

CHAMBER MONTHLY



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NOVEMBER 2015

November is almost here and the trees are simply beautiful. If you haven't had a chance yet, take a walk at one of the Summit Metro Parks or visit Richfield's Crowell-Hilaka property and enjoy the brilliance of the colors. Richfield is a great place!

Don't forget to vote Tuesday, November 3rd. It is your privilege as an American citizen; so take advantage of it. We have important positions in the Richfield Village government, including council and mayor, as well as on the Township Board of Trustees, to be decided. The elections need your careful consideration and action. Consult the November issue of the Richfield Times if you need a place to start your evaluation of the candidates.

Please forward your nominations for next year's Richfield Chamber of Commerce officers 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 ScripType Building begin-

ning at 7:00 am, Tuesday, November 10th. Please come if you want

to see what serving on the board is all about.

Thanks go to Pierre Bourgeix, VP of Business and Development for SecureState, who gave us an overview of issues surrounding personal and data security in the workplace at last month's lunch. This month's speaker is Chris Schroeder. We look forward to hearing her speak on LIFE Leadership & Learning Rx.

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 each month, starting at 11:45 am with informal networking. The formal meeting starts at noon. The non-member cost is \$11.

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

PRESIDENT'S CORNER

Sophie Veillette



**LET'S DO
LUNCH!**

**WEDNESDAY,
November 4, 2015**

Chris Schroeder

Executive Director,
LearningRx

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.**

Our October Speaker

Chris Schroeder Executive Director, LearningRx

Chris Schroeder is an educator, businesswoman and member of

LIFE Leadership where she provides information to professionals through group or individual coaching. As the executive director of

LearningRx, she gained experience in marketing, public relations, team building and networking. She will be presenting "LIFE Leadership & LearningRx".



CVCC Training

There will be Intermediate CNC (Computer Numerical Control) training at Cuyahoga Valley Career Center, Tuesdays and Thursdays from November 17 through May 26 from 5:30-9:30 pm. This class is 50 hours in the classroom with 150 lab hours providing a hands-on opportunity to apply multiple methods of developing toolpath programs for various CNC Equipment and controls. Topics will include an introduction to various CNC controls and importing and developing geometry in a CAD/CAM system for machine tool application. Tuition is \$2495. Register online at www.cvccworks.edu/IndustrialTraining.aspx or contact Rich Haines at rhaines@cvccworks.edu or by calling 440-746-8325.

BUSINESS BOOKS

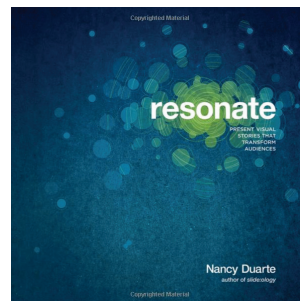
For those of you who have time for only one business related book a month, the Richfield Branch Library has gone into the shelves to narrow down trending title suggestions.

Resonate: Present Visual Stories that Transform Audiences

By Nancy Duarte. Wiley Publishing. 2010. 978-0470632017. \$29.95

At some point, if you haven't already, you will be called to give a presentation. It could be a formal "call to action" in front of hundreds, or it could be a persuasive speech in front of five. Recently, I had to give a persuasive talk in front of 15 of my peers, and I wish I had Nancy Duarte's Resonate before I did so. Here's why:

I had to give a persuasive talk on a pilot program being run at Richfield, with a call for other locations to consider giving the concept a



go. Resonate has me thinking of all the ways I should have delivered my presentation thanks

to Duarte's pointers. I wish I'd thought to deliver the content with the purpose of transforming my co-workers world from what is to what could be. I wish I'd found the storyline pulse that creates a momentum of emotion and energy, much like how a sailboat weaves to catch the wind that propels it forward. I wish I would have taken my co-workers on a journey, and moved them from constraints, to urgency, to inspiration. By thinking in terms of actions and emotions, the mood and the message totally change. What I didn't get was a resonance, a response to stimuli (my presentation). I didn't resonate very well.

The "wishes" sound pretty good, right? Perhaps you would like your next presentation experience to be the same? Next time I give a presentation, I'll Resonate.

Available through our Search Ohio service. Book reviewed by Jennifer Stencil, Branch Manager, Richfield Branch Library



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 by the 20th of each month. Please limit your release to 100 words. Attachments will not be accepted.