

CHAMBER MONTHLY



4300 W. Streetsboro Rd.
Richfield, Ohio 44286
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AUGUST 2011



**WEDNESDAY,
AUGUST 3, 2011**

**Ron Finkelstein
World Ventures**

*"The connection between employee
vacation time and productivity."*

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 August 2.**

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.**

Hello,

I trust that you all are enjoying the summer (and the heat) and managing to stay cool. It won't be long and we'll be scraping ice off of our windshields, so savor the moment!

When searching for a new location, many businesses utilize demographic data. Frequently, they focus on the number of "house tops" in a specific concentric circle. As an example, one mile, five miles, 25 miles etc..

It comes as no surprise to you that Richfield is not a densely populated community, so the



A slice of Richfield viewed from above

number of house tops in a smaller concentric circle is comparatively low. The Cuyahoga Valley National Park and other regional parks obviously skew this figure; additionally, the Interstate Highway system has gobbled up a huge amount of land.

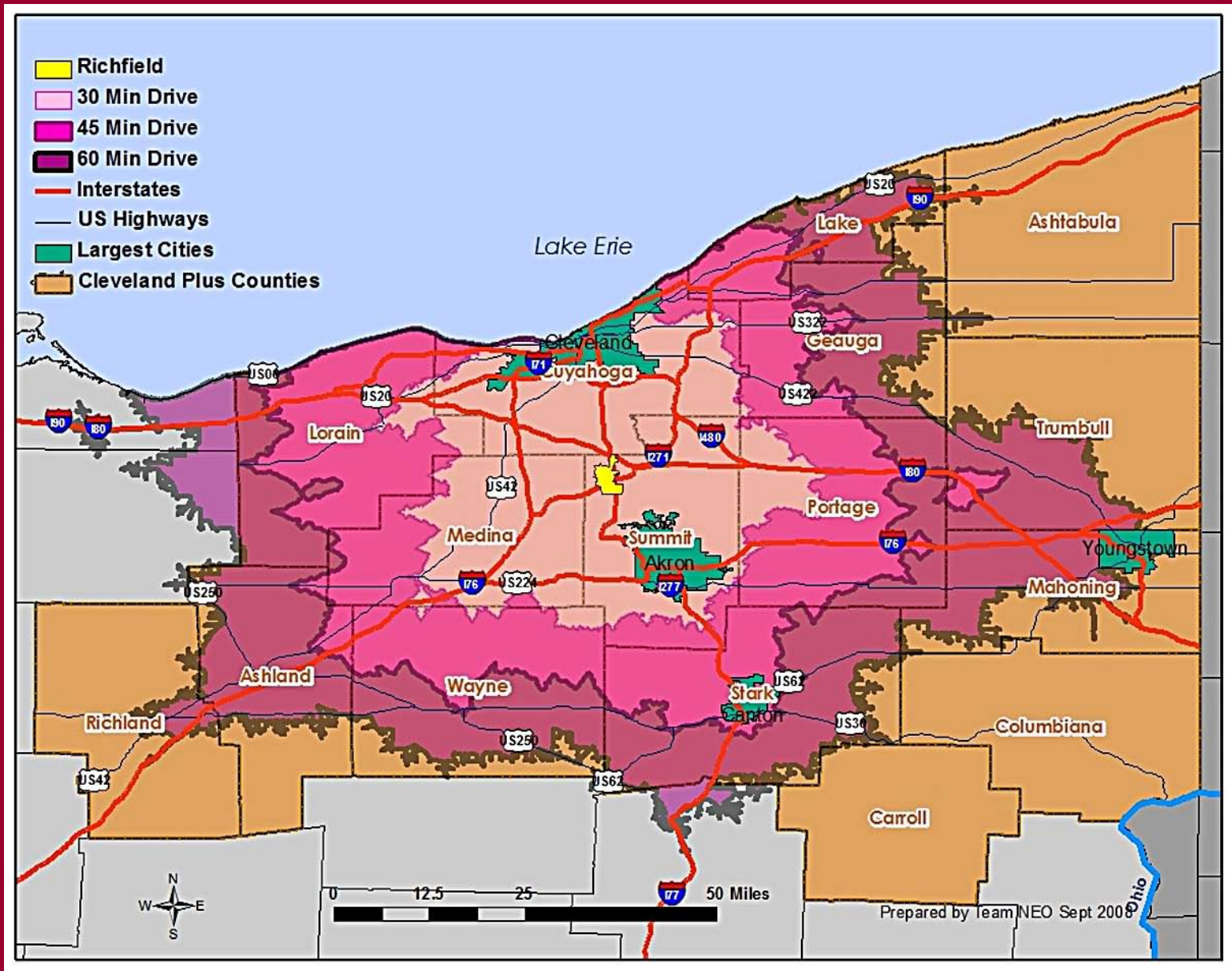
However, Richfield's demographic data is quite good when compared to other areas,

