



ERIE COUNTY CHAMBER of COMMERCE

604 W. WASHINGTON STREET, SANDUSKY, OH 44870
(419) 625-6421 ERIECOUNTYCHAMBER.COM



JOIN US FOR BUSINESS AFTER HOURS AT



When: Tues., September 14
Time: 5pm to 7pm
Where: Mad River Harley-Davidson
5316 Milan Road, Sandusky, OH

PLEASE RSVP IN ADVANCE
[Click here to learn more](#)



UPCOMING CHAMBER EVENTS:

BUSINESS AFTER HOURS AT MAD RIVER HARLEY- DAVIDSON

When: Tues., September 14

Time: 5pm to 7pm

Where: Mad River Harley-Davidson
5316 Milan Road, Sandusky, OH

[Click here to learn more](#)

BUSINESS AFTER HOURS AT SAWMILL CREEK

When: Tues., October 12

Time: 5pm to 7pm

Where: Mulligan's Pub at Sawmill
Creek, 400 Sawmill Drive, Huron, OH

[Click here to learn more](#)

BUSINESS AFTER HOURS AT DAVE PROY AGENCY

When: Tues., October 26

Time: 5pm to 7pm

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

[Click here to learn more](#)

BUSINESS AFTER HOURS AT SANDUSKY BAY PANCAKE HOUSE

When: Thurs., November 11

Time: 5pm to 7pm

Where: Sandusky Bay Pancake
House, 4710 Milan Rd, Sandusky, OH

[Click here to learn more](#)

7 QUICK WAYS TO GET MORE UPSOLLS AND REFERRALS

You current clients/customers are likely an untapped resource of additional revenue. After all, it is much easier to sell to someone who already likes you than it is to win over a new person.


But there's a lot of competition out there.

There's a saying in the restaurant industry that a diner who described their meal as "satisfactory" will never be back again. In order to get return customers, upsells, and referrals you must do better than just meeting expectations. You must exceed them.

Thankfully, as they say, the difference between ordinary and extraordinary is just a little extra. In this article, we'll give you seven quick ideas on how to create those extra opportunities that will translate into greater upsell and referral opportunities. When someone is "wowed" they will buy more and talk about you (exactly what you need for referrals).

How to Go from Ordinary to Extraordinary for More Upsells and Referrals

1. Offer samples without people requesting them. When someone is looking at something in your business, offer them samples. Don't even ask. One restaurant brings individual samples of gelato to the table at the end of the meal. Even if the diners don't buy any, they leave with a (literal) pleasant taste in their mouth which could yield a return visit or referrals.
2. Send/give swag. If you mail your products or bag them, consider adding something unexpected in the package. Pure Vida sends branded stickers. Some companies stick in a postcard. The surprise needn't be expensive. The point is it's unexpected and that is delightful.
3. Invite engagement. Make sure every purchase is accompanied with a request to engage on social media but don't make it about you. Most people are excited when they make a purchase, and they want to show it off. Invite them to share a picture of themselves using the product or service. Give them a hashtag and perhaps some incentive to share such as a contest entry or a future discount. If you have a well-known brand sometimes simply retweeting them and being on your radar is enough.
4. Send "just because" discounts. Some companies send birthday offers but not everyone feels comfortable giving you their birthdate these days. Instead, send "just because specials" periodically and thank them for being a fantastic customer. If they haven't purchased recently, tell them you miss them and give them reason to return.

