



# ERIE COUNTY CHAMBER of COMMERCE

604 W. WASHINGTON STREET, SANDUSKY, OH 44870  
(419) 625-6421 [ERIECOUNTYCHAMBER.COM](http://ERIECOUNTYCHAMBER.COM)



## MESSAGE FROM THE PRESIDENT

***Good Morning Chamber Members,***

It is with deep regret that I will be resigning my position as President of The Erie County Chamber of Commerce. It is time for me to move in a different direction. I have so enjoyed the last 7 years and am very proud of what we have accomplished as a Chamber and a city during this time. Chamber membership was at 169 when I started, and we have increased that to an all time high of 604 at one point. It truly has been my pleasure to have worked with so many dynamic business owners and city leaders to bring Sandusky to where it is today.

My husband and I will remain in Sandusky as we now consider this our forever home and there is no place we would rather be!

Kind Regards,

*Pamela Smith-Droll, CEO*  
**Erie County Chamber of Commerce**  
604 W. Washington Street  
Sandusky, Ohio 44870  
Office: 419-625-6421  
Email: [pamelas@eriecountychamber.com](mailto:pamelas@eriecountychamber.com)

## UPCOMING CHAMBER EVENTS:

***First-Time Supervisor: Preparing for High-Performance Leadership***

**When:** Wed., March 31

**Time:** 9:00am - 12:00pm

**Where:** Erie County Chamber of Commerce

**[Click here to learn more](#)**

***Business After Hours with Forever Essentials***

**When:** Thurs., May 13

**Time:** 5pm to 7pm

**Where:** Erie County Chamber of Commerce, 604 W. Washington St. Sandusky, OH

**[Click here to learn more](#)**

***SAVE THE DATE!***  
***2021 GOLF CLASSIC***

**When:** Mon., August 16

**Time:** To be determined

**Where:** Plum Brook Country Club  
3712 Galloway Rd., Sandusky, OH

**[Click here to learn more](#)**



## BBB TIP: 5 WAYS TO RUN A LEAN BUSINESS WITHOUT SACRIFICING GROWTH

When you're running a small business, money can be tight — and in the wake of the COVID-19 pandemic, many businesses are having to pinch their pennies even more.

The key to keeping your cash flow in check is ensuring that you are spending your money wisely and saving whenever you can. If you are looking to cut costs, but don't want to sacrifice growth, consider the five tips below.

**1. Balance in-house and outsourcing:** The first way to keep your business lean revolves around staffing. It can be tempting to hire people for any undesirable or difficult tasks, from marketing to accounting to cleaning services. However, if you're trying to stay lean, challenge yourself to do some of these functions independently. If you need marketing help, turn to some online classes and how-to guides and see if you can learn the skills yourself. For bookkeeping or accounting tasks, consider a software product.

**2. Automate:** Businesses of all sizes are looking to automate as many tasks as possible. However, for the small business owner who is looking to cut costs, automation is crucial.

Wherever possible, automate tasks to reduce the workload on yourself and others. After all, time is money. If you can automate some business functions, you free up that time to be spent on other valuable business operations that focus more on sales growth.

### Some of the most straightforward tasks to automate include:

1. Email marketing (email templates, drip campaigns, email calendar)
2. Online booking system so customers can book their appointments independently
3. A payroll system that connects with your staff scheduling system

**3. Focus on organic marketing:** In your growing years, you probably won't have a huge marketing budget. If you want to stay lean, consider focusing on organic marketing. Organic marketing efforts can include writing for a company blog, posting on social channels, collecting online reviews from customers, and optimizing your website for Search Engine Optimization (SEO). All of these are organic marketing efforts that can have huge returns. Organic marketing is free, requiring only your time and commitment — perfect for a lean business strategy.

**4. Reconsider your space:** In 2020, almost every business owner learned how to re-evaluate their business operations. One of the trends that came out of the pandemic is that some businesses aren't necessarily needing store-fronts and offices to operate. Take a look at your space and ask yourself if you need a commercial space. Is it possible for you to go online? If the answer is no, consider other alternatives.

**5. Always keep your customers top of mind:** One of the most effective ways to scale cost-effectively is to ensure that you keep your customers' needs top of mind. Focusing on your clients will help you prioritize specific executions and touchpoints that will be part of their buying journey. From there, you'll be able to optimize every touchpoint to shorten the overall sales cycle and then navigate ways you can sustain retention.

