



The AUGUST ISSUE Chamber Courier

The Monthly Business Publication for the Canton Area



CANTON AREA CHAMBER OF COMMERCE BOARD OF DIRECTORS

EXECUTIVE BOARD

President: Chad Holloway - *OSF HealthCare*
Vice President: Maggie Connell - *Edward Jones*
Treasurer: Chad Murphy - *Spoon River College*
Secretary: Renee Lewis - *Jim Maloof Realtor*

BOARD OF DIRECTORS

Whitney Parrish - *Barnhart, Tinsman, & Parrish*
Jay Valencia - *Canton High School*
Jason Gumbart - *Apex Seed Co.*
Lacey Neal - *Rock Valley Physical Therapy*
Diane Bell - *Di's Boutique*
Alesia Shaw - *Graham Health System*
Jason Elwell - *Eats on the Street*
Lucas Lingle - *MidAmerica National Bank*
Emylee Bitner - *Bank of Farmington*
Chase Shawgo - *Ipava State Bank*
Owen Spahn - *'24/'25 Student Representative*



EXECUTIVE DIRECTOR
CARLA BOBELL



309-647-2677



48 N Main St. Canton IL 61520



cbobell@cantonillinois.org



www.facebook.com/CACC61520



cantonillinois.org/chamber



WEBSITE: buckheartsolar.com



facebook.com/BuckheartSolar

BUCKHEART
SOLAR



Build Trust in Customer Relations

Executive Director Carla Bobell

Trust is the cornerstone of customer relationships, driving sales and fostering loyalty. Yet, building that trust swiftly, especially in a competitive landscape filled with countless options for consumers, can be hard. Establishing credibility and rapport takes time and effort. But strategic actions can accelerate trust building. By focusing on transparency, communication, and consistently exceeding expectations, you can cultivate trust quickly and effectively. If you want to build trust with current and potential customers, check out a few important values.

Transparency Be upfront and honest about your products, services, and business practices. Clearly communicate your values, mission, and any potential limitations. If someone else is a better fit for what a potential customer is looking for, tell them that. When customers feel they have a clear understanding of your business and your commitment to helping them (sometimes above your own desire to land them as a customer), they're more likely to trust your intentions and buy from you again.

Communication Engage in open and consistent communication with your audience. Respond promptly to all inquiries and feedback. Actively participate in conversations on social media and other platforms. Show your personality. By being accessible and responsive, you demonstrate a commitment to customer satisfaction (and seem like a real person, not just a finely crafted brand).

Your Word (and Actions) Nothing erodes trust faster than broken promises or going back on your word. Ensure your products and services live up to the expectations you set. Consistently delivering quality and reliability reinforces your credibility and builds confidence in your brand. Your word also extends past what you say into what you do. Actions matter, as does past buying experience.

Customer Service Go above and beyond to meet the needs and exceed the expectations of your customers. Train your staff to be knowledgeable, friendly, and helpful. Address any concerns or issues promptly and professionally. Strive to under promise and over deliver!

Personalization Get to know your customers and their preferences. Tailor your marketing communication and offerings to their specific needs. Personalization demonstrates you value their business and are committed to providing a unique and satisfying experience. It also makes them feel special, something they won't get from just any business.

Giving Back to the Community Engage in philanthropic activities and support local causes that matter to you. Partnering with charities or organizing community events demonstrates your commitment to social responsibility and can resonate with customers who share similar values.

Building trust takes time and effort, but the pay-off is great. Another company can always out price you, but it's difficult to persuade a customer to do business with someone new when they have a trusted partner they enjoy buying from. By implementing these strategies, you can accelerate the trust-building process and establish lasting relationships with your customers. Remember, trust is an invaluable asset. It leads to increased sales, customer loyalty, and long-term success for your small business.

Welcome New Member!

The Forgottonia Times

Established in May 2024, The Forgottonia Times is your go-to source for all things local in Fulton, Knox, McDonough, and Warren counties. We're more than just a newspaper; we're a community utility dedicated to connecting and revitalizing our communities through authentic, locally-sourced journalism. Our young and vibrant team, born and raised in these counties, is passionate about highlighting the unique stories, events, and voices that define our region.

Our team is a close-knit group, consisting of Josh Lockhart, our sales manager, Josiah Chatterton, our editor, Hannah Chatterton, our lead journalist, Emma Rauschert, our talented journalist, and Matthew Rauschert, our creative graphic designer. The team hails from Fulton, McDonough, Warren and Lee counties, bringing their local roots and unique perspectives to The Forgottonia Times.

At The Forgottonia Times, we believe in bridging the gaps between our communities, fostering a sense of unity and shared purpose by covering everything from local festivals and history to school sports and human interest stories. In an era where local news is often overshadowed by large media corporations, we offer a genuine, grassroots alternative that puts our community first.

