

CHAMBER MONTHLY



4300 W. Streetsboro Rd.
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JUNE 2015

The arrival of June means the end of school is here. Watch out for children playing in the street and for young drivers on the road.

On May 29, I will have the privilege of presenting college scholarships to six great Revere High School seniors. These scholarships are made possible by our annual Richfield Chamber's Links for Education Golf Outing. This year's outing is only a few weeks away, on Wednesday, June 17th. Please consider donating a hole sponsorship or raffle prize, and finding golfers for a foursome. Registration and sponsorship forms are available on our website at www.richfieldchamber.com or by contacting Karen Smik at 330-659-4750 or kls1650@roadrunner.com. Please join us at St. Bernard's Golf Club on June 17th. It is a wonderful opportunity to build business relationships and support our students.

Our Sweet Corn Challenge Bike Ride and 5-K Run will take place on Sunday, July 26. Each year over 2,000 people from across the country participate, showcasing, and bringing hundreds of thousands of dollars to, the Richfield community. The Ride supports the Chamber's daily operations and provides grants to commercial properties in the Historic District to maintain our quaint and unique downtown. We would appreciate a donation, some volunteer time, or both; plus, come out and ride. For more information and to register, go to www.sweetcornride.com. To volunteer, contact Sue Serdinak at 330-659-0303 or sserdinak@scriptype.com. It's a great event. You should be part of it!

Our thanks to Patricia Shumay, of Shumay Counseling Services, for her presentation on "Setting Boundaries Professionally and Personally," at our May luncheon. We learned some helpful tips promoting healthier relationships both at home and the workplace. Should you have more questions, you can reach Patricia at info@shumaycounseling.com or 330-659-2355 (Center for the Healing Arts).

On Wednesday, June 3, we welcome Ed Sullivan, who will discuss Google Ads and how to market your business.

Why not invite someone to the luncheon so that they can experience the advantage of Chamber membership? Our meetings are an outstanding opportunity to get to know and share business with other community members. They take place on the odd months at the Richfield Tavern, on the even months at the Days Inn, on the first Wednesday of the month, starting at 11:45 with informal networking. The formal meeting starts at noon. The non-member cost is just \$11.

I look forward to seeing you at our luncheon.

PRESIDENT'S CORNER

Sophie Veillette



**LET'S DO
LUNCH!**

**WEDNESDAY,
June 3, 2015**

Eddie Sullivan

CYA Team

11:45 Informal Networking
12:00 Light lunch served
12:30 Speaker 1:00 Adjourn

at the
Day Inn

Members admitted free with a reservation.

Please R.S.V.P. to
330-659-3300 by June 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.**

Invite Your Staff to Sweet Corn Challenge

Chamber businesses are encouraged to invite their staff to participate in the Sweet Corn Challenge as a cyclist, runner or walker on July 26. This fun event brings people from all over the country and is a great way to show the vitality of the community.

We were pleased when CCG Energy Solutions of Richfield called recently to offer some of their staff to help on the day of the event. They also offered the use of a box truck with a driver. What a nice surprise that was. The volunteers and the truck will really help us out.

Any local business that would like to volunteer to help on the day of the event, or prior to the event, please call Sue Serdinak at the Chamber office, 330-659-3300.

Our June Speaker

Eddie Sullivan of CYA Team has been a part of the Digital World since 1999 when he first went to work for CyberCar. Sullivan traveled 47 states and most of Canada teaching businesses how to create traffic to their websites, how to make websites interactive between the client and their prospects and how to develop a process to turn prospects into sales. He has worked with Mercedes Benz, General Motors, Volkswagon, Subaru and was a charter member of the Ford Digital Team. Sullivan lives in Parma Heights with his wife of 37 years. He has three children, four grandchildren and two dogs. His hobbies include metro park dog walks, speaking on all things that are Internet related and traveling. His favorite travel destination is Ireland where he has visited 11 times.



HISTORIC HOME & GARDEN TOUR Is June 13

The 9th Annual Richfield Historic Home and Garden Tour is Saturday, June 13 from 11 a.m. to 4 p.m. The starting point is the United Church of Christ at 4340 W. Streetsboro Road. Tickets are \$10 in advance and \$12 at-the-door. A \$6 box lunch (ham, turkey or veggie croissant sandwich) is optional. Deadline to order ad-

vance tickets and lunch is June 8. Mail payment to Richfield Town Trust, 4300 W. Streetsboro Road, Richfield 44286. Include a return envelope. A plant swap/sale will be held in the church parking lot from 11 a.m. until sold out. Contact Karen at (330) 659-4750 or kls1650@roadrunner.com for further information.

New Bureau of Workers' Compensation Billing System Effective July 1 for Private Employers

A revamped workers' compensation billing system will offer a number of new flexible payment options for Ohio employers. As part of its move to a new prospective billing system, the BWC established a plan to allow private employers to pay for their annual workers' compensation premiums in two, four, six or twelve installments. Under the new system, businesses will be billed prior to receiving coverage.

Businesses can expect to receive

their first notice of estimated annual premium in May or June for the 2015 policy year. Beginning July 1, businesses will pay an estimated premium for the upcoming coverage year and undergo a payroll "true-up" process after the policy year ends to ensure the proper premium was paid.

In order to ease transition costs for employers, BWC will pay businesses' previous six months coverage, or final payroll report, under the old system, as well as 1/6th of the policy year 2015 pre-

mium due. Therefore, their first payment under prospective billing won't be due until August 31.

