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Jason M. Long, President

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# Chamber Monthly, September 2009

## President's Corner

I had a great time during Community Day weekend. I saw many of you and your families during the parade as I rode in an historic Ford pickup truck representing the Chamber. Also, the Chamber sold many of the Richfield Bicentennial T-shirts during the very hot and humid festivities on Sunday. It's always great to see the community get together

and have a wonderful time. Richfield truly is an amazing place to work and/or live.

Coming up on September 2nd is the RCC Technology Roundtable. This event will occur during the normal time frame of our lunch. It should be a great opportunity to learn, share and to walk away with a new idea to try in your business. I look forward to seeing you there.

In addition to all of the great ways technology can help our businesses, so can an old fashion, kind-hearted gesture. A while back, I ran across this story and wanted to share it. It reminds me that when I am thinking of ways to retain our customers and clients, sometimes the best way is to do something from the heart:

## The Simple Truths of Service by Barbara Glanz, CSP

A few years ago, I was hired by a large supermarket chain to lead a customer service program to build customer loyalty. During my speech, I said, "Every one of you can make a difference and create memories for your customers that will motivate them to come back." I simply told the group:

## *Let's do lunch!*

Wednesday, September 2, 2009  
Technology Roundtable

11:45 - Informal Networking      12:15 - Round Table  
12:00 - Light lunch served      1:00 - Adjourn

Members admitted free with a reservation.  
Please R.S.V.P. to 330-659-3300 by August 31.

Non-members bring \$11 check payable to Richfield Chamber of Commerce  
No-shows will be invoiced \$11 for their reserved lunch.  
Invite an associate. Bring your business cards to share.

"Put your personal signature on the job. Think about something you can do for your customer to make them feel special: a memory that will make them want to come back."

About a month after I had spoken, I received a call from a 19 year old bagger named Johnny. He proudly informed me that he was an individual with Down Syndrome and told me his story: "I liked what you talked about," he said, "but at first, I didn't think I could do anything special for our customers. After all, I'm just a bagger." He added, "Then I had an idea: Every night I'd come home and find a Thought for the Day. If I can't find a saying that I like," he explained, "I just think one up!" When Johnny had a good "Thought for the Day," his dad helped him set it up on the computer and print multiple copies. Johnny cut out each quote and signed his name on the back. Then he'd bring them to work the next day.

Johnny explained, "When I finish bagging someone's groceries, I put my thought for the day in their bag and say, "Thanks for shopping with us."

It touched me to think this young man with a job some people would

say is not important had made it important by creating precious memories for all his customers.

A month later, his store manager called me. He told me, "You won't believe what happened when I was making my rounds today, I found Johnny's checkout line was three times longer than anyone else's! It went all the way down the frozen food aisle. So I quickly announced, "We need more cashiers; get

more lanes open!" And I tried to get people to change lanes. But no one would move. They said, "No, it's okay. We want to be in Johnny's lane. We want his Thought of the Day." He continued, "It was a joy to watch Johnny delight the customers."

The store manager added, "I got a lump in my throat when one woman said, "I used to shop at your store once a week, but now I come in whenever I go by because I want to get Johnny's Thought for the Day."

A few months later, the manager called me again. "Johnny has transformed our store. Now when our floral department has a broken flower or unused corsage, they find an elderly woman or a little girl and pin it on them. Everyone is having a lot of fun creating memories. Our customers are talking about us, they're coming back and bringing their friends."

A wonderful spirit of service spread throughout the entire store and all because Johnny chose to make a difference. Johnny's idea wasn't nearly as innovative as it was loving. It came from his heart. It was real. That's what touched his customers and his peers. Great service comes from the heart...

## Golf Outing Proceeds

*Karen Smik* reports that this year's golf outing ended up raising \$5,615.70 of which 80%, or \$4,492.56, will go toward the Chamber's scholarship fund. A big thanks again to committee members *Sandy Apidone* of County-side Florist, *Brian Becker* of Becker Signs, *Dave Forrest* of Revere School District, *Wendy Pollarone* of National City Bank, *Ryan McAllister* of I-Tran Electronics Recycling, *John Renner* of Quality Inn and Suites - Richfield and *George Strongosky*. Thanks also to *Kristine Brill* of 21st Century Financial

and former mayor, *Don Larsen* for their help the day of the event as well as to all the financial sponsors of this event.

## Richfield Community Map

Hudson Publishing is working on a Community Map for Richfield. This project is approved by the Richfield Chamber. If you are interested in participating by advertising, please contact Michele Scourfield at 330-653-9153 for more information.

### More Member Discounts

Last month we published a listing of

**Richfield Chiropractic Center - Dr. Gary C. Domantick** Chiropractic and Sports Physician 330-659-4355 offering complimentary spine examination and other joints for Chamber members along with a 20% discount on all nutritional supplements and \$5.00 off one hour therapeutic massage.

If you would like to make a discount offer, we can publish it in the newsletter for you too. Just contact Jean at the Chamber office 330-659-3300.

## Mark your calendar

Sept. 2	Luncheon/Roundtable	11:45 a.m.	Quality Inn & Suites Richfield
Sept. 9	Board meeting	7:00 a.m.	Scriptype Publishing
Sept. 18	Newsletter Deadline		Quality Inn & Suites Richfield
Oct 7	Luncheon		Quality Inn & Suites Richfield