

WELCOME TO

2021

# THE CHAMBER COURIER

January 2021

The monthly business publication of the Canton Area



**Andrea Barbknecht**, Spoon River College  
**Emylee Bitner**, CEFCU  
**Samantha Braden**, Rhoades Real Estate  
**Bobby Brown**, Flat Branch Home Loans  
**Rachel Bundy**, Graham Health System  
**Joe Christian**, MidAmerica National Bank  
**Stephen Clark**, Town and Country Insurance  
**Jason Coulter**, Big Cat's Bowls  
**Kiley Davis-Crouse**, Davis Buick GMC  
**Sherri Delost**, Jim Maloof Realtor  
**Brooke Denniston**, YWCA of Canton  
**Mark Dodds**, Hy-Vee Food Stores  
**Angela Drach**, Mid Century Fiber  
**Sandy Edsall**  
**Kim Fischer**, Canton Harvester Inn  
**Todd Fletcher**, Shelter Insurance  
**Jeromie Hale**, Bistro 101  
**Dave Lewis**, Dave Lewis Studio, Ltd.  
**Taryn Mellert**, Spoon River Electric  
**Amanda Reed**, MidAmerica National Bank  
**Jason Rockhold**, Rockstar Beauty & Spa  
**Chase Shawgo**, Ipava State Bank  
**Harry Thakkar**, Canton Inn

## Planning for 2021 With Two Strategic Plans

“Uncertainty is the governing principle for 2021” says Andrei Kurtuy, co-founder and chief communications officer of Novoresume, an online resume builder. As a business owner or ED of a non-profit, someone is usually planning for the new year. But how in the world do you plan for 2021?

# 2021

When looking for articles on how to plan for the new year, I came across an article from Legal Zoom. In the article it suggests to have two strategic plans for 2021, one being pessimistic with hard measures still in place, and one optimistic in case vaccines are quickly distributed, and economies throughout the world bounce back. Well, that sounds easy! Hmm. Let's start with some obvious goals.

**Plan to Be Flexible.** The world continues to change, so what is happening today may change tomorrow and you will need to be prepared to pivot your business plans. Communication with your employees is key. “It is important to keep everyone in the loop as things evolve throughout this extended crisis. It's about transparency and working together to keep everyone safe.” said Kurtuy. When finalizing your budget, it is suggested to still set it up for the year, but review quarterly, and possibly monthly, to adapt to any changes.

**Online Sales Will Continue.** More and more purchases are being made online because the pandemic changed customers' needs and how they search for products and services. “Since the onset of COVID, time spent on cell phones is up 37% over using a desktop.” states John Ross, president and CEO of Test Prep Insight, a professional exam preparation service provider.

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# CHAMBER CHAT

## Question:

How do you determine what my Chamber membership dues will be for the year?

## Answer:

Most business Chamber memberships are based on the number of full time employees. If you have 1 to 5 employees your membership would be at Level 1, which is currently \$220 for one year.

If you are a non-profit, your dues are based on your annual budget.

Banks are based on deposits and Nursing homes are based on number of residents in their facility.

For more details go to [www.cantonillinois.org](http://www.cantonillinois.org) Chamber/Membership Services or Call 309-647-2677 Ext. 3

# EXECUTIVE BOARD

*President* - **Jana Emmons**, Ipava State Bank  
*Vice President* - **Lacey Neal**, Rock Valley Physical Therapy  
*Treasurer* - **Jodi Wilcoxon**, MidAmerica National Bank  
*Secretary* - **Lisa Gardner**, Jim Maloof Realtor

# BOARD OF DIRECTORS

**Business and Community Development**  
 Jodi Wilcoxon, MidAmerica National Bank

**Member and Public Relations**  
 Becky McLeod, Graham Health System

**Government Affairs**  
 Jay Valencia, Canton High School

Diane Bell, Di's Boutique  
 Jason Elwell, Peculiar Projects  
 Greg Glomb, Edward Jones  
 Jason Gumbart, APEX Seed Company  
 Larrilyn Hall, The Look Hair Studio & Day Spa  
 Ann Lockhart, United Way for Spoon River Country  
 Whitney Parrish, Johnson & Johnson, PC  
 Erin Watson, Watson Center for Wellness

# EX-OFFICIO MEMBERS

Jon Johnson, Canton Park District  
 Mayor Kent McDowell, City of Canton  
 Superintendent Rolf Sivertsen, CUSD #66  
 President Curt Oldfield, Spoon River College

# STAFF

*Executive Director* - Carla Bobell  
 209 East Chestnut Street, Suite 2  
 Canton, IL 61520  
 (309) 647-2677  
[cbobell@cantonillinois.org](mailto:cbobell@cantonillinois.org)

let's do **VIRTUAL**  
 January 14, 2021  
 8:00 am - 9:00 am  
 Must be registered to receive Zoom invite

The Canton Area Chamber of Commerce invites you  
**"Taking Care of Business"**



Michelle Howe

### What is it? It's LinkedIn!

It's THE leading website for business-to-business interactions and content marketing.

