

SERVING THE COMMUNITIES OF NORTH CENTRAL OHIO



"KHLOE" © STRICKLING PHOTOGRAPHY

## DOG DAYZ OF SUMMER!

**In Every Issue:**

**Events Listings:**

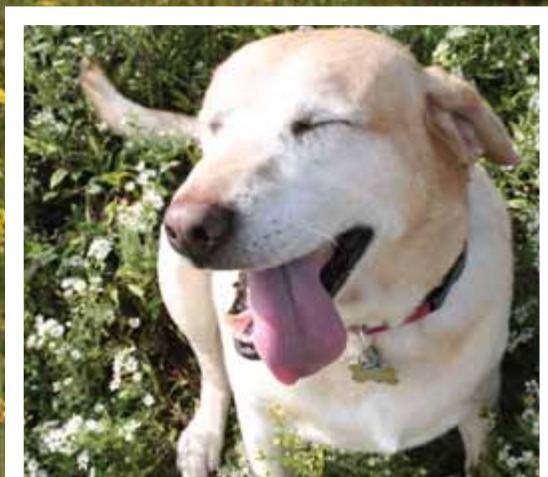
Free, Paid and otherwise!

**Annies Corner:**

Inspirational thoughts  
for everyday life

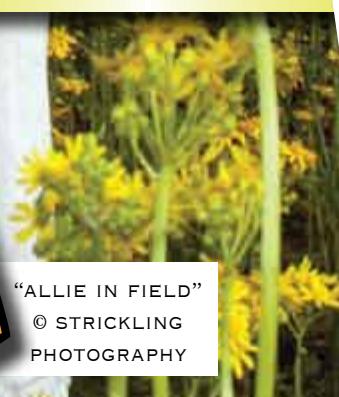
**Penguins Cave:**

All about Linux



"BRANDY" © ASHLAND ROAD ANIMAL CLINIC

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"ALLIE IN FIELD"  
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PHOTOGRAPHY



"IZZY" © ASHLAND ROAD ANIMAL CLINIC

# CONTRIBUTORS



– Juan Ramirez is also known as Cyberlobo and is the writer of the column “The Penguins Cave”. He is well known for constantly tinkering with all types of electronic gadgets, ixing computer problems and everything having to do with Linux.

– Ann Bowling is a mother of four and a grandmother to eleven and great-grandmother to ten. She is an avid reader of the good book (Bible) and the strong moral center of her family (*she keeps us all in line!*) Ann enjoys making specialty bluejean purses, reading and bargain hunting.



– Tim Busbey has over 14 years of newspaper reporting, editing, copywriting, and management experience and has won many national awards for editorial publications and headlines. After his local tenure in newspaper publishing, he proceeded to advance his experience in copywriting and social media for premier companies in the Cleveland area. Tim currently owns Addison's Compass Public Relations with Erin Al-Mehairi, his finance, with whom he shares a combined 5 children. He is currently writing his first novel tentatively called “The Truth.”

– Erin Al-Mehairi has 12 years experience in public relations, marketing, direct advertising, event planning and writing. After seven years in healthcare marketing and PR, Erin now owns Addison's Compass Public Relations with Tim Busbey. She was awarded the Ashland County Women of Achievement Award. Erin is an avid bookworm and blogger, and is currently in the process of writing her first children's book series.



– Liz A. Hosfeld is a stay-at-home mom, photographer and writer who enjoys exploring Ashland's beautiful parks with her family. She enjoys writing about and taking pictures of the people and places that make Ashland unique.

– Mike Strickling is a local freelance photographer that enjoys focusing on people and emotions in is photography. He is based out of the Mansfield/Ontario Area. For more information on how to contact Mike, go online at <http://stricklingphotography.zenfolio.com/>



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## Editors Corner

**By Rosanna Ramirez**

### HHHEEEELLLLOO THERE!

If this is the first time you have picked up the magazine, I would like to welcome you to my world. *Actually*, it is *OUR* world, in we as part of the human race have to share it but I like to think of this as my own little corner. Wait a minute! This does say Editors Corner!! I am the editor...publisher, designer, creative geek and so on. Just suffice it to say that I get bored easily. **ANYWAYS...** I hope that everyone enjoys the magazine and all of the events and articles that I can fit into it.



It seems like the magazine is starting to grow and I sure hope so. I love doing this! I like the idea of telling everyone what events are coming up. Oh Yea, little disclaimer... sometimes the events get changed, so please try to verify it if you are going to one. I get the events from many different resources and am unable to verify them all. I still have a day job to pay my bills.

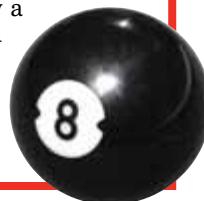


catch me out at one of the festivals, at Charles Mill Lake Park, a concert or out shooting pool.

~ See Ya! ~ Rosanna

I would like to thank all of the people that have come on board as contributors that have great ideas and articles and even images of our local stuff. This is what we need. I am proud of our local area! I understand that we have challenges, but every area does. The potential is there for change and this area has a lot of potential for growth.

