

CHAMBER MONTHLY



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

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JUNE 2012

The school year is winding down, and summer is approaching. The changing of the calendar page signals big events for the Richfield Chamber of Commerce.

First, by the time you read this, the Chamber will have presented a number of scholarships to worthy seniors in the soon-to-be-graduating Revere Class of 2012. (My deadline for submitting my column is before the school's awards ceremony, so I can't list the scholarship recipients here. Sorry. We will announce them to the public after the awards ceremony.)

Second, we have our Links for Education golf outing on June 20 to fund scholarships for the Revere class of 2013. Karen Smik, who heads up the Links for Education committee, needs more sponsors, a few more volunteers, and lots of golfers. It's now time to make the commitment to volunteer or to play.

Third, as soon as the golf outing is finished, the plans for the Sweet Corn Challenge bike ride will shift into overdrive. (They're already in 4th gear. Registrations are well ahead of last year at this time.) Sue Serdinak is doing a great job (again) managing all of the jobs and volunteers involved in the bike ride. The ride will take place on Sunday, July 29.

(Look for the Town Trust's circus on Saturday, July 28 too. With the circus and the Sweet Corn Challenge, the last weekend of July will be busy in Richfield.)

Then, in August, of course, Richfield Kiwanis and the Recreation Department has Community Day. (It's the whole weekend, actually.) The Chamber hopes to participate in the Friday parade. I'm looking for a truck or trailer to carry some of the board members in the parade, so please considering volunteering. Then, on Sunday, the Chamber of Commerce will have a booth this year. In addition to our Chamber shirts for sale, we plan to have a display highlighting the Chamber's members and the Chamber's involvement in the community. We will also make member brochures and marketing materials available to Community Day visitors. If you are a member and would like the Chamber's booth to include your materials, start preparing the materials. (We'll discuss the logistics of the Community Day booth as we get closer.)

Thanks go out to David Hunt of Chamber member HFS Wealth Advisors for his presentation on business succession planning at our May 4 luncheon.

This month, we'll have Dan Bell, an employment attorney with Jackson Lewis, who will discuss new issues in employment law. (Even though Facebook and other social media are among the new employee management issues, Dan won't go into great detail concerning social media. We have a separate presentation later in the year specifically focusing on that issue.) Please join us on June 6 for a great presentation. As usual, we

Continued on next page



LET'S DO LUNCH!

**WEDNESDAY,
JUNE 6, 2012**

Dan Bell

Jackson Lewis

**News You Can Use: Recent
Developments in Labor and
Employment Law**

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 June 4.**

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

gather for informal networking at about 11:45 and sit down to lunch at noon. Please join us.

(Note: Because of Independence Day, we will not have a July luncheon.)

Remember, if you are a green company, 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 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 look forward to seeing you at this month's meeting, at the GOLF OUTING, and around town.

Take care,
Jim Koewler

Give Your Staff a Sweet Corn Challenge Registration Invite Family and Friends

The largest one-day bike event in a tri-state area is coming up on July 29, right here in Richfield. Encourage your staff, family and friends to participate. Perhaps you can sponsor a team, or offer a contest to give away an entry fee. They will have a great time – in the sunshine, flying high with endorphins and eating pulled pork and sweet corn under a shade tree or tent. How good can it get?

Just print out and send in the registration form below or register online at sweetcornride.com. A separate registration form is needed for each person.

The Sweet Corn Challenge is the Chamber's largest fundraiser and because of it the Chamber is able to have a daily presence

for the business community. In addition, the bike event provides funds to award a commercial grant each year to help maintain a downtown business identity in Richfield.

The Sweet Corn Challenge draws people from several states and boosts the local and the regional economy. Our pre-registrations for this year are the highest they have ever been by this date. Perhaps because we are serving free pancakes in the morning... another reason to invite your staff, family and friends!

We thank our sponsors: Eddy's Bike Shop, Giant Eagle, GMS, CCG Energy Solutions, OEConnection, Glencairn, Empaco, Pine Valley, Charles Schwab and Summa Health System.