such as Chagrin Boulevard and I-271, Rockside Road and I-77, or Crocker-Basset Roads and I-90.

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PRESIDENT'S CORNER

Ralph Waszak



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While we lack a large number of house tops in a small concentric circle, Richfield’s level of educational attainment and household income is quite high. Furthermore, Richfield’s numbers become even more attractive if one focuses on total population in a larger concentric circle - and ease of travel via three Interstate highways.

As you can see by the map of drive times, Richfield is the center of Northeastern Ohio. Companies that choose to locate here have excep-

tional access to our region’s most highly educated workforce; likewise they can serve markets in Cleveland and Akron, and other areas from our central location.

As an added bonus, Richfield has the lowest property effective commercial/industrial property tax rate in Cuyahoga and Summit counties.

Ralph R. Waszak, Sr.
 President, 2011 Richfield
 Chamber of Commerce



Bike Event Brings Tourists and Dollars

The weather forecast looks good, pre-registrations are high and Richfield is ready for over 2,000 cyclists this weekend. Eddy's Bike Shop Sweet Corn Challenge, the Chamber's largest event of the year, promises to bring people to the community from all over the U.S. and even from other countries. Usually about 15 states are represented.

Not only does the event fund the yearlong activities of the Chamber and the commercial historic district of Richfield, it brings visitors to Richfield and the surrounding region. Many cyclists, often accompanied by their families, come days ahead of the Challenge and tour the area.

According to the Ohio Travel Association, tourism generates \$36 billion for Ohio's economy. It brings in more than \$2.5 billion in direct taxes, \$1.4 billion in state taxes and \$702 million in local taxes. Overnight travelers annually spend about \$7.6 billion on food and day trip visitors spend about \$4 billion on food.

We thank all of the sponsors of the Sweet Corn Challenge: Eddy's Bike Shop, Richfield Giant Eagle, Empaco Equipment Corporation, CCG Energy Solutions, Glencairn Forest, OEConnection, Charles Schwab, OSANA (Ohio State Association of Nurse Anesthetists), Summa Health Systems and Pine Valley Care Center.

We are also most appreciative of the approximate 100 volunteers who will be working this weekend to make the Challenge successful, fun, safe and enjoyable for all of our guests to the community. Richfield Village and Township and several elected officials support this event.

If you see a cyclist, make them feel welcome.

Sue Serdinak
Sweet Corn Challenge Chair

Speaker Biography

Ron Finklestein

After a successful consulting career providing solutions to Fortune 1000 accounts, Ron has spent the past 6 years building his business, RPF GROUP INC helping entrepreneurs and business owners grow sales, get their life back and reducing the risk associated with the decision making process.

Ron has authored three business books: *The Platinum Rule,[™] for Small Business Mastery*, Nine Principles for Inspired Action: A New & Targeted Perspective and *49 Marketing Secrets (THAT WORK) to Grow Sales*.

Ron is the creator of the Business Growth Experience. The Business Growth Experience helps business owners overcome obstacles to business balance, business growth and business performance. If you are interested in learning how Ron can help you in your business or to have Ron speak to your business, team, organization, association or group, contact him at (330) 990-0788 or ron@businessgrowthexperience.com / www.ronfinklestein.com.

Upcoming Featured Speakers

September 7

Tina Thelin of Wise Consultants will discuss marketing via social media

October 5

Jason Segedy of the Akron Metropolitan Transportation Study will discuss regionalism and the connection between transportation and economic growth

November 2

Litsa Voulgaris of Aris Services will discuss year-end tax planning

December 7

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

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.



