

CHAMBER MONTHLY



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

Lynn Blewitt,
Executive Secretary

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FEBRUARY 2015



**WEDNESDAY,
FEBRUARY 4, 2014**

Jeff Shupe
Richfield Township
Trustee

11:45 Informal Networking
12:00 Light lunch served
12:30 Speaker
1:00 Adjourn

at the
Days Inn

Members admitted free with a reservation.

Please R.S.V.P. to
330-659-3300 by Feb. 2

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.

I think all attendees will agree that the Annual Banquet was an enjoyable evening and our speaker, Ken Babby, owner of the Akron Rubber Ducks, was amazing. As he recounted the steps in his decision to come to Akron, all thought how fortunate we are that Ken decided to relocate to northeast Ohio. He has made a tremendous investment of money, time and effort, in the Rubber Duck stadium, as well as the community. We thank not only Ken for his wonderful presentation, but also Steve McAlear, for arranging with Ken to speak, and Karen Smik and Lynn Blewitt for organizing the event.

During the evening, we presented several annual awards. First, congratulations to Jim Koewler for receiving the well-deserved Bright Star Award from Northern Ohio Area Chambers of Commerce.

Next, congratulations to Greg Matta and Cutting Edge Decorative Concrete for winning the Richfield Chamber of Commerce Beautification Award. Pictures of his property before and after improvement are included later in this newsletter. Thank you, Greg for your efforts.

Finally, we came to the Richfield Chamber of Commerce Business of the Year Award, sponsored by OE Connection. Geo Money, of OE Connection, presented the award to Jim Smith and Exit 11 Truck Tire Service, Inc. Exit 11 has been providing 24 hour emergency road service to Northeastern Ohio for over 30 years. Started by Jim Smith in 1983, the business brought Pilot Travel Centers to Richfield. The Richfield Chamber Board unanimously

agreed to select Exit 11 as it's business of the year because there is rarely a community event without

a member of the Smith family in attendance. Jim was one of the founding members of the Chamber; and there is a podium in Exit 11's boardroom that was hand-crafted at his direction for an early chamber event. We offer our congratulations to Jim and the Smith family.

Thank you Sonya and Serena Raybould for making available the Tavern of Richfield and providing the excellent dinner. Ken Babby mentioned several times during dinner how he had visited once before and been impressed with the restaurant.

Membership Renewal Packets have been distributed. If you have not yet renewed, please provide us your updated information, membership renewal form, and dues now. To those of you who have renewed, thank you. I look forward to sharing business with you.

Please take the time to introduce someone to the Chamber and its many benefits. You may obtain additional membership packets from Lynn Blewitt. If you would like a Chamber board member to speak to someone directly, please contact Roger Swan, Steve McAlear, Salena Parker, or myself via the Chamber's office.

Sophie Veillette
President

PRESIDENT'S CORNER

Sophie Veillette

Chamber Networking Night

The Northern Ohio Area Chamber of Commerce (NOACC) invites all local chambers to kick off the New Year with the Fourth Annual Great BIG Chamber Networking Night at the Great Big Home & Garden Show at the I-X Center. The event takes place Wednesday, February 11 from 4 to 6 pm. A \$15 ticket will give you entrance to the show from 11 am - 9 pm. The private Chamber party will include great appetizers, sodas, cash bar, prizes from exhibitors and more. For more Great Big Home & Garden Show information, go to greatbighomeandgarden.com. Use the promo code "CHAMBER" to buy tickets when visiting this website: microspec.com/tix123/eTic.cfm?code=TGBIGHG15&disc=CHA

**JOIN THE REGION'S BIGGEST
CHAMBER NETWORKING NIGHT!**

THE GREAT BIG HOME + GARDEN SHOW
WEDNESDAY, FEBRUARY 11 4 - 6 PM I-X CENTER

GREAT BIG HOME + GARDEN SHOW HOURS FOR WEDNESDAY 11 AM - 9 PM



THE GREAT BIG
HOME
+GARDEN
SHOW

\$15.00 per person

This ticket entitles you to full day admission at the show. Come early, or stay late!

Registration table for event located in West Lobby - get your wrist bands starting at 3:30pm

GreatBigHomeandGarden.com

NOACC Night at Cavs

NOACC Chamber Member Night with the Cavaliers is Wednesday, April 15. The Fan Appreciation Night game begins at 8:00 against the Washington Wizards. Tickets start at \$36 and include a free Gladiators ticket. Email the NOACC office with questions at director@noacc.org or contact the Cavs rep, Kyle Walker at 216-420-2137 or at Kwalker@cavs.com. All orders must be received by Monday, March 2. Payment can be made by check or money order. Make checks payable to NOACC and mail to NOACC, 4200 Rockside Road, Independence OH 44131. Credit card payments can be made by calling Kyle Walker at 216-420-2137.

