

# CHAMBER MONTHLY



4300 W. Streetsboro Rd.  
Richfield, Ohio 44286  
[www.richfieldchamber.com](http://www.richfieldchamber.com)

Lynn Blewitt,  
Executive Secretary

Ph: (330) 659-3300

E-mail: [mail@richfieldchamber.com](mailto:mail@richfieldchamber.com)

## JANUARY 2015

I am honored to serve as President of the Chamber for 2015. My fellow elected officers include: Salena Parker of Center for the Healing Arts as vice-president, Steve McAlear of The Pike Agency-Allstate Insurance as secretary, and Village Councilman Roger Swan as treasurer.

Past Presidents, Jim Koewler of The Koewler Law Firm, and Bruce Baylor of Baylor Associates, Inc., will remain on the board, covering Membership and advisory capacities, respectively, among other duties. Thank you for your years of service to the Chamber.

It is most fortunate for the Chamber that Sue Serdinak of ScripType Publishing and Karen Smik of the Richfield Historical Society will continue to chair the Sweet Corn Challenge and Links for Education, respectively. Both are hard at work planning this year's events. If you would like to volunteer for these or another of the Chamber's committees, such as Beautification, Scholarship, Membership, or Website, please call Lynn Blewitt, at 330-659-3300, and she will direct you to the appropriate person.

Please join us for the Chamber's Annual Dinner on Wednesday, January 14th, at the Taverne of Richfield. The event will begin at 6:00 p.m. with hors d'oeuvres and a cash bar, and continue with our dinner at 7 p.m., and program at 8:15 p.m. Ken Babby, owner and chief executive officer of the Akron RubberDucks Baseball Club, will be the keynote speaker. Just before he begins, we will present a Beautification Award to a business that has made significant improvements to its outdoor facility and recognize a member as Richfield's Business of the Year. Once again, OE Connection has graciously agreed to sponsor the latter award. Tickets are \$40 per person and include a choice of the following entrees: herb roasted

chicken, hanger steak, baked white fish or stuffed portabella. To make your reservation and dinner selection, mail a reservation form and payment to 4300 W. Streetsboro Rd or contact the Chamber office at 330-659-3300 or via [mail@richfieldchamber.com](mailto:mail@richfieldchamber.com) by January 9th.

For 2015, our general membership luncheons will continue to be on the first Wednesday of each month. However, there will be no general membership luncheon in January because of the Annual Banquet. Beginning with our first luncheon of the year, February 4th at the Days Inn, the location will alternate between the Days Inn and the Taverne at Richfield. These meetings start at 11:45 a.m. with informal networking, continue with the formal meeting at noon, and end at 1 p.m. In addition to the informative speakers Selena Parker will be arranging, we plan to make available a few minutes at each luncheon for the Spot lighted Business of the Month to share a little bit more about their enterprise.

If you have information you would like us to include in the newsletter, please submit your story via [mail@richfieldchamber.com](mailto:mail@richfieldchamber.com). We will give members up to 100 words per newsletter to discuss a business promotion or event.

Sophie Veillette

### PRESIDENT'S CORNER

Sophie Veillette



**There is  
NO January  
Luncheon**

## Annual Banquet Features RubberDucks Owner, Ken Babby

The Banquet will be held on January 14 at the Taverne of Richfield where Ken Babby, owner/CEO, Akron RubberDucks will be the keynote speaker.

Babby, a native of Potomac, Maryland, was formally introduced as the new owner and chief executive officer of the then-named Akron Aeros during a news conference at Canal Park on Tuesday, October 23, 2012. The founder of Fast Forward Sports Group, Babby is only the second owner in the history of the Akron franchise.

During his first season the franchise saw tremendous growth. With an emphasis on improving the fan experience and Canal Park, attendance rose almost 12 percent to more than 295,000 in 2013, the largest single-season increase in Akron history, and the most fans since 2009. Babby's major Canal Park improvement was a privately-funded \$1.65 million HD video board, the largest in Double-A baseball and one of the five largest in Minor League Baseball.

Following the 2013 season, Babby announced the Aeros would become the RubberDucks as part of a company-wide, new-identity change. He also announced plans for a new, high-end restaurant scheduled to open in 2014 at Canal Park, and other stadium improvements. These changes are part of his personal \$5 million commitment to making the Akron RubberDucks a premier franchise and Akron one of the top cities in Minor League Baseball.

