



Chamber Newsletter

April 2022



In this Issue: Apply for the 2022–2023 Leadership Wooster class! Application deadline is April 30, 2022 and space is limited. Turn to page 7

377 West Liberty Street • Wooster, Ohio 44691

Visit us online at woosterchamber.com

Come to the Wayne County Home & Garden Show on April 23 and 24 at the fairgrounds!

Spring is officially here and you don't want to miss the 31st Annual Wayne County Home & Garden Show! The products and services featured at the Wayne County Fairgrounds on April 23 and 24 will make spring cleaning feel like a breeze. And with exhibitors who can help you protect the exterior of your house, re-design the interior of your home, and transform your lawn and garden, this show is your one stop shop to create the home of your dreams!

Admission and parking are FREE and there is something for everyone with free children's activities, food concessions, and a plant sale.

We hope you will join us for this family fun weekend!



WOOSTER AREA CHAMBER OF COMMERCE PRESENTS

THE 31ST ANNUAL

Wayne County Home & Garden Show



Saturday, April 23 from 10 a.m. – 6 p.m.
& Saturday, April 24 from 10 a.m. – 4 p.m.



Plant Sale Participants



THE OHIO STATE UNIVERSITY
COLLEGE OF FOOD, AGRICULTURAL, AND ENVIRONMENTAL SCIENCE
WOOSTER



EVENT SPONSORED BY



IN PARTNERSHIP WITH



Home & Garden Show Concessions



To learn more about the Wayne County Home & Garden Show, visit woosterchamber.com/wayne-county-home-garden-show.

❖ New Members



Clarkson Eyecare – Wooster

At Clarkson Eyecare, the trusted team of highly trained eye care professionals focus on maintaining the health of your eyes with a complete line of professional eye care services including: comprehensive eye exams for adult and pediatric patients, contact lens fittings, eyeglasses, emergency eye care, and treatment and management of eye diseases. Your eye health is their #1 priority and they are proud to provide you with the personalized care you and your family deserve. Call or visit them online at www.ClarksonEyecare.com for more information or to schedule an eye exam.

Become a Chamber Member!

The Chamber offers many valuable and exclusive benefits to its members. To learn more, visit woosterchamber.com/benefits.



Comdoc, A Xerox Company

ComDoc provides the technology and solutions your business needs to reach the next level. They have the latest in printers and copiers from Xerox, featuring ConnectKey technology, cutting-edge document management solutions if you are going paperless, cloud integrations, IT infrastructure/services, Robotic Process Automatic, and more!

Connect with us on Social Media

The Wooster Area Chamber of Commerce is on Facebook at facebook.com/woosterchamber, YouTube, LinkedIn and @woosterchamber on Instagram.



CorTech

CorTech was founded in 1999 by Vincent Rossy and Gary Nichols. These two individuals had the foresight to create a pioneering business model by combining Vincent Rossy's knowledge and experience as an IT specialist with Gary Nichols' background as a previous owner of a staffing company. Together they saw a void in the current model of traditional staffing firms and decided to launch CorTech. Their network of branch offices and centralized recruiting team provides clients with solutions tailored to their unique needs and business environments.

Clients depend on CorTech for all their staffing needs. They have built their reputation by utilizing powerful recruiting engines to locate and attract high-quality personnel to meet the most stringent client demands. Candidates range from entry-level all the way through executive/management level professionals.

❖ New Members



Germain Honda of College Hills

Germain Honda of College Hills has provided great service since they first opened their doors in 1990. They recently transitioned to be a part of the Germain Motor Company, where the same family-owned traditions and hands-on approach to customer service continues to this very day. As part of the Germain family, their customers have access to a wealth of resources ranging from the Germain to You and Germain Shipping programs along with an expert staff of sales and service professionals. It's their goal to cultivate long-lasting relationships with customers by providing a flexible, pressure-free shopping experience. Learn more at germainhondaofcollegehills.com.



Lorson Financial LLC – Steven Lorson

Lorson Financial was founded in 2021 in a strategic partnership with Boreman, Norton, Cook Wealth Partners. After 15 years as a financial advisor and wealth manager in regional banks, Steve has transitioned to become an independent financial advisor with LPL Financial.

