

CHAMBER MONTHLY

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

Carri Wells,
Executive Secretary

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DECEMBER 2018

ONE TEAM | ONE GOAL

Happy Holidays!! On behalf of the Richfield Chamber of Commerce, I would like to thank our longtime Chamber members, our newest members, the community and city officials for a great year. A year of many new faces, changes and new friends brought about by a wide range of events bringing the business community, residents and our great city officials together. I am so grateful to have served this past year as president of the Richfield Chamber of Commerce and want to thank both my fellow board members and past members for their guidance.

Special recognition to our volunteers who make our events happen by providing their time and resources deserve a huge thank you and standing ovation. Their timeless efforts to present our community with events that are both memorable and bring people together to celebrate, is to be commended.

A great big thank you to our keynote speaker last month, Tony Mercurio from National Interstate. I enjoy listening to Tony. His story is compelling and an inspiration for all who are striving for excellence. It's been great to have had the opportunity to work

PRESIDENT'S CORNER

Sheryl Wilson

with his team on several events. They truly are second to none.

We are so excited to host our annual banquet on Thursday, January 17th at National Interstate. This will be our second year at National Interstate. They were gracious enough to invite us back. Details of the event will be provided by the Chamber. Stay tuned. Get ready for some eye opening, jaw-dropping information from David Kennedy, our keynote speaker that evening. You can preview him on his many podcasts or YouTube segments. Cybersecurity is something we all need to pay attention to. There are individuals and countries that want our proprietary information and it has become one of the largest criminal enterprises, Cybercrime.

Finally, our next membership luncheon is Wednesday, December 5th at the Days Inn. Our featured speaker is Stephanie York and her topic will be "Crisis Communication."

Sheryl



LET'S DO LUNCH!

WEDNESDAY, Dec. 5, 2018

Speaker

Stephanie York,
Vice President and In-House
Counsel, Hennes Communications

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.

Non-members bring \$13 check payable
to Richfield Chamber of Commerce
No-shows will be invoiced \$13 for their reserved lunch.

*Invite an associate!
Bring your business cards
to share.*

Please R.S.V.P. to
330-659-3300 by Nov. 30.

**ACCEPTING BUSINESS NOMINATIONS
NOMINATE A RICHFIELD BUSINESS FOR
BUSINESS OF THE YEAR**

SEE PAGE 4 IN THIS NEWSLETTER FOR THE GUIDELINES

**NOMINATE A RICHFIELD BUSINESS FOR THE
BEAUTIFICATION AWARD**

**CALL THE CHAMBER OFFICE WITH YOUR BEAUTIFICATION NOMINATION.
THE COMMITTEE WILL VIEW ALL NOMINATED PROPERTIES.**

Our December Speaker

Stephanie York

Vice President and In-House Counsel, Hennes Communications

Stephanie York is Vice President and In-House Counsel at Hennes Communications, one of the few firms in the U.S. focused exclusively on crisis communications and crisis management.



Hennes Communications serves corporations, government agencies, nonprofits, education and healthcare institutions, as well as law firms and their clients, that are “on trial” in the court of public opinion.

With over 25 years’ experience in law and communications, York and the firm’s past and present clients include the 2016 Cleveland Host Committee for the recent Republican National Convention, ThyssenKrupp, Avery Dennison, Lubrizol, Kent State University, Oberlin College and the National Aeronautics and Space Administration, as well as scores of municipalities and law firms across the U.S.

Better recognized as the assistant director of law and spokesperson for the city of Akron and former Mayor Don Plusquellic, York serves on many local nonprofit boards, including United Way of Summit County, Leadership Akron Alumni Association, Downtown Akron Kiwanis Foundation, and the Jewish Community Board of Akron. She is currently president of the Jewish Women’s Endowment Foundation.

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.

Anthem Whole Health Connection

Did you know?

Diabetes is most companies’ biggest health care cost.¹ That’s because people with diabetes are more likely to have other health issues such as dental problems, which can be very costly for them and you.

