

CHAMBER MONTHLY



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JULY 2016

PRESIDENT'S CORNER

Salena Parker

I hope everyone is having a great summer so far.

On Wednesday, June 15, we had our Links for Education golf outing at St. Bernard's Golf Course. This golf outing supports the scholarship program for the seniors at Revere High School. It looks like we will be able to give out five more \$1000 scholarships to some great students next year. Karen Smik and her committee did a wonderful job. We had beautiful weather and many happy golfers. I had lots of fun passing out beverages and selling raffle tickets. If you'd like to help plan next year's outing, please contact the Chamber office. I'm sure that Karen would be glad to have more help.

Our Sweet Corn Challenge bike ride will take place on Sunday, July 24. Over 2,000 cyclists plus many of their families come to Richfield each year for this event bringing hundreds of thousands of dollars into the community. The ride supports the daily operations of the Chamber and provides grants to commercial properties in the Historic District to maintain this quaint and unique downtown. We would appreciate a donation, or some time volunteering, or both. Or,

come out and ride. Download a registration form, print the form attached to this newsletter, or register online at sweetcornride.com. It's a great event. You should be part of it!

Thanks goes out to Gary Fitzmartin for his presentation at our June 1st luncheon. Please come hear Celena Roebuck talk about the Cuyahoga Valley Career Center on July 6th. 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 information with other community members. The July 6 meeting will take place at The Taverne of Richfield. We start at 11:45 with informal networking. The formal meeting starts at noon. The nonmember cost is just \$11. I look forward to seeing you there.

Happy 4th of July!

Salena



LET'S DO LUNCH!

**WEDNESDAY,
July 6, 2016**

Speaker

Dr. Celena Roebuck,
Superintendent, Cuyahoga
Valley Career Center

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.

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.*

Our July Speaker

Dr. Celena Roebuck

Superintendent,
Cuyahoga Valley Career Center

As the Superintendent of Cuyahoga Valley Career Center (CVCC), Dr. Celena Roebuck brings with her over 25 years of leadership experience in the area of career and technical education.



After completing her BS in Education from Kent State, Dr. Roebuck started her career as a business education teacher in the Lakewood City Schools.

She moved into leadership roles within the Lakewood district and also served as a Career and Technical Education Supervisor for the West Shore Vocational Education District.

She earned her Master's degree in business Administration from Cleveland State University while with the Lakewood Schools and earned her Doctorate in Educational Leadership and Superintendency from Ashland University.

Dr. Roebuck has served as President of the Ohio Career and Technical Administrators organization and the Ohio Association for Career and Technical Education. She has been the recipient of many honors, including an award from ATHENA, a non-profit organization dedicated to supporting, developing and honoring women leaders, inspiring women to achieve their full potential. She is active on several boards and civic organizations, locally and regionally. Nationally, Dr. Roebuck serves on the Executive Board of the National Council of Local Administrators.

Dr. Roebuck was named Superintendent of CVCC in 2011, after having served as the Curriculum & Technology Director and Assistant Superintendent. She continues to strive for excellence in every student, staff member, business and industry member, college and university partner and community member within and among the CVCC geographic areas.

Goodwill's 15th Annual Employee of Distinction Luncheon



Goodwill will be honoring outstanding local individuals or teams that go above and beyond for their organizations.

The 15th annual employee of distinction luncheon will be held at Guy's Party Centre, 500 E. Waterloo Road, Akron, on Wednesday, September 7 from 11:30 a.m. - 1:00 p.m.

Ken Babby, owner and CEO of the Akron RubberDucks will be the keynote speaker. Local business leaders can find more information and download a free nomination form at

www.goodwillakron.org/EDL. Deadline for honoree nominations is Friday, August 5.

Mark your calendars for Richfield Historical Society's next *TakeMeBack* event

"Cleveland Before Moses" will be the next Richfield Historical Society *TakeMeBack* presentation scheduled for Thursday, August 11 at 7:00 p.m. at the Historical Museum of Richfield (3907 Broadview Road).

Rebecca Jones Macko, a 27-year employee with the National Park Service, will explain how the Cuyahoga Valley was a populated area for hundreds of years before Moses Cleaveland put it on the map.

While we don't know the names of all of the people who lived here before us, they did leave some tantalizing clues about their lives, which are discovered today through archeology.

Call 330-659-0336 for additional information.

Revere Local Schools Bond Issue Information

The Bond Issue Committee for Revere Local Schools, or F.A.C.T.S. (Families and Community Together for Schools), is being led by co-chairs Dave Gifford and Tim Militzer. F.A.C.T.S. has been meeting consistently to develop sub-committees and work on its campaign for November.

The bond issue is the result of a phone survey and focus groups, which showed residents feel the district's facilities are one of Revere's greatest challenges. If approved, the bond issue would fund a new Bath Elementary and a new Revere High School. It would also include renovations to Hillcrest Elementary and Revere Middle School.

