

# CHAMBER MONTHLY



4300 W. Streetsboro Rd.  
Richfield, Ohio 44286  
www.richfieldchamber.com

Jim Koewler, President  
Lisa Mancini,  
Executive Secretary

Ph: (330) 659-3300 • Fax: (330) 659-9488  
E-mail: mail@richfieldchamber.com

## JANUARY 2012

### Happy New Year!

Welcome to the 2012 edition of the Richfield Chamber of Commerce. I am Jim Koewler, president of the Chamber for the coming year. I am also an elder law attorney. (I help senior citizens who need long term care keep some of their money in the family rather than lose their life savings to the costs of care.) I work from my home in the Township.

### PRESIDENT'S CORNER

Jim Koewler

For my first President's Corner message, I want to look back at 2011. I need to recognize the people who kept the Chamber of Commerce going during the past year. (Perhaps I can coax some of them to continue their efforts on the Chamber's behalf.)

Sue Serdinak, of ScripType Publishing, chaired the Sweet Corn Challenge bike ride again. The Chamber uses the profit of this nationally-recognized event and collaborates with the Richfield Town Trust to support commercial properties in Richfield's central historic district.

Karen Smik, who modestly describes herself only as a Richfield resident, chaired the Chamber golf outing again. The golf outing supports the Chamber's scholarship program for Revere High School seniors.

Wendy Pollarine, of PNC Bank, chaired the scholarship committee. (That means she was in charge of the difficult task of determining which students to support.) Wendy also managed the Chamber's website.

Jim Smith, of Exit Eleven Tire, served again as liaison to the Town Trust and as chair of the nominating committee.

Dick Roznovsky, of Town Square Realty, again chaired the Beautification Committee, seeking out property owners who have made significant improvements in their properties' appearance.

Kristine Brill, of US Bank, chaired the After Hours event committee and served as Treasurer.

Joe Mazur, of JW Mazur Group and the All-American Soap Box

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**WEDNESDAY,  
JANUARY 4, 2012**

**Robin Sacks**  
Get Out of Your Own Way  
Consulting

**11:45 Informal Networking**

**12:00 Light lunch served**

**12:30 Speaker**

**1:00 Adjourn**

Days Inn & Suites - Richfield

Members admitted free with a reservation.

Please R.S.V.P. to  
330-659-3300 by January 3.

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.**

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Derby, served as Secretary.

I especially want to recognize Ralph Waszak Sr., the Village's Economic Development Director, who served as Chamber President for 2011. Ralph agreed to serve as President on short notice when the 2010 Vice President announced that he wouldn't be able to serve as President for 2011. When it would have been easy to be merely a caretaker President, Ralph embraced the challenge. He made great efforts to improve the Chamber. I hope to continue Ralph's efforts and to follow his example. (Fortunately, Ralph will still be part of the Board as the Immediate Past President.)

To help in the attempt to continue the great efforts of last year's officers and committee chairs, the Chamber has great officers for the coming year. The Chamber is lucky to have David Swift of Group Management Services as Vice President, Joe Mazur of JW Mazur Group and the All-American Soap Box Derby (last year's Secretary) as Treasurer, and Tonya Carper of Pine Valley Care Center as Secretary.

When you see any of last year's officers or committee chairs, please thank them for their efforts in 2011. Likewise, when you see any of this year's officers, please ask them to help you get involved in the Chamber – for the good of the Chamber and of the Richfield community.

I look forward to seeing you at our banquet on January 25 and our monthly meetings (first Wednesday of each month.) If I'm lucky, I'll see you around town as well.

**Take care,  
Jim Koewler**

# Dr. Luis Proenza To Speak at Annual Dinner

We are most honored to have Dr. Luis Proenza, dynamic president of the University of Akron, as our honored speaker for the Chamber's Annual Dinner on Wednesday, January 25.

Dr. Proenza has been involved with the business community of the region in his role with the University of Akron. He has led its transformation into a powerful engine for regional economic development and a catalyst for collaborative initiatives.

Under his leadership, the University has financed \$500-million in capital construction to transform its campus, adding 20 new facilities, 18 major renovations and additions and 34 acres of new green space. Dr. Proenza also led community efforts to create two key enterprises: a University Park Alliance that is revitalizing a 50-block area surrounding its campus, and the \$200-million Austen BioInnovation Institute in Akron, a partnership with three area hospitals



and a medical school to establish Akron as a center for biomaterials and biomedicine.

Recognized as one of the most influential leaders in the region, Dr. Proenza's acknowledgements include: selection to the Inside Business Power 100, first appearing on its list in 2004 and rising to number 18 in 2011; the 2008 Visionary Award; the 2006 Northeast Ohio Regional Vision Award; the 2005 CASE V Chief Executive Leadership Award and the 2001 Executive of the Year Award from the Society of Marketing Executives.

