

CHAMBER MONTHLY



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AUGUST 2012

Greetings!

July is a big month for the Chamber's support for the Richfield Town Trust. On July 29, the Chamber hosts the Richfield Sweet Corn Challenge bike ride. More than 2,400 riders come from northeast Ohio and from across the country (and even some from Canada) to participate in our annual ride. Because of our area's unique geography, our event attracts riders looking for a challenge. (For example, our 100 mile ride has more than a mile of uphill climbs.)

Welcome the visitors with signs or just give a wave as they pass. The Sweet Corn Challenge supports the Town Trust's commercial grants, helping businesses maintain their buildings in the center of town as a way to preserve the historical character of our community.

Please join us for the August 1 luncheon. Attorney Eric Johnson of Walter Haverfield will discuss social media (like Facebook and Twitter) in the workplace. These sites are a growing challenge for employers.

Then, on August 10, the Recreation Department puts on the Richfield parade. Please come out to support our community.

On Sunday, August 12 (Community Day itself,) the Chamber of Commerce will have a booth in the "vendor" tent. 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, please bring them to the Chamber office between July 30 and August 8. (Please don't bring them during before the Sweet Corn Challenge on July 29. The last few days are crazy.)

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 attach anything to the newsletter.)

Remember, if you are a green company, you have a chance to show off your company's environmental sustainability practices. Summit County, the

PRESIDENT'S CORNER

Jim Koewler



**LET'S DO
LUNCH!**

**WEDNESDAY,
AUGUST 1, 2012
Eric Johnson**

Walter & Haverfield
**Social Media
in the Workplace**

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 July 30.**

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.**

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Enjoy a Pulled Pork Meal Saturday or Sunday

With so much activity in the community this weekend, the Chamber, with the help of Z's restaurant, is selling his special pulled pork sandwiches on Saturday from 11:00 a.m. to 8 p.m. on Route 303 across from the Best Stop. He will also have hot dogs and veggie wraps available. His pulled pork is absolutely scrumptious.

Park in the lot behind the Fellowship Hall on Broadview Road. Plenty of tables and chair will be set up for the Sweet Corn Challenge, so come and enjoy really great food. It would be a perfect addition for those attending the circus. Give the cook a break.

Lunches will also be available for non-bikers on Sunday at the Sweet Corn Challenge. The menu will be pulled pork or veggie sub, corn on the cob, watermelon, cole slaw and a cookie. It's a great meal prepared for the Chamber by the Masonic Lodge.

Business Spotlight

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President's Corner continued

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 the Sweet Corn Ride, at the parade, at Community Day, and around town.

Take care,
Jim Koewler

Monthly Speakers for 2012



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.

Another great summer, “beach read”

Outliers:

The Story of Success

by Malcolm Gladwell

Little, Brown and Co. 2008. \$27.99

ISBN: 9780316017923

The slogan “athletes aren’t born, they’re made” is partially dismissed, at least according to Gladwell and his book *Outliers*, but not how you may think. Spelled across his chest might read “Sorry, successful people are born, but sometimes they’re made.” Gladwell argues that when and where you were born are factors detrimental towards your success, and have little to do with luck or mimicking winning behaviors. This is one of those books just primed and ready to be tossed into a conversational lull for those wanting a lively dinner party or to pass a long car trip. Why?

Experiment with this: see what happens when you ask what month your audience/guests were born, especially if they lean towards the athletic type. You’ll get a reaction for sure. Gladwell claims that athletes should owe much of their success to the time of year they were born. Hockey stars, for example, with the zodiac signs of Capricorn, Aquarius and Pisces are sitting pretty due to some random player eligibility cut-off date. That’s it. Your birth-date versus cut-off date made you or didn’t.

If you are feeling particularly comfortable or feisty, ask what year your guests were born. Gladwell convincingly argues that place and time has a huge influence on career success and wealth. For example, take Bill Gates, Steve Jobs, and Paul Allen who were all born in the mid 1950’s. What happened in the 70’s? The technology boom, and these guys were sitting in the wings with their punch cards ready! They were just in the right place, dabbling in the right things, at the right time. If they were born a decade earlier or later, the iPod might never have happened.

Last, ask if your guest buy into the 10,000 hour rule (how many hours have you put into your golf game?- this might explain it), birth rates per year (how many proverbial fish in the sea), ethnic politeness, and what part of the country, or world for that matter, you are from. The arguments will be lively, and an aspirin might be called for.

So it just begs the question: can a business book actually start a book discussion? You just might find that your trip back from Hilton Head had flown by thanks to *Outliers*. And if you ask me what year and month I was born— I am on to you.

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