### Here are some key stats that show why putting the customer first will help your business grow:

- 91% of consumers are more likely to make another purchase after a positive customer service experience (Salesforce).
- 66% of consumers expect businesses to know their unique needs and expectations (Salesforce).
- 93% of customers are likely to make repeat purchases with companies who offer excellent customer service (Hubspot).

### Keep lean strategies around long-term

As your business gets to a point where it has a healthy cash reserve and no longer "needs" to be lean, that does not mean you have to stop these initiatives. If these lean tactics work for you, stick with them even as your business grows. Any money that you save in day-to-day operations is an opportunity to re-invest into your business.



**“THE SECRET OF CHANGE IS TO FOCUS ALL YOUR ENERGY NOT ON FIGHTING THE OLD BUT ON BUILDING THE NEW.”**

**— SOCRATES, FATHER OF WESTERN PHILOSOPHY**

# MEMBER HIGHLIGHT:



Sweet Potato Catering is one of the areas premier caterers located in downtown Sandusky and serving Erie County and the surrounding areas. A focus on food quality, unique flavor combinations and gourmet presentation sets Sweet Potato Catering apart. Their fresh, seasonal, and custom menus, along with attentive service allows for a personalize experience that will satisfy even the most discerning guests.

Chef and owner, Katie Korobkin established Sweet Potato Catering in 2017 when she decided to make Sandusky her home. With expert training from The Culinary Institute of America in New York and over 12 years experience in the industry working at luxury resorts and 4-star properties in Colorado, Montana and Utah, Katie brings a wealth of knowledge not only in culinary arts, but in customer service as well.

Over the past 4 years, Sweet Potato Catering has grown to become a highly recognized and reputable caterer for all types of event including weddings, showers, graduation parties, office meetings and in home dining experiences.

When Covid hit, Katie knew she had to adjust her business to continue serving our community. She launched a campaign "Support our Local Heroes" to facilitate donations from the community to our first responders, hospital staff and essential workers. She shifted to providing individually packaged meals for offices and families. Katie also extended her popular "Holiday To Go" meals to include more holidays and individual and family size packaging for everyone to enjoy.

Katie also donates her time and culinary expertise to the City of Sandusky Recreation Department's award-winning program, Midtown Supper Club. This out of school program provides the youth of our community with the opportunity to learn life skills including food safety and preparation, sanitation, and knife skills. In addition, Katie has donated to our local organization's fundraisers including Boys and Girls Club of Erie County, Firelands Symphony Orchestra, The State Theater, Stein Hospice and Firelands Hospital.



**"ALWAYS DELIVER MORE THAN EXPECTED."**  
**— LARRY PAGE,**  
**CO-FOUNDER OF GOOGLE**



**For more information, contact Sweet Potato Catering at:**

- 1302 West Monroe St., Sandusky, OH 44870
- [katie@sweetpotatocatering.com](mailto:katie@sweetpotatocatering.com)
- [Facebook.com/Sweetpotatocateringsandusky/](https://www.facebook.com/Sweetpotatocateringsandusky/)
- [www.sweetpotatocatering.com](http://www.sweetpotatocatering.com)
- (419) 202-4740



## MEMBER HIGHLIGHT:

April 20th Seminar Leader

# Joan Washburn

Executive Coach, Trainer, Speaker, Best-Selling Author

Joan's mission came to her while taking a course at the Academy for Coaching Excellence. She found herself thinking "I wish I had known all this stuff when I first started working in corporate! It sure would have alleviated a lot of stress and exhaustion!"

In 2006 Joan left the corporate world, combined 25 years of successful sales, marketing and executive management experience with a coaching certification through the International Coaching Federation and created Washburn Endeavours, LLC.

Now through coaching, training and speaking she provides busy professionals with the tools and

support they need to gain clarity and stay focused on what matters most. As a result they accomplish their goals and dreams with ease.

In 2018 she repurposed the family fruit stand into The Washburn Center at Blueberry Hill for her growing business and yours. It's easy to relax and be creative in this unique meeting place located on 40 acres of woods, pasture and farmland in northern Ohio on Lake Erie. The Washburn Center has everything you need to hold an off-site board meetings.

She is the author of the best-selling book, *You're Busy. I Get It. Quick Tips to Accomplish More with Less Stress.*

To learn more go to [washburnendeavours.com](http://washburnendeavours.com).



