

# CHAMBER MONTHLY



4300 W. Streetsboro Rd.  
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## OCTOBER 2015



**LET'S DO  
LUNCH!**

**WEDNESDAY,  
October 7, 2015**

**Pierre Bourgeix**

**VP of Business and  
Development, SecureState**

**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.

Please R.S.V.P. to  
**330-659-3300 by October 6.**

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.**

October is here and as I write this, a familiar Cleveland sports story repeats: the Indians are hanging by a thread in the playoff hunt with one week left in the season. At the same time, the Browns have already lost their starting quarterback to injury and still, there is a lot of hope for a winning season.

Revere High School's 7th Annual Future's Day Program will be Wednesday, October 14th from 11:30 am to 2:45 pm. If you would like to inspire 9th and 10th grade students to contribute to your line of work, call the school and volunteer to be a presenter.

The arrival of October also signals the arrival of Halloween related activities. Please take care when traveling through our neighborhoods. We want the little ghosts and goblins to return home safely.

Please forward your nominations for next year's officers and the Executive Board to Sue Serdinak, Nominating Committee Chairperson, at mail@richfieldchamber.com. Do not hesitate to nominate yourself, and when nominating someone else, please confirm his or her willingness to serve. The officers are president, vice-president, secretary and treasurer. The next Executive Board meeting will be at

the Scrip-  
T y p e  
building  
begin-  
ning at  
7:30 am,  
Tuesday,  
October

13. Please come if you want to see what serving on the board is all about.

Thanks go to Sergio Carano from Leiby Hanna Rasnick in Akron who spoke at last month's luncheon about social media in the workplace. This month's speaker is Pierre Bourgeix, VP of Business and Development for SecureState. We look forward to hearing him speak about The Top 5 security trends, vulnerabilities and risks for 2015.

Our monthly luncheons are an outstanding 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, 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

## Pierre M. Bourgeix

### Vice President of Business and Development, SecureState

Pierre M. Bourgeix is the vice president of business and development for SecureState.

Mr. Bourgeix spent 12 years as a global security business and development consultant and has worked with Tyco, ADT and HySecurity.

He is fluent in French and has basic language skills in Spanish and Arabic. He will be presenting "The Top 5 security trends, vulnerabilities and risks for 2015".



# Revere Schools Issue 16

Issue 16, a renewal levy, will be on the ballot for Revere Local Schools on November 3.

The renewal levy means there are NO new taxes. The levy proceeds support instructional supplies, equipment, textbooks, student services, transportation, utilities and salaries from the general operating fund.

The district has changed the terms of the renewal levy from five to ten years, which will save the district money by not having to put the issue back on the ballot.

A levy informational meeting is planned for October 15 at 7 p.m. in the Revere High School Auditorium.

## “Murder at Ye Olde Manor” hosted by the Richfield Historical Society

The Richfield Historical Society is hosting “Murder at Ye Olde Manor,” a murder mystery with a touch of history.

The event will take place Saturday, November 7 from 6-9 p.m. at historic Farnam Manor (4223 Brecksville Road).

This year’s theme is the 1940s. While costumes are optional, a prize will be awarded for the best one!

Cost for this ghastly affair is \$35 per person, which includes appetizers, dinner and dessert. There will also be a silent auction and 50/50 raffle.

Make checks payable and mail to: Richfield Historical Society, P.O. Box 215, Richfield 44286. Deadline for reservations is October 30th. For further clues, call 330-659-4750.

## Wellness presentation with Cleveland Clinic Osteoarthritis and Exercise

Learn how exercise improves flexibility, joint stability, and muscle strength at a Wellness Presentation with Cleveland Clinic Osteoarthritis and Exercise.

“Ways to Exercise with Arthritis and How Exercise Can Help Manage Arthritis” will be presented Tuesday, October 27 from 1-2:00pm at Cuyahoga Valley Career Center (CVCC). Light refreshments prepared by the Culinary Arts students will be served.

This is a free event and registration is required. Register by October 19 by contacting Marie Elias at melias@cvccworks.ed or online at <http://tinyurl.com/CVCC-10-27-15>.

## Winar Connection

Winar Connection, a integrated electrical contract manufacturer and distributor since 1982, is stepping up their game.

Winar Connection is in the process of new building construction to better serve new customers, as well as current, loyal customers. There will be larger manufacturing space and updated technology.

Dave Winar said it best, “The new building is a long par 5 from the current location to its new home in the Timberlake Industrial park.”

Winar Connection will continue to accomplish their goals of harnessing positive energy solutions for their customers and “with common sense and humor, we will succeed!”

# 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.

## Millennials With Kids: Marketing to This Powerful and Surprisingly Different Generation of Parents

by Jeff Fromm and Marissa Vidler.  
c. 2015 AMACON \$24.95  
ISBN: 9780814436585

Perhaps you are just a bit sick of me talking about the Millennial Generation. As part of the unsung and overlooked Gen X group, I am a little jealous of all the attention! All kidding aside, as the biggest generation enters their mid-twenties and are about to (or are) having kids, you have to take notice of what that will mean for your busi-

ness. I took pages of notes and have been seriously thinking of a strategic plan for how the library should be altering the way it delivers its products and services.

Here are a few intriguing insights from Millennials With Kids:

1. Moms are powerful influencers; both in monetarily supporting you and being your word of mouth advocate (or destroyer). Treat them well and use them as a co-creating partner to survive.

2. Dads are important. Dads treat parenting much differently than any other generation. They are not to be made fun of. Do not dumb



down Dad.

3. Millennial parents are not “green”, they are not as involved politically, socially or civically as they once were, and they are not as rich or the most educated as you think. Mull that over!

4. Useful is the new “cool.” If your product (available anywhere and on any device, hopefully by app) can shave off time to be with the kids, and help save money, then you are golden. Cool is not flash and bling.

Because the millennials are altering so much of the business and consumption landscape, they are inadvertently passing along the expectation of co-creation and co-participation to their kids.

How millennials want to do things isn't going away. Adapt or Darwin will win.

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



## Richfield Chamber of Commerce Board Members

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

Vice-President – Salena Parker,  
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Karen Smik

Scholarship committee chair –  
Jim Koewler,  
The Koewler Law Firm

## RICHFIELD CANDIDATES NIGHT

The Richfield Civic Organization will host a Candidates' Night on Wednesday, October 14, from 7-9 p.m., at the Richfield Masonic Hall. Parking is located off Grant Street just before the entrance to the Richfield Library.

Candidates for Richfield Mayor, Richfield Village Council, Richfield Township Trustee and

Revere School Board have been invited to participate. Each candidate will have an allotted time to speak and will be provided an opportunity to field questions of a general nature from the audience. Members of the League of Women Voters - Akron Area will moderate the event.

For more information, contact Karen at (330) 659-4750.

## 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.