

CHAMBER MONTHLY



4300 W. Streetsboro Rd.
Richfield, Ohio 44286
www.richfieldchamber.com

Carri Wells,
Executive Secretary

Ph: (330) 659-3300 • Email: mail@richfieldchamber.com

AUGUST 2017

PRESIDENT'S CORNER

Tim Ochwat

August is an eventful time in Richfield. On July 30th, our Chamber will host the annual Sweet Corn Challenge. We will have over 1,000 riders visit our wonderful town for the great routes, beautiful scenery, and outstanding support that make our bike ride a joy. We will have riders go 10, 25, 50, and 100 miles. In addition, we will have a 5K run/walk. Participants will enjoy a wonderful meal with music at the end, all in the surrounds at the center of town. Our thanks to Sue Serdinak, her committee, the event sponsors and her small army of volunteers!

In August, we have, among other events, the Annual Picket Fence Art Show, sponsored by the Richfield Historical Society at the Farnam Manor (Aug. 5, 10 a.m. to 4 p.m., and Aug. 6 from 12-4 p.m.; 4223 Brecksville Road, Richfield).

Our 45th annual Community Days sponsored by The Richfield-Bath Kiwanis is Aug. 12 and 13. The Community Days steak fry (Aug. 12) raises scholarship money for Revere High School students. The Chamber will again have a table in the vendor's tent at Community Days. If you would like information about your business displayed on the Chamber's table, please provide it to the Chamber office as soon as possible. The Chamber will be selling Richfield T-shirts and canvas totes to promote community spirit.

In May, Cleveland Magazine named the Village of Richfield the #1 Suburb in northeast Ohio for 2017 and four out of the

last seven years. They also went on to say Richfield Village is a suburban sanctuary and a respite for its 3,702 residents while retaining its true rural identity, welcoming new and expanding corporations such as National Interstate Insurance, Nexen Tire, Snap On and Assured Partners just to name a few. We are very proud of this recognition and we thank all of our residents, our businesses, our volunteers and the Village Government. Because of you, the Village of Richfield is the great community it is.

On Aug. 2, we welcome William Hanna, Attorney at Walter | Haverfield LLP. He will present a Storm Water Management Program. Our meetings are an outstanding opportunity to get to know and share business with other community members. They 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 with informal networking. The formal meeting starts at noon. The non-member cost is just \$11.

I look forward to seeing you at our luncheon.

Timothy Ochwat,
President

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.



LET'S DO
LUNCH!

**WEDNESDAY,
August 2, 2017**

William R. Hanna

Attorney,

Walter | Haverfield LLP

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 June 2.**

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.

The End of Advertising: Why It Had to Die, and the Creative Resurrection to Come

By Andrew Essex

Publisher: Spiegel & Grau (June 13, 2017)
ISBN-10: 0399588515

In today's economy, people are paying to avoid advertisements. From downloading ad blocking software, to paying for premium subscriptions (think Netflix) or fast forwarding through commercials via TiVo or DVRs, consumers are increasing going to lengths to avoid traditional marketing. In his new book *The End of Advertising*, author Andrew Essex argues that the \$600 billion advertising industry is quickly becoming obsolete, a victim of complacency and digital technology. Having taken its audience for granted too long with uninspired, overabundant and in Essex's words "frankly annoying ads," Madison Avenue is in danger of becoming irrelevant.

Essex praises companies who have

embraced a new paradigm rather than the "command and control" model of the past fifty years, which is to "interrupt people in the rudest possible way with something they didn't ask to see.... by interrupting a television program with a 30-second toilet-paper spot." Some of these innovators include Lego, with their movie branding, the American Girl



franchise, as well as Citibank's Citi Bike kiosk program, which he calls "a massive, historic success and a game changer in terms of reinventing advertising."

Book reviewed by Mike Daly, Adult Librarian
Richfield Branch Library

New Service: Seeking to give your employees something a little different to do during break? Looking to add an activity at your next employee event? Request the Pop Up Richfield Library to help add a little Pop! Contact Jennifer Stencel, Branch Manager, 330-659-4343.

Our August Speaker

William R. Hanna

Attorney, Walter | Haverfield LLP

William R. Hanna is a partner with the law firm of Walter | Haverfield LLP in Cleveland, Ohio where, since 1999, he has concentrated his practice in municipal and public law; cable, telecommunications and public right of way matters; and employment law.

Since 2011, he has served as Law Director for the Village of Richfield, a position he holds today. Bill has also represented the Richfield Joint Recreation District since its formation in 2014.

