

Business Connection

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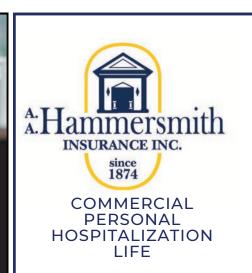


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You're invited to a frightfully fun evening at our Fall Dinner: Halloween Edition! Get ready for delicious food, festive vibes, and just the right amount of spooky. Our Ambassador Committee is getting into the spirit — dressed head to toe in their favorite Halloween costumes! Can you guess who (or what) we are? Come for the fun, stay for the mystery... and don't forget to wear your costume too!

From Left: Debbie Busby, Massillon WestStark Chamber of Commerce; Wendy Rosen, First Commonwealth Bank; Lacey Kintz, Consumers National Bank; Gwen Severini, Louisville Gardens; Amelia Kress, Boys and Girls Club of Massillon; Ashley Winter, Massillon WestStark Chamber of Commerce; Cathy Viscounte, Cleveland Clinic Mercy Hospital; Ruby Mathys, CDP; Kathy Shultz, Farmers National Bank

MASSILLON WESTSTARK CHAMBER OF COMMERCE - THE BUISNESS CONNECTION - 2

July Business Connection Live Luncheon





Little Sprouts Child Development Center

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

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TOP: Brian Ziegler; Mayor Joe Schultz, City of Canal Fulton; Debbie Busby, Massillon WestStark Chamber of Commerce; Chris Massouh, C. Massouh Printing; Rich Toriello, SACS Consulting; Jason Green, Adams Signs and Graphics; Sam Shaheen, Re/Max Crossroads; Molly Romig, Massillon WestStark Chamber of Commerce; Amy Brewer, Lisa Cummings, and Wendy Baringer, Medical Mutual; Dave Somerville, Serra Auto Park; Scott Franklin, Hometown Urgent Care.

Second: Pledge Leader Duke, Ruby Mathys, CDP; Sam Shaheen, Re/Max Crossroads; Carl Massouh, C. Massouh Printing; Ken Kerrata, SCORE; Gwen Severini, Louisville Gardens; Eugene Lingenhoel, Legacy Project of Stark; Megan Hatfield, Graphic Enterprises; Kayla Lagambo & Annette Mignano, Apple Creek Bank; Scott Thorp, CMIT Solutions; Susan Koosh, Junior Achievement of North Central Ohio; Lacey Kintz, Consumers National Bank

THIRD: Kelly Presson, Sirak Financial Services; Brooke Guiley, Old Čarolina Barbecue; Curtis Duffield, Schalmo Family YMCA; Ann Conkle, Miller Doan Tavern; Dawn Baker, Ohio Auditor of State; Rachel Delaney, Ohio Attorney General; Dr. Harish Rai; 100% Chiropractic; Jessica Christman, Altercare Country Lawn; Angela Cooper, Faith in Action; Gwen Severini, Louisville Gardens

FOURTH: Bob Giacomo, Apple Creek Banking Company; Cory Foote and Matt Nyeste, KeyBank; Brian Ziegler; MaryBeth Green, Mary E. Ulm, Attorney at Law, LLC; Ashley Winter; Massillon WestStark Chamber of Commerce

Summer Events in Massillon



Thank you to the incredible Massillon community for making this summer's event series such a huge success! Your energy, support, and enthusiasm brought every gathering to life, and we're so grateful to be part of such a vibrant community. We're already looking forward to next year—bigger events, more fun, and even more memories to make together!

WEEKLY NETWORKING SCHEDULE

TUESDAYS

Connect @ 4

JOINT NETWORKING WITH MASSILLON WESTSTARK AND NORTH CANTON CHAMBERS OF COMMERCE. @ 4 PM - 5 PM.

HOLIDAY INN CANTON'S TWENTY/20 TAPHOUSE 4520 EVERHARD RD. NW, CANTON, OH 44718

WEDNESDAYS

BREAKFAST & NETWORKING

CHLOE'S DINER

112 1ST ST NE, MASSILLON, OH 44646 @ **8:00 AM**

THURSDAYS

LUNCH & NETWORKING

WINKING LIZARD TAVERN

5710 FULTON DR. NW, CANTON, OH 4471 @ NOON

FRIDAYS

LUNCH & NETWORKING

DANNY BOYS

6081 DRESSLER RD., NW, NORTH CANTON, OH 44720 @ **NOON**

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

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Massillon Community Health & Innovation Center: Turning Crisis into Competitive Advantage

By: Chris Zimmerman, CEO Massillon Community Hospital and Innovation Center

When Massillon City Hospital closed, we lost more than medical services—we lost hundreds of jobs, more than \$50 million in annual economic activity, and a cornerstone of community identity. But what if that closure wasn't just a loss, but an opportunity to build something better?