That’s why Anthem developed the Whole Health ConnectionSM program – to help lower diabetes-related costs and get your employees the support they need.

How Whole Health Connection works

The Anthem Whole Health Connection program links your medical plan with your dental plan, helping doctors and your employees see how dental health is connected to overall health. When one of your employees is identified as having diabetes or being high-risk for it, Whole Health Connection proactively helps them by:

- Automatically enrolling them in extra dental cleanings or gum pro-

cedures.

- Sending them diabetes-specific dental care alerts.
- Providing wellness resources such as dental health education kits, Ask a Hygienist helpline, dental cost estimator, dental risk assessment and nurse coaches.

To find out more about how the Anthem Whole Health Connection program can help you lower costs and improve your employees’ health, go to <https://www.specialtybenefits.info/oh>.

¹ American Diabetes Association website: *Health Care Spending on Diabetes in the U.S., 1996–2013* (accessed October 11, 2018): <http://care.diabetesjournals.org>.

Anthem Blue Cross and Blue Shield is the trade name of Community Insurance Company. Independent licensee of the Blue Cross and Blue Shield Association. ANTHEM is a registered trademark of Anthem Insurance Companies, Inc.

Crain’s Cleveland Business Notable Women in Technology 2018

Among her many talents, Sheryl Wilson of Bay Pointe Tech Services, has a keen ability to “break down complicated technical jargon to a level that is understandable for those outside of the industry,” according to nominator Krista Gesaman, of Canal Fulton-based Aeration Septic, which utilized the Richfield technology services provider’s free cyber threat assessment program. “For those in business who do not have a good understanding of technology, her services are critical for us to continue to grow and advance.”

Wilson oversees a team of 13 at Bay

Pointe Tech Services and has been instrumental in growing Bay Pointe by attracting and retaining talent, expanding the scope of its services and offering cutting-edge technology solutions.

Outside of the office, Wilson is president of the Richfield Chamber of Commerce and a member of the Women Presidents’ Organization. Most recently, she has leveraged her passion for education and technology to become actively involved in the E-Rate, a federal program to help schools and libraries obtain affordable Internet.

OEConnection makes Weatherhead 100 list

OEConnection LLC (OEC), a technology employer in Richfield and also a Richfield Chamber of Commerce member, announced that it has been named to the Weatherhead 100 list of fastest-growing organizations in Northeast Ohio as a 2018 Centurion Winner. This is the company’s sixth time appearing on the Weatherhead 100 list. Presented by Case Western Reserve University’s Weatherhead School of Management, Weatherhead 100 is

the premier recognition of companies that best exemplify leadership, growth and success in the region. Qualifying Centurion companies must demonstrate measurable revenue growth over the past five years and net sales of \$100 million or more in the last year.

OEC and other 2018 Weatherhead 100 award winners were honored at a black-tie event on Thursday, November 29, at the Hilton Cleveland Downtown.

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.

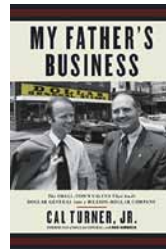
My Father's Business

By Cal Turner, Jr. with Rob Simbeck
Center Street, 2018
ISBN: 1478992980

In his new book *My Father's Business: The Small-Town Values That Built Dollar General into a Billion-Dollar Company*, long time CEO Cal Turner Jr. chronicles the history of the ubiquitous discount store, from a small general store into a Fortune 500 Company with \$6 billion in sales, and close to 60,000 employees. Founded in Scottsville, Kentucky by the author's father and grandfather at the end of the Great

Depression in 1939, the Turners created a business model of buying leftover factory inventories and selling them to larger retailers. Cal, Sr., habitually overbought items and as a result was chronically overstocked, so he began selling the excess in his store at a single price point – one dollar.

