

CHAMBER MONTHLY



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

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MARCH 2014



**LET'S DO
LUNCH!**

**WEDNESDAY,
March 5, 2014**

Janet Jankura
State of the Township

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

at the
Taverne of Richfield

Members admitted free with a reservation.

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

PRESIDENT'S CORNER

Bruce Baylor

For those of you tiring of snow, remember Punxsutawney Phil saw his shadow this year on February 2. His 6 weeks more of winter was close, at least he got the right week, predicting March 16. Richfield Rick was right on the mark. He predicted March 20. A more important reminder is that Day Light Savings time begins on March 9.

I thank Mayor Bobbie Bershara for her State of the Village address at our luncheon on February 5. She highlighted the many accomplishments of not only her office, but also the various departments of the village. For those of you who missed it, you can link to a copy of the address off the Village's home page www.richfieldvillageohio.org.

In addition to the Mayor, my thanks to Brian Frantz, Director of Planning & Zoning, for his update as well as Dr. Charles Boester, Chairman of the Planning & Zoning Commission for his discussion of the development of the plan and current practices. Finally, my thanks to all the village and township appointed and elected officials that attended.

I think February's luncheon had close to 50 attendees. It exemplified the important Chamber function of networking with local business leaders and community officials. Please do not forget that we meet the first Wednesday of every month alternating between The Taverne of Richfield, on odd numbered months, and the Days Inn on even numbered months. Accordingly, this month's luncheon is at the Taverne.

The Chamber Board meets at 7:00 a.m. on the second Tuesday of the month at the ScripType building. Therefore, this March's meeting is on March 11.

I remind you that Membership Renewal Packets have been distributed. If you have not yet renewed, please provide us your updated information, membership renewal form and dues now. If you are not a member by the end of February, you will be charged \$11.00 for attending the lunch.

Bruce W. Baylor
President

Chamber offers naming rights for first Sweet Corn Challenge Hike

EDDY'S BIKE SHOP



Sweet Corn Challenge Hike or Bike

July 27, 2014

The Chamber's 21st Sweet Corn Challenge is adding a new event this year. In addition to the nationally known bike ride, the Challenge is offering a hike for residents and visitors to our community to take advantage of our local trails.

A local company can be the "name" sponsor for the inaugural year of this new event. For just \$2,000, the hike could be named for your company. That name will be included in the 13,000 brochures that are printed and mailed, on the website, in the dozens of press releases, and on the signs on all of the hiking trails.

It is estimated that the Eddy's Bike Shop Sweet Corn Challenge Bike Ride has brought about 40,000 people into Richfield since it started. The event has generated over a million dollars to the local economy. We believe the "Company X" Sweet Corn Challenge Hike will add to these numbers.

For more information about name sponsorship, please call Sue Serdinak at 330-659-0303.

Eddy's Bike Shop Sweet Corn Challenge cyclists will again be able to choose from 10-, 25-, 50- and

100-mile routes. They will be served at four water/snack stops and picked up for emergency repairs by our outstanding SAG crew.

The Sweet Corn Challenge Hike will offer hikes of one, three and five miles. The hikers will then be entitled to the full picnic, including the pulled pork

or veggie sandwich, sweet corn and watermelon. The event will be catered by the Richfield Masonic Lodge and will feature the live music of the Akron Ceili Band.

All participants will start out their day with a free muffin from Main Street Muffins.

Hikers will receive a free hiking stick to take with them on their treks on Richfield's beautiful trails.

Businesses are encouraged to hike or bike as teams and then enjoy lunch together. Families are encouraged to participate in the biking or hiking part of the event as part of a healthy lifestyle. The picnic and music are a bonus.

With the expansion of the Sweet Corn Challenge, the Chamber has a new logo for the event. The logo incorporates our biker-R and a hiking boot. Tell us what you think.

Registration for the Sweet Corn Challenge will start in a few weeks.



**Richfield Chamber
of Commerce, 17th Annual**

“Links for Education” Golf Outing

June 18, 2014

Our 17th Annual “Links for Education” Golf Outing will be held on Wednesday, June 18, at St. Bernard Golf Club in Richfield. Check-in, lunch and the putting contest all begin at 11:30 a.m. with a shotgun start at 1:00 p.m. and dinner following golf (approximately 5-5:30 p.m.). The planning committee was pleased to be able to keep registration fees the same as the last several years!

For the fourth year, GMS will be tournament sponsor for the event. Our deepest gratitude to them for once again taking on this important role! Thanks also to Schulte & Company for being our keg stop sponsor, Pine Valley Care Center for sponsoring one of our hole-in-one contests and Countryside Florist for sponsoring our golfer goodie bags. There are a number of other special sponsorship opportunities as well as unlimited individual hole sponsorships still available.

In addition to all your favorite contests, the committee has several new ones planned for this year which are sure to test your golfing skills!

Please contact Karen Smik at 330-659-4750 or kls1650@roadrunner.com for more information about sponsorship and volunteer opportunities and/or for 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. Our next meeting is scheduled for Wednesday, April 2, 6:00 p.m., at Memories Restaurant in Richfield.