The Massillon Community Health & Innovation Center (MCHIC) represents a fundamentally different approach to healthcare infrastructure—one designed for today's realities, not yesterday's assumptions.

Why Traditional Healthcare Models Fail Small Communities

Hospital closures aren't accidents; they're inevitable outcomes of a broken system. Traditional hospitals require massive patient volumes to justify fixed costs. Rural and mid-size communities can't sustain that model when healthcare shifts to outpatient care, preventive medicine, and specialized services.

We're not trying to recreate what we lost. We're building what Massillon (and America) actually needs.

The MCHIC Model: Integration by Design

MCHIC transforms the former hospital site into a nearly 300,000square-foot ecosystem where healthcare providers, wellness businesses, and innovation ventures operate as an integrated network, not isolated tenants.

Immediate Healthcare Access:

- ·Orthopedic and other specialized care and Urgent Care
- ·Functional medicine and behavioral health
- ·Occupational health for our 300,000+ regional workforce
- On Demand services for the Amish Community
- ·Specialized care for Veteran Health

Wellness Infrastructure:

- ·Clinical treatment alongside practical lifestyle services
- ·Restorative mobility and performance training
- ·Metabolic health programs targeting our region's specific needs

Innovation Hub:

- ·Co-working spaces for healthcare entrepreneurs
- ·Shared infrastructure (lab, pharmacy) that reduces startup costs
- ·Incubator programs connecting local talent with growth capital

Community Assets:

- ·Local café and retail spaces
- ·Educational programming and event hosting
- ·Veteran services and workforce development

Revenue Model That Works

Here's what makes MCHIC sustainable: we curate tenants and support their success through creative collaboration, shared services and a mission-driven culture. When our tenants thrive, we thrive. When they struggle, we have skin in the game to help them succeed.

This isn't charity; it's aligned incentives. Every successful business within MCHIC increases property value, creates jobs, and generates tax revenue and jobs for our community.

Beyond Massillon

Across America, hundreds of rural and community hospitals have closed since 2005, with more closures projected annually. Each closure leaves behind specialized real estate with limited viable uses. Our Massillon model creates a replicable template for transforming these stranded assets into community anchors.

Massillon isn't just our first location—it's our proof of concept for a scalable solution to a national problem.

What We Need From You

This project succeeds through collaboration, not just capital. Whether you're a business owner considering space, a healthcare provider exploring partnerships, or a community leader with programming ideas, your engagement shapes our impact.

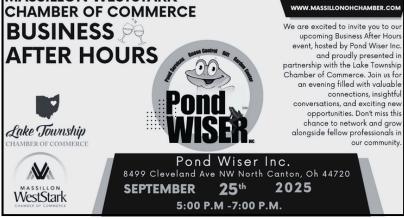
We're not asking you to believe in our vision—we're asking you to help us build it.

The Real Opportunity

Massillon has always been a community that turns challenges into advantages. MCHIC isn't about returning to what we had; it's about creating what we need. A place where health, innovation, and economic opportunity compound together.

This isn't just real estate development. It's community infrastructure for the 21st century.





