

CHAMBER MONTHLY



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

Jackie Mitchell,
Executive Secretary

Ph: (330) 659-3300

E-mail: mail@richfieldchamber.com

MARCH 2016

PRESIDENT'S CORNER

Salena Parker

Punxsutawney Phil did not see his shadow this year! I am thankful for that as I am sure most of you are too. But after this mild winter I think we all can handle a few snowflakes.

I'd like to thank Jeff Kerr and the Richfield Joint Recreation District for their presentation at the February luncheon on the Crowell-Hilaka property. One of "Ohio's Hidden Treasures". The natural resources and historic buildings present at Crowell-Hilaka are a valuable asset that would allow for the development of an urban recreational area and historic education for the community of Richfield as well as a tourist draw for visitors near and far. Your hard work is much appreciated.

On March 2, we welcome Janet Jankura, president of the Richfield Township Trustees, who will present the State of the Township. The meeting will be held at the Taverne of Richfield.

Our luncheons take place on the first Wednesday of each month and start at 11:45 with informal networking. The formal meeting starts at noon, alternating between the Taverne of Richfield and the Days Inn. It is a great opportunity to network and build relationships with other businesses and find out how we can help others in our community. I encourage you to bring a colleague or friend to

our meetings. An energetic chamber is vital to the growth and progression of our community.

You owe it to yourself and your business to check out the Anthem health insurance discount that the Chamber offers. Through our membership in the Northern Ohio Chambers of Commerce (NOACC), we have leveraged the buying power of hundreds of chambers and thousands of employers to bring you a great discount for this important insurance coverage. Learn more from our website and from NOACC's web page at noacc.org/benefits/group-health-insurance.

As always, if you have material you'd like us to include in the newsletter, please submit your story via mail@richfieldchamber.com. We will give members up to 100 words per newsletter to discuss their business, a promotion, or an event. (Please do not ask us to treat you as a regular columnist, though, or to attach anything to the newsletter.)

See you soon,
Salena Parker



LET'S DO
LUNCH!

**WEDNESDAY,
March 2, 2016**

Speaker

**Janet Jankura, President of
Richfield Township Trustees**

11:45 Informal Networking

12:00 Light lunch served

12:30 Speaker

1:00 Adjourn

**Please R.S.V.P. to
330-659-3300 by February 29.**

**at the
Taverne of Richfield**

Members admitted free with a reservation.

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.**

Our March Speaker

Janet Jankura

President, Richfield Township Trustees

Janet Jankura is a corporate board member with 15+ years experience in six public and private organizations up to \$5B in revenue.

As a strategic advisor to boards and C-suite, Janet consults with leaders of major global brands up to \$12B revenue. She is an optimizer of human capital resulting in organizational competitive



advantage, an innovative thinker who provides guidance that enhances shareholder value and a governance champion.

Janet is the Board Chair of Richfield and was recruited to be a charter director of Green Earth Technologies, a publicly traded, consumer/commercial goods producer. She oversaw the growth of GET, tripling its annual revenue. She chaired Compensation Committee and served on Audit Committee.

As an operating executive, she built market position in Rockwell Automation, National City Corporation and Mannesmann. Janet was appointed to a Federal Board by US Secretaries of Interior, Agriculture and is a veteran US Marine Corps Officer. Ms. Jankura is a professional speaker and faculty for the National Association of Corporate Directors, earning their Governance Fellow distinction.

Richfield Historical Society hosts Cabin Fever Tour

Are you running a cabin fever and suffering from the winter blues? The Richfield Historical Society has just the cure.

Take a dose of the Cabin Fever Tour on Saturday, March 19 and travel along a 12-mile stretch of Route 303 through the gently rolling hills of Hinckley, Richfield and Peninsula to visit treasure houses of local his-

tory, art, antiques, handcrafted and handicraft items, jewelry and much more.

Pick up a map listing participants' locations/hours at the Historical Museum of Richfield, 3907 Broadview Road, open 9 a.m.-4 p.m. that day or any of the participating locations as listed online at richfieldohiohistoricalsociety.org.

CVCC Workshop: Strategies for Job Seekers Over 40

Attend a free presentation on Saturday, March 12, from 9 to 11 a.m. at Cuyahoga Valley Career Center to get the latest tips and information on creating a powerful midlife resume and preparing for a successful interview.

At this workshop you will hear from a panel of experts how to use your age as an advantage in the career transition process as well as how to develop a successful career transition plan.

