

CHAMBER MONTHLY



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

Jim Koewler, President
Lisa Mancini,
Executive Secretary

Ph: (330) 659-3300 • Fax: (330) 659-9488
E-mail: mail@richfieldchamber.com

APRIL 2012

Happy April!

Spring has arrived - quite early, it seems. I've enjoyed beautiful mornings and hot days and hope that you have too. It's nice not to fight snow on St. Patrick's Day.

Thanks go out to Mayor Bobbie Beshara for delivering the State of the Village address (her first) and to her department heads for fielding questions, during our luncheon on March 7. We had a great turnout. This month, Revere School Superintendent Randy Boroff and School Treasurer David Forrest will deliver the State of the Schools address on April 4. As usual, we gather for informal networking at about 11:45 and sit down to lunch at noon. Please join us.

Last month, I listed a number of reasons to join the Chamber of Commerce. This month, I'd like to focus on one of those reasons: community commitment.

The Richfield Chamber of Commerce, in addition to supporting its individual and business members and to encouraging an atmosphere in Richfield that is suitable for healthy businesses, supports the community of Richfield as well. In fact, it won't be long before our community events take place for 2012.

In May, the Chamber will choose a number of deserving seniors at Revere High School to receive scholarships to help defray their college costs. This is a highly visible, tangible event for the Revere community to see the Richfield Chamber of Commerce.

In June, we will have our annual Links for Education golf outing to raise money for scholarships in 2013. Those who participate or offer sponsorship money benefit from additional publicity for their

PRESIDENT'S CORNER

Jim Koewler



**LET'S DO
LUNCH!**

**WEDNESDAY,
APRIL 4, 2012**

State of Revere School

11:45 Informal Networking

12:00 Light lunch served

12:30 Speaker

1:00 Adjourn

Days Inn & Suites - Richfield

Members admitted free with a reservation.

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

Continued on next page

President's Corner Continued

businesses and enjoy a good day of golf. (I'll admit that I stink at golf, so I struggle to imagine a "good day of golf.")

By now, you should have received a letter asking you to support the golf outing. You are, of course, under no obligation to participate in the outing or to offer a sponsorship. Many of the

Dues Are Due!

One doesn't need to be a mathematician to calculate that the dues for the Richfield Chamber of Commerce are a great deal.

Membership in the Chamber entitles the member or anyone on their staff to a free, great lunch each month and the opportunity to listen to speakers on business related topics and network with other business people.

The Chamber office is open 45 hours a week to assist all who seek information about the business community.

This year the Chamber plans to "remodel" its website so that it will provide more information about the business world in Richfield.

By everyone paying their fair share, all of these things are possible.

Chamber dues are due!! Thank you to those who have already paid their yearly dues without needing a reminder.

event sponsors and participants are not Chamber members. We are glad to have outside participation, but we want to make sure to give members ample opportunity to participate as well.

In July, we will have our annual Sweet Corn Challenge bike ride. This is a huge event attracting over 2,000 riders from all over the country and from Canada. It makes Richfield highly visible, and shows off to the riders the beauty of our little community. Leisure riders have a wonderful course that lets them see the variety of homes and businesses and the charm of Richfield. Experienced riders get to see Richfield, but also get to experience the natural beauty of the parks and undeveloped land around our community as well.

Like with the golf outing, the Sweet Corn Challenge brings in money from participants and from sponsors. Some sponsors and some participants are Chamber members. Many are not. Members are under no obligation to sponsor or to ride. We hope that you will participate, though, so you can get that much more publicity for your business.

The Sweet Corn Challenge supports the Richfield Town Trust's business grants. The Town Trust supports businesses

in "downtown" Richfield's historic district by providing matching funds for building improvements. Richfield is blessed to have many of its original business buildings still standing in the center of town. These buildings give Richfield much of its character and charm. Despite its proximity to Cleveland and Akron, Richfield has maintained the feel of being its own town. It's not a suburb of a bigger city. It's an oasis in the expanding suburbs and exurbs of the big cities to the north and the south. The old buildings downtown are a big part of that identity as our own town. The Town Trust, with the Chamber's support through the Sweet Corn Challenge, tries to keep these buildings occupied so they can remain standing.

Please understand that none of your dues support these programs. The charitable donations by the Chamber are made exclusively from the funds raised in the Links for Education outing and the Sweet Corn Challenge. If you choose not to support these programs, we certainly understand. We're glad to have you as a member. If you do sponsor or participate in one or both of these fundraisers, we really appreciate your support.

In any event, I look forward to seeing you at this month's meeting and around town.