We understand that dealing with media can sometimes feel impersonal, especially with larger companies. At The Forgottonia Times, you'll always connect directly with someone involved in the production of the paper. We offer a wide array of advertising options, and provide flexible payment plans, ensuring you receive personalized, genuine assistance without any hassle.

Whether you need to advertise your company or event, share a press release, add something to the community calendar, or highlight good news, we're here to help. Utilize our Forgottonia Works hiring page (coming soon) to find local talent and contribute to our vibrant community. Being a Forgottonian means celebrating our shared stories and working together to build a brighter future for our region. Welcome to The Forgottonia Times family!



(309) 255-8799



contact@forgottoniatimes.com

A Message from CUSD #66 Superintendent Tad Derenzy

WELCOME TO THE NEW SCHOOL YEAR!

As we begin the new school year, I am excited to share the many changes and improvements in our district. Over the summer, we continued our commitment to enhancing our schools, investing over \$15 million in the past three years.

At Canton High School, the year-long construction project is complete! Students will now benefit from a new all-purpose room, band room, greenhouse, and renovated chorus rooms, providing enriched learning experiences. The new band room was inaugurated on July 18th during summer band camp. Additionally, the Career and Technical Education (CTE) rooms received new lighting, classroom renovations, and updated ventilation and air conditioning in the automotive shop. The softball field now has LED lights, as does Memorial Stadium, along with new lighting in the student parking lot.



Ingersoll Middle School has seen significant updates, including new main water lines, remodeled classrooms, replaced floor tiles in the band and chorus rooms, and a newly paved front drive. Westview Elementary School also received paving work and improvements to the front entry. Security enhancements have been a priority across the district. We have added entry vestibules at Canton High School and Ingersoll Middle School and renovated offices. Security film has been installed on key windows, and intercom systems have been upgraded at all elementary schools to ensure better communication. I am also thrilled to introduce Kaylah Harris as the new principal of Westview Elementary School. Here's to a fantastic school year ahead!

Sincerely,
Tad DeRenzy Superintendent,
Canton Union School District #66



CANTON
UNION SCHOOL DISTRICT #66

CONNECT • CREATE • COLLABORATE

Westview Elementary School

Kaylah Harris

A MESSAGE FROM MRS. HARRIS

Hello Westview Families!

I am very excited to be the Principal at Westview Elementary School. I was born and raised in Canton and live here with my husband and our three children. As a family, we enjoy camping, MLB games, and participating in various sports activities.



My educational journey began at Lincoln College, where I earned my Associate's Degree. I then transferred to Knox College, majoring in Elementary Education with a minor in Psychology. I later obtained a dual Master's Degree in Curriculum and Instruction and Educational Leadership from the American College of Education. I have been with the Canton School District since the start of my career, teaching second grade at Lincoln Elementary for 11 years.

I am excited and grateful to begin my 12th year in education in this leadership role at Westview Elementary. I look forward to getting to know you all and continuing to build upon our wonderful Westview community. I am committed to ensuring a safe, inclusive, and positive learning environment at Westview and can't wait to see us all learn and grow together during the 2024-2025 school year.

Sincerely, Kaylah Harris
CUSD#66 Westview Elementary

Westview Elementary School
#westviewproud



WELCOME Spoon River Partnership for Economic Development Marketing and Tourism Director Jennie Grove

The Spoon River Partnership for Economic Development is excited to announce Jennie Grove as their new Marketing and Tourism Director. Jennie brings a fresh approach with multiple years in events and marketing within the tourism industry. Having worked with small businesses for so long, Jennie has a deep understanding of the unique challenges and opportunities that come with running a business and consumer targeting. Jennie has the experience equipped to implement tourism marketing and promotional programs to drive leisure and revenue to our local economy.



Jennie grew up in Fulton County, graduating from Cuba High School before completing her Associates Degree from Spoon River College. She received her Bachelor's degree in Recreation, Sports, and Tourism Administration from Western Illinois University. Jennie is excited to be back in her hometown and passionate about driving growth and revitalization to elevate our community and county.

As a creative problem solver, who thrives in a fast pace environment, Jennie is bringing new ideas and innovation to our community. Jennie is eager to work closely with business owners, professionals, and other key stakeholders to stimulate economic development and increase leisure travel to Fulton County.



309-647-2677 Ext.3



Marketing@cantonillinois.org



SPOON RIVER
PARTNERSHIP
for Economic Development

Progressive Vision Center Welcomes Dr. Cassy Roat-Rhinehart

Progressive Vision Center Is pleased to welcome Dr. Cassy Roat-Rhinehart!