I work a lot and play a lot. Say hello if you



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# JULY 2011

## Saturday, July 23, 2011

### Mid-Ohio Summer Rock-n-Blues Fest - Liederkrantz

12:00pm - 11:00pm - BENEFITS The Special Wish Foundation - Let's do something meaningful for our Special Wish children! Going to be a Rocking good time with numerous bands. Looking for sponsors!! Let me know if you or your company would like to be a Sponsor!! LETS ALL BE GENEROUS THIS YEAR AND MAKE THIS BENEFIT COUNT!! - 1212 Silver Lane, Mansfield



## July 24, 2011

### 9th Annual Crestline's Downtown Car Show - Crestline

Register 11-2 p.m. - \$8 - Open to all years - Awards given to favorite 25 - Plus Specialty Awards - Awards start at 4 p.m. - 50/50 - Good Food - Door Prizes D.J. - \$100 gas card door prize - Proceeds to benefit the Crestline Ohio Historical Society

## Sunday, July 24, 2011

### Phil Dirt & the Dozers - Myers Memorial Bandshell

8pm - Ohio's premiere R & R oldies review band will transport you to another place, namely the 50s, 60s, 70s, of Rock & Roll. The show is performed absolutely live and creates an atmosphere that all ages will enjoy. [www.phildirt.com](http://www.phildirt.com) - All Band Shell performances begin at 8pm. Call the evening of the concert for possible relocation due to weather at 419-281-3018.

## July 24, 2011

### 125th Cornerstone Anniversary - OSR, Mansfield

Reformatory Chaplain and Guard Frank Hanger - To celebrate this milestone, we will be having different characters from the Reformatory's past come to life during our Sunday tour season.



**WE WOULD LIKE TO  
THANK ALL OF OUR  
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Step back into time to 1886 when this magnificent structure was born! Sunday tours will be conducted as scheduled. Gates open at 12:30 pm every Sunday - Tours are \$8 for adults and \$6 for children aged 7-17. For more information go online at <http://www.mrps.org/pages/125th-cornerstone-celebration>

## July 24 - 30, 2011

### Knox County Fair - Mt. Vernon

Join us for an unforgettable week at the 2011 Knox County Fair. From music and food to animals and rides, the fair offers something for everyone! The Knox County Fair not only highlights the awareness of agriculture as an important and continuing industry in the count, but also provides visitors with a unique family experience.

## Wednesday, July 27, 2011

### Randy Velez - El Tarasco - Galion

6 - 9 p.m. - 214 Portland Way N. Galion - Randy has the incredible gift of replicating the vocals of many artists spanning genres and generations of music. Randy may begin a performance as Louie Armstrong, Willie Nelson, or Johnny Cash, and five minutes later become the voice of Dean Martin, Sinatra, Freddie Fender, Roy Orbison or Elvis, and then cover Jay & the Americans "Cara Mia." The possibilities are nearly limitless, as the artists and songs he covers composes a long list and even includes a full selection of Latin music! - For more information go online at <http://randyvelez.com/>

## • ADVERTISING RATES •

### AD PRICES:

Directory Ad.....	\$55.00
Bus. Card Ad (3.75 x 2 in.).....	\$115.00
1/6 Page Ad (3.75 x 3.3279 in.).....	\$192.50
1/4 Page Ad (3.75 x 5 in.).....	\$247.50
1/3 Page Ad (7.75 x 3.3279 in.).....	\$302.50
1/2 Page Ad (7.75 x 5 in.).....	\$385.00
Full Page Ad (7.75 x 10.25 in.).....	\$660.00

### PRODUCTION DUE DATES:

JAN-FEB .....	DEC 20
MAR-APR .....	FEB 20
MAY-JUNE.....	APR 20
JULY-AUG.....	JUNE 20
SEPT-OCT .....	AUG 20
NOV-DEC.....	OCT 20

Pricing of ads includes graphic design (layout). Proof of ad will be supplied to client for corrections and/or revisions as desired. If a corporate logo is to be used it must be supplied by the client. Any specialty or preferred images must also be supplied or the designer will choose images for the ads. NO HIDDEN COSTS EVER!

# Anthony Gomes

Canadian-born guitarist, singer and songwriter, Anthony Gomes is constantly challenging himself to expand his explorations of heart and sound. His latest release is a retrospective that celebrates the acclaimed artist's vibrant masterpiece of blues-based rock, soul & R&B.

**Kostas**  
**Friday,**  
**Aug. 5**  
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**MANSFIELD**

Gomes relocated to the Windy City with hopes of establishing himself as a musician. After a brief stint as a sideman, in the late 90's Gomes put together his own group and *won the first annual Buddy Guy's Legends "Best Unsigned Blues Band" competition in 1998*. Gomes made his recording debut in 1998 on the Urban Electric label with "Blues in Technicolor". *In 2003 he won the Blueswax Artist of the Year Award. He won this award several times in a row.* "Music is Medicine", released in 2006, peaked at number 4 on the Billboard Top Blues Albums Chart. He has performed in 11 countries and throughout the United States.

Anthony Gomes has performed with BB King, Robert Plant, Doobie Brothers, Chuck Berry, George Thorogood, 38 Special and more!

"Gomes and the New Soul Cowboys deliver what some of the big cajone, beer-fueled festival acts of the past promised - mitigated, of course - by actual talent."  
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**July 29, 2011**

### **Final Friday Concert featuring The Caffiends - Brickyard in the Carousel District, Mansfield**

from 5pm to 9pm - The Brickyard in the Carousel District On Friday, July 29 enjoy The Caffiends at the Brickyard in the Carousel District. The evening begins at 5:00pm. This event is free and open to the public. Refreshments are available for purchase...and as always, lawnchairs are encouraged. For more information, call Downtown Mansfield, Inc at 419-522-0099

**July 29 & 30, 2011**

### **Shiloh Firemens' Association Ox Roast - Shiloh**

St.Rt. 603 - 45th Annual Ox Roast - 8,750 lbs. Beef Bulk Sales Of Meat, Baked Beans, Potato Salad at Fire Station On Delaware Street - Parade Saturday at 7 PM - Sloppy Joes—Hot Dogs—Baked Beans—Potato Salad—Cake—Pie - Other Food Vendors Available - Bingo --- Kiddie Rides - Garden Tractor Pull Friday At 5:30 pm- Pony Pull Saturday At 12:00 noon