Business Briefs

- -Consumers National Bank announced today that it has received approval from the Office of the Comptroller of the Currency (OCC) for its application to operate a new full-service branch office on South Avenue in Boardman, Ohio. The approval marks the bank's first full-service branch in Mahoning County and its 24th in the bank's six county network.
- -Join the **Parking Lot Sale** on **Saturday, August 30,** from 9 a.m. to 2 p.m. at the Massillon Rec Center! Sell your stuff, find great deals, or just explore. Vendor spots are \$15 for members and \$20 for non-members (limit 2). Set-up starts at 7 a.m., and clean-up is by 3 p.m., rain or shine. Sign up in person or at **massillonparks.com**.
- -Join the Massillon Museum for the reception of Greg Martin's Memento Mori on September 20 between 5:00 and 7:00 p.m. The show is on display in the Museum's Studio M through September 28, 2025.
- -"The Return Of The King" is the most authentic Elvis tribute in the nation! Starring top tribute artist Tyler Christopher and The Roustabout Showband. See them live at the **Lions Lincoln Theater** on Thursday, October, 2, 2025 7:00 PM 9:00 PM
- -Join us for **Classic Film Friday** on the second Friday of every month in the **Main Library Auditorium.** Each month features two showings of a classic film: a 12:00 PM screening with movie trivia beforehand, and a 2:30 PM screening without trivia. Enjoy free popcorn, coffee, and water at both showtimes. All ages are welcome and **no registration** is required.
- -Save the date for **Artoberfest Saturday**, **October 4**th, **2025** from noon until 5:00 p.m. Enjoy art vendors, music, and food trucks. This event is free and open to the community. Visit https://massillonarts.com/ for more information.
- -Young professionals ready to lead? Join Leadership Stark County's Spotlight Program to grow your skills, build your network, and explore what drives our community. Classes start Sept. 23 and meet biweekly from 4–6 PM. Apply by Sept. 15 limited spots! leadershipstarkcounty.org/course/spotlight/
- -CommQuest Services and Alliance Rotary invite the community to the 4th annual Castle 5K Run for Hope on Labor Day, September 1, 2025, at Glamorgan Castle in Alliance, Ohio. The race starts at 9:30 a.m., with registration opening at 8:00 a.m. This \$40, family-friendly event welcomes runners and walkers of all ages and supports mental health, recovery, and local community programs. Register at runsignup.com.
- -The **Wheeling & Lake Erie Railway Company** in Brewster, OH, is being acquired by FTAI Infrastructure Inc., a publicly traded company with a proven track record of investment and operational excellence. The Wheeling will be joining a growing portfolio of transportation assets that includes Transtar, a regional rail operator.
- -The Huntington National Bank announced a comprehensive brand refresh, signaling a transformative chapter in the bank's nearly 160-year history. This includes an updated logo and visual identity, new products, and reimagined digital experiences built to enhance the financial well-being of its customers.
- -CommQuest's vision is to build a safe and welcoming community where people facing social, emotional, and addiction challenges can not only survive—but thrive. That's the world we're creating: one day at a time, one person at a time. Hope Happens Here. You can help us bring hope to your community. Ready to embrace the vision? Call 330.455.0374 or visit www.commquest.org.
- -The Board of Directors of **Consumers Bancorp, Inc.** (OTCQX:CBKM), the holding company for Consumers National Bank, declared a quarterly dividend on the outstanding shares of the corporation's common stock in the amount of \$0.21 (21 cents) per share, an increase of 10.5%, on August 14, 2025.

Membership Renewals

Thank you to members who renewed their commitments in July 2025. Their years of membership are noted. Please remember to support Chamber Members.

Brewster Parke Inc	4
C. Massouh Printing Services	4
Chloe's Diner LLC	3
Danbury Senior Living in Massillon	9
First Commonwealth Bank	8
Hall, Kisler & Company LLP	30
John Patrick Picard Architect, Inc	10
Lifecare Community Health Center	
Lock It Up Storage	4
Magnetech Industrial Services	
Margy Vogt Visions, LLC	24
Massillon Heritage Foundation	
R. Straus, LLC	13
Roseman Construction LLC	28
Stark County Mental Health and Addiction Recovery	17
Stark State College Foundation	
The Salvation Army	23
WRL Advertising LLC	33

Welcome New Members

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Fizzlestix

330-481-4141 3242 Lincolnway E Massillon, Oh 44646 www.fizzlestixkitchen.com

Seth A. Marcum, Esq. - DiCaudo, Pitchford & Yoder, LLC

330-685-2715 209 South Main Street, 3rd Floor Akron, Oh 44308 DPYLaw.com

State Farm Insurance - Rich Plack

330-821-8655 376 E. State Street Alliance, Oh 44601 richplack.com

Winking Lizard Tavern

330-497-1133 5710 Fulton Drive NW Canton, Oh 44718 www.winkinglizard.com/Canton

Navigating Success: Strategies for Introverted Entrepreneurs

In a world that often celebrates extroverted qualities such as boldness, assertiveness, and charisma, introverted entrepreneurs might sometimes feel at a disadvantage. However, being introverted comes with strengths that can be harnessed for success in the entrepreneurial journey.

While introverts may prefer solitude and deep reflection, they possess unique traits such as keen observation, creativity, and the ability to form deep connections. Here, we explore strategies tailored specifically for introverted entrepreneurs to thrive in business.