***"IF YOUR ACTIONS INSPIRE OTHERS TO DREAM MORE, LEARN MORE, DO MORE AND BECOME MORE, YOU ARE A LEADER."***

***— JOHN QUINCY ADAMS,  
6TH PRESIDENT OF THE  
UNITED STATES***

# Shop Small & Support Local

## BETTER BANKING IS EASY-PEASY LEMON SQUEEZY

**IF YOU'RE CRANKY FROM BAD CUSTOMER SERVICE, SKY-HIGH FEES, AND INTEREST RATES THAT HAVE YOU SAYING, "HOLY GUACAMOLE", THEN MAKE THE SWITCH TO US!**

Our new service, ClickSWITCH, effortlessly helps you say "later, gator" to your financial institution, and SWITCH your personal checking, savings and investment accounts to us with a few quick CLICKS.

Call 800-691-9299 for details or to make an appointment at your local branch. Now is the time to come on over, Rover! Click & switch to us today!



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## ERIE COUNTY CHAMBER OF COMMERCE MEMBER BENEFITS



There are dozens of membership benefits for Erie County Chamber of Commerce. Check out the perks by clicking the link below and discover how we can help you and your business grow.

[Click Here To View The Flyer](#)

# With the Erie County Chamber of Commerce You Can Advertise All Year Round!

Contact Pamela at [PamelaS@eriecountychamber.com](mailto:PamelaS@eriecountychamber.com).



## Lead with Ease

*Master the Essential Leadership Skill of Clarity*

Tuesday, April 20<sup>th</sup>

9:00 AM – 12:00 PM

at Erie County Chamber of Commerce

604 W. Washington Street, Sandusky, OH 44870

This workshop is for leaders who are willing to look a little deeper into their “Blind Spot”.

For decades “What” to do and “How” to do it has been the focus of leadership and success research. The “Blind Spot” concerns the (inner) source from which we operate when we do what we do— our INTENTION; our sense of what is possible.

You will take-away:

- ✚ Two tools that will clear the fog so you will immediately see the next step to take to successfully implement your plan.
- ✚ Understand why every project costs more and takes longer than you planned and what to do about it, as well what NOT do about it.
- ✚ Three simple steps you can take to achieve extraordinary results.

There is no better feeling than that “AHA Moment” when the fog clears and you see with crystal clear clarity what your next step should be.

*“Joan was able to apply her knowledge and skills into life’s challenges that everyone experiences. It allowed me to view these struggles as opportunities for growth in both my personal and professional life.”*

*Celeste Hillman*

*Director of Program Services, Ability Works*

Workshop Leader: Joan Washburn  
Executive Coach, Trainer, Speaker, Best Selling Author

See Member Spotlight to learn more about Joan.



# You Are Invited!

## The 18<sup>th</sup> Annual Kiwanis Golf Scramble

### May 19, 2021

The Kiwanis Club of Sandusky is a leading service club in our area, serving the children of Sandusky and the surrounding communities. Proceeds from this event will help fund our signature project, the **Erie County Imagination Library**, which provides free books every month to over 2,200 Erie County children from birth to five years old, regardless of income!

## There are three ways you can help...

### 1. Hole Sponsor - \$125

As a hole sponsor you or your business will have a sign posted at one of the holes for all our golfers to see. Your support will also be listed in our program and recognized on Facebook. **Book a team and pay only \$100 for as a hole sponsor!**

### 2. Sponsor a Team - \$320 New location at Thunderbird Hills Golf Course in Huron!

Sponsor a team for your business or organization and enjoy the day! Registration with payment is due by May 3, 2020 to insure a tee time is reserved for your team. No refunds unless event is cancelled. (May exclude credit card processing fees.)

### 3. Lunch Sponsor - \$500

This sponsor will receive recognition in our program, signage the day of the event, recognition on our Facebook page, and a hole sponsorship. Our golfers will also appreciate your generosity! **Only one sponsorship available.** Boxed lunches made by Creative Cuisine.

