

CHAMBER MONTHLY

4300 W. Streetsboro Rd.
Richfield, Ohio 44286
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Carri Wells,
Executive Secretary

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FEBRUARY 2019

PRESIDENT'S CORNER

Sheryl Wilson

February has arrived with an arctic blast and all I can say is welcome to Ohio! I wish to thank all those who braved the weather for our annual banquet. We had over 100 in attendance. National Interstate was a gracious host and provided an excellent venue for hosting our event.

Our keynote speaker, David Kennedy, presented a compelling reason to consider how we all use the internet and how easy it has become to fall victim to cybercrime. The next day I started using sentences for my passwords and have recommended this to our team based on David's comments. David stated it is harder for cyber criminals to hack sentences.

The following awards were presented at the banquet:

- Business of the Year - National Interstate
 - Business Beautification - Kneader Machinery
 - Bright Star Award - Karen Smik
- Congratulations to you all!

Last month the board asked for active participation in our flagship events. Please consider volunteering to serve on one of our committees. Links for Education, Sweet Corn Challenge, scholarship, Food Truck Stop and membership committees could all use your help. It takes a great deal

of planning to hold these events. Planning begins immediately after the event ends so please drop a note to Carri at mail@richfieldchamber.com or contact the committee chairs directly.

- Links for Education - Karen Smik
- Sweet Corn Challenge - Sue Serdinak
- Scholarships - Jim Koewler
- Memberships - Gigi Gerstenberger
- Food Truck Stop - Sheryl Wilson

Finally, as we long for the birds to sing and the flowers to bloom and wait out this cold winter, it's a great time to check out our social media posts on Facebook, Twitter and Instagram. Gigi and Carri have been very active and ask that you like, share and follow and assist in the promotion of our active chamber.

Thank you,
Sheryl
One Team = One Goal

Sponsors support our community, region and state

Summit County recognized the Richfield Chamber of Commerce in 2018 for the 36,000 people that this event drew to Richfield in its first 25 years.

Several of our local businesses have recognized the economic benefit of tourism to a community, a region and the state. Forward thinking businesses have signed on to sponsor the 2019 event, scheduled for July 27.

Starting as a bike ride in 1994, which became nationally known and which drew people from 15 or more states, the

Sweet Corn Challenge now also offers a 10K, 5K and 3K run with Kids' events. The event has sustained the Chamber during its 26-year run, including during the years of the recession.

Associate your company name with SUCCESS! Join our other sponsors: **GMS, National Interstate Insurance, OEC, Pierogies of Cleveland, Walter Haverfield, Great Grins Photo Booth, Empaco, Assured Partners and Eddy's Bike Shop.**

Call the Chamber at 330-659-3300.



LET'S DO LUNCH!

**WEDNESDAY,
Feb. 6, 2019**

Speaker

**Nick Weiss,
The Gertsburg Law Firm**

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.

Non-members bring \$15 check payable to Richfield Chamber of Commerce
No-shows will be invoiced \$15 for their reserved lunch.

**Invite an associate!
Bring your business cards
to share.**

**Please R.S.V.P. to
330-659-3300 by Feb. 1.**

Our February Speaker

Nick Weiss, The Gertsburg Law Firm

Nick Weiss lives on High Street in Richfield and is thrilled to be giving his first presentation for the Chamber. He is a litigation attorney at The Gertsburg Law Firm located in Chagrin Falls and downtown Cleveland. He joined the firm after many years of practice focusing on civil litigation, and as in-house counsel to an international retail corporation. Mr. Weiss uses his years of experience in civil litigation, and his in-house advisory experience, to assist both businesses and individuals in pursuing and defending their interests and obtaining the best possible outcomes at the pre-trial, trial, and appellate level. As in-house counsel, he regularly reduced the liability of the corporation in contentious litigation, once settling a case claiming over \$10 million in damages for \$15,000 through effective research and advocacy.



Legal Tips from Gertsburg Law

A legal tip for businesses from The Gertsburg Law Firm:

SLOW DOWN: Businesses of all sizes can get into legal hot water by moving too fast with too few legal protections in place. Take a breath and conduct an audit of your most common legal vulnerabilities that can lead to damaging lawsuits and fines; improper insurance coverage, noncompliant employment practices, poor business structure, bad information technology practices, customer contracts and marketing and vendor agreements. When was the last time you reviewed your policies for these vulnerable areas? Find out more on shoring up these vulnerable areas at Nick Weiss's Feb. 6 presentation "What I Wish I'd Known: Reducing Small Business Legal Vulnerability."



We Solve Problems.

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 by the 20th of each month. Please limit your release to 100 words. Attachments will not be accepted.

Snowbird Festival at Richfield Heritage Preserve

The Richfield Joint Recreation District, Richfield Village and Richfield Township will be hosting a Snowbird Festival on Sunday, Feb. 10, from 1 to 4 p.m., at Richfield Heritage Preserve, 4374 Broadview Road.

The event, which is a show of appreciation to our combined communities, will provide an afternoon of free, family-friendly outdoor and indoor winter fun.

