earned the company a reputation for caring, quality, innovation and reliability.

Customer loyalty and repeat business is another trademark of this successful company. Personally, I recently installed my fourth yard system as I continue to move around Geauga County like an Australian shepherd circling guests at a backyard party. Invisible Fence Brand kept my golden retrievers Bailey and Callie safe throughout their lives as well as my current Chesapeake Bay Retrievers Angus and Gazoo, and Phife the wild Australian shepherd. I would not use nor recommend anything else.

Still, Invisible Fence Brand does not rest on its stellar reputation but continues to innovate and perfect its safety technology. For instance, the company recently expanded its offerings to include avoidance and access solutions such as the only fully integrated, electronic pet door in the industry.

In 2012, the Doorman, a programmable electronic pet door, was added to their menu of technologies. This wireless door gives pets the freedom to safely exit and enter their home, while specific security features and automatic locking ensure no unwanted visitors. When the

pet approaches the door, it automatically unlocks, allowing them to come and go. Designed for both dogs and cats, the Doorman can be personally customized to provide different access for different pets –unlocking for the dog but not for the cat, for instance.

Also in 2012, Invisible Fence Brand introduced Boundary Plus containment technology, which provides up to 30 percent more yard space, making it possible for pet owners with small suburban or city lots to enjoy the advantages of Invisible Fence Brand. In December 2012, Invisible Fence Brand introduced Micro Shields that safely keep dogs and cats away from trouble areas inside the home. Micro Shields are mobile wireless units that help pets avoid areas of the home that may be unsafe or where their owners don't want them to go. Did I just hear a few readers mumble "trash can"? At three inches in diameter, this product was strategically engineered to target smaller problem areas where pets are known for getting into, like a houseplant or the kitty litter. Imagine a peaceful holiday season without your cat attempting to scale the Christmas tree!

Additional Invisible Fence Brand Avoidance Solutions include Indoor Shields designed for larger areas or entire rooms in the home and Outdoor Shields designed to keep pets away from landscaping or other outdoor areas. Imagine the Chesapeake Bay Retriever no longer retrieving goldfish from your waterscape!

This year marks the 40th anniversary of Invisible Fence Brand, a company created out of a genuine love for pets and concern for their lives. Since the technology was first invented in 1973, Invisible Fence Brand has kept more than two million tails wagging and safe at home.

Invisible Fence Brand is the original electronic pet-containment system that offers a comprehensive family of containment, avoidance and access products to keep dogs and cats of all breeds and sizes out of harm's way and prevent unwanted behaviors throughout the home and yard. Produced by Radio Systems Corporation in Knoxville, Tenn., Invisible Fence Brand is sold nationwide by professional, authorized dealers – including an expansive office in Geauga County at 7948 Mayfield Road in Chesterland.

Ask satisfied customers, and you'll likely hear the success and growth of Invisible Fence Brand lies in the network of knowledgeable pet professionals who

Customers celebrate more wagging tails & less anxiety



But great technology that keeps pets happy and safe is only part of the Invisible Fence Brand story. Invisible Fence Brand is also a committed community member. For more than a decade, Invisible Fence of Northeast Ohio has partnered with Geauga County Job & Family Services (JFS), volunteering their vehicles and drivers to deliver holiday care packages to families in need. Tim Taylor, executive director of Geauga County Job & Family Services, applauds their effort: "Invisible Fence of Northeast Ohio has been a wonderful community partner. For 10 or 11 years, they have volunteered their vehicles and staff to deliver our holiday packages – including clothing for family members, children's toys, and food. Last year alone, they helped us deliver more than 800 gift packages to local families across the county. Invisible Fence of Northeast Ohio has made a real significant contribution and continues to do a lot for Geauga County."

Another significant community contribution by Invisible Fence of Northeast Ohio has been their donation of 29 pet oxygen mask kits to local fire departments in Geauga County. Fire stations in Auburn, Bainbridge, Chardon, Chesterland, Hambden, Middlefield, Montville, Munson, Newbury, Parkman, Russell and Thompson are now some of the best-equipped stations in the nation to save a pet's life. These masks allow firefighters to give oxygen to pets who are suffering from smoke inhalation when they are rescued from fires. The masks often save pets' lives. Invisible Fence Brand's Project

Breathe has as its goal to equip every fire station in America and Canada with pet oxygen masks.