A portion of the proceeds from this event will fund the Chamber's scholarships for graduating Revere High School seniors. Last year seven \$1,000 scholarships were given out, and approximately \$77,000 has been awarded since the golf outing's inception.

Business Spotlight



For business travelers or leisure guests, our full-service Days Inn & Suites Richfield Hotel offers comfortable accommodations in the Cleveland / Akron area. Located just off the Ohio Turnpike, Interstate 77 and Interstate 80 at the edge of Cuyahoga National Valley Park, minutes from the Hard Rock Casino our Richfield, Ohio facility is convenient to all North-eastern Ohio attractions. A 42,000 square-foot atrium houses our indoor pool, whirl-pool and miniature golf range, and our

spacious, modern rooms will keep you smiling in Summit County.

The Venue South Event Center offers several large meeting spaces, including our Grand Ballroom for up to 400 people and our Heartland Room that accommodates 125 people. Our knowledgeable event staff can arrange your catering. Breakout and Conference rooms are also available, as is audio / visual equipment. Consider Venue South Event Center for work or pleasure!

Contact us to coordinate all your catering and meeting needs.



Wendy West
Sales & Catering

**The Venue South Event Center
and Days Inn & Suites**

4742 Brecksville Road

Richfield, OH 44286

Phone: 330-659-6151 x 518

Fax: 330-659-3819

Email: wwestvenuesouth@aol.com



Richfield Chamber of Commerce Board Members

President – Bruce Baylor,
Baylor Associates

Vice-President – Steve McAlear,
Pike Agency - Allstate

Treasurer – Roger Swan,
Village Councilman

Secretary – Sophia Veillette,
Schulte & Company

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

Revere School District News and Notes

- Revere's Annual "Curious about Kindergarten Program" will be held at Hillcrest Elementary School, 5:30 PM, on Thursday, March 13. If you are planning to send your child to kindergarten this fall, you are strongly encouraged to attend this brief parent only program in the school cafeteria.
- The actual kindergarten registration will be held on Friday, April 4, at Hillcrest Elementary Schools. If possible, parents are asked to adhere to the following time frames for registration: students with last names beginning with A-J from 8AM-10AM; K-R from 10AM-Noon; and S-Z from 1PM-3PM.
- Please visit website (www.revereschools.org) for the list of required documentation and completed forms that must be brought to registration.
- All four Revere School buildings were awarded the EPA's Energy Star Award for implementing, monitoring and maintaining superior energy efficiency that saves money and protects the climate. Each Revere school uses 35% less energy and generates 35% fewer greenhouse gas emissions than similar buildings across the nation. These efforts also result in lower energy costs saving the district money.
- The Revere High School Academic Challenge Team competed on television Saturday, February 15 against Aurora and St. Vincent-St. Mary and won the competition.
- Seventh grader Michelle Nixon and two eighth graders Sukhmani Kaur and Harsha Jayaraman placed among the fourteen finals at the Summit County Spelling Bee on Saturday, February 15th. They will be competing at the Northeast Ohio Regional Spelling Bee which will be held at Akron Public Library on March 8th.

Richfield Historical Society Cabin Fever Tour

Suffering from cabin fever and feeling the winter blues? The Richfield Historical Society has just the cure – take a dose of the Cabin Fever Tour on March 22 and travel Route 303 through the rolling hills of Hinckley, Richfield and Peninsula. Visit treasure houses of local history, art, antiques, handcrafting items as well as food for body and soul. A listing of tour participants' locations and hours can be picked up at the Historical Museum of Richfield, located at 3907 Broadview Road, open from 9 a.m.-4 p.m. that day, as well as found online at www.richfieldohiohistoricalsociety.org. -- or call 330-659-0336.

Regina Health Center Holy-In-One Golf Outing

Regina Health Center will celebrate 15 years of its highly successful Holy-In-One Golf Outing at Firestone County Club on June 16. The Holy-In-One is our premier fundraising event that raises close to \$200,000 from sponsors, golfers, auctions and skill games. Golfers come from all over northeast Ohio and beyond for this increasingly popular event. Net proceeds directly benefit the aging, religious, and lay residents who call Regina Health Center home. We would love to see our fellow Richfield businesses join us for a fun-packed day. For sponsorship information, please visit www.holyinone.com or call Nancy Ilg at 330-659-5142. Join us on June 16, 2014 for Regina Health Center's 15th Annual Holy-In-One Golf Outing at the legendary Firestone Country Club! Register today at www.holyinone.org.

Even with all the Health Care Reform Changes you can still get a discount through your chamber

As a chamber member with 2-50 employees, you can get a discount on any health plan from Anthem Blue Cross and Blue Shield — including industry-leading HSAs, HRAs and HIAs.*

Despite the ongoing changes and confusion surrounding health care reform, your chamber continues to offer employer insurance options with a 1.4% discount exclusively for

chamber members!

Call your insurance broker, your chamber or NOACC at 1-866-466-4622.

