

# CHAMBER MONTHLY

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

Carri Wells,  
Executive Secretary

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## SEPTEMBER 2018

### ONE TEAM | ONE GOAL

September has arrived and kids are back to school. Please be cautious as you drive through the community as more kids and school buses are on the roads once again.

Last month I expressed how great it was to be a part of the Richfield community. A fun fact that I learned recently was the Richfield Business Organization started back in 1982 when the Richfield Coliseum closed. As you can well imagine, it was a rough time for Richfield businesses who relied on the traffic that the Coliseum brought to town. That business organization evolved into the Richfield Chamber of Commerce, which chartered in 1991 and subsequently received its 501(c)(6) status.

If you have any fun facts about your "Richfield experiences" please share with us at a future luncheon or submit for publication to mail@richfieldchamber.com.

Our speaker last month, Nicole Pearch from Renaissance of Richfield, did a fantastic job presenting communication styles. At Bay Pointe we have already utilized this information for business continuity, to plan for our future, maintain and sustain our growth. If you have a specific topic that you would like to present at one of our luncheons, please email mail@richfieldchamber.com.

Richfield Community Days was an-

## PRESIDENT'S CORNER

Sheryl Wilson

other huge success for the community. The three-day event started with a parade, steak dinner and events held at Richfield Woods, including food vendors, games and a painting project. The event ended with fireworks on Sunday night.

Our next Food Truck Stop event will be held at National Interstate parking lot on Friday, Sept. 14 from 11:30 a.m. - 2 p.m. Hatfield's Goode Grub and Eurest will be on-site with additional trucks along Eurest to accommodate the crowd expected. Our last Food Truck Stop had a truck pull out the day before, so if you came and had to leave due to long lines, please know we are well prepared for this day.

Save the date for "Trick or Treat on the Trail" on Sept. 28 at Richfield Heritage Preserve. A hauntingly good time for families with hayrides and treats for all. If anyone would like to donate candy or money to support the great folks who make this event happen, please email mail@richfieldchamber.com.

## 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)*



**LET'S DO  
LUNCH!**

**WEDNESDAY,  
Sept. 5, 2018**

**Speakers**

**Health Care Panel**

**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 Aug. 31.**

## Our September Speakers

For the Chamber's Sept. 5 luncheon, a health care panel of professionals from area Hospice, nursing and assisted living facilities and a law firm specializing in elder care issues will speak. Their presentation will focus on addressing the needs of our aging population. The following are biographies of a few of the panelists.

### Kelly Frank

#### Brookdale Hospice

Kelly Frank is the Executive Director for the Cleveland Network of Brookdale Hospice where she has been employed for almost 4 years. She is also a registered nurse by trade and has worked in the field of hospice for the majority of her career. Her passion is caring for patients facing the end of their life while supporting their family through their loved one's dying process, helping them to honor their wishes. Prior to coming to Brookdale, she worked for 10 years at a community hospice in Wooster. She and her family live on a farm in Lodi and she has one daughter who just moved off to college this summer!

### Melysa Foster

#### Regina Health Center

Melysa Foster is the director of marketing & community relations at Regina Health Center. Foster has extensive experience in the health care industry, ranging from being a licensed medical massage therapist to having worked in business development and community relations for several assisted living and skilled nursing facility services in Northeast Ohio. As director of marketing & community relations, Foster spends much of her time in the community building relationships with vendors, physicians, congregations and other community organizations. Foster is the representative for any onsite or offsite events with any other vendors, special programs, and social media relations.

### Nicole Pearch

#### Renaissance of Richfield

Nicole Pearch is the Marketing Coordinator for The Renaissance of Richfield, helping to educate the community and potential families on the services of an Assisted Living & Memory Care Community. Nicole has been in 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.

