

Cleveland+

Akron+Canton+Youngstown

Pass the Plus + August 2007 +

Cleveland Plus is catching on! Whether it's with the help of our city mayors, chambers of commerce, young professionals, convention and visitors' bureaus, companies, organizations – or The President of the United States – people are passing the Cleveland Plus spirit.

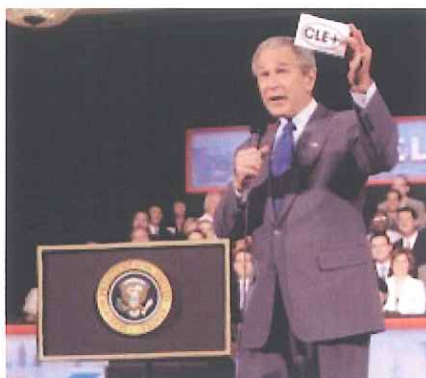


Photo featured on abcnews.com

That's right - Cleveland Plus made an unexpected national debut when President George W. Bush came to Cleveland on July 11. During his address, President Bush held up one of the new CLE+ European-style bumper stickers. The photo graced the pages of a number of newspapers, national news Web sites and the Yahoo home page. (Want a sticker of your own? E-mail your contact info to clevelandplus@yahoo.com)

Now it's your turn to spread the Cleveland Plus spirit. Here's a riddle: what do you and newly signed Cleveland Browns' quarterback Brady Quinn have in common? You should both be practicing your passes! **Pass the Plus!** Remember to forward this monthly e-newsletter along to your friends and colleagues. Visit us on the Web at www.clevelandplus.com

Keep reading for more information on:

- Area hospitals receive recognition
- Brain Gain in Ohio
- YSU receives \$2 million
- Cleveland makes *Forbes'* real estate analysis
- Region earns placement in *100 Best Places to Live* study
- The Akron Art Museum opens
- Upcoming Cleveland Plus events

CLEVELAND PLUS NEWS

Regional hospitals ranked in 2007 Best Hospitals Study

U.S. News & World Report recently named its best hospitals in America for 2007. Among the 5,462 that were evaluated, only 173 were included in the final rankings. The Cleveland Clinic captured the fourth spot

on the study's Honor Roll and received recognition for all specialties. In addition, University Hospitals Case Medical Center and Akron's Summa Health Systems also achieved notable rankings. [To view the study, click here.](#)

Brain Gain: Study shows grads aren't leaving

Contrary to popular perception, the Cleveland Plus region is experiencing a brain *gain*. This is according to a study recently released by the Ohio Board of Regents, which reports that 75 percent of Ohio college grads are choosing to stay in the area following graduation. In fact, Ohio's brain gain is 2 percent higher than most states. [Click here to view the full study.](#)

YSU Receives \$2 Million from U.S. Department of Defense

A \$2 million appropriation from the U.S. Department of Defense has been secured to create the National Center of Excellence for Industrial Metrology and Three-Dimensional Imaging at Youngstown State University. The [Youngstown Business Incubator](#) and Youngstown-based [M-7 Technologies](#) and [Zethus Software](#) have been named as the three prime external collaborators for the new center.

Cleveland is second most affordable housing market in U.S.

According to a recent survey by *Forbes Magazine*, Cleveland ranks as the nation's second most affordable housing market. These rankings are determined by two key factors, including the median home price compared to the median household salary and the percentage of homes sold in the first quarter of this year that were affordable to the median income-earning household. [Click here to learn more.](#)

Highland Heights and Twinsburg make CNN Money Magazine's 100 Best Places to Live

Congratulations to Highland Heights and Twinsburg – both in the Cleveland Plus region – for making *CNN Money Magazine's 100 Best Places to Live!* In fact, there were more ranked cities in the Cleveland Plus region than in 29 states in the nation. Other notables included Kent ranking within the top 25 for singles and Maple Heights, Garfield Heights and Boardman as cities with the most affordable housing in the country. To view the complete results, visit CNN's Web site [here](#).

The Akron Art Museum Now Open

The Akron Art Museum unveiled its new building and look after a 10-day extravaganza. The opening activities included a community sneak peek, member events, a media preview and a gala attended by more than 1,500 people. The *Washington Post* was in attendance at the ribbon-cutting ceremony and grand opening on July 17. *Washington Post* reporter Philip Kennicott writes, "The Akron Art Museum is a fascinating building and a major addition to the landscape..." To read the full story, [click here](#). For more information on the Akron Art Museum, [click here](#).

CLEVELAND PLUS HAPPENINGS

Networking in the Middle III

With nearly 800 attendees at the first two Networking in the Middle events, the young professionals are moving the fun to Youngstown. The Mahoning Valley Professional 20/30 Club will host Networking in the Middle III at the DeYor Performing Arts Center in Youngstown on Aug. 23 from 6 – 9 p.m. Free of charge to both members and nonmembers, the event will feature appetizers and a cash bar.

If interested in attending, please RSVP to membership@mvp2030club.org by Aug. 20. Free bus transportation to and from Youngstown will be available. Cleveland YPs should indicate in their reply if they'd like to utilize the free transportation. YPs in the Akron area should contact Baxter@greaterakronchamber.org for transportation out of the Akron area.

