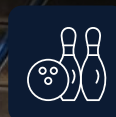


# MEDINA MEANS *business* MAGAZINE

HIGHLIGHTS FROM:



**MEDINA'S**  
SOCIAL CONNECT

*Be There  
Next Year!*

  
**MEDINA  
CHAMBER**

*feature*

Fire-Dex's  
Dedication  
Ignites National  
Recognition

*resources*

Network Before You Need To  
Fraud: Safeguard Your Business  
Seventh Congressional District Update  
Tools Against Rising Healthcare Cost

ADVOCACY

● CONNECTION ●

GROWTH



# EXECUTIVE DIRECTOR

VOLUME 1 ISSUE 1

*message:*



THE OFFICAL GREATER MEDINA CHAMBER OF COMMERCE PUBLICATION

It is with great enthusiasm that I welcome you to the inaugural issue of Medina Means Business, our quarterly publication. Last year, we collaborated with Azelie Studios to refresh the Chamber brand, and this magazine emerged as a key initiative in our marketing strategy. Our goal is to create a content-driven resource that informs, connects, and empowers our local business community.

With a focus on valuable insights, industry trends, and practical solutions, this magazine serves as an extension of your Chamber membership, helping you stay informed while celebrating the successes of our community. You'll find a mix of expert contributions, uplifting business stories, community updates, Chamber information and so much more!

Much like your Chamber membership, this magazine is designed for your benefit. We welcome your feedback and ideas on topics that would be most valuable to you in future editions.

It's an exciting time to be part of the Greater Medina Chamber. Fresh off our first-ever Medina's Social Connect event and with several exciting opportunities ahead, I look forward to seeing where our paths cross next. While networking remains a top reason businesses join the Chamber, we are equally committed to education, advocacy, and leadership—all aimed at helping your business grow.

Let us be a resource for your success.

**Jaclyn Ringstmeier**

Executive Director

Jaclyn@medinaohchamber.com

T O G E T H E R   W E   A C H I E V E   M O R E



**47%** of U.S. adults view chamber member businesses more favorably.



**64%** of adults are more likely to buy from chamber member businesses.



**48%** are more likely to recommend chamber member businesses.

**CONNECT WITH US!**

Our Contact Information:



211 South Court Street  
Medina, OH 44256



(330) 723-8773



office@medinaohchamber.com



medinachamber.com



Member Info Hub



Membership & Events Coordinator, Stephanie Mueller: stephanie@medinachamberoh.com



/ medinachamber



/ greatermedinachamberofcommerce



/ medinachamber





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- Post job openings

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Daniel P. Calvin,  
Member at,  
Critchfield,  
Critchfield &  
Johnston, Ltd.,

“The interaction with small business owners and observing the Medina Chamber support their growth and success.”



PRESIDENT

Julie McNabb,  
Owner/Operations  
Manager,  
The Interior  
Design Studio &  
JK Gift Shop

“Witnessing firsthand the growth journeys of our community organizations and local businesses.”



PRESIDENT ELECT

Steve Allison,  
CEO,  
Fire-Dex

“The networking opportunities but I equally appreciate the peer learning and collaboration. So much to learn from fellow business leaders.”



VICE CHAIR BUSINESS  
ADVOCACY

Steve Ferris,  
Government &  
Public Affairs  
Director,  
Discount Drug Mart

“Collaborating with business leaders to foster growth opportunities in the local business community.”



VICE CHAIR MEMBER  
SERVICES

Malorie Phillips,  
Chief Marketing &  
Development Officer,  
United Way of  
Summit & Medina

“Seeing local businesses come together to grow, support, and empower one another.”

COLLABORATION LEADS TO PROGRESS



2025 BOARD MEMBERS

Brian Harr,  
Senior Loan  
Officer, Medina  
County; The  
Commercial &  
Savings Bank

“Joining with other business leaders to monitor and impact legislative priorities for the benefit of the business community.”

Nick Howell,  
Director of  
Operations,  
National  
Design Mart

“The people and dedication of businesses make this town thrive. Being part of a network that supports and uplifts these businesses isn't just rewarding—it's inspiring.”

Terry Blascak,  
Team Lead,  
Mortgage Loan  
Officer,  
Huntington Bank

“Offers an easy way to connect with other leaders in Medina, but also purposely provides a diverse educational experience each month.”

Kathy Elseser,  
Business  
Development  
Manager  
Community Energy  
Advisors/Viridi

“Building strong relationships that blend professional and personal connections through collaboration and resource sharing.”

Julie Fetto MBA,  
BSN, RN, NE-BC  
Vice President,  
Chief Nursing  
Officer

“The opportunity to network, building relationships, and learning from community leaders to serve our community beyond healthcare.”

David Ferrell,  
President & CEO  
Philpott Solutions  
Group

“Making a meaningful contribution and a direct impact to uniting the business community in Medina for the betterment of our community.”





# MEDINA CHAMBER

*rebrand revealing*  
**AT CHAMBER CHAT**



Our rebrand is more than just a new look; it's a reflection of our journey together – past, present, and future.