Live Music Friday and Saturday Nights 8-11 pm- \*\*Friday "Top Shelf Band" Friday\*\*- \*\*Saturday "Just Us Two" Saturday\*\* - Gospel Music - "The Spencers" - Saturday 4-6 pm - Parade Saturday 7:00 pm

At Shiloh On State Route 603 - Proceeds To The Firemen's Association (Non-Profit Corp.) Shiloh-Cass-Bloomingrove Fire-fighters Association Inc. - [www.Shilohfire.net](http://www.Shilohfire.net)

**July 30, 2011**

### **John Todd & Shameless a Garth Brooks Tribute - Johnny Appleseed Heritage Center**

Opening Act- Jim & Bev Lillo Band - 2179 St Rte 603 Ashland, OH 44805 - Special Reduced Admission event. General Ad-

**SUN ..... KARAOKE WITH SAM AND GLEN**

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# The Wonder of Overcoming Obstacles and Odds

by Erin Al-Mehairi, owner of Addison's Compass Public Relations

Women entrepreneurs are surging to the forefront these days. They are small business owners, mompreneurs, network marketing magicians, and consultants. Commonly known as "the queens of multi-tasking," women certainly know how to be mothers, wives, philanthropists, business owners or employees, and more. They take on the role of caregiver, nurturer, provider, teacher, taxi, coach, and amid all of that, try to stay true to themselves and their dreams.

The Bible tells us about a good woman in the passage Proverbs 31:10-31. She is often referred to now as just "the Proverbs 31 woman." Being like the Proverbs 31 woman has been a goal for many women for generations. This model woman takes care of the children, the home, a business, investments, servants, does charity work, lends a hand to a neighbor and friend, and more. Though this woman has been something for many to strive towards, it also has been an enormous stressor for many, too, who feel that they must accomplish this all. So, what happens when a woman somehow falls from perfect health? She must learn what tasks are the most essential for her to keep undertaking. Sometimes lesser priorities can wait. Sometimes a meal isn't cooked and the dishes aren't done.

Women overcome obstacles and odds of all shapes and forms. But what women struggle with the most is forgiving themselves and knowing that no matter what they do, it is enough as long as they do it all with love in mind. Love for children, for spouse, for work that makes them happy, for friends, for church, for others, and yes, even for people with whom they struggle.

## My insights into overcoming obstacles in life are:

- **Self-talk!** This isn't just looking into the mirror each morning, but rather it is talking to yourself mentally throughout the day and giving yourself a pep talk. Don't rely on others for reassurance or motivation, it comes from within. The nicest compliments you can get are from yourself. Motivating yourself builds your character.
- **Do the things that make you happy.** If you are happy inside, then it will show on the outside. Finding joy in your life can help you deal with your snags and hiccups. Life is never perfect, but finding happiness amid struggle is an even better feeling of accomplishment.
- **Surround yourself with quality people.** Sure, we all want people to be a listening ear, but we also want people that remind us about the joy in life, motivate us to be the best person we can be, and soar in our successes.
- **Have a strong faith.** As long as Jesus is by your side, you are never alone. What a great comfort that is! It is so wonderful to be able to uplift our cares to Him and surrender them to Him. What a reassurance to know that He does not give us anything that we cannot handle with His strength and mercy.
- **Center yourself.** Organize your life on paper (or computer or blackberry!) and plan ahead. Even the most impulsive of people can still do this. The less clutter we have, physically AND mentally, the better we feel.

I hope to explore different women overcoming obstacles and odds in their lives and remaining optimistic and successful. If you know of a woman like this, please drop me a line and suggest her to me. Maybe you are even one of them. I would love to connect. E-mail me at [erin@addisonscompass.com](mailto:erin@addisonscompass.com).

mission: Adults \$8.00 - School-age \$3.00 - Preschool Children Free - Evening performances begin at 7:00 p.m. Please dress appropriately for evening and weather conditions. The Johnny Appleseed Heritage Center is SMOKE FREE with designated smoking areas.

Rental Information: The Johnny Appleseed Heritage Center is available to rent for: reunions, weddings, receptions, or events. Call: Sandy at 419-368-3190 or Leo at 567-203-2654 for rental prices and information. <http://www.jahci.org/>

## Saturday, July 30, 2011

### Annual Monroe Twp. Firefighters Poker Run - Lucas

Registration 10:30 a.m. - Noon - Start at 236 W. Main St., Lucas - Finish @ Main St. @ N. Union St., Lucas First Bike out at 10:30 Last Bike in at 5 p.m. - \$15 Rider and \$10 Passenger (includes one hand each and food ticket) - Proceeds will directly benefit 2 Lucas High School Scholarships, Monroe Twp. & Lucas Youth Sports and Fire Department Supplies - Prizes for top 3 hands - Door Prizes - Free event t-shirt for all who ride in parade, while they last. Parade starts at 11:30 a.m. - For more information call 419-892-2020

## July 30, 2011

### Crossroads Run For Hope - Crossroads - Mansfield

5k / 10k Start at 8:30 AM - Kids Fun Run at 8:00 AM Registration begins @ 7:00 AM - Crossroads Community Church - 1188 Park Avenue West - Mansfield, OH 44906

#### Race Fees:

5k Run/walk

\$15 per runner/walker (\$20 race day)

10k Run

\$20 per runner (runners only, please) (\$25 race day)

Kids Fun Run

\$5 per child under 12 yrs of age

Family Registration\*

5k - \$30 per family (\$35 race day)

10k - \$40 per family (\$45 race day)

\*The 10k Family Registration rate applies if at least one member of the family is participating in the 10k.

