



THE Business Connection

VOLUME 57 | ISSUE 12 | December | 2025

As the year draws to a close, I find myself reflecting on all that 2025 has brought to our Chamber and to the Massillon and Western Stark County business community. It has been a year of progress, perseverance, and partnership—and one that reminds me just how strong our community truly is when we work together toward shared goals.

Throughout the past year, we've continued to focus on the Chamber's core mission: supporting local businesses, fostering connections, and strengthening the economic vitality of our region. From new member businesses joining our network to the success of long-standing programs and events, 2025 has been filled with reasons to celebrate. We've seen growth across industries, inspiring collaborations among members, and an ongoing spirit of innovation that keeps our community moving forward.

The holiday season offers the perfect opportunity to pause and express my heartfelt gratitude. To our members—thank you for your continued commitment, energy, and involvement. To our Board of Directors, volunteers, sponsors, and partners—thank you for your leadership and your belief in what we do together. None of our accomplishments this year would have been possible without your dedication and support.

Looking ahead to 2026, we have much to be excited about. The Chamber will continue to champion local business through expanded professional development programs, enhanced networking opportunities, and strategic community partnerships. We'll also be supporting major local projects that promote growth and vibrancy—initiatives that reflect our shared vision of a thriving, connected Western Stark County.

Our focus in the coming year will be on deepening engagement, fostering innovation, and ensuring that every member finds value and opportunity through their Chamber connection.

The new year will also bring celebrations and milestones that highlight the strength of our business community. We look forward to continuing our advocacy efforts, expanding our events calendar, and introducing new ways to spotlight the incredible people and organizations that make this region so special.

As we gather with family and friends this holiday season, I hope each of you can take time to reflect on your own successes and the impact you've had in helping our community grow. It's easy to get caught up in the busy pace of business life, but moments like these remind us of what truly matters—relationships, resilience, and a shared commitment to making our community stronger for generations to come.

On behalf of the Chamber team- Molly, Ashley and me- I wish you and your loved ones a joyful holiday season and a prosperous New Year. Thank you for being an essential part of the Massillon WestStark Chamber family. Together, we are building a bright future for our businesses, our community, and our region.

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Debbie Busby**



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October Business Connection Live



TOP: Matt Kishman, 50th District Ohio House of Representatives; Mike Gallina, AultCare; David Yost, Ohio Attorney General; Debbie Busby, Massillon WestStark Chamber of Commerce; Jodi Salvo, 51st District Ohio House of Representatives; Sheriff Eric Weisburn; Stark County Sheriff's Office; Alexandra Coon, Massillon Museum; Eugene Lingenhoe, The Legacy Project of Stark; Chris Massouh C. Massouh Printing Services; Sheree Nuske, Aultman Massillon

SECOND: Amy Brewer and Casey LaMonica, Mutual Health Services; Sarah Colucy, The Commercial and Savings Bank; Jodi Salvo, 51st District Ohio House of Representatives; Monique Moore, Northeast Ohio Regional Liaison for Ohio Governor's Office; Kerry Miller, The Commercial and Savings Bank; Susan Koosh, Junior Achievement of North Central Ohio; Joel Endres and Kathy Wahl, The Workshops Inc.

THIRD: Heather Coontz, Stark State College Foundation; Gwen Severini, Louisville Gardens; Jessica Christman, Altercare Country Lawn; Cathy Viscounte, Cleveland Clinic Mercy Hospital; Lacey Kintz, Consumers National Bank; Speaker: David Yost, Ohio Attorney General; Chris Massouh, C. Massouh Printing Services; Sam Shaheen; John Weston, Canal Fulton Area Chamber of Commerce

FOURTH: Eugene Lingenhoe, The Legacy Project of Stark; Saylor Putman, Putman Properties Inc; Matt Hull, Krugliak Wilkins Griffiths & Dougherty Co., LPA; Seth Marcum, Seth A. Marcum, Esq. - DiCaudo, Pitchford & Yoder; Candi Willoughby, DaVita; Chris Willoughby, Farmers National Bank; Jim Stanford, YMCA of Western Stark County; Dawn Baker, Ohio Auditor of State; Sheriff Eric Weisburn; Stark County Sheriff's Office



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WEDNESDAYS

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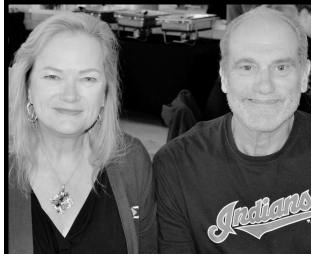