"When a family suffers the tragedy of a fire, lives are turned upside down," says Albert Lee, Director of Invisible Fence Brand. "Pets are valued family members, so we want families to know that their pet can be cared for if tragedy strikes. We realize that humans are the first priority, but in many cases, pets can be saved if firefighters have the right equipment." These cities and towns are now joining the ranks of Cleveland, Chicago and Memphis, which have all received donated pet oxygen masks from Project Breathe.


It is estimated that approximately 40,000 to 150,000 pets die in fires each year, most succumbing to smoke inhalation. In many cases, pets can be saved if firefighters have the right equipment.

"There is so much for us to celebrate this year," says Lee. "This anniversary is a commemoration of everything our company has done to improve the quality of life for pets and their owners."

"Invisible Fence of Northeast Ohio has made a real significant contribution and continues to do a lot for Geauga County."

Tim Taylor, Executive Director of Geauga County Job & Family Services

Invisible Fence of Northeast Ohio has seen a steady increase in business since opening in 1983. Kaitlin Jocke, Marketing Coordinator Invisible Fence Brand, is proud of the company's continuous innovations to keep dogs and cats safe and owners happy.

With a 99.5% success rating, Invisible Fence Brand is a must for any pet-loving home. For more information, visit www.invisiblefence.com. 





LIGHTS..
CAMERA..
ACTION!

Video Tauts **Business-Friendly** Village

by Margie Wilber



SETTING: The beautiful, rolling landscape of Middlefield Village, Ohio, conveniently located within 35 miles southeast of downtown Cleveland.

PLOT: The top 10 reasons why business owners should consider starting or relocating their manufacturing facility or business to Middlefield Village.

STARRING: (In order of appearance) Ben Garlich, mayor of Middlefield Village; Keith Scherzer, managing director of Kraftmaid Cabinetry; Art Ingold, director of E & H Hardware Group; Ralph Spidalieri, owner of Great Lakes Outdoor Supply; Barbara Titus, vice president of Sheoga Hardwood Flooring & Paneling; Jim Schill, chairman/CEO of Chem Technologies; Louie Dejesus, owner of Third Dimensions; Joseph Svete, Woodsong residential housing developer; Diane Keenan, Middlefield Village Resident

THEME: Conveniently available natural resources, excellent labor force, business-friendly government, industry hubs, reliable utilities, public water and sewer, affordable housing, safe communities and world-class health care are just a few reasons to consider starting or relocating your industrial facility or business to the Village of Middlefield.

Mayor Ben Garlich and the Village of Middlefield's Economic Development Committee (EDC) recently commissioned the production of a professional video to showcase the outstanding attributes of Middlefield Village to potential businesses and industries. This persuasive video is receiving rave reviews.

To view the full 10-minute video, simply visit middlefieldohio.com or middlefieldmeansbusiness.com and click on the link provided in the lead article. Perhaps you'll be co-starring in the show!

"We look forward to circulating this video to prospective businesses. Visitors to our Village and Business websites will be able to not only read about, but see and hear why Middlefield Village is an excellent location to start or relocate their business," Garlich emphatically states. "I would like to personally thank the business leaders who agreed to take part in the production. There is no better way to sell a location than to hear from those business men and women working and succeeding here."

The video was written and directed by Write 2 the Point. New Image Media, located in Warrensville Heights, Ohio, videotaped, edited and produced the video for Middlefield Village. 





GOLD KEY NAMED TOP WORKPLACE

"We are honored to have received this Top Workplaces achievement, which directly represents our belief that alone we can do so little, but together we can do so much. This achievement would not be possible without the hard work and dedication of each of our associates at all levels of the organization working as a team and focusing on daily growth of our associates, business, customers and community. Thank you to all our associates and their families."

Jerry Saxion, Managing Director
Gold Key Processing


Gold Key Processing Inc. A HEXPOL COMPANY is pleased to announce that it has been selected as one of the Plain Dealer's Top Workplaces.

The Top 100 list features a mix of the best large, mid-sized and small companies. Gold Key was ranked 11th on the Top 35 list of mid-sized companies and the first manufacturing company listed.

The achievement is based on an extensive Gold Key associate survey, conducted by Workplace Dynamics, on company leadership, competitive compensation, career development, growth potential, family-friendly policies and more. Workplace Dynamics recognizes companies with the highest levels of organizational health, defined as strong execution, direction and connection with associates. The 2013 Northeast Ohio list was published June 16 by the Cleveland Plain Dealer. Over the past year, more than 5,000 organizations and 1 in every 88 employers in the U.S. have turned to WorkplaceDynamics to better understand what's on the minds of their employees.

