

CHAMBER MONTHLY



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

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DECEMBER 2014

PRESIDENT'S CORNER

Bruce Baylor

I'm writing this a few days before Thanksgiving, and I realize that I have much to be thankful for. I am thankful to have been able to serve as president of your Chamber of Commerce. I am especially thankful for all of the activities for which I have gained a much greater knowledge and have enjoyed participating: The Links for Education, The Sweet Corn Challenge and Community Days to name a few. I am thankful for the contributions of the other officers, committee chairs, and Chamber members who continue to make the Chamber successful.

Past President, Jim Koehler's guidance and assistance was indispensable. I cannot recall a function in which he did not exuberantly provide assistance or tasks he was unwilling to assume.

It is impossible to thank Sue Serdinak enough for her knowledge and sacrifice of time and resources. The Sweet Corn Challenge is just a part.

Karen Smik, Chairman of the Links for Education Committee, overall involvement in the community, not just the tremendous work she and her committee do for the Links for Education is amazing. Steve McAlear, vice president, arranged great speakers and coordinated terrific luncheons as well as contributed time and effort to many other functions.

Beyond just dealing with the financial responsibility, Roger Swan, treasurer, continues to assume tasks associated with many of the events. He also keeps the Chamber Board aware of Village developments. Sophia Veillette provided great insight at the board meetings, resourcefulness and tremendous effort at Chamber events. I am quite grateful that she has agreed to be nominated for President of the Chamber Board for 2015.

The number of members who volunteer time and resources to the Chamber's and community's events is much too many to list here. So are the anecdotes and my learning experiences resulting from interfacing with them.

Finally, I am thankful for all members' interest in our Chamber and our community. Yours and your fellow members' interest is the greatest benefit that we can have in the Chamber. The chance to meet and talk with other local business owners and representatives as well as public officials leads to business opportunities and to civic engagement.

Please come to our December luncheon at the Days Inn on December 3, to vote for the officers for next year. The nominating committee has proposed: Sophia Veillette, Schulte & Company CPAs, Inc. for president, Salena Parker, Center for the Healing Arts, for vice president Roger Swan, Village Councilman, for treasurer, and Jennifer Jones, First Merit Bank, for secretary. We will accept

continued on next page



**LET'S DO
LUNCH!**

**WEDNESDAY,
December 3, 2014**

Sophia L. Veillette, CPA

Schulte & Company CPAs, Inc.

"Navigating Tax Changes Effective
for 2014 and 2015."

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 Dec. 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.**

December Luncheon Topic is “Navigating Tax Changes Effective for 2014 and 2015”



Sophia Veillette

Sophia Veillette, certified public accountant, will talk about tax changes for businesses and individuals effective for 2014 and 2015

Sophia is a partner with Schulte & Company CPA's, Inc, and has over 20 years experience providing tax and assurance services, helping small business owners minimize their taxes and achieve their financial goals. Sophia's broad background as a CPA gives her the distinctive ability to understand how tax and financial accounting issues affect one another. She has extensive knowledge in helping clients in a wide range of industries, both for-profit and not-for-profit.

She joined Schulte & Company eight years ago, following a broad spectrum of experience: three years with Price Waterhouse in Washington, D.C. and Greenville, S.C, several years as an accountant for an Akron funeral home, and ten years as accounting services staff and manager for another Akron accounting firm.

Sophia holds a Masters of Taxation from the University of Akron, a Masters of Accounting Science from the University of Illinois, and a Bachelors of Science in Accounting from Virginia Polytechnic Institute and State University.

She resides in Akron with her husband, Bob, and two sons. She grew up in Maryland. She cheers for Hoban High School, University of Akron, Ohio State University, and Cleveland professional sports teams. She spends her free time skiing and golfing with family and friends.

OSHA Regulations Have Changed

Under the Occupational Safety and Health Administration (OSHA) recordkeeping and reporting regulations covered employers, with more than 10 employees or not in certain low-hazard industries, are

required to prepare and maintain records of serious occupational injuries and illnesses, using the OSHA 300 Log. On September 11, OSHA announced changes to the list of industries that are exempt from the requirements to routinely keep OSHA injury and illness records.

