

# CHAMBER MONTHLY



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

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Executive Secretary

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## AUGUST 2018

## LET'S DO LUNCH!

**WEDNESDAY,  
August 1, 2018**

### Speaker

**Nicole Pearch**

Marketing Coordinator,  
Renaissance of Richfield

**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 July 27.**

Happy August!

Richfield has proven to be one of the most beautiful places to live, work and visit. With great things happening within the community, it makes me proud to be a part of the business community and serve on the Chamber Board. It has been wonderful meeting new people and sharing stories about the rich history of Richfield at our first Food Truck Stop Event.

The Food Truck Stop Event was held on July 10th at Village Town Hall. We had one food truck back out at the last minute, however, Hatfield's Goode Grub did a fantastic job handling the crowd. The wait time was worth it. The food was fantastic. Eurest did a great job handling desserts and beverages. The pop-up library, 50/50 raffle, pick-for-prizes, and music provided by Bud Preston was a bonus. Countryside Florist donated balloons for the event. National Interstate provided marketing, and the Chamber had a membership table. The event yielded two new members, which will be announced soon. The next Food Truck Stop is September 14th at National Interstate.

The Sweet Corn Challenge will take place on July 29th. The event features a 5K/10K timed run, a 3K trail run/walk and Kids' Fun Run with obstacles. Catered brunch, sweet corn to go and music

## PRESIDENT'S CORNER

**Sheryl Wilson**

by LV Sound will also be a bonus. Bill and I will be working one of the water stops along the way. I hope to see some familiar faces at this exciting event for the community.

On Sunday August 12th, Richfield Community Day will take place at Richfield Woods. It is sponsored by the Bath-Richfield Kiwanis. Showcase your business by dropping off a business card or small marketing piece at the Chamber office. We could also use a few volunteers to work at the table for the Chamber. More information can be found at <http://richfield-twp.org>.

I look forward to introducing two new members to the Richfield Chamber of Commerce Board at the next luncheon, which will be held at the Days Inn on August 1st at 11:45 a.m. Nicole Pearch from the Renaissance of Richfield will present "Communication Styles."

Sheryl

ONE TEAM = ONE GOAL

## 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 Kreutzer (Bay Pointe Tech Services)*

## Sweet Corn Challenge

As we are looking forward to our first ever 5k/10k running event, we are very pleased with the response. Thank you so much to all of our sponsors including: GMS, National Interstate Insurance, OEC, Empaco Equipment, Regina Health Center, Paws Awhile and Financial Management Strategies. Thank you to our in-kind sponsors: ScripType Publishing, the Cleveland Clinic and Giant Eagle. Additionally, we extend our gratitude to the Richfield Police Department for all of their help. The Chamber has also been collaborating with the Masons and the Richfield Town Trust for this event.

If you are interested in attending the event, you can register the day of. Come to Richfield Woods on Sunday, July 29 and join in on the fun! Registration for the 5k and 10k is from 7:30-8:30 a.m., with a start of 9:00 a.m. The 3k trail run/walk registration is from 8:30-9:30 a.m. and the Kids' Fun Run registration is 9:30-10:00 a.m.

## Our August Speaker

### Nicole Peach

Marketing Coordinator,  
Renaissance of Richfield

Nicole Peach is the marketing coordinator for The Renaissance of Richfield, helping to educate the community and potential families on the services of an assisted living and memory care community.



Nicole has been in the healthcare marketing for 6 years and previously was a business program director and instructor for multiple associate degree colleges in NE Ohio.

Nicole is an alumni of the University of Akron where she has a bachelors degree in business management and has a passion for marketing and entrepreneurship. Nicole has lived all over the world and is happy to call NE Ohio home.

## Regina Health Center hires new Marketing Director

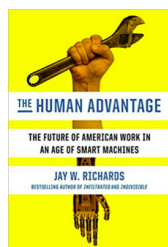
Regina Health Center has hired Melysa Foster, L.M.T., as the new director of marketing and community relations. She offers vast experience in health care solutions ranging from medical massage therapy with Ohio's medical board to assisted living and SNF services as well as partnerships with many of the healthcare facilities in Northeast Ohio. She will be in the area scheduling visits, working with admissions, referrals and clinical assessments. For any admissions or further questions, feel free to call Regina Health Center at 330-659-5143.

