

CHAMBER MONTHLY



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AUGUST 2015

August is here and Richfield is an exciting place to be!

For the second year in a row, Richfield Village was selected as the top suburb by Cleveland Magazine, thanks to the efforts of Richfield's residents and businesses. Here is a sampling of what makes Richfield special.

On July 26th, our Chamber hosted the annual Sweet Corn Challenge. We had around 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, 25, 50, and 100 miles. In addition, we had a 5K run or walk with a fun scavenger hunt. Participants enjoyed a wonderful meal with music at the end, all in the surrounds of the new parking lot in the center of town. Our thanks to Sue Serdinak, her committee, the event sponsors, and her small army of volunteers for a job well done!

In August, we have, among other events, the 14th Annual Picket Fence Art Show, sponsored by the Richfield Historical Society and the Richfield-Hinckley Art Group at the Farnam Manor (August 1st, 10 am to 4 pm, and August 2nd 12-4 pm; 4223 Brecksville Road, Richfield) and Community Days (August 7th-9th). The Community Days steak fry (August 8th) raises scholarship money for Richfield High School students. The Chamber will again have a table in the vendors tent at Community Days. If you would like information about your business displayed on the Chamber's table, please get it to the Chamber office, as soon as possible. The Chamber will be sell-

ing Richfield t-shirts and canvass totes to promote community spirit.

Richfield has a new public access recreational and educational destination; the Crowell Hilaka former Girl Scout Camp. The grounds recently opened on weekends (7 am - 7 pm) and will open soon during the week. Stop by and see this new treasure.

Local businesses are on the move. Bay Pointe, a long time provider of managed IT services, recently built its new datacenter in Richfield (www.baypointetech.com). Richfield Council recently passed legislation paving the way for Nexen Tire to build a new North American Technology Center in Richfield Village. Let's do our best to support our local businesses.

An outstanding opportunity to get to know and share business with other community members is our monthly Chamber luncheon. The luncheons take place on the odd months at the Taverne of Richfield, on the even months at the Days Inn, on the first Wednesday of the month, starting at 11:45 am with informal networking. The formal meeting starts at noon. The non-member cost is just \$11.

Our August meeting is at the Days Inn and we welcome Richfield Joint Recreation District representatives, Kelly Clark and Ralph McNerney, as our speakers.

I look forward to seeing you at our luncheon.

PRESIDENT'S CORNER

Sophie Veillette



**LET'S DO
LUNCH!**

**WEDNESDAY,
August 5, 2015**

Kelly Clark

Ralph McNerney

**Richfield Joint Recreation
District Representatives**

11:45 Informal Networking

12:00 Light lunch served

12:30 Speaker 1:00 Adjourn

**at the
Days Inn**

Members admitted free with a reservation.

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

Our August Speakers

Kelly Elliott Clark

Communications Chair, Trustee

Kelly Elliott Clark, Communications Chair and Trustee was born and raised in Richfield Township and has lived most of her life here. Kelly has been an active member of the surrounding communities by serving on several area non-profit boards including as chairman of the board with Western

Reserve Playhouse, president of AMVETS Ladies Auxiliary Post 61, president of Royalton Players and is currently a trustee with the Richfield Historical Society. Kelly is currently employed by the Copley-Fairlawn City Schools as well as the Richfield Historical Society.

Ralph McNerney

Vice Chairman

Ralph McNerney, vice chairman, is a native Cleveland and resides in Richfield. His career has been in higher education, working at Cleveland State University, Kent State University, the University of Akron, Colorado State University, and the University of

Texas at Dallas. He serves as the Treasurer for the Alumni and Volunteer Corporation of his CSU fraternity, Sigma Phi Epsilon; has served on the boards of several higher education associations; and has been a grant reader for the U.S. Department of Education.



The Chamber is planning to be at Community Day, Sunday August 9 and will be selling the new Richfield tote!

Totes will also be available at the Chamber office.

Kent State Breakfast Briefing

Kent State's Fall 2015 Breakfast Briefing will be held at the Embassy Suites in Independence, Thursday, September 10, from 8:00-10:30am. There will be an opportunity to network with peers and colleagues who are planning their talent development strategies. Learn how The Center for Corporate and Professional Development programs and Services matches your competency development needs. Meet the facilitators. Interact with staff to get questions answered and also gain insight for your employee development plans. Schedule a meeting with a client relations manager. For more information or to register, call 330-672-5802 or email pallen12@kent.edu.

ARM/Baylor enrollment

Group Rating enrollment for 2016 discounts has begun. Be sure to take advantage of savings up to 53% from your annual premiums by signing up with ARM/Baylor. The Ohio BWC's change to prospective billing is fully underway. Most employers will now pay their premium to the Ohio BWC every two months. The first payment is due August 31st. Contact Amanda at 614-219-1290 for group discount quotes, information regarding the BWC billing change, group-retrospective updates, or other concerns. If you have questions about enrollments, ask about your options.

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.

Wonderful World of Customer Service at Disney. 2nd ed.

by J. Jeff Kober. c. 2013, Performance Journeys Publishing. 978-1628903768 \$24.99

The Experience: The 5 Principles of Disney Service and Relationship Excellence

by Bruce Loeffler and Brian Church. c. 2015, Wiley. 978-1119028659 \$25.

As summer draws to an end, it seems as though the entire 286 zip code (present company excluded) is making their way to the happiest place on Earth: Disney World. All kidding aside, what makes Disney such a need? A desire? A justified, 'we deserve this' family excursion? Especially with basic park ticket prices averaging \$1500+ for a family of four for three days? The economy still isn't all that hot, yet Disney can pack the park day after day, raise ticket prices without breaking a sweat and still have raving, die-hard lovers of the brand. Can you or I charge \$125 a day, per person, for our basic product or service? How can we increase our value or worth? I'm in awe. How does Disney do it?

Disney takes care of both the front of the house: the guests and the back of the house: the employees, with impeccable care.

In The Wonderful World of Customer Service, walk through the Disney training process from the author who was a former cast member. Find out not only how to create over-the-top experiences for your guests, but how to "plus" or, to constantly build upon such experiences.



The Experience is what you need to take care of the back of the house, your employees and the environment you create for them. What I loved about The Experience is the free web test that is offered to rank your company against the 5 principles of Disney Service. I put the Richfield Library to the test and it was shockingly spot-on. It measured our strengths and weaknesses. Now, I can go straight to the chapters to help me "plus" my strengths, and seek out the chapters to help me improve our weaknesses.

Books reviewed by Jennifer Stencel, Branch Manager, Richfield Branch Library



Richfield Chamber of Commerce Board Members

President – Sophie Veillette, Schulte & Company CPAs, Inc.

Vice-President – Salena Parker, Center for the Healing Arts

Treasurer – Roger Swan, Village Councilman

Secretary – Steve McAlear, Pike Agency - Allstate

Past-President – Bruce Baylor, ARM Baylor & Associates

Sweet Corn Challenge chair – Sue Serdinak, ScripType Publishing

Links for Education chair – Karen Smik

Scholarship committee chair – Jim Koewler, The Koewler Law Firm

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.