

# CHAMBER MONTHLY



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

Lynn Blewitt,  
Executive Secretary

Ph: (330) 659-3300

E-mail: mail@richfieldchamber.com

## SEPTEMBER 2014

### PRESIDENT'S CORNER

Bruce Baylor

I took a brief hiatus from doing this column in July and August. The question is, "Did anyone notice?" This one is loaded with many Thanks. It certainly has been an exciting and joyful summer with the many Richfield and Chamber happenings.

I thank Judge Elinore Stormer for her informative presentation at our August Luncheon. I was glad that all of our 2014 scholarship winners could attend along with their family members. They all should be proud of their accomplishments and we wish them well with their experience at the institutions of higher learning they will attend. Please be sure to attend our September luncheon on the third at the Taverne of Richfield.

Room does not permit me to express my appreciation to each of the individuals that worked hard, made contributions and participated in the Links to Education golf outing. It funds the scholarships. Please may you all accept my hardy thanks and I not only thank, but congratulate Karen Smik for putting it all together and assuring its great success. Remember it is always held the third Wednesday in June, so please mark your calendars to participate on June 17th next year.

Speaking of success, we also thank all the participants, sponsors, volunteers, and especially Sue Serdinak for making the Sweet Corn challenge such a success. It was quite a learning experience for me.

It was the first time I saw all of the materials stored in the basement of the ScripType building, experienced the loading of vehicles, being at Giant Eagle very early in the morning the day of the event and working a water/rest stop. It was so early we ran into the circus pulling out of town.

I am sure every water stop has their stories. I was most impressed by the distance some of the participants traveled and overwhelmed by their thank you. Much of the proceeds from the event go to the Town Trust and it is always held the last Sunday in July. Therefore, mark your calendars not to miss it on July 26, next year.

Once again, I had a great time at the circus with my wife and grandkids. I missed not having the camels, but the kids still got to ride the elephants and ponies.

I thank the members that helped with the Chamber's booth at Community Days and for all who purchased T-shirts. I want to give a final thank you to the contributions Jason French has made to the Chamber's success this year and wish him well as he takes advantage of

*continued on next page*



**LET'S DO  
LUNCH!**

**WEDNESDAY,  
September 3, 2014**

**Charles Johnston**

FBI Supervisory  
Special Agent

**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 Sept. 2**

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.**

# They Arrived from All Across the Country

Bicyclists came from 17 states and one foreign country for the 2014 Sweet Corn Challenge. We advertise this event in national publications and on the Internet, and people from all of the east coast states as well as California, Texas, Colorado, Michigan, Illinois, Tennessee and Kentucky came to bike or hike on July 27. The economic impact of all of these visitors to the "Greater Richfield" area is immeasurable. The Sweet Corn Challenge certainly puts Richfield on the map and shines a light on our beautiful area.

The event was successful from every standpoint, especially the satisfied people who left the community thanking us for hosting them. Our volunteers were tremendous and I have received only compliments about them. They picked up weary cyclists in their personal vehicles, served them food and drinks, registered them quickly and smiled to assist those who were lost. Our police department did another remarkable job and the fire department was on



hand to handle anyone who might need care.

Our sponsors made it all possible: Eddy's Bike Shop, Richfield Giant Eagle, Pine Valley Care Center, National Interstate, Empaco Glencairn, CCG Energy Solutions, OEConnection, Regina Health Center, University Hospitals and ScripType Publishing.

We also thank our vendors who did a great job: Meridian Son Lodge, Taverne of Richfield, Boys Scouts and Richfield Subway. The police department

## Looking for Corporate Assistance

As times are changing, I recognize that we need to reach out in more ways to the millennial generation and hope some businesses can help.

First, I would like to have a frequent presence on social media. If any business could loan a person to our Sweet Corn Challenge team for a couple of hours every week to increase our social media presence, we could achieve an even larger presence across the country.

Second, we could use a marketing person to help us with new and creative methods to continually change and promote our event.

Perhaps you could loan us one of your marketing team for a few hours each month from November through next May.

Third, we would like to offer a team event, either biking or hiking. Which company could have the highest percentage of employees bike, hike or volunteer? The company could pay for t-shirts or hats or socks for their participants. We need someone to organize this.

None of these responsibilities would take much time and it would be a way to spread the organizational work across the business community.

As a reminder, the profit from this event goes toward the day-to-day operation of the Chamber. In addition \$129,000 in Sweet Corn Challenge profits have been dispersed as grants for rehabbing distressed historic commercial buildings in the historic center of Richfield. The grants have helped 11 businesses open their doors, which rebuilt the historic core of the village.

Thank you to everyone for your help and donations this year.

Sue Serdinak  
Sweet Corn Challenge chair

---

## President's Corner *continued*

an opportunity with a retirement community in Stow. I am sure our loss will be Stow's gain.

