

# CHAMBER MONTHLY



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

Jim Koewler, President  
Lisa Mancini,  
Executive Secretary

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

## DECEMBER 2012

### Greetings!

This is my last President's Corner. I have enjoyed my time as Chamber President. I have tried to keep the Chamber running smoothly and have also tried to make some small improvements in how we operate and how we serve our members.

With the membership renewal packets at the beginning of the year, I told you of our plan to revamp our website. That project is underway, but it has not gone as quickly as I had hoped. As part of the website committee, I will continue working on it.

As the end of the calendar year approaches, it's time to choose our leaders for 2013. Our December meeting will include elections for next year's officers. I hope you'll come out to the meeting and vote. It's not too late to arrange for someone to nominate you (or to nominate yourself) at the meeting. (It occurs to me that, after the recent national election, the last thing you might want is someone like me urging you to get out and vote. Nonetheless, please come out and vote for your Chamber's officers.)

The approaching new year also signals the approach of our annual meeting and banquet. As I mentioned last month, we are seeking input from you for the 2012 Business of the Year. In this newsletter, you'll find a nomination form on which you can suggest to our board a Business of the Year. (This is the same form that was circulated last month.) Please give us your input.

Thanks go out to Chamber member Sophia Veillette of Schulte and Company CPAs, for her on discussion on year-end tax tips at our November meeting.

At our luncheon on Wednesday, December 5, Peter Rea of Parker Hannifin (and formerly a professor in Baldwin Wallace's business school) will discuss entrepreneurship. Please join us at the Days Inn and Suites at 11:45 for our networking. Our formal meeting will start at noon.

With my year as President coming to a close, I want to thank you for the opportunity to serve the Chamber. I also want to thank my fellow officers and committee chairs that made this year a success for all of us. David Swift of Group Management Services was Vice President. Joe Mazur of JW Mazur Group was Treasurer. Tonya Carper of Pine Valley started the year as Secretary, and Jessica Lipscomb, also of Pine Valley, finished the year as Secretary. Sue Serdinak of Scriptype chaired the Sweet Corn Challenge. Karen Smik chaired the Links for Education golf outing. Wendy Pollarine of PNC Bank chaired the Scholarship committee. Jim Smith of Exit Eleven Tire served as liaison with the Town Trust. Finally, Ralph Waszak of Village Council served as Past President and my advisor. The Chamber's success in 2012 grew out of their hard work.

As always, if you have an event or new business promotion that you would like to have included in the newsletter, please email it to mail@richfieldchamber.com. Please limit the submission to 100 words or less. (Please do not ask us to attach anything to the newsletter.)

I'll see you around town.

Take care,  
Jim Koewler

### PRESIDENT'S CORNER

Jim Koewler



**LET'S DO  
LUNCH!**

**WEDNESDAY,  
DECEMBER 5, 2012**

**Peter Rea  
of Parker Hannifin  
Entrepreneurship**

**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 December 4.**

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.**

## Business Events and Promotions

### Regina receives 5-star rating

Once again, Regina Health Center received the highest 5-star rating in overall quality from the Centers for Medicare and Medicaid Services—placing us in the top tier of nursing homes around the country. Congratulations to our caring, compassionate staff of all-stars for this outstanding achievement!

330-659-4161 or visit  
[www.reginahealthcenter.org](http://www.reginahealthcenter.org)

Regina Health Center is located at  
5232 Broadview Rd, Richfield, OH 44286  
[RHCMail@ReginaHealthCenter.org](mailto:RHCMail@ReginaHealthCenter.org)

### Growing Your Business in 2013

There are three ways to grow a business: get new clients, get old clients to purchase more frequently, and get clients to spend more. In advertising, there are only three types of promotions one can use and they are parallel to the three methods one grows a business. The first promotion is a traffic building promotion. The second type is a maintenance promotion to bring back existing clients. The third type is a ticket building promotion, designed to get clients to spend more to receive a benefit. Call me any time, Bob Minchak, 330-659-3590, [jbbob@jbdollar.com](mailto:jbbob@jbdollar.com).

### Sign Up for Extra, Free Internet Exposure

With upgrades to the ScripType website, advertising businesses can choose to receive a free webpage on the ScripType site as well as a free link to their own site. The page can include a description of the business, a logo and photo and contact information. In addition, the advertiser can offer a coupon and the ScripType readers can send an email directly to the business without going to another site.

Drive some of the 100,000 plus ScripType readers to your website for extra exposure. Contact Tom Serdinak at [tserdinak@scriptype.com](mailto:tserdinak@scriptype.com) or call 330-659-0303.

## Business Spotlight

### CCG Energy Solutions is an energy service company



CCG audits a building(s) and develops a comprehensive list of energy conservation measures (ECMs) that will reduce energy and water consumption, reduce operating and maintenance costs, improve the comfort of the building(s) and reduce greenhouse gas emissions. The customer

chooses the ECMs that fit their needs and CCG bundles them into an attractive financial package. There is no upfront cost as the future savings generated from the ECMs offset the cost of the upgrades. We also provide the necessary training and offer future service on the systems.