43% of marketers have gained a customer on it.

87% of recruiters have hired someone from it.

53% of CEO's are on it.

Join Michelle Howe, Instructor of Business Communication at Western Illinois University and Certified Professional Resume

Writer, to learn how to:

- \*Create a powerful LinkedIn profile
- \*Leverage the site for networking and lead generation
- \*Develop a company page
- \*Post content and get noticed!



NO COST for session. No Breakfast provided  
 Please register by January 13 at noon

Register at [www.cantonillinois.org](http://www.cantonillinois.org)  
 Chamber tab ~ Calendar of Events ~ January 14 ~ TCB

Or call Carla Bobell at 309-647-2677 Ext 3 or  
 email [cbobell@cantonillinois.org](mailto:cbobell@cantonillinois.org)



## WELCOME NEW OWNER OF JIMMY JOHN'S

My name is Patrick Wampler and I have been a Jimmy John's Franchisee for about seven years now. Austin Apgar, Craig Neitzel, and I started our company called SUBWARS back in 2013 right when I graduated from the University of Illinois.

I have always been an active person and Jimmy Johns seemed like a good fit for me. We opened our first Jimmy Johns in 2014 in Tuscola, IL. It was a hit from the start. Since then along the way we have bought two existing stores in Danville, IL, and opened 3 others in Mahomet, Rantoul, and Taylorville. Just last month we made the purchase of the store here in Canton.

I met Mindy and Scott Harn (the previous owners) long before I ever thought I would be buying the store in Canton. I helped Scott work through the construction process as it was something I had done several times before, and Mindy even came to do her training at one of our stores. We built a friendship, and continued to talk and help each other in the first year or two while they owned the store. Eventually they realized that owning a restaurant along with having 4 very active kids is a very difficult challenge. They approached us and asked if we were interested in purchasing the store and of course we jumped at the chance.

We have always been attracted to the small town markets, something about the tight knit feel of a community has always been a good fit for us.



Since we have taken over it has been an amazing first month. Obviously 2020 has been a challenge for all, but the staff, and the community have really been a joy to be around. We look forward to trying to grow the store's involvement in the community as well as continue to provide fast, accurate sandwiches freaky fast, in a clean and friendly environment!

I look forward to getting to meet and serve the community for years and years to come!

To place order call 309-998-3278  
or online at [www.jimmyjohns.com](http://www.jimmyjohns.com)

# WELCOME NEW MANAGER

## HELPING HANDS RESALE SHOPPE

Hello everyone! My name is Wendy (Schappaugh) Mayall. I am the new manager of Helping Hands. Here is a little bit about myself.

I was born and raised in Havana, IL, the youngest of 8 children. I moved to Elmwood my Senior year in High School and graduated from Elmwood Jr.-Sr. High. I have been a resident of Canton for the past 16 years. I am the proud mother of two children. My daughter Grace is attending her first year at Spoon River College. After she obtains her Associate's Degree, she plans to attend ISU majoring in Elementary Education. My son Rob is a Sophomore at CHS. I am an AVID Cub's fan and pretty obsessed with the TV series Friends. I love music from all eras and never turn down a request to be on a team for Trivia.



Before I took the manager position at Helping Hands I worked for Caterpillar, in their Yellowmark division, doing data entry. I worked beside Engineers and Computer Analyst, regarding parts and part numbers.

I am excited to be a part of what Helping Hands does for our community. They are a non-profit organization that relies solely on volunteers to keep things running. The mission at Helping Hands is to generate financial resources through the sale of donated goods in order to fund local and international charities. Through Helping Hands our community acts as the hands and feet of Christ by donating goods, volunteering to serve, and shopping at the store. Each week a charity or ministry is designated to receive a share of the proceeds.

In my store, I come in contact with many people from different social and economic backgrounds. Some come in to purchase unique treasures they are able to find. Others come to purchase the necessities. Through Helping Hands, I have been able to provide a woman with a heater, when she had no heat; I was able to provide a woman with a winter coat when she didn't have one. All at no expense to them. The Salvation Army hands out vouchers, to those in need, to come in and pick out clothing... free of charge. I cannot begin to explain how rewarding it is to be able to do this for our community.