I hope you all are looking forward to a great fall. Importantly, fall brings nominations for next year's Chamber officers and Executive Board members. Sue Serdinak chairs the Nomination Committee. Please see her for more details. The next Executive Board meeting will be at the ScripType Building beginning at 7:00 AM on September 9.

Bruce W. Baylor  
President

## 17th Annual Links for Education Earns More for Scholarships

Thanks again to everyone who participated, volunteered, helped sponsor or provided a raffle item for our 2014 "Links for Education" Golf Outing. All of the financial calculations are now finalized. This year's event net profit was \$7,570.83. \$6,056.66 (80%) is being set aside for our scholarship fund. This is \$687+ better than last year's outing, due to the frugality of the planning committee. They were very creative about keeping costs down while still offering a fun and challenging event.

The Chamber awarded five \$1,000 scholarships to Revere High School graduates this past June. All five 2014 recipients, Grace Berry, Christian Burlotos, Olivia Detzel, Laura



Leventhal and Lindsey Spann) attended and were introduced at the Chamber's August luncheon. Based on the results of this year's event, the Chamber board voted to award up to six \$1,000 scholarships in 2015. Approximately \$82,000 has been awarded since the golf outing's inception.

If you haven't already done so, mark your calendars for the 2015

"Links for Education" Golf Outing being held on Wednesday, June 17, at St. Bernard Golf Club. If anyone is interested in serving on the 2015 event planning committee, please let me know. Our first meeting will be mid to late January and we'll meet monthly until June.

Karen Smik, (330) 659-4750, kls1650@roadrunner.com

### "MURDER AT YE OLDE MANOR"

Join the Richfield Historical Society, if you dare, Saturday, November 8 for "Murder at Ye Olde Manor," a murder mystery with a touch of history. In addition to a murder most foul, appetizers, dinner and dessert will be served. There will be a "silent" auction, so as not to wake the dearly departed. Cost for this ghastly affair is \$35/person. The event will be held from 6-9 p.m. at Farnam Manor, 4223 Brecksville Road. Make check payable to: Richfield Historical Society, P.O. Box 215, Richfield 44286. Deadline for reservations is October 31, All Hallows' Eve. For information call 330-659-0336 or visit richfieldohiohistoricalsociety.org.

### Ongoing Traffic Restrictions

State Route 21 in the Village of Richfield & Richfield Township (until further notice) SR21 between I-77 and the Cuyahoga County line has various daily lane restrictions for resurfacing. This work is part of a \$1 million project to resurface and make pavement repairs to SR 21 between I-77 and the Cuyahoga County line. The entire project is scheduled to be complete by late August 2014.

Interstate 271 in Richfield Village & Richfield Township (until further notice)

- SR 176/Broadview Rd. over I-271 is closed through mid-September for a bridge replacement. The detour is Brecksville Rd. and SR 303.

- SR 303 over I-271 is restricted

to one lane in each direction for bridge work through early December.

- Motorists traveling on I-271 northbound between I-77 and the Ohio Turnpike should be aware of a bi-directional traffic pattern.

Although two lanes of traffic are maintained in each direction on I-271, northbound, traffic is split, with one lane of northbound traffic crossed over onto I-271 southbound, while the second lane remains on I-271 northbound.

This work is part of a \$46.4 million project to reconstruct the pavement along I-271 from Broadview Rd. to the Ohio Turnpike. The entire project is scheduled to be complete by late July 2017



### As a Chamber Member,

If you have material you'd like us to include in the newsletter, please submit your story via mail@richfield-chamber.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.

## **OSHA 10 Hour Industrial Safety Elements**

Public and private employers in any industry except construction, agriculture and maritime are invited to a free Industrial Safety Course, Monday, September 15, and Tuesday, September 16, from 8:30 a.m. to 4:30 p.m. Attendance at both days is required. Topics that will be covered include: effective safety and health evaluation of industry sites; hazard recognition skills and possible solutions to safety issues; rules and recommendations of OSHA's CFR part 1910.

Attendees will receive 9.0 EPA credits and 1.2 CEU credits and will be issued an OSHA 10-hour card. Enroll by visiting [www.bw-clearingcenter.com](http://www.bw-clearingcenter.com)

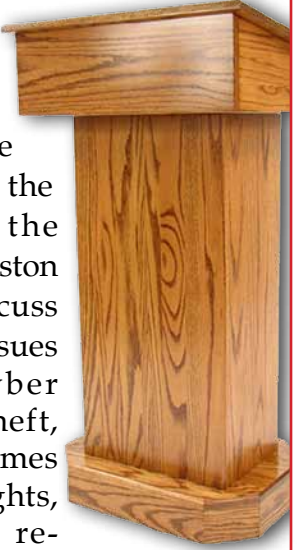
## **Presentation for Resume and LinkedIn improvements**

Cuyahoga Valley Career Center (CVCC) is offering a Job Seekers Resume/LinkedIn Makeover presentation on Saturday, September 27 from 9:00 to 11:00 a.m. Attend this free presentation to get the latest tips and information on ensuring that your resume aligns with the needs of the employer, from your qualifications summary to your professional experience.

