

CHAMBER MONTHLY



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

Carri Wells,
Executive Secretary

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SEPTEMBER 2017

PRESIDENT'S CORNER

Tim Ochwat

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 Roger Swan who worked the table on behalf of all of our members.

Thanks go out to Bill Hanna, Law Director for the Village Of Richfield who joined us at last month's luncheon. He explained the current status of the Northeast Ohio Storm Water Management program.

This month's speaker is Derran Wimer, with the WorkKeys Assessment program. We look forward to hearing him speak on measuring foundational and work place skills in the workplace.

Our monthly luncheons are an outstand-

ing opportunity to get to know and share business with other community members. The luncheons 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 am with informal networking. The formal meeting starts at noon. The non-member cost is just \$12.

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

Timothy Ochwat, President

Oct. 7 event to offer clambake, draft beer, guided hikes, hayride and Sasquatch hunt

Join in the Chamber's hunt for Sasquatch at the inaugural "Crowell Howl" on Saturday, Oct. 7. Beer will be on tap for the event featuring a clambake, guided hikes, painted rock hunting, hayrides and a special Sasquatch-themed scavenger hunt.

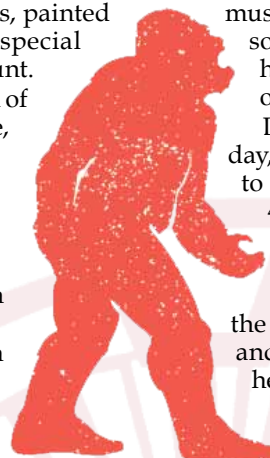
The event will be at Gund Hall of the Richfield Heritage Preserve, the former Crowell Hilaka Girl Scout Camp at 4374 Broadview Rd. Hikes, hayrides and scavenger hunts will be held from 3:00 to 5:00 p.m. Music by the Village Musicians will start at 5:00 when the steamers open.

The meal will include a dozen Middleneck clams, chicken, corn on the cob, sweet potato, creamy cole slaw, dinner rolls,

clam chowder, broth and dessert. Three beers will be on tap. The ticket price of \$50 covers the bake, two drink tickets, the music, all of the park activities and a souvenir Sasquatch squatter for the hikers. Additional clams can be ordered at \$8 per dozen.

Deadline for reservations is Monday, Oct. 2. Checks should be mailed to Richfield Chamber of Commerce, 4300 W. Streetsboro Rd., Richfield 44286. To pay by credit card call the Chamber at 330-659-3300.

The event is co-sponsored by the Richfield Chamber of Commerce and Richfield Town Trust. It will be held rain or shine and no refunds will be issued. Dress for the weather.



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,
September 6, 2017**

**Derran K. Wimer
Executive Director,
Summit Education Initiative**

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.

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.**

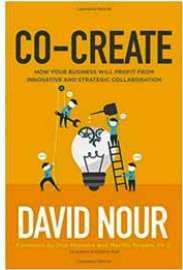
**Please R.S.V.P. to
330-659-3300 by September 1.**

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.

CO-CREATE: How Your Business Will Profit from Innovative and Strategic Collaboration

By David Noor
St. Martin's Press (May 5, 2017)
ISBN-10: 1250103029



In Co-Creato, author David Noor explores the paradigm shift taking place in the marketing sector of the American economy. Under what Noor calls the "Old Marketer" model, a company would complete research on a planned product to determine what its most desirable assets were. Then touting those assets, they would launch it in the marketplace to see how many consumers would buy their product. In the "New Marketer" model, the emphasis is on the customer. By interacting with consumers to understand what features or attributes are important to them – a product is then co-created.

Co-Creative Marketing, in Noor's view, is a bottom-up strategy. Unlike traditional marketing where managers decide what products and services are needed and then develop advertising to sell them, Co-Creative Marketing empowers customers to help shape the product. By opening up the process of product development to all stakeholders: consumers, advertisers, and all company employees, the co-creative process allows input from various sources at all stages of development.

While many of the ideas Noor espouses are interesting, I had some problems with this approach. While this group-think model may work for fine tuning a product, or make the

buying experience more enjoyable, it ignores the fact that most breakthrough products arise from the ideas of a single visionary entrepreneur. Think telephone, light bulb, or iPod. All of those inventions changed the world, and would not have been created if assigned to a committee of stakeholders.

Pick it up for yourself and determine whether it's a useful tool, or if Noor overstates

the case for co-creating.

