

Business Connection

VOLUME 57 | ISSUE 8 | AUGUST | 2025

Overwhelmed searching for small business healthcare coverage?

Discover the local solution newly available to you as a Massillon WestStark Chamber member!

CANTON REGIONAL CHAMBER

HEALTH FUND

Administered by

AULTCARE



"When I saw the quotes, I couldn't believe it. It was like this is too good to be true!"

Alexandra Coon/Executive Dir. of Massillon Museum & Health Fund Client

Alexandra (Alex) Coon was amazed when her struggle to find affordable health insurance with robust benefits for her small team ended with a local plan that **cut the cost by more than half** compared to her prior plan. For the first time ever, the Massillon Museum was able to offer insurance coverage for staff families.

It seemed like a miracle to Alex, but it's actually the result of "power in numbers" – your small business joining with others can pack a powerful punch!

Long title, simple solution

The Massillon Museum's plan is part of a Multiple Employer Welfare Arrangement (MEWA) through the Canton Regional Chamber Health Fund Administered by AultCare. By pooling Alex's nine enrollees with other small businesses into a single, large group in 2021, the Museum could access competitive rates and benefits typically reserved for larger corporations.

Alex found the MEWA rates less expensive than smaller community rates' plans under the Affordable Care Act. There are 16 medically underwritten plans designed for companies with 2-50 employees. Options include traditional copay and health savings account-compatible plans, with vision coverage included and dental coverage available upon request. In addition, there is an

employer-funded Health Reimbursement Arrangement (HRA).

Plus, you access a quality, broad network with more than 50 hospitals, including Aultman, Cleveland Clinic, University Hospitals, and Akron Children's Hospital.

The Massillon Museum's plan is not just another insurance option – it's a smarter, more sustainable solution that balances affordability with comprehensive healthcare.

The Impact of a Local Partner Who Cares: AultCare

The plan's partnership with AultCare, a trusted name in health administration with deep community roots, brings confidence to small businesses. They know they will receive:

- •Local, personalized support from people who know their name and business
- •A culture of caring that puts people before profits.

Continued on Page 5...



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All AultCare health plan quote proposals include commission, unless otherwise specified.

Your local Chamber of Commerce has partnered with the Canton Regional Chamber of Commerce and AultCare to offer small business coverage, designed to control the costs of healthcare benefits and provide additional options.

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



- 16 plan options
- Traditional copay plans
- Health plans/health savings account (HSA) compatible
- Dental coverage available upon request

Get in touch for local solutions!

Support your neighbors — shop local and build a stronger community.





June Business Connection Live































TOP: Mike Gallina, AultCare; Speaker Elaine Reolfi, CommQuest Services; Debbie Busby, Massillon WestStark Chamber of Commerce; Michael Furcolo, AultCare; Christine Taylor, Stark Education Partnership, Matt Hull, Krugliak, Wilkins, Griffiths & Dougherty Co., L.P.A.; Rob Sine & Jim Macris, The Pro Football Hall of Fame SECOND: MaryBeth Green, Mary E. Ulm, Attorney at Law, LLC; Molly Romig, Massillon WestStark Chamber of Commerce; Jason Green, Adams Signs and Graphics; Jessica Christman, Altercare Country Lawn; Rylan Finzer, Finzer's Finest; Kelly Presson, Sirak Financial Services; Stark County Sheriff Eric Weisburn; Eugene Ligenhoel, The Legacy Project of Stark; Angela Cooper, Faith in Action; Darla Brown, Canton Regional Chamber of Commerce. THIRD: Starr Humphries, Cupcake Chef & Sweet Treat Sponsor Heather Coontz, Stark State College Foundation; Cathy Viscounte, Cleveland Clinic Mercy Hospital; Brook Harless, Arrow Passage Recovery; Centerpeice sponsor Gwen Severini; Louisville Gardens; PJ, Myra, & Alexandra Nicholis-Coon; Massillon Museum FOURTH: Nicholas Todd, The Commercial and Savings Bank; Michael Furcolo, AultCare; Lauren Berbari, AultCare;

Wendy Baringer, Medical Mutual; Holly Bryan-Huth, Massillon Council at Large; Elaine Reolfi, CommQuest Services; Amelia Kress, Massillon WestStark Chamber of Commerce; Kathy Shultz, Farmers National Bank



First Federal Community Bank also cut the ribbon on their new Jackson/Canton location. They can't wait to build even stronger connections with the amazing individuals, businesses, and organizations throughout Stark County! Originally known as the Dover Building and Loan Company of Canal Dover, First Federal Community Bank has been serving Northeast Ohio since 1898. Since that time, they have grown considerably, opening eight locations.

Ribbon Cuttings!

