



Chamber Newsletter

March 2023



In this Issue: Apply for the 2023 – 2024 Leadership Wooster class! Application deadline is April 30, 2023 and space is limited. [Turn to page 7](#)

377 West Liberty Street • Wooster, Ohio 44691

Visit us online at woosterchamber.com    



Join us at the 32nd Annual Wayne County Home & Garden show on April 29 & 30!

The Wayne County Home & Garden Show at the Wayne County Fairgrounds is full of activities for everyone to enjoy. With a wide variety of exhibitors and attendees throughout the weekend, it will be a positive experience for all participants!



Saturday, April 29, 10 a.m. – 5 p.m.
& Sunday, April 30, 10 a.m. – 4 p.m.
at the Wayne County Fairgrounds



Register as a Vendor to receive:

- Indoor or outdoor exhibit space
- Backdrops
- Side curtains
- Electric and water

Promotion of the Show includes:

- Radio ads
- Billboards
- Flyers and posters
- Newspaper ads

Attend the Home & Garden Show for:

- Free admission
- Children's activities
- Plant sale
- Fair food

This event is sponsored by:



 To learn more visit woosterchamber.com/wayne-county-home-garden-show. 

❖ New Members



Blank Canvas Marketing

Looking for an advertising agency that's more than an account executive? Well, look no further. Blank Canvas Marketing is the Swiss Army Knife of marketing - versatile, dependable, and always ready to tackle any challenge.

But perhaps the best thing about working with them is that they're not just another vendor - they're a true partner. So, if you're looking for an advertising agency that's equal parts creativity and strategy, look no further. Let Blank Canvas help you bring your ideas to life. Call (801) 874-4028 or visit www.blankcanvas.marketing to learn more.



Branches Worldwide

At Branches Worldwide, they exist to connect and empower a global network of faith-driven entrepreneurs who use their businesses as a means to transform their communities. They believe every visionary Leader should have the resources and relationships to help them impact their community.

30 Countries. 30 Leaders. 30 Years.

To learn more or get involved, visit their website www.branchesworldwide.org.

Become a Chamber Member!

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



Domino's

Domino's is under new ownership! They are dedicated to the Wooster area and are focused on the highest standards of quality products, service and cleanliness. Wooster Domino's is located at 306 Beall Avenue. You can order online at Dominos.com, or call the store at (330) 264-9800.

Connect with us on Social Media

The Wooster Area Chamber of Commerce is on Facebook at fb.com/woosterchamber, YouTube, LinkedIn and [@woosterchamber](https://www.instagram.com/woosterchamber) on Instagram.



Freedom Caregivers

Freedom Caregivers is celebrating ten years of service providing private duty in-home care to older adults by extending its mission to the Wooster community; in addition to private duty care, this agency is an approved VA Community Care Provider.

Freedom Caregivers has locations in Mansfield, Marion, Mt. Vernon, and Upper Sandusky in addition to its newest Wooster branch, slated to open at 3477 Commerce Parkway, Suite B, in February. Each local office remains focused on providing care to elders.

For more information, please call 330-641-0587.

❖ New Members



HOLLY KAY WYNESKI, MD
FEMALE UROLOGY

Holly Kay Wyneski, MD

Holly Kay Wyneski, MD, aims to provide effective urology medical solutions to female patients in Wooster and the surrounding areas. We seek to improve women's quality of life through reliable healthcare — by women, for women.

Holly Kay Wyneski, MD, focuses on specific urologic issues. Their clients are women over the age of 18. Dr. Wyneski is board certified in both General Urology and Female Pelvic Medicine and Reconstructive Surgery.

For more information, visit their website www.hollykaywyneskimd.com.



Lavish Brows

Lavish Brows, owned by Jillian Marty, is a Microblading and Laser Free Tattoo and Permanent Make Up Removal Studio established in 2017. It is located inside of Wooster Community Hospital's HealthPoint building, sharing office space with Comprehensive Internal Medicine. Their intention beyond cosmetic imagery is striving to positively redefine a person's self-confidence and esteem through each procedure.

Book today and learn more at www.lavishbrowswooster.com.



Not Another Virtual Assistant

At Not Another Virtual Assistant, they are passionate about writing intentional emails and seeing your business succeed. They know how to utilize technology in an organized manner to make your life easier. They send consistent and thoughtful emails to drive traffic to your store and build rapport with your customers.

Visit their website today for more information, www.notanothervirtualassistant.com.



Paylocity

Looking to evaluate payroll or HR? Whether you have one employee or 1000, Paylocity is as robust as your needs necessitate. They offer an integrated HRIS system that can meet you where you are and can include everything.

With a focus on customer service, whether you are looking to streamline your systems, attract and retain talent, or simply build culture and connection internally, Paylocity can scale with you as you grow or ease your transition at scale.