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 September Speaker

Derran K. Wimer

Executive Director, Summit Education Initiative



In September of 2011, Derran Wimer became Executive Director for Summit Education Initiative. He previously held 32 years in public education, with positions including science/biology teacher, assistant high school principal, high school

principal, assistant superintendent and superintendent. He has held positions at Copley Fairlawn City Schools, Twinsburg City Schools and Berea City Schools. Derran graduated from Allegheny College with a BS in Biology and an MA in Education. He attended the University of Akron to continue his post-graduate work. Derran resides in Hudson with his wife, Susan, and two sons.

CVCC Upcoming Adult Education Career Training Programs

On Monday, Sept. 11 from 6:30 to 7:30 p.m., Cuyahoga Valley Career Center is hosting a free information night for Graphic Design for Print and Web Production classes. This hands-on program teaches participants how to create graphic design projects for print production including logos, newsletters, business cards, flyers, advertisements and brochures.

There is also a free information night Tuesday, Sept. 12 from 6:30 to 7:30 p.m. for Web Design and Animation classes. Learn to design, create and maintain your web pages and animations. Learn how to create

and maintain quality web pages, web design standards, HTML and Adobe Creative Cloud. Register online for both of these classes at cvccworks.edu.

Learn the ins and outs of web application development, including programming basics, front-end development, server and API development, plus many more skills at Coding Bootcamp. Students will receive a Certificate of Completion and be prepared to earn a JavaScript industry standard certification. For more information visit collectiveeducation.com/cvcc. Classes begin Sept. 25.

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

SCORE Workshops in September

Akron SCORE, the free mentoring program for new and existing businesses, will present nine free workshops in September in Akron, Cuyahoga Falls, Medina and Streetsboro. The workshops offer practical guidance to help new businesses get started and existing businesses improve their operations and profitability.

Workshops at the University of Akron's Taylor Institute include the following, all held from 5:30 to 8:30 pm: "Starting Your Own Business" on Sept. 12, "Marketing Techniques for Success" on September 19 and "Fundamentals

of Writing a Business Plan" on Sept. 26. Workshops at Medina County University Center from 6 to 9 pm include: "Starting Your Own Business" on Sept. 12, "Cyber Security for Your Business" on Sept. 14, "Marketing Techniques for Success" on Sept. 19 and "Fundamentals of Writing a Business Plan" on Sept. 26. Pierce Streetsboro Library will present from 5:30 to 8 pm "Starting Your Own Business" on Sept. 27. Cuyahoga Falls Library will present from 6:30 to 8:30 pm "Acquiring Commercial Real Estate: Avoiding Pitfalls" on Sept. 28.

TakeMeBack: 'Causes of the Civil War'

As part of the Richfield Historical Society's TakeMeBack Series, John Fazio will present "Causes of the Civil War" on Sunday, Sept. 17 at 2 pm at the Historical Museum of Richfield (3907 Broadview Rd). The speaker will argue that slavery, more than any other single factor, did in fact cause the Civil War, but that

it had several dimensions of causation. Mr. Fazio teaches Civil War history at the Chautauqua Institution, frequently speaks about it before Roundtables and other groups and has published numerous articles on the war and other topics.

Call 330-659-4750 for additional information.

Sweet Corn Challenge 2017



People came from 13 states including Alaska. They were treated to a wonderful day in Richfield at the Eddy's Bike Shop Sweet Corn Challenge event. We thank our many volunteers, as well as the Richfield Police, Fire, Recreation and Service Departments.

Paul Aldrich
Bobbie Beshara
Catherine Cassinger
Gabriella Cassinger
Tina Celaschi-Purk
Matt Cern
Linda Corsi
Ashley Costello
Marcy Dory
Bob Doty
Laurel Englehart
Virginia Fernengel
Lindsay Fogle
Amy French
Lia French
Michael Gerbasi
Sally Gerbasi
Mike Jeromin
Alice Jeromin
Adam Jocek
Jullian Jocek
Sandy Kahoe

Jim Kahoe
Erinn Kahoe
Mike Kahoe
Louise Kisha
Roberta Koby
Barbara Lanford
Craig Lanford
Madison Lanford
Zach Lanford
Dan Lewis
Maggie Luth
Mike Lyons
Tim Ochwat
Karen Ochwat
Andrea Parker
Mark Parker
Erica Peterson
Stu Reed
Julia Schwerter
Stephanie Sfekas
Terri Shreve
Kathy Sidaway

Bonnie Simonelli
Karen Smik
Julie Sucato
Olivia Sucato
Roger Swan
Ruth Swan
Bill Taylor
Juanita Taylor
Dan Trudgen
Sophie Veillette
Tyler Wallace
Taylor Wallace
Megan Warburton
Carri Wells
Dave Wohlabaugh
Virginia Wohlabaugh
Marlene Ziss
Jackie Zofcin
Boy Scouts
Fathers of Boy Scouts

