



# CHAMBER NEWSLETTER

January 2021 – News and Updates from the Wooster Area Chamber



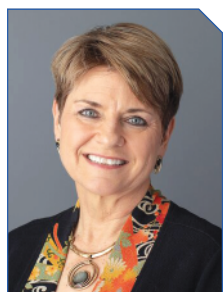
## IN THIS ISSUE

Chamber announces Let It Glow Holiday Lights Competition Winners! 40 homes participate in light contest. Page 6 – 7

377 West Liberty Street • Wooster, Ohio 44691

woosterchamber.com    

## Board of Directors welcomes Susan Marlar as 2021 Chair



**Susan Marlar**  
Director of Tax Services,  
Meaden & Moore  
2021 Chair

Susan Marlar, Director of Tax Services at Meaden & Moore, has been named the 2021 Wooster Chamber Board of Directors Chair.



As a leader in the tax industry, Susan brings an impressive tax planning and compliance services background to the board. She has over 25 years of experience in tax strategies and planning opportunities for various flow-through entities and provides creative and timely tax planning, along with ensuring proper compliance with taxing authorities. In addition, Susan is responsible for the administration of the Wooster office, as well as community and civic relations in Wayne, Ashland, and Holmes counties.

With experience volunteering and being actively involved in other non-profit organizations in the community, Susan is well-prepared to lead the Chamber through this year.

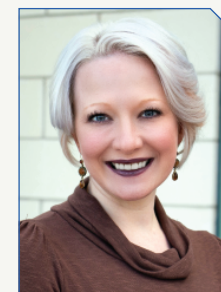
At a time when we need each other more than ever, Susan has challenged the Chamber staff and the Board of Directors with making 2021 the year of engagement. The next year is critical as the continued success of this organization lies in our membership remaining intact and financially viable during this time of uncertainty.

From the Chamber Board and staff, we welcome Susan in her new role and look forward to her guidance in 2021.

## Welcome our new incoming Board of Directors members

The Chamber is excited to announce the addition of Dr. Sharon Marcanthony, MD, OB/GYN at Bloomington Women's Care, and Jason Carrick, the CEO of Xcess Limited.

Dr. Sharon Marcanthony has lived in Northeastern Ohio all her life and has been practicing medicine in Wooster since 2011. She met her husband Nick in medical school, and now they live in Wooster with their children, Isabella and Dominic. In the past she has served on the boards of OneEighty and the American Red Cross, has been the OB/GYN department chair at the hospital, and is currently active with the Leadership Wooster Steering Committee.



**Dr. Sharon Marcanthony,**  
MD, OB/GYN  
Bloomington Women's  
Care at Wooster  
Community Hospital



**Jason Carrick**  
CEO,  
Xcess Limited



As a pioneering seller in the e-commerce industry, Jason continues to grow his online sales across multiple platforms, while also owning and operating a number of successful brick and mortar stores. Jason has developed Xcess Limited into a leader in the liquidation industry. He resides in Wooster with his fiancé.

These individuals bring unique perspectives to the Board of Directors and the Chamber is looking forward to their involvement in the coming year.

# ❖ New Members



Albright Plumbing Inc

## Albright Plumbing Inc.

Albright Plumbing Inc. is located in Wooster, Ohio and offers new construction and remodeling plumbing services to commercial and residential buildings. Their team can be contacted via phone at (330) 264-0231 or by email at joe@albrightplumbing.com for pricing, hours and directions.



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

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

Barbara Knapic is a labor and employment attorney who has represented all types of employers at all levels and jurisdictions. She has been in practice for 35 years and has been named a Super Lawyer since 2004. She was appointed by Gov. Voinovich as the first woman chair of the Ohio Industrial Commission, the agency that adjudicates workers' compensation claims. She has been named a top 10 female attorney in Ohio and a top attorney in Ohio. She is a frequent lecturer and guest speaker on various topics dealing with workers' compensation and labor and employment law.



### Conrad's Heating & Cooling Services, Inc.

Conrad's Heating & Cooling Services, Inc. is a local HVAC company in Doylestown Ohio. It is owned and operated by Chuck Conrad for over 21 years. Specializing in residential and commercial, installations, maintenance, and repairs, they pride themselves in professional service with a personal feel.