Anyone interested in joining F.A.C.T.S. can contact Militzer at tmilitzer@gmail.com.

19th Annual 'Links for Education' Golf Outing: Thank You!

We had a great day (despite the cicadas!) for our 19th Annual "Links for Education" Golf Outing held June 15 at St. Bernard Golf Club in Richfield. While the number of golfers was still down compared to past years, those who participated certainly did their part to help raise funds to benefit the Chamber's scholarship program for deserving Revere High School students to further their education after graduation.

Because of the golf outing's great success in past years, the Chamber has been able to donate over \$92,000 in scholarship monies to date and help advance educational opportunities for our youth. This year, based on the results of last year's outing, five \$1,000 scholarships were awarded to some exceptional RHS seniors. The financial result for this year's tournament will be reported in a future newsletter as it hasn't been finalized as of this printing.

The event wouldn't have happened without the dedication and hard work of the following individuals who served on the planning committee: Sandy Apidone, Dave Forrest, Steve McAlear, Tim Ochwat, Tim Ostrander, and Sophie Veillette. Key volunteers at the outing itself were Jim Koewler, Patrick McAlear, Erie Nauer from UPS (who helped drive our beverage cart and sell raffle tickets for part of the day-- while handing out lots of great giveaways), Chamber President Salena Parker, Richfield Mayor Bobbie Beshara, Richfield Police Chief Keith Morgan, Richfield Fire Chief Jason Mihalek and Rachel Fahey from Pine Valley Care Center. And we can't bestow enough praise on Deb Fike and the staff of St. Bernard's who, as always, did an outstanding job hosting our function and assured that it ran smoothly from start to finish.

Congratulations to the following contest winners: winning team - Eric Nielsen's foursome, men's longest drive - Chris Stephanoff and women's longest drive - Beth Gerberich; closest to the pin - Beth Gerberich, straightest drive - Ryan Ferst, shortest drive - John Roberts and for the putting contest - 1st place went to Bob Zuccaro, 2nd place to Dave Fredrickson and 3rd place to Mark Hurrell. Our skins winners were Schulte & Co. CPAs and Don Thomas's foursome. Special thanks to the foursomes of Eric Nielsen, Schulte & Co. CPAs and Don Thomas for donating their winnings back to the Chamber!

A large part of the event's financial success was due to the generosity of local businesses and individuals who sponsored holes, donated raffle items and/or made monetary donations. The Richfield Chamber of Commerce and the Golf Outing Committee would

like to express their sincerest appreciation to the following: All Ohio Secure Shred, Applied Financial Concepts, The Bake Shop in Ghent, Bay-Pointe Technology, Dave Forrest (Revere Local Schools), Glen W. Buelow, Inc., Constantine's Garden Center, Corkscrew Johnny's, Crain Langer & Co., Crane Ohio, Custom Apparel, Days Inn & Suites-Richfield, Empaco Equipment Corporation, Emil Pawuk & Associates, Exit 11 Tire Service, First Merit Bank, The Fussy Cleaners, The Gardener of Bath, GPD Group, Hampton Inn, Holiday Inn Express-Richfield, HS Group (Richfield Commons), Hissong-Kenworth, Lee Marie Salon, Memories Fine Food & Spirits, Meridian Construction Services, John Muni Jewelers, Musketeers, Nason Landscaping, National Interstate Insurance, OEConnection, Older Wiser Life Services (OWLS), Pine Valley Care Center, Regina Health Center, Richfield Chiropractic Center, Richfield Coin & Collectibles, Richfield Town Trust, Rock Mill, ScripType Publishing, St. Bernard Golf Club, The Symphony Group, Taverne of Richfield, Teschner's Tavern, Turfscape, UPS Freight, Vaughn & Company, Village Auto Body, and Winar Connection. Our eternal gratitude to Becker Signs for their continued support of this event by providing all the signage - including a banner for posting in the center of town!

We are extremely grateful to the following: GMS for being our \$1500 tournament sponsor for the 6th year and The Pike Agency who underwrote the entire expense of our golfer gift this year and provided the golfer goodie bags for the 3rd year as well as the following \$250 special sponsors: Schulte & Company, CPAs - our keg stop sponsor for the 3rd year and who also sponsored a hole, Countryside Florist - HIO contest sponsor for the 3rd year and raffle donor - and to Tim's Custom Electric/High Powered Amory of Akron for being a \$500 hole sponsor for the 8th year in a row! We also want to provide special acknowledgement to the following new \$500 hole sponsors - CAM, Inc. and Hemminger Construction Co.

We hope all who participated in this year's event had a "swinging" time, enjoyed all the contests, won some great raffle prizes and will come back for the 2017 outing which will be held at St. Bernard's on Wednesday, June 14 (so be sure to block out that date on your calendars now!).