It's about reinforcing our role as leaders in economic development and business advocacy while staying true to our mission of supporting each other every step of the way.

Let's embrace this new chapter with confidence and excitement.

**Here's to growing stronger, reaching higher, and achieving more – together.**

# REFRESH YOUR BRAND: CAPTURING YOUR CURRENT BUSINESS'S TRUE ESSENCE



In the dynamic world of advertising and marketing, staying ahead means not just keeping pace with changes but anticipating them. Your brand is the heartbeat of your business, encapsulating your values, vision, and voice. But what happens when your brand no longer resonates with the current state of your business? It's time to consider a rebrand or refresh.

## When Your Brand Should Evolve

Your business is continuously growing and evolving with each passing day. As you expand into digital communities, magazines, e-newsletters, podcasts, and social media, your brand must reflect these new dimensions. If your current branding feels disconnected, it's a clear sign to realign your brand identity with your business's present and future. You don't have to lose your brand history but just offer it a renewal.

Whether it's through mergers, acquisitions, or a shift in services, significant changes in your business require a brand that accurately reflects your new direction. A rebrand ensures your identity is cohesive, aligning with your expanded offerings or new business model, and signaling your growth and transformation to the world. This goes beyond a rebrand of your logo; it is time to renew your messaging.

## Connecting with a New Generation of Audiences

The digital landscape is ever-changing, bringing forth new market segments and demographics. Your brand messaging must evolve to speak directly to these new audiences, ensuring your services resonate with their needs and desires. If your brand isn't making this connection, a refresh can help you tap into these vital new customer bases with a message that hits home.

## Achieving Brand Consistency

Consistency is key to brand recognition and loyalty. If your brand appears fragmented across different platforms, it can confuse and alienate your audience. A brand refresh can unify your visual and verbal identity, ensuring a cohesive and professional brand experience everywhere your audience encounters you.

## NEW LOOK, RENEWED VALUES!

The release of Greater Medina Chamber of Commerce rebrand not only refreshes the identity but also reaffirms the unwavering commitment to a thriving community in Greater Medina Area. This isn't just a change of logo or colors; it's a renewed pledge to what we stand for, what we strive for, and how we plan to achieve our goals together!

We support everyone from entrepreneurs to corporations, from small retail to large manufacturers, and everything in between. Belonging to the Medina Chamber of Commerce means your business becomes part of something bigger—an organization dedicated to creating a stronger, more connected community.

## Differentiating Your Brand

The advertising and marketing industry is fiercely competitive. To stand out, your brand must boldly articulate what makes you different and why clients should choose you over others. A strategic rebrand can spotlight your unique value proposition, carving out a niche that's distinctly yours.

### Aligning Your Brand with Your Vision

Your brand should reflect your business's heart and soul. If your values, mission, or purpose have evolved, but your branding hasn't kept pace, a rebrand can realign your identity with your vision, ensuring your brand embodies what you stand for today and tomorrow.

## The Path Forward

Rebranding or refreshing your brand is a significant step, but it's a path filled with promise. It's about more than just a new logo or tagline; it's about redefining your place in the marketplace and in the hearts of your customers. Remember that your brand is your story. Make it a powerful one.



By Kelli Wagner, Chief Creative  
Officer, WJ Creative Studio  
[www.wjcreativestudio.com](http://www.wjcreativestudio.com)



# Network Before You Need To

Consider this scenario: Joe has a full load of great clients and doesn't believe he has a need to network. He's so busy working with those clients that he doesn't notice when some of them start leaving. One day he realizes he's down significantly. So, he decides it's time to network.

The belief is that he can jump into attending events and gain clients right away. Unfortunately, it doesn't work that way. So many people expect to quickly sell at a networking event and are then disappointed when they don't have new business rolling in.

Networking is a process that when done correctly eventually leads to business growth. The key is to embrace the understanding that networking is about relationship building, not selling. It sounds counterintuitive. However, when you think about experiences you've had when networking you know its true. Whenever you meet someone at an event who spends all their time telling you about their product or service they are in sales mode. They try to convince you that you need what they offer. They are really focused on making a sale, bringing in revenue, but not on providing solutions. And, you don't like it. So, don't do it to other people.

Networking is an investment of time and attention. You are looking for meaningful business relationships that will serve your business over time. And it takes time to get to know the people you meet; to determine how much you trust them and their client services. So, your focus should be on learning, not selling. If you wait until you need revenue you will be under a lot of stress. And, you will telegraph that stress to the people you meet. It'll feel like desperation to them. Truth is, no one wants to work with someone who is desperate. It doesn't make you feel confident about their ability to serve your needs.

## SO, WHAT DO YOU DO?

Network all the time. You may change where you go, but don't stop! Find events and organizations where you feel a connection and are genuinely interested in getting to know the other attendees/members.

Get involved. Volunteer, join a committee, attend events. You'll get out of it what you put into it. No one owes you referrals simply because you attend, or join. You have to engage and build relationships.



**“NETWORK ALL THE TIME.  
YOU MAY CHANGE WHERE  
YOU GO, BUT DON'T STOP!”**

Consistent networking builds genuine relationships before you need them. Think long-term—engage, volunteer, and stay curious. The effort you put in now prevents the panic of client loss later.