Sweet Corn Challenge Registration

PLEASE PRINT - ONE RIDER PER FORM - PHOTOCOPIES ACCEPTED
Register Online - www.sweetcornride.com

LAST NAME _____ FIRST _____ AGE _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

() _____

PHONE _____ E-MAIL _____

The 2012 Sweet Corn Challenge is made possible by our generous sponsors and by thousands of volunteer hours donated by members of the Richfield Chamber of Commerce and residents of the Richfield community. We hope you enjoy the event.

EDDY'S BIKE SHOP

"Your Cycling Adventure Starts Here"
Since 1940 • eddis.com

3707 Darrow Rd. 2830 Bishop Rd. 3991 Medina Rd. 25140 Lorain Rd.	Stow, OH 44224 Willoughby Hills, OH 44092 Montrorse, OH 44333 North Olmsted, OH 44070	330-688-5521 440-943-2453 330-666-2453 440-779-1096
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<i>Check Your Choices and Prices</i>	EARLY BIRD TIL MAY 10	MAY 11 'TIL JULY 10	AFTER JULY 10
ADULT <input type="checkbox"/> 100 MILE ROUTE	N/A	<input type="checkbox"/> \$30	<input type="checkbox"/> \$35
ADULT <input type="checkbox"/> 10 <input type="checkbox"/> 25 <input type="checkbox"/> 50 MILE ROUTE	N/A	<input type="checkbox"/> \$20	<input type="checkbox"/> \$24
CHILD UNDER 12 <input type="checkbox"/> 10 <input type="checkbox"/> 25 MILE ROUTE	N/A	<input type="checkbox"/> \$13	<input type="checkbox"/> \$16
10, 25 & 50-mile registrants, please choose one: <input type="checkbox"/> Pulled pork lunch <input type="checkbox"/> Veggie lunch			
Bike Jersey <input type="checkbox"/> XS <input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL <input type="checkbox"/> XXL	N/A	<input type="checkbox"/> \$53	N/A
Men's Racerback Bike Jersey <input type="checkbox"/> XS <input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL <input type="checkbox"/> XXL	N/A	<input type="checkbox"/> \$52	N/A
Women's Racerback Bike Jersey <input type="checkbox"/> XS <input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL <input type="checkbox"/> XXL	N/A	<input type="checkbox"/> \$52	N/A
Event T-Shirt - Child - <input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL <input type="checkbox"/> XXL <input type="checkbox"/> S <input type="checkbox"/> M	N/A	<input type="checkbox"/> \$14	N/A
TOTAL ENCLOSED	\$	\$	\$

Send form and Check to: Richfield Chamber of Commerce • 4300 W. Streetsboro Rd. • Richfield, OH 44286
NO REFUNDS GIVEN

All Applicants Must Complete and Sign this Form.
IMPORTANT NOTICE - READ CAREFULLY

This is a release. In signing this release for myself or the named participant, if the participant is under the age of eighteen, I acknowledge and understand that I am absolving and releasing the organizers of this event, including but not limited to the Richfield Chamber of Commerce and all other sponsoring agencies, businesses and organizations of all liability or blame for any injury, incident, harm, loss, inconvenience or damage suffered or sustained as a result of any participation in the Sweet Corn Challenge or in any activities associated with the ride. If any such injury, incident, harm, loss, inconvenience or damage occurs, I understand that I will not have any right to seek any recovery from the organizers of this event, including but not limited to the Richfield Chamber of Commerce and all other sponsoring agencies, businesses and organizations. I also acknowledge that I (or named participant if under the age of eighteen) am voluntarily participating in the Sweet Corn Challenge and expressly agree to assume all risk and danger associated with or incidental to the event. I also consent to and permit emergency treatment in the event of injury or illness. I shall obey all traffic laws and practice courtesy and safety in cycling. I acknowledge that it is required that I wear a CPSC approved helmet at all times while bicycling in the Sweet Corn Challenge.

