Marblehead Peninsula Chamber of Commerce

July 7, 2026 | 2nd Quarter Newsletter

Dear Chamber Members,

We hope you enjoyed the 4th of July weekend along with the many festivities that were planned to celebrate America's 250th Birthday!

I had the priveledge of serving on the Ottawa County America 250th Committee during the last year and a half, alongside a wonderful group of people who were passionate about their local communities and Ottawa County as a whole. Many things were in the making and it was fun to see them all come to fruition.

During the month of June, we presented the 2026 Business of the Year Award to Rooted Souls Wellness Sanctuary. This unique venue includes three businesses; Soul Stretch Cycle & Yoga, Root to Rise Wellness Cafe and The Venue at Rooted Souls. They have brought a wonderful experience to the area for many to enjoy.

We hope that you find the information included in this newsletter helpful.

As your Executive Director, I am always happy to help serve and advocate for you and your business in any way possible ~*Teri Cassell*

Teri Cassell - *Executive Director*

2026 PREMIER MEMBERS

Bay Point Resort & Marina
Bayside Comfort, Inc.
Eyring Movers
First National Bank
Fremont Federal Credit Union
Huntington Bank
Innovative Excavating
Red's Lakehouse Restaurant
Rooted Souls Wellness Sanctuary
Shores & Islands Ohio
The Marblehead Bank

2026 SPOTLIGHT MEMBERS

Camp Perry
DJZ Roofing
Magruder Hospital
Marblehead Estates & Yacht Club
The Victorian Inn B&B
The Wave Lakeside Dining
Vago Insurance

2026 Executive Board

President - Maggie Hummel
Vice President - Kyle Krupp
Secretary - Megan Good
Treasurer - Emily Dunfee
Executive Director - Teri Cassell

2026 Board of Directors

Commissioner Mark Coppeler
Emeritus - David Barth
Greg Deerhake
Michele Mueller
Duane Myers
Andy Schlotterer

How to Harness the Power of Your Reviews to Increase Sales

by: **Christina Metcalf** (Chamber Pros)

A good review is a sales team member you didn't have to train, pay, or gently remind to update the CRM. It's also the most brilliant marketer you have.

Hopefully you're already collecting positive reviews.

But it's likely you read them, feel good for 12 seconds, and then they sit quietly on Google, Facebook, Yelp, or LinkedIn, where they only do half the work they could be doing for you. That's a missed opportunity.

Full Article

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6 Ways Small Businesses Are Using AI to Grow and Become More Profitable

by Miranda Fraraccio

Are you ready for true-up?

For many businesses, the introduction of artificial intelligence (AI) has introduced both new challenges and new opportunities to rethink their operations. While some have been slower to adopt the technology, **38% of businesses** are already using AI to improve their processes and drive meaningful results.

This article covers six real-world examples of how small businesses are utilizing AI to increase profitability and scale their operations.

Full Article

Ohio Sales Tax Holiday Returns August 7

Ohio's Sales Tax Holiday is just around the corner!

The three-day back-to-school Sales Tax Holiday will take place from 12:00 a.m. Friday, August 7 through 11:59 p.m. Sunday, August 9. The following items can be purchased without sales tax during the holiday:

- Clothing priced at $75 or less per item
- School supplies priced at $20 or less per item
- School instructional materials priced at $20 or less per item

For frequently asked questions, guidance for consumers and retailers, and additional information, visit the website.

Website

JULY 13
6 PM | $10
Setting Up a New Business Entity

- True-up will be available starting on **July 1, 2026.**

- If you hired employees and had payroll during the policy year, you are required to file the report.

- Your payroll true-up report is due by **Aug. 31, 2026**.

Get Started Online

- Use the BWC safe, secure, and efficient online system to complete your true-up.

- Need help? Visit their website or watch the **how-to true-up video** for step-by-step guidance.

BWC Website

How to video

(click on topic to open link)

July 8 - How to Write a Business Plan

July 10 - Intro to Selling to the Federal Government

July 16 - Should I get an LLC?

July 30 - Small Business Orientation

Aug 5 - Business Basics Part 1

Aug 14 - Intro to Selling to the Federal Government

Aug 19 - How do you get an SBA loan?

Register

JULY 15
6 PM | $10
Marketing Part 1: Developing Your Marketing Plan

Register

JULY 16
6 PM | $10
Marketing Part 2: Promoting Your Business

Register

Trade Show University Podcast: Why Most Trade Show Booths Fail (and How to Fix It) - Steve Woodruff, King of Clarity

Why do so many trade show booths get ignored? Because most exhibitors try to say too much.

In this episode of Trade Show University, host Jim Cermak sits down with Steve Woodruff, the King of Clarity, to discuss why clear, simple messaging is the secret to capturing attention, starting meaningful conversations, and generating more leads at trade shows.

Listen Now

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