“Through LPL Financial, I am able to offer access to a wide array of investments, including stocks, bonds, mutual funds, etc. Whether it's planning for a successful retirement or developing a college funding strategy for your child's education, I can offer you quality investment choices combined with professional guidance and objective advice. LPL Financial has no proprietary products, so I am free to choose only those investments that I believe may be suitable for you.”

Visit lorsonfinancial.com or call (330)601-0145.



MidAmerican Outdoor Supply Store

A modern day general store serving gardeners, campers/RVer's, homesteaders, and preppers. Their nickname is M.O.S.S. which is short for MidAmerican Outdoor Supply Store. This is a family business that wants to share the products they love from all their own hobbies and interests, especially those hard to find speciality items like Espoma Organic, Andersen Hitches, and livestock electric netting fence. They serve customers at both their physical store, located at 3787 Millersburg Rd, Wooster, Ohio, and online at www.buymossoonline.com. They are also available at 330-421-6196.

ECONOMIC INDICATORS

	December 2021	January 2021	January 2022		December 2021	January 2021	January 2022
Unemployment, United States	3.7%	6.8%	4.4%	Labor Force, Employed Wayne County	58,400	56,100	57,100
Unemployment, Ohio	3.6%	6.8%	4.8%	Labor Force, Unemployed Wayne County	1,500	2,500	2,100
Unemployment, Wayne County	2.5%	4.3%	3.5%	Wayne County Sales Tax by Month	\$1,290,472.23	\$1,233,882.89	N/A

2022 Board of Directors

Executive Board	Jeff Smith The Apple Creek Banking Co.	Armand Massary ArtiFlex Manufacturing
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	Matthew Long Critchfield & Johnston	

Chamber Staff

When finished with this newsletter, please recycle it. ♻️



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OUR PARTNERS



Visit us online at woosterchamber.com

Small Business Orientation Webinars and Workshops



UPCOMING DATES

Wednesday, April 6
Monday, May 2

A small materials fee applies.

Register online at sbdcksut.org



Wayne County Children's S.T.E.A.M. Playlab

The Wayne County Children's S.T.E.A.M. Playlab is a nonprofit children's science center coming to Wayne County. The Playlab is committed to inspiring a love of learning for all ages, showcasing a community that is an agricultural, manufacturing, educational and technology hub in Ohio. Their goal is to provide a high-quality and "hands-on" experience for families, students and learners of all ages in their facility.

At the Playlab, they believe that Great Science Centers and Museums (Playlabs) are a reflection of their communities, both as they exist and their aspirations for the future. The Wayne County Children's STEAM Playlab will feature 8-10 exhibit spaces. The Playlab is excited to provide these opportunities to Wayne County and surrounding communities. Follow them on Facebook or through their website at www.wccsp.org for more information.



Westlake Royal Stone Solutions

Westlake Royal Stone Solutions is the largest producer of architectural stone veneer in North America. With five unique architectural veneer brands and a lifestyle brand, all featuring traditional and modern products, their portfolio provides limitless design opportunities that suit a wide range of styles and budgets.

Designed to enhance your project's aesthetic using nature-inspired textures, authentic palettes and undeniable craftsmanship, our products will transform and elevate any interior or exterior living environment with tactile sophistication.

OUR MISSION

The mission of the Wooster Area Chamber of Commerce is to foster economic prosperity in the Wooster area by advancing community leadership & supporting the interests of our members and the business community.

Apply to be a Member today!

1. Apply online at woosterchamber.com
 2. Chamber staff will contact you with more information regarding the approval process, member benefits, opportunities, and rates.
 3. Once approved, begin utilizing the many valuable resources available to you through Chamber membership.
- Contact the Wooster Area Chamber of Commerce team at (330) 262-5735.

❖ Educational Series

April Chamber Educational Series covers Scam & Financial Fraud Protection with the Better Business Bureau



Kelly Tremaine
Community Outreach Coordinator,
Better Business Bureau of Akron

Kelly Tremaine, Community Outreach Coordinator with the Better Business Bureau of Akron, will be coming to the Wooster Area Chamber of Commerce on April 12 at 12 p.m. to present on Scam & Financial Fraud Protection. Lunch will be provided and the presentation will cover:

- The riskiest scams of 2021
- Responsible mobile phone usage
- Financial Health and Literacy
- Identity Theft

Kelly has been with the BBB since October of last year, transitioning from a long career in media. He has an undergraduate degree in communications from the University of Florida and an MBA from the University of Hartford. Kelly enjoys volunteering and being a part of the community.