WHACC 2007 Business Expo

Check out the Warrensville Heights Area Chamber of Commerce Business Expo on Sept. 19 from noon – 6 p.m. at Corporate College East. This annual business expo features more than 65 exhibitors and hundreds of attendees. While there, visit the Cleveland Plus Room, which will include displays, informational videos and presentations on how to use/extend the Cleveland Plus brand. [For more information, click here.](#)

Cleveland featured on Travel Channel Show

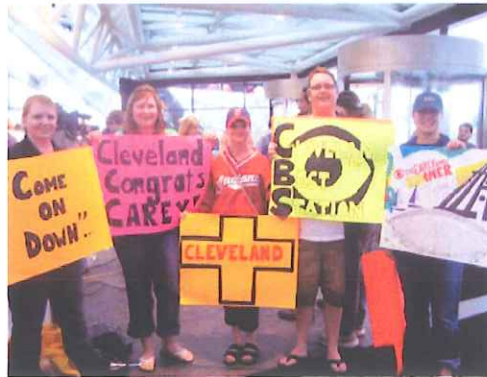
What do Shanghai, Tahiti and Cleveland have in common? Each city is featured this month on the Travel Channel's "Anthony Bourdain: No Reservations." Bourdain takes journeys to far-out and familiar places – sans accommodation and restaurant reservations. Check out his visit to Cleveland on the Travel Channel Aug. 27 at 10 p.m.; Aug. 28 at 1 a.m.; Aug. 31 at 8 p.m.; and Aug. 31 at 11 p.m. [Learn more here.](#)

Plus equals addition to *The Plain Dealer*

Look for an "addition" to *The Plain Dealer* on Aug. 19. That's right – a special "Cleveland Plus" section in the Sunday paper will discuss the overall brand, how it's being used by regional partners and ways in which local residents can get more involved.

CBS' "The Early Show" Broadcast a Success!

No amount of rain and wind could stop Cleveland Plus fans from showing their spirit at CBS' "The Early Show" on July 27. Long before the sun came up, Girl Scout troops, members of the armed forces, employees from area companies and local spectators crowded the Rock and Roll Hall of Fame and Museum with homemade signs, hats and t-shirts. Many Cleveland Plus fans showed their regional pride with fantastic Cleveland Plus signs and big smiles! A big Cleveland Plus **THANK YOU** to those who helped pass the plus onto a national audience!



How are you *Passing the Plus*? Send an email to arobinson@landaupr.com with your name, contact info and a picture or explanation of how you are promoting Cleveland Plus, and you may be featured in the next issue of the *Pass the Plus* e-newsletter.

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PLACE OF THE MONTH

Amish Country, Ohio

Amish country is comprised of Holmes, Knox, Coshocton, Tuscarawas, Wayne, Richland, Ashland, Geauga and Stark counties, the latter five being included in the Cleveland Plus footprint. Approximately 40,000 residents call this area home, making it the world's largest Amish/Mennonite settlement.

Visitors can share in the quiet beauty and simplicity of the lifestyle and landscapes by strolling by or stopping in the area's many shops and farms, which flourish with quality woodworking, textiles, furniture and more.

Ample opportunities abound for visitors to take in what Amish Country may be most famous for—its amazing homemade baked goods, cheese and other treats.

How to get there:

Different parts of Amish Country can be reached by I-71 and I-77 as well as several other routes including

US-250, US-30 and US-36. [Click here](#) to view a county map displaying major roadways, making it easy to see which route will be needed in order to visit the scenic byways, antique shops or restaurants.

Find your plus:

[Nut Tree Inc.](#) + [Quailcrest Farm](#) + [Shisler's Cheese House](#) + [Ridgeview Country Tours](#) + [Richards Maple Products](#) + [Nauvoo Amish Custom Furnishings](#) + [The Farm House](#) + [End of the Commons General Store](#) + [Grandpa's Cheese Barn](#) + [Pine Tree Barn](#)

CLEVELAND PLUS ADVENTURES

August is American Artist Appreciation Month! See some amazing American art here:

[Butler Institute of American Art](#) + [Cleveland Institute of Art](#) + [Cleveland Museum of Art](#) + [Akron Art Museum](#) + [Canton Museum of Art](#) + [GuitarMania](#) + [Allen Memorial Art Museum](#) + [Ashtabula Art Center](#) + [Yankee Peddler Festival](#) + [Artists Archives of the Western Reserve](#) + [Buzz Gallery](#) + [Orange Art Center](#) + [Solon Center for the Arts](#) + [Valley Art Center](#) + [The Bonfoey Gallery](#)

Want your group, business or organization to learn more about Cleveland Plus? Email hKessen@LandauPR.com to book a Cleveland Plus representative to speak at your next event.

We need your help!

The Pass the Plus e-newsletter is looking for "Regional Reporters" to keep us updated on regional events, organizations, activities, awards and/or issues in your area. Please contact Lexi Robinson at aRobinson@LandauPR.com if interested.

For more information:

- Pass the Plus is distributed the second Tuesday of every month. The deadline for any newsletter suggestions or submissions is the first Tuesday of the month.
- Do you have a favorite place in the Cleveland Plus region? Send it to us at info@clevelandplus.com.
- For additional information or to contact a member of the Cleveland Plus Marketing Alliance, email info@clevelandplus.com or visit www.clevelandplus.com.

To subscribe to the Pass the Plus e-newsletter each month, [click here](#) to fill out an online form.