Bill was an Assistant Director of Law for the City of Cleveland Heights, Ohio from 1997 to 2014, and has served as an Assistant Director of Law for the City of Beachwood and the Village of Hunting Valley.

In 2007, Bill and his firm represented

Local Voice Ohio, a coalition of allied local government and PEG Access Television interests in the battle over Ohio's statewide cable television franchise bill, S.B. 117.

Currently, Bill and his firm are representing 34 Ohio municipalities in a challenge to S.B. 331, which took effect in 2017 and significantly impacts municipal Right of Way authority and control.

Bill is a graduate of Miami University in Oxford, Ohio and Cleveland State University's Cleveland-Marshall College of Law. Bill is admitted to practice before all Ohio courts, the U.S. District Court for the Northern District of Ohio, the United States Court of Appeals for the Sixth Circuit and the United States District Courts for Colorado and Arizona (pro hac vice).

'Eliot Ness and Cleveland Crime in the 1930s' Presentation

The next installment in the Richfield Historical Society's TakeMeBack Series will be "Eliot Ness and Cleveland Crime in the 1930s" to take place on at 2 p.m., Sunday, Aug. 27 at the Historical Museum of Richfield (located at 3907 Broadview Road).

Please join us as Rebecca McFarland, a

Cleveland historian, internationally recognized expert on the life and times of Eliot Ness and member of the Cleveland Police Historical Society Speakers Bureau, presents what is sure to be a most informative and entertaining talk! Call 330-659-4750 for additional information.

Bay Pointe Technology presents 'Hacker Threat'

Join Bay Pointe Technology (2662 Brecksville Rd in Richfield) on August 16th from 11:30 a.m. - 2 p.m. for lunch and learn about "Hacker Threat," featuring David Kennedy, who has also been featured on CNN, FOX News and others. Qualify for

free assessments and get the first month free with a service contract. There will be door prizes (must be present to win), lunch, giveaways, food and fun! RSVP to Sheryl Wilson at swilson@baypointetech.com.



Richfield Chamber of Commerce Board Members

President – Tim Ochwat,
Meridian Construction Services

Vice President – Sheryl Wilson,
Bay Pointe Technology

Treasurer – Roger Swan,
Village Councilman

Secretary – Amy French, OEC

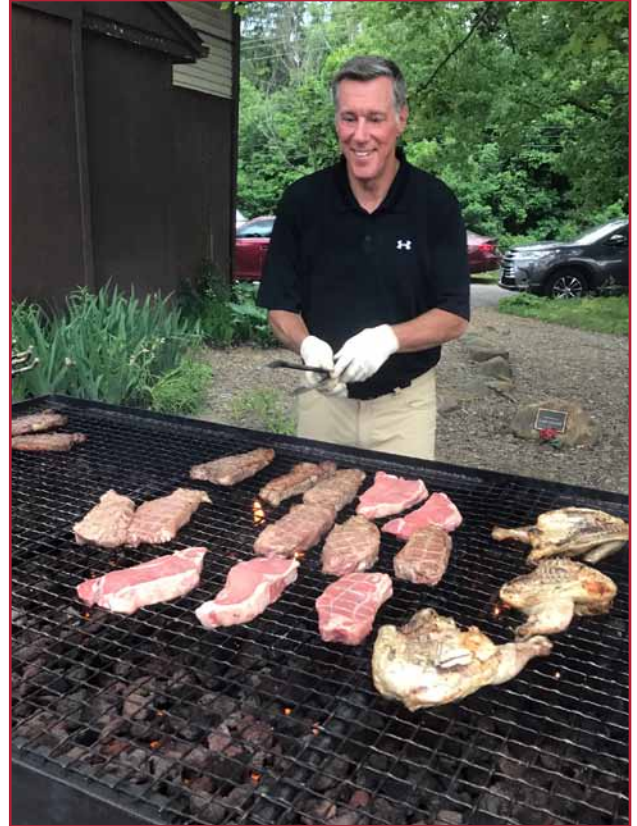
Past-President – Sophie Veillette,
Schulte & Company CPAs, Inc.

Sweet Corn Challenge chair –
Sue Serdinak, ScripType Publishing

Links for Education chair –
Karen Smik

Scholarship committee chair –
Jim Koewler,
The Koewler Law Firm

Photos from the 20th Annual 'Links for Education' Golf Outing



Thanks to Sandy Apidone for the photos!