



THE Business Connection

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Business Connection

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- 16 plan options
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Get in touch for local solutions!

Our table of gratitude is full this Thanksgiving — thanks to our Chamber members who make our community thrive

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Massillon Office Attorneys



Matthew R. Hull
Corporate Business/Contracts/Non-Profit



Leslie I. Kuntz
Government



Madison Chapanar Robinson
Wills/Trusts/Powers of Attorney/Probate

KWGD

attorneys at law

KRUGLIAK
WILKINS
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September Business Connection Live



TOP: Mayor Jamie Slutz, Speaker Sharon Deitrick, HALO Foundation; Debbie Busby, Massillon WestStark Chamber of Commerce; Mike Gallina, AultCare; Jason Green, Adams Signs & Graphics; MaryBeth Ulm-Green, Mary E. Ulm, Attorney at Law, LLC; Sam Shaheen, Re/Max Crossroads; Jill Davis, 100% Chiropractic; Lacey Kintz, Consumers National Bank; Brook Harless, Plain Township Trustee

SECOND: Speaker Sharon Deitrick, HALO Foundation; Debbie Busby, Massillon WestStark Chamber of Commerce; Eugene Lingenhoel, Legacy Project of Stark; Sarah Colucy, The Commercial and Savings Bank; Devon McCarty, Quick Shot Coaching; Ruby Mathys, CDP; Mark Chastain and Anthony Repp, MCTV; Jeff Seifert, JTS Flooring, LLC - Sweet Treat Sponsor

Pond Wiser Inc Business After Hours



TOP: Dennis and Kathy Ray, Pond Wiser Inc; David Angione, DeHoff Realtors, Steve Tirrell, Cartridge World; Dan Lansen, Stark Business Networking Group; Laura Esposito, Laura Esposito Photography; Sam Shaheen, Re/Max Crossroads

SECOND: Andrew Marcelli, Massillon WebWorks; Jeannie Tidwell, Tidwell's Photography; Ben DiCola, Akron Life; Ruby Mathys, CDP; Kathy Ray, Pond Wiser Inc; Stacy Hoffman, That Plumber; Molly Romig, Massillon WestStark Chamber of Commerce; Jason Green, Adams Signs & Graphic; Stacy Hoffman, That Plumber; Steve Tirrell, Cartridge World; Dennis and Kathy Ray, Pond Wiser Inc



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&

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BUSINESS EDUCATION ADVISORY COMMITTEE

Our Next Meeting:

Wednesday November 5, 2025

Midwestern Industries will be our host.

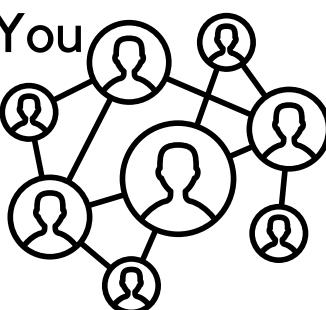
915 Oberlin Ave SW,
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8:00 am - All are welcome to join us
for this free event



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Cherry Road Winery Business After Hours



TOP: Judy and Fred Robinson, Cherry Road Winery; Debbie Busby, Massillon WestStark Chamber of Commerce, Seth Marcum, Seth A. Marcum, Esq. - DiCaudo, Pitchford & Yoder, LLC; Matt Kishman, 50th District Ohio House of Representatives; Alyse Kraft & Steve and Kathy Kobilarcik, Koby Electric Inc; Kelly Wyss, Jobs for Ohio Graduates; Jamie Wyss, ImpulseGUIDE; Molly Romig, Massillon WestStark Chamber of Commerce

SECOND: Bob Oldroyd; Cindy Burrell, Alzheimer's Association; Chris Kibler, Pursuit Lending Group; Carly Kibler; Ben DiCola, Akron Life; Sam Shaheen, Re/Max Crossroads; Kevin Surnear, Edward Jones; Jake Kobilarcik, Koby Electric; Louise Prichard & Jeff Seifert, JTS Flooring, LLC

THIRD: Ashley Winter, Massillon WestStark Chamber of Commerce; Kathy Shultz, Farmers National Bank; Jake and Abby Kobilarcik, Koby Electric; Jim Taylor; Christine Taylor, Stark Education Partnership; Cherry Road Winery; Clarissa Pantzer, Grounded Tree Service LLC; Molly Romig, Massillon WestStark Chamber of Commerce; Kathy Shultz, Farmers National Bank; Jeff Shultz

Canal Boat Ride with Canal Fulton Chamber



TOP: Group Photo, Kelly Presson, Sirak Financial; Ann Doan, Miller-Doan Tavern; Tim Smith, Digital Operations Group; Debbie Busby, Massillon WestStark Chamber of Commerce; Dawn Smith; Ruby Mathys, CDP; Sam Shaheen; Re/Max Crossroads

SECOND: Kathy and Jeff Shultz, Farmers National Bank; Clarissa and Mark Pantzer, Grounded Tree Service LLC; Kathy Shultz, Farmers National Bank; Steve Tirrell, Cartridge World; Debbie Busby, Massillon WestStark Chamber of Commerce; Ruby Mathys, CDP; Kelly Presson, Sirak Financial; Stephen Greer, State Farm Insurance

THIRD: Canal Boat; Mark and Clarissa Pantzer, Grounded Tree Service LLC; Sam Shaheen, Re/Max Crossroads; Jeff Shultz; Ashley Winter; Massillon WestStark Chamber of Commerce; Ann Doan, Miller-Doan Tavern; Stephen Greer, State Farm Insurance, Leslie Wyman, The Historic Pink House; Alyssa Bettis, City of Canal Fulton; May Bowersock; Matt Kishman, 50th District Ohio House of Representatives

Business Briefs

-MCTV partners with the City of Wooster to launch advanced fiber network. MCTV is activating a private fiber infrastructure network for the city. In addition to connecting remote facilities and parks, the advanced fiber network provides the ability to securely manage and monitor specific operations like traffic lights and controllers, sanitary lift stations, water tanks and towers, water booster pump stations and meter data collection units. Katherine Gessner, President of MCTV states, "We are excited to partner with the City of Wooster on this unique project. Our services play a vital role in keeping neighbors and businesses connected".