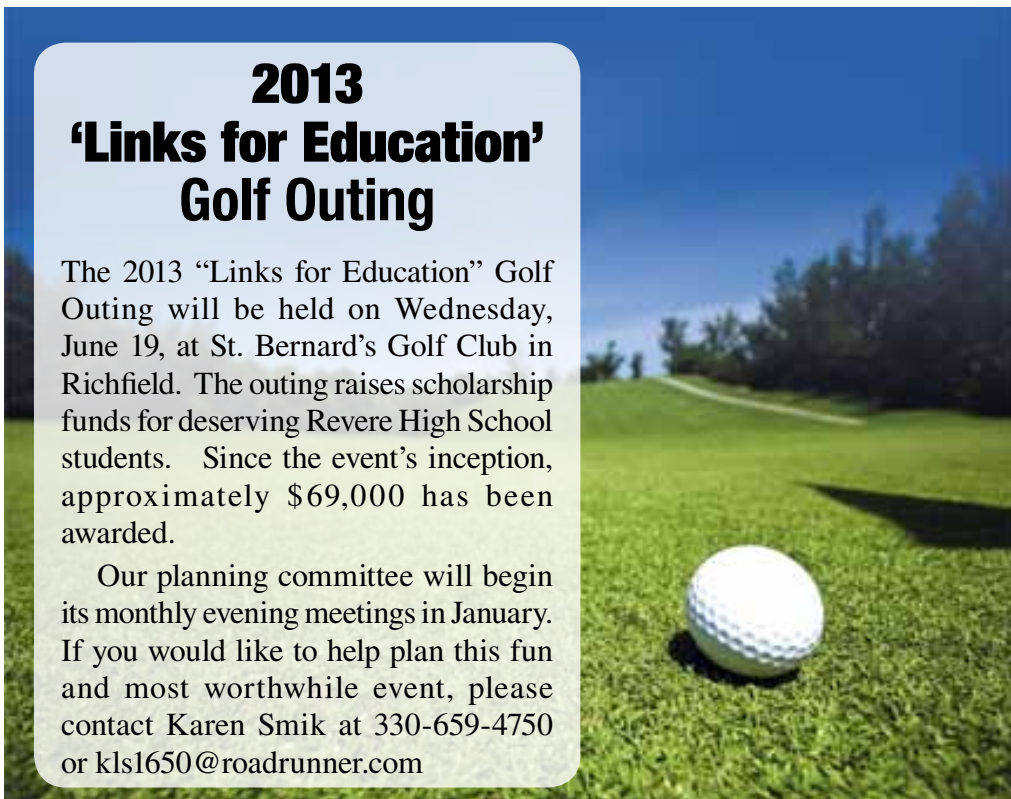


**Owner: Brian Wagner** Phone **330-659-5082**  
**3868 Congress Parkway, Richfield, OH 44286**  
[ccgenergysolutions.com](http://ccgenergysolutions.com)

### 2013 'Links for Education' Golf Outing

The 2013 "Links for Education" Golf Outing will be held on Wednesday, June 19, at St. Bernard's Golf Club in Richfield. The outing raises scholarship funds for deserving Revere High School students. Since the event's inception, approximately \$69,000 has been awarded.

Our planning committee will begin its monthly evening meetings in January. If you would like to help plan this fun and most worthwhile event, please contact Karen Smik at 330-659-4750 or [kls1650@roadrunner.com](mailto:kls1650@roadrunner.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.*

## **Content Rules: How To Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars and More that Engage Customers and Ignite Your Business**

by Ann Handley and C.C. Chapman.

John Wiley & Sons, Inc. 2011 ISBN 978-0-470-64828-5 \$24.95

I am sure you have heard of Instagram, TwitPic, Slideshare, Wordpress, Skype, Voice Thread and Audacity. If not, get online and check out these silly and nonsensical words. It is there that you will find your potential customers who are already online just waiting for someone to show or tell them the way. That said, how many of you are taking advantage of the above multi-sensory sites to tell your story? Yes- story, not sales pitch.

One of the best ways to create customer loyalty is by delivering engaging content. The best way to do that, is to basically story tell. The author wants you to show off your expertise. The above platforms can help get your story out there, but it can be overwhelming. And, just how do you do it?

This is where Content Rules comes in and shows you the engagement power of each platform. Customers are out there searching for answers to everyday problems such as: “How do I invest today so I can retire tomorrow?” “I want to put in a pool for the family, but what can I really afford?” “What are the latest and easy hair styles out there so this mini-van mom can feel hip again?” That is what you want. Put what you know out there. Become the link! Create a You Tube video showing a variety of easy hair styles “trending” at your studio. Pull together a slide show (slideshare.com) with enticing pool designs you put in and explain why they are feasible for a family budget. Podcast (audacity.com) often funny, short clips such as “The Top 5 Warning Signs of a Sinking Stock”. After all, you have gained and earned the expertise- so shine, share, and engage with your customers.

*Reviewed by Jennifer Stencel, Branch Manager, Adult Librarian and Teen Librarian at the Richfield Branch Library of the Akron-Summit County Public Library System.*

