

October-December 2015

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The

# Chamber Courier

## Park Signage Project

Minerva has beautiful parks, and people from out of town often have a difficult time finding them. As part of the purpose of the concerts and events held in the parks is to draw visitors to our village, we adopted as our Oktoberfest project, raising funds to purchase directional signage for at least Municipal Park.

Thanks go to the following sponsors: **Platinum** - Colfor Manufacturing, Entre Nous, and Frontier Communications; **Silver** – Consumers National Bank, Mapes State Farm Insurance, Doggie Styles Grooming Salon, and Battista & Battista Law Office; and **Bronze** – Dave & Julie Conrad, Joe & Sue Ertl, and John & Jennifer Greco. The proceeds from the scarecrow contest, beer-stein holding contest, pie baking contest, and beer tastings will also go toward the signage project.



## From the President

Dear Chamber members,

Fall is in the air, and actually last Saturday bordered on late fall! The Chamber's summer activities went well and the weather mostly cooperated with the exception of a bad thunderstorm one night of the homecoming. Weather was great for the Oktoberfest, car show, and Alpaca farm activities on Sept. 26. Many kids enjoyed the arts and crafts, hayrides, animal petting area, pony rides and pumpkin bowling. Adults enjoyed the Booster Club beer garden and watching the OSU game while eating from the many food vendors, listening to great bands, participating in the contests, and browsing through the craft area. I would like to thank everyone who helped and participated in making Oktoberfest a

success for our town and a HUGE thank you to our Chamber Director Denise Freeland for all her hard work and time.

My class reunion is this weekend and we have some friends coming in from out of town. We are excited to be downtown on Friday night to show them the Art Spot, do some wine tasting at Kishman's, check out the entertainment at Minerva Music Center, do some tasting at the distillery, look for treasures at All About the House, and reminisce by stopping by the Roxy to hear White Buffalo Woman jam, before going to the Hart Mansion for a delicious dinner. Minerva has a lot to offer, and I hope you are taking advantage of it!

**Cindy Williams**  
Edward Jones Investments

## Thanks to our Sustaining Members

The image displays a grid of logos for various businesses and organizations that support the chamber. The logos include: Frontier Communications, r.w. Hoopes & Associates, Inc. (Certified Public Accountants), London Motors Ford, Que Pasa Authentic Mexican Restaurant, COLFOR Manufacturing, Inc. (AN AAM COMPANY), Minerva Area Fed. Credit Union (with the tagline 'We're your helping hand.'), IMPERIAL ALUMINUM, MWF, McFeeders & Olympic Tae Kwon Do Academies, MINERVA MUSIC CENTER (119 North Market St., Minerva, Ohio 44657, 330.866.5709), MINOR INSURANCE, Catlett CONSTRUCTION, DUTHCRAFT TRUSS & METAL INC., Arts in Stark, and Edward Jones (MAKING SENSE OF INVESTING, Diane Walker Evans, Minerva, Ohio). At the bottom center, there is a logo for Country Carpets & Flooring.

## Thanks to our Supporting Members

- \*All About the House
- \*BJ Gray Realty
- \*Carroll County Park District
- \*Catlett Plumbing & Heating
- \*Consumers National Bank
- \*Cutler Real Estate, Peggy Cottrell
- \*Dowell Dental
- \*General Color LLC
- \*Gordon's Furniture
- \*Great Trail Golf Course
- \*Greenport Financial Advisers
- \*Grinders Above & Beyond
- \*Habitat for Humanity of East Central Ohio
- \*The Hart Mansion Restaurant
- \*Kishman's IGA
- \*Miller & Co.
- \*Minerva Grinders Above & Beyond
- \*Minerva Local School District
- \*Natural Approach Farm Store
- \*OhiRail Corporation
- \*Rapid Response Restoration
- \*Scott's Truck & Auto Service
- \*Shopko Hometown of Minerva
- \*Subway
- \*Summit Glove
- \*Uptown Auto Service
- \*Ashley Zahn, PGA

## From the Director's Desk

Dear Chamber members,

As the "front man" for the Chamber, I often get the credit for our community events and festivals that are, in reality, the result of the efforts and generosity of so many others working behind the scenes, and without whom these events would not happen. From the businesses and organizations that provide financial or in-kind support, to the volunteers who help with planning, set up, tear down, and all tasks in between, to people who attend and take the time to provide feedback, I appreciate you all. You make me look good!

