

# CHAMBER MONTHLY



4300 W. Streetsboro Rd.  
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## APRIL 2013

### Greetings!

Supposedly, March comes in like a lion and goes out like a lamb. Well, the wind has (for now) stopped growling like a lion. As I'm writing this, though, I'm still waiting for the lamb. Maybe we've chosen the wrong harbinger of spring. Lambs wear wool coats, after all.

Or, put another way, the stupid groundhog was wrong!

As you read this, Revere's spring break is coming. (If you wait a few days before reading my column, spring break could already be here.) Watch out for kids during spring break week. They could be playing outside (if the weather ever breaks.)

The arrival of spring break signals that the end of the school year is coming soon. Revere seniors may apply for one of the scholarships that the Chamber will award. Application forms are available on our website, RichfieldChamber.com.

Looking ahead to the next school year, our Links for Education golf outing will raise money for the scholarships we will award at the end of the next school year. The 2013 golf outing will be at St. Bernard's Golf Club on Wednesday, June 19. Please consider donating a hole sponsorship or raffle prize, and start looking for golfers to join your foursome.

We're on Facebook. The Richfield Chamber of Commerce has a Facebook page. Check us out. Better yet, get on Facebook and "like" our page. Sonya Raybould, of the Taverne of Richfield, set up the page for us. Thank you, Sonya.

Thanks also go out to Mayor Bobbie Beshara of the Village of Richfield, for her presentation at the March luncheon on the State of the Village. On April 3, we welcome Donald Kolojek who will discuss "Hiring, Developing, and Maintaining Your Most Productive Workforce." Our luncheons take place at the Taverne of Richfield on the first Wednesday of each month and start at 11:45 with informal networking. The formal meeting starts at noon.

In addition to the workers compensation group rating that I discussed in February and the Anthem health insurance discount that I discussed last month, the Chamber offers a discount on life and disability insurance from Anthem Life. 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

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**LET'S DO  
LUNCH!**  
at the **Taverne  
of Richfield**

**WEDNESDAY,  
APRIL 3, 2013**

**"Hiring, Developing, and  
Maintaining your most  
Productive Workforce."**

Donald Kolojek

Keystone Technology Consultants

**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 April 1.

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 continued

coverage. Learn more from our website and from NOACC's web page at <http://www.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.)

I'll see you around town.

Take care,  
Jim Koewler

## CUYAHOGA VALLEY CAREER CENTER

**Ongoing-Summer Camps open to students currently in 7th, 8th or 9th grade and Summer Tech Camps open to students currently in 4th, 5th or 6th grade. View detailed camp descriptions and register online at [www.cvccworks.edu/careercamps.aspx](http://www.cvccworks.edu/careercamps.aspx).**

**Thursday, April 18, 12:00PM-1:00PM-** Lunch & Learn. "Best Wellness Strategies at Any Age" presented in collaboration with The Cleveland Clinic Independence Family Health Center and Marymount Hospital. Free. Reservations required by April 11, call 440-746-8272 or email [melias@cvcworks.edu](mailto:melias@cvcworks.edu) or online <http://tinyurl.com/CVCCWellnessStrategies>.

**Thursday, April 18, 7:00-9:00PM-** College Survival Skills 101. Attention Class of 2013, parents and students! Prepare for a successful college experience. Learn from a panel of experts about the social and emotional ramifications of college life, the legal implications of being 18 years old, and your personal financial responsibilities. Learn more or to register call 440-746-8272, email [melias@cvccworks.edu](mailto:melias@cvccworks.edu) or online <http://tinyurl.com/CVCC-CollegeSurvival>.

