



THE Business Connection

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Armstrong Joins the Massillon Community

Ask Armstrong what sets it apart, and the answer isn't technology; it's people. For more than 80 years, that commitment has earned Armstrong national recognition for customer service. That philosophy shows up in the details: no contracts, no hidden fees, no "gotchas."

Founded in 1946 by Jud L. Sedwick in Kittanning, Pennsylvania, Armstrong has grown into one of the largest multiple system operators in the country, with a broadband network reaching more than 400,000 homes across Pennsylvania, Ohio, Maryland, West Virginia, Kentucky, and New York. For more than 80 years, it has remained a family-owned and operated company.

Community involvement proves this point. The company supports local initiatives throughout its footprint year-around, but it's Armstrong's two marquee philanthropies that truly show where the company stands. Through Breaking Bread, Armstrong works to feed the hungry in the areas it serves. Healing Heroes, a partnership with Guardian Angels Medical Service Dogs, provides trained service dogs to veterans. And the Armstrong Neighborhood Channel produces original local programming told by professionals who live here too. Behind it all is serious infrastructure: Armstrong invests millions annually in its network to stay ahead of tomorrow's demands.

Armstrong Business

That same network and culture power Armstrong Business. For small and midsize businesses, Armstrong delivers the essentials: high-speed Business Internet, Business Pro Wi-Fi, and Wireless Internet Backup that keeps operations running if a primary connection goes down. Business Telephone helps companies control one of their most persistent recurring costs, while Business Television keeps lobbies and waiting areas tuned to news and entertainment around the clock.

Larger organizations get enterprise-class tools. Metro Ethernet and Ethernet Dedicated Internet tie multiple locations together with reliable point-to-point connectivity. Managed SD-WAN gives IT teams smarter network control. Unified Voice delivers a turnkey communications platform across desktop, mobile, and tablet, with dedicated Microsoft Teams connectivity for organizations that need it.

What distinguishes Armstrong from national providers is how those products are delivered. Local representatives design plans around each business's actual needs, and support comes from real people on dedicated lines. When something matters to your business, you're talking to a neighbor, not a national call queue.

For chamber members, the takeaway is simple: the company that has connected this region's living rooms since 1946 is equally equipped to connect its offices, storefronts, and multi-site enterprises with the backbone of a national operator and the accountability of a local business.

Learn more at ArmstrongFiber.com/Business.



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July Business Connection Live



TOP: Debbie Busby, Massillon WestStark Chamber of Commerce; Chris Massouh, C. Massouh Printing; Speaker & Author Sue Ramsey; Mike Gallina, AultCare; Alyssa Bettis, City of Canal Fulton; Alex Nicholis Coon, Massillon Museum; David Somerville, Serra Auto Park; Dan Bucher, City of Canal Fulton; Matthew Greene, Northwestern Mutual; Susan Koosh, Junior Achievement

SECOND: Eugene Lingenhoe, The Legacy Project of Stark; David Hersher, Hersher Consulting LLC; Autumn Zerbe, The Legacy Project of Stark; Brad Custer and Jacquelyn Custer, Custer Products Limited; Speaker & Author Sue Ramsey; Christine Taylor, Stark Education Partnership; Speaker & Author Sue Ramsey

THIRD: Sweet Treat Sponsor, Gwen Severini, Louisville Gardens; Chris Long and Jennifer Whipkey; Huntington National Bank

*Great Teams Have
Great Teammates*



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! Pictures from Cruise-In, July 3rd, Summer Concert Series, and Fun Fest.

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- Litigation • Health Care Law
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AI Isn't Taking Your Job. It's Forcing You to Evolve.

AI is forcing us to evolve and collaborate with machines to stay relevant

By: Slava Bogdan Edited by Micah Zimmerman

AI is actively becoming a daily routine for business worldwide, with 78% of organizations using AI at least one focus area, and most implementing it across three or more. There's a common fear that machines might replace humans, but automation powered by AI has actually created around 97 million new roles, transforming the labor market where humans and technology work side by side.

For entrepreneurs, this is an orange flag: act, don't ignore the AI revolution. It's already redefining business models, skill sets and competitive dynamics. The question now is how to interact with AI wisely and responsibly.

1. Better together: Human + AI

Management sentiment surveys show that 63% of executives don't believe that employees from their teams can be replaced by AI tools without sacrificing quality. AI's brilliant at handling repetitive, data-heavy tasks, but not so good at brining creativity, empathy and strategic thinking.

Human oversight is a very important step in order to maintain high-quality service and engagement. Companies that combine both AI tools and hiring new employees are sure to show the highest performance.

2. Can AI replace managers? Not so fast

Performance reviews are on of the most transformed by AI processes, with a Gartner survey showing that 71% of companies now use technology to support employees evaluations. And with managers spending around 200 hours a year on these reviews, while only 14% of employees find them fair, it's easy to see the appeal.

Same old story: AI gets the data, but fails in empathy. It can track metrics, find patterns and make suggestions. And real leadership makes conclusions based on context, trust and other 'Yes, but'. People still need to feel seen and valued by other people.

SuperAGI used AI to help assess performance, cutting review cycles by 30% and boosting satisfaction by 25%. This whole integration was overlooked by the company's HR for a smoother flow, but still, the final decisions were made by real people based on the automated recommendations. It saved more time for managers for strategic planning, while improving the quality of feedback and keeping motivation and fairness intact.

3. Multimodal AI: When text, voice, and video work together

AI in business mostly took the shape of chatbots first, but we're now moving further within Multimodal AI. These are systems that understand text, voice, images, and video. A McKinsey report this year found that companies using multimodal AI saw a 35% boost in productivity and a higher satisfaction rate from customers. Start building a central "AI brain" that connects all your data into one ecosystem. It's a strong solution to understand your customers better.