**To be a sponsor of the 2021 Kiwanis Golf Scramble simply fill out and return the form on the reverse side. For additional information, please email [sanduskykiwanis@gmail.com](mailto:sanduskykiwanis@gmail.com) or call our Fundraising Chair, Tony Cummings at 419.625.1894.**

*Kiwanis also supports other local charities, awards scholarships, and sponsors the Lake Erie Aktion Club, the SCCS Key Club & newly founded SCCS Builders Club.*



**Kiwanis**  
CLUB OF SANDUSKY

Website: [sanduskykiwanis.org](http://sanduskykiwanis.org)

Facebook: [KiwanisClubSanduskyOH](https://www.facebook.com/KiwanisClubSanduskyOH)

Meetings: American Legion Post 83 / 3615 Hayes Ave., Sandusky

1<sup>st</sup> Wednesdays of month at 5:30pm; remaining Wednesdays we meet at noon



**Have fun while making a difference in the lives of children in our local communities!**

**\*\*\*Kids need Kiwanis, Kiwanis needs you! Ask about membership today!\*\*\***

# Kiwanis Club of Sandusky

## 18<sup>th</sup> Annual Golf Scramble

New  
Location

**Wednesday, May 19, 2021**  
**Thunderbird Hills North**

Face Masks  
Required

- ▶ Tee Times available every 10 minutes starting at 11AM.
- ▶ Prizes Awarded for 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> place teams.
- ▶ **\$80** per golfer or **\$320** per Team
- ▶ Fee Includes: Cart, meals, 2 drink tickets & 1 Mulligan per golfer.
- ▶ Meals include hot dog, chips, & soda at the turn AND a boxed lunch to take with you at the 18<sup>th</sup> hole.

***\$10,000 Hole in One Prize Up for Grabs!***  
***Sponsored by Fidelity National Title***

***Please mail registration form, sponsorships and payment by May 3, 2021. This event is rain or shine unless the course closes. There are no refunds, but player substitutions are permitted. Winning teams and 50/50 winner will be notified by phone on May 19<sup>th</sup>.***

**Mail to:** Kiwanis Club of Sandusky  
P.O. Box 1686  
Sandusky, OH 44871

**Pay online:** [www.sanduskykiwanis.org](http://www.sanduskykiwanis.org)  
**Questions? Call Tony Cummings:** 419.625.1894  
**Email:** sanduskykiwanis@gmail.com

GOLF TEAM REGISTRATION

Team Captain \_\_\_\_\_ Phone \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_ Email \_\_\_\_\_  
 Player #2 \_\_\_\_\_ Phone \_\_\_\_\_  
 Player #3 \_\_\_\_\_ Phone \_\_\_\_\_  
 Player #4 \_\_\_\_\_ Phone \_\_\_\_\_

- Cost/player \$80 or \$320/team. Total team: \$ \_\_\_\_\_
- Prepay for Skins and 50/50 tickets. Skins \$20/team \$ \_\_\_\_\_ 50/50 (7) x \$5=\$ \_\_\_\_\_
- Add a hole sponsorship to your team for a discounted cost of \$100. \$ \_\_\_\_\_ (Complete below)

**Total enclosed: \$ \_\_\_\_\_ Circle preferred hour for tee time (11am, 12pm, or 1pm)**  
***Specific tee time will be confirmed with team captain by May 12<sup>th</sup>. Based upon availability.***

SPONSORSHIP

**Yes, I would like to be a sponsor of the 18<sup>th</sup> Annual Sandusky Kiwanis Golf Scramble.**  
 Name or Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 Phone Number \_\_\_\_\_  
 Signage/publicity should read \_\_\_\_\_

- Hole Sponsor - \$125 or \$100 if you are also sponsoring a team.
- Lunch Sponsor – \$500, ***only one available.***





Sweet Potato  
Catering

# Easter Brunch To Go

Order Today  
419.202.4740

Place Your Order By:  
Tuesday, March 30th



## Brunch & Dessert

	Individual	Brunch for 4	Brunch for 10
Quiche Lorraine (Bacon, Onion & Gruyere)	5" or 10"	\$14	\$35
Broccoli & Cheddar Quiche	5" or 10"	\$14	\$35
Brioche French Toast with Maple Syrup	\$6	\$20	\$50
Mixed Green Garden Salad with Croutons & Honey Apple Vinaigrette	\$5	\$20	\$40
Spring Green Berry Salad w/ Goat Cheese Almonds & Berry Vinaigrette	-	-	-
Fresh Fruit	\$6	\$24	\$50
Assorted Pastries	\$4	\$16	\$30
	1/2 Doz or 1 Doz	\$12	\$24
Deviled Egg Kit	1/2 Doz or 1 Doz	\$6	\$12
Cheese & Charcuterie Board	For 2 - \$20	\$36	\$80
Lemon Loaf Cake with Lemon Glaze	Slice or 9" Loaf	\$4	\$20
Pound Cake with Strawberry Mint Topping & Whipped Cream	Slice or 9" Loaf	\$5	\$25
Carrot Cake with Cream Cheese Frosting	-	-	-
	Slice or 9" Loaf	\$4	\$20