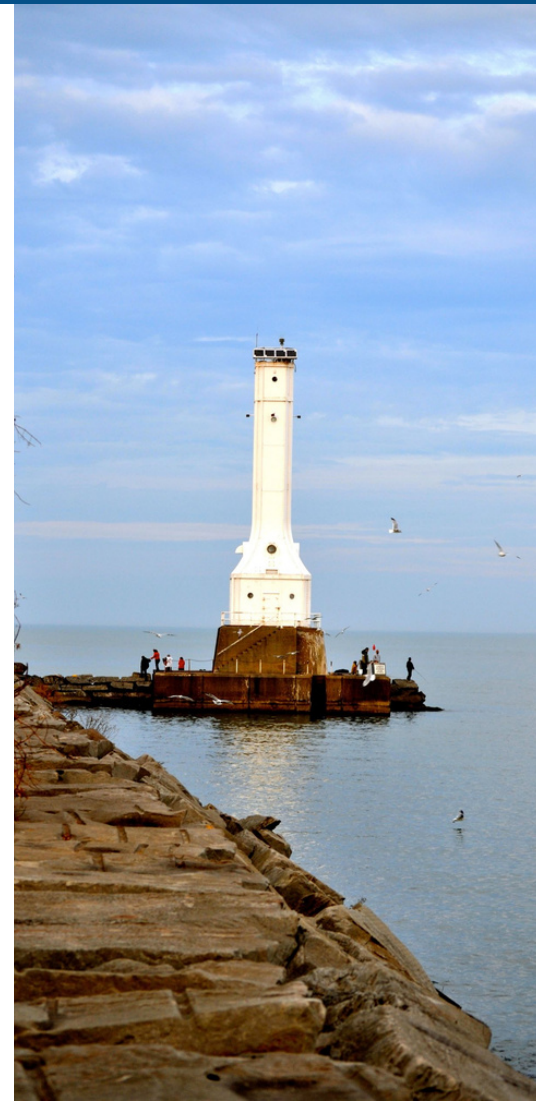


***“SUCCESS IS NOT FINAL;
FAILURE IS NOT FATAL: IT
IS THE COURAGE TO
CONTINUE THAT COUNTS.”
– WINSTON CHURCHILL***

CONTINUED ON NEXT PAGE...

5. Drop expiration dates. If you use coupons, don't turn someone away because their coupon is past the expiration date. Make it well known that you will accept coupons whenever the customer is ready to use them.
6. Put everyone to work. It may not scale to have your CEO or owner answer customer support questions all day. However, giving leadership the opportunity to field the occasional question or post a response on social media or to a review can make someone's day and get them talking about you. The customer will be in shock that leadership responded. And it will make them (and everyone who reads the interaction) think that leadership is reading every review or comment.
7. Follow and respond on social media. Don't simply post what's going on in your world. Learn what's going on in your customer's as well. Set Google alerts for mentions of your business, what you sell, and your area. Listen to conversations going on around you and join them when it makes sense and when you can add value. Also, don't hide behind the brand. When you are posting, use your name even if you're responding from your brand's account. People are more likely to interact with a person than a company name.

If you want to cut through the noise and get more upsells and referrals, you want to make people feel special and valued. Think about experiences you've had as a customer. How can you replicate those in your business?



***“BUSINESS OPPORTUNITIES
ARE LIKE BUSES, THERE’S
ALWAYS ANOTHER ONE
COMING.”***

– RICHARD BRANSON



MEMBER HIGHLIGHT:



Founded in 1996 in Baton Rouge, Louisiana, Because Raising Cane's focuses on only one thing – chicken fingers – we are able to do it better than anyone else. It's what we call ONE LOVE.

Todd Graves, the founder of Raising Cane's, path to success was one filled with challenge, hard work and determination. In 1994, as a new college graduate, Graves sought out funding for his restaurant venture. Undeterred by bankers who found his idea laughable, he decided to take matters into his own hands and raise his money the old fashioned way – hard work. After working in oil refineries in California and salmon fishing off the coast of Alaska, Graves returned to Baton Rouge and opened his first restaurant in 1996 near the gates of LSU. He named the restaurant after his yellow lab, Raising Cane.

The rest is history - dipped in a little Cane's sauce.

OPENS SEPTEMBER 14, 2021



“FAR AND AWAY THE BEST PRIZE THAT LIFE OFFERS IS THE CHANCE TO WORK HARD AT WORK WORTH DOING.”

– THEODORE ROOSEVELT

For more information, contact Raising Cane's at:

- 5306 Milan Road, Sandusky, OH 44870
- www.raisingcanes.com/location/coming-soon-sandusky
- [Facebook.com/RaisingCanesChickenFingers](https://www.facebook.com/RaisingCanesChickenFingers)
- APPLY FOR A JOB: [Jobs.RaisingCanes.com](https://www.jobs.raisingcanes.com)



JOIN OUR LABOR OF ONE LOVE[®] NOW HIRING CREWMEMBERS



Great benefits include:

Flexible Schedules • Holidays Off (Up to 8 per year) • Fun & Casual Environment
Continuous Advancement Opportunities • Tuition Reimbursement

New Restaurant Opening Soon! 5306 Milan Rd Sandusky

Apply at www.caniaccareers.com

Raising Cane's[®] appreciates and values individuality. Equal Opportunity Employer.