If you have never been into Helping Hands, please consider this a personal invite. We have everything from Housewares, to Electronics, to Home Decor, to Vintage items, and we can't forget our selection of clothing. We are a little Consignment shop that does amazing things.



309-647-7990

[www.helpinghandsresale.com](http://www.helpinghandsresale.com)

Open Tues - Sat  
10 am - 5 pm  
for shopping & drop off donations

105 N. 1st Avenue in Canton

[www.facebook.com/CACC61520](https://www.facebook.com/CACC61520)



# MENTAL HEALTH & WELLNESS SERVICES

The pandemic has brought on increased stress, anxiety, depression, loneliness and the list goes on.

Keeping good mental health is important and we have Chamber businesses here that can help.

Fulton County Emergency Medical Association  
635 South Main Street  
Canton, IL. 61520  
309-647-5147  
www.fcema.com

Fulton County Health Department  
700 East Oak  
Canton, IL. 61520  
309-647-1134  
www.fultoncountyhealth.com

Graham Health System  
210 W. Walnut Street  
Canton, IL. 61520  
309-647-5240  
www.grahamhealthsystem.org

Health & Wellness Connection of Fulton County  
103 South Main Street, Suite A  
Canton, IL. 61520  
309-649-0048  
www.healthwellnessclinic.org

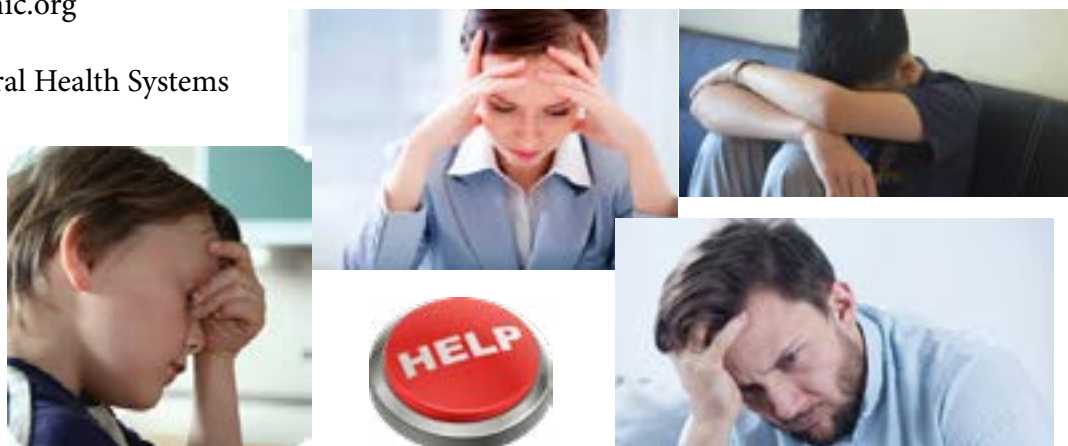
North Central Behavioral Health Systems  
229 Martin Avenue  
Canton, IL. 61520  
309-647-1881  
www.ncbhs.org

Spoon River Counseling & Wellness  
8 South Main Street, Suite 203  
Canton, IL. 61520  
309-740-2171  
www.spoonrivercounseling.com

The TLC Health & Wellness Clinic  
114 S. 4th Street  
Cuba, IL. 61427  
FB - TheTLCHealthAndWellness

Unity Point Clinic of Canton  
2076 N. Main Street  
Canton, IL. 61520  
309-647-6090  
www.unitypoint.org

Watson Center for Wellness  
103 S. Main Street  
Canton, IL. 61520  
309-649-6813  
www.watsoncenterforwellness.com



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“Mobile is more important than ever now that COVID is the new reality, and you have to lean into it.” Just opening your doors today, may not be enough to keep your sales strong. If you are not sure how to get started with adding online business to your mix, reach out to the Canton Chamber for some direction and assistance. Don’t be afraid to diversify your sales channels and explore retail opportunities.

**Collaboration Helps Everyone.** An article from the Houston Chronicle blog called Chron, shares that when small business tax money, paid by both employees and businesses, stays local and further benefits the communities through its support of schools, roads and municipal services. So when we all shop local we are helping to support these services, as well. When business owners purchase supplies locally, partner in marketing efforts and create a cycle of support, the local economy will thrive. Collaborating as one small business unit can help create camaraderie that is unstoppable.