The Richfield Chamber of Commerce is able to fund and run this event because of the great support of the following businesses:

- Eddy's Bike Shop
- Cascade Auto Group
- Brunswick Smile Keepers
- Carrara
- Empaco
- FedEx
- Glencairn Forest
- Meridian Construction
- National Interstate Insurance
- OEC
- Pine Valley Care Center
- Regina Health Center
- Renaissance of Richfield and Bath
- Richfield Chiropractic Center
- Richfield Giant Eagle
- ScripType Publishing
- Thorson Baker
- Vertical Runner

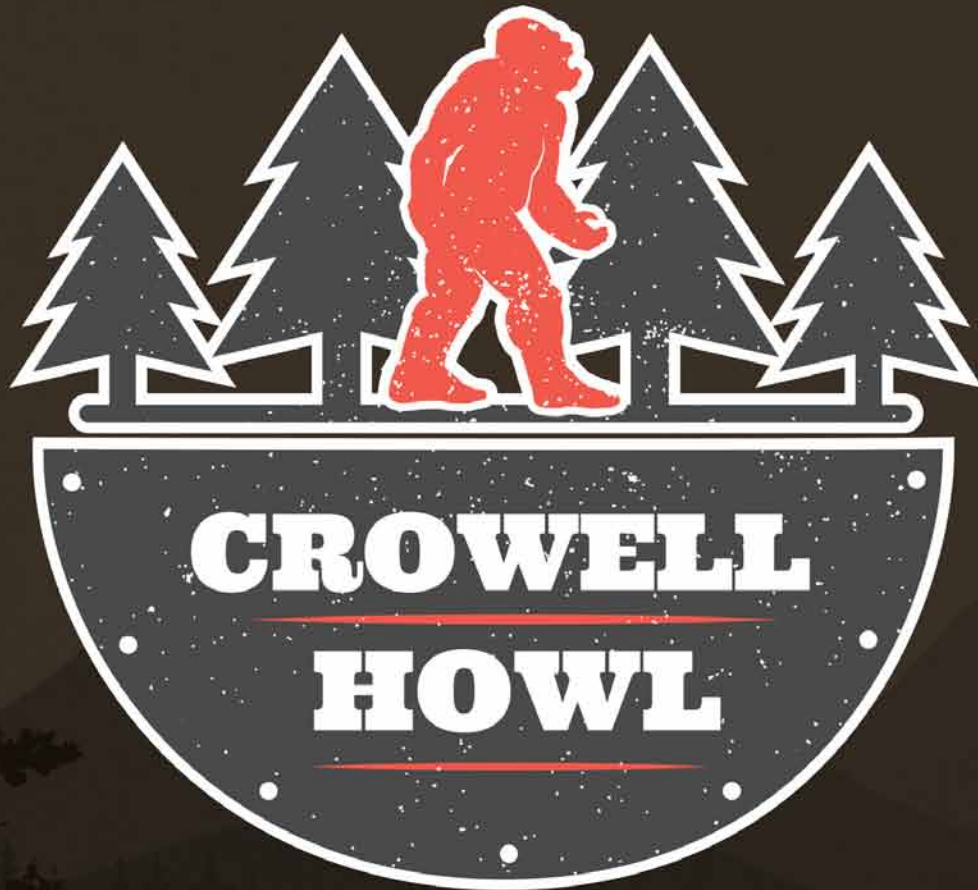
Thank You All for what you do for the Richfield Community

Sue Serdinak, Sweet Corn Challenge director.

Through a collaborative effort of the Richfield Chamber of Commerce and the Richfield Town Trust, 23 years of profit from the Challenge have been re-invested in the historical district of Richfield.

SPOT SASQUATCH AT

CROWELL HOWL CLAMBAKE AND HIKING ADVENTURES **SAT. OCT 7**



3 - 5 P.M. >> SASQUATCH HAYRIDES, SCAVENGER AND PAINTED ROCK HUNT, GUIDED TRAIL HIKES OF RICHFIELD HERITAGE PRESERVE

5 P.M. >> STEAMERS OPEN AND DRAFT BEER ON TAP

LIVE MUSIC

LOCATION >> 4374 BROADVIEW RD, RICHFIELD

ADVANCE SALE TICKETS - \$50 BY OCT. 2

Mail checks to Richfield Chamber of Commerce,
4300 W. Streetsboro Rd. Pay by credit card by calling 330-659-3300.

For more information email
info@richfieldchamber.com

Benefitting Richfield Town Trust and Richfield Chamber of Commerce