ABOUT GOLD KEY PROCESSING

Gold Key's 162,000-square-foot, state-of-the-art rubber compounding facility is proudly located in Middlefield, Ohio. The facility has grown to world-class status and is the benchmark for the rubber compounding industry with the support of the community, the exceptionally committed workforce and the highly dedicated management team. Gold Key is an independent business unit of HEXPOL Compounding, one of the world's leading companies in the development and production of advanced, high-quality polymer compounds, and is one of only a few truly global companies in the industry. Gold Key Processing offers customers advanced polymer compounds and world-class services backed by a family of associates who are dedicated to personal, professional, and community and customer growth. This long-term growth, which is an overall goal, is achieved through highly effective processes carried out in a safe environment that is characterized by continuous improvements to provide a superior quality product and customer experience.

This is made possible by well-trained, dedicated, humble and highly skilled associates who are proud of their work and do their utmost every day to support each other and satisfy customers. Market segments serviced include automotive, building, construction, wire and cable, aerospace water management, pharmaceutical, high performance tires, oil and gas and green energy industries. 



Geauga County Community Improvement Corporation invites you to attend:



SURVIVAL IN THE WORKPLACE *The Critical Role of Laughter*

December 6, 2013 - NOON | St. Denis Party Center

REGISTER TODAY AT: <https://gccic.eventbrite.com>

sponsored by:  **University Hospitals**
Gauga Medical Center

Dr. K. Kay Potetz has been conducting seminars for about 30 years and has management and administrative experience in Health Care, as well as a Masters Degree in Business Administration and a Ph.D. Dr. Potetz holds a certificate in Developing Leadership through Emotional Intelligence from Case Western Reserve University and is a graduate of the Hay Group Emotional and Social Competency Inventory (ESCI) Accreditation Program.

She is a Myers-Briggs Type Indicator (MBTI) instructor, holding Step I and Step II certification. Dr. Potetz is an adjunct faculty member at Baldwin Wallace College in Berea where she teaches in the Undergraduate and Executive M.B.A. programs. She is also a Consultant for Kent State University's Corporate and Community Services Department at both the Main and Stark campuses.

Dr. K. Kay Potetz, a nationally recognized author and speaker, will present "Survival in the Workplace: The Critical Role of Laughter" at Geauga County Community Improvement Corporation's (CIC) "Take Your Colleague to Lunch" on Friday, December 6, 2013, at noon at St. Denis Party Center, 10660 Chardon Road, Chardon, Ohio. Dr. Potetz asserts that shared laughter, provided it does not occur at someone else's expense, can:

- increase moral in the workplace
- promote group bonding
- lead to increased attendance, greater productivity and efficiency
- reduce hostility
- relieve stress
- allow better communication of difficult messages
- relax our entire body

M. Steven Jones, University Hospitals Geauga Medical Center President, agrees and adds "studies show that organizations with fun, positive work environments saw a decrease in absenteeism, tardiness and turnover rates. Positivity is infectious. A positive environment produces a happy, loyal and motivated employee. At University Hospitals Geauga Medical Center we care for our employees and patients as if they were our own family."

Laughter triggers the release of the body's natural "feel-good" chemicals, promoting an overall sense of well-being and even temporarily relieving pain. Hormones that regulate everything from our hearts to our immune systems are produced when we connect with others through laughter.

Experience the humor and wisdom of Dr. K. Kay Potetz at St. Denis Party Center December 6th and learn more about the benefits of laughter in the workplace. Make reservations by phone (440-279-1790), e-mail (kbelconis@geaugaced.com) or through Event Brite: (<https://gccic.eventbrite.com>).



Is Your Business **Growing?**

- **LOW INTEREST LOAN FUNDS ARE AVAILABLE**
- **REAL ESTATE TERMS UP TO 20 YEARS - FIXED INTEREST FOR THE TERM OF THE LOAN**
- **MACHINERY AND EQUIPMENT LOANS ALSO AVAILABLE UP TO 7 YEARS FIXED INTEREST**

Contact: AnitaStocker@Geaugaced.com | 440.279.1790

Geauga County Community & Economic Development

www.geaugaced.com

University Hospitals Gauga Medical Center Fights Substance Abuse Epidemic with Groundbreaking New Medical Stabilization Service

*Three-day inpatient program provides safe,
clinical supervision; prepares patient for rehab.*

University Hospitals (UH) Gauga Medical Center has joined with New Vision™, a nationally recognized medical stabilization service, to create Gauga County's first hospital-based program designed to safely and successfully break a patient's cycle of chemical addiction in order to prepare them for full rehabilitation.

