



THE Business Connection

VOLUME 53 | ISSUE 7 | JULY | 2026

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Congratulations Massillon Museum!

Congratulations to the Massillon Museum on the installation of its beautiful new sign! This exciting addition serves as a welcoming landmark and a reflection of the Museum's continued commitment to preserving our community's rich history, celebrating the arts, and inspiring visitors for generations to come. We're proud to have such a treasured cultural destination in Massillon and look forward to seeing it continue to thrive! Picture taken by David Dingwell.



MayBusiness Connection Live



TOP: Speaker - Jon Wonsettler, Bitdeer; Brian Carucci, Mastertech Auto Repair; Eugene Lingenhoel, Legacy Project of Stark; James Steele Jr, Bitdeer; Heather Coontz, Stark State College; Gwen Severini, Louisville Gardens; Jason Green, Adams Signs & Graphics; Jake Schaiffino, Mastertech Auto Repair; SECOND: Bradley Custer, Custer Products Limited; David Somerville, Serra Auto Park; Alex Williamson, Boys & Girls Club of Massillon; Ted Herncane, City of Massillon Economic Development Director; Gwen Severini, Louisville Gardens, Mayor Jamie Slutz; City of Massillon; Kordell Ford and Mel Herncane, Boys & Girls Club of Massillon; Kaleigh Kilcullen, Shanklin Heating & Air Conditioning & Electric; Sarah Colucy, The Commercial & Savings Bank; Debbie Busby, Massillon WestStark Chamber of Commerce, Mel Herncane, Boys & Girls Club of Massillon

Summer Often Means Business Slowdown — So Take Advantage of the Time to Rest and Reevaluate. Here's How.

While slow periods can be a stressful time for entrepreneurs and remote workers alike, it also presents a unique opportunity to take a step back and evaluate your business and goals. By taking advantage of the slower summer season, you can ensure that you're well-rested and well-prepared for the busy fall season ahead.

By: Lesley Pyle Edited by: Kara McIntyre

As summer approaches and the temperatures start to rise, many businesses experience a slowdown in activity and revenue. On the flip side, many remote workers, especially stay-at-home parents, experience a slowdown of their own as they spend summer vacations with their children.

Rest is important. However, a common mistake I see is that people focus completely on summer vacations and do not prepare for the upcoming busy season when workers and consumers return. While slow periods can be a stressful time for entrepreneurs and remote workers alike, it also presents a unique opportunity to take a step back and evaluate your business and skills. By taking advantage of the slower summer season, you can ensure that you're well-rested and well-prepared for the busy fall season ahead. Here are a few strategies for leveraging the summer downtime to your advantage.

Get organized

Summer can be a great time to catch up on all those tasks that may have been put on the back burner during your busy season. Take the time to declutter and organize your office space. Getting rid of the clutter can help clear your mind and allow you to focus on more important tasks.

Additionally, take a look at your workflow and see if there are any areas that can be improved or streamlined. This can help ensure that you're making the most of your time during the busier seasons. Don't forget to also evaluate your inventory and ensure that everything is organized and accounted for before the fall rush.

I personally use slower months to clean off my desk and clean out my computer. Handling those physically cluttered files is just as important as dealing with the digital ones. Additionally, I take this time to create an organization scheme that will help me when things are busy such as creating better naming conventions for folders or adding new filing resources for my office.

Create systems and processes

Are there tasks or procedures that could be automated or outsourced? Take the time to identify inefficiencies and implement changes that will make your business run smoother and more efficiently. Consider implementing a project management system, such as Asana or Trello, to better track tasks and deadlines. Automate email responses and social media posts with tools like Hootsuite or Mailchimp. Outsource tasks such as bookkeeping or administrative work to free up time for you and your team to focus on more high-level tasks.

Continued on pg 5

Ribbon Cutting - Encompass Christian Counseling - May 22, 2026



Thank you everyone who joined us for this great ribbon cutting at Encompass Christian Counseling in Jackson Township. We were honored to be there to celebrate their new chapter. In the same location in started but in a bigger building they can continue to help many people and families to come. *Congratulations!*



PRESS RELEASE

Saturday, August 8, 2026

CALL FOR FUN FEST BOOTH REGISTRATIONS

Fun Fest will enliven Downtown Massillon on Saturday, August 8, from 10:00 a.m. to 2:00 p.m. Centered in Duncan Plaza, the free community event will extend onto the Massillon Museum lawn, the municipal parking lot, and First Street Southeast. For more than 40 years, the event has provided fun activities in a safe and festive environment while celebrating downtown Massillon and all our region has to offer for families.

Fun Fest is sponsored by the Massillon Museum, MCTV, Massillon WestStark Chamber of Commerce, and Massillon Parks and Recreation Department. Organizers are now welcoming participant registrations for booth spaces, which can be reserved at MassillonMuseum.org—look under “Programs and Events.” Call Elizabeth Gessner McAllister at 330-833-6655 with questions.

Nonprofit organizations and businesses are invited to participate by offering a free, fun activity for attendees. There is no cost for Fun Fest space, but every participant must provide a free or nearly free activity for children.

In the past, groups have offered free school supplies, medical screenings, art projects, science experiments, bubbles, educational handouts and activities, music, dancing, sports, bingo, nature activities, and many other kinds of hands-on fun.