**Saturday, April 27, 9:00AM-11:00AM-** Job Seekers: Resume/LinkedIn Makeover. Nonna Bagdasaryan, HR Specialist, ERICO will share tips on how to build your professional profile with LinkedIn. Learn how employers use LinkedIn to recruit and what they look for when reviewing profiles. Ensure that your resume aligns with the needs of the employer, from your Qualifications Summary to your Professional Experience. Meet one-on-one with a Career Specialist to review your resume. Free. Registration required by April 24; email Patricia Coyne at [pcoyne@cvccworks.edu](mailto:pcoyne@cvccworks.edu).

 PREVENTION + CARE



Ohio Safety Congress & Expo 2013

April 9 to 11

Greater Columbus Convention Center

Free registration at 1-800-OHIOBWC or [ohiobwc.com](http://ohiobwc.com)

Attendance helps meet the requirements of many BWC discount programs. Contact the Chamber's WC Program Administrator, Bruce Baylor, at (440) 546-7600 for more details.



## Regina Health Center

Earth Day is marked each year at Regina Health Center by celebrating what our 200 employees have done in caring for Earth by re-using, reducing and recycling. This year, also the 20th anniversary of Regina Health Center, the activities will include the planting of a red-bud tree, compliments of Davey Grounds Management, on April 17, at 2:30. Any questions, contact Sister Evelyn Flowers, CSA, Coordinator for Environmental Issues, 330-659-4161.

Regina Health Center achieved a "perfect" survey for its annual Ohio Department of Health Survey for the Assisted Living program. The Ohio Department of Health determined that Regina Health Center had no citations and had no licensure concerns.

The Centers for Medicare and Medicaid Services has given Regina Health Center the highest 5-star rating in overall quality. A ministry of the Sisters of Charity Health System, Regina Health Center provides short-term rehabilitation, skilled nursing, assisted living and assisted living respite stay services.

Regina Health Center is located at 5232 Broadview Rd., Richfield, Ohio 44286. 330-659-4161. [www.reginahealthcenter.org](http://www.reginahealthcenter.org) Prepared by Jean Metzger, Assistant Administrator [jmetzger@reginahealthcenter.org](mailto:jmetzger@reginahealthcenter.org) 330-659-5138

**RICHFIELD CHAMBER OF COMMERCE 16th ANNUAL  
"LINKS FOR EDUCATION" GOLF OUTING JUNE 19, 2013**

Thanks to Musketeers Bar & Grill for once again sponsoring the beverage cart for our "Links for Education" Golf Outing which will be held on June 19 at St. Bernard Golf Club in Richfield!

Volunteers are needed to help with our various contests as well as to drive the beverage cart. Half shifts (2 hours) or full shifts (4 hours) are available between the hours of 1-5 p.m.

Please contact Karen Smik at 330-659-4750 or kls1650@roadrunner.com for more information about hole and special sponsorships as well as volunteer opportunities and/or for 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 given out, and approximately \$70,000 has been awarded since the golf outing's inception.

**Business Spotlight**

*A note from the Taverne of Richfield...*

We are so pleased to be a part of the Chamber and the Community of Richfield! Here at the Taverne, it is important for us to maintain business traffic and uphold to the standards of the community. In the future, we hope to make this corner of Richfield a historic destination for travelers and locals alike, which will drive more consumers to the area. The Taverne is a meeting place for the town, and the networking opportunities are boundless. The chamber's goals of



promoting our businesses can all stem from a basic handshake or conversation over a glass of wine. Bring your clients to the Taverne for lunch or for happy hour daily and see what grows! Thank you for bringing the monthly luncheons to our restaurant and your constant support. Don't forget to say "hi" to us when you stop and let us know that you're a member of the Chamber of Commerce.