Shop Small & Support Local

VISIT ONE OF OUR FIVE LOCAL, FULL-SERVICE BRANCHES FOR ALL YOUR BANKING NEEDS!

- Marine / Boat Loans
- New & Used Auto Loans
- R.V. & Motorcycle Loans
- Mortgage Loans
- Personal Loans
- CU*Talk
- CO-OP Shared Branching
- Savings Accounts
- Club Accounts
- IRA Share Certificates
- Share Certificates
- Money Market Plus
- Debit MasterCard®
- Home Equity Line of Credit
- Visa® Credit Cards
- Online Banking
- Popmoney
- Mobile App
- Checking Accounts
- Value Checking Plus
- Dollar Dog Kids Club

SANDUSKY
2911 Hayes Ave.

NORWALK
295 Milan Ave., Ste. C

HURON
2402 University Dr.

SANDUSKY
2409 E. Perkins Ave.

VERMILION
1607 State Rd., Ste. 11

VLFCU.ORG
800.691.9299



ESI EXCESS SHARE
INSURANCE
Federally Insured by NCUA



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

Contact us at info@eriecountychamber.com.



ZONTA
INTERNATIONAL

2021

WOMEN IN TECHNOLOGY SCHOLARSHIP

**Encouraging women to pursue education,
career opportunities and leadership roles
in information technology**



**US\$8,000 to up to 20 innovative
women from around the globe**

DEADLINE: 15 OCTOBER 2021

**** Applicants apply online only ****

To apply, visit zonta.org/womenintech

The Women in Technology Scholarship is a Zonta International program funded by contributions to the Zonta Foundation for Women. Zonta International is a leading global organization of professionals empowering women worldwide through service and advocacy.



ZONTA
CLUB OF
GREATER SANDUSKY
MEMBER OF ZONTA INTERNATIONAL
EMPOWERING WOMEN
THROUGH SERVICE & ADVOCACY

NEWS RELEASE | For Immediate Release

For more information, please contact:

Kathy Kaman, Public Relations Chairman | kathy59@yahoo.com

Sandusky, Ohio – August 28, 2021 – The Zonta Club of Greater Sandusky is announcing the Zonta International Women In Technology Scholarship program, funded through the Zonta Foundation for Women.

The world economy continues to leverage and build upon the digital revolution, and industry is becoming critically dependent on information technology. Further, these developments are increasingly disrupting society and familiar social processes. Women, however, are still largely underrepresented in decisions as they relate to information technology and how they impact our world now and into the future. To create a world in which men and women have equal opportunities, women need to have an active role in the field of information technology and access to leadership roles such as chief information officers (CIOs) and chief technology officers (CTOs). Zonta International is pleased to support the Zonta International Women in Technology Scholarship to encourage women to pursue education, career opportunities and leadership roles in information technology.

The Women in Technology Scholarships are awarded to women of any age and nationality, pursuing an information technology (IT) degree at an accredited university/college/institute, who demonstrate outstanding potential in the field. Applicants must be enrolled by October 15, 2021, in at least the second year of an undergraduate program through the final year of a post graduate program at the time the application is submitted. Applicants must be in school at the time the scholarship funds are disbursed and must not graduate before April 2022. Online students are also eligible to apply if they meet same requirements. Zonta International will offer up to 20 scholarships of \$8,000.00 each.

Applicants apply directly to Zonta International. The Zonta International Women in Technology Scholarship Committee reviews applications and recommends up to 20 recipients to the Zonta International Board. All applicants will be notified of their status by the end of April 2022. An application for preparation purposes only may be downloaded from www.SanduskyZonta.com/awardsandscholarships/. All applications must be completed in English and submitted using the online application form at www.zontainternationalwomenintechnology.awardspring.com. Hard copy and email applications will not be accepted.

Zonta Club of Greater Sandusky has served Erie County and surrounding areas for 60 years with Zonta International celebrating 102 years of service. Zonta International is a leading global organization of professionals empowering women worldwide through service and advocacy.