A family registration will receive two t-shirts. Additional shirts may be purchased for \$10.00. Shirts are guaranteed to all runners registered by July 15th. Shirts on race day will be given out on a first come, first served basis until supply lasts. For more info go online to <http://crossroadswired.com/get-connected/crossroads-run-for-hope-5-k/>

## July 31, 2011

### Concert in the Park - Aumiller Park - Bucyrus

Featuring: Crazy Gringo's - Country/Rock/Jazz - Sunday Evenings at 7 p.m. - Bring your own chairs, blankets and insect repellent - Free water provided by the Salvation Army - ALL CONCERTS ARE FREE.



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# Ashland County Park District Offerings: A great alternative for summer fun!

By Liz A. Hosfeld, freelance writer/photographer

With summer in full swing, it's time to put down the remote control and put on some walking shoes. The Ashland County Park District – made up of 13 parks - offers no shortage of variety for those who enjoy a range of activities in the out-of-doors.

"We believe the outside provides opportunities to get away from ... the worries of life," said Tom Kruse, Ashland County Park District Commissioner, who adds that the goals of the parks' system includes encouraging people to get out on the trails in a safe environment. The district is focused on offering great walking trails and providing places for kids to get outside, he explained.



Whether it's marveling at the carnivorous bladderwort at Black Fork Bottoms, trying to spot the 70-plus species of birds at Byers Woods, taking a wildflower walk through Pine Hill or strolling the boardwalk through the Audubon Wetlands, there is enough to keep even the pickiest kids from becoming bored.

The Park District boasts a collection of 13 parks, including three parks which had not opened as of press time:

- Black Fork Bottoms - Byers Woods - Cooke Park - Cool Springs
- Freer Field - Riverwalk - Audubon Wetlands - Gilliom Cherp
- Hopkins Landing - Pine Hill (including Crall Woods and Sauer's Farm) - *There are three yet-to-be-opened parks: Eshenshade Wetlands, Hurdle Waterfowl Preserve and Sprinkles Serenity.*

Visitors can take in the parks at their leisure, or enjoy them through organized programs, such as Bird Walks offered by the Greater Mohican Audubon Society at Byers Woods. Be sure to check out the park district's website for the rules and guidelines regarding geocaching in the district's parks. Friends of the Ashland County Parks also put on events with children in mind offering craft and woodland activities, as well as educational booths, throughout the year at various locations.

The Park District was founded in 2002 and encompasses more than 1,400 acres. For more information on Ashland County Parks and its programs, visit [www.ashlandcountyparkdistrict.com](http://www.ashlandcountyparkdistrict.com).



Breathe Beauty Art and Photography/Erin Al-Mehairi, Copyright 2011

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## August 2011 Wednesday August 3, 2011

Randy Velez - El Tarasco - Galion

6 - 9 p.m. - 214 Portland Way N. Galion - Randy has the incredible gift of replicating the vocals of many artists spanning genres and generations of music. Randy may begin a performance as Louie Armstrong, Willie Nelson, or Johnny Cash, and five minutes later become the voice of Dean Martin, Sinatra, Freddie Fender, Roy Orbison or Elvis. The possibilities are nearly limitless, as the artists and songs he covers composes a long list and even includes a full selection of Latin music!

## August 3-6, 2011

Silver King and Fireman's Festival - Plymouth Ohio

Come to Plymouth, OH for the annual Silver King Festival. This is the largest display of Silver King Tractors in the world. This year they are hoping for 100 tractors. Also enjoy the Fireman's Festival going on at the same time! For more info call 419-687-2572 - <http://www.plymouthoh.org/>

## August 4 - 6, 2011

Lincoln Highway: Buy-Way Yard Sale - Across Ohio

Just about anything you want or need will be sitting along the road for you to purchase 'on the cheap" during the seventh annual Lincoln Highway BUY-WAY Yard Sale, to be held August 4, 5 and 6 across Ohio – and now adjacent states. Whether you call it a tag sale, a yard sale, garage sale, thrift sale...it is all about bargains waiting for you on the "first full weekend (Thursday, Friday and Saturday) in August". For more info go to [www.historicbyway.com](http://www.historicbyway.com).

## August 5-7, 2011

Mid-Ohio Sports Car Challenge - Lexington

The peak of Ohio's summer racing season hits the track on August 5-7 with the Mid-Ohio Sports Car Challenge / The Honda Indy™ 200 at Mid-Ohio. The American Le Mans Series leads Saturday's slate of races and the IZOD IndyCar Series takes over Sunday. Monday-Friday 8:30AM - 4:30PM (EST) 419-884-4000 - <http://www.midohio.com/>



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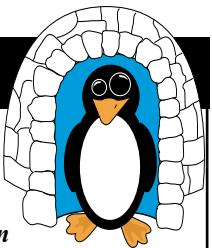
We Buy & Sell Antiques and Good Used Items

# The Penguins Cave

BY CYBER LOBO

## LINUX - ANDROID

Welcome back my dear readers, here I am again geeking around with the Linux stuff.



### Android Release History

In September 2008 version 1.0 was release, since its original release Android has realized a number of updates typically fix bugs and add new features. Generally, each version is developed under a code name based on a desert item. The code names are in alphabetical order.

#### Android 1.1 (released February 9, 2009)

Features included : Alarm Clock - API Demos - Browser - Calculator - Camera - Contacts - Dev Tools - Dialer - Email-Maps - Messaging - Music - Pictures - Settings



#### Android 1.5 "Cupcake" (April 30, 2009)

Features: camcorder mode - Automatic Bluetooth connecting - New widgets and folders that can populate the Home screens - Uploading videos to YouTube & Picasa from phones - Copy/paste functionality - A new soft-keyboard with text-prediction - Animated screen transitions.