I am often surprised when people who volunteer to help with our community events thank me for "allowing" them to become involved. Just in case there are misperceptions out there, please let me be clear that I am *always* looking for

volunteers! For example, we will very soon begin planning our Downtown Wonderland Christmas celebration and we welcome help organizing the parade, decorating downtown and Santa's float, and coming up with ideas for new kids' activities. For our festivals, there are always new activities we would like to add, but simply don't have the time and manpower to organize. For example, we would very much like to include a wife-carrying contest to Oktoberfest (take a look at [www.wife-carrying.org](http://www.wife-carrying.org)), but need someone to head it up. At the Roxy, we would like to expand programming, but need more volunteers in order to do so – people to sell tickets and concessions, help with set up and clean up, and suggest new programs. If you, or anyone you know, are interested in any of these "jobs," please let me know.

**Denise Freeland**

## Kelly Miller Circus thanks

The Minerva Area Chamber of Commerce thanks the following businesses that donated children's tickets to the Minerva performances of the Kelly Miller Circus in July: All About the House; Minerva McDonald's; Palmantier's Motel; The Baxter Agency; Cedar Outdoor Furniture; Deckman-Bartley Funeral Home; Furey Motor Service; Hazen's New/Used Furniture; Heartfelt Flowers & Gifts; Hydraulic Management; Interstate Glass; Midwest Manufactured Homes; Minerva Veterinary Clinic; Napa Auto Parts; Newell Realty; Overholt's Market; Tri-County Storage; Rae's Jewelry; Edward Jones Investments – Diane Walker Evans; Farmers Insurance; Kiko Meats; By the Way Café; and Your Pizza Shop.

Because of the generosity of these businesses, we were able to provide tickets for children in the Minerva Area YMCA's day camp program, at Malvern's Hilltop Learning Center, in the SPARK program, and through the Minerva-Malvern Unit of the Salvation Army.

Thanks also go to the businesses that served as ticket outlets: Consumers National Bank in Minerva, Kishman's IGA, Minerva Area YMCA, and Three Sons' Hardware, as well as to banner

sponsors Sweet Sounds with Leasure, Consumers National Bank, Frontier Communications, Minerva Area Federal Credit Union, and Mapes State Farm Insurance.

Lastly, we thank Miss Tri County Sierra Pickens for serving as guest ringmaster at both performances.



The advance clown entertained kids of all ages at the Minerva Area YMCA Day Care program, Hilltop Learning Center, the Arbors at Minerva, and St. Luke Lutheran Community.

## Important information regarding our 2016 workers' compensation group-rating program

In light of BWC transitioning to prospective billing, the 2016 CareWorksComp group-rating enrollment deadline for the traditional discount group-rating program is Nov. 18, 2015, and the retro group-rating enrollment deadline is Jan. 22, 2016. It is important to apply early so that you have adequate time to evaluate your options.

If you have not already applied, we ask that you take a look at your potential premium savings through the **Minerva Area Chamber of Commerce Workers' Compensation Program** that is administered by our partner, CareWorksComp. Our workers' compensation program was created to help our members maximize their workers' compensation premium savings and to provide them with quality claims management services. Consider these points about our program:

- **CareWorksComp evaluates your company for your greatest premium savings options.**
- **Maximum BWC projected premium and rate discounts of up to 53 percent** in our traditional group rating programs and **premium rebates of up to 63 percent** through our retrospective group programs for eligible businesses.
- **Unemployment program consulting services** are included in our program.
- Best-in-class full-service program includes program management, with professional account executives, hearing representatives and claim staff as well as underwriting/rate analysts **providing you peace of mind.**

To request a free, no-obligation analysis of your best savings options, please take a moment and contact CareWorksComp Program Manager Bob Nicoll toll-free at 1-800-837-3200, ext. 58595 or via email at [robert.nicoll@careworkscomp.com](mailto:robert.nicoll@careworkscomp.com).

## Unemployment cost control

Many of our members may not be aware that in addition to providing state-of-the-art Workers' Compensation programs for business, our partner, CareWorksComp is also available to assist them with unemployment cost control. Their dedicated team has 16 years of unemployment claims and tax management experience. Every participant of our Workers' Compensation Group Rating program receives companion unemployment consultation at no additional cost.

In addition to the consultative service, CareWorksComp offers full-service unemployment cost-

control services. Highlights of the full-service unemployment program include:

**\*Claims management** – employers can avoid the risk of having just one unmanaged claim increase their tax rates **for multiple years**. The experienced professionals at CareWorksComp can work directly with the Ohio Department of Job and Family Services on your behalf to aggressively protest and appeal all unwarranted claims.

**\*Pre-termination consultation** – discuss employment issues with a CareWorksComp consultant to help increase claim win ratio results.

**\*Avoid claim penalties** (new penalties became effective in October 2013) – CareWorksComp has the knowledge and expertise help you navigate ODJFS requirements to save your business time and money. No more dealing with time-sensitive and lengthy claim questionnaires.

**\*Claim impact/analysis** – CareWorksComp provides financial analysis to determine tax-rate impacts of particular claims. This is information businesses need to know in determining when or if to protest a claim as well as tax budgeting purposes.

**\*Hearing preparation/representation** – Save time and hassle by consulting with CareWorksComp on which separation issues are appropriate to challenge at hearing. CareWorksComp representatives are available to participate and conduct pre-hearing conferences so all employer witnesses know what to expect.

**\*Account Monitoring** – Based on data from the U.S. Labor Department, Ohio has a 13.36% improper payment rate (7 states exceed Ohio). Ongoing attention needs to be placed on monitoring employer accounts to detect potential errors and take appropriate action with ODJFS.

**\*Controlling Fraud** – CareWorksComp helps control unemployment fraud by communicating and monitoring potential benefit fraud situations.

**\*Tax analysis** – CareWorksComp offers tax analysis and verification, common ownership analysis for grouping payroll for lower tax options and voluntary contribution recommendations. Ohio tax rates vary widely from 0.3% to 8.6% so it is important to make sure your assigned rate is correct.

For additional information on controlling your unemployment expenses, contact CareWorksComp's Kammy Staton toll-free at 1-800-837-3200, ext. 57165 or via email at [kammy.staton@careworkscomp.com](mailto:kammy.staton@careworkscomp.com).

## New Chamber members

### Standard

#### Loveless Exterminating

Chad Loveless

P.O. Box 364, Minerva; 330-895-3080;

lovelessexterminating@gmail.com

Family-owned and operated company serving Stark and Carroll counties and surrounding areas for more than 32 years, providing residential and commercial pest control,

and wood-destroying insect services. Free estimates are provided by technicians, not sales associates.

#### Serenity Plus+ Workshop

Teresa Morris, RN

7391 Canton Rd. NW, Malvern 44644; 330-205-2296;

serenityplusworkshop@yahoo.com

Serenity Plus+ Workshop is a nonprofit charity organization that provides a safe place for the mentally ill to be creative and productive.

## Summer in the parks



ABOVE: In July the Akron Ceili Band provided a very entertaining two hours of Celtic music. ABOVE RIGHT: The Canton Symphony Woodwind Quintet performed a wide variety of musical styles on the Municipal Park stage in August to the delight of all ages. This performance was sponsored by the Canton Symphony, the Stark County Park District, and local sponsors Medicine Center Pharmacy and the R.C. Miller Family. RIGHT: In August the always popular Around the Block Band played oldies.



Thanks to everyone who supported these concerts, the Bayard Grange for providing concessions, and Tom Freeland, Amie Hill Fankhauser, and Luke Schreffler for performing before the featured acts.



## Live at the Roxy!

Programming was on hiatus at the Roxy during the summer months, due to our lack of air conditioning; however, we did make some progress on our renovation plans. Renovation of the basement bathrooms and the addition of a handicap-accessible bathroom will be Phase I of this project, and we made some decisions about what those renovations will entail. The next step will be to have a structural engineer look at the building before we proceed with more specific

plans.

Programming for upcoming months is under way, and the theater is also available for rent for private functions. Last weekend it was the site of a wedding, and in March it will host another wedding. In December, the Minerva Community Band will hold its Christmas concert there, and it will again be the location for pictures with Santa during Downtown Wonderland on Dec. 5. Other events are in the works, so watch for announcements.

