

CHAMBER MONTHLY



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

Ralph Waszak, President
Lisa Mancini,
Executive Secretary

Ph: (330) 659-3300 • Fax: (330) 659-9488
E-mail: mail@richfieldchamber.com

NOVEMBER 2011

Greetings!

The old adage “the older you get, the faster time flies” seems to be true. Autumn is here, and, as I look out my window, the trees on my property are at peak color and many are already bare of leaves. Hopefully, we’ll have a nice Indian Summer to enjoy.

In an earlier newsletter, I reflected on the Richfield Chamber’s three constituents – those that live in Richfield, those that work in Richfield, and those that visit Richfield (either for business or pleasure) – and the need for the chamber to do more to serve those distinct groups. Of course, we also want to serve our members – and the business community per se in the process.

Chamber of Commerce websites are an increasingly valuable tool to assist people to learn more about a community. After evaluating the current Richfield Chamber of Commerce website, the chamber’s board felt that it is time to upgrade ours. The process will not be quick, or easy, or cheap. However, it will be necessary to better serve our constituents. Additionally, an improved website should encourage more Richfield businesses to join the Richfield Chamber.

Best wishes for a Happy and Safe Thanksgiving!

Regards,
Ralph

PRESIDENT’S CORNER

Ralph Waszak



**WEDNESDAY,
NOVEMBER 2, 2011**

Litsa Voulgaris
Aris Services LLC

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 November 1.

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.

Speaker Biography

Litsa Voulgaris

Litsa Voulgaris is the managing director of Aris Services LLC, located in Sagamore Hills. Aris Services provides tax preparation, tax planning, accounting, and bookkeeping services for small to medium-sized business and individuals throughout northeast Ohio. Aris Services also provides payroll services for businesses of any size all over the country.

Ms. Voulgaris will discuss year-end tax planning ideas.

Business Spotlight



The Koewler Law Firm
JAMES L. KOEWLER, JR.

The Koewler Law Firm can give seniors the ability to make choices. Attorney Jim Koewler, through his law office's elder law practice, helps seniors who need nursing home (aka skilled nursing facility) or assisted living care. Jim helps those seniors qualify for the Ohio Medicaid program because that program will pay the senior's costs for most nursing homes and many assisted living facilities. (Note: Medicaid payments for assisted living are limited to care costs.) More importantly, Jim will help the senior find ways to keep part of the senior's life savings and assets in the family as allowed by the Medicaid rules.

Jim Koewler's mission is "Protecting a Senior's Life Savings."™

The Koewler Law Firm

P.O. Box 443 • Richfield, OH 44286

Phone: 330.659.3579 • Fax: 440-378-5091

JKoewler@ProtectingSeniors.com www.ProtectingSeniors.com

Upcoming Featured Speaker

December 7

Dr. Peter Rea of Baldwin-Wallace College will discuss entrepreneurship

Chamber Board of Directors Openings Offer Input and Networking

In the next month the Chamber will be accepting nominations for officers for the 2012 calendar year.

The four offices are president, vice president, secretary and treasurer. In addition, the Chamber is seeking chairpersons for 2012 for two standing committees: membership and public relations.

The Chamber Board of Directors meets on the second Tuesday of each month at 7 a.m. Serving as an officer or committee chairperson offers an excellent opportunity to guide the business community and the Chamber. The current board would welcome newcomers.

If you would like to serve as an officer or a chairperson, please send your name to: mail@richfieldchamber.com



Becoming a sponsor of The Sweet Corn Challenge puts your organization or business on the map in the region, the state and the country.

July 29 is the date for the 2012 Sweet Corn Challenge.

We will be initiating more Internet advertising this year and our sponsors will receive an even higher presence. Be associated with this successful event by being a sponsor. Advertise your organization while supporting a healthy and fun activity for individuals and families.

Sponsorship levels are as follows:

Name Sponsors - \$10,000 level -

For 2012 Eddy's Bike Shop has signed on to be the name sponsor of the event.

Presenter Sponsors - \$5,000 level -

Your company logo will be featured on the front of 16,000 full-color brochures, on the athletic jersey that the cyclists will wear wherever their biking travels take them in the world, as well as on the commemorative t-shirt. Your logo will also appear on the Sweet Corn Challenge Web site, the route maps.

This sponsorship level includes your company's logo on all newspaper and magazine advertisements and an opportunity to display your banner at our water stops. Also, you will receive free passes that you can use or share with a team from your company.

Gold Sponsor - \$3,500 level

Your company logo will be featured on the inside of 16,000 full-color brochures, on the athletic jersey that the cyclists will wear wherever their biking travels take them in the world, as well as on the commemorative t-shirt. Your logo will also appear on the Sweet Corn Challenge Web site and the route maps.

This sponsorship level includes your company's logo on all newspaper and magazine advertisements, that are still to be printed, and an opportunity to display your banner at our water stops. Also, you will receive free passes that you can use or share with a team from your company.

Silver Sponsor - \$1,000 level

Your company logo will be imprinted on 16,000 full-color brochures, on the Web site, the event t-shirt and the Sweet Corn Challenge maps that are given to all riders.



To take advantage of all early Internet exposure, please sign on as a sponsor by Dec. 1. Our brochure will go to print on January 15, so that is the final date for all sponsorships.

Contact Sue Serdinak at the Richfield Chamber of Commerce for more information, 330-659-3300 or info@sweetcornride.com

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.

The Presentation Secrets of Steve Jobs:

How to Be Insanely Great in Front of Any Audience

by Carmene Gallo

McGraw-Hill. 2009 ISBN: 978-0071636087 \$21.95

Reviewed by Jennifer Stencel

Available at the Akron- Summit County Public library in book format only Call the Richfield Branch Library at 330.659.434 to reserve your copy.

In memory of Steve Jobs (1955-2011), here are three very powerful books written about this innovative powerhouse who certainly took “cutting edge” and “promising and delivering cutting edge” to an entirely new level. This review will expound on one; the other two titles featured come highly recommended.

If you thought the last time you would ever have to get up in front of a class was in 8th grade, you might have found yourself “caught in the spotlight,” for the environment today may demand otherwise. Now almost every employee may need to get up and pitch the company message of who you are and what you do. No need to sweat it, *The Presentation Secrets of Steve Jobs* is a wonderful book filled with advice on building a presentation with a powerful delivery that will leave your audience... awake!

Just to note, when you watch any of Mr. Jobs presentations, especially those that launched a new product like the iPod, you will see a polished, almost theatrical, well-coordinated presentation. What you may not know is that Jobs rehearsed for days, for hours, to get the details meticulously precise. Lesson 1: practice. Know your material well. Lesson 2: Be a storyteller. Give us a plot, a hero (your company or product), the villain, and conclude with how we will be left victorious with you. Lesson 3: read the book - there are too many lessons and bits of advice to list!