Leverage Your Strengths:

Introverts often excel in research, strategic planning, and thoughtful decision-making. Use these strengths to your advantage when crafting business plans, conducting market research, or analyzing competitors. Your ability to dive deep into subjects can give you a competitive edge in understanding complex issues and identifying innovative solutions.

Build Meaningful Connections:

While networking events may seem daunting to introverts, focus on quality over quantity. Cultivate genuine relationships with a few key contacts who share your values and interests. Look for smaller, more intimate gatherings or one-on-one meetings where you can engage in deeper conversations and forge meaningful connections. Remember, the depth of your connections matters most, not the sheer number of contacts you have.

Embrace Your Authenticity:

Authenticity is a powerful asset in business. As an introverted entrepreneur, embrace your authentic self and leverage your unique perspective. Your quiet confidence and genuine passion for your work will resonate with others. Authenticity fosters trust and credibility, invaluable assets in building a loyal customer base and attracting likeminded collaborators.

Master the Art of Listening:

Introverts are often exceptional listeners. Use this skill to your advantage when interacting with clients, employees, or stakeholders. Listening to others' perspectives demonstrates respect and empathy, providing valuable insights that can inform your decision-making process and enhance your business strategies.

Create Quiet Spaces for Reflection:

Introverts recharge by spending time alone and engaging in deep reflection. Incorporate regular periods of solitude into your routine to recharge your batteries and stimulate creativity. Whether through journaling, meditation, or simply taking long walks in nature, prioritize activities that allow you to clear your mind and generate fresh ideas.

Delegate Tasks Wisely:

Recognize that you don't have to do everything yourself. Delegate tasks that drain your energy or fall outside your expertise to others better suited for them. Surround yourself with a diverse team of individuals who complement your strengths and weaknesses, allowing you to focus on what you do best.

Set Boundaries:

As an introvert, it's essential to establish boundaries to protect your energy and well-being.

Learn to say no to commitments that don't align with your priorities or values. Carve out time for solitude and self-care without feeling guilty. By prioritizing your mental and emotional health, you'll be better equipped to tackle the challenges of entrepreneurship with clarity and resilience.

Practice Self-Advocacy:

Don't underestimate the power of self-advocacy. Be proactive in promoting your ideas, skills, and accomplishments, even if it initially feels uncomfortable. Advocate for yourself in meetings, presentations, or networking opportunities, highlighting the value you bring to the table. Remember, your unique perspective and contributions are worthy of recognition and respect.

In conclusion, being an introverted entrepreneur comes with its own set of challenges and opportunities. By embracing your strengths, cultivating meaningful connections, and staying true to your authentic self, you can carve out a path to success that aligns with your personality and values.

Remember, it's not about conforming to societal expectations of what an entrepreneur should be but embracing who you are and leveraging your unique strengths to thrive in the business world.

AI Toolbox for Aspiring Entrepreneurs

Use these Al-powered tools to test and refine your business idea:

Market Research & Trends

- AnswerThePublic Discover what your audience is searching for
- Exploding Topics Spot early growth opportunities
- Google Trends Explore demand over time
- ChatGPT and Gemini Summarize market insights, simulate buyer interviews, brainstorm problem-solution pairs

Industry & Competitor Insights

- •Statista Access global industry reports
- •CB Insights Analyze sectors and innovation trends
- •SEMrush / SimilarWeb / Crayon Track competitor strategies
- •ChatGPT and Gemini– Compare findings, synthesize competitive positioning

Customer Insights

- SparkToro Learn what your ideal customers watch, read, and follow
- HubSpot Insights / Zoho Analytics Demographics and behavior data
- ChatGPT and Gemini Segment customer data, generate user personas, build messaging

Business Planning & Messaging

- Strategyzer / Leanstack Build business model canvases
- Jasper / Copy.ai / Writer Draft your value proposition and content
- ChatGPT and Gemini Build a business outline, refine marketing language, create pitch decks

Pitching & Self-Assessment

- Yoodli Practice your pitch with AI feedback
- Truity / Pymetrics Understand your leadership strengths
- ChatGPT and Gemini Generate founder stories, investor Q&A, mission statements.

Tip: Start small—choose one tool per category to support your stage of planning, and use SCORE mentors to help you apply what you learn.



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*To develop, enhance, and represent business

*To promote economic growth

*To improve quality of life for our community

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950 SQ.FT.: Former spa/salon features luxury vinyl plank flooring, two (2) private rooms, large open reception/waiting/flex area and restroom. Ideal massotherapist or personal services. Parking at your door. \$10.00/Sq.ft. NNN

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