

# CHAMBER MONTHLY



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## AUGUST 2016

### PRESIDENT'S CORNER

Salena Parker

Hello Chamber Members,

August is here and we are having a great year so far at the Richfield Chamber of Commerce. Hopefully, you have had a chance to take part in one or more of our events.

On July 24 the Chamber hosted the annual Sweet Corn Challenge. We had riders from around the country and world visit our wonderful town for the great routes, beautiful scenery and outstanding support that make our ride a joy. Through rain and shine, we had riders go 10, 25, 50 and 100 miles, plus we had a 5K run or walk. Participants enjoyed a wonderful meal with music at the end. Our thanks to Sue Serdinak, her committee, the event sponsors, and our small army of volunteers for a job well done!

Community Days, another great Richfield tradition is coming up Aug. 13-14. The weekend will start with Saturday morning's pancake breakfast and end with fireworks on Sunday, Aug. 14. The parade this year will be held Sunday at noon. The Chamber will again have a table in the vendors tent. 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 selling Richfield T-shirts and canvas totes to promote community spirit.

Connect with local businesses at our Connecting After Work events, where you can experience what they have to offer first hand. The next event will be held Aug. 18th at the Center for the Healing Arts from 5 pm to 7 pm. The center is located at 3987 Broadview Road, across from the Tavern of Richfield.

I'd like to thank Celena Roebuck who spoke of the Cuyahoga Valley Career Center innovative programs and services that strengthen businesses in

Northeast Ohio at our July luncheon. It was a great presentation.

On Aug. 3, we welcome Brian Reitz Development Director for Countryside Conservancy. Countryside Conservancy was established in 1999 as a private nonprofit organization whose primary mission was to assist Cuyahoga Valley National Park (CVNP) in the creation of the Countryside Initiative program, to preserve the fading rural character of the Cuyahoga Valley. This innovative land-use program rehabilitated farms and farmland within the park and leases these farmsteads to be farmed and cared for by private farmers.

Our luncheons take place on the first Wednesday of each month and start at 11:45 with informal networking. The formal meeting starts at noon. Our August luncheon meeting will be at the Days Inn. These luncheons are an outstanding opportunity to get to know and share business with other community members. Grow your business and professional network by coming out and sharing your support.

As always, if you have material you'd like us to include in the newsletter, please submit it 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 or to attach anything to the newsletter.)

I'm excited to see you at our next luncheon.

Salena Parker, President, Richfield Chamber of Commerce



LET'S DO  
LUNCH!

**WEDNESDAY,  
August 3, 2016**

**Speaker**

**Brian Reitz,**

**Development Director,  
Countryside Conservancy**

**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.**

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.**

**Please R.S.V.P. to  
330-659-3300 by July 29.**

# Our August Speaker

## Brian Reitz

Development Director,  
Countryside Conservancy

Brian Reitz is the Development Director at Countryside Conservancy, working closely with supporters and partners to provide financial viability for the organization.



With over 16 years of nonprofit experience, Brian has served as Director of Hale Farm & Village and most recently, Executive Director of Habitat for Humanity of Portage County. He has served on numerous nonprofit boards and committees and is a strong advocate for education, preservation and conservation, arts & culture, and all things local.

Brian graduated summa cum laude from the Honor's College at Kent State University and received the Distinguished Student Leader Award.

Born and raised in Summit County, Brian is thrilled to return to "the valley" and engage in daily discussions about sustainable agriculture and the connection to local economy and health.

## Art Show at Farnam Manor

The 15th Annual Picket Fence Art Show, sponsored by the Richfield Historical Society and the Richfield-Hinckley Art Group, will be held Aug. 6 from 10 a.m.-4 p.m. and Aug. 7 from 12-4 p.m. at the Farnam Manor (4223 Brecksville Road, Richfield). Admission is free. Original framed art, ceramics, photography, jewelry and fine crafts will be available for purchase.

A Patrons' Night is scheduled for Aug. 5 from 4-7 p.m. and will offer an authentic Danish smorgasbord as well as a special preview of the show. Cost is \$15. Registration is required. Deadline to register is Aug. 1.

For more information and/or to make reservations, call 330-659-4750.

# Regina Health Center residents support local police

With the recent tensions that police have been dealing with nationally, the residents of Regina Health Center Skilled Nursing and Residential Care, 5232 Broadview Road in Richfield, wanted to demonstrate their love and support for the local "boys in blue."

On Thursday, July 21, 2016, a busload of Regina residents delivered homemade

cookies – which they baked themselves – to a delighted group of Richfield police officers at the Richfield Police Department.

Upon arrival, the officers boarded the bus and the residents erupted in applause to express their admiration and support. The officers were thrilled to have the support – and the cookies.

The residents enjoyed their experience so much that they intend to make this an annual event and include the Richfield Fire Department as well.



## Richfield Historical Society's next TakeMeBack event is August 11

"Cleveland Before Moses" will be the next Richfield Historical Society *TakeMeBack* presentation scheduled for Thursday, Aug. 11 at 7 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.

# 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.

## Disrupted: My Misadventure in the Start-Up Bubble

By Dan Lyons  
Hachette Books, 2016  
ISBN-13: 9780316306089

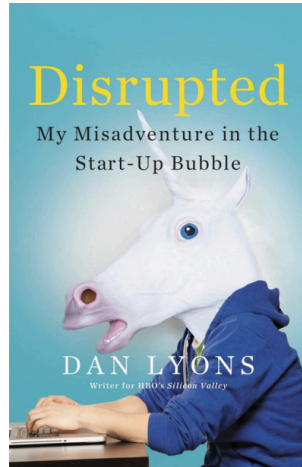
At 52, Dan Lyons is at the top of his profession as a journalist, working as the technology editor of *Newsweek*. That is, until the magazine is sold and Lyons finds himself unemployed. Taking “advantage” of this abrupt change in his career, he decides to try his luck with a technology start-up.

He is hired by HubSpot, an internet marketing company, by the company’s founders, both MIT alumni with a record of successfully transitioning startups into IPOs. From his first day of work, Lyons takes the reader on a

trip down the rabbit hole of “new technology.”

Lyons describes the workplace culture of HubSpot, whose employees are predominantly 20-something males, as being akin to a Kool-Aid drinking cult. The place is, to use Lyons’s words, “a mix of Orwellian double-speak, the movie Office Space and Scientology.” Claiming to embody a new paradigm of business, HubSpot still employs a boiler room type call center, albeit one with a “wall of candy” and beer flowing freely in the multiple kitchens.

The book is a quick read and very well written. The author’s description of the



frat-house/day-care center atmosphere is hilarious, if not unsettling. Toward the end, the story turns darker. When Lyons plans to leave and HubSpot learns of his plans to publish this memoir, he is faced with increased bullying and harassment from management.

If I wasn’t able to confirm the existence of HubSpot as a real company by searching for it online, I might have thought

Lyons fabricated it. Take this one on vacation.

*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*

## 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, Sept. 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](http://www.goodwillakron.org/EDL). Deadline for honoree nominations is Friday, Aug. 5.

## 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](mailto:mail@richfieldchamber.com) by the 20th of each month.

Please limit your release to 100 words. Attachments will not be accepted.