



THE Business Connection

VOLUME 53 | ISSUE 4 | APRIL | 2026



Congratulations to our award recipients! From Left: Destination Impact Award presented by Visit Canton: Massillon Museum, Alexandra Nicholis Coon; Business Excellence in Leadership Award Recipient: John Patrick Picard, John Patrick Picard Architect; Harold Bostic Award: Advanced Industrial Roofing, Fred Horner; J.S. Sandy Sanders Award Recipient: Mike Gallina, Aultman Health System; Small Business of the Year: C. Massouh Printing, Carl Massouh; Large Business of the Year: Friends & Family Credit Union, Jeanna Costanzo; Tourism Ambassador Award presented by Visit Canton: Judy Robinson, Cherry Road Winery; Nonprofit of the Year: Whispers Grace Horses; Bill Shearer

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Legislative BREAKFAST

Property Tax

May 1, 2026

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Cost: \$20

7:15 a.m. Check-In

7:30 a.m. Breakfast Buffet

8:00 a.m. Program



David Thomas
State Representative
District 65



Jon Oates
Stark County Director
of Budget and Finance



Alexander Zumar
Stark County
Treasurer



Alan Harold
Stark County
Commissioner



Jared Weiser
Ohio State Director
NFIB

Moderated by **Fred Horner** President/CEO of
Advanced Industrial Roofing
& **Stark County Commissioner Richard Regula**

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Scan for tickets!



ANNUAL GOLF OUTING



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This opportunity is available through your current Chamber membership and a \$100 associate membership to Canton. You must have 2-50 eligible employees.



Product Overview

- Employee health benefit plan options
- Vision coverage included
- Groups are not subject to ACA community rating



Benefit Plan Options

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- Health plans/health savings account (HSA) compatible
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Get in touch for local solutions!

B362/25

February Business Connection Live



TOP: Debbie Busby, Massillon WestStark Chamber of Commerce; Dr. Para Jones, Stark State College; Mike Gallina & Lisa Zellers, Aultman Health System; Carl Massouh, C. Massouh Printing, Dr. Para Jones, Stark State College; Mel Herncane, Boys & Girls Club of Massillon; Gwen Severini, Louisville Gardens; David Somerville, Serra Auto Park; Cathy Viscounte, Cleveland Clinic Mercy Hospital; Heather Coontz, Stark State College; Christina Trompower, Office of Congresswoman Emilia Sykes

SECOND: Kaleigh Kilcullen, Shanklin Heating & Air Conditioning & Electric; Mary Vlahos, Visit Canton; Ted Herncane, City of Massillon; Alex Williamson, Boy & Girls Club of Massillon; Eugene Lingenhoel, Legacy Project of Stark; Mayor Jamie Slutz, City of Massillon; Jim Stanford, YMCA of Western Stark County; Sam Shaheen, Kee Innovations; Molly Romig, Massillon WestStark Chamber of Commerce;

THIRD: John Richard, Stark Education Partnership; Eugene Lingenhoel, Legacy Project of Stark; Meghan Hatfield, Graphic Enterprises; Lacey Kintz, Consumers National Bank; David Fites, Safety Resources Company of Ohio; Lindsey Loftus, Stark State College Foundation; Richard Regula, Stark County Commissioner; Dr. Para Jones, Stark State College, Jonathan Wonsettler, Bitdeer

Massillon Cemetery Clean-Up

DAVID SCHULTZ DAY OF SERVICE

Saturday, May 2 • 10:00 am–2:00 pm
1827 Erie Street South, Massillon

Focusing on veterans' areas in honor of
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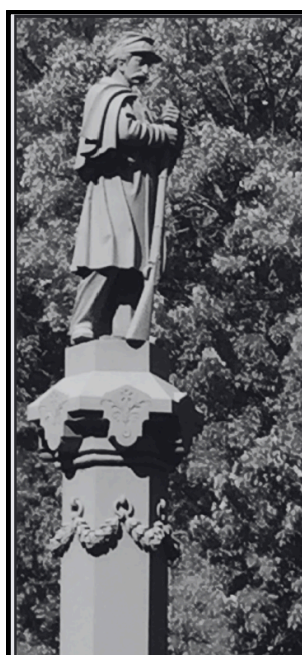
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Offering 10% off Full-time Enrollment for all
active Massillon WestStark Chamber Members

310 Lincoln Way East, Massillon, OH 44646
&
2112 Lincoln Way West, Massillon, OH 44646

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The Art of Effective Networking: How to Build Meaningful Connections for Long-Term Success

The dedicated team of editors and writers at Newsletter Station

In today's highly connected and fast-moving business environment, strong networking skills are no longer optional—they're essential. Whether you're an aspiring entrepreneur, a small-business owner, or a seasoned professional looking to grow your opportunities, developing effective networking habits can open doors, spark collaborations, and accelerate your success.