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

NOACC - 4200 Rockside Rd Ste 105, Independence, OH, 44131

*Discount only applies to Chamber members who do not already have Anthem insurance.

Student Job Fair

March 19- 3:30-6 p.m. at Cuyahoga Valley Career Center (CVCC). Local businesses that have job openings for summer or part-time positions or volunteer opportunities are invited to attend. Each business has a table and students talk to representatives from companies they are interested in. Most companies bring applications for students to complete that evening. Applications are also available online so students can complete them in advance. All students from the following school districts are welcome: Brecksville/Broadview Heights, Cuyahoga Heights, Garfield Heights, Independence, North Royalton, Nordonia Hills, Revere, and Twinsburg. \$30 registration fee. Businesses who would like to participate may register online or contact Nanci Coleman at 440-838-8851 or ncoleman@cvccworks.edu.

SUMMIT COUNTY SAFETY COUNCIL PRESENTS

Crisis Communications Seminar



Who Should Attend

Chief Executives,
Directors and senior
management teams, Company
spokespersons, Business
owners, Managers

When

Tuesday, May 13, 2014
8:30 am to 10:30 am

Where

DoubleTree by Hilton
Akron/Fairlawn
3150 W. Market St.
Akron, OH 44333

Cost

\$15.00
Includes breakfast

Reservations

email Sally Cox
summitcountysafetycouncil
@gmail.com
or
Phone 330-806-1676

Manufacturing defects...embezzlements...workplace violence...hiring mistakes...layoffs...sexual misconduct...allegations of impropriety... fires...explosions...leaks

Members of the media have spent their entire careers getting ready to interview you or your CEO.

Wouldn't it make sense for you to spend some time preparing for that interview, and learning why the media doesn't cover your story or issue the way you want? And when they do cover it, why the story doesn't look or read the way you think it should?

"Managing the media" is a necessary skill set for those in business and industry, especially in today's world of "gotcha" journalism with tiny cameras capable of sending pictures to YouTube and CNN within minutes, and reputational challenges amplified exponentially by Facebook and Twitter.

This fast-paced talk by veteran crisis communications and media specialist Bruce Hennes, from Hennes Paynter Communications in Cleveland will focus on a highly-strategic approach to communicating during a wide variety of situations. You will learn methods to establish and maintain "control of the message," enabling you to move your message forward or mount a defense against a sudden press or public onslaught.

Learning Objectives

As a result of attending this seminar, participants will:

- Gain insight into what the media looks for in an interview
- Understand how and why the media's objectives differ from the interviewee's
- Understand how to better and more-effectively communicate to protect the organization's image, brand and perception in the marketplace
- Understand the difference between a print and television interview and know why understanding that difference is of critical importance
- Understand the benefit of advance preparation for crisis situations and how to create effective action plans for all team members in the organization



**SUMMIT COUNTY
SAFETY COUNCIL**

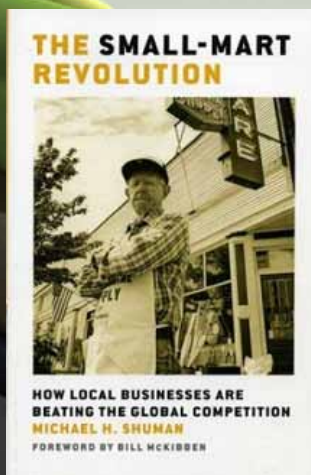
BUSINESS BOOKS

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 Small-Mart Revolution: How Local Businesses are Beating the Global Competition

by Michael Shuman c. 2007 ISBN: 9781576754665 \$16.95

This book arrived on my desk the day after the Chamber “State of the Richfield Village” luncheon in which I had been skimming a copy of the 2007-2020 Village of Richfield Comprehensive Land Use Plan. The cover of this book caught my eye. I picked it up and began to skim. The serendipity of the situation rested on how fantastically certain chapters in this book mirrored the recurring theme of “Small Town” in the Richfield Comprehensive Plan. Committing to a small town vision sounds difficult to uphold. It necessitates great thought, restraint and diligence to ensure what is known as “Smart Growth”. Smart Growth balances a vibrant community in which residents have the necessities easily at hand, like work, play and entertainment options, without the massive sprawl.



While Mr. Shuman does gruffly take slight offense at big box conglomerates, specifically those that feed off the good will (and tax breaks) of communities- only to up and leave. He does support smart growth planning and the “Local First” philosophy (think of in-town stores and goods first, if sensible or possible to obtain). But more to the point, the Starred ideas from Small-Mart that are beneficial for Chamber support of the Small Town vision, came from chapters 4, 6 and 8. One nugget: the design of a Local Consumer Checklist or Consumer Directory could be provided to residents and visitors to highlight, for example, local cafes, auto repair shops, galleries, financial planners, and doctors. There could be Chamber driven “Buy Local Days”, or “Buy Local Loyalty Cards” tied into coupons, deals and discounts. There are a few other gems in here, which even got me to thinking how the library could support our small-town vision and the Local- First movement.

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