



THE Business Connection

VOLUME 55 | ISSUE 8 | AUGUST | 2026

Massillon **Fun Fest** has been a cherished part of our community's Summer Celebration for more than 25 years. Each year, the Massillon Museum, Massillon WestStark Chamber of Commerce, Massillon Parks and Recreation, and a dedicated team of volunteers come together to create a fun-filled, family-friendly event that is completely **FREE** for our community to enjoy. This year's Fun Fest will take place on Saturday, August 15, 2026, and will once again feature exciting activities, entertainment, and unforgettable experiences for children and families of all ages. To continue offering this beloved community tradition at no cost to attendees, we need your help! We are seeking sponsors to support activities, entertainment, and performers through donations of \$250, \$500, \$1,000, or more. Every contribution, regardless of size, plays an important role in making Fun Fest a success, and all donations are sincerely appreciated. Your sponsorship does more than help fund a day of laughter, learning, and family fun—it demonstrates your commitment to our community and helps create lasting memories for thousands of local families. In return, your business or organization will receive valuable recognition throughout the event and promotional campaign. Sponsors will be acknowledged through event signage, print materials, radio, social media, and other marketing efforts, providing excellent visibility while showing your support for one of Massillon's favorite summer traditions.



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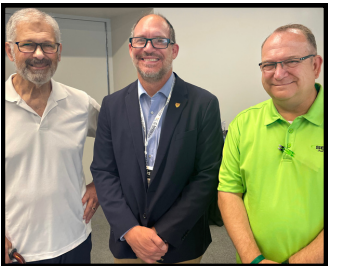
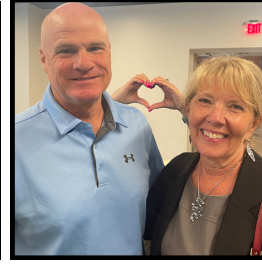
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April Business Connection Live



TOP: Eugene Lingenhoel, Legacy Project of Stark; Speaker: Renee Powell, Clearview Golf Course; Alexandra Nicholis Coon, Massillon Museum; Mike Gallina, AultCare; Joel Dutton, Dutton Auctions; Dana Randazzo; Ed Hopson; Laurie Nash, Main Street Bank; Molly Romig, Massillon WestStark Chamber of Commerce; Tiffany Kim, The Commercial and Savings Bank; Morgan Sanders, United Way of Greater Stark County; Ryan Grossschmidt, The Commercial and Savings Bank; Dana Randazzo

SECOND: Mike Gallina, AultCare; Chris Massouh, C. Massouh Printing; Brett Fogle; Kathy Shultz, Farmers National Bank, Alexandra Nicholis Coon, Massillon Museum; Brandon Rohrer and Alexa Polinori, Massillon Museum; Jason Green, Adams Signs and Graphics; Mary Beth Green, Mary E. Ulm, Attorney at Law; Sweet Treat Sponsor, David Hersher, Hersher Consulting

THIRD: Cathy Viscounte, Cleveland Clinic Mercy Hospital; Kaleigh Kilcullen, Shanklin Heating & Air Conditioning & Electric; Jessica Bair, Altercare Country Lawn; Heather Coontz, Stark State College; Jon Ley; Brad Custer, Custer Products Limited; Chris Massouh, C. Massouh Printing; Mike Gallina, AultCare; Christine Taylor, Stark Education Partnership; Casey LaMonica and Amy Brewer, Medical Mutual

THIRD: Sam Shaheen, Kee Innovations; Chris Massouh, C. Massouh Printing, David Somerville, Serra Auto Park; Jake Schaifino, Mastertech Auto Repair, Travis Walker; Wes Humble, Liberty HealthShare; Jeff Shultz; Sean Hetrick, SBS Consulting Systems; Sarah Colucy, The Commercial and Savings Bank; Joel Dutton, Dutton Auctions; Sam Shaheen, Kee Innovations; Carl Massouh, C. Massouh Printing



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WEEKLY NETWORKING SCHEDULE



CONNECT, COLLABORATE, AND GROW.....JOIN US FOR ONE OR ALL OF OUR WEEKLY NETWORKING SESSIONS!