While the word networking often conjures crowded events or awkward icebreakers, the reality is much more human and approachable. True networking isn't about collecting business cards or perfecting a sales pitch—it's about building relationships that matter. Below, we break down practical, modern strategies to help you network with confidence and purpose.

1. Embrace the Right Mindset

Successful networking starts internally. Instead of treating it as a transactional exchange, approach networking as a chance to learn, support others, and build mutually beneficial relationships. A mindset rooted in curiosity and generosity makes conversations more natural and productive. When you focus on genuine connection rather than quick wins, people notice—and they remember.

2. Identify Clear, Realistic Goals

Before jumping into events or reaching out online, define what you hope to achieve. Are you seeking mentorship, new clients, job leads, or partnership opportunities? Specific goals help you target the right people, communities, and industries. With your objectives in place, it becomes easier to prioritize events, conversations, and follow-ups that support your overall growth.

3. Start with the Network You Already Have

You don't need a conference badge to begin networking. Start by reconnecting with people you already know—friends, former coworkers, community members, or clients.

Share what you're working on and what you're hoping to learn. Warm introductions often lead to the most valuable opportunities. Professional platforms like LinkedIn also remain powerful tools for expanding your circle. Keeping your profile updated, engaging with content, and joining active groups can significantly increase your visibility.

4. Be Authentic, Present, and Engaging

Authenticity is the cornerstone of effective networking. People gravitate toward those who are sincere, enthusiastic, and trustworthy. Ask thoughtful questions, listen actively, and show genuine interest in others' experiences. When you make people feel heard and valued, you create stronger, longer-lasting professional relationships. Remember: networking is a conversation, not a performance.

5. Leverage Online Networking Opportunities

Digital networking has expanded dramatically, offering new ways to connect beyond geography. LinkedIn, industry forums, virtual workshops, and online communities allow you to engage with experts and peers worldwide. Share insights, comment on discussions, and contribute value regularly. Consistency builds credibility, and a strong online presence helps people recognize you as a knowledgeable, dependable professional.

6. Attend Events and Join Active Communities

In-person and virtual events offer excellent opportunities to meet like-minded professionals. Look for local business meetups, chamber of commerce gatherings, industry workshops, or specialty conferences related to your goals. Prepare a simple, clear elevator pitch that highlights who you are and what you're passionate about. After meeting someone, follow up within a few days—this small gesture demonstrates professionalism and helps keep new relationships alive.

continued on pg 5

Business Briefs

~Friday, April 10th **Stark Parks** will have their Wild & Scenic Film Festival at the Canton Cultural Center for the Arts. Doors open at 6 pm. The event free and runs 7 to 9 pm.

~ Tuesday, April 14th **Massillon Public Library** will have a create Bird's Nest Pendant starting at 6pm. Cost is free, but reservations are needed.

-Join the **Massillon Museum** for their Brown Bag Luncheon on April 28th. The luncheon runs from 12:10 to 12:50pm. Speaker will be Patrick J. Drouhard: "Ft. Fizzle and the Holmes County Rebellion".

~ Saturday, May 17th join the **MAGI** Poker Ride from 9 am to 1 pm. Enjoy a beautiful ride and support your area trails. Poker hands are \$5 each.

April 15th - National High Five Day - High Five us at TIP Club



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What I Do

I help business and nonprofit leaders get clear on strategy, alignment, and execution so their teams can move forward with intention.

About Me

I've spent my career helping leaders navigate complexity, build alignment, and create the space they need to actually lead. My approach is practical, calm, and grounded in real-world experience. Not Theory.

Clarity Office Hours

A free weekly conversation for local leaders who want space to think, talk, and get perspective. You're always welcome.

dave@hershconsulting.com

SPEED NETWORKING

What to Expect:

- ✓ Meaningful networking with like-minded professionals
- ✓ Inspiring talks about how to approach sales
- ✓ Business growth strategies & collaboration opportunities

JOIN NOW!

Networking: \$30 for members, \$50 for non-members Breakfast included.