Be genuinely curious. Forget about selling. Focus on learning about others. You'll enjoy yourself and others will enjoy being around you. You'll be more natural - more YOU!

When you adopt a practice of continuous networking you will never be in a position of scarcity. The relationships you build will consistently add value in a variety of ways. Give it a shot! I'm pretty confident you'll quickly realize the time and attention is well worth the effort.



By Diane Helbig, Advisor/Host/  
Author/Speaker, Helbig Enterprises  
[www.helbigenterprises.com](http://www.helbigenterprises.com)



*A Thriving Success!*

The Chamber hosted a premier **networking event** at Foundry Social, uniting local businesses, entrepreneurs, and community members for an evening of connections and competition. Attendees participated in the sold-out **Business Circuit**, discovering local services and enjoying food samples while networking. **Early access** allowed VIP ticket holders to experience a more intimate networking setting before the event opened to the public. The evening showcased the **Foundry Faceoff**, a unique business competition where participants went head-to-head in go-kart racing, skeeball, and duckpin bowling.

From the laughter-filled competition to the engaging conversations and fantastic food samples, Medina's Social Connect exceeded expectations. It was a powerful reminder of how valuable in-person networking is for fostering relationships and business growth. After such a successful first year, we're already looking forward to making next year's Social Connect even bigger and better. If you're interested in getting involved as a sponsor, competitor, or hosting an expo table reach out to the Chamber team.

**LOOK**  
**WHAT YOU MISSED!**

*We can't wait to see you next year!*

**CONGRATULATIONS TO OUR  
FOUNDRY FACEOFF CHAMPIONS:**

1st: Maged Baskhron, Fire-Dex  
2nd: Ashley Phillips, Yost Foods  
3rd: Ed Pfaffel III, Gridirne Cookery

Special thank you to the Chamber member restaurants for providing delicious food and desserts, enhancing the experience for attendees:

Chick-fil-A Medina • City BBQ •  
Dominic's Pizzeria & Italian Restaurant •  
Edamame Sushi Ramen Grill and Boba •  
Gridirne Cookery • Z's Cream & Bean/  
Medina Creative Housing  
Panera Medina

**THANK YOU TO THE GENEROUS SUPPORT OF OUR SPONSORS:**

FOUNDRY SOCIAL - Presenting Sponsor & Host Venue

WESTERN RESERVE MASONIC COMMUNITY & TITAN CONSTRUCTION AND REPAIR - Foundry Faceoff Sponsors

ICOR SOLUTIONS - Drink Sponsor | AMERICAN FAMILY INSURANCE - Scorecard Sponsor

**Thank you to our planning committee for their hard work behind-the-scenes:**

Laurin Jeffers, Foundry Social • Danielle Litton, National Process Systems • Julie McNabb, JK Gift Shop  
Jimmy Smith, Anderson Biro Staffing • Kimberly Valco, Western Reserve Masonic Community



# AI Is Already Here & You're Probably Using It (Even If You Don't Realize It)

Let's be honest—AI can sound big, scary, and a little overwhelming. There's so much buzz: generative pre-trained transformers (what GPT stands for), agentic AI, large language models, and more. But here's the thing I always tell people: AI isn't a sci-fi concept. It's already here—and chances are, you're already using it.

If you've ever used Canva's magic background remover, Grammarly to polish an email, or Zoom to synthesize meeting notes...that's AI. You didn't need to be a computer scientist. You didn't need to overhaul your tech stack.

It's about finding a use case in a tool you already have—or one you're already paying for—that makes your job a little easier. That's the magic.

At Marketing AI Institute and SmarterX, we're deep in this world—but day to day, I still approach AI like most professionals do: Start with what I already do, then ask, “*Could this be faster, better, smarter with AI?*” What's the problem I'm trying to solve, and can AI help?

Take our podcast production. We use AI tools to transcribe episodes, edit video, clean up sound, turn key quotes into short-form videos, and generate draft blog posts or social copy—all from one recording. What used to take hours now takes minutes.

Same for presentation planning. When I need to customize a talk for a new audience, I'll ask AI to help me understand their challenges or surface stories to share. It doesn't replace my ideas—it fuels them.

And when it comes to reaching our audience with what they need, we're constantly adapting. Writing multiple versions of the same message used to be tedious. Now, I draft one and ask AI to tailor it for small business owners, enterprise leaders, or agency pros. I still tweak the tone and give it a final human edit, but the bones are there.

With the right tools, our small team can do the work of a much larger one—and stay focused on the human side of marketing and business.

**And I'm not alone. Local businesses are using AI to:**

- Write better marketing copy in half the time
- Analyze customer trends to shape smarter strategies
- Build proposals and job descriptions
- Improve training docs
- Brainstorm and strategize



None of this requires a tech team. You don't have to “do AI” to benefit from it.

If you're wondering where to start, our CEO Paul Roetzer says it best: ***Is it repeatable? Data-driven? Making a prediction? Generating something?*** If yes to any of these, you probably have a great AI use case. Just pick one, find a tool, and give it a try. Once you get that first win, it's easier to build momentum.