For more information please contact: (330) 658-3000 or conradsh heating.com

# ❖ New Members



## Enlighten Business Coaching

ActionCoach has a new franchise in Wayne County. Chuck Visocky, former CEO and business executive, specializing in business growth and operational improvements opened Enlighten Business Coaching in November 2020. Business owners are coached on how to carve out time to work on their business versus in their business. The business is located in the award-winning Shreve He Brews Coffee's expansion, which Chuck co-owns with his wife Patty. Contact Chuck at (440) 281-4200 to attend a complimentary training session that can immediately help your bottom line!



## Holiday Inn Express & Suites Wooster

Holiday Inn Express & Suites Wooster is located at 128 Riffel Road, North of Wooster.

The hotel features 4 floors, 98 guest rooms which include; King, Double Queen and Suite rooms to fit every traveler's needs. Each guest room includes a Keurig, microwave, fridge, and free Wi-Fi. The hotel offers complimentary breakfast, 24-hour fitness center and heated indoor pool. The hotel's team looks forward to meeting the community and welcomes all to stop by and check them out!



## Line of Hope Creative Solutions LLC

Line of Hope Creative helps create effective branding and a powerhouse website for businesses with a message of hope to share. Your website shouldn't just be a pretty "brochure," you put up in hopes that people will flock to you. Your website needs intentional content and design to help turn visitors into clients and clients into fans. Visit Lineofhopecreative.com or contact Jen at jen.lineofhopecreative@gmail.com to create or upgrade your website and branding.



## Prowant Specialty Company

Prowant Specialty Company serves a variety of different fair foods at festivals, fairs, and company picnics. Serving food since the 1920s, Prowant Specialty travels through Ohio, Michigan, South Carolina, and Florida. With 14 food trailers, you are bound to enjoy something Prowant Specialty is serving! Contact them today at prospecialty@gmail.com.

## ECONOMIC INDICATORS

	Sept. 2020	Oct. 2019	Oct. 2020		Sept. 2020	Oct. 2019	Oct. 2020
Unemployment, United States	7.7%	3.8%	5.8%	Labor Force, Employed Wayne County	58,600	60,300	59,400
Unemployment, Ohio	8.0%	3.8%	5.8%	Labor Force, Unemployed Wayne County	3,300	1,900	2,500
Unemployment, Wayne County	5.4%	3.1%	4.0%	Wayne County Sales Tax by Month	\$1,095,556.34	\$1,019,527.71	\$1,019,527.71

## 2021 Board of Directors

- |   |   |   |
|---|---|---|
| <b>EXECUTIVE BOARD</b>  | Jeff Smith<br>The Apple Creek Banking Co.           | Don Noble II<br>United Titanium, Inc.                     |
| Susan Marlar<br>Chair,<br>Meaden & Moore                            | <b>BOARD MEMBERS</b>                                | Tom Pukys<br>Wayne Economic Development Council           |
| Kevin Day<br>Past Chair,<br>Western Reserve Group                   | Jason Carrick<br>Xcess Limited                      | Stephen Smyth<br>GOJO Industries                          |
| Chad Boreman<br>Chair-Elect,<br>Boreman-Norton-Cook Wealth Partners | Jon Jameson<br>Schaeffler                           | Martha Starkey<br>Wayne Co. Convention & Visitors' Bureau |
| Dr. John Cook<br>Treasurer,<br>Long, Cook, & Samsa, LLC             | Matthew Long<br>Critchfield, Critchfield & Johnston | Shannon Waller<br>Main Street Wooster, Inc.               |
| Amy Marinello<br>Marinello Realty                                   | Armand Massary<br>ArtiFlex Manufacturing            | Beth Weaver<br>Habitat for Humanity in Wayne County       |
| Michael McClintock<br>McClintock Electric                           | Dr. Sharon Marcanthony<br>Bloomington Women's Care  | Wayne Webster<br>The College of Wooster                   |
|   | Jack Nebesky<br>BCI Buckeye Division                | Thomas White  |

## Chamber Staff

When finished with this newsletter, please recycle it. ♻️

- |  |   |
|--|---|
| <b>Samira Zimmerly</b><br>President<br>330-262-5735<br>szimmerly@woosterchamber.com                  | <b>Katie Foster</b><br>Membership Services<br>330-262-5735<br>kfoster@woosterchamber.com  |
| <b>Michelle Rothgery</b><br>Administrative Assistant<br>330-262-5735<br>mrothgery@woosterchamber.com | <b>The Wooster Area Chamber of Commerce is on</b><br>Facebook at fb.com/woosterchamber, YouTube, LinkedIn and @woosterchamber on Instagram. |

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### OUR PARTNERS



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

## Small Business Orientation Remote Sessions



### Small Business Development Centers

Wednesday, January 6 from 5 PM – 7 PM

A small materials fee applies.

