



# chambermonthly

A PUBLICATION BY THE WOOSTER AREA CHAMBER OF COMMERCE

377 West Liberty Street  
Wooster, Ohio 44691

In this Issue: Support local businesses and organizations  
and become a Chamber Hero today! Page 4



October 2020  
woosterchamber.com

## President Starlin bids farewell to Chamber family



**Justin Starlin**  
Outgoing President,  
Wooster Area Chamber  
of Commerce

**A** mentor shared with me that the only constant in life is change, and this is exactly what I have experienced throughout my professional life. From humble beginnings as a summer laborer for the City of Wooster to President of

the Wooster Chamber, I have experienced various change and advancement in my now 16-year career. Specifically, the Chamber has given me a tremendous opportunity to better understand private business while building a network of friends that will last a lifetime. Though the results of our team's efforts during my tenure have led to accomplishments such as being named a top Chamber in the nation and the largest membership per capita in the State, the process of achieving these milestones was not free of challenge and the occasional setback. With unwavering support from our Board of Directors, and dedicated staff, the vision of restructuring the organization from the ground up was never called into question, and that allowed for the strong Chamber you see today.

I am a believer that non-profit leaders should aim to make their mark, improve their respective organization, and be invested in the community. However, I also believe that there is an art in determining when to step aside and make way for the next leader that will bring new ideas and a fresh outlook to the operation. To that end, I know that President Samira Zimmerly is positioned to build on the strong foundation that our team has established. She is integrated in the community, attune to the needs of our membership and has the support of our Board of Directors.

My departure is bittersweet. I get to remain a part of my beloved community and leave with a network of colleagues and friends. I am blessed with the memories and proud accomplishments that I have been so fortunate to play a part in. Such makes me optimistic that this change is the right move at the right time. I will begin my journey in the private sector as co-owner of Compak, a regional logistics, warehousing, and service company. This new venture offers me the opportunity to work with many of the industry partners that I've come to know over the years, while allowing me to remain engaged in a community that I truly love. Further, this endeavor brings me in partnership with long-standing friends Jerry and Jeff Baker. Collectively I am excited



about the opportunities that will follow and am confident that this newly formed team will make a positive difference in our community.

So yes, my mentor was right; change is a constant in life, but the embracing of a new chapter has always led me to exciting new ventures. This latest chapter has been the most enriching and I thank our membership, board, and staff for the support through the years.

Best Regards,

# New Members



## Cline Fire

Cline Fire is a fire protection services company providing design, installation, monitoring, inspection and maintenance, and service for fire alarm systems, fire extinguishers, emergency lights, pre-engineered suppression systems, and backflow prevention devices.

Cline Fire also provides support to other integration companies, general contractors, electrical contractors, architects, and engineers by providing in-house, NICET-certified fire alarm system engineered design, pre-engineered system design, installation and service support, and third-party pre-acceptance verification testing.



## Edward Jones

Edward Jones is a different kind of investment firm. To them, face time and think time make sense. They meet with you to learn your individual needs so they can develop a strategy to help you achieve your long-term financial goals. So, whether you want to plan for retirement, save for college, reduce your tax bills or ensure you have income to cover your expenses, you can expect personalized service and long-term investing strategies instead of the latest investment fads. When it comes to your financial future, it's important to work with someone who takes time to understand you and your situation. Edward Jones takes a step-by-step approach to identify your goals and develop specific strategies to help you achieve them.



## Ely Road Reel Co LTD

Ely Road Reel Co., LTD, was formed in 1986 to address the needs of North American plastic tubing manufacturers for storage reels used to inventory flexible plastic tubing.

Today, from their manufacturing facility located in Apple Creek, Ohio they supply the pipe & conduit industry with collapsible reels from 48" to 124" in diameter. Their steel reels are available in regular (1 x 1.5 sq. tube, 14 ga.) or heavy-duty (1.5 x 1.5 sq. tube, 11 ga.) designs. Their wood reels range from 18" to 114" in diameter, 1.5" to 6" in thickness.