GREAT LAKES COMPUTER MANAGE. SECURE. MAINTAIN.



Hello Fellow Erie County Chamber Members!

I am Bob Martin, the President of Great Lakes Computer Corporation in Avon. We have been serving the business IT needs of this community since 1987. We offer a full suite of IT services from hardware management, maintenance and repair to cybersecurity and network services. We are reaching out to our fellow members today to introduce ourselves, teach you about our services, and share a **special introductory offer**.



IT HARDWARE MAINTENANCE & REPAIR

Our trained experts can ensure your equipment is running efficiently. We service PCs, laptops, servers, printers, POS systems & more.

▶ [Learn more](#)



CYBER & DATA SECURITY

We offer a full range of data security and backup services that can be right-sized to your business in our leading edge Security Stack.

▶ [Learn more](#)



MANAGED IT SERVICES

Whether you need a complete IT outsourcing solution or just need some help to support your existing IT staff, we have a solution to fit your needs and your budget!

▶ [Learn more](#)



SERVICE DESK SUPPORT

Our Service Desk Management solution includes a team of experts permanently assigned to your account, so they know your operation and your users.

▶ [Learn more](#)

Local Charities We Support



SPECIAL OFFER ONLY FOR CHAMBER MEMBERS

We want to meet you! We'd like to offer you each of the following that we know you can benefit from:

A free Dark Web Scan that will alert you if you or your employees credentials are for sale on the dark web.

A free Backup/Disaster Recovery Assessment that will help you understand the state of your existing backup.

And finally, if you book a service appointment with us, we'll give you 50% off labor for the first call.

Just give us a call or reply to this email and mention you're a member of the Chamber!

Meet Our Team

A team is only as good as the people it's made of, and ours are top notch. We strive to be a partner to our clients, one that provides current expertise, insight and a friendly attitude. Our staff are all local as well!



We look forward to hearing from you!
Call Us at **440-937-1100** | Email Us at **sales@grlakes.com**





ZONTA
CLUB OF
GREATER SANDUSKY
MEMBER OF ZONTA INTERNATIONAL
EMPOWERING WOMEN
THROUGH SERVICE & ADVOCACY

NEWS RELEASE | For Immediate Release

For more information, please contact:

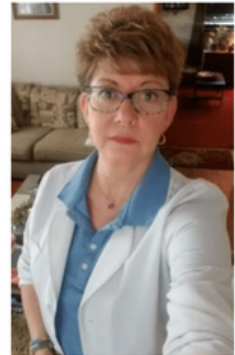
Kathy Kaman, Public Relations Chairman | kathy59@yahoo.com

**Zonta Club of Greater Sandusky
Non-Traditional Student Scholarship Recipient**

Sandusky, OH – August 26, 2021 – The Zonta Club of Greater Sandusky is pleased to announce Ms. Tamie Rippon, a student at EHOVE Adult Career Center, Milan, Ohio, as the recipient for the 2021 Zonta Club of Greater Sandusky Non-Traditional Scholarship. Ms. Rippon lives in Norwalk, Ohio.

Ms. Rippon is enrolled in the LPN to RN Program which is designed to facilitate the learning needs of the LPN, build on the current skill set and pursue higher education as she transitions to the role of the registered nurse. In addition, the program provides the administrative, technical, clinical and ethical training necessary to advance Ms. Rippon's nursing career.

To be eligible for the Non-Traditional Scholarship, an applicant must be a non-traditional female student from Erie, Huron, Ottawa or Sandusky Counties in Ohio returning to the classroom after some period of time in which her formal education was interrupted. The female student must be enrolled in a 2-4 year undergraduate degree program at a state or federal licensed college/university or vocational school. The minimum age to apply is 23 years.



Zonta Club of Greater Sandusky has served Erie County and surrounding areas for 60 years with Zonta International celebrating 102 years of service. Zonta International is a leading global organization of professionals empowering women worldwide through service and advocacy.