The TWILITE Cafe recently celebrated their ribbon cutting and their doors are officially open! Join them for breakfast or lunch. Supporting local never tasted so good! Every order you place helps empower team members with developmental disabilities, giving them meaningful employment and a chance to soar.

Open: Tuesday - Saturday Hours: 7AM - 2PM Location: 121 Lincoln Way E Massillon, OH 44646 located at the Massillon Museum





Offering 10% off Full-time Enrollment for all active Massillon WestStark Chamber Members

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2112 Lincoln Way West, Massillon, OH 44646

330-833-2325





Another Ribbon Cutting!



Its been a busy month for ribbon cuttings! Aunt Susie's Cancer Wellness Center cut the ribbon on their reopening in Canton, where they continue offering free, compassionate support to those impacted by cancer.

Harnessing the Power of Goal-Setting

Success often feels like an elusive destination in the journey of life. We strive and work hard, yet sometimes we wander, unsure of our direction. In such moments of uncertainty, setting clear and achievable goals can serve as our guiding stars, illuminating the path toward success.

Goal-setting isn't just a tool; it's a mindset, a strategy, and a catalyst for growth. Let's explore how goal-setting can drive success and transform aspirations into reality.

Clarity and Focus

One of the most significant advantages of goal-setting is the clarity it provides. When you set specific goals, you define what success means to you and map out the steps to achieve them. This clarity helps you focus your efforts, energy, and resources toward meaningful objectives, reducing distractions and increasing productivity. Instead of being overwhelmed by the vastness of your ambitions, you break them down into manageable chunks, making them more attainable.

Motivation and Persistence

Goals act as powerful motivators. They give you something to strive for, a reason to push beyond your comfort zone and overcome obstacles. When you have a clear target, each step you take towards it becomes infused with purpose and meaning. Moreover, setting goals triggers a psychological phenomenon known as the Zeigarnik effect, where unfinished tasks occupy our thoughts until completed. This innate drive to achieve what we've set out to do fuels our persistence, even in the face of adversity.

Measure Progress and Adapt

Setting goals isn't just about the result but also the journey. Goals provide a framework for measuring progress and tracking your development over time. Breaking down larger goals into smaller milestones creates opportunities to celebrate achievements, boosting your confidence and momentum. Furthermore, striving towards your goals offers invaluable insights and learning experiences. It allows you to assess what's working and what's not and adjust your strategies accordingly. This adaptability is crucial in navigating the twists and turns of life's unpredictable terrain.

Boost Confidence and Self-Efficacy

Every goal you achieve is a testament to your abilities and potential. Each success reinforces your belief in yourself and your capacity to

overcome challenges. This boost in confidence propels you towards your current goals and encourages you to set loftier aspirations in the future. Additionally, as you accumulate accomplishments, you develop a sense of self-efficacy – the belief in your ability to influence your circumstances. This self-assurance becomes a powerful driving force, empowering you to pursue even the most audacious dreams with conviction and determination.

Cultivate Accountability and Discipline

When you commit to specific goals, you inherently hold yourself accountable for their attainment. This accountability fosters discipline as you become more mindful of your actions and decisions, aligning them with your objectives. Moreover, sharing your goals with others – friends,

family, or mentors – can provide an additional layer of external accountability. Knowing that others know your aspirations can motivate you to stay committed and follow through on your plans, even when the going gets tough.

In the grand tapestry of life, setting goals is akin to weaving a roadmap towards success. It provides direction, purpose, and a framework for growth. Whether you're striving for personal fulfillment, professional advancement, or both, the power of goal-setting cannot be overstated. By clarifying your vision, motivating your actions, measuring progress, boosting confidence, and fostering accountability, goals serve as catalysts for transformation and achievement.

So, dare to dream boldly, set your sights high, and embark on the journey towards your most extraordinary aspirations. With clear goals as your compass, success becomes not just a destination but a thrilling adventure waiting to unfold.

Commercial Activity Tax (CAT) Filing Deadline Reminder

This message is a friendly reminder to all commercial activity tax (CAT) practitioners and taxpayers that the second quarter 2025 CAT return is due August 11, 2025.

Taxpayers are required to file and pay the CAT electronically via the Ohio Business Gateway at gateway.ohio.gov.

If you anticipate having \$6 million or less in taxable gross receipts in tax year 2025, we recommend that you cancel your CAT account. You may do so by visiting the Gateway at gateway.ohio.gov and selecting the CAT Cancel Account transaction.

When canceling your account, please enter an effective date of March 31, 2025. If your account is closed as of that date, you will not be required to file a return for the 2nd guarter of 2025.

Please visit our website at tax.ohio.gov or contact the Ohio Department of Taxation at 1-888-722-8829 with any questions regarding the CAT.