AI isn't about replacing you. It's about giving you the capacity to focus on the best, most human parts of your work.

So, yes, AI is here. But so is your next opportunity. And I promise—you're more ready than you think.

## POWERFUL AI TOOLS

### - TEXT & CONTENT CREATION -

**ChatGPT (OpenAI):** Writing, brainstorming, research, customer support, coding help, tutoring, and more.

**Jasper AI:** Marketing copywriting, blogs, ads, email content, social media posts.

**Copy.ai:** Generating product descriptions, headlines, marketing content quickly.

### - DESIGN & IMAGE GENERATION -

**Midjourney & DALL-E (OpenAI):** Creating high-quality AI-generated images based on text prompts.

### - VIDEO & AUDIO -

**Runway ML:** AI video editing, background removal, motion tracking, and generative video tools.

**Pictory:** Text into videos—great for YouTube & social media.

**Descript:** Editing podcasts and videos using text

**ElevenLabs:** Ultra-realistic AI voice generation & voice cloning.

### - PRODUCTIVITY & AUTOMATION -

**Notion AI:** Writing, summarizing notes, and brainstorming

**Zapier AI:** Automating workflows & connecting apps with AI logic.

**Otter.ai:** Transcribing and summarizing meetings in real time.



By Cathy McPhillips, Chief Growth Officer, Marketing AI Institute  
[www.marketingaiinstitute.com](http://www.marketingaiinstitute.com)

# Safeguarding Your Business: Understanding the Threat of Fraud



**“What keeps you up at night?”** is one of the most common questions that I have heard asked in the 17 years that I have worked in the financial services industry to our customers. While the answers have varied on topic, the primary answer and concern has been around the subject of fraud, and it’s evolution.

Fraud is a deceptive practice that aims to gain financial or personal benefit through dishonest means. It is a pervasive issue that affects individuals, businesses, and governments worldwide. Fraud can take many forms, ranging from minor scams to large-scale corporate fraud, but its effects are always damaging. This article is focused in on certain types of fraud and the impacts that these types of fraud situations leave behind.

## WHAT ARE SOME OF THE MOST COMMON TYPES OF FRAUD?



**Business Email Compromise (BEC):** A type of phishing attack where criminals impersonate legitimate business figures, often executives or vendors, to trick employees into transferring funds, revealing sensitive information, or taking other actions that benefit the attacker.

With BEC, the fraudster may spend time gathering information about the company, its internal communication practices, and key individuals within the organization. An example of when this type of fraud occurs, the fraudster can be impersonating the CEO (or high level individual within the company), urgently requesting funds be sent out.

**Phishing/Smishing:** A cybercrime where attackers impersonate legitimate entities to trick individuals into revealing sensitive information like passwords or credit card details, often through fake emails or websites.

Short for ‘SMS Phishing’, is a cybercrime tactic where attackers send deceptive text messages to trick victims into revealing personal or financial information, clicking on malicious links, or downloading harmful software.

**Vishing:** The fraudulent practice of making phone calls or leaving voice messages purporting to be from reputable companies in order to induce individuals to reveal personal information, such as bank details and credit card numbers.

Vishing situations can take on several forms, from initial contact, to creating a sense of urgency, request for personal information to exploitation. Typical Vishing scams can range from Banking and Financial scams, where the fraudster impersonates a bank and claim that there has been suspicious activity on the account Prize or Sweepstakes Scams. This is where the fraudster may claim that the victim has won a prize, such as a vacation or cash but needs to provide personal details or pay a fee to claim the award.

As you read, the impact of fraud comes in a variety of ways, shapes and forms. **Some helpful tips to help protect yourself or your organization are:**

- Do NOT click links or open attachments from unknown sources
- Block pesky numbers that continue calling you unsolicited
- If you are suspicious of a message that appears to be coming from a known company or friend, reach out to that person or company via a different method and confirm whether they tried to contact you

Fraud is a serious issue that impacts individuals, businesses, and society as a whole. It takes many forms, including financial fraud, identity theft, corporate fraud, and cyber fraud, and its impacts can be devastating. However, through education, awareness, and strengthened security measures, we can reduce the incidence of fraud and mitigate its effects. In a society where everyone needs everything ‘yesterday’, the best thing you can do is to stay vigilant and proactive as we can help protect ourselves and our communities from harmful effects of fraudulent activities.



By Andrew Dean, Treasury  
Management Region Sales Manager  
[www.huntington.com](http://www.huntington.com)



# WHY Businesses Should Invest in the Financial Empowerment Center Through United Way of Summit & Medina

Financial stress is one of the leading causes of distraction and lost productivity in the workplace. United Way of Summit & Medina's Financial Empowerment Center (FEC) offers employees a powerful, no-cost solution: free, one-on-one financial counseling, delivered by professional, certified counselors. By partnering with the FEC, employers can support their workforce in building a stronger financial foundation, leading to a healthier and more engaged team.

When employees struggle with debt, budgeting, or poor credit, it affects their focus, morale, and overall performance. The FEC counselors work with individuals to create personalized plans for reducing debt, improving credit, building savings, and managing day-to-day expenses. These services are completely confidential.