Older Wiser Life Services offering employee courses

OWLS has recently partnered with a national health care continuing education organization to provide coursework to our employees that will lead to a designation of Certified Home Care Companion. With experience in Home Health Care for over 30 years, we know that an educated, certified work force will offer the support and caring that the "Aging in Place" process demands as the over 85 segment of the population reaches 2.3 percent by 2030, and grows to 4.3 percent by 2050. If you know someone with interest in this growing field, please have them contact Older Wiser Life Services at 216- 282- OWLS (6957). Visit us on the Web at VisitOwls.com.

Community Wellness Program

Cuyahoga Valley Career Center will be offering a Community Wellness presentation Tuesday, February 24, from 1:00-2:00 pm. In collaboration with the Cleveland Clinic Independence Family Health Center and Marymount Hospital, CVCC will host "Exercise to Keep Your Heart Healthy" by Scott Tremmel, Physical Therapist, Cleveland Clinic Sports Health. Light refreshments, prepared by our Culinary Arts students will be served. This is a free event. Reservations are required by February 17. Register online at <http://tinyurl.com/CVCC-2-24-15>. Contact Marie Elias at melias@cvc-works.edu for additional information.

Student Job Fair

Are you looking for seasonal employees? Cuyahoga Valley Career Center will be hosting a Student Job Fair. Students 16 and older will be applying for summer, part-time or seasonal positions. Employers can review their resumes and applications and conduct interviews on the spot. The event will be held on Thursday, March 19 at CVCC from 3:30 to 5:30 pm. Registration is required by February 26. Register for an event table at <http://tinyurl.com/CVCCJobFairEmployer2015>.

Chamber members: if you are involved in making benefits decisions for your employees, you may want to take a look at the following Anthem Blue Cross and Blue information from NOACC.

Most Consumers Value Integrated Benefits for Time and Cost Savings

Whether it's dental insurance or the smartphone, consumers want products that offer simplification and savings. In a new survey, Anthem Blue Cross and Blue Shield asked Americans what products make their lives easier and the findings revealed that integrated products and services are highly valued – for example, the smartphone (74 percent), printer/copier/scanner (64 percent) and the toaster oven (36 percent). And, when it comes to insurance, consumers overwhelmingly (81 percent) said it would be extremely helpful to trust the same carrier to provide their dental, vision and health coverage.

So, what specifically are consumers looking for when it comes to selecting an insurance plan? Survey respondents said a range of factors are important to consider, but they most frequently point to cost as being an extremely important aspect (67 percent), followed by comprehensiveness of coverage (61 percent), customer service (60 percent) and ease of use (58 percent). Additionally, 86 percent would expect to save time, save money or receive improved care if they had the same carrier integrate dental with their vision and medical benefits.

In the current health care environment, employers are looking for products that offer their employees exceptional value. The good news is that simpler processes, vast networks and deep discounts offered by multiline carriers like Anthem can provide employers and employees with the exceptional value they are seeking.

“For example, we offer a vast choice of dental benefits that employees want, along with large, reliable provider networks that make it easy and affordable for consumers to maintain good oral health,” said Erin Hoeflinger, President of Anthem in Ohio. “We’ve built strong relationships with the dentists in our network and we have negotiated rates, which saves members on average 25 to 32 percent on their covered dental services.”

In addition to seeing a cost savings, consumers can expect to save time when they select a multiline carrier. Half of the consumers surveyed (50 percent) say that figuring out costs is the most time consuming aspect of health management. Two-in-five also say it's time consuming to find health care providers that accept their insurance (41 percent) and to get their doctors to talk with each other to coordinate care (39 percent).

“With all of the advantages available to consumers and employers who get their benefits from a multiline carrier, there's no reason to settle for the inefficiencies of having multiple benefit providers, said Hoeflinger. “We're meeting the needs of both employer and employee by providing affordable and comprehensive coverage benefits, which helps save time and money every step of the way.”

This report presents the findings of a telephone survey conducted among 1,005 adults, 503 men and 502 women 18 years of age and older, living in the continental United States. Interviewing for this ORC International CARAVAN® Survey was completed on July 10-13, 2014. 605 interviews were from the landline sample and 400 interviews from the cell phone sample.