Sincerely,
Karen Smik
2016 "Links for Education"
Golf Outing Chairperson

Sweet Corn Challenge Invites Bikers, Runners and Walkers on July 24



The Sweet Corn Challenge is known all over the country and draws people from several states each year. This year some people from Germany will be participating.

In addition to four carefully chosen bike routes, the Sweet Corn Challenge offers a 5K run or walk. The run/walk will be especially fun this year with scavenger items along the route and prizes for those who prove their finds with selfies.

Local businesses are encouraged to participate as a team and enjoy a wonderful picnic lunch and music at the end.

The 25-, 50- and 100-mile bike routes are all new again this year and the flatter 10-mile route will be lead by the original Sanford and Son truck.

Come join the fun on July 24 and support the Chamber and the restoration of the Richfield historic district.

Register the day of the event, online at sweetcornride.com or fill out the accompanying form and mail it in. Call the Chamber office for more details. 330-659-3300.

Sue Serdinak
Sweet Corn Challenge Chair

eddy's **bike** shop 

**Sweet Corn
Challenge**
Bike or 5k Run
July 24, 2016

Registration

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

LAST NAME

FIRST NAME

ADDRESS

CITY

STATE

ZIP

PHONE NUMBER

EMAIL ADDRESS

Check Your Choices and Prices

	EARLY BIRD *TIL MAY 10	MAY 11 *TIL JULY 10	AFTER JULY 10
<input type="checkbox"/> 100 MILE BIKE ROUTE	<input type="checkbox"/> \$25	<input type="checkbox"/> \$32	<input type="checkbox"/> \$38
<input type="checkbox"/> 25 <input type="checkbox"/> 50 MILE BIKE ROUTE	<input type="checkbox"/> \$18	<input type="checkbox"/> \$22	<input type="checkbox"/> \$29
<input type="checkbox"/> 10-MILE BIKE ROUTE	<input type="checkbox"/> \$15	<input type="checkbox"/> \$18	<input type="checkbox"/> \$24
<input type="checkbox"/> 5-K RUN OR WALK	<input type="checkbox"/> \$17	<input type="checkbox"/> \$19	<input type="checkbox"/> \$25
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	<input type="checkbox"/> \$43	<input type="checkbox"/> \$53	N/A
Jacket (Unisex) <input type="checkbox"/> XS <input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL <input type="checkbox"/> XXL	<input type="checkbox"/> \$52	<input type="checkbox"/> \$60	N/A
Event T-Shirt <input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL <input type="checkbox"/> XXL - Child - <input type="checkbox"/> S <input type="checkbox"/> M	<input type="checkbox"/> \$12	<input type="checkbox"/> \$17	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)

BUSINESS BOOKS

For those of you who 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.

Makers and Takers: The Rise of Finance and the Fall of American Business

By Rana Foroohar
Crown Business, 2016
ASIN: B014BR46P2

In her new book, Rana Foroohar examines the “financialization” of the U.S. economy. She explains that historically, the financial sector served American business (“Makers”) to create wealth and employment, while today only 15% of the capital in financial markets ever reaches the real economy. Despite taking 25% of all corporate profits, the financial sector (“Takers”) creates only 4 % of the jobs.

Foroohar contends that financialization has led to several trends which have enriched financiers and their

wealthy clients, but have damaged the economy. Corporate spending on research and development is down by half since 1985 because businesses are preoccupied with share price rather than long term growth. Over half of small businesses had a funding shortfall in 2015 because banking profits are greater in other types of financial activity. For workers, the average hourly wage (after adjusting for inflation) has increased just \$1.25 in 50 years. The amount of business start-ups per capita has steadily declined by between 1977 and 2013.

Although some of the arguments



in the book echo the current populist anger, Foroohar’s conclusions and suggestions for righting the system are not radical. These include making finance more transparent, stop rewarding debt over equity, rethinking who companies are run for, and building a national growth strategy. The book is a fast read and Foroohar manages to demystify complex financial topics while entertaining readers with outrageous examples of corporate greed and government shortsightedness.

Reviewed by Mike Daly, Adult Librarian – Richfield Branch Library.



Richfield Chamber of Commerce Board Members

President – Salena Parker, Center for the Healing Arts

*Vice-President – Tim Ochwat,
Meridian Construction Services*

Treasurer – Roger Swan, Village Councilman

Secretary – Steve McAlear, Pike Agency - Allstate

*Past-President – Sophie Veillette,
Schulte & Company CPAs, Inc.*

*Sweet Corn Challenge chair – Sue Serdinak,
ScripType Publishing*

Links for Education chair – Karen Smik

*Scholarship committee chair – Jim Koewler,
The Koewler Law Firm*

The bigger picture is the better picture

Anthem Blue Cross and Blue Shield’s (Anthem) dental, vision and disability plans are connected to Anthem’s health plans through clinical integration, also known as Anthem Whole Health ConnectionSM.



Learn more about Anthem Whole Health ConnectionSM at www.anthem.com/specialty.

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.