



CHAMBER NEWSLETTER



March 2021 – News and Updates from the Wooster Area Chamber

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The Wooster Area Chamber of Commerce’s 2021 Annual Dinner celebrates this year’s award recipients! Page 6 – 7

377 West Liberty Street • Wooster, Ohio 44691

woosterchamber.com

Register today for the 2021 Wayne County Home & Garden Show at the Fairgrounds

With spring just around the corner, The Wayne County Home & Garden Show is returning this year for its 30th season on April 24 and 25, at the Wayne County Fairgrounds.

In preparation for this year’s event, the Chamber has developed a plan, in conjunction with the Wayne County Health Department, to assure that all attendees adhere to proper social distancing and gathering requirements.

Our Home & Garden Show is known for providing the perfect place for exhibitors to feature their products and services to the general public at the lowest exhibit price in the region. And, with consistent attendance, the Wayne County Home & Garden

Show allows your business to reap the benefits of increased brand awareness, sales leads, merchandise sales and the opportunity to network with other trades.

Exhibitors will receive exhibit space, backdrops and side curtains, electricity and water, plus advertising to over 60,000 households through our various promotions throughout surrounding counties including radio, social media, billboards, flyers, posters and newspaper advertisements.

Don’t delay! Register now to secure your booth space by visiting our website woosterchamber.com/wayne-county-home-garden-show.

Wayne County Home & Garden Show

Saturday, April 24 and Sunday, April 25
at the Wayne County Fairgrounds



Sponsored by



Supported by



❖ New Members



The Family Apron

The Family Apron is made of Sedina Lowe, her daughters Patty Senesac and Chris Wile, and their daughters, Jen Warden, Lauren Mingay, Katie Mingay and Jessica Cooper. Many of their recipes have been passed down for generations, most recently from Sedina's mother and mother-in-law, Margaret Collins and Mable Lowe, but also from their many aunts, uncles and cousins. Armed with these mouth-watering creations, they are ready to feed you and your guests. From graduation parties and bridal showers to office luncheons or birthday celebrations, they can do it all, so give them a call at (330)464-0935 and they will get started on your next event!



Owolabi Leadership

Owolabi Leadership is a company dedicated to training and inspiring leaders around the world. Through keynote speaking events, engaging team workshops, or one on one coaching, Dan Owolabi's work is designed to help leaders lead with confidence and authenticity. His latest book, "Authentic Leadership: How to Lead With Nothing to Hide, Nothing to Prove and Nothing to Lose," inspires leaders to achieve incredible results through authentic relationships.

Visit owolabileadership.com to learn more!



Mast-Lepley Storage Structures

Mast Lepley, specializes in silo storage. Whether it is a manufacturing or farm-related application, their varieties of jump-formed structures can be utilized for long-term storage and/or for easier distribution of material. They have information gathered on this site to help you understand their process of construction and the different types of silos and pedestals that can be constructed. Their team expects to work closely with you to carefully evaluate your requirements and determine which type of silo is best for your application.

Give them a call today at (330) 264-1338!

❖ March Newsletter



Xcess Limited

Established in 2013, Xcess Limited continues to grow and expand its presence in the Wooster community. Xcess Limited serves as a primary liquidator for Amazon, and many other big box stores. In addition to supplying its E-commerce and wholesale business, those liquidations also feed Wooster's Dollar1, Clothing Warehouse, and Everything Surplus stores. Across all operations, Xcess Limited is proud to have created nearly 100 jobs for the Wooster area.

Visit xcesslimited.com to learn more!

Apply to be a Member

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 Katie Foster at kfoster@woosterchamber.com with questions.

ECONOMIC INDICATORS							
	Nov. 2020	Dec. 2019	Dec. 2020		Nov. 2020	Dec. 2019	Dec. 2020
Unemployment, United States	6.4%	3.4%	6.5%	Labor Force, Employed Wayne County	57,000	60,100	57,100
Unemployment, Ohio	5.2%	3.8%	5.2%	Labor Force, Unemployed Wayne County	2,200	1,900	2,200
Unemployment, Wayne County	3.7%	3.1%	3.8%	Wayne County Sales Tax by Month	\$1,116,445.85	\$995,815.90	\$1,105,584.64

2021 Board of Directors

- EXECUTIVE BOARD**
- Susan Marlar, Chair, Meaden & Moore
 - Kevin Day, Past Chair, Western Reserve Group
 - Chad Boreman, Chair-Elect, Boreman-Norton-Cook Wealth Partners
 - Dr. John Cook, Treasurer, Long, Cook, & Samsa, LLC
 - Amy Marinello, Marinello Realty
 - Michael McClintock, McClintock Electric
- BOARD MEMBERS**
- Jeff Smith, The Apple Creek Banking Co.
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 - Jon Jameson, Schaeffler
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 - Don Noble II, United Titanium, Inc.
 - Tom Pukys, Wayne Economic Development Council
 - Stephen Smyth, GOJO Industries
 - Martha Starkey, Wayne Co. Convention & Visitors' Bureau
 - Shannon Waller, Main Street Wooster, Inc.
 - Beth Weaver, Habitat for Humanity in Wayne County
 - Wayne Webster, The College of Wooster
 - Thomas White

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 Remote Sessions



Small Business Development Centers

March 1, 2021
5:00 – 7:00pm
March 29, 2021
5:00 – 7:00pm

A small materials fee applies.

