

# CHAMBER MONTHLY



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Richfield, Ohio 44286  
www.richfieldchamber.com

Ralph Waszak, President  
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Executive Secretary

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## DECEMBER 2011

### Season's Greetings!

It is hard to imagine that we are at year's end and the Holiday Season is upon us, but here we are. Many homes are illuminated with their holiday lights and we have had our first dusting of snow. Get your snow shovels out and hunker down!

#### PRESIDENT'S CORNER

Ralph Waszak

#### • Dr. Luis Proenza To Speak at Annual Dinner

Please mark your calendars for the annual Richfield Chamber of Commerce Annual Dinner, which will be held on Wednesday, January 25th at The Taverne of Richfield.

Chamber Vice-President Jim Koewler has lined up an outstanding speaker, Dr. Luis Proenza, dynamic president of the University of Akron. Dr. Proenza has been involved with the business community of the region in his role with the University of Akron. We are very pleased to have him as our annual speaker.

We will provide details as soon as they are worked out. We hope to sell out this event.

#### • Election of Officers

Election of the 2012 officers for the Chamber of Commerce will take place at the luncheon on December 7. A slate has been prepared but additional nominees may be submitted before the election. Anyone nominated must agree to serve in the office prior to the election.

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**LET'S DO  
LUNCH!**

**WEDNESDAY,  
DECEMBER 7, 2011**

**Diane Jablonsky  
Federal Trade Commission**

**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 December 6.

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.**

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## • Chamber Business of the Year

Richfield has many outstanding companies. For the first time, the Richfield Chamber of Commerce will recognize one outstanding company as the "Richfield Business of the Year" at the Annual Banquet on January 25. The announcement will be made at the annual dinner on January 25th. We plan to make this a tradition.

Please send any suggestions for this award to [mail@richfieldchamber.com](mailto:mail@richfieldchamber.com).

## • Some Richfield news: Weatherhead 100

Since 1987, the Weatherhead 100 has been the event that showcases the fastest growing companies in Northeast Ohio. Qualifying companies must show consistent growth over the last five years. This year, Richfield's OEConnections and Ohio Realty Advisors have again been named to this prestigious list - a testament to hard work, commitment, innovation, and the dream to succeed. Congratulations!

Best wishes to all for a Happy Holiday Season!

Ralph R. Waszak, Sr.  
President



## Becoming a sponsor of The Sweet Corn Challenge puts your organization or business on the map in the region, the state and the country.

**July 29 is the date for the 2012 Sweet Corn Challenge.**

We will be initiating more Internet advertising this year and our sponsors will receive an even higher presence. Be associated with this successful event by being a sponsor. Advertise your organization while supporting a healthy and fun activity for individuals and families.

### Sponsorship levels are as follows:

#### Name Sponsors - \$10,000 level -

For 2012 Eddy's Bike Shop has signed on to be the name sponsor of the event.

#### Presenter Sponsors - \$5,000 level -

Your company logo will be featured on the front of 16,000 full-color brochures, on the athletic jersey that the cyclists will wear wherever their biking travels take them in the world, as well as on the commemorative t-shirt. Your logo will also appear on the Sweet Corn Challenge Web site, the route maps.

This sponsorship level includes your company's logo on all newspaper and magazine advertisements and an opportunity to display your banner at our water stops. Also, you will receive free passes that you can use or share with a team from your company.

#### Gold Sponsor - \$3,500 level

Your company logo will be featured on the inside of 16,000 full-color brochures, on the athletic jersey that the cyclists will wear wherever their biking travels take them in the world, as well as on the commemorative t-shirt. Your logo will also appear on the Sweet Corn Challenge Web site and the route maps.

This sponsorship level includes your company's logo on all newspaper and magazine advertisements, that are still to be printed, and an opportunity to display your banner at our water stops. Also, you will receive free passes that you can use or share with a team from your company.

#### Silver Sponsor - \$1,000 level (Chamber members \$500)

Your company logo will be imprinted on 16,000 full-color brochures, on the Web site, the event t-shirt and the Sweet Corn Challenge maps that are given to all riders.