Learn more at paylocity.com.

ECONOMIC INDICATORS

	November 2022	December 2021	December 2022		November 2022	December 2021	December 2022
Unemployment, United States	3.4%	3.7%	3.3%	Labor Force, Employed Wayne County	59,800	58,400	58,900
Unemployment, Ohio	3.3%	3.6%	3.6%	Labor Force, Unemployed Wayne County	1,400	1,500	1,800
Unemployment, Wayne County	2.3%	2.6%	2.9%	Wayne County Sales Tax by Month	N/A	\$1,290,472.23	N/A

2023 Board of Directors

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 - Chad Boreman**
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 - Amy Marinello**
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 - Susan Marlar**
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 - Stephen Smyth**
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 - Rich Fishburn**
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 - Jon Jameson**
Schaeffler
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ArtiFlex Manufacturing
 - Shannon Waller**
Main Street Wooster, Inc.
 - Wayne Webster**
The College of Wooster
 - Rodd Welker**
Eagle Advisor Group

Chamber Staff

When finished with this newsletter, please recycle it. ♻️

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tpinkstock@woosterchamber.com

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OUR PARTNERS



Visit us online at woosterchamber.com

Small Business Orientation Webinars and Workshops



- UPCOMING DATES
- Wednesday, March 1
 - Tuesday, April 4
 - Thursday, May 4

A small materials fee applies.
Register online at sbdcsut.org

Manufacturer Savings

A local manufacturer was recently able to save **\$4,922** through the Chamber Energy Program!

They were paying their utility's standard offer rate, and the Chamber Energy Program helped them switch to a different supplier to save thousands.



To see if you could save money on supply costs and/or be eligible for tax exemptions, please grab a recent bill and head to chamberenergyprogram.com to fill out a bill review request form!

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.

❖ Annual Dinner

The 123rd Annual Dinner will be held on March 23



The 123rd Annual Dinner Meeting of the Wooster Area Chamber of Commerce will be held on March 23. Social Hour will begin at 5 p.m., followed by dinner at 6 p.m. and awards at 7 p.m. We look forward to honoring these award recipients! Learn more about the Annual Dinner at www.woosterchamber.com/annual-dinner-meeting.

Thank you to our 123rd Annual Dinner Sponsors:

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To be added to the waitlist, email Grace Howell at ghowell@woosterchamber.com.

❖ March Newsletter

Join the Wooster Young Professionals at Spoon Market & Deli this month!

To continue previous year's traditions of celebrating St. Patrick's Day, the Wooster Young Professionals will hold the March social at Spoon Market & Deli on Wednesday, March 15 from 5 p.m. - 7 p.m.!



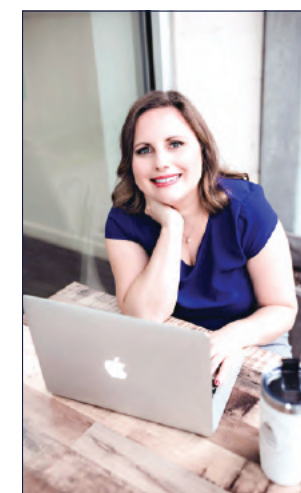
Appetizers will be provided and a cash bar will be available! The Young Professionals events are open to anyone 21-40 who lives or works in Wayne County. We hope you will join us! Register online at www.woosterchamber.com/young-professionals.



Wooster Young Professionals is sponsored by:



Driving Traffic to Your Business with Email Marketing



Email marketing performs better than social media, but so many businesses need to learn how to use it effectively. Email marketing has a massive ROI of \$36 for every \$1 spent, which means it has a huge potential to drive traffic to your business. Melissa Seideman, Not Another Virtual Assistant will be at the Wooster Chamber on Wednesday, April 19 from 12:00 - 1 p.m. for this free one-hour workshop so we can navigate the challenges of email marketing together!

You will learn the following:

- 1 Why email marketing works.
- 2 How to email market effectively.
- 3 Real-life examples of how it's working for businesses like yours.
- 4 Tips and tricks to save time and money with email marketing.
- 5 How to drive traffic to your business and stores without much effort.



Register at www.woosterchamber.com/educationalseries



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Millersburg, OH 44654
330-674-2524

❖ Leadership Wooster

Leadership Wooster Class explores Wayne County's Large Enterprises



The 2022-2023 Leadership Wooster class welcomed the month of February by learning about the large businesses in the area. Schaeffler started the day by leading an activity that taught the class members how to be more efficient.

From there, they traveled to BCI for another tour and company overview. It was fascinating to learn about BCI's process and see their designs come to life. The corrugated-packaging company is an industry leader with an extensive range of products and services.

After, they boarded a bus to travel to Wooster Brush to learn about the history and impact of one of Wooster's oldest businesses. Ben Maibach, President of Wooster Brush, gave a great presentation, sharing about their processes, history, and values. The class toured the large facility and even received a brush to take home.