Contact their team today at (330)-683-1818!



## Ethos HR Consulting

Designed with small and mid-sized businesses in mind, Ethos HR Consulting provides as-needed HR support for business owners without long, complicated contracts or permanent staffing increases. Whether it is a policy or handbook revision to become or remain compliant, assisting with workplace investigations or disciplinary matters, or leadership development training to ensure managers are able to actually manage their teams, Ethos HR Consulting brings their fundamental guiding value of Humans First® to every engagement. Free initial consultations for every new client. For more information, please visit [www.ethoshrconsulting.com](http://www.ethoshrconsulting.com) or call Julie Kastner, MS HRM, SHRM-SCP at (234) 804-0860.



## Olde Jaol Restaurant & Tavern

The original Wayne County Jail was built in 1865, and was claimed to be the finest law enforcement facility of its kind. In 1980 the building was registered as a historical landmark and in 1995 was purchased by a private business owner. The Olde Jaol Steakhouse & Tavern was then given life. The Olde Jaol Steakhouse & Tavern pride themselves on reputable hospitality and service, and a unique atmospheric experience you won't find anywhere else! The covered patio is the perfect place to unwind with a cocktail after a long day. Or perhaps you're planning a party? The Olde Jaol Steakhouse & Tavern has several event rooms that seat up to 60 guests comfortably with a courteous and professionally trained event staff.



## Pace Healthcare LLC

PACE Healthcare, LLC would like to announce the opening of the first private infusion office in the Ashland, Holmes, Tuscarawas, and Wayne counties area. In the past, patients have had to travel to larger cities for specialty medical infusions, but this new office allows cost-effective care closer to home. Disease conditions treated by infusion include Rheumatoid Arthritis, Multiple Sclerosis, Crohn's disease, Ulcerative Colitis, and others. For appointments or more information, patients should call 330-625-4900 or they can ask their physician to fax the referrals to 330-685-9355. Employers wishing for PACE to be in-network should contact their insurance brokers.

Economic Indicators	June 2020		July 2019		July 2020		June 2020		July 2019		July 2020				
	Unemployment, United States	11.2%	4.0%	10.5%	Labor Force, Employed Wayne County	57,700	60,200	57,500	Unemployment, Ohio	11.1%	4.5%	9.1%	Labor Force, Unemployed Wayne County	4,900	2,200
Unemployment, Wayne County	7.8%	3.6%	6.3%	Wayne County Sales Tax by Month	\$1,134,371.25	\$1,134,318.43	\$1,257,641.09								

### 2020 Board of Directors

<b>Executive Board</b>	<b>James Smail</b> Farmer's National Bank	<b>Tom Pukys</b> Wayne Economic Development Council
<b>Kevin Day</b> Chair, Western Reserve Group	<b>Board Members</b>	<b>Jeff Smith</b> The Apple Creek Banking Co.
<b>Bill Sheron</b> Past Chair, Wooster Community Hospital	<b>Jon Jameson</b> Schaeffler	<b>Stephen Smyth</b> GOJO Industries
<b>Susan Marlar</b> Chair-Elect, Meaden & Moore	<b>Matthew Long</b> Critchfield, Critchfield & Johnston	<b>Martha Starkey</b> Wayne Co. Convention & Visitors' Bureau
<b>Dr. John Cook</b> Treasurer Long, Cook, & Samsa, LLC	<b>Armand Massary</b> ArtiFlex Manufacturing	<b>Shannon Waller</b> Main Street Wooster, Inc.
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<b>Amy Marinello</b> Marinello Realty	<b>Jack Nebesky</b> BCI Buckeye Division	<b>Wayne Webster</b> The College of Wooster
	<b>Don Noble II</b> United Titanium, Inc.	<b>Thomas White</b>

### Chamber Staff

*When finished with this newsletter, please recycle it. ♻️*

<b>Samira Zimmerly</b> President 330-262-5735 szimmerly@woosterchamber.com	<b>Katie Foster</b> Communications & Events Coordinator 330-262-5735 kfoster@woosterchamber.com
<b>Lauren Behrendsen</b> Events & Projects 330-262-5735 lbehrendsen@woosterchamber.com	<b>Michelle Rothgery</b> Administrative Assistant 330-262-5735 mrothgery@woosterchamber.com

377 West Liberty Street · Wooster, Ohio 44691

The Wooster Area Chamber of Commerce is on Facebook, YouTube and @woosterchamber on Instagram.