Businesses that promote financial wellness see real benefits: increased productivity, reduced absenteeism, and improved employee retention. Providing access to financial counseling demonstrates that a company truly cares about its people. It's also a competitive edge in recruiting and retaining talent, especially for positions where financial insecurity is more common.

Offering FEC services is more than just a perk. It's a strategic investment in workforce well-being. Employees who feel financially secure are more likely to be present, focused, and committed to their roles.

Supporting your team's financial health is smart business and the Financial Empowerment Center makes it easy.

## BUILDING A STRONGER FINANCIAL FUTURE FOR MEDINA COUNTY

United Way of Summit & Medina is on a bold mission: to financially empower 2,500 people in Medina County by 2028. And we're making meaningful progress every day. Through free tax prep, one-on-one financial counseling, and our 211 helpline, we're empowering people to reduce debt, build stability, and take charge of their future.

Whether you're on your own path to financial empowerment or supporting our work, you belong here.

### DON'T JUST TAKE OUR WORD FOR IT...

**229**

clients on the  
path to Financial  
Empowerment

**\$433,152**

total savings  
increased

**538**

financial  
coaching  
sessions

**29 pts**

average increase  
in credit score

**176**

total people  
served

**\$611,851**

total debt  
reduced



**INVEST IN  
THE FINANCIAL  
EMPOWERMENT  
CENTER**



# Protecting Heroes: Fire-Dex's Heartwarming Rise to National Fame

Over forty years ago, Fire-Dex started with a single product: leather gloves for welders. Today, the Medina, Ohio-based company has evolved into a global leader in head-to-toe protective gear for first responders and firefighters. As a family-owned manufacturer, Fire-Dex has remained dedicated to its mission of protecting those who protect others, crafting high-quality, life-saving gear with cutting-edge technology.

Since 2007, JPMorganChase has played a crucial role in Fire-Dex's growth, providing capital, treasury services, merchant processing, and more.

Recently, Fire-Dex's dedication and impact caught the attention of its local Chase representative, who nominated the company for a national spotlight. That nomination led to something extraordinary: Fire-Dex was featured in JPMorganChase's "Make Momentum Happen" campaign, a prestigious initiative showcasing outstanding local businesses making a national impact.

When the news arrived, Fire-Dex was honored—but there was no time to sit back and celebrate just yet. Accommodating a Hollywood-level film crew on short notice was no small feat, but the company was up for the challenge. In just a matter of days, the factory floor became the stage for an inspiring show-



case of the people, culture, and innovation that make Fire-Dex special. The cameras captured the team in action, highlighting the craftsmanship, unwavering commitment to first responders, and deep-rooted values that have driven the company's success for years.

**Fire-Dex**  
Goes National

The "Make Momentum Happen" campaign placed Fire-Dex on a national stage like never before. The commercial aired across multiple major networks, even reaching viewers during



the 2024 Summer Olympics. Seeing the gear, the people, and the mission broadcast to millions was a surreal and humbling experience. It was a powerful moment of recognition—not just for the products but for the hardworking individuals behind them.

Hosting JPMorgan Chase’s film crew was an exciting opportunity to tell the Fire-Dex story. Team members were interviewed, capturing what makes the company such a special place to work. As a family-owned business, Fire-Dex takes pride in creating a culture where innovation thrives and where every associate feels



valued. The campaign provided the perfect platform to showcase not just the gear but the heart and soul of the company.

Fire-Dex founder Bill Burke shared insights into what makes the company unique. Speaking with JPMorganChase, he reflected on the principles that have guided Fire-Dex for decades and continue to drive it forward.

“It’s a great feeling,” Burke shared. “Our work helps protect first responders, who are saving somebody else’s life. It’s a very brave and courageous career to be a first responder, and to be able to participate in that is key to our success.”

Burke also emphasized two of Fire-Dex’s most defining qualities: its commitment to family values and its relentless pursuit of innovation.

## The Impact of the Campaign

While Fire-Dex believes its gear speaks for itself, it is always rewarding to receive outside recognition for its work. The “Make Momentum Happen” campaign put Fire-Dex in front of an enormous audience, and the numbers speak for themselves:

- 170 TV spots across major networks, including FOX, NBC, ABC, CBS, and ESPN
- Airing during the 2024 Summer Olympics, a moment of peak national viewership
- 120 million Fire-Dex ads served nationwide, bringing the company’s story to homes across the country

These numbers aren’t just statistics—they represent millions of people who now know about the Fire-Dex mission. They reflect the dedication of the team, the strength of the brand, and the trust that first responders place in Fire-Dex products every day.

Looking ahead, Fire-Dex remains committed to the values that earned it this recognition: innovation, family, and an unwavering dedication to protecting those on the front lines. As Burke noted, “The larger you get, the harder it can be to grow your company. But we still see tremendous opportunities for Fire-Dex, both domestically and internationally. We’re excited about the future.”

This campaign was a milestone, but it is only the beginning. With national recognition comes even greater responsibility—to keep pushing boundaries, to keep innovating, and to continue serving those who serve. Fire-Dex is ready for what’s next.