Babby, 33, spent 13 years in various marketing positions with the Washington Post, and its online and social media counterpart, Washington



**Ken Babby**

Post Digital. After starting as a summer intern with the newspaper in 1999, Babby rose through the ranks, eventually attaining the position of vice president of advertising, and most recently, chief revenue officer of Washington Post Media and general manager of Washington Post Digital.

Babby completed his acquisition of the team from previous owners Mike and Greg Agganis on October 12, 2012, following several months of negotiations and a lengthy approval process from three different levels of professional baseball.

Although ownership of the RubberDucks is Babby's first foray into professional sports, he is no stranger to the sports world. His father, Lon Babby, is a former sports agent, who represented NBA players Tim Duncan, Ray Allen, Hedo Turkoglu, and Grant Hill. The elder Babby is now the president of basketball operations for the Phoenix Suns.

In describing his ownership vision for the RubberDucks, Babby elaborates on a two-fold mission. As the leader of the organization, he hopes to create a memorable, unique, affordable and enjoyable fan experience, and also maximize the opportunity to create change in the community through charitable, wellness and education initiatives.

Babby is now a full-time Akron resident and is a visible presence at RubberDucks games and in the community. He sits on boards for the Boys and Girls Club of the Western Reserve and the Shaw JCC of Akron, as well as the Board of Trustees for Wheaton College. Ken has a five-year-old son named Joshua. Babby holds a degree in computer science and economics from Wheaton College in Norton, Massachusetts and an MBA from the Carey School of Business at John Hopkins University.

The event will begin at 6:00 pm with hors d'oeuvres and a cash bar. The dinner will begin at 7:00 and will be followed by awards. Mr. Babby will begin speaking at about 8:15 p.m. The entrée selections will be: Herb roasted chicken, Hanger steak with mushroom sauce, Baked Basa swai (white fish) w/parmesan crushed tomato and Stuffed portabella with rice & gouda served with mustard sauce. Dinners are \$40 per person. List choice of entrée when registering. Submit a check with choice of entrée to the Richfield Chamber of Commerce office, 4300 W. Streetsboro Rd.. We would also like to extend a second invitation for a guest of your naming. Simply forward email information for the guest to [mail@richfieldchamber.com](mailto:mail@richfieldchamber.com) or call 330-659-3300 for more information.

## Sweet Corn Challenge Draws Participants from 38 States

A recent analysis of registrations for the Chamber's Sweet Corn Challenge bike ride shows that people from 38 states, Canada and even from Europe, have traveled to Richfield for this annual event.

According to recent reports, tourism is a \$38 billion industry in Ohio and for every dollar spent, tourism returns about \$14. The Chamber and Richfield can be proud of enhancing the local economy through tourism at such a high level.

Few events in Summit or Cuyahoga County bring the thousands of tourists to the area like the Sweet Corn Challenge does. This low-impact event has few downsides beyond busy road for a few hours on a Sunday morning.

All who work to bring this event to town are volunteers and ask you to consider a sponsorship to provide the start-up funds for 2015.

Please call the Chamber office at 330-659-3300 and offer to be included in the sponsorship roll for just \$500. Only Richfield businesses are offered a sponsorship for this price.

Call soon, as we are well into planning our marketing campaign. Get exposure locally and nationally while you help the local and regional community.



### As a Chamber Member,

If you have an event or special promotion or recognition that you would like to appear in the monthly newsletter, please submit it to [mail@richfieldchamber.com](mailto:mail@richfieldchamber.com) by the 20th of each month. Please limit your release to 100 words. Attachments will not be accepted.

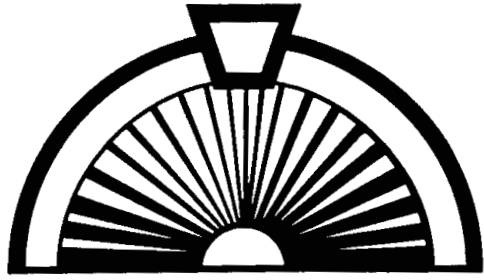


### Planning Members Needed for Links for Education

The 2015 "Links for Education" Golf Outing planning committee will hold its first meeting on Wednesday, January 21, at 6:00 p.m. The meeting will be at Memories in Richfield and will meet monthly thereafter. Anyone interested in serving on the committee should contact Karen Smik at (330) 659-4750 or [kls1650@roadrunner.com](mailto:kls1650@roadrunner.com).

The outing will be held on Wednesday, June 17, 2015 at St. Bernard Golf Club in Richfield. A portion of the proceeds from this event will fund the Chamber's scholarships for graduating Revere High School seniors. Last year five \$1,000 scholarships were awarded, and approximately \$82,000 has been awarded since the golf outing's inception.