Visit us online at [woosterchamber.com](http://woosterchamber.com)

### Small Business Orientation Remote Sessions

# Ohio

Small Business Development Centers

Oct. 6, 2020 · 5 PM – 7 PM  
Nov. 2, 2020 · 5 PM – 7 PM  
Dec. 2, 2020 · 5 PM – 7 PM

*A small materials fee applies.*

Register online [cantonsbdc.org](http://cantonsbdc.org)

# Apply Today!

- 1. Apply online at [www.woosterchamber.com](http://www.woosterchamber.com)**
- 2. Chamber staff will contact you with more information regarding the approval process, share benefits, opportunities, and rates**
- 3. Once approved, begin utilizing the many valuable resources available to you through Chamber membership**

## Support Local and become a CHAMBER HERO

We are all aware that the pandemic has impacted our business community in an unprecedented way. Now, more than ever, businesses **NEED** the Chamber, and the Chamber **NEEDS** the community's support. The Wooster Chamber is offering the Chamber Hero Program, which will bring recognition, support, and financial assistance to businesses and the Wooster Area Chamber of Commerce.

### By Being A Chamber Hero You...

- Ensure our community of businesses and organizations has access to the resources of the Wooster Area Chamber of Commerce.
- Guarantee local small businesses have uninterrupted membership to the area's largest business organization.
- Help our community remain strong and vibrant, now and into the future.



As a Chamber Hero, you have the opportunity to fund a small business Chamber membership for 2021.



All Chamber Heroes will receive recognition as the Hero they are in the Wooster Chamber's newsletter, social media accounts, Friday letter, and on the website.

### SPONSOR PLEDGE



Supports one small business membership for one year



Supports up to two small business memberships for one year



Supports three to four small business memberships for one year

For more information on this program visit the Wooster Area Chamber's website at [woosterchamber.com/chamberhero](http://woosterchamber.com/chamberhero).

## Shop Small event includes Holiday Passport Program

Join us and Shop Small from Thursday November 26 – January 4

Join us for this year's Shop Small event! Grab a friend or family member and enjoy Wayne County's astonishing establishments. If you make a stop in Downtown Wooster, visit the DORA (designated outdoor refreshment area) participating establishments to enjoy a drink while shopping! More details



on the DORA can be found at [www.woosterchamber.com/dora](http://www.woosterchamber.com/dora). For this year's Shop Small event, we will be offering a Holiday Passport Program. This event begins Thursday, November 26, continues through the holiday season, and will conclude at noon on Monday, January 4. Present your passport to participating businesses at the time of purchase to receive your passport stamp. Customers must present a Holiday

Passport at the time of purchase. Any material other than the passport that is stamped will NOT be eligible for the drawing. Customers may turn in multiple completed passports prior to and up to the deadline. Each completed passport increases the chance of winning an exciting **GRAND PRIZE!!!** More details will be shared in our November newsletter. **STAY TUNED!**



The Chamber staff thanks you for shopping local all year long!

For more information contact Katie Foster, at [kfoster@woosterchamber.com](mailto:kfoster@woosterchamber.com) or (330) 262-5735.

# October Newsletter

## Reach Customers Online with Google



Petia A. Abdur-Razzaaq  
Grow with Google  
Speaker

Join Grow with Google Speaker Petia A. Abdur-Razzaaq to learn how your business can be found online with Google. This workshop explains how Google Search works and how you can improve a website's visibility with Search Engine Optimization (SEO). The session also introduces products like Google My Business, Google Trends, Search Console, Google Analytics, Google Ads, and more.



AGENDA		
<p><b>How Google helps businesses reach customers</b></p> <p>Learn how Google works and how your business can be found.</p>	<p><b>Resources to help you appear across Google</b></p> <p>Learn how to use Google Trends to increase visibility.</p>	<p><b>Reach customers with online advertising</b></p> <p>How to advertise on Google and other sites.</p>

Please register for this session on Nov 10, 2020, 10:00 AM at: [bit.ly/woochambergooglenov2020](https://bit.ly/woochambergooglenov2020)

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# October Newsletter

## Creating a Workplace that Retains and Attracts the Best Talent

As many employers struggle to scale up or down according to business needs, leaders must look at the employee experience from a holistic perspective. Focusing on how to keep existing employees engaged and productive is the first step to attracting more talent.

**DS Benefits Group**  
The Human Capital Company

Wednesday, November 4, 12 PM – 1 PM

Register at: [bit.ly/woochamberbesttalent2020](https://bit.ly/woochamberbesttalent2020)

## Understanding the National Labor Relations Act, Including Non-Union Employers' Employment Handbooks

This webinar will include discussions of the National Labor Relations Board itself, including its members, its decisions concerning collective bargaining, unfair labor practices, union elections and their timing, and employment handbooks and policies under the current Board, for union and non-union employers.



Tuesday, October 13, 10 AM

Register at: [bit.ly/woochamberlaboract2020](https://bit.ly/woochamberlaboract2020)

## Educational Series Recap: PPP Forgiveness Application Time – Are You and Your Bank Ready?

Speakers, Carlin Culbertson and David Knuff from Meaden & Moore shared tips on gathering and organizing your information to help reduce processing time and potential questions from the bank and/or the SBA, and discuss the pros and cons of waiting to apply and building up more expenses.



## 2020 Paycheck Protection Program (PPP) Overview

- ✓ PPP Updates for August
- Legislative Updates
- Being Prepared
- What to Expect
- Accounting / Tax Considerations

If you missed the session or would like to revisit the discussion, watch the recorded session at [woosterchamber.com/educationalseries](https://woosterchamber.com/educationalseries).

# The Wooster DORA is now in effect! Grab a drink downtown!

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## Wooster DORA roll out brings new foot traffic to the downtown area

The Wooster DORA is now in effect! Grab a drink from one of the 14 participating establishments and enjoy Wooster's historic downtown.

A collaboration between the Chamber, Wooster City administration, Wooster City Council and Main Street Wooster, the DORA aims to support the downtown restaurants, retail operations and utilize the outdoor public space.

Cheers to the Wooster community for creating this progressive initiative.



## Be sure to follow these rules to safely enjoy the new DORA

- Hours for the DORA are Monday-Friday 4 p.m. – 11 p.m. and Saturday-Sunday 10 a.m. – 11 p.m.
- Beverages must be purchased in DORA cups to leave an establishment and cups must stay within the boundaries. Signs are posted to indicate those boundaries.
- DORA cups are one time use and must be thrown away prior to entering ANY permitted establishment (business that holds a liquor license).
- Drink responsibly and have fun!



### Participating DORA establishments



For more information visit [www.woosterchamber.com/dora](http://www.woosterchamber.com/dora).

## Upcoming Wooster Young Professionals will be DORA social at the square in downtown Wooster

The Chamber is excited to announce a Young Professionals social!

On October 14, YPs are invited to grab a drink from any of the DORA participating establishments and meet on the square downtown between 5 p.m.-7 p.m. This will be an outdoor event and social distancing will be encouraged. For a list of participating bars/restaurants and to register for the event visit [www.woosterchamber.com/young-professionals](http://www.woosterchamber.com/young-professionals).