# Congressional Update from Congressman Max Miller



In the first three months of the 119th Congress, I've been committed to delivering results for Ohio's 7th Congressional District. From advocating for economic relief to championing technological innovation, I am proud of the work we have accomplished so far.

One of my top priorities has been pushing for the relocation of NASA's headquarters from Washington, D.C., to Cleveland, Ohio. Our state has a long and proud aerospace heritage, and I firmly believe that moving NASA's HQ here would cut unnecessary bureaucracy and allow for better oversight. Ohio has the talent, infrastructure, and industry expertise to support this transition, making it a smart decision for both taxpayers and the future of space exploration. I, along with a bipartisan group of lawmakers, have made this case to the administration, and I will continue to fight for Ohio to be recognized as the rightful home of NASA's leadership.

Another major legislative win was the passage of the Innovative Mitigation Partnerships for Asphalt and Concrete Technologies (IMPACT) Act, a bipartisan effort I introduced with Congresswoman Valerie Foushee. This bill promotes innovation in low-carbon manufacturing for critical infrastructure materials like cement, concrete, and asphalt. By investing in more efficient production methods, we are supporting American businesses and strengthening our competitive edge in global manufacturing. This is the kind of commonsense legislation that benefits both our economy and our workers, and I am proud to have played a role in its passage.

More than 93% of taxpayers claim the standard deduction when filing their taxes, which is why I introduced the Permanent Tax Cuts for American Families Act. This legislation ensures that families can keep more of their hard-earned money by making the standard deduction increases from the Tax Cuts and Jobs Act permanent. Additionally, it accounts for inflation, so families don't see their tax benefits eroded over time. This will empower families to save, invest, and build brighter futures. I am committed to ensuring that hardworking Americans are not burdened by unnecessary taxes, and I will continue pushing for economic policies that help our middle class thrive.

## GREATER MEDINA CHAMBER OF COMMERCE MEMBER MEETING



I strongly believe in being accessible and transparent with the people I represent. Unfortunately, there have been threats of violence against members of Congress and I will not put the safety of my staff at risk. That's why I hosted a telephone town hall where I spoke to over 12,000 constituents. It was a great opportunity to update Ohioans on the work we're doing in Washington, hear their concerns directly, and answer their questions.

These past three months have been incredibly productive, and we are just getting started. My focus remains on advocating for policies that create jobs, lower costs, and ensure Ohio's leadership in space, manufacturing, and economic growth. I look forward to continuing this work on behalf of the people of Ohio's 7th District.

### Editor's note regarding Congressman Miller:

Congressman Max Miller represents Ohio's Seventh District which includes Medina and Wayne counties as well as parts of Cuyahoga and Holmes counties. Miller serves on the House Committee on Ways and Means and the House Committee on Science, Space, and Technology. The Republican sophomore members selected Miller as their representative to the Republican Steering Committee. He is a member of the Republican Study Committee and Main Street Caucus. Before joining Congress, Miller spent six years in the Marine Corps Reserves and served in several senior positions for President Donald Trump. Please visit <http://maxmiller.house.gov> for more information.



**Medina Office: (330) 661-6654**  
**By Appointment**





# Revitalizing Business Advocacy:

## The Greater Medina Chamber's Renewed Commitment

The Greater Medina Chamber of Commerce has recently breathed new life into its Business Advocacy Committee, a move that underscores its unwavering commitment to supporting the local business community. This revitalized, non-partisan committee is poised to tackle a range of legislative issues at the local, state, and federal levels that impact businesses in our region.

### LEADERSHIP AND VISION

Brian Harr, a seasoned banker with The Commercial and Savings Bank, brings a wealth of experience to his role as the committee chair. His leadership is expected to drive the committee's efforts in monitoring and influencing legislation that affects the business environment. The committee aims to ensure that the voices of local businesses are heard and considered in policy-making processes.

### THE CORE MISSION OF ADVOCACY

Advocacy is at the heart of the Chamber's mission. It involves actively engaging with policymakers, providing input on proposed regulations, and working to create a favorable business climate. By addressing issues such as taxation, labor laws, and regulatory changes, the Business Advocacy Committee plays a crucial role in safeguarding the interests of the business community.

### WHY ADVOCACY MATTERS

For businesses, having a dedicated advocacy committee within the Chamber is invaluable. It means having a proactive partner that not only understands the challenges they face but also works tirelessly to address them. Advocacy efforts can lead to more business-friendly policies, reduced regulatory burdens, and a more predictable economic environment. This, in turn, fosters growth, innovation, and job creation.

### LOOKING AHEAD

As the Greater Medina Chamber's Business Advocacy Committee embarks on this renewed journey, it invites all members to share their concerns and needs when it comes to legislative barriers they are facing in business. If you have a topic you think the committee should be aware of, contact Executive Director Jaclyn Ringstmeier or Committee Chair Brian Harr.

The re-establishment of the Business Advocacy Committee marks a significant step forward for the Greater Medina Chamber. It reaffirms the Chamber's dedication to its core mission of advocacy and highlights the immense value of being part of an organization that champions the interests of local businesses.