Register online cantonsbdc.org

Remember to take advantage of your membership benefits in 2021!



Members of the Wooster Area Chamber receive exclusive benefits ranging from promotional opportunities, money-saving programs, networking opportunities, professional development and so much more!

- **Facebook Giveaways**
Promote your business through the Wooster Chamber Facebook page! This page boasts 14,000+ followers allowing you to reach a broad audience in our community.
- **Friday Letter**
Receive a weekly e-letter highlighting resources, news, and community happenings! Did you know as a member, you can advertise in the Friday Letter?
- **Educational Opportunities**
Join us for our Educational Series where speakers discuss relevant topics and provide education to your business. Interested in speaking at an Educational Series? Contact the Chamber team today!

- **Membership Referrals**
Members of the Wooster Chamber receive exclusive benefits such as business referrals! **NEW** - Check your email for eReferrals from Chamber staff to track this benefit.
- **Money-Saving Programs**
Members have the opportunity to take part in a number of money-saving programs. Whether you are in need of health insurance, workers' compensation, energy savings, office supplies, or

- reduced rates through Constant Contact, we have got you covered!
- **Printed Newsletter**
Members receive a monthly copy of the Chamber Newsletter. This publication is full of information on upcoming sessions and events, member benefits, community happenings, and so much more! Did we mention you can advertise your business/organization as a benefit? The newsletter reaches 13,000+ individuals monthly!

Contact the Wooster Chamber team at (330) 262-5735 to begin utilizing these benefits TODAY!

❖ Educational Series

UPCOMING EDUCATIONAL SERIES:

Webinar: How to Use Time to Your Advantage

Are you running your business, or is your business running you? Leverage time to work on your business instead of in your business! Chuck has combined years of experience helping businesses grow and wants to help businesses like yours thrive in Wayne County!



SPEAKER: Chuck Visocky, Enlighten Business Coaching

WHEN: Tuesday, March 16th at 10:00am

Register online at: woosterchamber.com/educationalseries

UPCOMING EDUCATIONAL SERIES:

Webinar: Attract or Repel? How does your website treat visitors?



Jen Kline
Owner/Designer,
Line of Hope Creative
Solutions LLC

Your website is like the welcome mat to your business. Many people have their first interaction with you on your website. What kind of welcome mat are you setting out? Is it full of intentionality as you introduce your visitor to your brand and invite them into your space?

Or are you just throwing down the same welcome mat you have used for the last three, maybe even eight years? It is probably dirty and dated as shoe after shoe has stepped on it.

Your website is the same. You have the opportunity to truly guide and engage your visitors on a journey of getting to know your business. You can lead them from visitor to loyal customer to fan through the effective use of your online presence.

Let me help you examine your online welcome mat and walk away with some practical tips for creating a website that attracts, not repels visitors.

WHEN: Tuesday, March 30 at 2:00pm

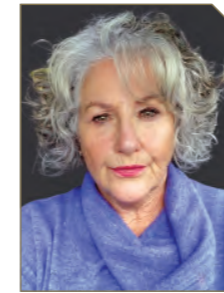
Register online at: woosterchamber.com/educationalseries



❖ Educational Series

EDUCATIONAL SERIES RECAP:

Managing your Workers' Compensation Claims in the Age of Rebates, Reductions and COVID-19



Barbara Knapic
Barbara A. Knapic,
Attorney at Law, LLC

Last month, local attorney, Barbara Knapic, shared how to manage your workers compensation claims in the age of rebates, reductions, and COVID-19. Ms. Knapic has been practicing labor and employment law, with an emphasis on workers' compensation for employers, for 36 years. Ms. Knapic answered questions regarding compensable claims, the importance of communication with your MCO's and TPA's, employers obligations when a claimant is receiving medical attention and more!

To listen to the recorded session, please visit woosterchamber.com/educationalseries.

Have an idea for an upcoming webinar?

Wooster Chamber members not only have the opportunity to attend and request topics for Educational Series but also speak at them! Educational Series offer valuable resources and answers to chamber members. If you would like to speak at an upcoming session or request a topic to be presented, contact Katie Foster at kfoster@woosterchamber.com for more information.

Haven't seen a topic that pertains to your business/organization? Email Katie topics you would like to see in the future.