Regina Health Center is a Medicare/Medicaid certified nursing facility with 101-licensed nursing beds, a special dementia care unit, 54 assisted living units, respite care services, and short-term inpatient and outpatient rehabilitation. They pride themselves in their mission to provide compassionate and holistic health care services in a unique setting for people seeking a faith-based environment. Residents include members of religious communities, clergy from the Dioceses of Cleveland and Youngstown, and lay people. Regina Health Center is a ministry of the Sisters of Charity Health System.

## 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.

### The Human Advantage: The Future of American Work in an Age of Smart Machines



By Jay W. Richards  
Crown Forum, 2018  
ISBN-10: 0451496167

In his new book, *The Human Advantage: The Future of American Work in an Age of Smart Machines*, Catholic University business professor Jay W. Richards explores the topic of how the nature of work in America is changing with the development of robotics, artificial intelligence and digital automation in the workplace. While acknowledging that as a consequence of these new technologies there will be disruption and job losses, he is optimistic about our economic future. He begins the book with a survey of how technology has changed history from hunter

gathering societies through the industrial revolution. Although entire industries vanished almost overnight (think buggy whip makers or VHS tapes), the technological advances ultimately increased worldwide employment.

While other economists foresee a future in which millions are replaced by the coming technologies, Richards argues that no machine will replace the "virtues" that constitute and drive human success. These virtues such as courage, altruism, collaboration and antifragility "will be more vital than ever in our high-tech future." The book's tone is highly conversational with stories of real individuals, and at a little over 200 pages, is an easy read. Although I think Richards may at times be a little too optimistic in his predictions and overly relies on the goodness of human nature, the book is inspiring in its conclusions.

Book reviewed by Mike Daly,  
Richfield Branch Library

### Business Spotlight: Goodwill

Goodwill's mission behind the storefront: Helping individuals prepare for, find and retain employment

When you look behind the storefront of Goodwill, it is more than a retail store. To some it is a symbol of independence and hope. It is a safe place to build skills, gain work experience, receive job search assistance and more.

Behind the scenes, you will see the retail stores are training facilities for youth and work experience programs. Visit the Contract Services area and find people building skills in light assembly and industrial sewing. Mission Services is where it all comes together to support a person's needs. Goodwill offers programs and services such as training, job search assistance and coaching, work experience, youth programs, job skills



classes and workshops, emergency assistance with clothing or housewares, bus passes and so much more.

In total, Goodwill served 9,390 people in 2017. To ensure the agency can continue its efforts, please continue to:

- Donate
- Shop
- Hire Contract Services for light assembly and industrial sewing projects
- Help spread the word

Goodwill thanks its generous donors, shoppers and the community for the support. The agency could not do it without job creators like you.

## "Deadly Picnic" murder mystery

The Richfield Historical Society and the Friends of Crowell Hilaka are hosting a "Deadly Picnic in the Park" murder mystery on Saturday, August 18, 6-9 p.m. at Gund Hall in the beautiful and historic Richfield Heritage Preserve (4374 Broadway Road). Appetizers, dinner, beverages and desserts will be served. There will also be a silent auction and 50/50 raffle. Cost is \$35/person. Make checks payable and mail to: Richfield Historical Society, P.O. Box 215, Richfield 44286. Reservation

deadline is August 13.

The 17th Annual Picket Fence Art Show will be held August 4 from 10 a.m.-4 p.m. and August 5 from 12-4 p.m. at the historical Farnam Manor (4223 Brecksville Road). Admission is free. Original framed art, ceramics, photography, jewelry and fine crafts will be available for purchase. A Patrons' Night is scheduled for August 3 from 4-7 p.m. and will offer beverages, appetizers, desserts and live music. Cost is \$7. Questions? Call 330-659-4750.