

CHAMBER MONTHLY



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

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MAY 2013

Greetings!

Do you know why they call this season spring? It bounces in and bounces out and bounces in, etc. I got covered with snow walking my dog on April 20. Now, I realize that we're in northeast Ohio where weather is unpredictable, but enough is enough! A little warmth will be nice.

Our Links for Education golf outing is only a few weeks away, on Wednesday, June 19. Please consider donating a hole sponsorship or raffle prize, and start looking for golfers to join your foursome. The outing raises money for the scholarships awarded to graduating Revere seniors as they head off to college. Please join us at St. Bernard's Golf Club on June 19.

Our Sweet Corn Challenge bike ride will take place on Sunday, July 28. This event brings over 2,000 cyclists to Richfield each year bringing hundreds of thousands of dollars to our community. The ride supports the commercial grants given by the Richfield Town Trust to help keep up properties, and help keep businesses, in our "downtown." We would appreciate a donation, or some time volunteering, or both. Or, come out and ride. It's a great event. You should be part of it!

Please visit our Facebook page. Better yet, please "like" our page. Yes, in case you missed the news last month, the Richfield Chamber of Commerce has a Facebook page. Check us out. Sonya Raybould, of the Taverne of Richfield, set up the page for us.

Thanks also go out to Don Kolojek of Keystone Business Solutions for his April 3 presentation on, "Hiring, Developing, and Maintaining your most Productive Workforce." On May 1, we welcome Revere Schools' Superintendent Randy Boroff and Treasurer/Chief Financial Officer Dave Forrest to tell us the State of the Schools. 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, the Anthem health insurance discount that I discussed in March, and the discount on life and disability insurance from Anthem Life that I

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

**WEDNESDAY,
MAY 1, 2013**

State of the Revere School District

Randy Boroff, Superintendent
David Forrest, Treasurer

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 29.

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

discussed, the Chamber offers accounts receivable and collection help from AmerAssist A/R Solutions. 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 preferred rate for this valuable service. 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



Richfield Town Trust 7th Annual Historic Home & Garden Tour

The Richfield Town Trust will be holding its 7th Annual Historic Home and Garden Tour on Saturday, June 8, from 11 a.m.-4 p.m. Starting point is Richfield Fellowship Hall at 3903 Broadview Road. Tickets are \$10 in advance and \$12 at-the-door. Purchase of a \$6 box lunch (choice of ham, turkey or veggie croissant sandwich plus coleslaw, fruit, chips, dessert and beverage), which must be pre-ordered, is optional. Deadline to order advance tickets and lunch (be sure to indicate choice of sandwich) is June 3. Payment should be mailed to Richfield Town Trust, 4300 W. Streetsboro Road, Richfield 44286. Include a stamped, self-addressed envelope. An old-fashioned plant swap/sale will be held that day on the grounds of Fellowship Hall from 11 a.m. until sold out. Contact Karen at (330) 659-4750 for further information.

Revere School District

Much has been happening in the Revere Schools this spring. At the April Board of Education meeting, the district acknowledged the leaders of the Revere Turf Committee, Alex Bulotos, Jim Giltner, Dave Holvey, Bill Parry and Matt Wratcher, for the successful completion of their fund raising efforts. Through their work and initiative, the turf committee successfully completed its payment schedule to the district. Treasurer/CFO Dave Forrest thanked them on behalf of Revere students and athletes who daily benefit from the installation of the turf.

Also at the April meeting the retirements of seven certificated staff members, Susan Biro, Kim Cantley, Robin Coleman, Ron Garman, Betty Powers, Pam Ross and Laurie Russell, classified staff member Katherine Ralston and Assistant Superintendent Kathy Bearer were announced. All will retire at the end of the current school year with the exception of Mrs. Bearer who will retire in December.

The district recently approved the adoption of a new English language course of study for all students K-12. Enrollment for the optional tuition based all-day kindergarten program has increased from last year and is proving to be a very popular choice for parents in our district. Commencement for the Class of 2013 will take place on Sunday, June 2, 11 AM at the Akron Civic Theatre.

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

Attached are registration and sponsorship forms for our "Links for Education" Golf Outing to be held Wednesday, June 19, at St. Bernard Golf Club in Richfield. 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". We hope you can participate at and/or provide sponsorships and/or raffle donations for this fun and most worthwhile event!