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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

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

Get in touch for local solutions!

Why the Best Startup Ideas Often Start with a 'No'

By: Mike Feazel,

Edited by Chelsea Brown

Sometimes, a "no solutions" just means "no one has figured it out yet."

Before I started Roof Maxx with my brother Todd, complete roof restoration solutions that went beyond fixing simple things like nail pops and included the rejuvenation of existing shingles weren't really an option for homeowners. In fact, most contractors in the roofing industry didn't even offer tune-ups or repairs if they could sell a total roof replacement instead.

I'm not trying to paint roofing contractors as underhanded. The roofers I work with every day, who make up Roof Maxx's national network of dealers, are some of the most conscientious and transparent professionals I've ever met.

But before we came along, the industry had basically functioned the same way for decades: Replacements were the highest-margin service a contractor could sell, and since the industry was competitive, there was a natural incentive to recommend them. It was actually difficult to stay in business if you didn't.

I've written elsewhere about how our restoration product provided a cost-effective alternative for homeowners whose roofs didn't yet need to be replaced, but that's actually only half the story. The other half is that we gave an alternative to roofing professionals as well.

By enabling contractors to offer a restoration service that was both time-efficient and affordable compared to replacement, they could suddenly pass savings onto their customers without substantially impacting their own margins.

It wasn't an impossible solution. It just needed us to make it possible.

How to stop legitimate concerns from becoming limiting beliefs

There were real risks to what Todd and I did with Roof Maxx, and to dive straight in without doing our due diligence would have been extremely foolish. If you aren't identifying potential threats before starting your business, you're not doing it right.

But identifying a potential threat shouldn't be enough to give you cold feet. The next step is to investigate that threat so you can find out whether it's real or imagined.

This is a step I see smart people skip all the time, and it can stop an otherwise promising opportunity in its tracks. I've met aspiring software developers who gave up on creating platforms because they heard they might not be able for alternatives. In the early days of Roof Maxx, I met more than one homeowner who decided to pay tens of thousands of dollars for a new roof they didn't actually need because the concept of restoring their existing shingles for a fraction of the cost flat-out felt too good to be true.

But the best example I can think of comes from my first attempt to bring a restoration product to market. I had already licensed a formula from a company based in Canada, but we ended up unable to protect the technology because of patenting issue.

I could have taken this "no" as a sign that it was impossible to make such a product commercially viable, but that would have been giving up before I had honestly examined the problem. Too many people quit at the first sign of trouble, whether it's a negative industry rumor or even a first attempt that doesn't pan out.

But that's not the same thoroughly exhausting a possibility.

As it turned out, the Roof Maxx rejuvenation spray product was more than commercially viable. You can read more about how we eventually developed it and how we managed to do it without a massive R&D budget.

You can challenge the status quo without alienating the market

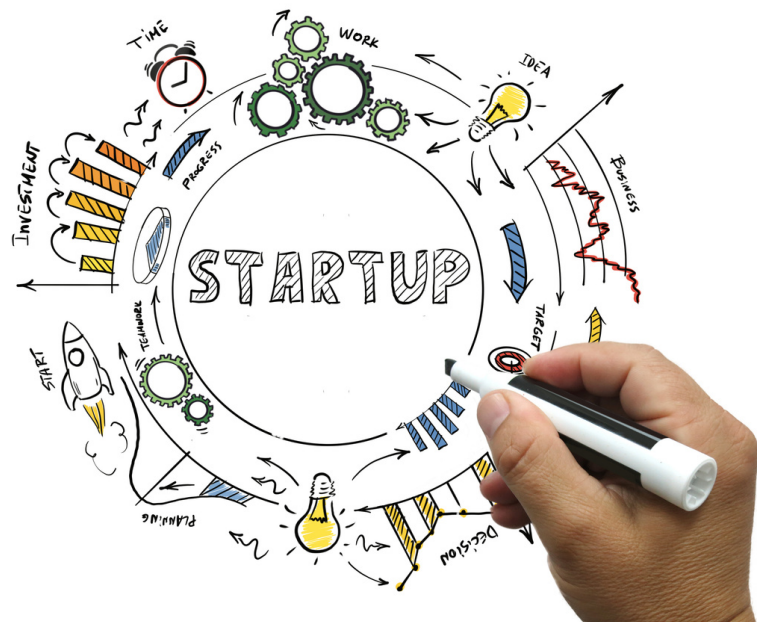
Resistance from an industry that you've set out to disrupt should teach rather than discourage you. At worst, it will inform you about the challenges your new idea is likely to face getting off the ground and give you time to prepare. At best, it will alert you to blind spots that exist among legacy players who are already in your space so you can go after the money they're leaving on the table.

