



NEWSLETTER
OCTOBER 2020



TOWARDS A MORE VIBRANT STARK

NURTURING BUSINESS GROWTH

Strengthening Stark is a community-wide movement with a shared vision for a more vibrant and growing Stark County. But how is that accomplished? In **THE FLOW OF MONEY**, William Fruth, President of POLICOM Corporation Economic Analysis Everyone Understands, explains the basics of what every community needs to do to stop decline and initiate growth. As part of an on-going series, we'll share some of these concepts and highlight why business growth and sustainability is one of the three key areas of focus for Strengthening Stark.

We need to start with a basic understanding that a local economy is simply a geographic area where people live and work – in our case, Stark County. Job centers within these economies act like magnets and draw in people, business and development. You may also hear the term Metropolitan Statistical Area or MSA. This is an economy with more than 50,000 people and a high degree of social and economic integration. Our local MSA is usually referred to as Canton-Massillon MSA and includes all of Stark County and Carroll County.

Each economy circulates the money that is earned by its residents. The money we earn is spent for food, clothing, autos, taxes and many other things. As that money circulates, some of it stays in the county and some of it leaves our economy (county) to pay for goods and services that have been produced by other economies. For example, when we purchase a new vehicle, a small part of the money stays in our economy, but a large part of it leaves the county and is paid to the auto manufacturer in another economy. As this money flows out of our economy, we must look for ways to replace that money and to bring in additional money for our Stark economy to grow. The more money that we can bring into the county, the more that is available to spend on local businesses AND our overall economy grows.

The businesses that bring money into our economy are referred to as traded sector businesses. The primary businesses (but not the only ones) in this traded sector group are manufacturers, agribusinesses and software/IT developers who sell their goods outside our county and bring the money from those sales back into our economy. For Stark County, Travel and Tourism is also an important traded sector group, bringing many visitors into our great county who leave their money here--\$1.8 billion in 2019! These industries are key areas of focus because they fuel growth within our economy.



Over the next few newsletters, we'll talk more about each of these industries and growth we've seen! Local businesses that provide services and products that stay here in Stark are also critical and we'll be highlighting that work as well – economic development is our shared responsibility and we ALL play role in helping our economy grow and become more vibrant!

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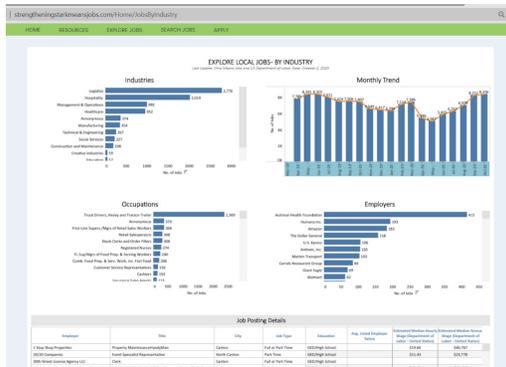
HAVING BETTER CONVERSATIONS

CREATING QUALITY PLACES

The strategic planning effort for the Strengthening Stark movement began in the fall of 2017. Over the course of 12 weeks, we interviewed approximately a 100 local stakeholders. We concluded that a major component of enabling a healthy collective process is the ability for individuals of different backgrounds, different experiences, different belief systems to begin to see our community through a common lens.

One of our most powerful early learnings was when we began the conversations with our local workforce and economic leaders. These leaders were lamenting that they could not find good talent locally. We were also being told by Stark job seekers, parents and students, that they could not find good jobs. Understanding the importance of a common lens, we began by answering the following questions:

- How many jobs are currently open?
- In which industries are our jobs expanding, where are they contracting?
- What are the wages associated with the different jobs types?
- What type of education is needed to work these different types of jobs?



With this data, the community can now have “better conversations”. Thanks to our partners at Ohio Means Jobs and the The Stark County Auditor’s Office, we developed a central portal that enables everyone to see exactly what is going on with our local jobs.

Now we can quickly reach a common understanding on prioritizing short and long term goals. For example, thanks to this portal, we launched a program called “Stark Career Connect” to help move more people to the most in-demand jobs here in Stark. (Commercial Drivers License, State Certified Nursing Assistants, etc). If you’d like to learn more, visit www.strengtheningstarkmeansjobs.com.



Stark and
Tuscarawas Counties



STRENGTHENING STARK TEAM GROWS AGAIN: ISAIAH SMITH

COMMUNITY COMMITMENT

There’s a not-so-new (masked) face around the Strengthening Stark office and his name is Isaiah Smith. Isaiah is a bright college student pursuing a bachelor’s degree in Business Management and will be an intern here at Strengthening Stark. Though he’s not worked for Strengthening Stark until now, he is no stranger. “I got involved with MentorStark because of the opportunities that my Mentor, Mrs. Laurie Moline, brought to me,” he says. Isaiah is currently working with Strengthening Stark staff and the Stark County Auditor’s office to gather data for our GIS mapping. This provides us with insight on where services are located in proximity to employers, childcare, and other community resources.