Lunch was generously provided by Schaeffler before the class got to tour Wayne County's largest employer. Schaeffler gave a very thorough overview of their different departments, as well as their apprenticeship program.

The day continued with a panel of large enterprise leaders,

including, Danny Teixeira with IDEX Fire & Safety NA, Greg Brunn with Western Reserve Group, Jason Carrick with Xcess Limited, Katherine Gessner with MCTV, and Tammy Hoffman with Seaman Corporation. Each participant on the panel shared their leadership experiences with the class. It was great to hear a variety of voices from a range of industries.

The day concluded with a conflict management session led by Rodd Welker of Eagle Advisor Group, leaving the class with valuable insights to take home after a day full of learning!



❖ March Newsletter



Apply for the 2023 – 2024 Leadership Wooster Class!

Leadership Wooster is the Chamber's premier leadership program designed to identify leaders and motivate them to take a leadership role in the community. Now in its 26th year, and with an alumni network totaling over 600 community members, the program has become a network of business leaders who contribute to the area through a variety of ways including volunteering and serving on the boards of local agencies.



Leadership Wooster runs from August through May and is a series of 10 day-long sessions each devoted to a community topic. Students learn about the local economy, government, education, medical field, community organizations, volunteerism, arts & religion, and small & large enterprise. Participation is open to anyone in the area who aspires to or has a talent for leadership positions. Tuition is \$1,500 for Chamber members and \$1,750 for non-members and covers all costs associated with the program. Submit your application by April 30, 2023 to be considered for the upcoming class. To apply, visit www.woosterchamber.com/leadership-wooster.



To apply today, visit www.woosterchamber.com/programs/leadership-wooster.

Lorson Financial celebrates opening of Orrville office

Congratulations to Lorson Financial on holding their official ribbon cutting! The newly-renovated office space at 1024 West High Street in Orrville offers a comfortable meeting place for people looking for financial services. Steve Lorson and his team are ready to help their clients map their financial futures and prepare for the life ahead of them.



Their mission is to help clients work toward financial independence through planning and developing a long-term relationship with a trusted and knowledgeable advisor. Learn more about Lorson Financial on their website at www.lorsonfinancial.com or call 330-601-0145.

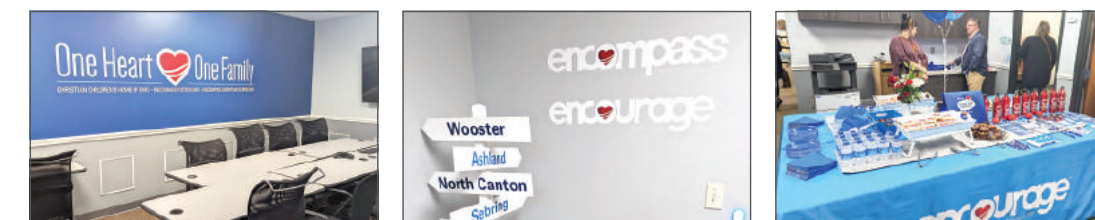


Chamber celebrates Encompass Christian Counseling and Encourage Foster Care on new office opening

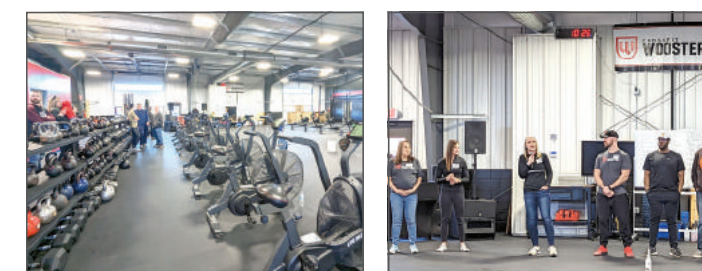
Congratulations to Encompass Christian Counseling and Encourage Foster Care on the grand opening of their new office space at 2148 Eagle Pass! The new space provides a therapeutic environment for all the services offered by the two organizations.

Encourage Foster Care exists to connect foster and foster-to-adopt families with strong support systems that will equip them with the physical, emotional and logistical help they need when opening their hearts and homes. Encompass Christian Counseling completes the trio of trauma-informed nonprofit family of ministries alongside the Christian Children's Home of Ohio (CCHO). The organization has been addressing the social and emotional needs of children and families for more than 50 years, serving northeast Ohio to provide therapy, education, and wrap-around care.

We are excited to share this new space and appreciate the work and care that went into this opening! Learn more by visiting <https://www.ccho.org/our-ministries>.



Congratulations to CrossFit Wooster for celebrating their new location with a Ribbon Cutting Ceremony



Congratulations to CrossFit Wooster for celebrating their new location at 2084 Long Rd, Wooster, OH 44691 with a Ribbon Cutting Ceremony!

