

JOE SPINELLI
President
Spinelli's Deli



Joe Spinelli and Bill Ward have been partners since December 1996 when they bought a Manhattan Bagel franchise in Victorian Village. In 2002, the pair decided to follow their own vision of the fresh, genuine deli experience they knew they could deliver to their friends, and Spinelli's Deli was born.

The Spinelli's Deli mission is simple: They "love making happy bellies and delivering an extraordinary, friendly experience to everyone who goes in to spend time with them." Serving great food "with a side of genuine interest in the customer's happiness" is the most important thing they do.

WHY THE COLUMBUS CHAMBER?

Spinelli's Deli joined the Columbus Chamber in 2003 as a Premier Member.

"Initially, I went to the Chamber for help in writing a business plan and help with finding some financing," said Joe Spinelli, president. The Chamber was a critical resource in helping Spinelli start his business.

Since then, Spinelli has become one of the Chamber's most active and engaged members.

He served on the Small Business Council for six years, from 2004-2009 and was chair of the council's Professional Development Committee in 2009. The Council plays an integral role, ensuring that small businesses have a big voice at the Chamber.

THE RESULTS

Chamber membership benefits Spinelli's bottom line and helps him build important business connections.



"Being involved in the chamber is a socially conscious thing to do for the community. Every business has a responsibility to support the Chamber. They are trying to grow the economy, help people move here and create an even more viable business atmosphere."

- Joe Spinelli

“We take advantage of the electric, gas and workers’ compensation savings programs through the Chamber. We also attend as many events as possible,” he said. “It gives us a great opportunity to meet people and to network. We love learning about all the different businesses in the Columbus Region. It is the best way to make connections and get referrals.”

Spinelli’s Deli gives back to the Columbus Chamber, too. The company sponsored the series of new member orientations in 2010, and partnered with the Chamber on events like the annual Clambake and Small Business Forum and Leader Awards, as well.

ADVICE

“My philosophy with Columbus Chamber membership is that you get out of it what you put in to it,” Spinelli said. “You have to be involved and really want to grow your business. Being involved has led to more business, to meeting people and to Chamber referrals.”

The first thing he suggests is to take 30 minutes to look at all of the benefits that the Chamber offers and determine how you and your business can leverage them.

“If you truly take advantage of them, those benefits essentially pay for your membership,” he said.

How to get started? Just jump right in.

“Go to the new member orientation. Get involved in a committee or council,” Spinelli advises. “Call the Chamber staff, and they will find opportunities for you. They are sensitive to busy schedules and business people. That’s why I was able to participate. It’s really a neat opportunity to grow.”

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