**To take advantage of all early Internet exposure, please sign on as a sponsor by December 31. Our brochure will go to print on January 15, so that is the final date for all sponsorships.**

Contact Sue Serdinak at the Richfield Chamber of Commerce for more information, 330-659-3300 or [info@sweetcornride.com](mailto:info@sweetcornride.com)

# Speaker Biography

## Diane Jablonsky

Legal Assistant with the Federal Trade Commission ("FTC") - I've been here almost 5 years. Part of my job is to educate the public about identity theft, data security and other consumer issues.

I will be discussing the FTC's Do Not Call Registry, identity theft and fraud issues, free credit reports, how to be removed from free credit card offer lists, computer security issues, scams, etc.

## Business Spotlight

### Countryside Florist, Inc.

Sandra Apidone started Countryside Florist Inc. in 1991. First located in Columbia Station, Countryside Florist Inc.'s business began to flourish and more space was needed to successfully provide quality products for customers. Now comfortably located on Broadview Road in Richfield, Ohio, Countryside Florist Inc. is able to provide surrounding cities with stunning and genuine designer arrangements, unique home decor, hand-crafted jewelry, paintings, and fresh cut bouquets.

#### Countryside Florist Inc.

4553 Broadview Rd. Richfield, Ohio 44286

Phone: 330-659-3776 • Fax: 330-659-4958

Toll Free: 800-685-1284

flowers@countrysideflorist.com    www.countrysideflorist.com

## Chamber Board of Directors Openings Offer Input and Networking

The Chamber Board of Directors is comprised of the four officers and the chair of each committee. Chairs are always needed. If you can serve as Membership, Marketing or Website chair for 2012, please send your name to the Chamber office at [mail@richfieldchamber.com](mailto:mail@richfieldchamber.com).

The board meets on the second Tuesday of each month at 7 a.m. Serving as an officer or committee chairperson offers an excellent opportunity to guide the business community and the Chamber and is a great networking venue. It is a nice group of business-minded people.

## American Cancer Society's Revere Relay For Life

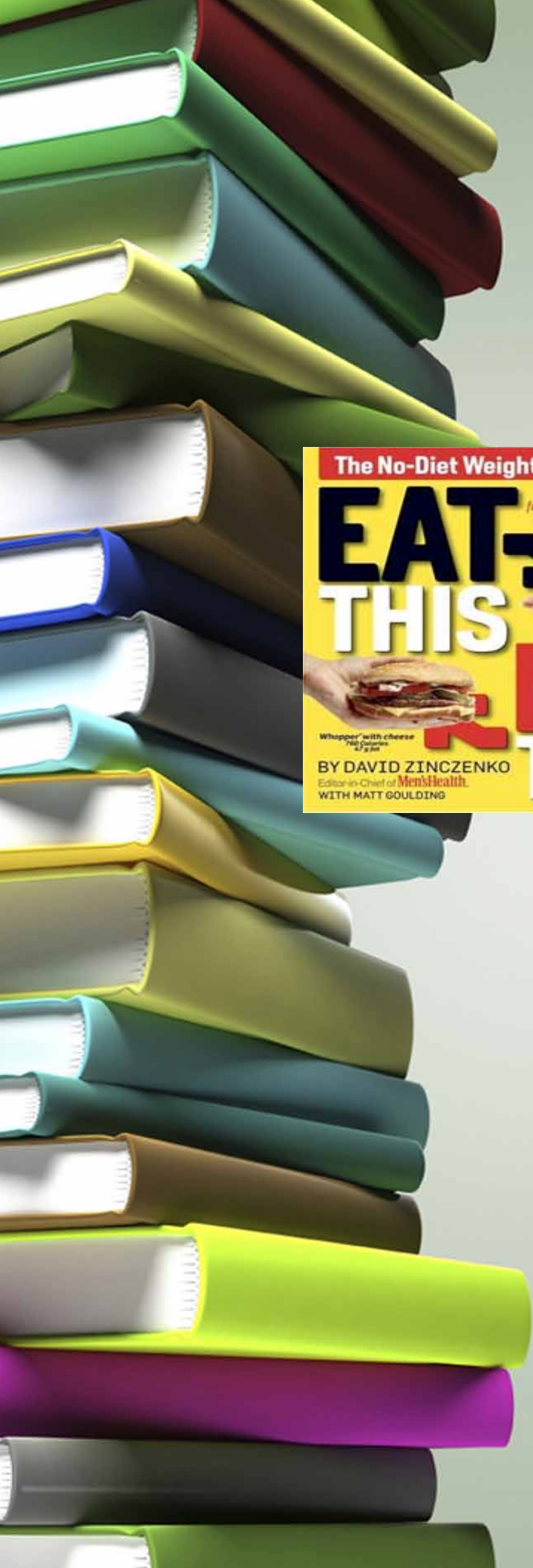
Businesses are being offered an opportunity to become involved in a variety of ways with the American Cancer Society's Revere Relay for Life -- which is a fun-filled overnight event, designed to celebrate cancer survivorship as well as raise money for research and programs sponsored by the ACS, where participants walk or run laps around a track. The event will be held Saturday and Sunday, June 23-24, from 3 p.m. to 9 a.m. at Revere High School.