# Richfield Chamber of Commerce *Annual Banquet*

**RICHFIELD**

Guest Speaker

**Ken Babby**

**Owner/CEO, Rubber Ducks**

**Wednesday, January 14, 2015**

**Taverne of Richfield**

**3960 Broadview Road, Richfield**

**\$40 per person**

**6:00 p.m. Cocktails - Cash Bar - Hors d'oeuvres**

**7:00 p.m. Dinner**

**8:15 p.m. Program**

*Deadline for all reservations is January 9th*

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Name \_\_\_\_\_ Business \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Please reserve \_\_\_\_\_ dinners @\$40 each. My check# \_\_\_\_\_ or \$ \_\_\_\_\_ is enclosed.

Choice of entree:  Herb Roasted Chicken  Hanger Steak  Baked White Fish  Stuffed Portabella

Please indicate name(s) for name tags below or on back of this reservation form:

1.) \_\_\_\_\_ 2.) \_\_\_\_\_

I am a 2014 Silver Corporate Member. Please reserve my two free dinners.

I am a 2014 Gold Corporate Member. Please reserve my two free dinners.

Please call me with more information on the Silver and Gold Packages.

Richfield Chamber of Commerce • 4300 Streetsboro Road • Richfield, OH 44286

You may call 330-659-3300 for availability.

# 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.

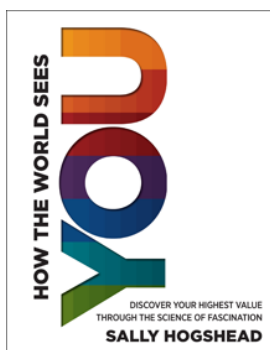
## How the World Sees You

by Julie Hogshead

c. 2014, Harper Business. ISBN: 978-0062230690 \$29.99

Stick with me, “get under my skin” or make me think and totally change me. The books that do all that are noteworthy (in my book) and How the World Sees You is one that delivers all of the above.

This is an absolute perfect book to start 2015. To heck with resolutions of uninspiring, uninteresting, and dreadful aspirations! If you feel in a rut, misguided, misdirected, lost or adrift, this will put purpose back into your stride. This is about bringing to light the existing skills and talents that you uniquely possess right now. Discover and



tap into your two powerful traits, or what Ms. Hogstead calls “advantages”. She argues that your advantages are distinctive and very valuable, much like a commodity to be prized by employers.

Most importantly, Ms. Hogstead gives access to her free online assessment. I gave it a go and I’m in awe at the amount of useful data included in my report. What a gift! The data is delivered in such a way, that it reminds me of a coach, there to strengthen, remind you why you are so good at what you do, provide focus,



and uplift. Are you curious about your two advantages?

Champion yourself for a change. Happy New Year.

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



## Richfield Chamber of Commerce Board Members

President – Sophie Veillette, Schulte & Company CPAs, Inc.

Vice-President – Salena Parker, Center for the Healing Arts

Treasurer – Roger Swan, Village Councilman

Secretary – Steve McAlear, Pike Agency - Allstate

Past-President – Jim Koewler, The Koewler Law Firm

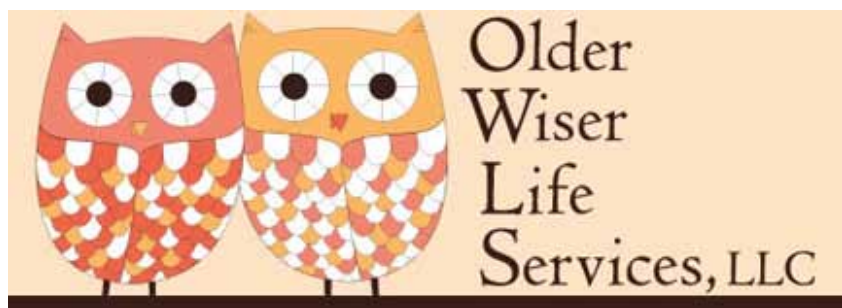
Sweet Corn Challenge chair – Sue Serdinak, ScripType Publishing

Links for Education chair – Karen Smik

Town Trust Liaison – Jim Smith, Exit 11 Truck Tires

Scholarship committee chair – Jim Koewler, The Koewler Law Firm

## Business Spotlight



Community based, private home care services providing housekeeping, errand transport, personal care, meal preparation and medication management so that clients may “Age in Place”.

4028 Broadview Rd., Richfield, OH 44286

216-282-6957

[www.VisitOwls.com](http://www.VisitOwls.com)