**WHERE:**  
The square in downtown Wooster near the courthouse

**WHEN:**  
October 14, 2020  
5:00 PM - 7:00 PM

We would love to see everyone downtown enjoying the DORA!

The Wooster Young Professionals group is comprised of 21-to-40-year-olds living or working in Wayne County.



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# October Newsletter

## What's going down around town



### Certified Angus Beef – BEEFING UP THE CORNER!

There has been a lot of activity at the corner of Riffel and Friendsville Road, as Certified Angus Beef's (CAB) latest addition, is underway. Thank you, CAB for your continued investment in Wooster and for entrusting the project to Freeman Building Systems and your long-time partner in Jerry Baker.

This new facility will complement the current campus located on Riffel Road. This 18,000 square-foot print shop and warehouse will allow CAB to expand their capacity and operation right here in Wooster!



### Western Reserve Group – BUILDING OUR FUTURE!

A hearty congratulations to Western Reserve Group on this addition to the Wooster area! The 81,000 square foot facility will house Western Reserve operations, and boast a 144 person Conference Room and state of the art fitness facility.



Thank you to the Western Reserve Group for your continued investment in the Wooster Area and Bogner Construction Company for your dedicated work! We look forward to visiting the facility once it is complete!

## Community Energy Advisors (CEA) helps members on energy costs

Through the Chamber Energy Program, CEA provides Chamber members with Education, Savings, and Protection on both regulated and deregulated energy expenses. With a credible partner looking out for your bottom-line, members enjoy peace of mind and budget-ability when it comes to your utility costs.



**Education** – The regulated and deregulated energy markets are increasingly complex. To aid you in remaining proactive, making informed decisions, and budgeting your utility expenses, CEA provides timely and relevant information.

**Protection** – To help protect you from scams, fraudulent activity, and unexpected costs, CEA provides informative emails, blog posts, and seminars and manages your contracts to ensure you avoid monthly variable rates.

**Savings** – 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!



Amy Demlow  
Managing Member,  
Critchfield, Critchfield  
& Johnston

“Since 2015, Community Energy Advisors has been a trusted partner with Critchfield,



Critchfield and Johnston saving our firm over \$11,000 through the Chamber Energy Program. I would encourage you to reach out to the Wooster Chamber of Commerce to see how the Chamber Energy Program can help your company reduce your utility costs.”

If you would like to obtain a free 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 or email a recent copy of your utility bill to [chamberenergy@ceateam.com](mailto:chamberenergy@ceateam.com).

For more information visit [woosterchamber.com/chamberenergyprogram](http://woosterchamber.com/chamberenergyprogram).

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# October Newsletter

## Chamber welcomes newest member Forget-Me-Not Baskets

*Established in 2007 from a random act of kindness*

The Wooster Chamber would like to welcome Forget-Me-Not Baskets, Inc. as a new member. On September 2, 2020, the Chamber officially welcomed Forget-Me-Not Baskets, Inc. to downtown Wooster with a ribbon-cutting.



Books and Elephants, and Grandparents Books. Forget-Me-Not Baskets, Inc. focuses on two things when considering items for their bags and baskets; grief support, and tangible items of remembrance and comfort.

Founder, Sara Ringle, saw a need for mothers, fathers, siblings, and grandparents that have lost a child and felt compelled to do something which has now developed into a much needed non-profit organization. 13 years later, one basket has quickly multiplied into thousands shipped all over the US, ten board members, a community of volunteers, and supporters.



Visit [www.forgetmenotbaskets.com](http://www.forgetmenotbaskets.com) or call (330)435-6004 to learn more about how families can receive a basket and how you can support the organization's mission.

Thank you Forget-Me-Not Baskets, Inc. for all that you do!

Forget-Me-Not Baskets, Inc. is a non-profit organization that provides items of comfort and peace to families who have experienced a loss during pregnancy or childbirth. The organization provides items such as Early Loss Bags, Late Loss Baskets, Dad Bags, Sibling

## Christian Children's Home of Ohio celebrates reopening of Cottage Two!

Christian Children's Home of Ohio recently celebrated the reopening of Cottage Two! This cottage acts as a place of safety and care for girls ages 10-14 who have experienced abuse and neglect. Attendees had the opportunity to tour the newly renovated cottage and enjoy light refreshments.