Dollar General opened its first stand-alone store in 1955 and went public in 1962. Today there are nearly 6,000 locations. The Turners concentrated on towns in the rural south that were



too small to support larger stores or urban locations that had been abandoned by the national retailers. Cal, Jr., who became president in 1977, gives a candid account of the problems of running a modern financial enterprise and the toll it took on family relations, while still maintaining the values of a small town business. At its heart, *My Father's Business* is a biography of a unique family who sought to live up to the firm's simple mission statement of "Serving Others".

*Book reviewed by Mike Daly,
Richfield Branch Library*

Legal Tips from Gertsburg Law

A legal tip for businesses from Nick Weiss of The Gertsburg Law Firm:

When hiring service contractors that are bonded and insured, don't count on payment by the bond or insurance if the contractor doesn't do the job or causes damage to your property. Most municipal performance bonds only reimburse the municipality, not the person having the work done, in the event that the work isn't performed to code.

A contractor's insurance isn't going to help you either. A recent Ohio Supreme Court decision determined that for both contractors and sub-contractors, poor workmanship does not constitute an "occurrence" and isn't covered under most commercial liability policies.



Cozy up to Winter Wonders at Richfield Heritage Preserve

RJRD and Friends of Crowell Hilaka will be hosting "Cozy Up to Winter Wonders at Richfield Heritage Preserve" on Saturday, Dec. 1 from 10:00 a.m. to 3:00 p.m., at Richfield Heritage Preserve (4374 Broadview Road). Attendees can purchase delectable Christmas cookies, warm up with a savory soup lunch, enjoy live holiday folk music and go on a guided hike or take a carriage ride during which they'll view some of the park's festively decorated historic homes. Free storytelling, nature crafts, cookie decorating and face painting will also be offered for our younger guests. Word on the trail has it there will also be a visit from Father Christmas astride his beloved horse! Go to www.friendsofcrowellhilaka.org for further details.

Phlebotomy Information Night at Cuyahoga Valley Career Center

Monday, December 3 from 6 to 7 p.m.

Phlebotomy Fundamentals class meets Monday, Tuesday and Wednesday evenings from 5:30 to 8:30 p.m. January 14 to March 4. The required 100-hour clinical rotation will run five days a week, Monday through Friday from March 11 to March 27. For more information, visit www.cvccworks.edu/PhlebotomyFundamentals.aspx or call 440-746-8205.

Blood Drive at CVCC

Friday, December 7 from 7:30 a.m. to 2:30 p.m.

The blood drive is sponsored by CVCC Health Career's students and is open to the public.

EKG Information Night at CVCC

Tuesday, December 11 from 6 to 7 p.m.

EKG Technician class meets Monday and Thursday evenings from 5:30 to 8:30 p.m. January 14 to April 15. For more information, visit www.cvccworks.edu/EKGTechnician.aspx or call 440-746-8205.

Richfield Chamber of Commerce Board Members

*President – Sheryl Wilson
(Bay Pointe Tech Services)*

Vice President – Amy French (OEC)

*Treasurer – Austin Linden III
(Financial Management Strategies)*

*Secretary – Lynn Seifert
(Seifert & Cox, L.L.P.)*

*Past-President – Tim Ochwat
(Meridian Construction Services)*

*Sweet Corn Challenge chair – Sue Serdinak
(ScripType Publishing)*

Links for Education chair – Karen Smik

*Scholarship committee chair – Jim Koewler
(Koewler Law Firm)*

*Membership chair – Gigi Gerstenberger
(Bay Pointe Tech Services)*

Nominate the Richfield Business of the Year

The Chamber of Commerce, in conjunction with OEC, will honor the Richfield Business of the Year at the Chamber's annual banquet. 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, 2018.

It can be emailed to: mail@richfieldchamber.com

or mailed to: Richfield Chamber of Commerce,
4300 W. Streetsboro Rd., Richfield 44286

OEC, the 2012 Richfield Business of the Year, is sponsoring this 2018 award.