-**Walsh University** has expanded education access for first responders and their families. Walsh is proud to launch the First Responders: Service to Scholars Program. Through the initiative, all first responders and their dependents who are accepted for admission are eligible for a 15% tuition discount on nearly all academic programs.

-Join the **Massillon Library** for Christmas in Bethlehem from 10 am to 2 pm on Saturday November 8th at the Barry Askren Memorial Branch. There will be reindeer, story times, and winter-y activities.

-Saturday, November 22nd join **Downtown Massillon Association** for Holly Days Light Up. Enjoy city holiday tree lightning & winter themed family activities including Santa's Cottage.

-Join in the fun on Sunday December 7th for the **Annual Massillon Community Candlelight Walk** from 4pm to 8pm

-Congratulations to Michael Farrell who has joined **Black McCuskey** as Partner. His focus is on corporate finance, mergers & Acquisitions, and general corporate governance and transactional matters.

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Membership Renewals

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

Charlie Brown's Catering.....	24
Connect USA Inc.....	25
Countryside Animal Hospital.....	17
Encompass Christian Counseling.....	1
Friends and Family Credit Union.....	25
Hersher Consulting LLC	1
Huth Ready Mix & Supply Company	66
Innis Maggiore Group	11
KAT Hauling LLC.....	1
Kraft Heinz Company.....	2
Massillon WebWorks.....	2
Medical Mutual.....	4
Morrow & Meyer LLC.....	16
Plus LTD., LLC, dba Little Sprouts.....	11
R.T. Hampton Plumbing & Heating, Inc.....	11
Rockne's.....	29
Rotary Club of Massillon.....	1
Sirak Financial Services.....	2
The Hupp Mobile Inc.....	2
The Lattavo Companies.....	11
Tidwell's Photography.....	4
Westfield Bank.....	10

Welcome Sept New Members

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How to Safeguard Your Business' Reputation

In today's digital age, a business's reputation can be its most valuable asset. A good reputation can attract customers, build trust, and drive long-term success, while tarnishes can have devastating consequences. With the constant flow of internet and social media information, proactively safeguarding your business's reputation is more critical than ever.

In this blog post, we'll explore essential strategies and best practices to help you protect and enhance your business's image.

Let's celebrate! Join us for a *Christmas* PARTY

DECEMBER | 10 | 5:00 PM - 8:00 PM

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1. Deliver Exceptional Customer Service - Customer service is often the first point of contact between your business and your customers. Providing exceptional customer service should be a top priority. Respond promptly to inquiries and concerns, be polite and empathetic, and go above and beyond to satisfy your customers. Happy customers are likelier to become loyal advocates who can help boost your reputation through word-of-mouth and online reviews.
2. Build a Strong Online Presence - Your online presence shapes your reputation in today's digital world. Start by creating and maintaining a professional website that showcases your products or services, contact information, and customer testimonials. Active engagement on social media platforms is also essential. Post valuable content regularly, respond to comments and messages, and monitor mentions of your brand online.
3. Monitor Online Reviews - Online reviews significantly affect reputation. Encourage satisfied customers to leave positive reviews on popular review websites like Google My Business, Yelp, and TripAdvisor. Promptly address any negative thoughts by acknowledging the issue and offering a solution. Show potential customers you care about feedback and are committed to improving your products or services.
4. Be Transparent and Authentic - Transparency and authenticity are key to building trust with your audience. Be honest in marketing and advertising, and avoid making exaggerated claims or false promises. If a mistake is made, admit it and take responsibility rather than trying to cover it up. People appreciate businesses that own up to their errors and take steps to rectify them.

5. Employee Training and Ethical Practices - Your employees are representatives of your business, and their actions can impact your reputation. Ensure your staff is well-trained and aware of your company's values and ethical standards. Please encourage them to maintain professionalism and treat customers and colleagues with respect. Unethical behavior or misconduct can quickly damage your reputation, so take disciplinary action if necessary.

6. Crisis Management Plan - No matter how well you safeguard your business's reputation, there may still be moments of crisis or negative publicity. Having a well-thought-out crisis management plan in place is crucial. This plan should include strategies for addressing concerns, communicating with the public, and taking corrective actions promptly. Being prepared can help mitigate the damage and facilitate a quicker recovery.

Continued on Pg 7

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7. Stay Updated on Industry Trends - Staying informed about industry trends and developments can help you anticipate challenges and opportunities that may impact your reputation. By staying ahead of the curve, you can position your business as an industry leader and respond proactively to emerging issues.

Your business's reputation is a valuable asset that requires careful nurturing and protection. By delivering exceptional customer service, maintaining a solid online presence, monitoring reviews, being transparent and authentic, training your employees, having a crisis management plan, and staying updated on industry trends, you can safeguard your business's reputation and build a strong foundation for long-term success.

Remember that a good reputation takes time but can be quickly tarnished, so prioritize reputation management as an ongoing effort within your organization.

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Matt Hull		

Debbie Busby, President, Massillon WestStark Chamber
John Picard, President, Massillon Development Foundation
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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**.