Pickup On: Saturday, April 3rd • 11 am to 2 pm • Delivery Available

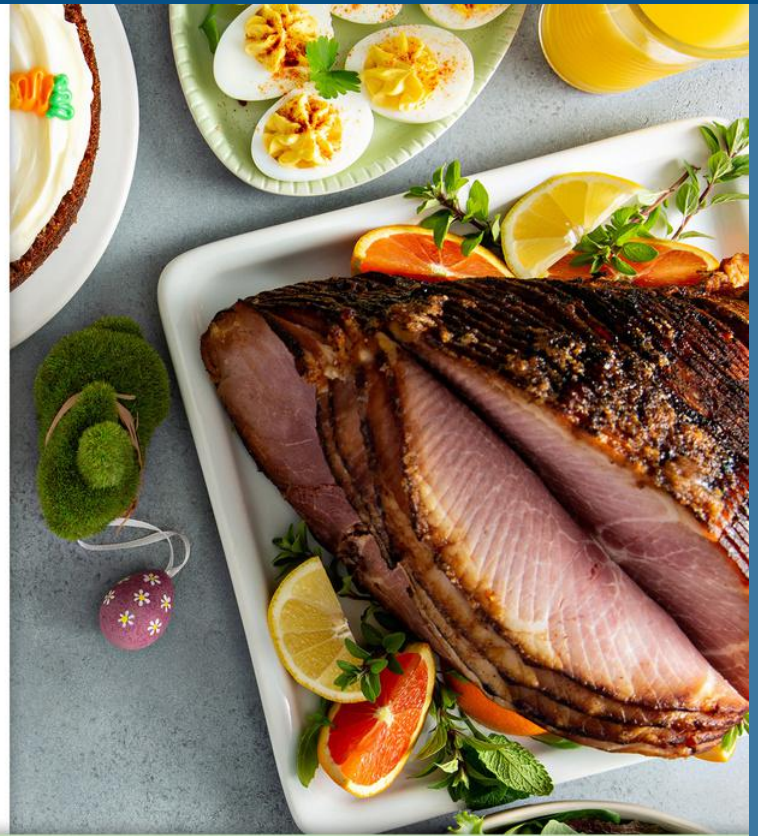


Sweet Potato  
Catering

# Easter Dinner To Go

Order Today  
419.202.4740

Place Your Order By:  
Tuesday, March 30th



## Dinner, Apps & Dessert

	Individual	Dinner for 4	Dinner for 10
Spiral Cut Ham with Brown Sugar Glaze	-	-	\$45
Sliced Ham with Brown Sugar Glaze	\$6	\$20	\$50
Rosemary Crusted Rack of Lamb	For 2 - \$36	\$72	-
*One Rack is 8 Chops and Feeds Two	-	-	-
Garlic & Herb Chicken Breast w/ Pan Gravy	\$7	\$24	\$60
Creamy Mashed Potatoes	\$4	\$12	\$30
Herb Roasted Red Skin Potatoes	\$4	\$12	\$30
Cheesy Potatoes	\$5	\$16	\$40
White Cheddar Mac & Cheese	\$5	\$16	\$40
Roasted Asparagus	\$5	\$16	\$40
Green Beans with Garlic & Shallots	\$4	\$12	\$30
Honey Orange Glazed Carrots	\$5	\$16	\$40
Dinner Rolls with Honey Butter	1 Roll \$2	1/2 Doz \$9	1 Doz \$18
Pan Gravy	\$2	\$8	\$16
Deviled Egg Kit	1/2 Doz or 1 Doz	\$6	\$12
Cheese & Charcuterie Board	For 2 - \$20	\$36	\$80
Lemon Loaf Cake with Lemon Glaze	Slice or 9" Loaf	\$4	\$20
Pound Cake with Strawberry Mint Topping & Whipped Cream	Slice or 9" Loaf	\$5	\$25
Carrot Cake with Cream Cheese Frosting	-	-	-
	Slice or 9" Loaf	\$4	\$20

Pickup On: Saturday, April 3rd • 11 am to 2 pm • Delivery Available

SweetPotatoCatering.com • 1302 W. Monroe Street, Sandusky Ohio 44870 • ph: 419-202-4740