Serena and Sonya Raybould

**The Taverne of Richfield**  
3960 Broadview Road, Richfield, OH 44286  
**(330) 659-0610**  
www.taverneofrichfield.com

**Monthly Luncheon  
Speakers for 2013**

*Lunch is held at  
The Taverne of Richfield*

**May 1st**

State of the Revere  
School District  
Randy Boroff, Superintendent  
David Forrest, Treasurer

**June 5th**

Speaker from NOACC

**July 3rd**

To be determined

**August 7th**

Russ Pry  
Summit County



**Richfield Chamber of  
Commerce Board Members**

President – Jim Koewler,  
The Koewler Law Firm

Vice-President – David Swift,  
Group Management Services

Treasurer – Joe Mazur,  
JW Mazur Group

Secretary – Eileen Sass,  
Sass Accounting Services

Past-President – Ralph Waszak Sr.,  
Village of Richfield

Sweet Corn Ride chair –  
Sue Serdinak, Scriptype

Links for Education chair –  
Karen Smik

Town Trust Liaison – Jim Smith,  
Exit 11 Truck Tires

Scholarship committee chair –  
Wendy Pollarine, PNC Bank



# 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.

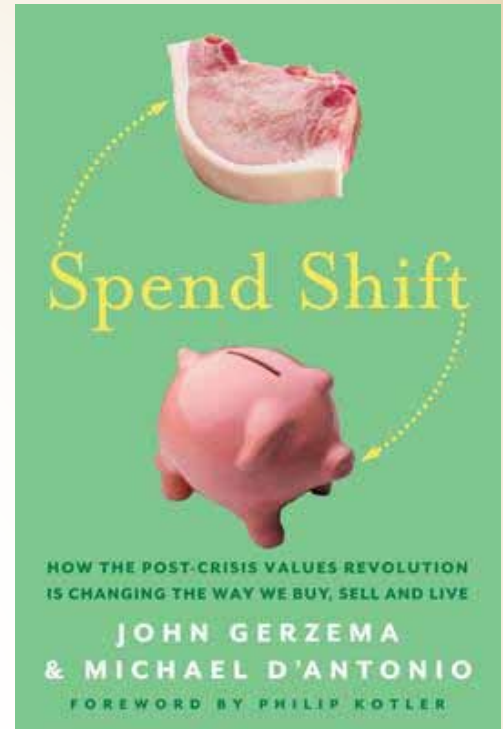
## **Spend Shift: How the Post Crisis Values Revolution Is Changing the Way We Buy, Sell, and Live**

by John Gerzema and Michael D'Antonio. 2011 Jossey-Bass Publishing. ISBN: 9780417874431 \$25.95

While driving to work and questioning if this book had an applicable message for the Chamber, a Rap song came on the radio station that just nailed it on the head. If the message of this book made it into mainstream music, then Spend Shift is on to something note-worthy. The song is called Thrift Shop by

Macklemore, and the lyrics are not for the faint of heart. To summarize, Macklemore brags about no longer paying \$50 for a name brand t-shirt, but taking his pocket change to Goodwill for outfits and feeling so darn good and trendy about them, he wears them club-hopping.

Now Spend Shift doesn't come out and say that everyone is running to thrift stores, but there is concrete evidence of a 1800 turn in spending values, and businesses should take note. The new global economy has been appropriately named "The New Fear Economy" which doesn't bode well for the market. People are sick of crappy, cheaply-made products, of bad customer service, and the empty, no-win feeling of "keeping up with the Jones'" in the weak market. People are distrustful of companies, which they saw either get government bailout money or rob innocent workers of a job and retirement (Lehman Brothers/Enron). That said, Spend Shift outlines what factors will lead customers (no longer referred to as "consumers" which implies a gluttonous, misguided beast) to spend, to give you their hard-earned dollar. The customer will do so only if s/he feels your product and service matches their values and virtues. Find out what will cause them to part with that dollar. Discover what



companies have already aligned themselves with Spend Shifters and are reaping the rewards of brand loyalty. I'll give you a hint, the values and virtues hark back to the Great Depression period, where "family time," "community cohesiveness," "pride in work well done," and "civic duty" meant something.

"I wear your granddad's clothes,  
I look incredible.

I'm in this big ... coat,  
From that thrift shop down the  
road"

Thrift Shop by Macklemore

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