Some of the activities will include sled riding and carriage rides (weather permitting), an ice sculpting demo, guided hikes and outdoor games. A dog sled team will also be on hand and there will be bonfires at several outdoor locations. Inside Gund Hall, there will be Whitey's chili, grilled hot dogs, beverages, fireside storytelling, a children's craft and more.

NOACC Home and Garden Show

You're invited! Let's kick off the new year with the Sixth Annual Great Big Chamber Networking Night at the Great Big Home & Garden Show at the I-X Center (near Cleveland Hopkins Airport) on Thursday, February 7th from 4 to 6 p.m. A \$15 ticket will give you entrance to the show from 11 a.m. to 9 p.m. and the Chamber Networking Night Private Party from 4 to 6 p.m. that will include great appetizers,

sodas, cash bar, prizes from exhibitors and more! This is a great way to expand your networking reach and meet like-minded chamber members from many chambers, all across Northeast Ohio.

Everyone had a great time last year and we expect an even bigger crowd this year! For more details visit: www.greatbighomeandgarden.com. Use the promo code "CHAMBER" to buy your ticket.

Broadview Insurance Agency

My name is Janet Buntain and I will be a new face at the Broadview Insurance Agency. Dave Clay will still be an important part of the agency.

We are truly excited to be a part of the Richfield community. Our business motto is "Because We Care" – we have a second

location (DeVaul-Buntain Agency) in Kent, OH (Brimfield Twp).

We specialize in home, auto, business, life, long term care and Medicare products. Call me at 330-659-4866!

Same name...Same location...Same great service!

Business Spotlight: CCG Automation

CCG Automation is focused on delivering high-performance buildings to their owners. In new and existing facilities, we design Building Automation Systems (BAS) that control the mechanical and electrical equipment to provide the required temperature, humidity, Indoor Air Quality, light levels and building pressure for a safe, comfortable and productive indoor environment.

At CCG, a high-performance building is one that, in addition to being comfortable, has extremely low energy consumption compared to similar buildings, its equipment has a long-life, low maintenance costs, easy-to-use mechanical systems, and the owner will benefit from a long building life.

We accomplish this by working with organizations who understand the impact a high-performance building has on its occupants and bottom line.



By looking at the Total Cost of Ownership and not just the first cost of a project, we are able to deliver results unparalleled in the industry.

Over the years we have been honored to receive many awards from prestigious organizations such as ASHRAE and the Association of Energy Engineers.

We are proud of the partnerships we have developed with organizations including Akron Children's Hospital, Hudson Schools, NEOMED, Timken and University Hospitals. CCG cares about the community we live in and supports organizations including Akron Children's Hospital Foundation, NEOMED Foundation, UH Parma Medical Center Foundation, Summit County Children Services, Our Lady of the Wayside, Make-A-Wish and St. John Bosco Church.

CCG is proud to have called Richfield home for the past 20 years.

BUSINESS BOOKS

For those of you who 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.

Make Some Noise

By Ken Schmidt
Simon & Schuster, 2018
ISBN: 150115561X

In his new book, *Make Some Noise*, author Ken Schmidt, the former director of communications at Harley Davidson, outlines his approach to creating customer loyalty and achieving marketplace dominance. After sharing his experience with more than a thousand companies as a consultant after his stint at Harley, Schmidt has now set down his theories in writing to help individuals and corporations “make

some beautiful noise”.

The heart of his philosophy is the “Noise Cubed Trilogy” - the three questions that every company needs to ask to be successful. What do the customers your business served yesterday say about you when talking to prospective customers? What do you want them to say? What are you doing to get them to say it? These questions, according to Schmidt, assess a company’s competitiveness, reputation and positioning in the marketplace. In



order to be successful, companies need to “know how to leverage the basic drivers of human behavior for competitive advantage and do so in ways that attract and delight those they hope to serve”.

I found the book to be interesting, especially the stories about the revival of fortunes at Harley Davidson. It does seem a little repetitive at times, but it’s hard to argue with success. After all, how many other corporate executives can brag about their customers getting tattoos of their logo on their arms?

*Book reviewed by Mike Daly,
Richfield Branch Library*

Photos from the Richfield Chamber of Commerce 21st Annual Banquet, Thursday, January 17 at National Interstate Insurance headquarters.



Richfield Chamber of Commerce Board Members

*President – Sheryl Wilson
(Bay Pointe Tech Services)*

Vice President – Amy French (OEC)

*Treasurer – Mark Yantek
(Regina Health Center)*

*Secretary – Lynn Seifert
(Seifert & Cox, L.L.P.)*

*Sweet Corn Challenge chair – Sue Serdinak
(Scriptype Publishing)*

*Links for Education chair – Karen Smik
Scholarship committee chair – Jim Koewler
(Koewler Law Firm)*

*Membership chair – Gigi Gerstenberger
(Bay Pointe Tech Services)*

SAVE THE DATE



Saturday, July 27, 2019

Test your strength on the
Timed 10K or 5K course

Run or walk the
3K Trail Course

For those under 11
Kids Run

Experienced cyclists can sign up for the
Invitational 62-mile Bike Ride

Brunch for all participants
Pierogis, Sausage and Fruit

• *Sponsors requested* • *Volunteers Needed* info@sweetcornchallenge.com