

# CHAMBER MONTHLY



4300 W. Streetsboro Rd.  
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## MAY 2012

Well, a more typical spring is here (after the early summer in March.) As I write this, it's 70 degrees and sunny. Tomorrow is predicted to be 50 degrees and rainy. It's just another spring in Richfield.

Thanks go out to Revere School Superintendent Randy Boroff and School Treasurer David Forrest for their State of the Schools address on April 4. On May 2, David Hunt of Chamber member HFS Wealth Advisors will discuss Business Killers. As usual, we gather for informal networking at about 11:45 and sit down to lunch at noon. Please join us.

Soon, we will be choosing a number of deserving seniors at Revere High School to receive scholarships to help defray their college costs. Last summer's Links for Education golf outing provided the funding for these scholarships.

To fund next year's scholarships, we will hold the Links for Education golf outing on June 20. Karen Smik, who heads up the Links for Education committee, needs more sponsors, a few more volunteers, and lots of golfers. It's not too early to volunteer or to sign up to play. An article later in this newsletter and attachments discuss the golf outing and provide forms to sign up.

On Wednesday, May 23, Chamber member Cuyahoga Valley Career Center and the Manufacturing Advocacy and Growth Network will host a Manufacturing Roundtable at the CVCC from 8:00 – 10:00 a.m. The Roundtable will bring together manufacturers, economic development directors to discuss how to connect skilled manufacturing employees with companies that need manpower. If you are in manufacturing or economic development, I urge you to attend this important event.

Are you a green company? Now you have a chance to show off your company's environmental sustainability practices. Summit County, the City of Akron, the Greater Akron Chamber of Commerce, the Summit Akron Solid Waste Management District, and Keep Akron Beautiful have launched a business award called Summit of Sustainability. Please visit [www.SummitOfSustainability.org](http://www.SummitOfSustainability.org) to complete an application for this award. Awards will be presented on October 25. This is the first year for this program. Wouldn't it be great to have a Richfield Chamber member win one of the inaugural awards?

I'll sign off for this month. I look forward to seeing you at this month's meeting and around town.

Take care,  
Jim Koewler

### PRESIDENT'S CORNER

Jim Koewler



**LET'S DO  
LUNCH!**

**WEDNESDAY,  
MAY 2, 2012**

**David Hunt**  
*HFS Wealth Advisors*

#### **Business Killers to Avoid**

**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 May 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.**

# Richfield Chamber of Commerce 15th Annual "Links for Education" Golf Outing

We're still looking for volunteers to help with our various contests as well as to drive the beverage cart at the June 20 "Links for Education" Golf Outing.

Attached are registration and sponsorship forms for the event. 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 if you have any questions or need more information.

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

### Dr. Boester's Orthodontic Practice

Office locations are

5252 Broadview Road, Parma, 216-741-3854  
and 4691 W. Streetsboro Road, Richfield, 330-659-6249

Dr. Boester's Orthodontic practice, located in his 190-year-old century home in Richfield, is unique. He has preferred to maintain a fun filled, patient focused practice, treating patients of all ages from pre-adolescent to adult. Hours are by appointment only. This enables us to arrange appointments incorporating the suitable time needed to fit each patient's needs. Dr. Boester prefers to give each patient appropriate, personal, professional and knowledgeable care.

Dr. Boester attended Northwestern University for his undergraduate work, and then attended Case Western Reserve University, where he obtained both his Dental and Orthodontic Degrees. He has taught at Case, as Clinical Assistant Professor of Orthodontics, since then and, should the need arise, has access to the wealth of professional knowledge in all the dental departments.

He is a member of The American Dental Association, The Ohio Dental Association, The Greater Cleveland Dental Society, The American College of Dentists, The American Association of Orthodontists, The Cleveland Society of Orthodontists, The Upsilon Chapter of Omicron Kappa Upsilon, and The Cleveland Graduate Chapter of Delta Sigma Delta.

He is past president of Bethel Lutheran Church and The Bath Richfield Kiwanis. He is past chairman of the board of the Brooklyn YMCA. He is currently a member of the Richfield Chamber of Commerce, and presently chairman of the Richfield Planning and Zoning Commission.

Dr. Boester's philosophy is to give the best orthodontic care possible in a lighthearted, good-humored, cheerful manner. He strives to make orthodontic treatment an enjoyable experience.

## Monthly Speakers for 2012



### 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.*

## **The 2020 Workplace: How Innovative Companies Attract, Develop, and Keep Tomorrow's Employees Today**

By Jeanne C Meister and  
Karie Willyerd.

Harper Business, 2010.

ISBN: 9780061763274

Near the end of this month, colleges will be releasing out into the world thousands of career- seeking graduates who are, perhaps, not as dreamy-eyed of the future as one may think. When those of the Millennial Generation come knocking- not on your doors, but on your social media outlets- ask yourself if your business and present workforce is ready (and yes, not the other way around) to use their potential. I recommend: The 2020 Workplace by Jeanne Meister as a great source for developing your recruiting and retention game plan.



The best point raised by The 2020 Workplace is simply this: today, FIVE generations: Millennials, Gen X'ers, Baby Boomers, Traditionalist and newly labeled Generation 2020 (born after 1997), will soon be under one company roof! What does that mean for you? This requires quite a responsibility to know the characteristics of each from communication to work ethic, and to understand each generation has their strengths as well as weaknesses. In The 2020 Workplace, Meister and Willyard lay out their discoveries for blending in a 5 generational work force so that you may work with the potential before you.

But what do those graduates, the Millennials, bring to the table? They seem to have a bad reputation in regards to work ethic. Inimitably, the 2020 Workplace sheds a very positive light on a generation that deserves a bit of good PR for what they will bring to your multi-generational workforce. For instance:

1. This generation knows that work might be overseas, and maybe with a nod to foresight, they would like a job "benefit" to be learning that applicable second language from you. They are more open to travel, to pick up roots and give it a go where you might need them.
2. This generation may appear to want a flexible schedule or more vacation time as a perk, but on the flip side, they are hyper-connected and plugged-in. They are on their smartphones Sunday morning or at the beach logging in and working virtually all hours perhaps, agreeably, longer than 40. Millennials blend work and social life together for an equal, interconnected balance.
3. Millennials grew up with Facebook and other social networks that have essentially re-wired human connections. Social networks allowed for them to freely share ideas across virtual space with anyone and anywhere, from CEO's in Chicago to a Marketing Director in the UK. They're expecting this easy going banter to be as seamless in the physical office space. To your benefit of a 5 generational workforce, Millennials thrive on the talents of group work and ubiquitous learning. What that concept might look at the water cooler however, is a too bold, "brown-nosing" conversation with the Chief Risk Officer.

On the horizon is Generation 2020, those who by kindergarten have Skyped grandma, saw the world using the Google Earth app, and on many occasions, taught you how to work your \$800 iPad. What will this very resilient and super-wired generation bring to the workforce? You will now be ready and waiting.

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



