

CHAMBER MONTHLY



4300 W. Streetsboro Rd.
Richfield, Ohio 44286
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AUGUST 2013

Greetings!

August is here, and Richfield is beautiful!

On July 28, our Chamber hosted the annual Sweet Corn Challenge. We had more than 2,000 riders visit our wonderful town for the great routes, beautiful scenery, and outstanding support that make our bike ride a joy. We had riders go 10 miles, 25 miles, 50 miles, and even 100 miles that day. (Some even did the 100 miles with the optional hills for added challenge.) Sue Serdinak, her committee, and her small army of volunteers did a great job!

In August, we have Community Day, of course. The Chamber will again have a table in the vendors tent. If you'd like to help out at that table, please email the Chamber office at mail@richfieldchamber.com. We can always use more help.

Also at our Community Day table, we will again have materials from our members. If you'd like information (like handouts and pamphlets) about your business displayed on the Chamber's table, please get it to the Chamber office by August 8.

You love to talk about your job, right? Revere High School wants you. On October 16, the high school has Futures Day. On Futures Day, area business people describe their careers to sophomores and juniors. Please register to speak on the form at tinyurl.com/futuresday. The school would appreciate your help.

Thanks go out to Nikki Evans of Spotlight Writing who spoke at our July luncheon on how to improve your elevator pitch. It was a great presentation. On August 7, we welcome Summit County Executive Russ Pry. 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.

The member benefit I'd like to discuss this month is an employee wellness program offered by the Wellness Council of Northeast Ohio. 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 atnoacc.org/benefits/employee-wellness.

Please visit our Facebook page. Better yet, please "like" our page. Yes, the Richfield Chamber of Commerce has joined the 21st century with a Facebook page. Check us out. Sonya Raybould, of the Taverne of Richfield, set up the page for us.

We also have a LinkedIn group, titled Richfield Ohio Chamber of Commerce. Membership in that group is limited to Chamber members.

As always, if you have material you'd like us to include in the newsletter, please submit your story to 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



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

**WEDNESDAY,
AUGUST 7, 2013**

Russ Pry
Summit County

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 August 5.

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**

Jim Koewler

Sweet Corn Challenge Again Puts Richfield on the Map

We invited them, and they came to the Sweet Corn Challenge.

Final figures are not in, but well over 2,000 cyclists rode on July 28. Our volunteers said they talked to people from Hong Kong, the Netherlands, Nepal, Puerto Rico and from states as distant as Texas and Utah. All of these visitors added to our local economy.

Our sponsors for the Challenge gave us the seed money to make the event possible. For its 10th year, Eddy's Bike Shop was the title sponsor, and we are very grateful. The next time you are looking for a bicycle, consider Eddy's. My grandkids look forward to their birthday shopping trip to Eddy's each year.

Richfield Giant Eagle was a gold sponsor again this year. The store has been with us for all 20 years of the ride. We very much value this store in our community.

Other local sponsors who helped bring this event to the area were GMS, Glencairn, Empaco Equipment Corp., CCG Energy Solutions, attorney Richard Alkire, Frontier Tank, OEConnections and University Hospitals. Thank you all, very much.

At last count, more than 115 volunteers helped with the event. It would be a long list, and I'd surely forget someone. However,



Sweet Corn Challenge

some people should be recognized for their co-chair responsibilities. These are people who worked many days or weeks before ride day so we could pull off such a grand-scale event, the largest one-day ride in the Midwest.

Jim Smith from Exit 11 managed the water transport and the SAG drivers. His entire family helped.

Renee Shipley, CPA, managed the registration for the 19th-straight year. We always brag that we do not have long registration lines.

Sarah Schoolcraft and her entire family managed the merchandise table, which involved folding, sorting and selling hundreds of shirts, jerseys and jackets.

Dan Trudgeon from the Richfield Town Trust took responsibility for the water-stop food this year and did a great job.

Anthony Gargano, also from the Town Trust, took over the sign installation.

Bill Foltz, a friend from the Akron Bicycle Club, spent a week spraying arrows and installing signs along the routes.

The ScripType Publishing staff worked tirelessly behind the scenes for eight months designing brochures, registering participants, organizing data and dealing with hundreds of phone calls and emails.

And last, but not least, my dear husband, Mark Parker, who is called upon throughout the year of planning to do everything imaginable to pull off this event.

We receive numerous compliments about our volunteers, and I'm always proud of how our guests feel when they leave our friendly little town. I thank each and every one of you. Great job.

Sue Serdinak

Sweet Corn Challenge Chair

Business Spotlight



FirstMerit is the bank we want you to choose as your first choice for financial services. Our mission is to improve and preserve the financial well being of our communities. We provide big bank products and services, but deliver them on a local, you-know-us, we-know-you basis.

We believe that building relationships is more beneficial to both customer and bank, providing deep and long-lasting connections. Please stop in and see me, so that I can make FirstMerit your number one bank.

Kristi Rankin, Branch Manager

Broadview Heights Branch

550 E. Royalton Rd., Broadview Heights, OH 44147

440.546.4956



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.

Small Town Rules: How Big Brands and Small Business Can Prosper in a Connected Economy

by Barry J. Moltz and Becky McCray.
© 2012. Pearson Education, Inc.
ISBN: 9780789749208 \$24.99

Dear Richfield,

This one is for you. Very few books highlight the resourcefulness and frugal practices that small town business can pass on to bigger companies. And now with the “locavore” or “buy local” movement so strong, the timing for small town businesses [no matter how big or small] to take the advantage is now.

Every business in the Richfield area can benefit from “Small Town Rules,” “be it a national employer situated

here, to a 10-person, family operation. “Small Town Rules” exposes what small business have done superbly well out of survival to weather the economic ups and downs, for generations. Generally speaking, small town businesses took successful cues from their rural, farming roots and applied those lessons to the day-to-day storefront operations. Many small businesses and farms have worked with 0 percent staff increase, growth, or expansion. But what specific lessons have translated from our rural roots to today? For one, take a farmer who must plan a year ahead (maybe more) what fields will be plowed, what to grow, and what must be set riskily aside as fallow. How can that possibly apply to business? Simple, maybe that means:

1. Planning ahead what products you will launch next year, while deciding



SMALL TOWN RULES

*How Big Brands and Small Businesses
Can Prosper in a Connected Economy*



BARRY J. MOLTZ & BECKY McCRAY

2. What 1 or 2 product or service needs the watchful attention to grow and prosper this year and

3. Which product or service must be weeded out to save on energy and resources.

“Small Town Rules” brings to light the key elements that make small town business so quaint, nostalgic, well loved and yet resilient and perfect to model from. The small town, locavore movement means that even big business can and should consider operating as if they were a start-up with only local resources to work with. “Small Town Rules” really asks you to imagine the deep and emotional connections you can experience if you restructure yourself to engage with your customers with a storefront-on-Main-Street perspective.

“Small Town Rules” was borrowed from our Search Ohio service, which connects you to libraries outside the Akron-Summit County System, for free.

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

