

# CHAMBER MONTHLY



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

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Executive Secretary

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## SEPTEMBER 2015



**LET'S DO  
LUNCH!**

**WEDNESDAY,  
September 2, 2015**

**Sergio Carano**  
Attorney

**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 August 28.**

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.**

September is here and our kids are back to school. Be especially careful driving through our neighborhoods when kids are walking to and from school.

A few weeks ago, Richfield held its annual Community Days event. The Chamber had its table in the vendors' tent. Thanks go out to Karen Smik and Roger Swan who worked the table on behalf of all of our members.

Thanks go out to Kelly Clark, Bob Becker, Ralph McNerney and the other folks from the Richfield Joint Recreation District who joined us at last month's luncheon. They explained the history, current status, and future plans for the RJRD and the Crowell-Hilaka property. May all the residents and business leaders of Richfield appreciate your efforts and come to know and love the property as much as you do.

The grounds recently opened on weekends (7 am - 7 pm) and will open soon during the week. Stop

by and see this new treasure when you get a chance.

This month's speaker is Sergio Carano, an attorney with Leiby Hanna Rasnick in Akron. We look forward to hearing him speak on social media in the workplace.

Our monthly luncheons are an outstanding opportunity to get to know and share business with other community members. The luncheons take place on odd months at the Taverne of Richfield, on 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.

I look forward to seeing you at this month's luncheon.

**PRESIDENT'S  
CORNER**

Sophie Veillette

# Our October Speaker

## Sergio A. Carano

Attorney

Sergio A. Carano, Attorney, specializes in business transactions, employment law and labor relations. He has served as a judicial law clerk with the Ninth District Court of Appeals and has been privately practicing law for 18 years. His private practice focuses on



employment and labor law on behalf of employers in matters such as employment discrimination, sexual harassment, wrongful discharge, employee privacy and discipline. He will be presenting "Social media in the workplace, an employers handbook".

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## BWC Safety Innovations Competition

The Ohio Bureau of Workers' Compensation (BWC) is seeking employers who developed or implemented an innovative solution to an occupational safety or health issue for the next Safety Innovations Competition.

Private, public and self-insuring employers in Ohio are invited to apply for the competition, which showcases successful innovations and helps other Ohio employers in their safety efforts and inspires more innovative solutions.

Innovations can come in many forms, whether it's a change in equipment, machinery, processes or procedures. Employers should be prepared to share how their innovations reduced safety, ergonomic and oc-

cupational health risks for their employees.

The first round of judging starts in October. Finalists will compete for cash awards during the Ohio Safety Congress & Expo 2016, which will be held March 9-11 2016, at the Greater Columbus Convention Center. Cash prizes range from \$1,000 to \$6,000.

To be eligible, employers must have an Ohio BWC policy number and be current on all monies owed to BWC. The innovations must have been placed into service between July 1, 2010, and June 30, 2014, and be currently in use. The deadline to apply for the Safety Innovations Competition is Sept. 30. For more information and to apply, visit [bwc.ohio.gov](http://bwc.ohio.gov).

# TakeMeBack: Historic Farnam Manor

The September 10, 2015 Richfield Historical Society TakeMeBack Series presentation, "Historic Farnam Manor -- Past, Present and Future", will be held at 7:00 p.m. at the Historical Museum of Richfield (3907 Broadview Road). The Farnam Foundation's Kathy Magnar will share the history, what's currently taking place and future plans for Farnam Manor. The legend of this once 3200 acre Richfield estate dates back to 1644. In 1834, Everett Farnam built the magnificent manor house for his bride. Lord Farnam opened his home to the community, as he wanted all to enjoy its beauty. The Farnam Foundation continues that tradition today.

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## Job Seekers Workshop

Cuyahoga Valley Career Center will hold a Job Seekers Workshop Resume/LinkedIn Makeover on Saturday, September 26, from 9:00 -11:00 am. Get the career transition assistance you need by attending this Resume/LinkedIn presentation. The workshop will provide the latest tips and information ensuring that your resume aligns with the needs of the employer, expanding your professional connections and building your professional credibility with LinkedIn. The event is free and registration is required. Register online at: <http://tinyurl.com/CVCC-JobSeekers9-26-15>. For more information contact: [tbrown@cvccworks.edu](mailto:tbrown@cvccworks.edu) or call 440.746.8252.

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## ABOUT BAY POINTE TECHNOLOGY

Bay Pointe Technology's datacenter was designed for businesses to provide disaster recovery for their business, colocation, backup, hosting, cloud solutions etc. For more information, call 330.659.6400 or email [info@baypointetech.com](mailto:info@baypointetech.com)





## Sweet Corn Challenge Continues Its Successful Run as National Event

The 22nd Sweet Corn Challenge brought athletes to Richfield from a record number of states this year. They traveled to Ohio from 19 states, from as far away as California, Texas, Colorado, Florida, Vermont and states in between.

Obviously the event has captured the reputation of giving the cyclists what they want: good routes, good roads, good food, quick support and fantastic hospitality.