Ohio Department of Taxation P.O. Box 16158 Columbus, Ohio 43216-6158 Telephone: (888) 722-8829

Business Briefs

- -Massillon Fun Fest is a FREE, annual event held as a part of Massillon's Summer Celebration! Stop by Duncan Plaza on August 09, 2025 10:00 am to 02:00 pm.
- -MassMu's August Brown Bag Lunch will feature Lynette Reiner: "Honeys of the Hooch." Bring a sack lunch or purchase form the TWiLite Cafe. This event is free and open to the public.
- -"Faithfully" An Eagles and Journey Experience! will take the stage on Saturday, September 13, 2025 from 7:00 PM - 9:30 PM EDT at the Lions Lincoln Theatre. Tickets are available for purchase at https://www.lionslincoIntheatre.org
- -On Saturday, August 9th visit the Massillon Public Library for a 45 minute story time beginning at 10:15 a.m. This will take place in the main auditorium.
- -In partnership with Stark Parks and Ernie's Bike Shop join them for a nightly bike ride. These rides are a casually paced 14-16 miles round-trip, and open to riders of all ability levels. We'll alternate between the Towpath and Sippo Valley Trails. Helmet, headlight, and taillight are required. No advance registration necessary.
- -Students in Pre-K through Grade 4 are invited to join Angelina Verginis for a Back to Art School workshop and celebrate the back to school season at MassMu on Thursday, August 21, from 10:30 to 11:30 a.m.! The workshop fee, \$18 (\$14 MassMu member) includes all supplies. Registration can be completed by calling 330-833-4061.
- -Lights Out presents "The Jersey Beach Boys" Thursday, August 21, 2025 - 7:00PM - All Seats Reserved - Tickets \$38 To order tickets by phone, please call the Lions Lincoln Theater at 330-481-9105.

Membership Renewals

We extend our gratitude to the members who renewed their commitments in June 2025. We acknowledge and appreciate your long-standing membership. Let's continue to support Chamber Members moving forward.

Acorn Secure Self-Storage	
Anne-Marie's Fine Jewlery & Gifts	11
Beacon Charitable Pharmacy	3
Coleman Health Services	5
CommQuest Services, Inc	10
Daisy Lane Property Management LLC	1
EMSCO, Inc	14
Hammontree & Associates, Ltd	30
Health Foundation of Greater Massillon	26
Home Appliance Co.,Inc	25
Liberty Screen Printing & Embroidery	1
Liebermann's and Beyond LLC	1
Main Street Bank	2
Major League Tire LLC	9
Mathias Diversified	12
Medicap Pharmacy	28
Perry Flooring	2
Stark County Hunger Task Force	3
The Commercial and Savings Bank	2
Vitalant	7
W M Commercial Roofing	5

Front cover article continued...

When Alex has a concern, she isn't calling a number for just any representative; she's asking for "Lauren" or "Tyler" - and she knows she will get excellent service.

There's also the intangible benefit Alex enjoys from having a truly local health plan. "You know our money is not going somewhere out of state or out of town. It really helps support the local healthcare industry and local ecosystem and feels very personal," she said.

The Life-changing Impact

With the Museum's new plan, Alex saved \$1,381 a month for each of her nine enrolled employees. Within a year, she put that savings toward extending coverage to staff families, relieving some spouses who had gone without health insurance for years.

She was also able to expand the Museum's full-time staff, which allowed them to execute a major exhibit two years in the making, "Gilding Northeast Ohio." It became the highest-attended event in the Museum's history, putting both the city and Museum more on the map as a cultural destination.

Plus, Alex now has an easier time retaining and recruiting employees, who highly value the quality healthcare coverage. She will have 14 fulltime staff members in September 2025.

Whereas before she spent time dealing with staff healthcare complaints, Alex now has NONE. She and her team can focus on work, rather than healthcare stress.

Take Your First Step Toward Better Coverage

If you're challenged to find a health plan that works for your business, the Canton Chamber Health Plan could be your happy ending, just like Alex's. The busy executive director no longer gathers quotes every year, knowing renewal is a foregone conclusion. "We have to get it approved by our board, but I don't ever ask for comps anymore. Because why bother? There's nothing that would compare," she said.

Ready to Learn More?

Contact Lauren Berbari (330-844-4417) at AultCare today to explore how the Canton Chamber Health Fund can work for your business; scan the QR Code or visit: aultcare.com/MEWA

Your employees — and your bottom line — will thank you.

HEALTH FUND Administered by **AULTCARE**



UPCOMING BUSINESS AFTER HOURS



September 18, 2025

Cherry Road Winery

Join us at Cherry Road

Winery from 5 to 7 p.m. for a

special Business After Hours

event—featuring the release

of a brand-new beer!





September 25, 2025 Pondwiser Inc.

Join us for a special Two-Chamber Business After Hours as we team up with the Lake Chamber for an evening of networking, camaraderie, and a fun frog-themed twist!