OSHA also announced changes to the list of severe work-related injuries and illnesses that all covered employers must report to OSHA.

These new requirements will go into effect on January 1, 2015 for workplaces under Federal OSHA jurisdictions.

Visit osha.gov/recordkeeping2014 for more details.

This communication is not intended to convey or constitute legal advice. This information should not be used to replace consultation with a trained legal professional, or any other qualified expert.

President's Corner *continued*

nominations from the floor, so you can choose to run yourself or nominate a different chamber member.

I hope to see you all at the Chamber's 2015 Annual Banquet with the installation of officers, presentation of the Business of the Year award, the Beautification award, other recognitions as well as a great Keynote Speaker.

Bruce W. Baylor
President

FAFSA Information Night at Career Center

Cuyahoga Valley Career Center will host a FAFSA Overview (Free Application for Federal Student Aid) Information Night for parents of high school seniors. The event will take place Wednesday, December 10 from 7-8:30 PM, at the school, 8001 Brecksville Road, Brecksville.

This seminar will provide parents with information on completing the 2015-16 FAFSA form. College financial aid professionals will provide line-by-line explanation of the FAFSA form, detailed instructions regarding special circumstances and how to accurately report assets. This is a free program. Registration is required. Register online at: <http://tinyurl.com/CVCC-FAFSA2014>.

Public and private employers: Get ready for prospective billing

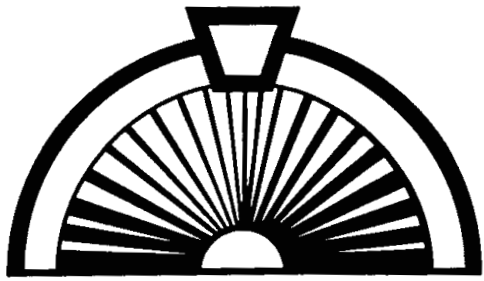
The Ohio Bureau of Workers' Compensation (BWC) is switching from retrospective billing to prospective billing starting in 2015. That means private and public employers will pay in advance of receiving workers' compensation coverage. According to Elizabeth Seuffer, BWC public information officer, prospective billing will help BWC modernize its operations and provide better service to employers.

The switch will occur July 1, 2015, for private employers and Jan. 1, 2016, for public employers.

Learn more about the transition credit BWC will provide to employers in good standing as well as deadline changes for BWC rating plans and discount programs in this private employer prospective billing update and public employer prospective billing update.

Prospective billing timelines, frequently asked questions and more resources about prospective billing are available at bwc.ohio.gov.

If you have questions about prospective billing, please contact your local BWC customer service office, call 1-800-644-6292, or email BWC.



Richfield Chamber of Commerce *Annual Banquet*

RICHFIELD

Guest Speaker

Ken Babby

Owner/CEO, Rubber Ducks

Wednesday, January 14, 2015

Taverne of Richfield

3960 Broadview Road, Richfield

\$40 per person

6:00 p.m. Cocktails - Cash Bar - Hors d'oeuvres

7:00 p.m. Dinner

8:15 p.m. Program

Deadline for all reservations is January 9th

.....
Name _____ Business _____

Address _____

Phone _____ Email _____

Please reserve _____ dinners @\$40 each. My check# _____ or \$ _____ is enclosed.

Choice of entree: Herb Roasted Chicken Hanger Steak Baked White Fish Stuffed Portabella

Please indicate name(s) for name tags below or on back of this reservation form:

1.) _____ 2.) _____

I am a 2014 Silver Corporate Member. Please reserve my two free dinners.

I am a 2014 Gold Corporate Member. Please reserve my two free dinners.

Please call me with more information on the Silver and Gold Packages.

Richfield Chamber of Commerce • 4300 Streetsboro Road • Richfield, OH 44286

You may call 330-659-3300 for availability.



Nominate the Richfield Business of the Year

The Chamber of Commerce, in conjunction with OEConnection, will honor the Richfield Business of the Year at the Chamber's annual banquet on January 14, 2015. The Chamber Board of Directors is accepting nominations for this award. Large or small Richfield businesses can be nominated and businesses can nominate themselves.

To nominate a business, please send us:

- Your name and contact information
- The name of the business you are nominating
- The owner or CEO of that business.
- His or her contact information.