The BA Committee Recently Hosted a Tax Talk Roundtable Discussion with Congressman Max Miller

### OUR EFFORTS WORKING FOR YOU:



#### Legislator Meetings

Building trust between community leaders and elected officials



#### Business Advocacy Initiatives

Setting and working towards goals that benefit our overall business community



#### Voter Education Insights

Organizing candidate forums and newsletters to keep you informed on local issues



#### Economic Impact Analysis

Assessing and communicating how policies affect our local economy

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JULY 21, 2025



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## GREATER MEDINA CHAMBER OF COMMERCE MEMBER MEETING SPOTLIGHT

# 60

## Medina County Park District

*Celebrating 60 Years*

In 2025, Medina County Park District proudly celebrates 60 years of enhancing the quality of all life through education, conservation, and the protection of natural resources. Established on April 19, 1965, the park district has become a beloved community resource, offering residents and visitors access to more than 22 park sites, over 50 trails, and a variety of educational programs that inspire people of all ages to connect with nature. Over the decades, the park district has emerged as a leader in conservation, successfully acquiring and managing nearly 9,000 acres of protected land.

“We are incredibly proud to reach this milestone and are deeply grateful to the residents of Medina County who have supported our mission over the years,” said Medina County Park District Director Nathan Eppink. “This anniversary is not just a celebration of the past 60 years but a commitment to preserving our natural spaces for generations to come.”

To honor this milestone, the park district has planned a series of celebratory events and activities throughout the year, and a number of new park areas and amenities will be opening to the public.

### HERE'S A GLIMPSE OF SOME EXCITING CAPITAL PROJECTS PLANNED FOR 2025

#### Rivendell Nature Preserve - Westfield Center and Westfield Township

This 203-acre property was donated to the park district in 2022.

Phase 1 of the nature preserve will open in late summer with parking, trails, restrooms, a fishing pond, and more.

#### Shotwell Gardens at Lake Medina - Medina Township

Over several years, the Shotwell family donated 25 acres at the corner of Foote and Weymouth Roads. Phase 1 of this new entrance to Lake Medina will open in October.

#### Chippewa Lake Park - Lafayette Township

Phase 1 of public access to the former amusement park property will open in October this year. It'll feature approximately one mile of aggregate trail, restrooms, and a picnic shelter. The trailhead will be built next to a house the park district is leasing to the Chippewa Lake Historical Society, which will establish a small museum there.

#### Liverpool Meadows Nature Preserve - Liverpool Township

This will be the first park district site to open in Liverpool Township. This 104-acre preserve will feature a one-mile aggregate loop trail and views of the Rocky River.

### PARK PERKS CHALLENGE

Celebrate Medina County Park District's 60th Anniversary by taking part in the Park Perks Challenge! This is a self-guided adventure where you will need to successfully complete challenges to collect perk points to earn park prizes! Challenge yourself across three categories: Research It, Seek and Find, and See You There, all designed to help you explore and learn about Medina County parks.

The challenge officially begins on the actual anniversary date of April 19 and runs through October 4. The form will be available to download starting on April 18 at [www.medinacountyparks.com](http://www.medinacountyparks.com)





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# CTA Update: Compliance Delayed, *But for How Long?*

**F**or business owners, staying compliant with federal regulations is essential. The Corporate Transparency Act (CTA) aims to combat financial crimes by increasing transparency in business ownership. However, recent developments have created uncertainty about its enforcement and future requirements.



## Key Updates on CTA Enforcement

- On February 27, the Financial Crimes Enforcement Network (FinCEN) temporarily suspended CTA enforcement until new rules are issued.
- On March 2, the Department of Treasury announced it will not enforce penalties against U.S. businesses and their owners, even when new rule changes take effect.
- FinCEN is expected to propose new rules that will focus on foreign reporting companies.
- The CTA's penalties are mandated by statute, raising legal questions about the Treasury's authority to suspend enforcement.
- If challenged, the Treasury's decision may face litigation, which could take years to resolve.
- Future administrations could reinstate enforcement if the law remains unchanged.
- The House of Representatives passed a bill extending the compliance deadline to January 2026, but Senate approval is pending.
- The Fifth Circuit Court of Appeals is reviewing the CTA's constitutionality, with oral arguments set for April 1, 2025.

## What This Means for Your Business

For now, filing under the CTA is voluntary.

U.S.-Based Businesses:

- No current requirement to file.
- No foreseeable filing obligations unless new rules are issued.

Foreign-Based Businesses:

- No current requirement to file.
- Filing will be required once new rules are implemented.

All businesses should monitor developments in case regulations change.

## Defining a “Foreign Business” Under the CTA

A “foreign reporting company” is currently defined as: A corporation, LLC, or similar entity; Formed under the laws of a foreign country; and Registered to do business in the U.S. by filing documents with a state or tribal jurisdiction.

Foreign businesses may qualify for exemptions, such as the “large operating company” exemption, which applies to businesses that: Employ more than 20 full-time U.S. employees; Generate over \$5 million in U.S. gross receipts; and Have a physical office presence in the U.S.