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



## Sure House Coffee Roasting Co.

Sure House Coffee Roasting Co. is a micro-roastery and artisan coffee shop. They are dedicated to providing fairtrade and organic coffee, as well as local, housemade and wholesome products- like their cretzel! Striving to build a gap between the producer and consumer and offer coffee with a conscience- so you can rest assured that your coffee was produced fairly and with the farmer in mind. They have two locations, Wooster and Orrville, and an online store. Check them out on social media @surehousecoffee!



## Wooster Noon Lions Club

The Wooster Noon Lions Club was founded in 1927 and is part of the World's Largest Service Club Organization. There are over 46,000 clubs and 1.4+ million members worldwide!

Wooster Noon Lions Club members do whatever is needed to help their local communities. Everywhere they work, they make friends. With children who need eyeglasses, with seniors who don't have enough to eat, and with people they may never meet. For more information, please visit [www.woosternoonlions.org](http://www.woosternoonlions.org)



## Yellow Door Bird Store

Yellow Door Bird Store is a brand new "All Local" family-owned store offering everything backyard bird feeding. Yellow Door Bird Store sources all of its products from a local Amish farm. They handmake tons of great products, including their hidden gem, birdseed. They are the largest supplier of private bird stores in the U.S. Proving that their quality is unmatched. Yellow Door Bird Store is located at 3541 Ely Rd Wooster right across from the wonderful Barnes Preserve. Contact their store today a (330)749-5669 and follow them on Facebook @yellowdoorbirdstore.

## Apply to be a Member

1. Apply online at [woosterchamber.com](http://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](mailto:kfoster@woosterchamber.com) with questions.





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## ❖ Educational Series

### UPCOMING EDUCATIONAL SERIES: **Tackling Essential Hiring Issues for Small Businesses**

Even before COVID-19 wreaked havoc on the hiring process in 2020, many businesses faced their own internal challenges in knowing the most effective steps to take to compete for and hire the best talent. This educational webinar will cover four essential practices to improving the hiring process for businesses including: development and use of job descriptions and essential function statements, meaningful job advertising, do's and don'ts of navigating an effective interviewing and hiring process, and key elements of a solid onboarding program. These practices can be implemented in businesses of any size, with or without an HRIS in place.



**WHEN: Tuesday, January 12 at 10:00 AM**

Register for this event online at: [woosterchamber.com/educationalseries](http://woosterchamber.com/educationalseries)

### EDUCATIONAL SERIES RECAP: **COVID-19 update for employers and businesses**

Kim Hall, Member of Critchfield, Critchfield & Johnston Attorneys shared updates pertaining to your business and employees as of 12/09/2020.

She gave details of current quarantine guidelines, options available regarding paid leave for employees, vaccine information and suggestions for going forward.



The PowerPoint presentation and recorded session are available at [woosterchamber.com/covid19resources](http://woosterchamber.com/covid19resources).

## ❖ January Newsletter

### **Holiday Mask Competition Winners Announced**

While we wear our masks, we might as well make it fun!

Local businesses/organizations had the opportunity to participate in the Chamber's Holiday Mask Competition. Contestants used their creativity and holiday spirit to design their very own masks for a chance to earn one of the three titles.

Winners will receive some sweets from our friends at Buehler's!

We hope this lighthearted competition brought some joy to our community this season!

*Thanks for participating!*



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Daniel J. Hostetler Christopher N. Finney  
Morris Stutzman Robert A. Stutzman  
Ralph Lehman Cowles S. Ostrander

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# LET IT *Glow* Chamber Holiday Light Competition Winners!

40 area homes decorated to spread the holiday cheer and for a chance to win \$100

In its first year, the Chamber's Let it Glow contest had 40 festive houses participate across the 44691 area.

Families from all around drove the route to witness the houses decked out in lights, wreaths, lawn ornaments, and more. From drive-through displays - such as house #1 and house #34 - to elegant adornments and lights, each location provided a unique experience. Between December 14 and December 29, more than 1,000 votes were cast for the People's Choice award. Congratulations to our three winning houses for 2020!

The Chamber staff is thrilled with the response for Let it Glow and that this contest provided a safe holiday activity in 2020. The Chamber team would like to thank all of our participants for helping to spread some holiday cheer throughout the community this season.