Businesses can help sponsor the Relay, have a representative serve on the event planning committee, have a team and/or cancer survivor(s) participate at the Relay, and/or volunteer at the event. For more information and/or to get involved, e-mail [revererfl@gmail.com](mailto:revererfl@gmail.com) or call Karen at 330-659-4750.

## LOOKING AHEAD TO 2012

*The Chamber's first luncheon speaker of the new year will be Robin Sacks. She will speak on New Year's resolutions for your business.*

*Put it on your calendar now because it will be right after the holidays on January 4.*

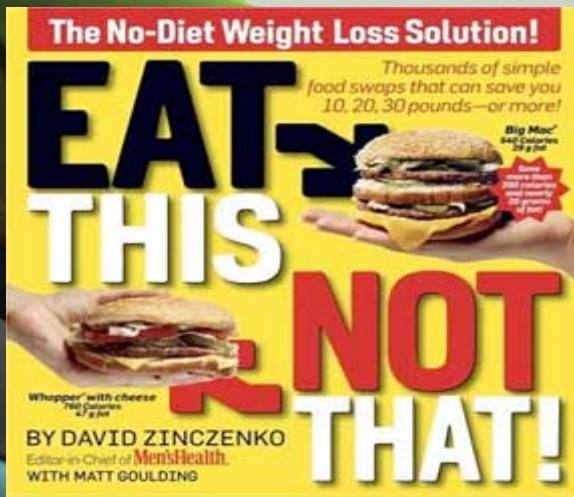


# BUSINESS BOOKS

*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.*

**Say This, Not That:** How to Build Trust and Motivate Others With the Right Choice of Words  
by Dave Durand.

The Crossroad Publishing Co. 2011.  
ISBN: 978-0824526252. \$14.95

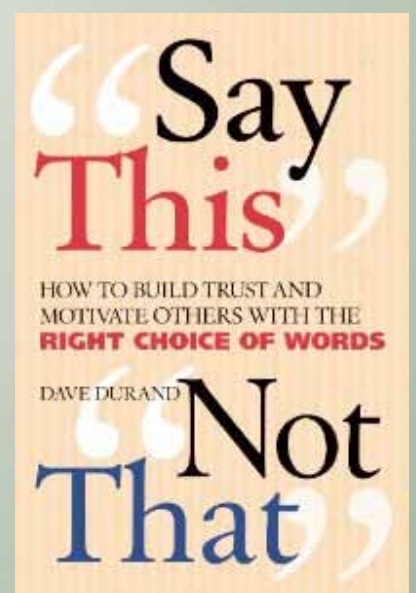


This is the time of year when you might have pulled off the shelf or ordered Eat This, Not That by David Zinczenko in the hopes that while the hectic “be here and there” level increases, your cholesterol from eating on the run does not. Basically- you are trying to take care of yourself with the resources around you and make better choices. Why not then, in the same vein of optimal health, apply the same principle and go after optimal communication for better health of the company and employees?

The tongue (since food was brought up) is mightier than the sword. Wrong words can hurt. Misused words can zap motivation.

Misguided and misspoken words can cause rebellion, or worse- silent stewing and mistrust. If you have time for just quick lessons from this book- seek out the boxes of bulleted “Say this” phrases to Connect, Build Trust, Define the Direction, and handle common emotional/stressful situations.

Say This, Not That will give you phrases to adopt, things to say “instead” that will get discussions out of a rut and back on the road.



*Reviewed by Jennifer Stencel, Branch Manager, Adult Librarian and Teen Librarian at the Richfield Branch Library of the Akron-Summit County Public Library System.*