

CHAMBER MONTHLY



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

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APRIL 2014



LET'S DO LUNCH!

**WEDNESDAY,
April 2, 2014**

Randy Boroff

Revere Schools, Superintendent

David Forrest

Revere Schools, Treasurer

"State of the Schools"

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.

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

Bruce Baylor

I thank Janet Jankura, Chairperson, Richfield Township Board of Trustees, for her State of the Township address at our Luncheon on March 5. For those of you who missed it, you can contact Janet with your questions through the Township's phone number (330) 659-4700 or e-mail, richfieldtwp@windstream.net.

We welcome Randy Boroff, Superintendent, Revere Local Schools as our speaker for this month's luncheon Wednesday, April 2 at the Day's Inn. Informal networking begins at 11:45 AM.

The Chamber's 2014 Scholarship application is now available on the Chamber's website, www.richfieldchamber.com. The application deadline is 5/1/2014, and must be received by the Richfield Chamber of Commerce office at 4300 W. Streetsboro Road, Richfield, Ohio 44286. The scholarships are funded through the Chambers "Links for Education" golf outing. This year the event will be on Wednesday June 18, 2014 at St. Bernard's.

The Sweet Corn Challenge Bike Ride and Hike (new this year) is on Sunday, July 27. Last year we had over 2,300 people from across the country participate. Proceeds from this event funds the daily operations of the Chamber and make available contributions to the Town Trust. The Chamber will be manning one of four water stops and we need volunteers. Please contact the Chamber office to sign up (330) 659-3300 or mail@richfieldchamber.com.

I congratulate Jason French for joining the Chamber's Executive Board as Co-Chairperson of the Public Relations Committee. Jason is concentrating on updating the Chamber's website. Comments and suggestions are welcome.

There are two local family spring experiences I highly recommend. First, get to Spicy Lamb Farm. Their barn burnt down on March 4, but they continue to operate as usual. Take the kids and see the spring lambs. The weekend of March 29/30th, they have their sheep shearing and on April 19, they will have bagpipes and border collie demonstrations. Visit their website at www.thespicylamb.com for more details.

Second, don't miss a hike or two on the H.S. Wagner Daffodil Trail. An estimated 40,000 daffodils, including dozens of varieties bloom each spring along the trail. Peak bloom is typically mid-April. From Brecksville Road go east on Brush Road. The trail entrance will be on your right.

Bruce W. Baylor
President

Sweet Corn Challenge Bike OR Hike Coming Together

Volunteers needed to serve at water stop

The Sweet Corn Challenge pieces and parts are coming together thanks to several businesses that have come forward.

The addition of a hike adds a different dimension and opens the Challenge up to more people. Pine Valley Care Center has offered to sponsor the new hike and they will provide water and volunteers along the trails, and most importantly a shuttle van to transport the walkers to and from their cars to the registration and picnic area. This is a major step in getting this first hike off to a good start.

Also stepping up this year is Village Auto Body who will manage transporting the water tanks to the snack stops and Winar Sales who are managing the SAG vehicles and dispatch service.

Other businesses are returning to donate their time and sponsorship. University Hospitals is sponsoring the medical support at the water stops; Renee Shipley, CPA, is again managing the registration; Sarah Schoolcraft, a special friend of the Chambers, is managing the merchandise sales; Regina Health Center is hosting a water stop; Dan Trudgeon from the Richfield Town Trust is managing the food purchase and distribution; Ralph Waszak from the Town Trust is managing muffin

distribution; Dave Wyatt is managing a water stop, and Jim Smith from

other sponsors who make it possible to bring a few thousand people into the community. Those sponsors are: Richfield Giant Eagle, University Hospital, CCG automation, Glencairn Forest, OEConnection, Empaco and CCG Energy Solutions.

We are looking for volunteers to help at the Chamber's water stop. We have four water stops for this event, and other community volunteers manage the other three stops. If you can help transport food and drinks and help serve it to the riders at a water stop on July 27, please call Sue Serdinak at 330-659-0303, or email me at sserdinak@scriptype.com. We're hoping to have two three-hour shifts starting at 6:15 a.m.



Exit 11 is managing the free walking stick procurement.

In addition to Eddy's Bike Shop being the name sponsor for the eleventh year, we are grateful for several

Business Spotlight

Pine Valley Care Center has been proudly serving the needs of this community for 50 years. Though we specialize in Alzheimer's and Dementia care, we are able to manage most all short term rehabilitation situations as well.

We have an amazing therapy staff who can work with patients who need fast recovery so that they can return home as soon as possible, or manage to help improve the condition of someone who is no longer able to follow directions related to altered mental status. Because Pine Valley is a small 92 bed facility we are able to make everyone feel like a family member.

We pride ourselves in having a wonderful mix of employees who have been here for over 30 years and newer employees who can bring us fresh ideas. We encourage anyone in our community to come visit our facility any time. We are conveniently located close to both Summit and Cuyahoga counties.

If you would like more information or a detailed tour, Please stop by 4360 Brecksville Rd, or call Stephanie Pelc- Admissions Director at 330-659-6166. Accepting admissions 24/7!

As a Chamber Member, 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.



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Revere Officials to Address Many Topics

Revere Local Schools Superintendent Randy Boroff and Chief Financial Officer David Forrest will present the State of Revere Schools on Tuesday, April 1, at the Days Inn and Suites in Richfield. They will discuss curriculum changes, teacher evaluations, technology, facilities, safety and security, and the length of the school day.

The Richfield Chamber of Commerce sponsors this event, which starts with a lunch promptly at noon. At 12:30 p.m., the school officials will begin speaking. The lunch and talk cost \$11. Reservations are required. Call 330-659-3300.

