

CHAMBER MONTHLY



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SEPTEMBER 2012

Greetings!

What a great August! We had beautiful weather for Community Day. Kudos to the Richfield Kiwanis and the Recreation Department for a great weekend!

Thanks go out to Sarah Schoolcraft (a perennial Sweet Corn Challenge volunteer) for helping run the Chamber's booth in the vendor tent during Community Day. We had our own Chamber T-shirts and Sweet Corn Challenge for sale (including some golden oldies.)

We also had a display honoring our scholarship recipients through the years. That had some visitors stopping by to look for familiar names.

Finally, we put out some materials from a couple of our members. Next year, we hope to have more members participate.

With the end of August comes the start of school. Remember to support our Revere Local Schools when you have the chance – in the community, in athletics, and in the classroom. In fact, here's a chance to do just that. On October 17, Revere High School will have its 4th annual Futures Day. For juniors and seniors, Futures Day is a study of possible careers. Please volunteer to discuss your career with our young adults. Your time is needed between 11 a.m. and 2 p.m., and lunch will be provided. Please register by contacting Brenda Moll, Secretary to the Assistant Superintendent, at 330-523-3107 or bmoll@revereschools.org.

Thanks go out to Attorney Eric Johnson of Walter Haverfield for his presentation at our August luncheon. He discussed social media (like Facebook and Twitter) in the workplace.

At our luncheon on Wednesday, September 5, Muffy Kaesberg and JoEllen Salkin of Organizing 4 U will discuss SIMPLE Time Management. Please join us at the Days Inn and Suites at 11:45 for our networking. Our formal meeting will start at noon.

Remember, if you are a green company, you still have time to show off your company's environmental sustainability practices. Summit County, the City of Akron, the Greater Akron Chamber of Commerce, the Summit Akron

Continued on next page



**LET'S DO
LUNCH!**

**WEDNESDAY,
SEPTEMBER 5, 2012**

**JoEllen Salkin and
Muffy Kaesberg**

Organizing 4 U.

SIMPLE Time Management

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 August 31.

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.**



Cyclists Praise the Sweet Corn Challenge

When thousands of cyclists drop their dollars in our town to participate in an event, one might expect that at least one percent would find something to complain about. However that isn't the way for the Sweet Corn Challenge. Except for the whining about the hills, which I take as a compliment since it is called a "challenge," only one person gave me a piece of her mind at the end of the event. She was furious that we were not there to help her when she fell off her bike. When we asked if she called our emergency number she responded that she didn't do that because of her fear of "radiation" from the phone. Wow!

Yes, the Sweet Corn Challenge stories are still flowing in. Several people have taken the time to call, email or speak to me personally praising the event, the sponsors, the volunteers and our beautiful area. It is fun to hear about the subculture that we seemed to have created on our area roadways for one day in July. Many look forward to the event year after year.

We're still tabulating data but it appears that 2,300 cyclists from several states registered to ride. The profit is used for the daily operations of the Chamber and to offer commercial grants to property owners who are investing in historical commercial buildings in the center of town.

Metro Parks Serving Summit County, Regina Health Center and our neighboring communities of Bath and Hinckley very graciously provided great facilities for water stops for our guests.

Our sponsors are the best: Eddy's Bike Shop, Richfield Giant Eagle, Empaco, CCG Energy Solutions, GMS, OEConnection, Pine Valley, Charles Schwab and Summa Health System. Thank you so very much. Support all of them throughout the year.

Sue Serdinak
Sweet Corn Challenge Chair

Business Spotlight



Richfield Chiropractic Center

Family and Sports Injuries, Serving our community for 25 years

Gary C. Domanick, D.C., C.C.S.P

4028 Broadview Road, Richfield, Ohio 44286

216-659-4955

President's Corner continued

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?

As always, 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.)

I'll see you around town.

Take care,
Jim Koewler

Monthly Speakers for 2012



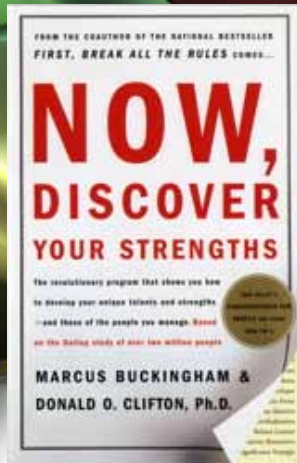
October 3
Celena Roebuck of CVCC.
CVCC in the Community

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.



Now Discover 1 Strengths

by Marcus Buckingham and Donald Clifton

Simon & Schuster, c. 2001

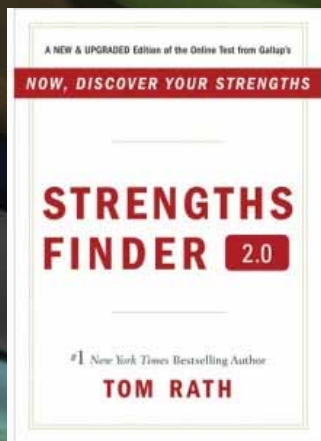
ISBN: 0743201140 \$30.00

StrengthsFinder 2.0

by Tom Rath

Gallup Press, c. 2007

ISBN: 159562015X \$24.95



I was recently at a conference called Library Leadership Ohio. Yes, I did say “leadership” in regards to libraries. We sometimes dip a toe into the swirling lingo of business practices. Our first assignment was to take a “talent” test. The test of choice came from the above books, and the test is called Strength Finder. Like any type of “psychological” test, which includes a cost, the end result will give you your top 5 strengths, along with a wealth of information to help you digest these terms. The idea, or rather ideas, of this process are thus: to celebrate your strengths/talents, to not worry about what you are not, and best for last, to have your company align your strengths to a relatable career/job for maximum output by all parties.

Curious to know? My top 5 talents are: Achiever, Input, Intellection, Ideation and Learner. Because I have learned that you can break some rules, sometimes, I dumped Input (it sounded too librarian-ish, too organized, which is not me) and put in its place Futurist. You can dump one, but don’t go changing them all! Also, I wanted to be what’s called a “Wooper” (just to say it), but a “wooper” I am not. A “wooper” is your hard-core extrovert. This person that can walk into a Board Room and mingle like it is one, big family reunion. You need your Woopers to do that work for you, you need your Futurists, Intellections, Harmonizers, Commanders, Inputers, and your Strategists. I hope you are curious to see what strengths you and your staff have, and how you can link their talents into the daily grind. The utmost benefit for you is optimal employee- to- job satisfaction.

If the cost of the test is prohibitive (\$30 for the book with the code), I found this site that will do something similar: www.authentic-happiness.sas.upenn.edu. The “Brief Strength Test” and “VIA Survey of Character Strengths” look most promising. You do have to create a free account.

Finally, as we celebrate one year of the Business Book Review, I have created a quick 9 question survey to help guide the direction of this piece for next year. Here is the Survey Monkey link: <http://www.surveymonkey.com/s/7MLYDW8>. Please do chime in.

If an on-line survey is not your cuppa-tea, feel free to send comments and suggestions to my email: jstencil@akronlibrary.org, or drop a letter, post-it, or even a napkin (where all great thoughts are born) on my desk at the Richfield Branch Library.

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