From hiring to serving customers, business owners and organizations that are willing to change to meet new needs and have a positive outlook for the future will be ready for whatever 2021 brings. Make your strategic plans, but go with the flow! The Canton Area Chamber of Commerce is here for your business and non-profit organizations with or without a pandemic.

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## What Is Being A Chamber Ambassador All About?

Ambassadors are in a unique position to meet a wide variety of Canton area business people. While attending functions and calling on members, you represent your own organization as well as the Chamber. You will undoubtedly develop a long and varied list of contacts and an array of community information which will provide helpful as you do business in the Canton area.



Above all else, Ambassadors are expected to communicate to members and others what the Chamber is all about. As an Ambassador, you will constantly practice your interpersonal skills. Even the most shy Ambassador becomes comfortable meeting new people and quickly begins to skillfully communicate with them.

Events Ambassadors are asked to be a part of are;  
Serving as hosts at Business After Hours (whenever we can get back to hosting)  
Attend grand openings, ribbon cuttings, and ground breakings  
Visiting and recruiting new Chamber Members  
Personally contact members each quarter, as assigned, and act as those members’ mentor  
Volunteer to help with Chamber of Commerce events and programs.

If you are employed with a Canton area business and would like to become more involved in the business community, and have an interest in becoming a Chamber Ambassador, please contact Carla Bobell at the Chamber office by either calling 309-647-2677 Ext. 3 or send an email at [cbobell@cantonillinois.org](mailto:cbobell@cantonillinois.org).

96th Annual  
**CHAMBER MEETING  
& AWARDS**

A Virtual Event

Thursday  
February 25th, 2021

7:00 pm

Tickets \$20 Per Person

With your purchase, you will be sent:

Link to the event | Chamber Checks | Additional Goodies



Join us, from your own home,  
in celebrating our 2021 Award  
Winners for:

*Business Person of the Year*  
*Citizen of the Year*  
*Educator of the Year*

★ Please RSVP through our website by Monday, February 22nd ★

# MESSAGE FROM COLE MCDANIEL

## Executive Director for SRPED

### Our Local Economy Can Not Only Recover, but Become Stronger After COVID-19

Ground-up innovation, as well as traditional federal economic development programs, should be an integral part of the formula for a robust recovery.

The current economic crisis has been traumatic, with high unemployment rates and a loss of capital disproportionately affecting underserved cities. As the debate about recovery reaches another critical juncture, the crisis offers an opportunity to spur important changes. One-size-fits-all stimulus investments won't work as well as innovative efforts to leverage scarce state and federal dollars for maximum impact.

The challenges that underserved communities face differ widely, depending on, among other things, the severity of the problems and resources for tackling economic development. As Congress considers another stimulus package to help local economies rebound, funding ground-up innovation, as well as traditional federal economic development programs, should be an integral part of the formula for a robust recovery.

Some steps to help with a quick and effective recovery:

1. Work with local governments to increase capacity and create innovative partnerships with the private sector.
2. Be aware of the tools necessary to have in order to leverage federal funding at the local level.
3. Take advantage of unique opportunities that have been created because of COVID-19, and push for significant long-term change and innovation. We must seize this pivotal moment.

The post-COVID-19 world will be a different place that presents unprecedented challenges for underserved communities. By making more efficient use of federal funding, finding new sources of capital to target specific projects and programs, and incentivizing rather than delaying investment in innovation, communities will be able to accelerate a meaningful recovery that solves chronic, long-standing problems – not just the immediate crisis.

If we push for critical changes, we could, for example, create better broadband that improves distance learning, improve health care services and the supply chain, offer more options for manufacturers in site selection and create a more fertile environment for innovation and entrepreneurship.

Let's prepare to not only ring in 2021 in January,  
but ring out 2020 and leave it in the rearview mirror!





# MESSAGE FROM ROLF SIVERTSEN

## Superintendent for CUSD #66

### What I am Thankful For

As the holiday season comes to a close, we find ourselves reflecting on the past year and those who have helped shape its course. 2020 was one of the most challenging years in my 35-year career. However, there are many people that have helped make our school year easier. To those people I am eternally grateful.

The following are those heroes that am I grateful to:

- Canton School District teachers. For persevering through a terrible year where they have been worn out and afraid of contracting COVID.
- The Canton Union School District School Board for making difficult decisions to protect children and staff.
- Our school administrators for their hard work and innovation to make this year easier and helping shape a remote teaching platform that benefits students.
- