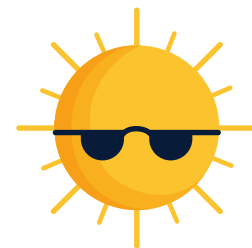


JULY 2020

IN THE CONNECTION



Pause and Pivot



**WELCOME
NEW MEMBERS**

*Sam's Club | Sonja Smith
SpotOn Transact, Inc | Jack Ewald
Citizens Bank | Mark Loduca*

Thoughts From Brian J. Roush

trans·for·ma·tion /ˌtrɑn(t)sfərˈmāSH(ə)n/ a thorough or dramatic change in form or appearance.

I have realised I gained the COVID-25 and Kelly Clarkson filed for Divorce since our last extended Newsletter. June 2018 I set a goal for myself, I wanted to get rid of 100 lbs. Fast forward 6 months and I was only 25 pounds away from that goal. Sadly, life situations caused me to lose focus...ok my eyes were closed to this. Recently, I have set an additional goal AND have been conquering it over the last several weeks. Staying on track...

My point in sharing this with you is, it's ok to lose focus and shut your eyes. It is even acceptable to "pause and pivot", as a wise friend says. Life happens and priorities change - and it's Ok!! Allow yourself some room...

Hugs & High Fives!

Brian J. Roush brian@c2andmore.com

Events Happening

Remember we have several events popping up:

- webNETWORKING | every Wednesday @10am & 3:30pm
- SPEED webWORKING | 3rd Wednesday (15th July) of each month @3:30pm
- business development | 4th Wednesday (22nd July) of each month @2pm

Networking: Face to Face

We are slowly adding events - July will focus in Toledo (on Tuesdays) . We will be hosting events throughout the day (early mornings, afternoons, and even later in the evening (and a few in-between).

Be on the lookout for Speed Networking Sessions as well - keeping it within guidelines!

In August, we will begin laying out Findlay's events - including their very own Speed Networking events!! -

Branding vs Marketing

Sometimes it's difficult to tell the difference between branding and marketing. Both are important, but for different reasons. So what is the difference between branding and marketing?

- Branding is why. Marketing is how.
- Branding is long-term. Marketing is short-term.
- Branding is big-picture. Marketing is focused and single-minded.
- Branding is strategic. Marketing is tactical.

Branding begins inside your organization. Marketing begins with the consumer.

Culture In America - Podcast

Summer Season has started! You can catch Connecting Communities, with Brian & (our summer co-host) Brandi, weekly as we host a circulation of guests and a format that is informative, engaging & conversational. We are focused on uncovering the latest trends and resources available for small business owners, also focusing more on the latest and greatest rather than more generalized tips and techniques for running a business. More importantly, we need to, but how do we talk about race and culture in America? Racism is still an issue in this country. Brian & Brandi navigate through this by having constructive and informative conversations to move forward and heal, with a handful of guests on a weekly basis. Join us!

June's Guests Included:

- Tom Smith with All State - in Maumee
- Enoch Moore with Essential Therapies
- Anne Johnson with Prudential

Take a peek at our Summer Season Sponsors:

[APPLO Mobile Solutions](#)

[Elite BookKeeping Plus](#)

[Prudential](#) with Anne Johnson

Stratus Building Solutions

[ReMax](#) with Justin Annis

[Supporting Strategies](#)

Spotlight Feature

[Galleria Bay](#)

Galleria Bay is an online mall that brings e-commerce businesses and online shoppers together in unity worldwide.

Galleria Bay is an online mall where you can literally "Shop, the World, Online, from Home"

With the rate of consumers visiting shopping malls is decreasing rapidly, and small businesses are closing down, business owners have been shifting to open online e-commerce sites daily.

[So how does a company get a chance to stand out from the rest of the busy cyberspace universe?](#)

Well even though it is still a small sliver of the pie, Galleria Bay has created a platform for entrepreneurs with e-commerce sites. It offers a platform with a spectacular selection of stores ranging from online to brick & mortar businesses with e-commerce sites worldwide by designing a site similar to a shopping mall website. This helps consumers that like to shop small-town boutiques and in physical malls transform their familiar settings with ease.

Consumers can shop home-based businesses online, including hair accessories, health and beauty supplies, scents for your home, listen to and buy music, plan a vacation, and much, much more. With superb savings worldwide shopping at www.galleriabaymall.com truly is your premiere online mall where you can "Shop, the World, Online, from Home"

[We offer a 60-day free no-obligation trial.](#)

Galleria Bay offers 3 payment plans. *(plus service fee and applicable taxes) for further details visit our website at www.galleriabaymall.com to apply today or by e-mail at support@galleriabaymall.com.

Thank you for shopping at Galleria Bay Mall where you can literally "Shop, the World, Online, from Home" anywhere, anytime.