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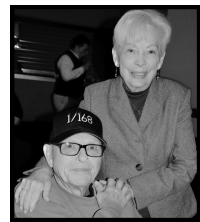
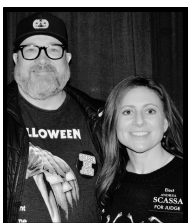
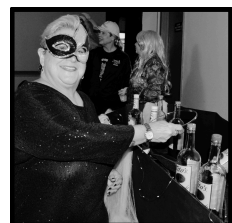
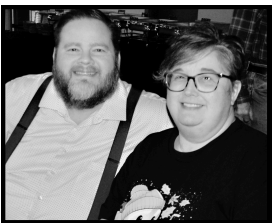


TOP: Bill Shearer, Whispering Grace Horses; Debbie Busby, Massillon WestStark Chamber of Commerce; Marcia Shearer, Whispering Grace Horses; Matt Kishman, 50th District Ohio House of Representatives; Bill Shearer, Whispering Grace Horses; Ruby Mathys, CDP; David Price; Megan Justice and Lacey Kintz, Consumers National Bank.

SECOND: Ashley Winter, Massillon WestStark Chamber of Commerce; Frederica Winter, Carly Kibler, Chris Kibler, Pursuit Lending Group; Kathy Shultz, Farmers National Bank; Jeff Shultz, Patricia Lewis, Hampton Inn Massillon; Halo Hines

THIRD: David Angione, DeHoff Realtor; Molly Romig, Massillon WestStark Chamber of Commerce; Tim Campbell, The Mustard Man; Kathy Shultz, Farmers National Bank; Anita Rutledge, Stark Tuscarawas Workforce Development Board; Debbie Busby, Massillon WestStark Chamber of Commerce; Amazing Grace, Whispering Grace Horses; Gwen Severini, Louisville Gardens; Kelly Presson, Sirak Financial Services; Amelia Kress, Boys & Girls Club of Massillon; Ed Roth, Aultman; Kristin Boylan, Whispering Grace Horses

Fall Dinner - Halloween Party



TOP: Chris Dewell, MCTV; Kathy Shultz, Farmers National Bank; Amelia Kress, Boys & Girls Club of Massillon; Debbie Busby, Massillon WestStark Chamber of Commerce; Cody Beard, CMIT Solutions; Molly Romig, Massillon WestStark Chamber of Commerce; Douglas Argabright, The Personal Touch Events; Lacey Kintz, Consumers National Bank; Mark Charsmain and Lydia Lintz, MCTV; Wendy Rosen, First Commonwealth Bank; Sam Shaheen
SECOND: David and Liz Hersher, Hersher Consulting LLC; Chris Thomas and Anthony Repp, MCTV; James Hardwick, AT&T; Linda Martin, Sue Kirby, Stacey Richardson; Joanna; Jeannie Tidwell, Tidwell's Photography; Steve Rastetter; Judge Andrea Scassa, City of Massillon - Municipal Court
THIRD: Jay Secrest; Jeff Shultz; Candi Willoughby, DaVita; Chris Willoughby, Farmers National Bank; Holly Bryan-Huth, Blue Nile Dental Lab; Cindy Burrell, Alzheimer's Association; Bob Oldroyd; Matt Russ, FunBooth; Michelle Beyer

Business Briefs

-On Sunday, December 7th come enjoy **Massillon's** free **Community Candlelight Walk**. Start at any of the nine historic downtown churches, visit six festive venues, stroll amongst hundreds of luminaries along historic Fourth Street and conclude the evening at St. Mary's Church for the Festival of Music and Candle lighting Ceremony at 7:45 pm.

-Join in the fun with **Massillon Public Library** and make a Snowman beanie hat on Tuesday December 9th starting at 4pm.

-Get into the winter spirit with an evening of candle making and a night hike. Join **Stark Parks** on December 12th starting at 6pm for Date Night: Winter Wick & Walk.

-**MassMu** in conjunction with Canton Museum of Arts co-sponsoring the Ninth Annual Music Educator of the Year Award sponsored by the CSO. If you would like to nominate please visit MassillonMuseum.org by Sunday December 14th.

-Visit the **Lions Lincoln Theatre** on December 19th either at 6:15pm or 8:45pm for Candlelight: Christmas Carols on Strings.

-Mark your calendar for the **Massillon Museum's** brown bag luncheon on January 27th. Valerie Metzger will be speaking "Small but Mighty..."

Would you like to share a Business Brief???
email info@massillonohchamber.com.