The new inpatient Medical Stabilization service at UH Gauga Medical Center is a voluntary program for adults with prescription or recreational substance abuse issues and related health care concerns. It consists of a discreet, medically supervised hospital stay that typically lasts three days and includes pre-screening, medical assessment, admission, medication-free stabilization and discharge planning.

"As an interventional pain specialist and a member of the Gauga County Opiate Task Force, I am committed to the responsible prescribing of medications," says Lisa Brown, MD, Medical Director, Comprehensive Pain Management Center and Medical Stabilization Program Director, UH Gauga Medical Center. "Unfortunately, along with the increasing occurrences of alcohol and recreational drug abuse in our community, diverted prescription medication addiction is a growing problem as well. In response to this epidemic, our hospital's Medical Stabilization service takes individuals off their substances in a safe, stable, managed clinical environment."




Following an intervention by loved ones or a voluntary admission of addiction, a Medical Stabilization patient is pre-screened by New Vision and then admitted to the UH Geauga Medical Center program, where a multidisciplinary team will assess the patient's needs. The assessment includes a medical history review; physical examination and nursing evaluation; and a complete lab workup.

During the inpatient stay, the individual will receive support and medication-free treatment to get through the stabilization process. "Patients will walk in substance-dependent and they will walk out substance-clean," says Dr. Brown. "At UH Geauga Medical Center we prepare them for the rehab phase, which is so critical. Patients can't join a rehabilitation program if they are on a substance. Our Medical Stabilization service gives them a better chance of progressing to a rehab program that can effectively prevent relapse."

Stabilization patients leave UH Geauga Medical Center with a personalized discharge plan that includes referrals to appropriate, community-based inpatient and outpatient facilities that provide counseling and support to ensure they receive the practical rehabilitative help they need.

"Our new Medical Stabilization service targets a serious, identified community and regional need," says M. Steven Jones, President, UH Geauga Medical Center. "This is the first inpatient substance dependence service in the county, and it is a tremendous resource for families; local employers and employees; and agencies dedicated to the elimination of substance abuse in all its forms."

The confidential, voluntary UH Geauga Medical Center Medical Stabilization service is available to individuals 18 and older. The program accepts most insurance, Medicaid and Medicare plans. To learn more or to arrange a pre-screening, call New Vision at 1-800-939-2273, or UH Geauga Medical Center at 440-285-2960. 



By Denise Milhollan

2014 promises to be an exciting and event-filled year for Kent State University at Geauga and our community. It marks a fifty year presence in the county.

From the very beginning, the people of Geauga County embraced raising the level of knowledge by offering university coursework with easy access to classes near home and work. As the county's only university campus, Kent State at Geauga boasts nearly 50 years of graduating classes. Beginning as a night school housed at West Geauga High School in 1964 to the current campus site on property donated

by B.J. Shanower, it's obvious that the community understood the positive impact the university would have on the future of educational opportunities, business, the economy, and the county as a whole.

The campus has been preparing for this special celebration for over a year. There are events and activities planned throughout 2014 year that will celebrate business relationships, community partners, student successes, faculty excellence, and visionary leadership. We will reminisce about the past, celebrate the present and keep vigilant about our future.

“ You may never know what results come of your action, but if you do nothing there will be no result.

- Mahatma Gandhi

**Community
Centered**

Share Your Story

Did you attend Kent State University at Geauga?

Are you an alumni or former student?

Do you have nostalgic pictures that you would like to share?

Are you still living in Geauga County?

Are you working in the county?

Former Geauga Campus students -we want to hear from you! **We would like to** -Call us- **hear from you!** Email us...

Tell us your story! Celebrating Your Successes!

Throughout 2014, we plan to recognize our students -both former and current. Tell us about your experiences attending the Geauga Campus and what you have accomplished.

Beginning in January you'll be able to check in on our website at:

www.geauga.kent.edu

We would like to hear from you today.

Contact Dave Day at *dday11@kent.edu* or call 440-834-3761.

Watch for our events calendar to be posted on the website!

Making a Difference





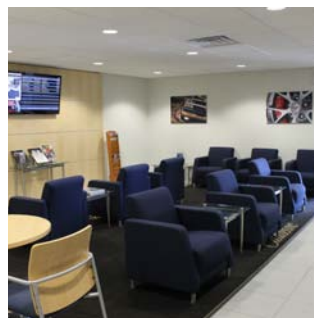
Preston Superstore Completes \$1 million Renovations

In 2012, General Motors and Chevrolet established a new marquee comprised of silver metallic panels in the background and a bright blue arch. Preston Superstore, located in Burton, Ohio has completed about \$1 million in renovations.