## Business Spotlight:

### Richfield Chiropractic Center

Chiropractic care is not just for those patients who have been involved in an accident or suffer from chronic neck or back pain. Chiropractic care can benefit many people with a great number of health conditions. Even those with few, if any, health conditions can benefit from chiropractic maintenance care. How, you ask? Life's daily stressors add up impacting the human body in far greater ways than you might realize. Regular chiropractic adjustments can restore and maintain balance within your body, leaving you better prepared to live life to its fullest.

Busy parents, athletes, weekend warriors, golfers, runners—really anyone can benefit a great deal from routine chiropractic care. Regular chiropractic visits may help maintain bodies at the high level of activity to which they have become accustomed and even aid in function allowing the body to self-heal when proper alignment is achieved and maintained. Additionally, injuries are less likely to be serious and can heal at a significantly faster rate in those who receive regular chiropractic care, especially when combined with other healthy activities such as regular exercise and eating a nutritious diet.

The human brain communicates through the body's nervous system, send-



Dr. Gary Domanick, Richfield Chiropractic Center, shakes Arnold Schwarzenegger's hand.

ing messages through our spinal column, so it is easy to see how taking care of this conduit of messages to every single part of our bodies is so important. Routine chiropractic care is vital to maintaining good overall health and regularly visiting your chiropractor can have a significant positive impact on your overall well-being.

In fact, ongoing chiropractic maintenance care may offer significant health benefits, including but not limited to:

- Back and neck conditions
- Leg pain (Sciatica)
- Knee, foot and ankle pain
- Shoulder or elbow pain
- Arm or wrist pain
- Carpal Tunnel Syndrome
- Migraine and tension headaches
- High blood pressure
- Sleep disorders
- Repetitive stress disorders
- Stress and tension disorders
- Fibromyalgia
- Bursitis
- Arthritis
- Chronic injuries

Richfield Chiropractic Center  
richfieldchiropracticcenter.com  
330-659-4955

4028 Broadview Rd.  
Richfield, OH 44286

## Chris Zirke joins The Gertsburg Law Firm

The Gertsburg Law Firm is pleased to announce that attorney Chris Zirke has joined the firm.

Chris' practice is focused on franchise law - counseling and advising both franchisors and franchisees throughout their respective business cycles. As a former business owner and franchisee, Chris understands the legal and operational challenges that accompany both franchisors and franchisees.

Chris comes to the firm from Corporate United, Inc., one of nation's largest private sector group purchasing organizations comprised of over 400 Fortune 1000 companies.



As the company's Vice President and General Counsel, Chris oversaw all legal operations of Corporate United and drove efficiencies with the sales, account management, sourcing and human resource teams. Prior to joining Corporate United, Chris led all RFX events for KeyBank's Corporate Real Estate department and negotiated third-party sourcing contracts across multiple lines of business for the bank.

In 2004, Chris formed Blue Falcon Franchise Group, LLC and served as the CEO and Managing Member for 10 years. Under his leadership, the company owned and operated multiple Jimmy John's, Moe's Southwest Grill and Soccer Shots franchises.

Learn more about Mr. Zirke and the Gertsburg Law Firm at [www.gertsburglaw.com](http://www.gertsburglaw.com). Contact him at by phone at (440) 571-7777 or by email at [cz@gertsburglaw.com](mailto:cz@gertsburglaw.com).

# 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.

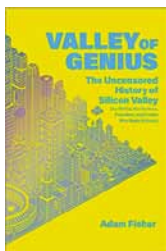
## Valley of Genius: The Uncensored History of Silicon Valley (As Told by the Hackers, Founders, and Freaks Who Made It Boom)

By Adam Fisher

Twelve, 2018

ISBN-10: 1455559024

Based on more than 200 personal interviews, Adam Fisher's new book Valley of Genius outlines the history of what would become the largest and richest business center in the United States. Fisher, who grew up in Silicon Valley and is a contribu-



tor to Wired Magazine, knows the landscape and many of the participants intimately. Told largely through anecdotes, the book covers the tech mecca from the early 1970's, when the Valley smelled like fruit cocktail because of the mammoth Dole factory located there (according to Atari founder Nolan Bushnell), through the current trials of social media giants like Facebook in dealing with fraudulent posts meant to politically influence subscribers.