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Membership Renewals

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

Al's General Building Contractor & Restoration.....	4
Aultman Health System.....	28
Boys & Girls Club of Massillon.....	30
Buell & Olivieri Insurance	38
Canal Fulton Provision, Inc.....	22
Canton S-Group, Ltd dba Wendys.....	9
CBIZ Advisors LLC.....	35
Digital Operations Group.....	1
First Communications.....	34
First Federal Community Bank.....	1
Hammer's Auto Service.....	32
Home Instead.....	2
The Laurels of Massillon.....	29
Massillon Youth Sports Association, Inc.....	6
Nicholas J Reynolds, CPA LLC.....	35
Nickajack Farms.....	5
Sgt. Clean Car Wash.....	40
Stark Tuscarawas Workforce Development Board.....	23
Top of the Viaduct Restaurant.....	14
Tower Industries.....	18
Visual Edge IT.....	25

Welcome Oct New Members

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Successful Entrepreneurs Use the Holidays to Rest - Will You Be One of Them?

Successful entrepreneurs use the holidays to reset and avoid burnout - here are three tips from my business journey.

By Joey Wilder - edited by Micah Zimmerman - Entrepreneur.com

Key Takeaways

- Use holidays to recharge, reflect and reset your business goals.
- Set clear goals and align them with your long-term vision.
- Prioritize self-care to avoid burnout and sustain peak performance.

The holiday season is a good time for business owners to take a break. Instead of just celebrating, smart owners look back at the year that has gone by and set new goals for the next year. This practice is key to their success.

When I started my journey as a business owner, I often found myself glued to my laptop or phone, responding to emails and messages. Now, looking back, I wish I had enjoyed the simple moments more. Nowadays, I use the holidays to disconnect and recharge. Pro tip: The “do-not-disturb” function on your cell phone is your superpower. Use it.

1. Pause for perspective

The holiday season is a great time to stop and think. A founder I know transformed his business by analyzing his top successes and failures from the past year. He found out that he needed to simplify his product line.

This yearly review helped him focus better and grow his revenue, but the best part was doing things in a way that made him feel lit up by going to work each day. When we pause, it gives us a moment to see where we are, what’s working and what’s not — what you do next is up to you.

Practical Step: Take time to think. Use questions like, “What am I most proud of this year?” “What’s missing in my life now, and what am I desiring more of?”

Write down lessons you learned from both good and bad times. This will help you see things in a balanced way.

2. Envision and plan with purpose

To move your vision ahead, make sure your plans match your bigger goals. I use a method where I ask myself, “If I made the same choices as this year, would they help me succeed more or hurt me?” This helps me stay clear and smart when setting goals I can measure.

Practical Step: Write down your goals for the year. Break them into smaller parts with quarterly KPIs. You can use tools like Monday.com or Asana. They can help you monitor your progress and change your goals if needed. I often think, “If I keep doing what I did last year, last quarter, or last month a thousand times, will I get closer to what I want or move away from it?”

Success means a lot, but it is not enough if you don’t feel happy or experience joy in the process —when you reach your goals but feel unhappy inside, it’s like failing without knowing it.



3. Refill for peak performance

Burnout can happen to anyone. Last year, I felt really overwhelmed. So, I decided to create a daily routine to recharge. I set limits on client calls and made sure to exercise regularly. This change boosted my energy. It also helped me see my work in a new way. Taking time to truly disconnect helps my mental health a lot.

Being present and in the moment improves my life immensely, and I’m shifting away from the rhetoric of “I’ll sleep when I’m dead” and “Hustle & Grind!” That’s outdated.

Practical Tip: Set a daily activity that you will always do to help you recharge. It can be a walk, a workout, or even a 5-minute break from screens. Use apps like Forest to reduce your screen time and create clear limits. This can help you feel more balanced and healthy.

Stop the burnout cycle

Stop the cycle of burnout by taking a break during the upcoming holidays. Use this time to relax and enjoy a slower pace. It’s important to consider your plan for the next year.

Many people feel burnout from their busy work lives. Knowing the signs of burnout can help you avoid it. You can practice self-care by exercising regularly, trying mindfulness meditation and setting clear limits between work and home. Get support from coworkers, friends or mental health professionals.

Remember, taking care of yourself is the key to your long-term success. If you handle burnout early, you can balance work and life well. This way, you can keep giving your best. Taking breaks is good for our mental health. A healthy mind helps you make better business choices and deal with the tough parts of running a business.

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John Picard, President, Massillon Development Foundation
Nikki Bahler, President, Downtown Massillon Association
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