To register for this April Educational Series event, visit bit.ly/woochamberedseriesapril2022

❖ April Newsletter

Save the date for Wayne County's first **Lemonade Day!**

The Wooster Chamber is excited to bring Lemonade Day to Wayne County!

Lemonade Day is a FREE community-wide, educational initiative designed to teach children how to start, own and operate their own business - a lemonade stand. Children learn the entrepreneurial skills necessary to be successful in the future and become contributing members to their communities.

On Saturday, June 11, kids will set up their lemonade stands across Wayne County and the community is encouraged to patronize the different locations and support these young entrepreneurs.

For more information call 330-262-5735 or email mrothgery@woosterchamber.com.

HELP KIDS GROW AN ENTREPRENEURIAL MINDSET

Lemonade Day is a fun, experiential program that teaches youth how to start, own and operate their very own business - a lemonade stand. Each year, in participating cities, youth have the opportunity to experience entrepreneurship by setting up their business during their city's community-wide Lemonade Day.

For more info, visit woosterchamber.com/lemonade-day

SPONSORSHIP OPPORTUNITIES AVAILABLE!

Mark your calendars for our upcoming **Business After Hours!**

Wednesday
April 13



The Venue at St. Paul Hotel
203 S. Market Street, Wooster

Thursday
May 12



PNC Financial Services Group
Public Square/Wooster Branch
112 W. Liberty Street, Wooster

Thursday
June 16



Wooster Color Point
Print Marketing Company
1345 W. Old Lincoln Way West,
Wooster

What is Business After Hours?

The Wooster Area Chamber of Commerce's Business After Hours events provide members the opportunity to meet new contacts, promote their business and build relationships in the community.

BUSINESS OWNERS

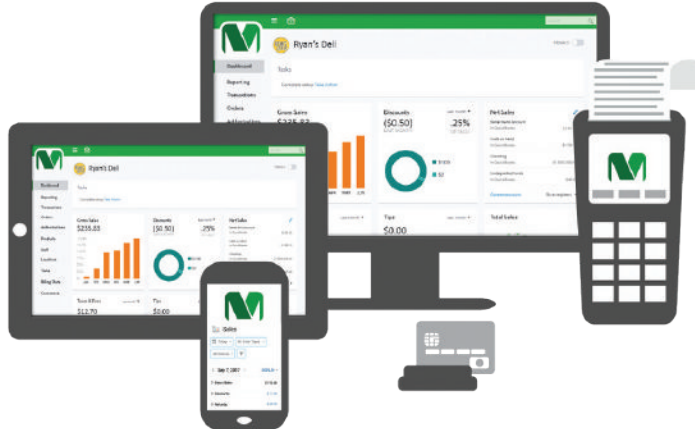
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www.killbuckbank.com

Leadership Wooster goes behind the scenes of Small Enterprise in the Community



Small Business owners had the opportunity to share their passion for their businesses with the Leadership Wooster class in March.

A panel consisting of locally owned food and drink service companies started the day. Panelists, Mike Mariola, The City Square Steakhouse and Mike Mariola Restaurants; Natalie Gray, Grigio Wine & Cocktail Bar; Brian Sayre, Village Catering, Sam's Pizza and Greystone Event Center; and Amy Crosland, Miss Amy's Bakery shared about challenges they have overcome and the steps they have taken to grow their businesses.

The class was treated to cinnamon rolls from Broken Rocks while owner Glen Grumbling told the story of how the restaurant came to be and how his business has been impacted by the pandemic.

Students visited the new Canaan Meats facility at 1679 Old Columbus Road to see their old-school hands-on approach to meat processing. Ryan Lilly gave the class a full tour and explained the many products they have available to purchase in the deli.

Chad Kauffman, co-founder of Kitty Poo Club, gave the class a tour of their distribution facility in Wooster. He shared with the class how the team developed the product and began making tens of thousands of cat owners' lives easier with their all-in-one litter box subscription program.

Scott Nussbaum and Joe Knutson welcomed the Leadership Wooster students into PrintSwift.

