

# MCEDC Early October Newsletter 2021



## Proximity Marketing

The ability to get your messages to your customers when they need them and meet them where they are is more important today than ever. Decision makers are working remotely and across digital platforms which means if you aren't there, you are missing their business. But how do you get engaged in

social media in a meaningful way? That's where Proximity Marketing is your go-to partner. At Proximity, we have over 20 years of experience with all kinds of social media platforms and know how to reach your target audience. And that is just part of the services they offer.

Having a coordinated, comprehensive approach to your marketing is vital to your success. Your website, social media, and print marketing all needs to coordinate so messaging is consistent. If your brand looks different on different platforms, you create confusion in the marketplace and businesses don't have time to figure things out. It is vital to make things easy for them and be sure the same message is going out each time.

Whether you need employment branding to help bring in new workers, marketing campaigns to help drive more customers, or brand awareness campaigns, Proximity Marketing can help you achieve your goals. Visit us at [www.proximitymarketing.com](http://www.proximitymarketing.com).

### Made in Medina County Day

The first Friday in October is National Manufacturing Day and in Medina County, we celebrate it through Made in Medina County Day. 275 people attended 23 tours at 17 companies on Friday, October 1.

According to the latest Census data, over 9,500 people work in manufacturing in Medina County, which represents 17.2% of all paid employees in Medina County. It is the largest business sector in the county. And while those are big numbers, we know that for every manufacturing job created in Medina County, between 5.1 and 7.4 jobs are created in the economy. According to the Census Bureau, as of 2019, the annual payroll of manufacturing establishments in Medina County totaled \$555.4 million.

We want to send out a big thank you to the companies who opened their doors on Made in Medina County Day. They are:

Akro-Mils  
Cell-O-Core  
Columbia Chemical  
Controlled Access  
Controls, Inc.  
DieGuys  
Fuserashi International Technology  
Mack Industries  
McJak Candy  
Plastipak  
Ravago  
Root Candles

### Member News

Congratulations to Amy Demlow on 25 years with Critchfield, Critchfield and Johnston!

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Firststar Precision Machining Corporation was recently featured in the Gazette recognizing their many contributions and great work done by the company. Check out the article [here](#).

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Mayor Robin Laubaugh has been named the President of the Ohio Municipal Electric Association's Board of Directors. The Mayor has served on the board for a number of years and is being recognized for the success Wadsworth has had with municipal utilities.

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Fire-Dex announced their acquisition of Marken PPE, Restoration, a Nevada-based clean and repair facility for fire protection gear.

Soprema  
Survitec  
Tempur Sealy International  
Three D Metals

Applications Now Being Accepted

January 2022 Cohort

10,000 Small Businesses

We also want to recognize Chase Bank, Fuserashi International Technology, Sandridge Foods, and TeamNEO for their sponsorship of the mixer at the Foundry Social following the tours. Happy National Manufacturing Month!

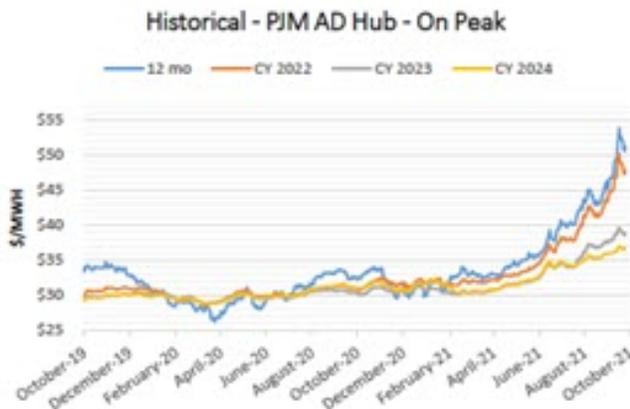
Join the 700 Northeast Ohio alumni who completed the Goldman Sachs 10,000 Small Businesses program at Tri-C, and 10,000 alumni of the program across the country. This no-cost program will help grow your business as you become part of this strong network of business owners.

Goldman Sachs 10,000 Small Businesses is a \$500 million investment to help entrepreneurs create jobs and economic opportunity by providing them with greater access to education, financial capital and business support services.

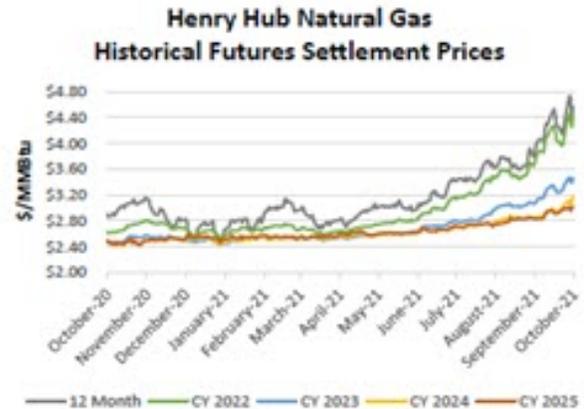
### MCEDC Energy Program

#### Electricity and Natural Gas Market Review

If you are in an electricity or natural gas supply agreement today or if you are considering entering one for the future, you may benefit from shopping for your next rate sooner than later. The electricity and natural gas markets are beginning to creep up after record lows. There is significant volatility in both markets, especially in the short term.



Source: Energy Harbor, Weekly Market Update (Friday, October 1, 2021)



Among the reasons often cited for the recent increase in the electricity market is the transition from fossil fuels to renewable energy sources and the increases in natural gas prices – a primary electricity fuel. Natural gas storage is 15% lower than storage levels one year ago due to the February 2021 winter vortex and a productivity rebound from COVID-19, putting upward pressure on prices. In addition, higher export prices through pipelines and shipped liquid natural gas are also contributing to higher domestic prices.

While short-term energy prices are up sharply, future calendar year strips remain relatively low in comparison. This presents an opportunity to combine future years like 2023 and 2024 with 2022 to achieve a more moderate rate in a supply agreement.

If you are interested in discussing your options for a long-term supply agreement, please contact Rick Davidson at [rda-vidson@ceateam.com](mailto:rda-vidson@ceateam.com).

## Events You Don't Want to Miss!

October 26 - Networking begins at 4:00 PM - Medina County Annual Business Awards! Seating is limited so you MUST RSVP to attend! <https://2021medinacountybusinessawards.eventbrite.com>

SCHOOL EVENTS - Medina County schools are ramping up their career events for students. Events are scheduled for Cloverleaf and Buckeye with Brunswick and Black River being added soon! Check out this page for all the details: <https://www.medinacounty.org/2021-school-events/>.

## Thank you to our Annual Premier Sponsors!