The army of volunteers who work this event should be given credit for providing all of this.

The Chamber sponsors the Challenge, with the help of co-sponsor Richfield Town Trust and Eddy's Bike Shop. People from other organizations as well as public officials, residents and many friends who live in other communities help to make the event memorable enough that the participants share their experiences back home and often return several times.

When cycling in other states it is not unusual to see people wearing a Sweet Corn Challenge jersey, which provides free advertising for our event and our community. When talking to these people we can learn a lot about how they perceive our event and our community.

Some of the participants are also drawn to the area by the Cuyahoga Valley National Park. They combine their ride with spending days hiking and biking in the park. This is all part of the tourism of Ohio, a \$40 billion business for the state, for which the Chamber does its part.

About 100 volunteers served our guests in various capacities on the day of the Challenge.

The people that headed up the different volunteer groups included: Dan Trudgeon, Sarah Schoolcraft, Renee Shipley, Karen Smik, Rick Hudak and Jim Winar. A special nod to Jim and his crew of SAG (support) drivers who traveled the 150+ miles of roadways most of the day and performed double duty this year at a few turns where cyclists were confused.

Beyond the other benefits of hosting this large event, the profit helps to sustain the day-to-day operations of the Chamber and a portion of the money is allocated to the preservation and revitalization of the historic center of Richfield. The event also supports our paid vendors, The Taverne of Richfield, the Masonic Lodge and the Richfield Boy Scouts. The businesses that support the event with donations, labor, discounts and in-kind contributions include: Alexander Water Hauling, Pine Valley Care Center, Giant Eagle (Richfield), CCG Automated Energy Solutions, Empaco Equipment, OEConnection, Regina Health, Older Wiser Life, Renaissance of Richfield, Glencairn Corp., Subway (Richfield) and ScripType Publishing.

For this event to retain its status as a one of the best-known and well-attended bike events in the Midwest, we are looking for organized and creative people to head up some of the sub-committees. Please call me if you or someone in your organization can help.

Sue Serdinak  
330-659-0303  
sserdinak@scriptype.com.

# 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 20% Doctrine: How Tinkering, Goofing Off, and Breaking the Rules at Work Drive Success in Business

by Ryan Tate. Harper Business. c. 2012. ISBN: 9780062003232 \$25.99

There is something about summer; the lazy evenings, the relaxed feeling from a trip away, the phantom not a care in the world sensation that harkens back to those summer breaks from school. All that may have you feeling slowed down enough to let your mind wander. Hopefully you feel “uncluttered” and refreshed. A dream of yours or a tingling idea of how to approach a vexing problem might have bubbled to the surface, leaving you itching to tackle it. If this is

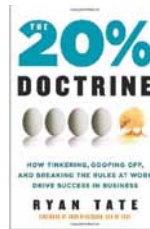
how you are feeling, then The 20% Doctrine is the perfect book for you.

The 20% model helps large and small companies move quickly to solve problems or release fresh products. The 20% Doctrine demonstrates how harnessing the untapped talents of your workforce will have financial benefits. But what makes losing or giving away 20% in productivity time so valuable? Simply put, there is action with 20%. A thing gets going. Excuses, delays, and stalling slowly loses its grip on

you and your company.

The constraints of 20% are beautiful and to your advantage. Twenty percent gives permission to put whatever “it” is for you out there, imperfect and still learning to crawl. As a result, you get feedback. You refine. You reiterate. You perfect. Soon your idea is growing, waddling, walking and eventually up and running out of the house! The 20% Doctrine can fix your itch. What is itching at you?

*Book reviewed by Jennifer Stencel, Branch Manager of the Richfield Branch Library*



## “Links For Education”

Thanks again to everyone who participated, volunteered, helped sponsor and/or provided a raffle item for our 2015 “Links for Education” Golf Outing! All the financial calculations have been completed and the figures are now finalized. This year’s event ended making a net profit of \$7,229.38 -- with \$5,783.50 (80%) being set aside for our scholarship fund. This is slightly down from last year’s event. Our attendance was lower but those who participated were very generous in support of our raffle and contests! We also brought in a little more in sponsorships this year.

The Chamber awarded six \$1,000 scholarships to Revere High School graduating seniors this past school year. Congratulations to Julie Garcia, Cartier

Jankura, Rebecca Jarvis, Miranda Koewler, Zachary Lanford and Johnathon Tibbs! Approximately \$88,000 has been awarded since the golf outing’s inception. Based on the results of this year’s event, the Chamber board voted to award up to five \$1,000 scholarships in 2016.

If you haven’t already, be sure to mark your calendars for the 2016 “Links for Education” Golf Outing that will be held Wednesday, June 15, at St. Bernard Golf Club. If anyone is interested in serving on the 2016 event planning committee, please let me know. We’d love to have you join us! Our first meeting will be in mid to late January and we’ll meet monthly until June.

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



### 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](mailto:mail@richfieldchamber.com) by the 20th of each month. Please limit your release to 100 words. Attachments will not be accepted.