# ROUTE 101 at ROUTE 2

## OPPORTUNITIES IN MARGARETTA TOWNSHIP

### WAREHOUSE / LIGHT INDUSTRIAL FOR LEASE or BUILD-TO-SUIT

- ⇒ 1,400 sq. ft. available now (Building 1)  
\$5.50 per sq. ft.
- ⇒ 1,100 - 10,000 sq. ft. build-to-suit  
(Building 2 planned completion Sept '21)  
\$6.00 per sq. ft.  
Units can be combined pre-completion
- ⇒ Finished units include man door, overhead door, heat, lighting & one restroom



### LAND FOR DEVELOPMENT FOR SALE, LEASE or BUILD-TO-SUIT

- ⇒ Up to 9.5 acres for sale in Quarry Lakes Business Park
- ⇒ Fully-improved business park setting
- ⇒ SR 2 highway visibility
- ⇒ \$59,000 for 1 acre  
\$469,000 for entire site



*\*Properties shown are owner/agent listings.*



Hoty Enterprises  
419.609.7000   
hoty.com

John M. Hoty  
419.656.4689  
jm@hoty.com

Kula Lynch  
419.609.7000  
kula@hoty.com

Mac Lehrer  
419.357.4004  
mac@hoty.com

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# Cedar Point®



## JOIN OUR TEAM AND DEVELOP SKILLS FOR LIFE

### Midway Ambassador Positions \$11/hr

The famous Cedar Point Sweep has been a park tradition throughout Cedar Point's history.

- Keeping our midways clean while helping guests have the Best Day Ever.
- Get paid to work out!
- This position is entirely mobile as our midway ambassadors walk many miles each day.
- Midway Ambassadors may also assist with collecting trash from park trash cans
- Must have excellent personal skills – our Midway Ambassadors are our mobile guest service agents in the park



[cedarpoint.com/jobs](https://cedarpoint.com/jobs)



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# Cedar Point®



## JOIN OUR TEAM AND DEVELOP SKILLS FOR LIFE

### Event Operation Associate Positions \$11/hr

- Brings our signature events, festivals, and group catered events to reality.
- Participation in setup and tear down of these unique activities.
- This position also involves physical setup and teardown.
- Must have excellent personal skills and the ability to work in a fast-paced, ever changing environment.
- Be involved with cleaning, sales, working activities, taking surveys, and interacting with the clients during the event.



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# Cedar Point®



## JOIN OUR TEAM AND DEVELOP SKILLS FOR LIFE

### Boardwalk Cruiser Positions \$12/hr + tips

Our Boardwalk Cruiser team provides guided tours along the historic Cedar Point Boardwalk, while driving a pedicab/tricycle vehicle. Special experiences include our 150th Anniversary Tours, our famous Boardwalk Wine Tours, and our new Bike and Brew tours.

- Must have excellent personal skills and the ability to engage with guests during tours and for those inquiring about rides
- Must be 18 years or older
- Requires experience riding a bike and the ability to pedal for several hours in an outdoor setting



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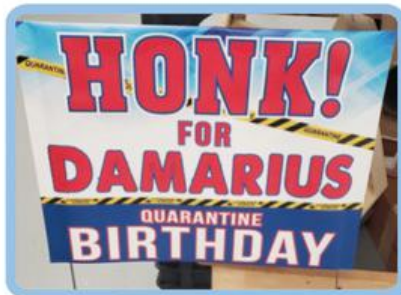
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- Hem & grommets included
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# BANNERS & YARD SIGNS

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**GET THE WORD OUT LOUD AND CLEAR**  
**IN ERIE COUNTY!**

Reach over 1,000 chamber members

## CHAMBER NEWSLETTER ADVERTISING

HELPING TO PROMOTE YOUR BUSINESS IN YOUR OWN BACK YARD!

The Chamber Newsletter is published bi-weekly and distributed electronically to over 1,000 readers at over 400 businesses. As the organization's primary source of communication, the newsletter updates educational and networking opportunities and other upcoming events; highlights member news, and offers one of the most popular forms of advertising. The newsletter is available on the Chamber's website and archived issues are always available. [Click here](#) to navigate to our Chamber Newsletter.



**PURCHASE (1) BLOCK AD FOR AN ENTIRE YEAR FOR JUST \$499**

- Include articles in the bi-weekly newsletter
- Showcase your business
- Share photos of your business
- Introduce your employees
- and more!!!!

The best part of this deal is being able to change your messaging 6 times during the year!  
The first block ad is 8.5" wide by 2.65" high. The second block ad size varies.

**CONTACT PAMELA TO GET STARTED!**  
**PamelaS@ErieCountyChamber.com or call (419) 625-6421**