For example, a Multimodal AI system in healthcare could analyse X-rays, patient notes, and doctors' voice memos together for faster, more accurate diagnoses. In retail it could combine product photos, reviews, and questions to deliver hyper-personalized recommendations. XenonStack already helps enterprises build such systems, integrating multimodal data to improve marketing, communications, and internal training.

4. Transparency and trust matter more than ever

AI without transparency quickly turns into a powerful "black box", yet poorly understood. While employees recognize the risks of automation, 71% still trust their employers to use AI ethically. That trust has to be earned and justified. Companies must build a culture of responsible AI adoption where employees know how and why AI makes decisions, and educate teams on its limitations.

In 2025 over 1,000 organizations chose Microsoft AI solutions to boost efficiency without losing employees confidence, from EY to First National Bank. The point is to focus on explainable AI with clear understandable algorithms.

5. New roles at the human-AI intersection

AI won't make jobs disappear, but will surely redefine them 30% of work tasks projected to involve direct human-AI collaboration. New jobs like AI designers, prompt engineers, and industry-specific AI Coordinators appear on the labor market. Identify which functions in your organization will benefit most from human-AI synergy. Invest in training, upskilling, and internal mobility to prepare employees for these evolving hybrid roles.

There's no place for a fight of humans versus machines, but rather for learning to work smarter together. AI can handle the heavy lifting, but it's people who bring meaning, creativity, and empathy to the mix.



WEEKLY NETWORKING SCHEDULE



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11:45 AM - 1:00 PM



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Members \$18
Non-Members \$20



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Owner, 47 Lincoln Way



Hello September





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Magnetech Industrial Services (34 yrs)
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Old Carolina Barbecue Co. (22 yrs)
Quota International of Massillon (3 yrs)
Rotary Club of Perry Township (5 yrs)
Seth A. Marcum, Esq. - DiCaudo, Pitchford & Yoder, LLC (1 yr)
Stark County Mental Health and Addiction Recovery (18 yrs)
Suddy Buddy's Grooming LLC (1 yr)

Business Briefs

~ Join in the fun at the 175th Annual **Stark County Fair** gates open daily at 8 am. Enjoy every thing from concerts to tractor pulls, rides, animal petting zoo, and more. September 1st thru 7th.

~Join **CLA** for From Data to Decisions - Gaining Insight from Financials Webinar on September 1, 2026 from 1:00 pm to 2:00 pm.

~ Attend How the Ohio & Erie Canal Changed Stark County at the **Massillon Public Library** on September 2, 2026 at 1:00 pm. Historian Cindy Guest will be exploring the fascinating history of the Ohio & Erie Canals.

-Save the date for **Artoberfest Saturday, October 3, 2026** from 11:00 am until 5:00 pm. Enjoy art vendors, music, and food trucks. This event is free and open to the community. Visit <https://massillonarts.com/> for more information.

-**CommQuest Services** and Alliance Rotary invite the community to the **5th annual Castle 5K Run for Hope** on Labor Day, **September 7, 2026**, at Glamorgan Castle in Alliance, Ohio. The race starts at 9:30 am, with registration opening at 8:00 am. 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.**

-Join the **Massillon Museum** for History Happy Hour: "Massillon Steel: The 1937 Columbia Heights Massacre" and hear from Author Angela Watkins. Be there on September 10, 2026 from 7:00 pm to 8:00 pm.

~The **Friends of the Massillon Public Library** will be sponsoring Casablanca at the **Lions Lincoln Theatre** on Saturday, September 12, 2026 at 7:00 pm. Tickets are \$5.

-Join the **Massillon Museum** for their Brown Bag Lunch on September 22, 2026 from 12:10 pm to 12:50 pm. Mandy Altimus Stahl will be discussing the "Massillon History Headlines".

COMMUNITY CANDLELIGHT WALK



SUNDAY, DECEMBER 6, 2026
DOWNTOWN MASSILLON

Attractions:

- Live Music
- O-gauge trains
- Luminarias
- Refreshments
- Caroling
- Historic Churches



Our July Business Growth Forum: Work-Life Balance. "If the Business Can't Survive Without You, Do You Own a Business - or a Job?" Do not forget if you missed the in person session of the Business Growth Forum do not worry you can listen to the recorded podcast on spotify. Save the date for September's Business Growth Forum - September 25th!

August Business After Hours



Thank you **Kee Innovations** for sponsoring our August Business After Hours! The Massillon WestStark Chamber and North Canton Chamber partnered with Kee Innovations and Akron-Canton Regional Food Bank for a fun evening!

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Investing in Our Community...

Ambassador, Ruby Mathys of CDP; Board Member & Ambassador, Kathy Shultz of Farmers National Bank; Board Member & Ambassador, Cathy Viscounte of Cleveland Clinic Mercy Hospital; Debbie Busby, Massillon WestStark Chamber of Commerce; and Ambassador, Amelia Kress of Massillon Boys and Girls Club volunteering at the Pro Football Hall of Fame Enshrinement Grand Parade.

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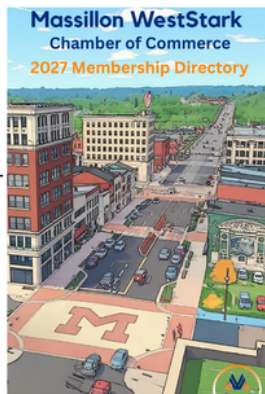
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2027 Membership DIRECTORY

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

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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.

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The First North Building

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- *To promote economic growth
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