“We have improved all of our interiors to bring a more contemporary feel and provide better service to our guests,” says Jacqueline Franck, marketing director of Preston Superstore. “We have employed 20 area firms, including painters, plumbers, electricians and construction workers in the process.”

Planning is underway to improve Preston Superstore’s Ford and Kia facilities. A Ford service drive thru and new guest center should be completed by December 1st. Preston Superstore is expanding their parking facilities as well.

“Thanks to the excellent customer base in our area, we have seen steady increases in both sales and service. These improvements will help us serve those customers at an even higher level,” Franck adds. “Come check it out!”



“We have improved all of our interiors to bring a more contemporary feel and provide better service to our guests.”

Jacqueline Franck, marketing director of Preston Superstore

PRESTON
Superstore

“Our focus is laser sharp. We are active trustees who are all driven by a well-defined mission, vision and value statements, which serve as our guiding principles.”



Leadership Comes Naturally

GEAUGA PARK DISTRICT FOUNDATION

By Paige Hosier Orvis and Sandy Ward



Swapping out his suit and tie for blue jeans and rolled-up sleeves, John Janoch, senior vice president of investments for Raymond James, can't wait to get his hands dirty and maybe a little wet as he offers his time for the thrill of watching kids amazed by their new discoveries in nature.

Mr. Janoch scoops pond samples and peers through binoculars beside fifth-graders experiencing their “Binocular Blitz” field day — that is, graduation day from Geauga Park District’s *Nature Scopes* program.

Nature Scopes is just one program established by the Park District to change young lives for the better, and Mr. Janoch is just one area professional and Geauga resident who chooses to donate time, talent and treasure to support the Park District’s mission by serving as a Foundation Trustee.

“I can’t think of a better investment than to get kids connected to the outdoors,” he says. “The connection with nature and science produce lifelong skills that never really leave us ... even if we step away for a while.”

Who is Geauga Park District Foundation?

Serving entirely as volunteers, between 15 and 25 Foundation Trustees make it a priority to give back in a way they feel will make an “imprint” on other people’s lives.

Gauga Park District Foundation is a 501 C 3 organization, established in 1991 to support land preservation

and educational initiatives managed by Park District staff. Not to be confused with the Park District’s Board of Commissioners, who are appointed by the probate judge to hold fiduciary responsibility for the Park District, Foundation Trustees serve a separate non-profit charged with raising funds.

In other words, the Foundation helps fill the financial gap between what the Park District can reasonably ask of Geauga County taxpayers and the kind of funding that keeps the district’s offerings exceeding expectations: fulfilling a greater vision for excellence.

To do this, Trustees also pursue support from outside of the county as well.

The results — groundbreaking facilities like The West Woods Nature Center and the new Observatory Park, ever-expanding school outreach through *Nature Scopes*, and greater youth programming and summer camps through the Chip Henry Institute for Outdoor Adventure — are consistently visionary and surprising.

They are rewarding stories for Foundation Trustees to deliver, Janoch said: “I know I have done my job for the Foundation, after giving a tour



Photos, clockwise from top left: Foundation Trustees at a meeting; space campers view the sun through a sun scope; Richard Frenchie talks with Paula Aveni at a Foundation event; Ann Fairhurst, Lake-Geauga officer, and Bob Eckardt, executive vice president of the Cleveland Foundation, hold a check with Paula Aveni for gifts to restore the Nassau station; a Nature Scopes fifth-grader looks through his binoculars; pond dipping, part of the Chip Henry Institute's summer Adventure Camp and the Park District's education offerings for schools; John Janoch attends a Foundation event.



The mission of Geauga Park District Foundation is to build enduring assets for Geauga Park District. The Foundation will foster a legacy of philanthropy for Geauga Park District through community engagement and investment.



of a facility or sharing the successes of *Nature Scopes*, when I hear a person say 'I never knew.'"

Toward its mission, Richard J. Frenchie, the Foundation's president and executive consultant, is proud of the strides the organization has made in his six years of service.

"Our focus is laser sharp," he said. "We are active trustees who are all driven by a well-defined mission, vision and value statements, which serve as our guiding principles."