Tabletop Exhibits are available for MEMBERS ONLY for \$30

Members CAN DO BOTH Networking & Table Top for \$50 - Limited Space available for exhibits.

www.massillonohchamber.com
 330-833-3146

APRIL 24, 2026

8:00 AM - 12:00 PM

WEEKLY NETWORKING SCHEDULE

TUESDAYS
Connect @ Noon

JOINT NETWORKING WITH MASSILLON WESTSTARK AND NORTH CANTON CHAMBERS OF COMMERCE.

@ NOON
DANNY BOYS

6081 DRESSLER RD., NW, NORTH CANTON, OH 44720

WEDNESDAYS
BREAKFAST & NETWORKING

@ 8:00 AM
CHLOE'S DINER

112 1ST ST NE, MASSILLON, OH 44646

THURSDAYS
LUNCH & NETWORKING

@ NOON
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5710 FULTON DR. NW, CANTON, OH 44718

CONNECT, COLLABORATE, AND GROW
JOIN MOLLY ROMIG FOR ONE OR ALL OF OUR WEEKLY NETWORKING SESSIONS!
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continued from pg 4

7. Practice Generosity: Give as Much as You Receive

Networking thrives on reciprocity. Look for ways to support, encourage, or connect others without expecting anything in return. Sharing resources, offering guidance, or making valuable introductions helps you build a reputation as someone who contributes. Over time, the goodwill you create naturally attracts opportunities and support in return.

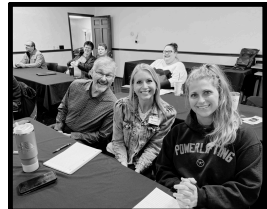
Developing strong networking skills is an ongoing journey built on intention, authenticity, and consistent effort. By approaching networking with the right mindset, leveraging both digital and in-person opportunities, and focusing on building meaningful relationships, you can create a supportive network that fuels both personal and professional growth.

Networking is more than a strategy—it's a powerful tool for learning, collaborating, and opening doors to your next chapter. Embrace it, nurture it, and watch the opportunities unfold.

Membership Renewals

We extend our gratitude to the members who renewed their commitments in February 2026. We acknowledge and appreciate your long-standing membership. Let's continue to support Chamber Members moving forward.

Adams Lawn & Landscape.....	1yr
Adams Signs & Graphics.....	33yrs
Advanced Industrial Roofing, Inc.....	36yrs
Bachtel Excavating, Inc.....	10yrs
Buckeye Restoration Services.....	3yrs
Castle Surveying, LLC.....	2yrs
CLA.....	32yrs
DeHoff Development	1yr
Fraternal Order of Eagles #190.....	22yrs
Grass Master.....	24yrs
HAAS Heating & Cooling.....	1yr
Habitat for Humanity of East Central Ohio.....	18yrs
Lions Lincoln Theatre.....	26yrs
Massillon Automobile Club.....	69yrs
Massillon Energy & Technology Park LLC.....	10yrs
Massillon Public Library.....	44yrs
Massillon Woman's Club.....	17yrs
Perry Local Schools.....	11yrs
Pro Football Hall of Fame.....	14yr
PVO Companies, Ltd.....	4yrs
Rohr's Wine Room.....	3yrs
Safety Resources Company of Ohio.....	4yrs
SAM Center.....	8yrs
Seifert Technologies LLC.....	38yrs
Spring Hill Historic Home.....	36yrs
St. George Cultural Center.....	27yrs
Stark County Sheriff's Office.....	1yr
Stark Education Partnership.....	3yrs
Stark Family Dental.....	13yrs
Stark Parks.....	14yrs
Stark State College.....	42yrs
The Legacy Project of Stark.....	6yrs
True Wealth Design.....	48yrs



Business Growth Network

*Work ON Your Business
Not IN Your Business*



TOP: Sophia Shaheen; Rachel Van Dyke, Legacy Project of Stark; Panelist speaking about Risk & Liability
SECOND: Sam Shaheen, Kee Innovations; Jennifer Pederi; Clarissa Pantzer; Attendees at Business Growth Network

Welcome Feb New Members

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Business Connection Live

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April 27, 2026
11:45 AM - 1:00 PM

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Non-Members \$20

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Kathy Shultz, Past Chair
Dan Murphy, Vice Chair-BEAC
Richard Regula, Vice Chair-Legislative

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- *To develop, enhance, and represent business
- *To promote economic growth
- *To improve quality of life for our community

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