This year, organizers encourage activities and giveaways that celebrate Massillon’s Bicentennial and America 250.

Organizations and businesses will provide their own tables, chairs, equipment, and supplies, as well as set-up and tear-down.

In addition to the booths, organizers schedule inflatables, strolling costumed characters and performers, a child-size train ride, a petting zoo, touchable trucks, and live local entertainment—dancers, cheer teams, music, and athletic demonstrations—on the stage.

The committee is also seeking sponsorships for Fun Fest. Sponsors will be listed in all media releases and event promotions. To help fund this community event, contact Massillon WestStark Chamber of Commerce at info@massillonohchamber.com or 330-833-3146.



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Creating systems and processes can also help ensure consistency and quality across your business. By having clear procedures in place, everyone on your team will understand their roles and responsibilities, which can reduce errors and improve communication. Remember, creating systems and processes doesn't have to be a daunting task. Start small and tackle one area at a time. The important thing is to begin the process of evaluation and improvement, so you can position your business for success all year long.

Train Your Team

Begin by identifying areas where your team members could use improvement or additional training. This could be anything from sales techniques to customer service skills. Once you have identified these areas, create a training plan for each employee. You may also want to consider bringing in outside trainers or consultants to help with the training process. If your remote workers are away on vacation during the summer, you can also use this time to create a new plan for them when they return so that their training can be updated while jumping right back into the swing of things.

Another key aspect of training is cross-training. This involves teaching employees how to perform tasks and duties outside of their typical roles. Cross-training not only ensures that all employees are well-rounded and capable of performing various tasks, but it also helps to build a sense of camaraderie and teamwork within your business. Don't forget to involve your employees in the training process by seeking their feedback and ideas for improvement. This will not only increase engagement and motivation, but will also help you to identify any gaps in your training program.

Evaluate Your Marketing

Start by reviewing your analytics. Look at your website traffic, social media engagement and email open rates. Are there any trends or patterns that stand out? Are there certain marketing channels that are driving more traffic or engagement than others? Next, assess your messaging. Is your brand message consistent across all marketing channels? Are you effectively communicating the value of your products or services to your target audience? If not, it may be time to tweak your messaging and ensure that it aligns with your brand and resonates with your audience. Finally, take a look at your advertising budget. Are you getting a good return on investment for your advertising spend? If not, consider reallocating your budget to focus on channels that are driving results.

Take a Vacation

Taking a vacation not only benefits your physical and mental health, but it can also have positive effects on your business. When you take time off, it allows you to step back and gain perspective. You can come back to work with a fresh outlook and renewed energy. Plus, you may even have some new ideas to implement when you return. If you're worried about taking time off during a slow season, consider scheduling your vacation during a historically slow week. This way, you're not missing out on any major business opportunities. You can also delegate tasks to your team members and set up processes and systems before you leave to ensure that everything runs smoothly in your absence. So go ahead and plan that beach trip or mountain retreat. You deserve a break, and your business and team members may just thank you for it. Always remember, slow periods provide the perfect opportunity to perfect your business processes, and they are also a good time for you to take a break for yourself.



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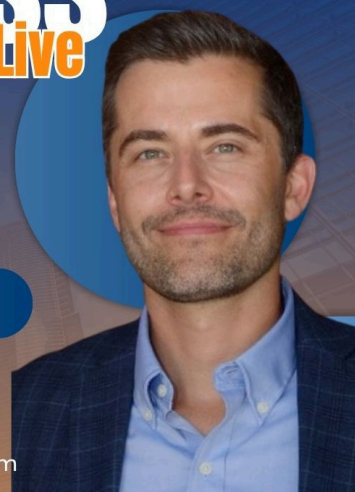
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2/25



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.

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Business Briefs

~**SACS Consulting Security** is proud to announce a new business partnership with GPD Group and Canal Place to provide professional security services to the businesses and employees at the GPD Group/Canal Place Campus, Akron.

~**Driving Forces**: The Lincoln Highway Journey Exhibit has opened at the **Massillon Museum**. Check out the nation's first dedicated automobile route that runs coast-to-coast through Massillon!

~Join the **Massillon Public Library** for a special sing-along screening of *Hamilton*! Whether you know all the words or are just discovering this musical about the birth of our country, this fun movie showing invites fans of all ages to sing-along to the hit Broadway musical. July 1st at 5pm.

~ Join the **Massillon WestStark Chamber** and the **City of Massillon** for our Annual July 3rd celebration. Join in the fun with a patriotic parade starting at 6pm and the night continues with hometown favorite: **La Flavour** playing at Duncan Plaza at 7:30pm. Wrapping up with Fireworks!

~Join **Ernie's Bicycle Shop** for a night bike ride. Starting from Lake Ave. Trailhead, and heading out on the **Sippo Valley or Towpath Trails**. Beginner-friendly! on July 18th from 8:45 to 10:45 pm.

~**AultCare** is excited to announce the addition of the Cigna PPO Network to your healthcare plan. **What's Changing**: Starting July 1, 2026, your AultCare health plan now includes access to the Cigna PPO Network. This gives covered members nationwide coverage when outside the AultCare service area (for example, when traveling or if a dependent lives elsewhere).

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