

CHAMBER MONTHLY



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

Ralph Waszak, President
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SEPTEMBER 2011

Hello,

Well, here we are in September. The days are getting shorter, and it won't be long 'til Autumn leaves commence their spectacular show. As summer winds down, I thought it would be a good time to reflect on the Richfield Chamber, and those that we strive to serve. First, the Richfield Chamber exists to strengthen, promote and inspire the Richfield area.

PRESIDENT'S CORNER

Ralph Waszak



**LET'S DO
LUNCH!**

**WEDNESDAY,
SEPTEMBER 7,
2011**

Tina Thelin

Wise Consultants Group
"Marketing via Social Media."

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 September 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.**

Chamber's per se serve three distinct constituents:

Live - There is something special about living in Richfield, a family oriented community with a small town ambience that offers safety and tranquility with easy access to big city amenities. Named "Best Suburb" by Cleveland Magazine in 2009 and 2010, the "quality of life" is good here. Chambers serve those that live here... or are contemplating Richfield as a home.

Visit - Because of our location between Cleveland and Akron, access to three interstate highways, and proximity to the Cuyahoga Valley National Park as well as Cleveland and Summit metroparks, thousands are driving through or visiting – or planning to visit – Richfield. Be it for business or pleasure, Richfield is a stopping off point for travelers seeking lodging, food, fuel and etc.

Work - Richfield has a diversified business community ranging from corporate headquarters to freight terminals to family owned small businesses to entrepreneurs. Richfield's daytime population more than doubles as employees come from all directions to work in our community. Companies with headquarters as far away as London and San Francisco have chosen to locate in Richfield because of exceptional access to our region's most highly skilled – and educated – workforce. Chambers assist companies that are here – or are contemplating a new location.

Like all Chambers of Commerce, The Richfield Chamber of Commerce can do more to serve these three distinct constituent groups. I believe the Richfield Chamber of Commerce is endeavoring to do so.

Sincerely,
Ralph

P.S. I would be remiss if I did not congratulate and thank Sue Serdinak (and a small army of volunteers) for a job well done in pulling off another successful "Richfield Chamber of Commerce Sweet Corn Challenge" Bicycle Ride. This is a great way to showcase our community to over two thousand participants from far and near. Thank you!

Speaker Biography

Tina Thelin

Tina Thelin, a native of Southern California, relocated to Akron, Ohio September of 2009. Tina is the owner and managing partner of Wise Consultants Group, Ltd. Wise Consultants Group is a company which promotes and endorses the products and services of clients in a strategic manner which combines traditional marketing and today's social media. Tina is passionate about supporting small to mid-sized businesses to grow and prosper.



Tina brings to her business twenty-three years of a legal background and four years in entertainment organizing and administering promotions for NBC, Disney, Sony, KIA as well as other corporate entities. She earned her degree in English at California State University at Los Angeles, earned certifications in human resources and paralegal studies at University of California at Los Angeles.

Wise Consultants Group, Ltd. specializes in social media marketing and training for the small to mid-sized business through the Wise Academy Training Center.

Business Spotlight

All Ohio Secure Shred protect businesses and their customers by providing highly secure, on-site shredding.

All Ohio Secure Shred helps all businesses comply with HIPAA, GLB and FACTA and other federal document destruction regulations.

All Ohio Secure Shred recycles all shredded documents.

All Ohio Secure Shred provides services that are less costly than in-house shredding options.



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Upcoming Featured Speakers

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

North Coast Community Homes, a non-profit organization that develops and maintains safe, comfortable and affordable housing in Northeast Ohio for individuals with mental retardation, mental illness, and other disabilities, is hosting a gala event in Richfield on Saturday, September 17th.

The event will be held at the fabulous Hickory Lane Arabian Farms, the Petraca estate on Medina Line Road. Approximately 500 people are expected to attend. Proceeds will go to support the endeavors of North Coast Community Homes.

Member Janet Jankura is looking for volunteers, primarily to assist with parking.

For more information, to volunteer, or information to attend, please contact Janet at (216) 571-6743 or janet.jankura@hiintegrity.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.

Inc. Magazine

(10 issues/12 months)

Available at the Akron-Summit County Public library.

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

Put down your *Wall Street Journal*, your *Investor's Business Daily*, and *Fortune Magazine* for just a moment, and pick up recently re-energized, fresh kid on the block: *Inc. Magazine*.

Though geared to entrepreneurs and small business owners, anyone who is passionately striving to do better, and is enthusiastic about being a sustainable business, might just appreciate the delivery of such new market ideas and current business trends in these enticing and succinct bite-sized articles. Find inspiring, illuminating, fresh, daring, tactical, edgy, victorious and 'eye-brow' raising editorials encompassing topics related to the ever-shifting business world.

Successful men and women who run big and small companies like Jason Fried of 37Signals, Bethanny Frankel of Skinnygirl Cocktails, Rob Kalin of Etsy, and Tim Westergren of Pandora have made the front covers and reveal how they work, how they got and are holding the attention of the masses, and how they are restlessly reinventing themselves to stay on top. Recent headlines speak with the times: How to Be an Extraordinary Leader; The Art of Pivot Management; Lessons in Great Customer Service; Create the Company You Want; So You Want to be a Motivational Speaker; Secrets of the Highly Productive; and Entrepreneurs We Love: 2010 List of the Bright Lights.

I enjoyed reading a small article in this month's issue, on 24-year-old David Karp founder of 4-year-old Tumblr (blog-hosting platform) who marches to his own beat. Like many young entrepreneurs, this millennial is shaking up the rule book for running a profitable company that jives well with his like wise young and creative-minded employees. Rolling into work at the crack of 10 a.m. (though to his credit he shuts off at midnight), conducting meetings while sitting on couches not at conference tables, simultaneously skyping with other locations, filtering emails and furiously jotting down rapid-fire ideas from staff on (anti-climatic) notebook paper is normal Monday morning protocol. Many articles in *Inc.*, have me thinking of how the "office" of the near future will be expected to run. A far cry from the days of *Mad Men*! While I can't roll in at 10 a.m. and shut down the library for a staff lunch break, the focus and daring approach to conducting business have me wondering what I can do to promote a more cohesively inventive working environment here.

