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Wadsworth hub puts businesses at the center

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ver wonder how cell phones work? How about personal digital assistants like Palm Pilots or electronic organizers?

As with so many things these days, both are made possible with computers. Not a desktop or a laptop, but "miniature computers," or embedded technology.

Cliff Brake builds and programs embedded technology systems and is the owner of BEC-Systems, a company he founded in 2004.

"Embedded technology is a growing market," he said. "I believe there's opportunity in (this) field."

Brake explained any complicated system, such as a cell phone or PDA, has a computer system. He said the trend is putting the functionality of an entire computer system on a single chip and inserting that chip into a larger device.

Recently, Brake teamed up with Bryon Palitto and the team at Palitto Consulting Services (PCS).

Palitto founded PCS in 1996 and said the company is dedicated to helping and serving small and mid-sized businesses.

Like PCS, Brake also is interested in addressing things from a service perspective. He said that's one reason he thought a partnership with PCS would be beneficial.

"PCS is a solid, well-respected company," Brake said. "Bryon and others at PCS are experts at business."

Palitto said PCS' core foundation is reflected in its attitude and the people it brings to its team.

"PCS has alliances with companies (like BEC) where information and services overlap, allowing both companies to share each other's resources," Palitto said.

He calls the alliance between PCS and BEC "co-opetition," which is "cooperating when we could be competing" he said



which is cooperating with the state to computing, the state.

Palitto said PCS is working with more than 250 businesses, many of which could benefit from the alliance with BEC.

He said 80 percent of those businesses are local and include Ritzman Pharmacies, Eyedeal Graphics, the Galaxy Restaurant and Holiday Inn Express in Wadsworth.

For information, call PCS at 330-335-7271 or e-mail Brake at cbrake@bec-systems.com.

Briefly

q Michelle Proia, of RPM International's Medina Township office was part of a team of lawyers that volunteered for the Legal Aid Society of Cleveland.

Proia, along with 12 others, worked at a Brief Advice and Referral Clinic — managed by Legal Aid's Volunteer Lawyers Program — to assist low-income families in a variety of civil legal matters.

For information, call 216-861-5217.

q Rea & Associates, a regional accounting and business consulting firm, hired three employees for its Medina office.

Morgan Hel-mick was hired as a staff accountant and specializes in government audits. He received his Bachelor of Science in accounting from the University of Akron.

Brian Huff was hired as a senior government accountant and is responsible for supervising staff on government audits. He graduated from Kent State University with a Bachelor of Science in accounting.

Paulette Paolucci was hired as a client service specialist. Previously, she worked as a full-charge bookkeeper and office manager for Rayway Marketing Inc. for 18 years.

For information, call 330-722-8222.

q Kohl's announced it will hire approximately 150 area residents for the store slated to open in Wadsworth in October.

A 24-hour hot line has been activated for job seekers. To get a head start on the job-application process, call 877-NEW-KOHLs.

q Medina certified public accountant and personal financial specialist Gregory Weisheit was featured as the July expert of the month for the American Institute of Certified Public Accountants' "Ask the Money Doctor."

"Ask the Money Doctor" is a new component of the 360 Degree

ASK the Money Doctor is a new component of the 360 Degree of Financial Literacy Web site, <http://www.360financialliteracy.org>, and allows consumers to seek guidance on personal finance issues from CPAs and CPA/personal financial specialists.

For information, call 800-359-1853.

Upcoming

q Realty One Real Living will host an Open House Summer Spectacular Saturday and Sunday.

Those who attend the open house will be invited to fill out a \$2,500 shopping spree entry form. A winner will be selected at the end of the weekend.

A schedule of open houses is available at http://www.Realty_OneRealLiving.com or by calling 216-328-2551.

q Childtime Learning Center, located at 731 Weymouth Road, Medina, will hold an open house Aug. 26 from 7 to 9 p.m.

The event, which is open to the public, will give families the opportunity to learn about the new curriculum features, tour the center and meet the trained staff of educators and caregivers.

For information, contact Jodell Ward at 330-725-0778.

q The Wadsworth Showcase 2005 will be Aug. 31 at the Galaxy Banquet Center, 201 Park Centre Drive, Wadsworth.

Booths are available to rent for the day.

For information, call 330-336-6150.

q The Fund for Our Economic Future, a collaboration among organized philanthropy of North-east Ohio to promote regional economic development, is introducing Voices & Choices.

Voices & Choices will involve thousands of people in the creation of an agenda to drive Northeast Ohio's economic development efforts and make it a stronger, more vibrant player in the global economy.

There will be a workshop Aug. 25 from 8 a.m. to noon at the Blair Center, 1 Path Circle, Westfield Center.

For information or to make a reservation, call 216-749-8225.

Awards

q Hospitals and Health Net-works, a journal of the American Hospital Association, has recognized Wadsworth-Rittman

Hospital Health System for its use of wireless technology to address safety and quality, customer service, business processes, employees and public health and safety.

"Our level of information technology may be unexpected for a hospital of our size," said Jim Pope, president and CEO of Wadsworth-Rittman Hospital, "but it's evidence of our mission to provide both the most advanced technology and the best service for our patients."

For information, call 330-334-1504.

q Terra Securities, part of Genworth Financial, an insurance holding company, recognized Keith Deimling as a professional whose dedication and commitment placed him among the top of his peers.

Deimling's practice, based in Medina, includes 350 clients, \$10 million in assets and focuses on assisting clients in developing broad-based financial plans to meet all their financial life needs.

For information, call 330-722-6648.

Khoury may be reached at 330-721-4049 or business@ohio.net.

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