Those who do not care to purchase the lunch are invited to attend the talk. Reservations are required for this as well to assure enough seating. Call the number above. ∞



Bridal Open House

Join us SUNDAY, March 30th, 2014 at 1:00pm – 4:00pm

“The Venue South” Event Center (next to Days Inn & Suites) 4742 Brecksville Road, Richfield, OH 44286, 330-659-6151 www.daysinncleveland.com

Join us for an afternoon of complimentary Hors d’oeuvres, beverages and fabulous door and raffle prizes from

“The Venue South” Event Center. Enjoy the beautiful Table Settings, Parquet Dance floor, Stunning chair covers, and entertainment.

Take this opportunity to meet the other vendors and start planning your special day!

Regina to Participate in National Study

Regina Health Center, Richfield, Ohio, is one of 251 nursing homes in the U.S. selected to participate in a project designed to evaluate the INTERACT quality improvement program. INTERACT (“Interventions to Reduce Acute Care Transfers”) is a quality improvement program that focuses on the management of acute change in resident condition. It includes clinical and educational tools and strategies for use in every day practice in long-term care facilities.

INTERACT is recommended by

the federal government’s Centers for Medicare and Medicaid Services (CMS) to improve the care of nursing home residents. The goal of INTERACT is to improve care and reduce the frequency of potentially unavoidable transfers to the acute hospital.

Regina Health Center, located at 5232 Broadview Rd., Richfield, Ohio, provides short-term inpatient rehabilitation, skilled nursing, assisted living, and assisted living respite stay services.

Job Seekers: Linked In Workshop

Saturday, April 26 from 9:00 a.m. to 11:00 a.m. at Cuyahoga Valley Career Center (CVCC).

Job Seekers can hear from experts about how to expand their professional connections and build their professional credibility with LinkedIn, a professional social networking site. Register at: <http://tinyurl.com/CVCC-4-26-14>. Contact pcoyne@cvccworks.edu or call 440-746-8233 for more information.

Self-Defense for Women Only

Monday, April 28 from 5:30 – 9:30 p.m. at Cuyahoga Valley Career Center (CVCC).

Instructor Mark Dailey leads this physically active class. Gain critical information, techniques, and practices to help defend yourself in an attack situation. You will learn how to defend against: arm grabs, choke holds, bear-hug grabs, hair grabs and surprise attacks. Also included is a detailed discussion on improving your observation techniques and remaining calm by preplanning usable strategies. District resident \$49, non-district resident \$59. Call 440-746-8230 to register.

Anthem with Northern Ohio Area Chambers Offer Shared Information

Anthem Insurance paves the way for two-way communication between eye doctors and primary care doctors. They share information and coordinate care. Employees benefit from an approach that makes the eye exam less routine.

This means if an eye doctor finds a high-risk condition such as diabetes or high blood pressure during a routine eye exam, they can share that information with the member’s primary care doctor. The information is tracked in an electronic health record so your employees get the follow-up care and support they need.

Anthem’s vision and health plans include:

- Two-way communication between network eye care and health care providers
- Care alerts to help employees manage ongoing health problems like diabetes and heart disease
- Nurse coaches to help employees stay on top of their conditions
- Potential health care cost savings, and additional savings with the 1.4% Chamber discount.

Anthem helps connect the information.

BUSINESS BOOKS

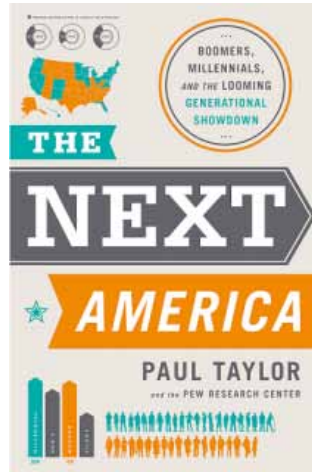
For those of you that have time for only one business related book a month, the Richfield Branch Library has gone into the shelves to narrow down trending title suggestions.

The Next America: Boomers, Millennials, and the Looming Generational Showdown

by Paul Taylor. c.2014. Public Affairs publishing. ISBN: 9781610393508 \$26.99

I don't think I am jumping the gun by highlighting a book I have yet to hold. I just got beat out, and have to wait in line (#3) for a library copy. As we hear from Revere Local Schools this month, the timing to push this book now was too perfect to miss. And so I bring you The Next America.

The debate is out there: will the upcoming generation top The Greatest Generation? Or will



the Millennials be labeled Most Disappointing? The Most Disadvantaged? The Most Dysfunctional?

What one must understand about the Millennials (and their sibling Plurals) is that they will be the most unique and unusual, yet. Trying to come up with a formula to predict or map their potential is simply not possible. Already Millennials are not conventional with political choices, gender norms, cultural identity, and religious beliefs. Topping that, they will be the biggest population on record, surpassing the “boom” of the Boomers.

Paul Taylor is the Executive Vice President of Special Projects at Pew Research Center, so trust that the data presented is thorough. By knowing that the characteristics of the upcoming generations will be uncommon-much like navigating an entire new frontier- by which schools, communities and employers can now prepare for what is to come.

The Next America is already making headlines on:

NPR with David Greene: <http://www.npr.org/2014/03/04/285581006/millennials-to-bear-burden-of-boomer-s-social-safety-net>

<http://thedailyshow.com/videos/fu1f1q/paul-taylor>

PBS with Judy Woodruff: <http://www.pbs.org/newshour/bb/analyzing-the-uphill-optimism-of-the-millennial-generation/>

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



Richfield Chamber of Commerce Board Members

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Exit 11 Truck Tires

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