



Cincinnati
Association

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AHEAD FOR 2013

JANUARY: SORTA leaders are guests as we learn more about regional transportation, following on November's session with OKI's Mark Policinski. We'll be back at the University Club. **FEBRUARY:** Our annual Education Awards. We'll be at the University of Cincinnati. **MARCH:** Transportation returns to our agenda with CVG's new CEO Candace McGraw. We'll be at NKU and partnered with the Northern Kentucky Forum.



Image credit: www.lifelinewebdesign.com

OUR HOST TONIGHT BROMWELL'S

A QUEEN CITY GEM

Many thanks to our host and Cincinnati member, **JEFF McCLOREY**, who bought Bromwell's in 2005. Here's a little history, compliments of the company website:

"Bromwell's has been in continual operation since 1819. It has always been family-owned and managed remarkably, by only three families over the course of its 185-year history.

"The Bromwell family can be traced back nearly 400 years, to the beginning of U.S. history, starting with Isaac Bromwell. He was master of the ship *Assurance* that brought in 220 colonists from England to Virginia in 1635.

"In the late 1700s, descendants hailing from Baltimore learned the trades of wire-goods making and lumber from England. One family member, Jacob Bromwell (1785- 1866), settled in Cincinnati to start the Bromwell wire weaving business in 1819.

"Cincinnati quickly grew and became a gateway to Westward expansion. Bromwell's grew with it, supplying pioneering families a multitude of household goods."

MODERNIZING OUR MESSAGE

Your support is needed to update our site

It has served us well over the years but the Cincinnati website needs an overhaul.

A lot has changed in web infrastructure and design since our site launched during Internet's Stone Age (2005). As President Mark Silbersack explains it: "Our website is technologically obsolete, and is far less attractive and useful than it should be for members and the general public.

Funding the New Site

"The Executive Committee is determined to implement a significant upgrade, but the cost of designing and constructing the needed changes is

beyond our present financial capacity."

The committee discussed a number of options (including a dues increase, a one-time member assessment, and a fund-raising event) before deciding on something voluntary.

The committee is asking each member to consider a tax-deductible contribution to our nonprofit affiliate, Cincinnati Community Fund. To encourage contributions, the Executive Committee members will match all gifts, up the

amount needed to complete the project.

So if the final cost is \$3,000 (the current estimate), and member gifts add up to \$1,500, then the Executive Committee members will contribute another \$1,500.

Building the New Site

For the past year, the Marketing Committee has examined the current content of our site and explored potential costs and providers.

What the committee found is that, while we have solid content on our site, the pages are hard to navigate.

SUGGESTED GIFT
PER MEMBER

\$25 to \$50

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NEWS ... NEWS ... NEWS ... NEWS ... NEWS

GOOD NEWS ABOUT CPS

With the approval of the Executive Committee, the Education Panel has decided to take on a year-long project to publicize the positive accomplishments of the Cincinnati Public School System. This project will begin in early 2013. Want to know more or how to be involved? Contact Panel Chair **Kent Friel** at kpfriel@cinci.rr.com. He'll also fill you in on Leader-to-Leader, which is having an especially strong year (hint: 12 mentors)!

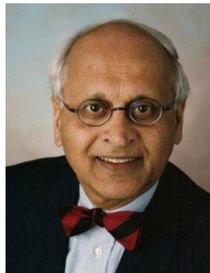
CINCINNATUS COMMUNITY FUND

We're now well into **Cincinnati Community Fund's** second functional year of existence. While it is obviously capable of significantly more, CCF's primary activities to-date have been those directly associated with Cincinnati Association – substantially, the receipt of 30% of member dues and the use of those funds for the same charitable purposes for which we've always used them – our Education Awards and providing information and perspectives to our members and the general public. CCF also maintains the restricted funds for the Jacobs Award and the Cincinnati Book Update, along with agency funds for Greater Cincinnati Commitment Alliance and Confluence.

JAY CHATTERJEE ON THE BIG SCREEN

George who? Tom who? Leonardo who? Never mind those guys. We're talking Jay. Our Jay. **Jay Chatterjee**. NKU broadcast students are making final edits to

Reconstructing Cincinnati: The Jay Chatterjee Story, a feature-length documentary detailing the life and work of our favorite dean emeritus of UC's College of Design, Architecture, Art and Planning. Ryan Hayes, an NKU senior and member of the documentary's research team, said: "It is our intention to craft a quality project worthy of the man himself that will finally grant him the recognition we feel he deserves for his contributions to the Cincinnati area." There will be an invitation-only screening at NKU on Dec. 15.



MEET OUR NEWEST MEMBER

Elliot Grossman is president of Ashire Communications, a public relations firm that serves nonprofit organizations. He founded the firm because of his passion for nonprofits. Before his new career, he worked for more than 25 years as a news reporter and editor.



Elliott and his wife, Lynda, have a daughter, Dani, and they love to hike. Other hobbies? He has skied 15 mountains, watched professional baseball in 15 ballparks and spent time in 15 prisons (as a news reporter).

WEB/ cont'd from Page 1

We visited the E.W. Scripps Co. for a tutorial in web design. What we learned is that today's designs stress simplicity. Often, the best home page is simply a visually appealing, easy-to-navigate index of the deeper content. That's the design we'll commission.

After taking bids and talking to vendors, we have found a good team for our redesign. Cincinnati freelance designer Ryan Ostrander will provide our site's look, and Signal Networking, Inc., of Alexandria, KY, will build the infrastructure and host our site. Both have worked with us on price and proven themselves flexible in building the site as we move forward.

Getting It Done

All we need now is your support. Must everyone give? No, this is a voluntary fundraiser. But the Executive Committee believes this update is of the utmost importance, and a good time for all hands on deck.

- Contributions of \$500 or more will be listed on the webpage (with your logo included, if you wish).
- Gifts of \$50 or more will be recognized in the newsletter.

Write your check to the Cincinnati Community Fund and give it to Roger Smith, or donate online using our current website.

MORE ... MORE ... MORE

SIDE-BY-SIDE: CIVILITY

Cincinnati member and City Councilman **P.G. Sittenfeld** and Cincinnati Tea Party Founder **Mike Wilson** will be side-by-side as part of a series co-sponsored by Cincinnati and designed to encourage public civility. The event (**6-8pm on Jan. 10 at WCET, 1223 Central Parkway**) is free, but reservations are required. More info at www.BeyondCivility.org.

HERE, HERE RON!

Ron Miller has been an exemplary member of Cincinnati, facilitating a strategic planning process a few years ago and then serving on the Executive Committee as Membership Chairman. His is a voice that always resonates with passion and reason. In tribute, we honor him tonight with our **Citizen Cincinnati Award**.

MEMBERSHIP UPDATE

Our current enrollment is 88 active members and 144 total members. We have a few new candidates in the pipeline, but **we need your suggestions** of others. Contact our Vice President **Barbara Henshaw** at hrmhenshaw@fuse.net. She does double-duty, also serving as our membership chair.