

Hook'D:

The Executive Edition

BUILDING COMMUNITY IN BUSINESS

216-494-6159

OCTOBER 2026 ISSUE #1
WWW.HOOKSINDUSTRIES.COM

INFO1@HOOKSINDUSTRIES.COM



The Importance of Building Community Even in Business

Even in business, community is everything. Think about what allows a business to scale, survive, and ultimately thrive. Behind almost every successful organization is a network of employees, customers, partners, supporters, and stakeholders who contribute to its growth. Yet, as business owners, we sometimes overlook one of our most valuable resources: the community around us.

I have always believed that community plays an important role in business, which is why I have made community impact part of the strategy behind Hooks Industries. Small businesses, especially, should either maintain a direct focus on their communities or establish some form of community initiative. Profitability and community appreciation are not opposing ideas. A company can generate revenue while also supporting the people and neighborhoods that support it. In fact, strong community relationships can directly strengthen brand visibility, reputation, and long-term growth.

A New Beginnings at Hooks Industries

Hooks Industries is entering a new chapter—one centered on growth, stronger relationships, shared knowledge, and deeper community involvement. Hook'D: The Executive Edition was created to bring those pieces together.

This newsletter gives us a space to go beyond services and transactions. Each issue will share business insight, real-world perspectives, community stories, useful information, and lessons from the journey of building and leading.

The goal is simple: **inform, connect, challenge perspectives, and create something worth coming back to every month.** Hook'D represents a new way for Hooks Industries to stay connected with the people, businesses, and communities growing alongside us.



FOUNDER FEATURE

The Importance of Building Community Even in Business

Why real connection builds loyalty, resilience, and long-term growth.

There are several reasons business owners should take community involvement seriously. One of the most important is customer loyalty. A customer who feels connected to a company can become more than a one-time buyer. Emotional connection, shared values, and positive experiences can develop into long-term loyalty.

Community involvement can also create organic growth. When people genuinely believe in a business, they talk about it. Word-of-mouth marketing develops naturally, and satisfied customers can become advocates for the brand. The impact extends internally as well. Employee morale can improve when employees know that the company they work for contributes positively to the community. People want to feel that their work represents something beyond a paycheck. A strong community presence can strengthen pride, loyalty, and job satisfaction within an organization.

Community engagement also helps establish trust. Consumers are naturally skeptical of companies they do not know or understand. Consistent involvement gives people an opportunity to see what a business represents beyond its products or services. Over time, that visibility can create credibility and turn members of the public into long-term supporters.

Finally, there is the potential for greater financial stability. Loyal customers, trusted relationships, engaged stakeholders, and a strong reputation can contribute to a more durable business. Revenue will always fluctuate, but businesses with strong relationships are often better positioned to maintain support through periods of uncertainty.

Business, in my view, should do more than generate profit. It should create opportunities and contribute to the communities in which it operates. Giving back can take many forms: sponsorships, charitable contributions, volunteerism, partnerships, education, mentorship, or simply using a company's resources to help solve local problems.

Philanthropic giving in the United States has continued to grow. According to Giving USA, charitable giving increased from approximately \$557.16 billion in 2023 to a record \$617.20 billion in 2025, surpassing the \$600 billion mark for the first time (Giving USA Foundation). This growth reinforces a larger point: individuals, organizations, and businesses continue to recognize the importance of investing in causes and communities beyond themselves.

Hooks Industries has worked to make that responsibility part of our own growth. During the development of the corporation, we have participated in community efforts ranging from smaller initiatives, such as back-to-school giveaways, to becoming a long-term sponsor of a new nonprofit organization being developed to serve the community.

We have experienced the benefits of giving back ourselves. Hooks Industries was built with the intention of creating opportunities, strengthening businesses, and contributing to the communities around us. As long as this corporation operates, that responsibility will remain part of our vision.

Ultimately, businesses should develop a meaningful relationship with their local communities. The benefits are both internal and external: stronger loyalty, greater visibility, improved trust, more engaged employees, deeper relationships, and potentially greater long-term stability.

There is a reason I chose this subject for the first founder's article in Hook'D: The Executive Edition. Community involvement is still not discussed enough in business.

Too often, entrepreneurship becomes centered entirely on revenue, personal success, or individual ambition. Those things matter, but they cannot be the entire purpose.

A business that only takes from its community may generate revenue. A business that invests in its community has the opportunity to build something that lasts.