This event is free, but registration is required. Register online at: <http://tinyurl.com/CVCC-JobSeekers3-12-16>

Also this month:

"Choices. Motivation & Change: Your Life is Powered By YOU" (Presented by the Cleveland Clinic) Tuesday, March 22, from 1 - 2 p.m. in CVCC's Valley Inn Restaurant

Event is free, but registration is required by March 15. Register online at: <http://tinyurl.com/CVCC-3-22-16>

CVCC hosts student job fair

There will be a student job fair at Cuyahoga Valley Career Center Wednesday, March 10 from 3:30-5:30 pm.

Employers who are seeking summer, seasonal or part time employ-

ees will be able review resumes and applications as well as interview students on the spot. 500-600 students will attend this event.

To register, visit cvccworks.edu/studentjobfair.aspx.

Bay Pointe Technology offers free security assessment

Qualify to win a \$100 Amazon gift card from Bay Pointe and take advantage of a free one hour IT network assessment, disaster recovery assessment, or security assessment. Our free assessment offer provides access to Bay Pointe's security, network, Microsoft, virtualization and storage engineers in a consultative environment where our goal is to help your enterprise leverage the appropri-

ate technology to improve productivity, reduce expenses, minimize risk, manage change and increase revenue. Our team works with you to establish trust and confidence as your IT partner.

Go to baypointetech.com and click on "Free Security Assessment". Also email info@baypointetech.com and mention the Richfield Chamber offer.

BUSINESS BOOKS

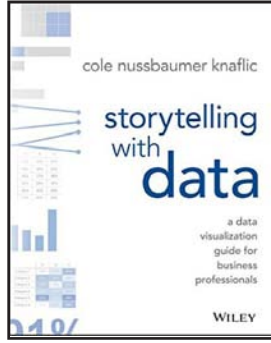
For those of you who have time for only one business related book a month, the Richfield Branch Library has gone into the shelves to narrow down trending title suggestions.

Storytelling with Data: A Data Visualization Guide for Business Professionals

by Cole Nussbaumer Knaflic, Wiley Publishing, c.2015

We accumulate an abundance of data. In fact, we are overwhelmed, distracted and intimidated by it. Plus, when it comes time to make sense of all the data, we may have no idea where to start. Or how to dig for what is important. Or crucially: how to present our findings with the impact we desire.

Knaflic wisely suggests taking data and delivering it in the form of a story – reinforced by the visuals of graphs



and charts. People remember ideas best when delivered via a story. Who or what is the villain? Perhaps it's a sluggish market and this is how it's impacting us.

What is the journey? Perhaps it's a product that was rolled out and you must track its path thus far. The hero part is the call to action, the "here's what we need to do."

Key attributes of the book are how to:

1. Find and focus all your energy

on what should be highlighted – what is the big idea?

2. Determine if a bar graph, line chart or simply the words "87% of children do not have a library card" is the most effective form of data delivery.
3. Strip out the "noise" of your visuals so that the message is crystal clear...and arresting to the C-suite and stakeholders.
4. Avoid common mistakes that unintentionally skew and possibly discredit your data.

Learn how to turn your data into a memorable story with a crystal-clear call to action.

Book reviewed by Jennifer Stencel, Branch Manager, Richfield Branch Library.



Richfield Chamber of Commerce Board Members

President – Salena Parker,
Center for the Healing Arts

Vice-President – Tim Ochwat,
Meridian Construction Services

Treasurer – Roger Swan,
Village Councilman

Secretary – Steve McAlear,
Pike Agency - Allstate

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

Sweet Corn Challenge chair –
Sue Serdinak, ScripType Publishing

Links for Education chair –
Karen Smik

Scholarship committee chair –
Jim Koewler,
The Koewler Law Firm

Volunteers needed for 19th annual Links for Education Golf Outing

Volunteers are needed to help with various contests as well as driving the beverage cart at the June 15 "Links for Education" Golf Outing.

No job requires prior experience and you're guaranteed to have lots of fun while on duty.

Registration and sponsorship forms will be sent out in April, but contact Karen if you just can't wait until then. Remember, a \$5 per person late fee will be assessed after the June 1 registration deadline, so you want to make sure you get your

registration in on time to avoid any penalties.

Contact Karen Smik at 330-659-4750 or kls1650@roadrunner.com for more information about sponsorship and volunteer opportunities and specific event details.

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 \$87,000 has been awarded since the golf outing's inception.

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.