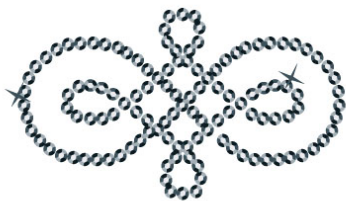
Please contact Karen Smik at 330-659-4750 or kls1650@roadrunner.com if you have any questions or need more information.

A portion of the proceeds from this event will fund the Chamber's schol-



arships for graduating Revere High School seniors. Last year seven \$1,000 scholarships were awarded, and approximately \$70,000 has been awarded since the golf outing's inception.

Business Spotlight



ELEGANT DENTISTRY

Elegant Dentistry provides family dentistry and is committed to making your visit a positively great one. Walk through our doors and you'll be greeted by smiles from a team eager to help. We think of our patients as our extended family and our team is dedicated to treating each patient with kindness and respect. Combining our state of the art technology and professional experience, we are sure to give you the smile you've always wanted. Let us show you how a trip to the dentist can be a delightful experience.

Rebecca J Barnes, DMD
(330) 659-2395
3807 Brecksville Rd.
Richfield, OH 44286

Monthly Luncheon Speakers for 2013

*Lunch is held at
The Taverne of Richfield*

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.

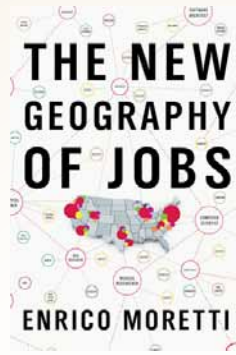
What new grads and employers should know about the job outlook.

The New Geography of Jobs

by Enrico Moretti.

2012c. Houghton Mifflin Harcourt.
9780547750118 \$28.00

We've had the Great Depression, a Great Recession, and now we have something more viral and massively more impactful than the other "Greats" combined. Mr. Moretti labels it: "Great Divergence." The author reveals a new economic map, which has been unfolding these last 30 years and it is like nothing we've seen before in our history. It goes much deeper than a political Red and Blue divide. There is a noticeably huge divergence between the Have and the Have-nots. If your city hosts the right industry, with the right jobs, then you are fortunate. But if your city is in with the wrong industry- that industry will be like having a



parasite slowly and painfully draining your city dry. Like a vicious cycle, educational levels of your citizens will make or break you. Education levels affect productivity and salary gaps. The saying of "birds of a feather, flock together" couldn't be more applicable to city and citizen wellness. Education levels will attract

or deter the right companies to your city. Highly paid citizens, with higher educational backgrounds, will spend, support and strengthen your city. Those well educated citizens, in high paying jobs will make your city look good, and in turn, will attract other good industries, with well-educated employees to you. On the flip side, the same holds true for cities that are rusting away, with salaries plummeting, citizens struggling, and certain industries corroding. Find out what cities have the right elements, which do not, and why

What are the recent grads about to teach you?

I Wish I Worked There! A Look Inside the Most Creative Spaces in Business

by Kursty Groves.
2010c John Wiley & Sons.
9780470713839. \$75.00

This book is available through our OhioLINK connection.

Have you been on a college campus recently? Campuses are amazing, self sustaining, min-cities. They have work out centers, cafes and coffee houses, study hubs, and green spaces. Doesn't that sound awesome? What is the root of all this? Colleges caught on to a notion that they must create an environment in which everyone wants to go there AND no one wants to really leave. Sadly, college grads are about to go from a decked-out college campus to a dreary work environment.

Ms. Groves argues that physical

space impacts the culture, productivity and longevity of your employees, no matter your size, revenue or product. Much like a college campus, the goal is to create a work environment in which everyone wants to work for you and they don't want to leave once they get there. Now, some of the environments in here are arguably over the top. Even I am not for "nap-pods," or playing tag with my CEO. True, work isn't adult day care, but it should have a pop of fun. For example, free stocked pantries and cafes: now that sounds nice when I am drained. Day care help on site: what a stress reliever. A variety of indoor and outdoor gathering spaces, with the time and the permission to use them: refreshing. If you are going to "live at the office," spending 8-12 hour days at work, inject elements to make it a welcoming home away from home.



Ms. Groves argues that physical