Works Cited

By Jv Hooks Sr.



Busy vs. Productive: Know the Difference

By Jv Hooks Sr.

Are you actually moving your business forward, or are you just staying busy enough to feel productive?

Are you busy, or are you productive? The two can look similar from the outside, but there is a major difference. Being busy means your day is full. Being productive means the work you complete is producing meaningful results for the business.

Meetings, administrative responsibilities, daily operational tasks, emails, and basic marketing can easily fill an entire workday. All of those responsibilities may be necessary, but if they consistently leave no time for sales follow-ups, sales meetings, strategy sessions, financial management, partnerships, or business development, the company may be experiencing busyness rather than productivity.

Productivity requires intention. It means understanding which responsibilities require your direct attention and which ones should be delegated, automated, simplified, or removed. It also means creating enough room in your schedule for activities that can move the business forward: increasing sales activity, improving financial performance, strengthening strategy, developing partnerships and collaborations, and preparing the company for growth.

For solopreneurs and small and midsize business owners, wearing multiple hats is often unavoidable. In the early stages of a company, the owner may handle operations, marketing, sales, customer service, finances, and administration at the same time. Being busy may be part of the reality. However, remaining trapped in that mode can eventually limit the business.

Prioritization is essential. If the majority of an owner's time is spent maintaining the business rather than improving or growing it, scaling becomes much more difficult. Stagnant revenue, missed opportunities, delayed follow-ups, and constantly postponed strategic work can all be signs that activity has replaced meaningful progress.

The goal is not simply to work harder. The goal is to build the right systems so that productivity can happen consistently. A productive business owner understands where time is being spent, what that work produces, and whether the activity supports the company's larger objectives.



ARTICLE SOURCES

1. Giving USA Foundation. Giving USA 2024: The Annual Report on Philanthropy for the Year 2023. Giving USA Foundation, 2024. Research conducted by the Indiana University Lilly Family School of Philanthropy. This is the source for the \$557.16 billion in 2023 figure. [Giving USA Giving USA — 2023 Charitable Giving](#)
2. Giving USA Foundation. Giving USA 2026: The Annual Report on Philanthropy for the Year 2025. Giving USA Foundation, 2026. Research conducted by the Indiana University Lilly Family School of Philanthropy. This supports the \$617.20 billion in 2025 figure and the fact that U.S. giving surpassed \$600 billion for the first time. [Giving USA Giving USA — 2025 Charitable Giving](#)
3. Sheriff, Alan. "The Importance of Community in a Successful Business Model." Catalyst Capital Markets, 15 Jan. 2025. Discusses community as a strategy for customer retention, loyalty, brand reach, engagement, and long-term growth. [Catalyst Capital Markets Catalyst Capital Markets article](#)
4. Hobbs, Jess. "Building Communities in Business: Don't Bother if You Aren't Willing to Commit." LinkedIn, 30 Nov. 2023. Focuses on authenticity, human trust, shared values, and the long-term commitment required to build genuine business communities. [LinkedIn Jess Hobbs on LinkedIn](#)
5. Grant, Ashley. "How to Build Community as a Business Owner and Why It Matters." GoDaddy Blog, 24 Sept. 2024. Covers customer loyalty, trust, brand visibility, partnerships, community events, social responsibility, customer feedback, and local engagement. [GoDaddy GoDaddy community-building guide](#)
6. Beazley. "Community Engagement and Small Businesses: A Winning Combination." Beazley Better Business Hub. Explores resilience, customer trust, productive partnerships, repeat business, reputation, events, sponsorships, and other benefits of local engagement. [Beazley Investor Relations Beazley community-engagement article](#)
7. EnterpriseAlumni. "10 Reasons Why Corporate Community Matters." EnterpriseAlumni, 25 May 2026. Discusses how communities involving employees, former employees, clients, partners, and other stakeholders can improve engagement, advocacy, networking, and organizational growth. [Enterprise Alumni EnterpriseAlumni article](#)
8. Constant Contact Community. "How Are You Building Community with Your Business?" Constant Contact Community. A community discussion highlighting how business owners incorporate local farms, businesses, shared missions, and community relationships into their companies. [Constant Contact Community Constant Contact Community discussion](#)
9. Kim, Karen. "The Importance of Community Involvement." Frisco Chamber of Commerce, updated 20 Dec. 2023. Addresses brand awareness, reputation, business relationships, employee attraction and retention, customer loyalty, community insight, and local economic development. [Frisco Chamber of Commerce Frisco Chamber article](#)
10. Institute of Enterprise and Entrepreneurs. "The Power of Community in Business and Enterprise." IOEE, 4 Apr. 2024. Examines community engagement, collaboration, employment, CSR, trust, customer loyalty, shared growth, and sustainable enterprise. [Enterprise Institute IOEE article](#)
11. Swanson, Sierra. "Why Community Engagement Is Essential for Long-Term Business Success." DAVRON, 17 Dec. 2025. Covers community trust, emotional brand connections, employee morale, brand visibility, workforce development, resilience, and long-term financial stability. [Davron DAVRON article](#)
12. Flick, Paul. "The Importance of Building Community Partnerships and Support Through Philanthropic Work in Business." Forbes Business Council, 25 May 2023. Discusses philanthropy, community partnerships, social responsibility, employee morale, customer relationships, and the business value of giving back. [Forbes Forbes Business Council article](#)