## Calendar of Events

### Friday, Oct. 9

Discover Downtown, 5-9 p.m., North Market Street

### Thursday, Oct. 15

Carroll Healthcare Center Business After Hours with Carroll County Chamber, 648 Longhorn St. NW, Carrollton, 5:30-7 p.m., \$6/person

### Thursday, Oct. 15

Canton/Stark County CVB Minerva & Alliance Industry Briefing Day, at the Market Street Art Spot, 3-4:30 p.m.,

All tourism partners invited

### Wednesday, Oct. 21

Board of Directors meeting, 11:30 a.m., Location to be determined

### Thursday, Oct. 29

Luncheon, noon, Minerva Public Library, "Facebook Advertising," Josh Ondo, Consumers National Bank

### Friday, Nov. 13

Discover Downtown & unveiling of the Roxy Theatre mural, 5-9 p.m., North Market Street

### Wednesday, Nov. 18

Board of Directors meeting, 11:30 a.m., location to be determined

### Thursday, Nov. 19

Minerva Rotary Club Business After Hours, 4:30-6:30 p.m., The Roxy Theatre

### Thursday-Friday, Nov. 26-27

Chamber office closed

### Saturday, Dec. 5

Downtown Wonderland Christmas Parade and Celebration, 3-6 p.m., North Market Street

### Dec. 7-18

12 Days of Christmas raffle winners drawn

### Dec. ?

Holiday luncheon, time and location to be determined

### Friday, Dec. 11

Discover Downtown, 5-9 p.m., North Market Street

### Wednesday, Dec. 16

Board of Directors meeting, 11:30 a.m., location to be determined

## Tip Club updates

The Minerva Area Chamber of Commerce's **Wednesday Tip Club** meets every Wednesday, 8-9 a.m. Members take turns arranging for a once-a-month speaker. This club is currently open to any Chamber member and offers opportunities for networking, referrals, and mutual support. This group meets at Natural Approach Farm Store, 3944 Whitacre Ave., SE. For more information about this group, contact the Chamber office.

The Chamber's **Tuesday Tip Club** accepts one representative of each type of business. Its upcoming meetings are scheduled for 8:30-9:30 a.m. at Holland's Restaurant on Oct. 13, Oct. 27, Nov. 3, Nov. 17, Dec. 1, and Dec. 15. For more information about this group, contact Dana Schaub, 330-493-3211, ext. 131, or [dana\\_schaub@glic.com](mailto:dana_schaub@glic.com).

## Hydration Station update

The water station has been installed in Municipal Park! Our thanks go to the village water department for installing the fountain and, again, to all sponsors of this project. A plaque will be installed near the station recognizing all contributors.



## Resource Roundup

### Business resources available at Minerva Public Library

*The Art of the Start 2.0* by Guy Kawasaki. Completely revised and doubled in size for today's business environment, Kawasaki's classic guide shows how to get your own business off the ground from the basic idea, to funding, promoting, running, and sustaining a successful business. The author was an Apple executive and advisor to Google, but the advice is scalable to all levels of business.

*The One-Page Financial Plan* by Carl Richards. Not a book full of worksheets and checklists, but a simple guide to how to think about money and how to manage it in order to live the kind of life you want.

*The Simplicity Cycle* by Dan Ward. The author, an engineer and long-time designer and tester of equipment for the Air Force, has written a short, straightforward book about how to improve the design of things and processes without making things more complex than they need to be. "Making things better without making them worse."

## 2015 Oktoberfest

### Minerva Area Chamber of Commerce

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We're on the Web!

See us at:

**www.  
minervachamber.  
org**

**2015-2016  
Chamber officers**  
**President,**  
Cindy Williams  
Edward Jones  
Investments  
**Vice President,**  
Richelle Edwards  
Frontier  
Communications  
**Treasurer,**  
Vickie Grindstaff  
Loudon Motors Ford



CLOCKWISE FROM ABOVE: White Buffalo Woman rocks the festival; The Minerva Monster kicks up his heels to the Cottoneye Joe; A member of the Gold Prospectors Association of America teaches a girl to pan for gold; and Summit Glove's scarecrow won first place in the Business category.



LEFT: Annette Mapes and Millie took first place in the Dress Your Dog contest.  
BELOW: Hayride Harry (aka Marty Chapman) again treated kids of all ages to free hayrides throughout the day.