Expand your professional connections and build your professional credibility with LinkedIn, a professional social networking site. Registration required. Register by September 23 by calling 440-746-8252 or contact [tbrown@cvccworks.edu](mailto:tbrown@cvccworks.edu).

## **FBI Speaker to Talk on Several Topics**

Charles Johnston, FBI supervisory special agent, will be our speaker for the September 3 Chamber luncheon. He will present the history of the FBI. Mr. Johnston will also discuss hot button issues such as cyber fraud, ID theft, financial crimes and civil rights, such as the recent events in Ferguson, MO.



## **Kent State Offering Talent Development Strategies**

The Center for Corporate and Professional Development at Kent State University is sponsoring a complimentary breakfast Thursday, September 11 from 8:00 a.m. to 10:30 a.m. at the DoubleTree Cleveland, 6200 Quarry Lane, Independence. Network with peers and colleagues who are planning talent development strategies. Learn how The Center for Corporate and Professional Development programs and services match your competency development needs. Meet facilitators, interact with staff to get your questions answered, gain insight for your employee development plan and schedule a meeting with your client relations manager. Register by calling 330-672-8698 or emailing [ckocarek@edu.kent](mailto:ckocarek@edu.kent).

# 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.

## Thrive: The Third Metric to Redefining Success and Creating a Life of Well-being, Wisdom, and Wonder

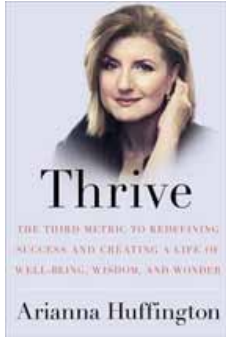
by Arianna Huffington. Harmony Books, c. 2014

ISBN: 9780804140843 \$26.00

It is not often that a title of a business book begins to pop up in reviews, professional journals, and is referenced in other books. When it happens though, I take note. This is what happened with Thrive by Arianna Huffington. The title found me and I wanted to know why Thrive has such a high frequency of cropping up in unexpected places.

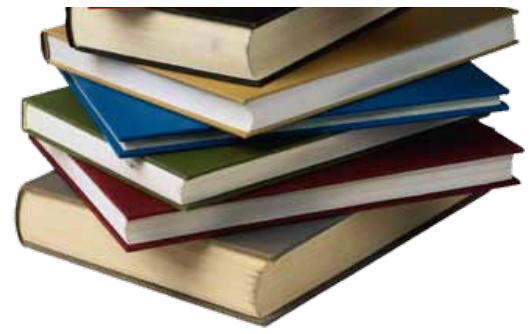
Simply put, it's different. It's "soft". It's touchy-feely.

It may turn some away, but don't, especially if you feel overwhelmed and burned out. To summarize, a perfect example used in Thrive, takes cue from a typical airline warning: "please put on your own oxygen masks before assisting others." Meaning: you have to take care of yourself first before your



co-workers, company, or business can expect you to do your best work. Perhaps in conjunction, Thrive highly suggests that companies do much to change and support a "taking care" culture of their employees and it may seem a little "wacky" to digest. What do I mean? Are you game for nap pads at work? Free yoga or meditation classes offered on site? A "no work cell or laptop use after 6pm" rule?

As much as I first cringed over some of the unusual suggestions by Ms. Huffington, there is something to be said about the amount of burnout, the "overwhelm" (also the title of another terrific 2014 book), time deficiency, and the overall lack of feeling creative, productive or having the sense of 'doing your best work'. While I've



noticed a surge of other such heavily researched titles coming out this year to "shush" the legitimacy of this trend, it does behoove one to at least take note of the crazy-paced state of life and work. Something's got to change. If Apple buys into all this, and Google, and LeBron James, who's to say it isn't worth some research?

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

## Business Spotlight



*OEConnection is the leading parts e-commerce technology provider for OEM (Original Equipment Manufacturer) distribution networks.*

*Over 60,000 dealership and repair customers use OEConnection solutions to market, manage and move original equipment parts.*

4205 Highlander Parkway, Richfield, OH 44286

**330-523-1855**

[www.oeconnection.com](http://www.oeconnection.com)



### Richfield Chamber of Commerce Board Members

President – Bruce Baylor,  
Baylor Associates

Vice-President – Steve McAlear,  
Pike Agency - Allstate

Treasurer – Roger Swan,  
Village Councilman

Secretary – Sophia Veillette,  
Schulte & Company

Past-President – Jim Koewler,  
The Koewler Law Firm

Sweet Corn Challenge chair –  
Sue Serdinak, ScripType Publishing

Links for Education chair –  
Karen Smik

Town Trust Liaison – Jim Smith,  
Exit 11 Truck Tires

Scholarship committee chair –  
Jim Koewler,  
The Koewler Law Firm