As a child caring and behavioral health agency, CCHO provides a safe, structured environment to meet the physical, emotional, mental and spiritual needs of children from across Ohio who have been abused, neglected and traumatized.

## Beeson Place Townhomes opens with ribbon cutting

A recent ribbon cutting introduced Beeson Place Townhomes to downtown Wooster. The 3-story townhomes offer refined urban living with modern touches. With just over 2,000 square feet, the 2 bedroom, 2 1/2 bath townhomes are complete with front and rear balconies, a 2-car garage and feature tall windows as well as 9' ceilings on all three floors. A 12 year, 50% tax abatement has been approved with the city. Located at 218 North Market Street, Beeson Place is in the heart of downtown Wooster.



# Area Ribbon Cutting Events

## Pulp Juice and Smoothie Bar reopens with new look!

Congratulations Pulp Juice and Smoothie Bar on officially reopening in September with a new look! We love the updates you have made and appreciate your continued investment in the Wooster area.



Pulp has great smoothies, juices, shots, bowls, wraps and salads available! Stop by to congratulate their team on the updated space and grab a drink and food to go!

## Chamber welcomes PACE Healthcare to Wooster area

The Chamber would like to welcome PACE Healthcare to Wooster!



PACE Healthcare specializes in infusion treatments for patients suffering from a variety of symptoms. The team of doctors, nurse practitioners, and registered nurses offer 12 types of infusion treatments with 33 years of medical experience.

PACE offers patients, employers, and insurers the opportunity to see a lower cost of care provided in a low exposure and convenient setting. Patients may transfer their existing care from home health or hospital to the Pace office and experience a more personal private setting.

Their office is located at 5225 Cleveland Road, Suite F, Wooster, OH 44691. To learn more about PACE healthcare visit [paceinfusion.com](http://paceinfusion.com) or call 330-625-4900.



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# October Newsletter



## ATTENTION NEW BUSINESS OWNERS

The Wooster Chamber CareWorks Compensation program can help save your business a significant amount of money on your BWC premiums!

### What is the Grow Ohio Incentive Program?

The Ohio Bureau of Workers' Compensation created the Grow Ohio Incentive Program to help spur job creation in the state by offering new employers one of the following premium discount options.

- 1 The opportunity to join a group-experience-rating program and receive a premium discount – potentially up to 53 percent – effective on their first day of coverage
- 2 An automatic 25-percent discount on their workers' compensation premiums

Whichever option you choose, your business can receive a significant discount on workers' compensation costs at a critical time – while you are getting started.

## SAVE BIG WITH Wayne Partners DirectCare health care plan

Are your organization's health care premiums on the rise? Do you continue to absorb annual premium costs, with little or no options for controlling your costs? If so, the newly formed Wayne Partners DirectCare health care program may be just what you are looking for:

**Wayne Partners DirectCare**

Wooster Community Hospital  
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### WHY Wayne Partners DirectCare?

- 1 Control your premium expenses
- 2 Create a customized health care plan that works for your business
- 3 Realize significant savings by utilizing the local health care network
- 4 Continue to offer employees access to national network providers

Program Providers:



### Interested in learning more about Wayne Partners DirectCare?

Call the chamber today at (330) 262-5735 or email Katie Foster at [kfoster@woosterchamber.com](mailto:kfoster@woosterchamber.com).

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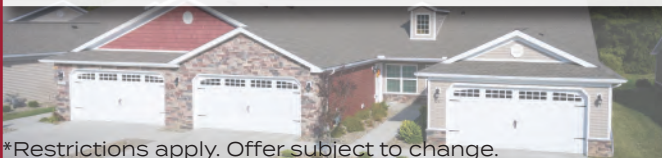


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