The margin of error for the total sample is ± 3.0 percent at the 95% confidence level. This means that if we were to replicate the study, we would expect to get the same results within 3.0 percentage points 95 times out of 100.

Reference:

•Corporate Executive Board (2012). To Keep Your Customers, Keep It Simple For more information please contact your broker or Anthem sales representative.

This information is brought to you through collaboration between your chamber, NOACC and Anthem Blue Cross and Blue Shield.

18th Annual Links for Education Golf Outing is June 17

This year's event will be held Wednesday, June 17 at St. Bernard Golf Club in Richfield. Registration and lunch will begin at 11:30 a.m. Shotgun start is at 1:00 p.m. Dinner (steak or chicken) is immediately following golf (approximately 5-5:30 p.m.). Because we've been able to keep our overhead down, registration fees will remain the same. All of your favorite contests will be back plus a new one; “Straightest Drive”. As always, there will be lots of great raffle prizes (all donated by local businesses and individuals)!

For the fifth year, GMS will be the tournament sponsor. Our sincerest appreciation goes to them for once again taking on this important role! In addition, Countryside Florist has again agreed to sponsor one of our Hole in One Contests. Schulte and Company, CPAs will return as sponsor for our Keg Stop. The Pike Agency will provide our golfer goodie bags as they did last year. Claims to several other special sponsorships are pending and a few additional opportunities are still available. Volunteers will also be needed to help with various contests and to drive the beverage cart during the outing.

Please contact Karen Smik at 330-659-4750 or kls1650@roadrunner.com for more information about sponsorship and volunteer opportunities and/or event details. If you'd like to be involved on the ground level and serve on the event planning committee, let Karen know. The committee would welcome your input. Meetings will be held monthly, 6:00 p.m., at Memories Restaurant in Richfield. Our next meeting is scheduled for Wednesday, February 18.

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 given out, and approximately \$82,000 has been awarded since the golf outing's inception!

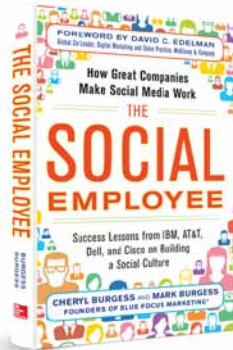
BUSINESS BOOKS

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.

The Social Employee: How Great Companies Make Social Media Work

by Cheryl and Mark Burgess. c. 2013. McGraw- Hill. ISBN 9780071816410 \$22.00

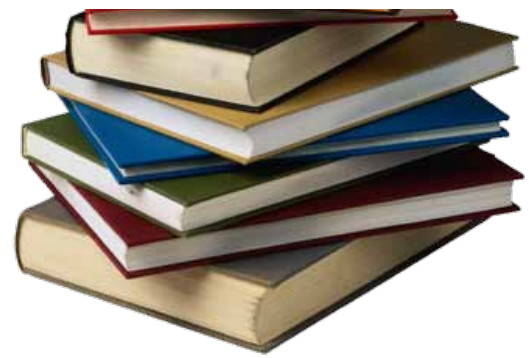
The Social Employee lined up perfectly for the book of February, the month of romance. Romance requires a lot of effort. After all, one cannot have romance without a relationship. To have a relationship, one needs to be engaging, talkative and essentially "social". At first, I thought this book's greatest strength was going to stress the absolute necessity (and how-to) of giving all of your employees permission to use social media in order to build solid relationships with your customers. But once I dug- in, two other benefits came to surface.



your company a personality. Can you imagine the charismatic power your company would have if you had 26,000 employees blogging, 35,000 tweeting on Twitter and 200,000 employees on Facebook? That's IBM's social engagement numbers. Don't shudder! To give it some perspective, one IBM Twitter account has 159K followers alone.

Talk about a presence!

But the greatest and most refreshing take away: harness social media for internal communication, camaraderie, learning and growth. I can't think of another book that focuses on the benefits of using social media among fel-



low employees.

Our friend down the road, Cisco, is a featured case study in the book, along with AT&T, IBM, Southwest Airlines and a little company known as Domo.

Toss the flowers, keep the chocolates and start a [professional] socially- engaged relationship this month.

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

Business Spotlight



baypointe

Bay Pointe Technology, Ltd.

Bay Pointe offers consultative IT services as a trusted advisor addressing the increasingly challenging and diverse IT demands of the customer.

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330-659-6400

www.Baypointetech.com



Richfield Chamber of Commerce Board Members

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