

CHAMBER MONTHLY

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FEBRUARY 2025

PRESIDENT'S CORNER

Mark C. Yantek

If you are like the typical American, you made some well-intentioned New Year's resolutions at the end of last year. And, like most of us, you probably either forgot about them or decided to abandon them half way through January. If you are one of the few who are still keeping your resolutions, good for you! You are an inspiration to the rest of us. But even if your track record is not so admirable, there is still time to dust off those goals, or maybe set some new ones, and make appreciable gains in this still-new year.

Goals for your business in 2025 do not need to be grand and sweeping; in fact, there is a strong argument to be made for making them modest and reasonable. They are more likely to be achieved if you do not over-reach or set your expectations unreasonably high. But the opposite is also true: if you set no goals for advancing your business in 2025, you are much more likely to be in the same place this year as you were last. The key is to establish aggressive yet reasonable plans to grow or advance your business - and then share them with

your leadership team. If you are the only one who knows which direction you are headed and what steps you plan to take, then you will have to do all the heavy lifting yourself.

2025 has the potential to be a breakout year for many Richfield-area businesses, as we are well positioned to benefit from lowering inflation rates and a stable marketplace. With purposeful, determined and reasonable planning, the remaining eleven months of this emerging year can yield tremendous advances for your business and for the wider Richfield business community. At the Richfield Chamber of Commerce, we are energized for all the positive advances our members will realize in 2025. It is not too late to pursue your New Year's resolutions!



LET'S DO LUNCHE!

The Chamber will not be holding a luncheon during the month of February. The next Chamber luncheon is scheduled for Wednesday, March 5, at 12 p.m. Guest speaker TBA. *Save the date!*

Renaissance of Richfield invites Chamber members for tour

Returning as a member of Richfield Chamber of Commerce is Renaissance at Richfield, an assisted living and memory care facility. Located on Brecksville Road, just north of Everett Road, they invite Chamber members and their families to visit this unique facility. To schedule a tour, please call Renaissance's Chamber representative Stacie Feiock at 330-313-7000.

Date set for Links for Education

The 2025 Links for Education Golf Outing will be held on Wednesday, June 11, at St. Bernard Golf Club in Richfield. It will begin at 11:30 a.m. with registration and lunch - followed by a 1 p.m. shotgun start and dinner at around 5:30 p.m. The event committee is planning many great contests and skill challenges as well as selecting an awesome gift for our golfers. Look for registration information and sponsorship opportunities in the March Chamber newsletter - or contact Karen, as

listed below, if you would like to receive copies of the forms now.

The outing raises scholarship funds for deserving students who live in the Revere School District's geographic boundaries. Last year, two \$1,100 scholarships were awarded. Since the event's inception, over \$100,000 has been distributed.

If you would like to help plan this fun event and/or to volunteer at the outing itself, please contact Karen Smik at kls1650@roadrunner.com or 330-659-4750.

Revere Schools recognize student achievement

Congratulations to Sophie Gehrig, a junior at Revere High School, who received special recognition during the January meeting of the Revere Board of Education. Sophie shared the steps she took to get other students involved in the general election as part of her Girl Scout Gold Award. She also created a website, *Promote the Vote*, on the Revere High School webpage.