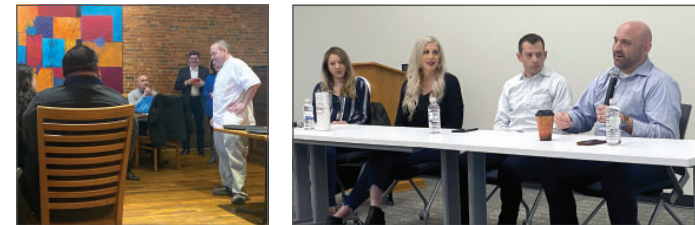
They shared with the class how they have developed and grown their e-commerce business and their plans for the future. PrintSwift is able to render designs into products for sale across major marketplaces and fulfill orders direct to the customer.

The class had the opportunity to try their hand at ax throwing at Bullseye's Axe Throwing. Forrest Lang told the class about his inspiration to start the business and shared tips with the class on how to throw an ax. Leadership Wooster students enjoyed a little friendly competition with several classmates sticking a bullseye!

Stephanie and Chad Bailey along with their team at Cleveland Road Animal Hospital gave the class a behind-the-scenes tour of the hospital and the pet hotel. Leadership Wooster students saw where veterinarians perform exams and surgeries, where cats and dogs stay for lodging services, and watched the Day Care dogs play.

A panel of small business owners shared their experiences with operating their businesses. Julie McNabb, JK Gift Shop; Amy Baker, The Salt & Serenity Grotto; Mike McClintock, McClintock Electric; and Natasha Wood, Jump N Shout and Acres of Fun all explained how they started their businesses and how they have evolved over time.

Rodd Welker, Eagle Advisor Group wrapped up the day with Leadership Connection. The class had to work together to develop strategies and complete tasks.



Leadership Wooster is sponsored by:



Apply for the 2022-2023 Leadership Wooster class!

Leadership Wooster offers a unique opportunity to develop high-quality volunteer leadership in the community. It presents participants a program with three principal aspects:

1. Provide information on community institutions, processes, needs, issues and opportunities
2. Introduction of leadership styles and skills needed in community organizations
3. Stimulate a higher level of involvement in community affairs

For an application, please visit www.woosterchamber.com or call 330.262.5735. Deadline to apply is April 30, 2022, and space is limited so please apply early. Each participant is **REQUIRED** to attend the day-long orientation on August 3, 2022 and at least 8 of the monthly sessions, plus the graduation ceremony and class project to be eligible to complete the program. Tuition is \$1,500 for Chamber members and \$1,750 for non-members and covers all costs associated with the program. Priority will be given to Chamber members. A committee will review all applications, and selection will be based on demonstrated interest, ability to assume a leadership role with ones organization and personal commitment to the Wooster area.



Leadership Wooster is sponsored by:



❖ Wooster Chamber team expands to welcome Penelope Quade in the new Marketing & Member Relations role



A Northeast Ohio native, Penelope comes to us with a diverse background working with small businesses to provide marketing solutions to build their brands and reach their customers. She is excited to be joining the team and is eager to help connect current and potential members with the fantastic resources and benefits we provide through our Chamber membership. She graduated with a BA in English and French as well as an MA in English from The University of Akron, where she went on to teach first-year writing courses as a visiting lecturer for nearly ten years. In her free time, Penelope enjoys container gardening, baking, and going on adventures with her two children.



To apply for 2022-2023 Leadership Wooster class, visit woosterchamber.com or call 330-262-5735.

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❖ **April Newsletter**

Chamber team supports annual Zumbathon



The Chamber team enjoyed supporting Forget-Me-Not Baskets at their Annual 80's Zumbathon event!



Forget-Me-Not Baskets provides items of comfort, peace and remembrance to families who have experienced a loss during pregnancy, birth or soon after.

To learn more about this impactful organization, visit their website here: forgetmenotbaskets.com

HAVE YOU BEEN IMPACTED? CHAMBER ENERGY PROGRAM

FEBRUARY SCO RATES REMAIN HIGHER THAN THIS TIME LAST YEAR

SCO is the standard Choice Offer or rate your utility provides you for Natural Gas supply if you are not in a competitive supply contract.