Then describe in 300 words or less how the business meets ANY or ALL of the criteria that follow:

1. This business demonstrates success and exceptional performance in business practices.
2. This business has been recognized in its industry or by an employee or business organization.
3. This business has made an economic impact on Richfield, the region or the state within the last one to three years.
4. This business has demonstrated corporate citizenship and/or community leadership.
5. This business overcame a diverse or extraordinary circumstance.
6. This business fills a unique void in the community.

**Please submit your nomination
no later than December 5, 2014.**

It can be emailed to: mail@richfieldchamber.com or mailed to:
Richfield Chamber of Commerce,
4300 W. Streetsboro Rd., Richfield 44286

OEConnection, the 2012 Richfield Business of the Year, is sponsoring this year's award.

Vote Will Be Taken for 2015 Officers

At the luncheon on December 3, the Chamber board's nominating committee will present a slate of officers: president, vice-president, secretary and treasurer.

In addition to this slate, members may nominate other people. These nominees must be present at this meeting and agree to be nominated.

Following this, a vote will be taken.

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.



BUSINESS BOOKS

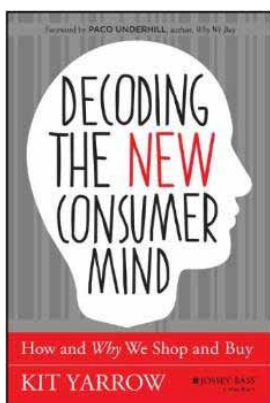
For those of you that have time for only one business related book a month, the Richfield Branch Library has gone into the shelves to narrow down trending title suggestions.

Decoding the New Consumer Mind: How and Why We Shop and Buy

by Kit Yarrow. Jossey- Bass Publishing, c. 2014 \$27.00, ISBN: 978-1118647684

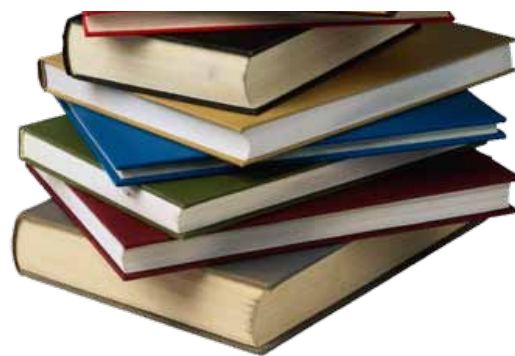
Much like the automotive industry, those in the customer service industry must “re-tool” their experiences to win over the new consumer. As we head into a New Year, this book will get you thinking about moving and “re-tooling” your business to be in-step with your costumers.

Today, there is a huge emotional piece behind why we “buy,” and why we were loyal. We are random. We are fickle and unpredictable in our decisions. If you think technology has something to do with it, you’re right!



One must understand that people today are anxious, distracted, distrustful, on-edge and depressed. It’s been studied and confirmed that people are crankier and more narcissistic than ever. People feel alone, even in a crowd. Technology has created a sense of isolation. What that means for

you is: knowing that today’s consumer craves to feel “re-connected.” Adventure, discovery, excitement, letting-in-on-secrets, and unique ways of getting products, are some examples



of how customers are yearning for exclusive experiences to curb their sense of isolation. Can you deliver on all that today?

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



Richfield Chamber of Commerce Board Members

President – Bruce Baylor,
Baylor Associates

Vice-President – Steve McAlear,
Pike Agency - Allstate

Treasurer – Roger Swan,
Village Councilman

Secretary – Sophia Veillette,
Schulte & Company

Past-President – Jim Koewler,
The Koewler Law Firm

Sweet Corn Challenge chair –
Sue Serdinak, ScripType Publishing

Links for Education chair –
Karen Smik

Town Trust Liaison – Jim Smith,
Exit 11 Truck Tires

Scholarship committee chair –
Jim Koewler,
The Koewler Law Firm

Business Spotlight

Frontier Tank Center Inc./ Frontier Trailer Sales Inc.

Sales, service, parts, custom fabrication and welding
for the over-the-road tank trailer industry.

3800 Congress Parkway
Richfield, OH 44286

330-659-3888

Frontiertrailersales.com