Delivering Happiness:

A Path to Profits, Passion, and Purpose
by Tony Hsieh.

New York : Business Plus, 2010. ISBN: 9780446563048

Available at the Akron-Summit County Public library in hardback or book-on-cd format. Call the Richfield Branch Library at 330.659.4343 to reserve your copy.

Reviewed by Jennifer Stencel, Branch Manager, Adult Librarian and Teen Librarian at the Richfield Branch Library of the Akron-Summit County Public Library. Just to note: you do not need to be a resident of Summit County to obtain a library card from the Akron-Summit County Public Library System

Unless you have been living under that virtual rock, Zappos, an online shoe store, is probably a company you've heard of with a bit of hype attached to it. Perhaps the shoes you are wearing were ordered from there. But what made them stand out? Why such success when, after all, it is just shoes?

What makes this company so unique is that the CEO Tony Hsieh puts emphasis and care first in the employees and the work culture. Employees that are happy, and, yes, happiness does matter according to Mr. Hsieh, will trickle that sensation down to customer service that excels. So successful is this happy staff, willing to give anyone the V.I.P treatment, is that customers recognized the authenticity of it, gravitated towards it, and obtained the ultimate objective for any company: a loyal customer following. What you will learn is the "why" employees love their job, the "how" a little creativeness, fun, and goofiness is good, the "what" happened when times got tough and things looked grim, and just "when" giving new employees \$2000 to quit if they don't love their jobs is feasible and well worth it.

The challenge was made: does passion trump a paycheck in terms of retaining good employees? Well, it looks like passion certainly helps the "whistle-while-you-work" cause. Because the employees have "bought into" the Core Values of the company, Zappos has managed to weather the economic storm and still float.

I thought to kick off this new feature in the Chamber's Newsletter with this book. Why? Well, besides promoting the health happiness of your employees, I really liked one particular idea from the book. In the lobby at Zappos, the CEO Tony Hsieh put in a library bookshelf filled with inspirational business books. Employees are free to take anything from the shelf and are encouraged to read, expand, learn more, gather ideas, share, and suggest other titles. You can keep any book or return it. I didn't believe it, so I called Zappos. It is true! So, as a result, here will be a section dedicated to your business bookshelf. Perhaps you will put a library in your lobby.

Business Spotlight

GMS is a Professional Employer Organization headquartered in Richfield, Ohio with offices also in Columbus and Cincinnati. GMS specializes in working with small to medium sized businesses to reduce the burden of non-revenue generating tasks required to run a business.

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Holiday Tree Festival to Benefit Lupus Foundation of America -Greater Cleveland Chapter

Businesses are being offered an opportunity to showcase their name in the community by participating in the Holiday Tree Festival sponsored by and to be held at the Days Inn and Suites of Richfield, located at 4742 Brecksville Road. This new event will benefit the Lupus Foundation of America - Greater Cleveland Chapter.

Each participating business is asked to donate a fully decorated artificial holiday tree or wreath. All trees must include a stand and skirt, and they may not exceed 10 feet in height. Services of a professional florist are available, at no charge, for those who don't have time to decorate their own tree or wreath. You will just need to provide all the materials. While there is no limit on the number of entries an individual company may submit, there will be a maximum of 100 trees accepted for the event. There is no maximum number for wreath entries.

All decorated trees and wreaths must be set up at the Days Inn and Suites on November 14 or

15. They will be on display and bidding will take place from November 16-December 9.

A dinner and silent auction will be held on Friday, December 9, from 6-10 p.m. Cost for the dinner is \$25 per person. A cash bar will be available and entertainment will be provided. A special rate will be offered for the purchase of a full table (tables of 8 or 10 are available). Tickets will be picked up "at the door." Businesses are encouraged to take advantage of this alternative for a holiday office party while helping out a worthwhile organization at the same time! All businesses are welcome to attend the December 9 event whether or not they donate a tree/wreath.

To sign up for the Holiday Tree Festival and/or for additional information, contact Judy Picone of Days Inn & Suites at 330-659-6151 or judypicone@hotmail.com (list "Holiday Tree Festival" as the e-mail subject).