SIGNATURE OF APPLICANT _____ DATE OF BIRTH _____

SIGNATURE OF PARENT / GUARDIAN (FOR RIDERS UNDER AGE 18) _____

A very popular chamber benefit is the Anthem ChamberSaver program. Chamber membership offers premium savings on Anthem Blue Cross and Blue Shield Health, Life and Disability Insurance. Want to save on health insurance through the ChamberSaver program? Many of our members save more on their health insurance than the cost of their Chamber membership, thanks to the Anthem discount program. When comparing health insurance programs, be sure to discuss Anthem with your agent and ask for your chamber savings. Contact the chamber if you need a referral to an agent. You can also contact Anthem directly by using the Free Quote Form attached, or by going to <http://www.chambersaver.com/noacc/>.

Free Quote Form

For Anthem Group Health Insurance



Get a FREE, No Obligation Quote and see the value-added benefit Anthem Blue Cross and Blue Shield can bring to your company!

Just complete the following information and we will provide you with a free quote:

Company: _____

Name: _____

Address: _____

City, State and Zip: _____

Phone: _____

Fax: _____

E-mail: _____

Business SIC or Description: _____

Are you a member of a Chamber? Yes No

If so, which one? _____

Current Health Insurance Carrier: _____

Current Plan Type: _____

Current Broker/ Consultant: _____

Great News!

As a Chamber Member, you may be eligible for additional premium savings!

CHECK THOSE TO BE COVERED

Employee DOB	Sex	Employee	Spouse	Spouse's DOB	Child	No. of Children
	<input type="checkbox"/> M <input type="checkbox"/> F	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	
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NO. OF EMPLOYEES						

SUBMIT THIS FORM TO:

Fax to: (216) 447-9861

Email to: director@noacc.org

Mail to: **NOACC**
4200 Rockside Road, Suite 210
Independence, OH 44131

For more information about offering health benefits, call Anthem at (877) 452-8806
Or call NOACC (Northern Ohio Chambers of Commerce) at (866) 466-6222.

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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.



WEALTH ADVISORS

Serving Your
Life & Legacy
Through

Retirement Planning
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Risk Management
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3866 Brecksville Road, Richfield, OH 44286
8205 Wales Avenue NW, North Canton, OH 44720
330.659.7140 ■ www.hfswa.com

Registered Representative Securities offered through Cambridge Investment Research, Inc.
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Investment Advisor Representative Cambridge Investment Research Advisors, Inc.,
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Monthly Speakers for 2012



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.

Fortune Magazine: “The 100 Best Companies to Work for”

February 6, 2012. • Volume 165. No. 2.

So what do a shoe company, grocery chain, venti non-dairy iced cinnamon dolce latte, and a search engine have in common? Besides a possible set up for a good joke, the above are all products generated from companies that made Fortune Magazine’s 100 Best Companies to Work For issue. Can you guess who they are? Perhaps it should come as no surprise: Zappo’s, Wegman’s (15 years on the list), Starbucks, and Google.



Last month, we addressed in the book *The 2020 Workplace* what the near future work environment is going to look like, especially as the new class of graduates enter the job market. It was mentioned that the new, fresh out of college/trade school job hunters have distinct ideas of who, and what they want to work for. So who do they want to work for? If you saw the February issue of Fortune magazine already, I encourage you to take another look, with a new pair eyes of in what the millennials are after- what they are expecting a joyful work environment to look like.

In this issue, Fortune interviews the top company: Google, and then charts and summarizes the reasons why the remaining 99 made it. It seems as though the “perks” of the job are the driving force to the number one spot as determined by current employee surveys. Maybe a rock climbing wall in the lobby, “laughter” yoga classes, organic spas, and on-site free health care offices aren’t your cup of tea; they may even sound crazy to down-right laughable to you (some did to me), but there is a message here: happy, well taken care of employees are your best, and most productive resource. There is another book out there, which I will review soon called: *Peak: How Great Companies Get Their Mojo from Maslow* by Chip Conley. Mr. Conley argues that by using Maslow’s hierarchy of needs, by taking care of your employees’ basic physiological and safety needs, you will have a productive workforce and therefore a productive company. Fortune’s Top 100 Companies seem to mirror: happy employee + perks at work= Fortune’s top 100 list. This list reflects what employees- and not just the millennials, are going to want, and maybe even need to even function for you on a basic level.

This issue is packed with other #1 thoughts and practices, take a look for yourself.

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