But overcoming that initial opposition can still feel like a tooth-and-nail fight. You are going to hear people tell you that what you've imagined can't be done. If you're like me, you are occasionally going to have literal doors slammed in your face.

It is absolutely imperative that you do not let these experiences jade you. It's important to fight when you're trying to make people recognize the value in your idea, but it's even more important to stop fighting once they've recognized it. You need to give your skeptics a pathway to becoming advocates, or they're just going to oppose you forever.

Roof Maxx isn't trying to stamp out the practice of roof replacement; we're providing a cost-efficient alternative for homeowners who don't need brand new shingles yet. This boosts the credibility of every contractor in our network by incentivizing them to recommend the most appropriate solutions for each rooftop they assess instead of creating pressure to replace. The downstream impact is that trust in roofers goes up across the board.

Let people tell you "no" so you can learn from the experience. And once you've used what you've learned to succeed anyway, forgive them. You have more to gain by supporting each other than you have to lose by holding an unnecessary grudge.





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 CommQuest Services, Inc. (11 yrs)
 Consumers National Bank (7 yrs)
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 Hanover Healthcare Center (12 yrs)
 Health Foundation of Greater Massillon (27 yrs)
 Home Appliance Co., Inc. (26 yrs)
 Innis Maggiore Group (12 yrs)
 Liberty Screen Printing & Embroidery (2 yrs)
 Major League Tire LLC (10 yrs)
 Margy Vogt Visions, LLC (25 yrs)
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 Medicap Pharmacy (29 yrs)
 NAMI Stark County Inc. (1 yr)
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Business Connection Live

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August 24, 2026
 11:45 AM - 1:00 PM



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Members \$18
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Friday August 28, 2026
 8:00 a.m. - 9:30 a.m.

8:00 a.m. - 8:15 a.m. - Registration & Networking
 8:15 a.m. - 9:15 a.m. - Panel Discussion
 9:15 a.m. - 9:30 a.m. - Networking

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- Ask questions and join the discussion
- Gain insights in real time
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Register



Business Briefs

-Learn more about **Spring Hill Historic Home** during the Archaeology Day Public Dig! **Saturday, August 8th** from 10:00 am to 3:00 pm.

~**Kee Innovations** presents AI 2026: The Power of Profitable AI. Join them on **August 13th** and earn your level 1 AI Certification. The program runs from 10 am to 6pm with a BAH starting at 4pm.

~Come out for **Fun Fest** for kids of all ages. Join the **Massillon Museum** on **Saturday, August 15th** between 10:00 am to 2:00 pm.

~Kickoff Rally with **MassMu & Massillon Tiger Football Boosters** is scheduled for **Wednesday, August 18th** from 6:00 pm to 8:00 pm. Join in the fun and get some Tiger-Striped Ice Cream!

~Join the **Massillon Public Library** to Discover Your Library: Unlocking the Power of Database. Wednesday, **August 19th** starting at 5:30 pm.

~Join **Ernie's Bicycle Shop** for a night bike ride. Start from the Lake Ave Trailhead, we'll head out on the Sippo Valley or Towpath Trails to enjoy the evening and see these familiar paths in a whole new light. **Saturday August 22nd** from 8:15 pm to 10:15 pm.

~Join the **Massillon Museum** for the first **Brown Bag Lunch** on **August 25th** starting at 12:10 pm. Speaker will be Stephanie Bohnak from the National First Ladies Library and Museum. Her topic is "First Ladies on the Lincoln Highway" which complements the exhibition, *Driving Forces: The Lincoln Highway Journey*.