#### Android 1.6 "Donut" (September 15, 2009)

Features: Improved Android Market for applications - Integrated camera, video recorder, and gallery interface - Gesture Builder development tool - Updated Voice Search - Greatly improved text-to-speech - Updated technology support for CDMA/EVDO, 802.1x, VPNs, and a text-to-speech engine-Support for WVGA (480p) screen resolutions.

#### Android 2.0/2.1 "Eclair" (October 26, 2009)

Features: Accelerated hardware speeds - Support for more screen size options and resolutions - Improved UI - Exchange support - Live wall-papers - Upgraded virtual keyboards - New Browser UI - HTML5 support - Google Maps 3.1.2 - Bluetooth 2.1 - Built in flash support.

#### Android 2.2 "Froyo" (May 2010)

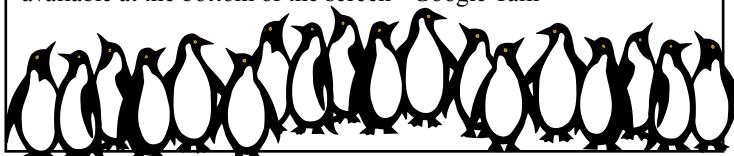
Full Flash 10.1 support - General Android OS speed (up to 5x), memory, and performance optimizations - Integration of Chrome's V8 JavaScript engine into the Browser application - USB tethering and WiFi hotspot functionality - Storing apps on an SD card (A2SD) - Voice dialing over Bluetooth - Option to disable data access over mobile network.

#### Android 2.3 "Gingerbread" December 6, 2010.

Updated user interface design - Support for extra-large screen sizes - Native support for SIP VoIP telephony - Support for WebM/VP8 video playback, and AAC audio encoding - Redesigned multi-touch software keyboard - New sensors support - Native video chat

#### Android 3.0 "Honeycomb" 3.0 22 February 2011

Optimized tablet support with a new virtual and "holographic" user interface This is a tablet-only release of Android - System Bar: Quick access to notifications, status, and soft navigation buttons available at the bottom of the screen - Google Talk



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### August 6, 2011

#### The GeezeCats - Johnny Appleseed Heritage Center

The GeezeCats - comedic oldies and rock n roll band from Cleveland - Evening performances begin at 7:00 p.m. Please dress appropriately for evening and weather conditions. The Johnny Appleseed Heritage Center is SMOKE FREE with designated smoking areas. For more info go online at <http://www.jahci.org/>

### August 11 - 14, 2011

#### Dan Emmett Music & Arts Festival - Mount Vernon, Ohio

Free Admission - Music, crafts, cars, civil war living history encampment, historical tours, and family fun. The Dan Emmett Music and Arts Festival showcases artists and musicians performing such styles as bluegrass, country, folk, oldies, rock-n-roll, Christian and big band. The festival's trademark is its outstanding music and entertainment format and a juried artisan exhibition offering awards for artistry and presentation. For more info go online at <http://www.danemmettfestival.org/>

### August 11, 2011

#### Music at the Mural - Millenium Park - Downtown Bucyrus

Featuring Grateful Life - Bucyrus Nazarene Worship Band - All concerts are Thursday evenings from 7:30 until 9 p.m. - Sponsored by the Bucyrus Area Chamber of Commerce - in the event of inclement weather listen to WBCO/WQEL FM 92.7

### August 12th-14th, 2011

#### Jungle/Pirate Weekend - Charles Mill Lake Park

For more information call 419-368-6885 or email [charlesmill@mwded.org](mailto:charlesmill@mwded.org)

### Saturday, August 13, 2011

#### WILLIE MOLLETT BENEFIT - Moose Lodge, Mansfield

4:00pm - 1:00am - Willie was diagnosed with Lou Gehrig's Disease in February 2011. This event will be more than a fundraiser, it will be a day for Willie's family, friends and our community to come together and celebrate his life. Performing - Stranglehold - Departure - Cheap Singlazzes - Fat Daddy's Blues Band - Renegade - Mechanical Bull - Dunk Tank - Door Prizes - 50/50 Drawing

### Saturday, August 13, 2011

#### Water Carnival - Lowe-Volk Park

11 am to 2 pm, 2401 State Route 598, Crestline, Ohio • For more information contact the Crawford Park District office at 419-683-9000. Look for information on other programs offered by the Crawford Park District by visiting their web site at [www.crawfordparkdistrict.org](http://www.crawfordparkdistrict.org)

### Saturday, August 13, 2011

#### 5th Annual Lincoln Highway Car Show - Ashland

9am-2:30pm - The Ashland Area Convention & Visitors Bureau will sponsor the fifth annual Lincoln Highway Car Show on Saturday, August 13th from 9am-2:30pm at the Samaritan on Main property, 663 East Main Street, Ashland.

Check us out online at  
[www.ncoeventsmagazine.com](http://www.ncoeventsmagazine.com)  
For events updates, rates,  
distribution points and more!

## Building Trust – The 21st Century Way

By Tim Busbey, Addison's Compass Public Relations

Who do you trust? If you're like most people, the list of people whose opinions you value is probably pretty small. You probably can count them on your fingers - your parents, some other family members and some of your best friends. But how many of you would include advertisers or businesses on that list? As a business owner, one of the most important things you can do is build trust with your customers or your potential customers. No one wants to spend money or do business with someone they think they can't trust.