ABIGAIL PREGNANCY SERVICES

cordially invites you to our

ANNUAL FUNDRAISING BANQUET

with special guest speaker Kailee Perrin

SEPT | 30 | 2021

SEATING BEGINS AT 6PM

DINNER AND PROGRAM STARTS AT 6:30PM

\$35 per guest, \$65 per couple,

\$275 -table of eight


An opportunity to give a financial gift will be extended


THE COLONNADE


11001 Milan Road, Milan, OH

RSVP by Monday, Sept. 13



 (p) 419-668-9500

 (f) 419-668-9500

 (e) ministrydirabigail@gmail.com

July 30, 2021

Dear Friend's of Abigail,

Abigail Pregnancy Services (APS) is making preparations for the 31st Anniversary Fundraising Banquet, to be held on September, 30th 2021. APS is a community-supported 501(c)3 non-profit ministry serving individuals and families in our community. Abigail empowers individuals to make life-affirming decisions through education, counseling, and compassionate care based on the ministry of Jesus Christ. This annual banquet is the largest fundraiser for the Pregnancy Center each year. Monies raised support the center and its mission of saving the lives of the unborn.

Would you please consider becoming an underwriter for the banquet? It will ensure that the costs of the event are met beforehand so that every dollar raised on the night of the banquet goes directly to the ministry. Your contribution plays a significant role in the continuation of this much-needed service for our community and provides the opportunity for involvement and partnership with a great cause.

On the back of this letter are details concerning the various sponsorship levels and benefits. Our banquet sells out yearly and we will host a very faithful and community-minded audience.

We appreciate your consideration of this opportunity to participate and partner with us. Please contact me at the information below to set up your level of sponsorship, or if you have any questions.

Blessings,

Danielle Harvey
Development Coordinator
dharveyaps@gmail.com
419-668-9500





ABIGAIL PREGNANCY SERVICES
2021 BANQUET
Sponsorship
OPPORTUNITIES

\$5,000 Guardian of LIFE

- Recognition in the program as “Guardian” and Grand Sponsor of the event
- Charitable deduction under 501 c3 non-profit
- Name listed on invitations recognized as Grand Sponsor (if submitted by 08/13/2021)
- 2 tables for 16 guests, preferred seating
- Full-page color ad in the program
- Automatic Sponsorship at Walk for LIFE 2022
- Acknowledgment on website, social media, radio promotion, and verbal recognition at the event from the podium
- Meet and greet with Kailee Perrin

\$2,500 Protector of LIFE

- Recognition in the program as “Protector”
- Charitable deduction under 501 c3 non-profit
- Acknowledgment on website, social media, radio promotion, and verbal recognition at the event from the podium
- 1 table for 8 guests, preferred seating
- Half-page color ad in the program
- Meet and greet with Kailee Perrin

\$1,500 Defender of LIFE

- Recognition in the program as “Defender”
- Charitable deduction under 501 c3 non-profit
- Acknowledgment on website, social media, radio promotion, and verbal recognition at the event from the podium
- 4 tickets to the banquet
- Meet and greet with Kailee Perrin

\$500 Advocate of LIFE

- Recognition in the program as “Advocate”
- Charitable deduction under 501 c3 non-profit
- 2 tickets to the banquet
- Acknowledgment on social media and website

\$300 Friend of LIFE

- Recognition in the program as “Friend”
- Charitable deduction under 501 c3 non-profit
- Acknowledgment on social media and website

Your donation is tax-deductible! Taxpayers may deduct financial donations to charity up to \$600 on their 2021 Federal tax return- even if you take the standard deduction.

JOIN THE FIGHT FOR ALZHEIMER'S FIRST SURVIVOR.



ERIE SHORES/SANDUSKY

September 18, 2021

Shoreline Park

9:00 Check-In, Activities, Vendors

10:00 Opening Ceremony, Walk to Follow
Dog/Kid Friendly!

NATIONAL PRESENTING SPONSORS

Edward Jones® 

alz.org/walk

**WALK TO
END
ALZHEIMER'S** 
alzheimer's association®

2021 **SUMMER** SEASON

FREE LIVE CONCERTS



A Night of Americana with Hey Mavis

Sat., Sept. 18 at 6:30pm

Paper Moon Vineyards, Vermilion, Ohio



**FIRELANDS
SYMPHONY
ORCHESTRA**

CARL TOPILOW, MUSIC DIRECTOR AND CONDUCTOR

More concert details at:

FirelandsSymphony.com/concerts

Facebook.com/FirelandsSymphony

(419) 621-4800