Take care,
Jim Koewler



Richfield Chamber of Commerce 15th Annual “Links for Education” Golf Outing

Volunteers are needed to help with our various contests as well as to drive the beverage cart at the June 20 “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 next month 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”.

Please contact Karen Smik at 330-659-4750 or kls1650@roadrunner.com for more information about sponsorship and volunteer opportunities and/or for 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 seven \$1,000 scholarships were awarded, and approximately \$63,000 has been awarded since the golf outing’s inception.

Business Spotlight



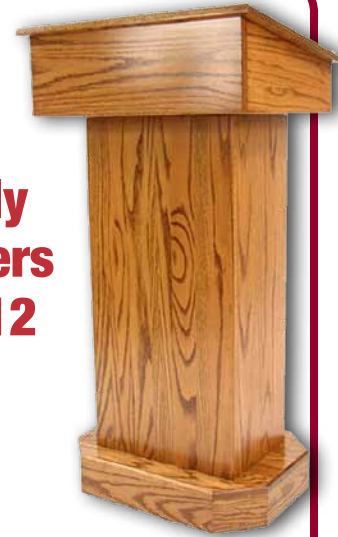
Broadview Insurance is an independent insurance agency with deep roots in Richfield and the surrounding communities.

Broadview Insurance Agency, Inc.

4025 Broadview Road Richfield OH 44286

Phone: 330-659-4866

www.broadviewinsurance.com



Monthly Speakers for 2012

May 2

David Hunt of HFS Wealth Advisors.
Business Killers to Avoid

June 6

Dan Bell of Jackson Lewis
News You Can Use: Recent
Developments in Labor and
Employment Law

July 4 - No meeting

August 1

Eric Johnson of Walter & Haverfield.
Social Media in the Workplace

September 5

JoEllen Salkin and Muffy Kaesberg of
Organizing 4 U.
SIMPLE Time Management

October 3

Celena Roebuck of CVCC.
CVCC in the Community

November 7

Sophia Veillette of
Schulte & Company, CPAs, Inc.
End of Year Tax Planning

December 5

Peter Rea, Professor at
Baldwin Wallace College.
Entrepreneurship

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.

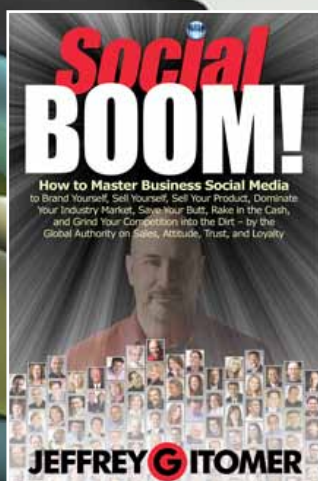
It was at the February Chamber meeting that I got the idea for this month's review. In case you haven't heard, the Richfield Chamber of Commerce has a presence on LinkedIn and encourages its members to join in. LinkedIn is to the business-social network as Facebook is to pop-culture social networking. Today, I wish to provide 2 sources to get you on your way to using LinkedIn to its fullest potential. So, let's link-in, shall we?



How to Really Use LinkedIn

by Jan Vermeiren. Booksurge Publishers, 2009.
ISBN 9781439229637

What I liked about this one is it not only explains all the key features of LinkedIn in great detail with examples, it also lays out a step-by-step plan of attack or Stages (pg. 60) to get your profile up and running. It breaks down the overwhelming networking system into easy "controllable" bites for you to take. If you have established yourself on LinkedIn already, check out the Advanced Strategies (pg. 93) section to see if you can maximize your time with profitable connections. Last is the Q&A (pg. 137) portion which seemed to easily explain away all my questions, and I had many!



Social Boom: How to Master Business Social Media

by Jeffrey Gitomer. F.T Press, 2011.
ISBN 0132686058

Since we are on the topic of business-social media, Social Boom expands the view beyond LinkedIn and into the social territories of Facebook, Twitter, and the like. This short little book challenges you to use LinkedIn and the other networks to know what your competition and their customers are saying and doing, as well as to know what your customers are saying and doing. The purpose is simply to gain value, both of your customers and your competition.

<http://blog.linkedin.com/> and www.linkedin.com/answers

What a blog and official website can beat the book sources with is of course timeliness. New features, tools, updates, re-imaging and overhauls of LinkedIn and other social sites is a constant and a guaranteed. Check these tabs often to keep abreast.

Your consumers and future employees want to know about you, hence the value of this social site. Post earnestly, attractively and honestly, and you'll have a loyal base following you. LinkedIn is just a piece of the social media picture. As mentioned, If you want complete success of the promotional pie, take free slices or advantages of Facebook, Twitter, Flickr and Youtube to be socially "whole".

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