- February 2021
- February 2022

Columbia Gas of Ohio <small>A NiSource Company</small>	\$3.83	\$7.97
Dominion Energy	\$2.91	\$6.42
VECTREN <small>A CenterPoint Energy Company</small>	\$3.70	\$7.86
DUKE ENERGY	\$3.29	\$5.92

SCO Price per Mcf (rounded to two decimals)

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www.chamberenergyprogram.com

❖ **Ribbon Cuttings**

Welcome to downtown Wooster Daivim Massage and Wellness

Congratulations to Daivim Massage and Wellness for holding their official ribbon cutting! Steven is the sole owner and operator of this single-room massage therapy office, designed to be a warm, calming and tranquil space to relax and breathe easy.

Being licensed through the Ohio State Medical Board and trained in a variety of techniques and modalities, Steven will help customize the right treatment for you. Whether you are looking for a more therapeutic and medical approach or a chance to destress and unwind, he will provide a treatment session personalized to suit your needs.



Call 216-269-8751 to schedule an appointment for customized massages, stretching, or yoga sessions.

Daivim Massage and Wellness is located at 148 East Liberty Street Suite 223, Wooster, OH 44691.

To learn more, visit Daivim Massage and Wellness online at www.daivim.net.



The Liberty Beall Apartments / Mariola Italian project broke ground on Tuesday, March 15!

Located at 365 East Liberty Street, the empty lot will be transformed into a two-story mixed-use building by local attorney Matthew Long and wealth manager Chad Boreman.



Mike Mariola, the creative force behind City Square Steakhouse and The Rail, will debut his new Italian restaurant on the first floor. The second floor will feature eight loft apartments with patios overlooking East Liberty Street.



We are thrilled about this new development in downtown Wooster and can't wait to watch it come together in the coming months!



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❖ Young Professionals



Wooster YP's strike up conversations at Wayne Lanes

The Wooster Young Professionals gathered at Wayne Lanes for a fun night of bowling recently! The friendly competition sparked great conversations and camaraderie amongst the group. With 40 Young Professionals in attendance, the group celebrated and cheer for each successful frame.



Rodd Welker will present 5 Gears at the upcoming YP Professional Development session

Join the Young Professionals on April 26 for the first Professional Development session of 2022! The program will begin at noon and conclude at 1 p.m. Please plan to arrive at the Chamber building at 11:45 a.m. for lunch.



Rodd Welker, Eagle Advisor Group, will be presenting 5 Gears. One of the biggest challenges for any of us, is learning how to be both productive in what we do AND present in all our relationships. The 5 Gears is a simple tool that will help you achieve this balance effectively and help you understand how to get into the right gear at the right time.

Register online at bit.ly/5gears2022

Wooster Young Professionals is sponsored by:



❖ Safety Council

Don't miss the Second BWC Mega Meeting scheduled for Wednesday, April 13

KEYNOTE SPEAKER



Erica Keswin
Author, Speaker and
Workplace Strategist

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AUTHOR

The keynote speaker will be Erica Keswin who is a two-time Wall Street Journal bestselling author, internationally sought-after speaker, and workplace strategist. She will be presenting Now What? How to Lead by Bringing Your Human to Work.

We've all been through a lot, but managers at every level are dealing with unprecedented levels of stress and pressure. Erica will provide tools to help leaders find their way through this difficult time and will explore five things that will allow your organization to thrive:

- Communicate often, with transparency and honesty
- Mind your meetings – in person, remote and hybrid
- Create a culture of wellness
- Take professional development personally
- Return to rituals (and create new ones)

Learn more about how successful companies navigate turbulent times, prepare to bring your human to work, be confident that you can manage the chaos, and be ready to rock the hybrid revolution!

At the scheduled date and time, visit bit.ly/bwcmega2022 to join this live event. You do not need to pre-register.

▶▶▶▶ PLEASE NOTE THE DATE CHANGE FOR MAY ◀◀◀◀

Wooster Area Safety Council to meet on May 18 for a presentation on Industrial Commission hearings

Safety Council will meet on May 18 next month. Barbara Knapic, Attorney at Law will be presenting on Industrial Commission (IC) hearings.



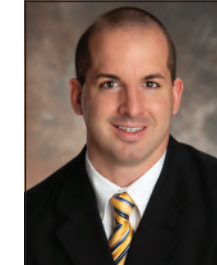
The Industrial Commission (IC) provides employees and employers the opportunity to resolve disputes over workers' compensation claims without the expense of going to court. The Ohio Bureau of Workers' Compensation is a separate agency that reviews, investigates and processes applications for workers' compensation benefits.

To register, visit bit.ly/woochambersafety2022

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