Dr. Cassy Roat-Rhinehart joined Progressive Vision Center in July 2024. Cassy is a Havana native and graduated from Havana High School in 2016. Cassy graduated with honors from Illinois College in Jacksonville, IL in 2020 and recently earned her doctorate of optometry this past May 2024 from Midwestern University: Chicago College of Optometry in Downers Grove, IL.

Cassy, her husband and dogs reside just outside Havana. Cassy is excited to finally move back to the area and get involved in both the Canton and Havana communities. Dr. Roat-Rhinehart is looking forward to providing optometric care to the Mason-Fulton County area. Call 309-647-2020 to schedule your appointment today.





Service Beyond the Contract
DEMPSTER
INSURANCE AGENCY, LLC
www.dempsterinsurance.com

74 E Pine Street
Canton, IL

309-647-4284

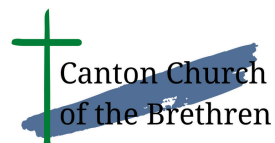


JUNE 20 - 29, 2025

150% CLUB MEMBERS



It's on time. It's quality. It's savings.



150% CLUB MEMBERS



150% CLUB INDIVIDUAL MEMBERS

Scott Miller

Phil Miller

Tony Rolando

Otto Stephenitch

Kevin Meade

Kevin & Debbie Stephenson

John Clark

Harriet Ellis

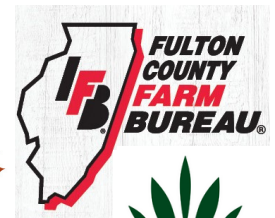
Harold Jump



G-M MECHANICAL



Harvester Meat Co.



RANCHO NUEVO



McCarthy & Jackson LLC

Galesburg Broadcasting Co.



Holiday

Lightshow

Trivia Night

The Holiday Lightshow GET LIT Trivia Night was a hit on Saturday, July 20th. There were Silent Auction items to bid on, games to play, a place to take your picture with the Summer Santa and holiday focused trivia questions that stumped a few. A little over \$3000 was raised to help go towards purchasing items needed for the Holiday Lightshow from safety parking wands to replacement lights for the lightshow. A big thank you to everyone who participated!

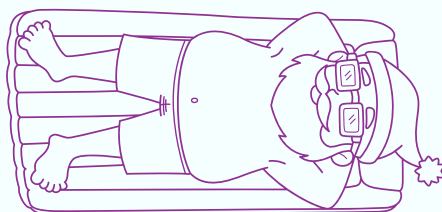


Thank you to our Table Sponsors:

Nagle Accounting & Tax Services, Inc.
 Graham Health System
 Canton Park District
 Whisper Willow Wedding Rentals
 Jim Maloof Realtor
 Snowman Reindeer Farm
 Kieswetter Insurance Agency
 Edward Jones - Maggie Connell
 Mystic Skye Wellness Center
 Ready, Set, Go Kelly Sale Travel Agency

Congratulations to the Winning Team: Hawaiian Delights

Representing the Canton Park District



JULY BUSINESS AFTER HOURS

HOSTED BY



Canton Office

Edward Jones®

Maggie Connell



AUGUST BAH



UPCOMING BAH

September: TBK Bank

October: United Way of Fulton County

November:

Barnhart, Tinsman & Parish, Ltd
Klinedinst Chiropractic
Stinauer Family Dentistry
Oakdale Veterinary Clinic
Davis & Campbell, LLC

December:

Ipava State Bank & Billy's Tap



Networking
Opportunity

HOSTED THIS MONTH BY:

BUCKHEART
SOLAR

LOCATION:



23 W PINE ST.
CANTON, IL

August 15, 2024
5:00 - 7:00 pm

Food, Beverages, Fun, & Networking



FOOD TASTING

BEER & WINE

LIVE MUSIC

KIDS ACTIVITIES

PIE EATING CONTEST

12:00 PM - 3:00 PM



Advertise in the Chamber Courier

New Advertising option

Are you looking for a new, affordable way to market your business or organization? The Canton Chamber is now offering ad space in our new and improved Chamber Courier. See details below.

DELIVERED TO
OVER 300
CHAMBER
MEMBER EMAILS

**48% OPEN
RATE**



Chamber Carrier

- Can purchase more than one month
- Ad size 3.5 X 2"
- In color
- Location will vary

\$35 / month

Chamber Chariot

- Can purchase more than one month
- Ad size 5 x 3"
- In color
- Location will vary

\$60 / month

Chamber Champions

- Only for Chamber Members that pay over \$1000 in Membership dues annually
- Will be listed every month
- Location of ad may vary
- Full page add

**\$1000 and above
annually**

**Call the Canton Chamber
to get your spot**

Canton Chamber Office
48 N. Main Street in Downtown Canton

309-647-2677

**Limit of 20 total ads
per issue**

CHAMBER CHAMPIONS



CEFCU®

THANK YOU FOR YOUR SUPPORT!