This project is close to Isaiah’s passion of connecting residents with local jobs. He says, “A lot of people in the community feel that they have to leave Stark County or even the state to have opportunities for themselves, but there are plenty here. We just need to bridge the gap or connect people to the right places. I just simply want to help grow our community in ALL aspects.”

Isaiah graduated from GlenOak. When he’s not at the Strengthening Stark office, you can find Isaiah working at his other job, going to school, or spending time with his family. We look forward to what he will be adding to our team and to the community.





THE POWER OF AND

COMMUNITY COMMITMENT



Strengthening Stark is built on the belief that we are stronger when we come together to solve the complex challenges facing our community. That's the power of AND! One and One can really equal 4 or 5 if we work together. During a recent Strengthening Stark Governance Meeting, our Community Commitment Sub-Committee Co-Chair and County Commissioner, Janet Weir Creighton, shared the following thoughts on THE POWER OF AND...

A conjunction that joins two independent clauses. For years we have heard about a paradigm shift, synergy, sustainability, resilience and lean, maybe over used buzzwords! All this time there was a magical word that can reframe our mission.

A simple 3 letter word that will legitimize AND create positive dialogue AND recognize that issues can be resolved. The word is AND – yes, A. N. D. That “conjunction junction what’s your function?” song we all learned long ago...

Because AND will open more doors, AND will involve all of our communities, AND will encourage more participation, AND will create social change, and opportunity and growth! AND that will create a better Stark County!

As you go through your day, look for the power of AND in your work, think about how you can partner with others AND create a more powerful outcome to the challenges you face. As note author Jim Stovall has said, “You need to be aware of what other are doing, applaud their efforts, acknowledge their successes AND encourage them in their pursuits. When we help one another, everybody wins.”

NAME: Ryan Hartong

TITLE & EMPLOYER: Attorney, The Timken Company

HOW WOULD YOU DESCRIBE YOUR JOB TO A CHILD? I find myself having to do this often. I help people solve problems and stay out of trouble. This response usually leads to a blank stare from my kids and them moving on to the next set of questions.

WHAT LED YOU TO YOUR CURRENT EMPLOYER? After graduating from Malone University, I spent three years working in Washington, D.C. When my wife and I decided to move back to Stark County, I knew I wanted to work for an organization that offers a broad array of career opportunities that values ethics and integrity, that is involved in the community, and that would allow me to work on complex challenges. Timken checked all of these boxes.

HOW DID YOU GET INVOLVED WITH THE STRENGTHENING STARK MOVEMENT? At a youth baseball tournament a few summers ago, I was talking to Randy Gonzalez (Jackson Township Fiscal Officer/Economic Development Director) about my long-time interest in economic development, particularly here in Stark County. He suggested I meet Ray Hexamer and get involved with a group of community leaders that had just formed Strengthening Stark. I took Randy up on those suggestions, and I’m very happy I did.

WHAT DO YOU WISH OTHER PEOPLE KNEW ABOUT STARK COUNTY? I wish other people in Stark County knew how many individuals and organizations are working to provide more opportunities and to make our community a greater place in which live.

WHAT ADVICE WOULD YOU GIVE TO NEW STARK COUNTY RESIDENTS? Go explore Stark County. Take a bike ride on the towpath trail. Visit Stark Parks. Attend the Pro Football Hall of Fame enshrinement festivities. Support one of our many outstanding local restaurants.

IF YOU WON THE LOTTERY AND COULD PURCHASE ONE THING FOR OUR COMMUNITY, WHAT WOULD IT BE AND WHY? I would use the money to incentivize the next Henry Timken, or Henry Belden, or Cornelius Aultman to bring their business and ideas to Stark County to benefit our community for the next 100 years.



MY STARK STORY



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OUR MISSION

Strengthening Stark is a community-wide movement of residents, business, government, nonprofits and philanthropists who share a vision for a vibrant, growing county. Our goal is to make Stark a great place to start and grow a business, develop one's talent and pursue a career, and live and raise a family.

ENACTUS AT MALONE

As Summer came to a close in early September, Malone University's Enactus Organization started formulating ideas for potential partnerships in and around the Canton/Stark County area. After meeting with Strengthening Stark, the team was able to identify and pinpoint three areas of focus to address and subsequently develop in 2020 and 2021. Work began on Stark Career Connect by formulating how-to podcasts that could be used by individuals needing assistance with obtaining a job or seeking advancement in a career. In early 2021, Enactus will focus on the Stark Tank competition, offering marketing campaign techniques and various promotional mediums to gain awareness among students about the event. For late 2020 and early 2021, the Enactus team will contribute to www.StarkBusiness911.com.

The first Podcast featured how-to information for participants attending Strengthening Stark's Virtual Job Fair on October 28, 2020. Subsequent episodes will include topics such as resume writing, interview skills, networking tips, professional communication, creating an effective LinkedIn profile, and how to use various employment platforms. The Enactus Organization highlights the benefits of Malone University's Pendle Hill Pledge which ensures that all students have the opportunity for experiential learning.



Austin Hill (Vice President), Stephen Kamph (President), & Natalie Martorana (General Administration Manager)