The Annual Dinner will be held at the Taverne of Richfield on January 25. Cash bar and hors d'oeuvres start at 6 p.m.; the dinner is at 7 p.m. and Dr. Proenza will speak at 8 p.m. Tickets cost \$35 each and must be prepaid to the Chamber by January 18. Call the Chamber office to request a dinner order form.

## 2012 LINKS FOR EDUCATION GOLF OUTING

Our 2012 "Links for Education" Golf Outing will be held on Wednesday, June 20. Mark your calendars now so you don't miss out on this fun event!). Planning will begin in mid to late January. Please contact me if you are interested in serving on the committee.

We typically meet once a month, beginning in January, around 5:30 p.m. in the restaurant at the Richfield Days Inn & Suites.

**Karen Smik, Chairperson**  
330-659-4750  
kls1650@roadrunner.com



# Speaker Biography

## Robin Sacks



Professionally, Robin Sacks is an award-winning journalist, award-winning playwright, author, speaker and motivator. Personally, she is a mom, wife, and friend.

Robin specializes in helping people create a different mindset to enrich the positive aspects they already bring to the table.

Her philosophy is beyond simple...

You are over-thinking everything! Get

Clarity...Get Moving...Get Results!

Robin's book, *Get Off My Bus: How to Get Clarity, Get in the Driver's Seat, and Get Moving in Your Life!* Is available at, among other places, Amazon.com.

Get motivated anytime at <http://www.getoffmybus.com>

## Business Spotlight

### REGINA HEALTH CENTER



Regina Health Center is a Medicare/ Medicaid certified nursing facility with a special dementia care unit and 54 assisted living units. Located in Richfield Ohio, Regina Health Center services the Brecksville, Broadview Heights, and Greater Cleveland and Akron areas for nursing home needs. Regina Health Center provides compassionate and holistic health care services for people seeking a faith based environment. This includes lay people as well as members of the religious communities, clergy, and other persons needing supportive services or residential nursing care.

#### Regina Health Center

5232 Broadview Road, Richfield, Ohio 44286-9608

Phone: (330) 659-4161 • Fax: (330) 659-5113

Email: [RHCMail@ReginaHealthCenter.org](mailto:RHCMail@ReginaHealthCenter.org)

## Monthly Speakers for 2012



### February 1

State of the Township

### March 7

State of the Village

### April 4

State of Revere School

### May 2

David Hunt of HFS Wealth Advisors.  
Business Killers to Avoid

### June 6

Dan Bell of Jackson Lewis  
News You Can Use: Recent Developments in Labor and Employment Law

### July 4 - No meeting

### August 1

Eric Johnson of Walter & Haverfield.  
Social Media in the Workplace

### September 5

JoEllen Salkin and Muffy Kaesberg of  
Organizing 4 U.  
SIMPLE Time Management

### October 3

Celena Roebuck of CVCC.  
CVCC in the Community

### November 7

Sophia Veillette of Schulte & Company, CPAs, Inc.  
End of Year Tax Planning

### December 5

Peter Rea, Professor at  
Baldwin Wallace College.  
Entrepreneurship

# BUSINESS BOOKS

*For those of you that have time for only one business related book a month, the Richfield Branch Library has gone into the shelves to narrow down trending title suggestions.*

## **How to Win Friends and Influence People**

by Dale Carnegie

ISBN: 978-1439167342. \$26.00

## **How to Win Friends and Influence People in the Digital Age**

by Dale Carnegie

ISBN: 978-451612578. \$26.00

## **Happy New Year**

Ring out the old, bring in the new. But hold on! Not everything old is irrelevant and should fizz out like good champagne bubbles. The theme for this review is a bit of nostalgia with the shiny new. Take for example: How to Win Friends and Influence People and How to Win Friends and Influence People In the Digital Age by Dale Carnegie. The first title continues to stand the test of time. What other interpersonal relationship self-help etiquette book has lasted over 75 years? Not too many we can think of.

Pick up the traditional version and you may find that even though times have changed, the core- the principle messages of the book- are just as pertinent as they were when first penned in 1937. Just think of how far we, as a work force, have come since then? It seems as though it should be laughable. What! Something written before tablets and 4G, lean production and the global economy, has relevance? The answer is yes! A resounding yes.

Since I got my first paperback copy in 1991, which today is quite yellow and brittle, dog-eared, excessively and brightly highlighted, I found that I could inject the philosophies anytime, fall back on them anytime, and each time they have successfully led to some sort of transformation in my business and/or personal life.

Just released comes How to Win Friends and Influence People in the Digital Age by Dale Carnegie and Associates. The same principles apply, but it is all about being connected, engaged, and maintaining “touch,” even though social networks might be your only vehicle of interaction. It’s all about harnessing the energy, the creative, fast, vast energy, to your advantage to be on top of the physical and virtual mountain of relationships.

*Reviewed by Jennifer Stencel, Branch Manager, Adult Librarian and Teen Librarian at the Richfield Branch Library of the Akron-Summit County Public Library System.*