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THE WOOSTER AREA CHAMBER 2021 AWARD RECIPIENTS



MARY ALICE STREETER
Wall of Fame Recipient



GREG TIECHE
Jack O'Donnell Award Recipient
for Community Service



VICKY PUSTER
Mike Lezak Award Recipient
for Volunteer Service



BEN MAIBACH
Leadership Wooster
Distinguished Alumni
Award Recipient



The Wooster Area Chamber of Commerce is pleased to recognize the 2021 Award Recipients.

WHEN
Thursday, May 20, 2021

WHERE
Greystone Event Center
50 Riffel Road, Wooster, Ohio 44691

PLATINUM EVENT SPONSOR



Details for virtual registration coming soon!

Business of the Year
Wooster Community Hospital
HEALTH SYSTEM
Accepted by: Bill Sheron



Board of Directors Award
FARMERS
NATIONAL BANK
Accepted by: Kevin Helmick

Small Business of the Year Award
More than 15 Employees
BROKEN ROCKS
CAFE & BAKERY
Accepted by: Glen Grumbling



Small Business of the Year Award
Fewer than 15 Employees
RAY CROW
CLEANERS
Accepted by: Cyd Pleska

WorthyWorks Award
NAMI Wayne and Holmes Counties
National Alliance on Mental Illness
Accepted by: Helen Walkerly



Presented by Wayne County Community Foundation

❖ March Newsletter

Join the Certified Angus Beef #RestaurantChallenge by supporting your favorite local dining spot

In challenging times, we rely on friends. Be the reason restaurants survive.

Nearly 1 in 6 restaurants closed in 2020. Don't let one of our own join the statistic. Join #RestaurantChallenge, a social campaign combining small actions to make big changes. It just might be what helps our local businesses survive and create some of that good news we've all been craving.



Local Participating Restaurants



The Chamber is excited to partner with Certified Angus Beef to support our local restaurants. Watch the Chamber's social media for opportunities to participate in some exciting giveaways.



Hungry for more ways to help? Visit Challenge.CertifiedAngusBeef.com.

There are many ways to support your favorite dining spot. Pick what works best for you.

- 1 Support a local restaurant by ordering carryout or delivery, dining in (where possible) or purchasing gift cards.
- 2 Share something good by leaving a big tip, posting a nice five-star review or writing a kind note on your receipt for your server.
- 3 Post a photo of your meal on Facebook or Instagram using #RestaurantChallenge for the chance to win one of the weekly \$100 gift cards for more dining.
- 4 Tag your favorite restaurant in your post to enter it for the chance to win \$2,500 in support for their staff.

❖ March Newsletter

How much can you save? Members can save on utility costs through the Wooster Chamber

Paying more than you should for electricity and natural gas can add up to thousands of lost dollars that you could be investing back into your business. The Chamber Energy Program creates "market power" by shopping members together, driving suppliers to compete for their business and ultimately reducing energy prices. Ensure you are paying the most competitive market rates by enrolling in the program!

If you would like to obtain a free, no strings attached quote to see how much you can save on your electricity and natural gas, simply choose one of the following options.



- Call 330-208-2082
- Email a recent copy of your utility bill to chamberenergy@ceateam.com.

Contact Katie Foster at kfoster@woosterchamber.com with any questions.

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Young Professionals

YP EVENT RECAP: Leadership is an Attitude, Not a Title

During our February Young Professionals session, Melanie Garcia, Corporate Training Account Executive & Registered Corporate Coach™ with Ohio State ATI discussed how Leadership is an Attitude, Not a Title. Melanie has designed and implemented leadership development, supervisory, and industrial training programs for corporate and non-profit clients, facilitated workshops, and coached employees to success.



This action-packed session allowed registrants to learn to take calculated risks, acknowledge others, take initiative, project optimism and think outside the hierarchy. Thank you Melanie for taking the time to speak with the Wooster Young Professionals!

Take part in the #MakinganImpact YP Challenge and support local!

The Wooster Area Chamber is challenging you, Wooster Young Professionals, to support local the month of March! We are all aware of how terribly this past year has impacted our local community. Join together as the Wooster Young Professionals in #MakinganImpact to show your love and support to our community! We can't wait to see what you all are doing to make a difference!

Post about your experience supporting local for the chance to win a prize. Simply use the hashtag #MakinganImpact, tag the @woosteryoungprofessionals and POST!



The Wooster Young Professionals is proudly sponsored by:



March Newsletter



Advertise Today

The Wooster Area Chamber of Commerce is dedicated to assisting its members with workforce needs. Whether you have summer job openings, part-time or full-time openings, we want to help get the word out. That is why we are creating our "Local Job Opportunities" booklet. This publication will be shared both digitally and in hard copy form for local high school students. Additionally the booklet will be hosted on our website, and shared on social media channels.

The Wooster Area Chamber of Commerce understands the challenges related to the local workforce market and we want to help you get the word out about the job opportunities you have available. If you are interested in learning more about advertising your job opportunities please visit our website here: woosterchamber.com/local-job-opportunities

The deadline to sign up is April 16th or until space is full.



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