At CrossFit Wooster, owners Bethany and Clay have a vision to see great people (like you!) live healthy and happy lives, regardless of your season. Their mission is to help busy individuals achieve their goals by mapping out a personalized plan, providing nutritional guidance, and keeping individuals accountable. All while having fun and providing you with the best hour of your day!

CrossFit Wooster services include personal training, group classes, and nutrition coaching with accountability to help busy adults and families get the



results they need to thrive, no matter their season.

Team Ream Sports Performance provides team and personal sports performance training that is customized to the athlete's age, sport, position, and overall goals to ensure maximum sports performance. We also offer field and batting cage rentals to the public.

We look forward to seeing the continued growth in their new space!

Dr. Dana Bonezzi

Dr. Debra Fast

Dr. Kathleen Fearon

Sara & Jillian

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\$100 BOTOX VOUCHER, ALSO A \$50 BROW VOUCHER, FOOD, DRINKS AND ENTER FOR PRIZES

ELITE BROW ADMISSION-\$250
\$100 BROW VOUCHER, ALSO A \$50 BOTOX VOUCHER, FOOD, DRINKS AND ENTER FOR PRIZES

GUESTS MUST BE PRESENT AT THE EVENT TO REDEEM THEIR VOUCHERS

WHAT:
BOTOX & BROW MIXER BY LAVISH BROWS & SKIN CARE SOLUTIONS

WHEN:
THURSDAY
MARCH 30TH 2023
4PM-8PM

WHERE:
HEALTHPOINT
3727 FRIENDSVILLE ROAD
WOOSTER, OHIO 44691

WHY:
TICKET SALES BENEFIT
Whit's End Community Place
Wooster Community Hospital
HEALTH SYSTEM

WHO:
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SKIN CARE SOLUTIONS & LAVISH BROWS

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WWW.LAVISHBROWSWOOSTER.COM

Lavish Brows and Skin Care Solutions are partnering together to host a Botox and Brow Mixer! This ticketed event offers extravagant discounts on Botox and Brow procedures, amazing door prizes from local Wooster businesses, gourmet hor d'oeuvres, great music and tickets will proudly benefit The Whit's End Community Foundation! Please join us!

Become a Chamber Member Today!

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❖ Safety Council

Get Red Cross Ready at the next Wooster Area Safety Council meeting

Is your company prepared for an emergency? Join the Wooster Area Safety Council on Wednesday, March 15 to learn how your business can be Red Cross Ready.

John Gareis, Regional Preparedness Manager with American Red Cross will cover the Ready Rating program, which focuses on planning for businesses and organizations. It discusses the online program, the benefits of planning and encourages participants to take an honest and internal look at their preparedness, and addresses ways in which an organization can assess its capabilities and shortfalls.

John has been with the American Red Cross since 1993 and has been in his current role with the Northern Ohio Region of the American Red Cross since 2011. As the Regional Preparedness Manager, he coordinates the Pillowcase Project, Dominion Project, Operation Save a Life, and the National Fire Preparedness Program. Additionally, John manages the regional disaster training program and instructors for a 38-county area, he is the community disaster training liaison and coordinates regional disaster training exercises. His professional affiliations include American National Red Cross Disaster Services Human Resources Team, Wooster Exchange Club, and Catholic Charities Leadership Member.



MEETING DETAILS

Topic:
Be Red Cross Ready

Date: Wednesday, March 15

Time: 11:30 a.m. – 1:00 p.m.

Location:
First Presbyterian Church
621 College Avenue,
Wooster, Ohio 44691



Register at bit.ly/woochambersafetymarch2023

❖ March Newsletter

Save The Date for the Second Annual Wayne County Lemonade Day!



Lemonade Day!

WAYNE COUNTY

SATURDAY · JUNE 10, 2023

Help kids grow an entrepreneurial mindset and be a part of Wayne County Lemonade Day! This FREE community-wide, educational initiative is designed to teach kids how to start, own, and operate their very own business - a lemonade stand. Save the date for Saturday, June 10, when kids will have lemonade stands set up all across Wayne County.

Youth who register for Wayne County Lemonade Day gain access to the My Lemonade Day app, which gives them the

curriculum to set a goal, make a plan, and develop their lemonade stand. Participants are encouraged to save some, spend some, and donate some to a non-profit of their choice.

It takes kids, mentors, parents, investors, business partners, great locations, and customers to make Lemonade Day possible. To find out how you can get involved, visit www.woosterchamber.com/lemonade-day or email Michelle at mrothgery@woosterchamber.com.



THANK YOU TO OUR GENEROUS INVESTORS

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For more information about Wayne County Lemonade Day!
Visit woosterchamber.com/lemonade-day.

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