SIGN UP FOR OUR MAILING LIST @ WWW.HOOKSINDUSTRIES.COM

216-494-6159

WWW.HOOKSINDUSTRIES.COM

INFO1@HOOKSINDUSTRIES.COM

A HOOKS INDUSTRIES NEWSLETTER

Hook'D: The Executive Edition

BUILDING COMMUNITY IN BUSINESS

ISSUE #1

OCTOBER 2026

Use this quick assessment to determine whether your work is creating progress:

- Remember that activity does not automatically equal progress.
- Identify revenue-producing work.
- Identify maintenance work that keeps the business operating.
- Identify low-value work that consumes time without producing meaningful results.
- Identify responsibilities that should be delegated or automated.

Running this assessment can provide valuable insight into how you are actually working. Once you can clearly see where your time is going, you can begin making better decisions about what deserves your attention, what needs improvement, and what should no longer be taking up your day.

Clarity is vital when moving toward a more productive way of operating. If you are already productive, continue evaluating and improving your systems. If you discover that you are simply staying busy, make the adjustments now. A full calendar can make you feel accomplished, but the health of the business will ultimately be measured by the results those hours produce.

Note:

How much of your workday produces results—and how much simply fills your calendar?

by: Jv Hooks Sr.

Upcoming Events & Programs Calendar

Here is a calendar of events and activities going on around Cleveland. Hope you get out and enjoy them.



MidTown Cleveland Inc. 2026 Annual Meeting

October 16, 2026 · 6:00 PM

Agora

A community-focused annual gathering highlighting MidTown Cleveland initiatives, progress, and local engagement.

Tickets Required

The Sparrows Fortune — Writing Workshop

October 20 & 27, 2026 · 6:00–8:00 PM
10831 Magnolia Drive, Cleveland, OH 44106
RSVP: www.thesparrowsfortune.com

A local writing workshop for those looking to strengthen their craft, creativity, and connection with other writers.

PeopleLovePoetry

Poetry Slam

October 24, 2026 · 6:00–10:00 PM

2302 Krause Ct, Cleveland, OH

An evening of live poetry, creativity, and community expression.

Tri-C Classical Piano Series: Eden Chen

November 8, 2026 · 2:00–4:00 PM

Tri-C Metro Campus

A classical piano performance
featuring Eden Chen as part of Tri-
C's ongoing performance series.



What's happening around us? As business owners we have to find personal time in our busy lives. Cleveland and surrounding areas are living with so much to do. Here's a list of upcoming activities throughout our area.



SMALL BUSINESS EMPOWERMENT FOUNDATION (SBEF)

The SBEF Community Connection

Dec 19th, 2026 1:00 - 4:00pm

Location TBD

New nonprofit for the community of business owners and entrepreneurs. Come support the launch and the community.

With the first edition of our Hook'D Executive newsletter in the books, I want to take this moment to reflect and show my gratitude for whom and what it took to make this a successful publication. To all my staff, clients, colleagues, community, and supporters you were and are the backbone of our success.

Here at Hooks Industries we pride ourselves on practicing what we preach; by getting in front of the community and making those deep connections plus engaging with our supporters; so, they may look to us a resource here at home and abroad.

This first issue is dedicated to my community! May we all continue to thrive and support one another in business and in life by making connections and growing our community to it's fullest potential.