How can you build that trust? In the pre-digital age, it was all about face-to-face connections and keeping your word when doing business. In the 21st Century, while those traditional methods remain the bedrock of building trust, the Internet provides even more tools for businesses to develop relationships. Those relationships can be the lifeblood of your business. Advertising effectiveness depends on reaching the right customer with the right information in the right place at the right time. That requires business owners to understand who their customers are and how they want to receive information. It should come as no surprise to anyone that increasingly, the Internet is the most relevant source of information for potential customers.

### Need proof?

A study released earlier this year by the AMP agency found that 47% of people check out a company's web site before buying a product. A survey by research company Lightspeed Research found that 62% of consumers looked at online reviews of a product before making a purchase. A report issued in June by Nielsen revealed that 76 percent of American Internet consumers most trusted recommendations from friends and 49 percent trust opinions posted online. Another 40 percent ranked emails they signed up for as a trusted, relevant source when considering purchases. Much further down the list were newspaper ads (8th place), TV ads (11th place) and radio ads (12th place), three of the pillars of traditional advertising/marketing plans. As a business owner, you obviously cannot directly control people's recommendations or opinions that they post online. The best way to get positive word-of-mouth and good opinions posted about you online will never change – provide the service or product that you promised and make sure your customer is satisfied. Taking good care of your customer is a sure-fire way to ensure they tell all their friends about your business. But there are steps you can take to develop trust and build relationships.

### What tools can a savvy business owner use to build trust online?

**1) A blog.** Writing a blog is a great way to let your personality shine online and let people see there is a real person behind your business. Blogs are easy to set up and maintain, and most are free or very low-cost. Make sure you find interesting and informative subjects to write about, and do it on a regular basis.

**2) Social media.** Facebook and Twitter are both wonderful tools for building relationships and growing trust. Interacting with people online is a great way to show who you are and make contacts that can help your business. When you take the time to open up to people online, they feel a sense of connectedness with you and your business – a feeling that can make a difference when it comes time for them to make a purchase.

It's important to remember when you are interacting with people online that you need to take the time to respond to all comments – both positive and negative – and don't be too focused on making a sale. This will help you build relationships and connect with people in a way that will help them trust in you and your brand. If you work to develop these connections and put a real face on your business, eventually some of these interactions will pay off with sales.

## FREE FRIDAYS DOWNTOWN

419-522-0099

### Carousel District Farmers Market

9 am - 2 pm Every Friday!

In front of Richland Carousel Park between Main & Walnut

### Cruise-In at Richland Carousel Park

July 29th & August 5

DJ Mr. Ed

Kids ride FREE at Carousel

[www.gooddaymansfield.com](http://www.gooddaymansfield.com)

[www.downtownmansfield.com](http://www.downtownmansfield.com)

### Final Friday Concert Series

Live music in the Brickyard!



July 29th  
5 pm - Caffiends

Lawn chairs are encouraged  
Refreshments available

DOWNTOWN  
MANSFIELD, INC.

## The Recipe Place

### Dad's Breakfast Pizza

#### Ingredients

- cooking spray
- 1 pound bacon, chopped
- 1 teaspoon butter
- 12 eggs
- 1 small onion, chopped
- 1/2 green bell pepper, chopped
- 2 cups shredded Cheddar cheese
- 2 (12 ounce) cans refrigerated biscuits (10 biscuits per can)



#### Directions

Preheat oven to 350 degrees F (175 degrees C). Lightly spray a 9x12-inch baking sheet with cooking spray. Cook the bacon in a large skillet over medium heat, until the bacon is browned and crisp, about 10 minutes.

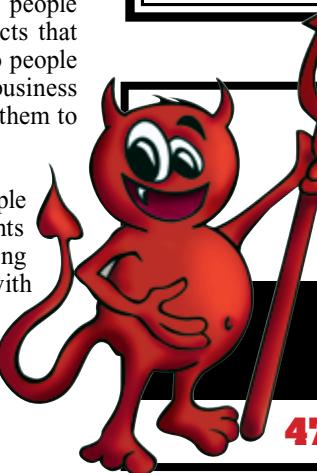
Open up the cans of biscuits, and arrange onto the prepared baking sheet so they touch. Press the biscuit dough down to seal them together into a crust that covers the baking sheet. Bake in the preheated oven until the crust is slightly cooked and very lightly browned, about 5 minutes. Do not overbake. Remove from oven. Melt the butter in skillet over medium heat then scramble the eggs just until set, but still moist, 3 to 4 minutes. Arrange the lightly scrambled eggs on the semi-baked biscuit crust. Top with the cooked bacon, onion, and green pepper; spread the Cheddar cheese all over the pizza. Season to taste with salt and black pepper.

Return to oven, and bake on the top rack until the cheese is melted and bubbling and has begun to brown, about 10 more minutes.

## Diablo's II DanceClub

Come Join the Party!

Mansfields New Club  
All are Welcome!



470 Newman Street, Mansfield





If you are looking for a career change or need help finding new job opportunities Spherion can help!  
Apply on line: [www.midohiojobs.net](http://www.midohiojobs.net).