October 2, 2025

Miller Doan Tavern & Canal Boat Ride Join us for our Third Annual Canal Boat Ride with our friends in Canal Fulton! We'll kick off the evening at Miller-Doan Tavern with light bites and cocktails, then wind down with a relaxing ride along the canal.

Business After Hours events are free for all members—just be sure to RSVP!

The Economic Impact of Multi-Use Trails in Ohio

Foster A. Rose II President, Massillon Area Greenways INC.

Writing this article hasn't been easy. It's not a history lesson about the Ohio & Erie Canalway. It's not a showcase of my personal trail adventures either.

It's about something harder to convey—especially to those who don't use trails: the real, measurable economic value they bring to a community.

This isn't just about the walking loop in your local park or a quiet stretch on the edge of town where folks go to spot wildlife. I'm talking about major trail systems—connectors of cities, drivers of tourism, and engines for small businesses.

Let's start with this: Ohio is a national leader in trail development. We have one of the most expansive and connected trail networks in the country, and it's growing fast.

The Towpath Trail and Its Economic Impact

In our own region, the Ohio & Erie Canal Towpath Trail is a standout. A 2015 study estimated the trail's annual economic impact at \$408.1 million, with 2.5 million visitors. That was a decade ago.

Fast forward to 2025. While updated economic data is still in the works, we can already see the growth:

- Airbnbs have increased, with at least five in Canal Fulton alone. One is located right on the trail near Ernie's Bike Shop by the Lake Avenue trailhead.
- New businesses are thriving—coffee shops, bakeries, and sandwich spots have popped up to meet the demand from trail-goers.

This is no coincidence. Trails bring people. People bring dollars.

Ohio to Erie Trail (OTET)

The Ohio to Erie Trail (OTET) stretches 326 miles, connecting Cincinnati to Cleveland. It overlaps with parts of the Towpath Trail, so if you've noticed more cyclists lately—you're not imagining it.

Check out the OTET Facebook group sometime. Nearly every post is a business sharing a promotion, a lodging offer, or a trail-friendly service. Trails don't just move people—they move commerce.

The Miami Valley Trail Network

Down south, the Miami Valley Trails system spans nearly 400 miles, linking Dayton, Xenia, Yellow Springs, and Cincinnati. A large portion overlaps with the OTET, further expanding the trail economy across southern Ohio.

These aren't isolated efforts. They're part of a statewide movement.

Why Support Trails in Your Community?

Because they work. Not just for your wallet—but for your health, your family, your neighbors, and your town.

- Exercise
- · Mental health
- · Time outdoors with loved ones
- · Dog walking, bird watching, peace and quiet
- · New visitors, new businesses, and new opportunities

More and more Ohio communities are investing in trails—not just for residents, but to revitalize struggling economies and bring people in from all over the region and beyond.

Trails Happen Because People Care

Grants, donations, passionate volunteers, and smart planning all come together to make these trails a reality. And we're lucky—we have one of the best right in our own backyard: the Towpath Trail. People come here, explore, and return home wishing they had something like it where they live.

Western Stark County and Northeast Ohio are proof that a multi-use trail can transform a community—not just economically, but socially, physically, and emotionally.

From the groundbreaking of the Ohio & Erie Canal on July 4, 1825, to July 4, 2025, this corridor has been shaping Ohio's economy for 200 years.

And the best part? We're just getting started.

To Learn more about our local trails, or to get involved visit www.massillonareagreenwaysinc.org

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MISSION STATEMENT

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

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17,512 SF: clear span bay (80'x200') with 2 on-grade doors, 1 dock, auto LED lights, sprinklered, 3 phase 220v 400amp, gas Reznor heat, & restroom. Lease rate is \$7,355.04/mo includes NNN fee.

32,760 SF: clean, renovated space. 3 Docks, 1 on grade 12'x12' door, auto LED lights, sprinklered, gas heat, 3,000 sf office space & separately metered utilities. Fenced yard. Lease rate is \$12,530.70/mo includes NNN fee.

50,272 SF: Lease both bays at a discounted rate of \$3.50/SF NNN for \$14,662.67/mo includes NNN fee.

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CONSUMER

A Tradition of Community Banking

Consumers National Bank was founded in Stark County in 1965 with one location in Minerva and one mission-to make a difference in the community.

Today with 23 branches we still honor the tradition started by our founders of serving our customers' financial needs through fast, personalized service that helps families prosper and businesses grow.

Our community-based banking approach sets us apart from larger regional banks because our local presence enables us to deliver exceptional service. We invest in our communities, people, and technology to make a positive difference where we live and work.

We look forward to working with our new neighbors in Massillon and surrounding communities in 2025 at our new office located at 2117 East Lincoln Way.

www.Consumers.Bank . Member FDIC . Equal Housing Lender