## Best in Show

Chosen by: MCTV



#1

10426 W. Smithville Western Road

## Clark Griswold (most lights)

Chosen by: HER Realtors



#34

3248 Dover Road

## People's Choice

Chosen by: Community Vote



#22

1540 Saunders Drive



A special thank you to our contest sponsors

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# ❖ New Member Plaque Inserts

## Proudly display your 2021 membership plaque and window cling at your area business or organization

We appreciate your continued support and hope that you will proudly display the shiny new 2021 membership plaque inserts and window clings at your place of business.



Our success as a community organization would not be possible without the support from our membership and we want to annually recognize this support through the presentation of an updated membership insert.

We think they look great and are excited to see our members proudly displaying them throughout the town.

Become a member of the Wooster Area Chamber of Commerce! Learn more by visiting [woosterchamber.com](http://woosterchamber.com)

# ❖ January Newsletter

## 7 Ways to Save with the Wooster Area Chamber's Money Saving Programs

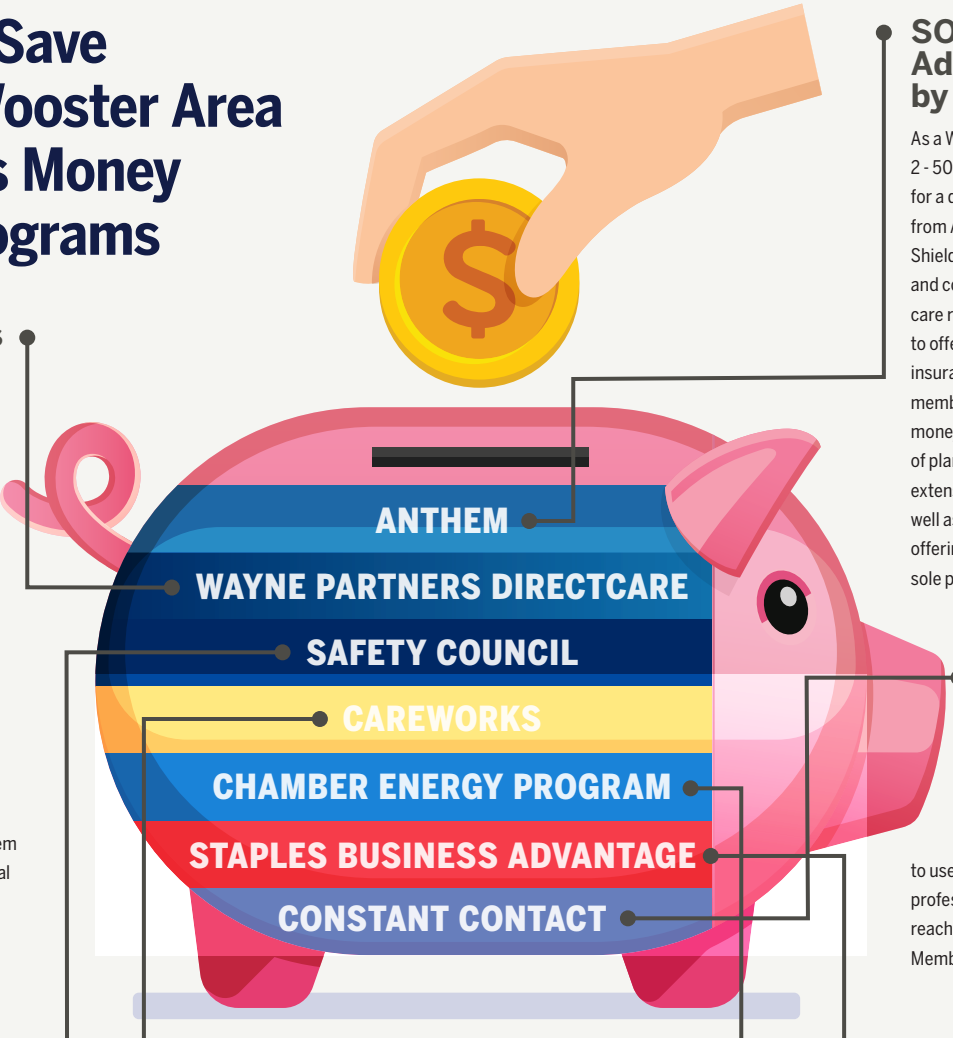
### Wayne Partners DirectCare

The Wooster Chamber in cooperation with Wooster Community Hospital and Roundstone are joining forces to provide a game-changing solution through Wayne Partners DirectCare.