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FRIDAY NITE  
GAME NITE AT  
KOSTAS WITH  
GREAT FOOD  
AND GOOD  
FRIENDS!**



**FAMILIES WELCOME TILL  
10PM - JOIN US BEFORE  
AND AFTER THE GAME!**

**924 W. 4TH STREET  
MANSFIELD**



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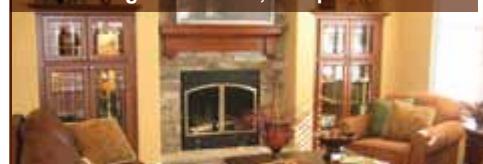
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Since 1927



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7 am - 2:30 am  
Sunday  
Noon-10 pm

## August 18-20, 2011

### Bratwurst Festival - Bucyrus

The Bratwurst Festival is an annual 3 day event that is always held on the full third weekend of August. There are all kinds of activities to keep all ages entertained. There are daily parades, live entertainment, contests, auction and the FOOD! So put on your best Leinhosen and help us celebrate our German heritage! For more info go online at <http://www.bratfest.org/>

## August 18-21, 2011

### Lexington Blueberry Festival - Lexington

Parade, Rides, Silent Auction, Bands, Fireworks, Fair Food, Pagaents and more! Family Fun for all! More information to come. For more information go online to <http://www.lexington-blueberryfestival.com/>

## August 19 & 20, 2011

### Live Bluegrass Show - Country Stage Music Park, Nova

Featuring: Southern Tradition • Whitaker Brothers • Open Highway • Kentucky Border • Out Of Mind Bluegrass Band - Security by Biggin' - Country Stage #1 MC "Wink" -- The Country Stage Music Park is located at: 40A Twp. Road 1031 • Nova, Ohio 44859 - Just north of Ashland - For more info call 440-213-8358 or go online at [www.countrystagemusicpark.com](http://www.countrystagemusicpark.com)

## August 20, 2011

### Kick-Off Bash - Moose Lodge - Mansfield

Featuring Gray Bush with Special guests - Walk it Off - \$30 gets you in the door - All the cold, tasty PBR you can handle, an event t-shirt, food and plenty of raffle prizes. Most importantly part of your admission will benefit the Madison Touchdown Club and the Madison Township Fire Department. 5 p.m. till 12 Midnight

# BIBLEWALK

## Walk through the Word

- Ohio's only life-size wax museum
- 70 scenes, over 300 wax figures
- Each scene underscored by original music
- Non-denominational

Experience the Holy Bible come to life with *Miracles of the Old Testament* & *Life of Christ*, two 60 minute tours that feature life-size dioramas of beloved Biblical stories. Two additional 30 minute tours, *Museum of Christian Martyrs* & *Heart of the Reformation*, provide an insight into the hearts of men & women as they willingly gave their lives for the Word of God.

### Dinner Theatre...

#### This year "Dinner With Grace" presents...

Essential Ingredient Part 1 - May 21 thru July 30

Essential Ingredient Part 2 - August 6 thru October 29



500 Tingley Ave. • Mansfield, OH 44905

**419-524-0139 - [www.biblewalk.us](http://www.biblewalk.us)**

M-Sat 9 a.m. - 6 p.m. • Sun 3 p.m. - 7 p.m.

## Would you take me home?

Hattie was removed from her owners over a year and a half ago. She was tied in the furthest corner of the yard, with a broken down dog house, no water, no food, missing half of her fur and terrified of everyone. The Humane Society took her on a neglect case, left a card asking for the owners to call. We waited, and they never did and Miss Hattie became ours.



Hattie is an older girl, about 11 years old. She's not very tall, but she is a little chubby.

She's not very fond of other dogs, but does great with cats and kids. We take Hattie to schools and day care programs, and she just soaks up the attention. Hattie is happiest when she's with someone, whether they're walking her, or she's just sitting beside them. She melts when you pet her. We're not sure why she's been here so long, but we would love for her to find her forever home. We're currently reducing her adoption fee and hopes she gets to go to a forever home very soon.

**For more info about Hattie or another animal in need or to donate time or funds call the Richland County Humane Society at 419-774-4795 or go online at <http://www.adoptourstrays.com>**

## WILLIE MOLLETT BENEFIT



**AUGUST 13, 2011**  
**THE MOOSE LODGE**  
**970 LUCAS ROAD, MANSFIELD**  
**4PM - 1AM**

### 5 BANDS

- \* STRANGLEHOLD/LUSH
- \* DEPARTURE
- \* CHEAP SUNGLAZZES
- \* FAT DADDY'S BLUES BAND
- \* RENEGADE



- \* MECHANICAL BULL
- \* DUNK TANK
- \* DOOR PRIZES
- \* 50/50 DRAWING

## Annie's Corner - By Ann Bowling

### This is how I feel about Children.

Behold, children are a heritage from the Lord, the fruit of the womb a reward. (Psalm 127:3)



### This is how I feel about Life.

First of all, I urge that supplications, prayers, intercessions and thanksgivings be made for all people.

(1 Timothy 2:1)

For there is one God, and there is one mediator Between God and men, the man Jesus Christ.

(1 Timothy 2:5)

Jesus answered him Truly, truly, I say to you, unless one is born again, he cannot see the kingdom of God. (John 3:3)

For by grace you have been saved, through faith, and this is not your own doing, it is the gift of God. (Ephesians 2:8)

**Praying  
in Jesus Name,  
Amen.**



## August 20th, 2011

### 11th Annual Ashland Mud Run, Part 3- Ashland

11-5 - Rain or Shine - Food and beverages available - NO unattended children - Must have seatbelts - walking path to mud pit - No glass bottles - proceeds go to the Ashland County Humane Society - \$5 per person - \$15 per truck to pit field (includes driver admission) - Ticket drawing for drivers - \$CASH\$ payout - For more information go online at <http://ashlandmudbogg.com>

## August 20, 2011

### The Naked Monkeys - Johnny Appleseed Heritage Center

Naked Monkeys are four very talented and fun-loving guys that have been performing together for several years and are considered to be a high-energy rock band with an island party attitude. Complete with palm trees, crazy hats, and some furry little monkeys joining them on stage, the Naked Monkeys can turn any venue, big or small, into an incredible jungle party. For more info go online at <http://www.jahci.org/>