From the Ground to the Galaxies

Today's generation of park visitors meet park naturalists and experience nature curricula with capabilities to reach more and teach more than even a decade ago, much to the credit of the Foundation and its trustees.

Beyond traditional woodland, stream, geology and ponds studies, the Park District now offers lessons in astronomy and weather, all aligned with Ohio content standards for science. If schools are not able to afford a field trip, the Foundation provides funds to sponsor their bussing fees and get their students outdoors.

With its construction funded by private donations exceeding \$2.1 million, Observatory Park continues to invoke rave reviews from everyone from casual visitors to area educators.

"Teachers were blown away by this incredible park and community resource," said Gail Prunty of Geauga Soil & Water Conservation District last June after a preview of the planetarium programming. "Thanks to all of the staff and board/Foundation Trustees for working so hard to make this happen!"

And now the Foundation's sights are again set for the stars, with its campaign for the renovation of the park's historic Nassau Astronomical Observing Station, which will open an even broader reach for science education.

Campaign funds will restore the Cleveland-made Warner & Swasey 36" Cassegrain telescope inside the building, once used for

research by Case Western Reserve University. They will also add an elevator to make the telescope handicapped accessible, a museum for the history of astronomy in Northeast Ohio, green restrooms, solar panels and teaching space, as well as adequate access and parking and a link trail through the woods to connect the Nassau Station with Observatory Park's main campus.

Learn more about the Nassau station at <http://bit.ly/opspecial>.

Paula Aveni, program director at Ohio Council of Economic Education, says chairing this campaign is an honor and a bit scary, both because she values the task at hand so personally and because the economic environment for raising money is still in a recovery stage.

To compensate, the personal energy she and other Trustees are dedicating to opening the heavens for their community have already halved the campaign goal of \$1,175,000 as of August 2013.

While taking prospective supporters on site visits, Aveni makes sure to collect anecdotes for "the Nassau story" and take a few moments to

visualize the greater impact the observatory will one day have.

Anyone who has taken one of these tours can tell you: the facility kind of sells itself.

"The first time anyone sees the Warner & Swasey telescope on the observation floor, they inevitably say 'wow,'" Ms. Aveni said. "I know I did."

"Now I can't wait until the Nassau telescope has been refurbished, the dome shutter is open and I get to see through the lens. It's easy to picture the physical improvements to the facility: the new path to the main campus, the expanded driveway. But envisioning Saturn up close takes a little more imagination.

"We have an important job to do."

Inspired by visions for the future and for future generations, the leadership work of the Foundation Trustees — your peers and neighbors — continues. Naturally.



2013 Board of Trustees

President, Richard J. Frenchie, MBA FACHE
Vice President, Kathy Keare Leavenworth
Treasurer, Trevor Wilson
Secretary, Mary Beth O'Neill

Paula J. Aveni	Cristine Lewis
Dave H. Chew	Edward F. Meyers
Jan G. Fitts	Robert T. Page
David K. Ford Jr.	David M. Simko
William F. Franz	Jeffrey A. Suszynski
Jeffrey R. Hyde	Gary J. Witosky
John N. Janoch	

Persistence of Vision Communications, Inc.

16715 West Park Circle
Chagrin Falls, OH 44023

PRSR STD
U.S. Postage
PAID
Permit No. 111
Willoughby, OH

PR Campaigns. Annual Reports. Branding. Logos.
Brochures. Ads. E-Blasts. Direct-Mail Marketing.
Sales Material. Photography. Writing.

Effective PR/Marketing Creates Changes

Whether you're strengthening your market position, developing a brand, launching a new product, expanding your client base, gathering public support or simply getting the ball rolling...

Write 2 the Point has more than three decades of solid public relations, marketing, graphic design, and advertising experience. Our creative, award-winning writers, graphic designers, web geeks, strategic marketers, photographers, social media maniacs, event planners, and whacky creatives deliver innovative, detail-oriented, cost-effective solutions.

Write 2 the Point generates results.



write 2 the point
marketing communications firm
www.write2thepoint.com

Call or write us and watch what effect sound marketing has on your company or organization.

margiewilber@write2thepoint.com • 216.410.2395



**PROUDLY HELPING BUSINESS IN
GEAUGA COUNTY GROW & PROSPER**

OUR SPECIALTY SERVICES:
COMMERCIAL PRINTING • FULL DIGITAL COPY FACILITY
DISTRIBUTION • MAILING • FULFILLMENT



440.591.5443
POVPRINT.COM
CHAGRIN FALLS, OH

J U M P I N T O C O L O R