The book is by no means a how-to for entrepreneurs looking to start the next

big technology firm, but rather a series of stories about the unlikely individuals who were key to developing the internet and subsequent industries that were fostered by its growth. From stories such as how Steve Jobs hired Ridley Scott to film "1984", arguably one of the most influential commercials of all time for the first Macintosh computers, to the fact that Google founders Sergey Brin and Larry Page, say the origin of the company was "kind of a mistake - an accidental by-product of graduate student whimsy and preposterous dreams", the book is a fun read for anyone interested in the origins of the tech revolution.

*Book reviewed by Mike Daly,  
Richfield Branch Library*

## County officials praise Richfield for Sweet Corn Challenge

Due to the efforts of many people, the Chamber's turn around of the Sweet Corn Challenge from a biking event to a timed-running event was a super success. Following the decision to make the switch, Art Gonzales, senior vice-president and general counsel at National Interstate Insurance, pledged the company's support.

Other businesses got onboard in different ways such as OEC in designing a new logo. Several businesses became sponsors including Empaco, Regina Health Center, FMS investment, National Interstate, OEC, Cleveland Clinic, and ScripType Publishing. GMS went over the top with a super sponsorship of dollars and several man-hours of support in setting up and hosting the event

along with Jim Kahoe from Oxford Risk. Brookdale Hospice also came through with several volunteers.

The event drew people mostly from Northeast Ohio, who gave it a thumbs-up at the end of the day. The 61 volunteers made it the success that it was.

We were honored that Summit County Councilman Jeff Wilhite presented a proclamation signed by all of the county representatives congratulating the Chamber event on drawing people to the area for the last 25 years. It is estimated that the Sweet Corn Challenge had over 36,000 participants since its inception in 1994.

Thank you to all.  
Sue Serdinak  
Sweet Corn Challenge Chair

## Revere High School groundbreaking

Please join us at the groundbreaking ceremony for the new Revere High School on Friday, September 21 at 1:30 p.m. The RHS band and cheerleaders will be on hand to join school leaders and local officials for a short ceremony and first "dig" at the site of the new school building. It will be an exciting day for our community!

## Richfield Historical Society Antiques Road Show

The Richfield Historical Society is hosting an Antiques Road Show on Saturday, September 15, 2018 at Richfield Fellowship Hall (3903 Broadview Road). Registration begins at 10:30 a.m. From 11:00 a.m.-1:00 p.m., a local professional will evaluate artifacts for \$5 each (limit of three items per person). A light lunch will be offered. Registration is required. A brief description of each item to be evaluated, along with appropriate payment (checks to "Richfield Historical Society") should be sent to: Richfield Historical Society, P.O. Box 215, Richfield 44286. Name, address and phone number need to be included. For more information, call (330) 659-4750.

## CVCC Adult Diploma Program

Do you or someone you know have life experience, but no high school diploma? If so, you may be interested in the Adult Diploma Program.

- Must be an Ohio resident age 22 years and older who has not obtained a high school diploma or GED.
- The program is FREE and at NO COST to the student.
- Available programs include: Emer-

gency Medical Technician (EMT), State Tested Nurse Aid (STNA), EKG Technician, Phlebotomy, Web Design, Heating, Ventilation and Air Conditioning (HVAC) and Graphic Design for Print Production

For more information visit: <http://www.cvccworks.edu/AdultDiplomaProgram.aspx> or contact Tina Klik at [tklik@cvccworks.edu](mailto:tklik@cvccworks.edu) or 440-746-8206

**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](mailto:mail@richfieldchamber.com) by the 20th of each month.

Please limit your release to 100 words. Attachments will not be accepted.