## August 20, 2011

### BEST "WURST" BIKE RIDE - Bucyrus

The Rides will be: 32 miles, 62 miles, 100 miles or the 12 mile family ride. Registration is \$15.00 if paid before August 5th, 2011 or \$20.00 after August 5th. For the family ride the cost is \$12.00 per person with riders under 8 riding free. Registration on the day of the ride will be from 7:00 a.m. to 9:00 a.m. For more info call - 419-562-0720 - <http://www.bucyrus.org/>

## August 21, 2011

### Crossroads Third Annual Car Show - Mansfield

3 to 7 PM in the Crossroads parking lot - SPECTATORS - FREE ADMISSION / REGISTRATION \$10 - Open to all cars, trucks and bikes - Dash plaques to first 100 - Food and Refreshments



**419-562-0381**

**\$5 OFF 18 Holes with Cart  
Tuesday thru Friday**

The Golf Club of Bucyrus is an 18-hole Championship Golf Course featuring Tree Lined Fairways, Lakes, Rolling Hills, Ravines, Creeks and a River. **Golf lessons are available.**

**www.golfbucyrus.com**

**1330 E. Mansfield St • Bucyrus**

- Raffle Drawings and D J - Proceeds benefit Richland County Children's Auxiliary "Adopt-A-Child" project. For more info go online at <http://crossroadswired.com/get-connected/car-show/>

## August 26, 2011

### Final Friday Concert, Mojoflo- The Brickyard, Mansfield

5pm to 9pm - Enjoy Mojoflo on Friday, August 26 at the Brickyard in the historic Carrousel District. Evening begins at 5:00 pm. Refreshments available for purchase, admission is free and lawn chairs are encouraged. For more information, please please call 419-522-0099 or visit [www.downtownmansfield.com](http://www.downtownmansfield.com)

## Saturday, August 27, 2011

### Heart of the City Cruise In - Downtown Mansfield

16h Annual Cruise-in Car Event in Downtown Mansfield. Registration at Park Avenue West and Main St. from 9 AM - 5 PM. View the cars on display during the afternoon and evening hours. For more information, please please call 419-522-0099 or visit [www.downtownmansfield.com](http://www.downtownmansfield.com)

## August 27, 2011

### Northwest Territory - Johnny Appleseed Heritage Center

Also featuring And Beyond Calvary - 2179 St Rte 603 Ashland, OH 44805 - For more info go online at: <http://www.jahci.org/>

## September 2011

### September 2nd-5th, 2011

### Labor Day Weekend - Charles Mill Lake Park

Magic and Circus Time, Music, DancingFor more information call 419-368-6885 or email [charlesmill@mwed.org](mailto:charlesmill@mwed.org)

## September 3, 2011

### HOBO Days at the T&OC train station

For more info please call 419-562-0720 - [www.bucyrus.org/](http://www.bucyrus.org/)

## September 3, 2011

### Mohican Traditions Arts & Crafts Festival • Loudonville

Loudonville's Central Park comes alive with handcrafted art in a farmer's market setting. Enjoy a Lions club chicken BBQ, ice cream social and so much more. For more info please call 419-994-4789.



## September 7-10, 2011

### Fredericktown Tomato Show

The Fredericktown Tomato Show is a community wide street fair. For more info <http://tomatoshow.com/>

## September 8 - 10, 2011

### Marion Popcorn Festival - Marion

Downtown streets of Marion For more info visit [www.popcornfestival.com](http://www.popcornfestival.com)

## **BRAINTWISTER!!! - DOG DAYZ - (69 WORDS TO FIND)**

ANTS	MOSQUITO
AUGUST	PICNIC
BARBECUE	POOL
BAROMETER	PUPPIES
BEACH	RAFT
BEES	RAINFALL
BEST FRIENDS	ROLLER BLADES
BICYCLE	ROSES
BONFIRE	SEESAW
BREEZE	SHADE
BUTTERFLIES	SIRIUS
CAMP	SKATEBOARD
CRICKET	SLIDE
DIVE	SOCCER
ERIE	SOLSTICE
FIREFLIES	SPRINKLERS
FISHING	STORMS
FLAG	SULTRY
FRISBEE	SUNBURN
GARDENING	SUNGASSES
GOLF	SUNSCREEN
HAT	SUNSHINE
HOLIDAYS	SUNTAN
HOPSCOTCH	SWEAT
HOT	SWIMMING
HUMIDITY	TAN
HUMMINGBIRDS	TEA
ICE CREAM	TICK
JULY	TOWEL
LAKE	VACATION
LAZY	WADE
LEMONADE	WASPS
MARSHMELLOWS	WATERMELON

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..... NORTH CENTRAL OHIO COUNTIES MAP .....

Galion Chamber of Commerce  
419-468-7737 [www.visitcrawford.org/](http://www.visitcrawford.org/)

Bucyrus Visitors' Bureau - 866-562-0720  
or online at [www.bucyrus.org/](http://www.bucyrus.org/)

For more information, directions or general questions about any of our communities or local attractions please contact:

Ashland Area Convention & Visitors Bureau  
419-281-4584 or at [cyb.ashlandoh.com/](http://cyb.ashlandoh.com/)

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419-294-3349 or at [uppersanduskychamber.com](http://uppersanduskychamber.com)

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at 800-642-8282 or online at [www.mansfieldtourism.com/](http://www.mansfieldtourism.com/)

Loudonville Mohican Convention & Visitors Bureau  
419-994-2519 or at [loudonville-mohican.com](http://loudonville-mohican.com)