These definitions may change as FinCEN updates its regulations.

## What's Next for the CTA?

Penalties for non-compliance are written into federal law, meaning changes require an act of Congress. While the Treasury has paused enforcement, its authority to do so remains uncertain.

**Legal and political shifts add further complexity, including:**

- The recent overturning of the “Chevron Doctrine,” which had given agencies broad discretion in interpreting laws.
- The White House's assertion that the President and Attorney General hold sole authority in legal interpretation.

A legal challenge could take years to resolve, and future administrations may reinstate enforcement with new deadlines.

## Staying Informed

For now, U.S.-based businesses are not required to take action under the CTA. However, legislative and judicial developments could change that. Business owners should stay informed and prepared for adjustments.



By Daniel P. Calvin, Member at  
Critchfield | [www.ccj.com](http://www.ccj.com)

# Helpful Tools to Combat Rising Healthcare Costs

**Over the last two decades, the cost of medical insurance premiums has increased 118%. In that same time the cost of medical services; from office visits to out-patient care, has increased 121%.**

Many employers have been forced to raise medical deductibles, coinsurance levels, and out-of-pocket limits to maintain their employer sponsored health plans. Many employees are also struggling with the ever increasing costs of health care with little guidance on what to do.

One tool employers can implement to assist employees with the rising costs is **Flexible Spending Accounts**. FSA's may have gotten a poor reputation in the past for not permitting the roll-over of unused funds. However, recent changes, like higher contribution limits and expanded roll-over rules, have increased the benefits of adding FSA's to existing plans.

The biggest advantage of the FSA for employees is that it allows them to purchase healthcare services with untaxed dollars and provides the opportunity to purchase over-the-counter items with the funds as well.

From an employer's perspective, FSA's typically have **low administration costs** and are mostly self-serviced by the employees. They incorporate debit cards to access funds, the use of online expense tracking tools and mobile apps for easy access on the go.

Another commonly overlooked tool employees can also benefit from are the **search tools** provided by insurers and independent vendors. Anyone can utilize these to shop the cost of higher priced services including lab and blood work, CT/MRI, and other diagnostic services.

There are numerous vendors outside of the insurer web sites, such as Healthcare Blue Book, Waystar, and Experian. These companies offer the ability to search the cost of care by zip code and make recommendations based on proximity and quality of outcomes.

Stand-alone CT and MRI centers work for both cash customers and insurance plans to reduce the cost of these two services by 40-60% vs. traditional imaging performed inside the hospital or affiliated facility setting. While still requiring a physician's order, the results can be shared with your personal doctor; generally within 24 hours.

The use of search sites allows the employee/patient to become their own advocate for their medical care. The individual must ask their physician to write the order for the vendor they choose rather than being directed to a hospital or lab facility based solely on the convenience of same system record sharing.

**In short, the FSA can be a useful tool for predictable annual medical and over-the-counter expenses for employees, and educating employees on the use of both your group insurer's price comparing tools and those from independent vendors may be helpful in reduce out-of-pocket costs for common healthcare services.**



By Mark Herwick,  
Homestead Insurance Agency  
[www.homesteadins.com](http://www.homesteadins.com)



# Accepting Nominations



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**[WWW.WOMENS-JOURNAL.COM/ATHENA](http://WWW.WOMENS-JOURNAL.COM/ATHENA)**

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2024 ATHENA® Leadership  
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### **HELP US IDENTIFY THESE INDIVIDUALS THAT GIVE BACK TO OUR COMMUNITY!**

Honoring them fosters an atmosphere of inclusion where all are invited to celebrate. Nominations are now being accepted for these awards to honor exemplary leaders that serve our community in a meaningful way. Let us know who these remarkable individuals may be in Medina County.

Presented By:



Email Kelli for questions on nomination or sponsorship at [kcole@womens-journal.com](mailto:kcole@womens-journal.com)

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# CHAMPIONS OF LOCAL BUSINESS: OUR KEY INVESTORS

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These leading organizations are more than members - they're the cornerstone of our mission to advocate, connect, and empower Medina's business community. Our investors provide the strategic support that amplifies our voice in government, creates powerful networking opportunities, and drives initiatives that help local businesses thrive. Their commitment to Medina's prosperity makes our work possible and strengthens our impact.



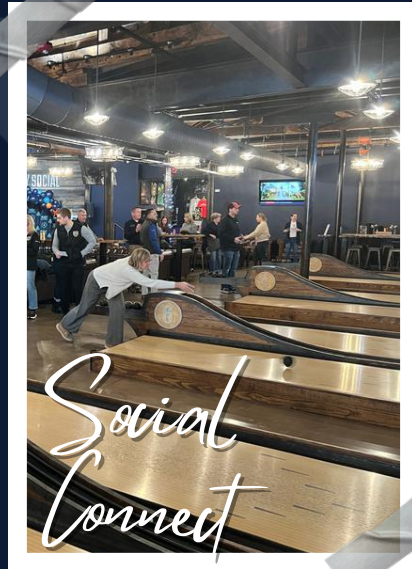
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