~**Hammontree and Morris Knowles** announce strategic rebrand to Point Design Group. A new name built on nearly a century of trusted civil engineering, surveying, and design expertise.

~**Black McCuskey** is pleased to announce that Attorney Derek M. Firth has joined the firm. He is an Associate with Black McCuskey whose practice focuses on estate planning, probate and trust administration, business and corporate law, and real estate matters.

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Annual Massillon Fun Fest Sponsorship Opportunity

Massillon Fun Fest has been part of our community's Summer Celebration for over 25 years. The Massillon Museum, Massillon WestStark Chamber of Commerce, and Massillon Parks and Recreation alongside a group of dedicated volunteers work together to provide this fun-filled, free event to our community on Saturday, August 15, 2026.

We need your help! We are looking for donations to sponsor an activity or performer. These can be in the amounts of \$250, \$500, \$1000, or more. All donations are welcomed and appreciated. This sponsorship not only helps to provide this fun, free event for our community, it allows you to promote your company or organization. Signage will be displayed at the event, and you will be recognized in print, radio, television and social media used in promotion.

Sponsor the Event via Funding at one of the following levels:

- o Gold: \$1000
- o Silver: \$500
- o Bronze: \$250

o Other Amount of your Choice

Proceeds will be used for inflatables, performances, and entertainment.

Sponsorships are tax deductible and receipts will be sent acknowledging your contributions. Please kindly submit contributions no later than July 24, 2026, in order to ensure your business or organization is represented in all printed material.

For more information or details please contact the Massillon WestStark Chamber of Commerce at info@massillonohchamber.com or Massillon Museum at ancoon@massillonmuseum.org.




BUSINESS AFTER HOURS

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Power up your network at our next Business After Hours, proudly sponsored by Kee Innovations! Unplug from the office and connect with fellow Chamber members for an evening of innovative conversations, fresh ideas, and valuable business connections. Whether you're looking to expand your network or recharge your professional relationships, this is the perfect opportunity. We'll see you there!



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MARK YOUR CALENDAR!

Finish your year strong with some CHAMBER events!

1 OCT

Joint BAH - Canal Boat Ride

October 1st, 5:00 PM - 7:00 PM

First North Fusion

November 5th, 5:00 PM - 7:00 PM

5 NOV

10 DEC

Joint Christmas Party

December 10th, 5:00 PM - 8:00 PM



Our Contact
330-833-3146



Our Office:
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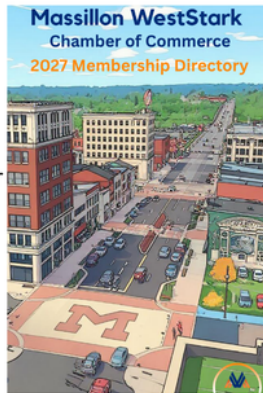


Our website:
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2027 Membership DIRECTORY

Reach top businesses and key decision-makers across our region! The Massillon WestStark Chamber Membership Directory is distributed to more than 700 members and public via mail and personal distribution, offering your business prime visibility. Having a digital format also, expands your reach and highlights the Chamber's latest programs and initiatives.



Reserve your space NOW!

Mark desired size below: Member rates only.

Advertising

- ☐ 5.5" w x 8.5" h - Back Cover \$1,250
- ☐ 5.5" w x 8.5" h - Inside Covers \$750
- ☐ 5.5" w x 8.5" h - Full \$400
- ☐ 5.5" w x 4.25" h - ½ pg \$200
- ☐ 2.5" w x 4.25" h - ¼ pg \$100

Please provide digital artwork via email in color.

Accepted Formats:

High resolution PDF, JPEG, or PNG

Art Deadline:

The deadline is Monday, November 16, 2026

Scale not to size

2.5" x 4.25" - ¼ pg

5.5" x 8.5" - Full Page

5.5" x 4.25" - ½ pg

I, the undersigned, agree to place an advertisement in the Massillon WestStark Chamber of Commerce Membership Directory as described in the terms listed. By authorizing this advertisement, I understand that I am responsible for providing the advertisement in the proper format by the deadline listed and will be liable for payment.

Company

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- *To promote economic growth
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