Need help with prospective billing? Call 1-800-644-6292 or email wcprospectivebilling@bwc.state.oh.us.

For more information on how to cut your workers' compensation cost, contact the Richfield Chamber of Commerce Workers' Compensation Program Manager, Bruce Baylor at ARM BAYLOR (440) 546-7600 or bbaylor@baylorwc.com.

Links for Education Golf Outing Is June 17

Don't miss out on the 18th Annual Richfield Chamber of Commerce "Links for Education" Golf Outing sponsored by GMS to be held on Wednesday, June 17 at St. Bernard Golf Club in Richfield. Registration, lunch, the putting contest and a special "skills" challenge will begin at 11:30 a.m. followed by a 1:00 p.m. shotgun start. Dinner will be served after golf. There will be a number of both fun and skill contests to help make things even more interesting. And, of course, the beverage cart will be making the rounds throughout the day. The event will conclude with the announcement of our contest winners and a raffle for lots of great items.

If you're planning to join us on the links June 17 and haven't yet sent in your registration form, please do so immediately as golf fees go up by \$5 per person after June 1. If you would like to spon-



sor one or more holes and have a distinctive sign(s) featuring your company's name placed on the course the day of the event, be sure to mail your sponsorship before June 8. We will gladly accept donations for our raffle anytime up to the day of the outing. Contact Karen Smik at 330-659-4750 or kls1650@roadrunner.com for further informa-

tion, registration, sponsorship or donation forms.

A portion of the proceeds from this event will fund the Chamber's scholarships for graduating Revere High School seniors. This year six \$1,000 scholarships were awarded based on the results of last year's golf outing, and approximately \$88,000 has been awarded since the golf outing's inception.

Revere Administration Recognizes Seniors

The Revere Class of 2015 recognized 213 graduates who will be attending various colleges throughout the United States including, The Ohio State University, Harvard University, Northwestern University, Kent State University, Bucknell University, the US. Air Force Academy and many more. The money earned by this year's graduating class from colleges totaled \$10,289,604. In addition, money awarded to Revere students through local scholarships was \$78,100. We are proud of the Class of 2015 and all of their accomplishments! We wish them the best as they head off to begin the next chapter in their lives.



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.

Location is Still Everything:

The Surprising Influence of the Real World on How We Search, Shop and Sell in the Virtual One

by David R. Bell. New Harvest. c. 2014.

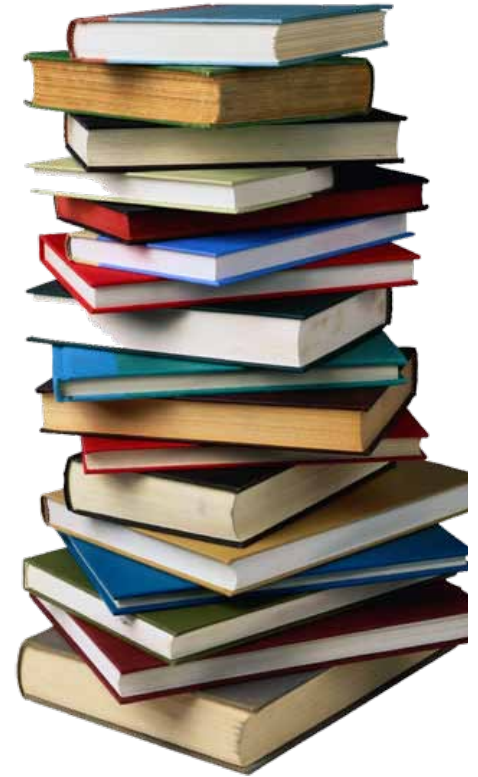
We can safely deduce from the title that a.) Location does still matter to your business and b.) It plays a significant part influencing our on and off-line behavior. But just how does location affect our shopping behavior, both virtual and physical, and what can be done about it?

I was curious to read how small towns would stack up. Richfield is certainly a great location in regards to real estate, but what

about as a home to your business or, in proximity to goods? Depending on where you live, the virtual world is used either to compliment the real world, or to substitute for it. The first is used as a luxury, to add to a plethora of choices and options. The second solves a problem of convenience, or a gap in availability.

Shopping and selling is no longer either by brick and mortar, or by Internet. The two are merging, complementing and feasting off one another. Harnessing the power of both is key. Before you anxiously wonder where this leaves you, take a breath and read on. David Bell will show you how you can use both virtual and physical location to your advantage.

Location is still everything.



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

President – Bruce Baylor,
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Vice-President – Steve McAlear,
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The Koewler Law Firm

Sweet Corn Challenge chair –
Sue Serdinak, ScripType Publishing

Links for Education chair –
Karen Smik

Town Trust Liaison – Jim Smith,
Exit 11 Truck Tires

Scholarship committee chair –
Jim Koewler,
The Koewler Law Firm

Regina had winners at state competition

Four members of the Regina Health Center nursing staff made a strong showing at the state-level competition of the Health Occupations Students of America (HOSA) leadership conference in Columbus, taking home two first-place gold medals, one silver medal and one bronze medal. All four students are headed to the national HOSA competition this June in Anaheim, California.

As a Chamber Member,

If you have an event or special promotion or recognition that you would like to appear in the monthly newsletter, please submit it to mail@richfieldchamber.com by the 20th of each month. Please limit your release to 100 words. Attachments will not be accepted.