With Roundstone, and WPDC you will band together with mid-market employers to collectively self-insure with the efficiency of a large organization. Additionally participants will get the best possible prices from The Wooster Community Hospital Health System while still having access to regional and national services found in traditional healthcare coverage.

### SOCA MEWA Administered by Anthem

As a Wooster Chamber member with 2-50 employees, you are eligible for a discount on any health plan from Anthem Blue Cross and Blue Shield! Despite the ongoing changes and confusion surrounding health care reform, the Chamber continues to offer employer discounted health insurance options exclusively for members! Not only will you save money, but you also have your choice of plans, administrative convenience, extensive selection of providers, as well as strong local service! Now also offering group health insurance for sole proprietors!



### Constant Contact

Constant Contact is the one source for all of your marketing needs! With powerful tools that are so easy to use, you will be able to create professional emails in minutes and reach more customers fast! Chamber Members SAVE UP TO 25%!

### Safety Council

The Wooster Area Safety Council, made up of local companies, meets monthly to examine and resolve potential and existing safety problems. Safety Council members are eligible for a 2% rebate on their BWC premiums if they achieve all program attendance and participation requirements.

### CareWorks

The Wooster Area Chamber of Commerce has partnered with CareWorks Comp to help members maximize their premium savings. CareWorks Comp is Ohio's leading workers' compensation Third Party Administrator (TPA), offering comprehensive workers' compensation analysis that maximizes their customers' potential BWC savings.

### Energy Program

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.

### Staples Advantage

Introducing the Staples Business Advantage program, now, you have exclusive access to national contract pricing, thanks to your chamber membership. One stop shopping, free next-day delivery (orders over \$50), free returns, and discounts on products you use daily!

For more information on any of these programs/benefits, contact Katie Foster at [kfoster@woosterchamber.com](mailto:kfoster@woosterchamber.com).

# 2021 HAPPY NEW YEAR!

❖ FROM THE WOOSTER AREA CHAMBER OF COMMERCE ❖

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❖ **Ribbon Cuttings**

**Western Reserve Group celebrates completion of new corporate headquarters**



Western Reserve Group held an official ribbon cutting to celebrate the completion of their new Corporate Headquarters.

The 81,000-square-foot building will allow all employees to work on one campus with enough space to grow as they service agents and policyholders and improve their employees' experience through modern work-spaces, increased employee engagement, and a culture to be celebrated! It is truly an exciting time to be a part of Western Reserve Group.

Western Reserve Group operates exclusively through more than 3,500 independent agents located throughout Ohio and Indiana, providing insurance protection to over 174,000 households, businesses, and farms. The company is rated A (Excellent) by A.M. Best.

The new corporate address is 2865 Benden Drive, Wooster, OH 44691.



❖ **Ribbon Cuttings**

**Congratulations to Holiday Inn Express & Suites on official Ribbon Cutting event**



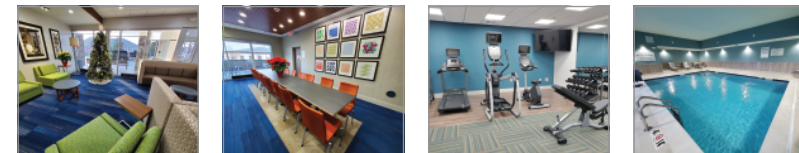
Congratulations to the Holiday Inn Express & Suites on holding their official Ribbon Cutting in December!



The beautiful hotel is located at 128 Riffel Road, North of Wooster; adjacent to Greystone Event Center and just minutes away from an abundance of shopping and restaurants.

The hotel features 4 floors, 98 guest rooms which include; King, Double Queen, and Suite rooms to fit every traveler's needs. Each guest room includes a Keurig, microwave, fridge, and free Wi-Fi.

The hotel offers a complimentary breakfast, 24-hour fitness center, heated indoor pool, and free parking with EV charging to ensure guests can relax and recharge during their travels.



The hotel lobby offers spacious seating, 24-hour business center, a market, and two meeting spaces to accommodate your business needs.

The Holiday Inn Express & Suites and its staff pride themselves and continue working hard every day to make sure that it can offer a clean and safe place to stay during the ongoing pandemic with IHG's Clean Promise.

The hotel's team looks forward to meeting the community and welcomes all to stop by and check them out!

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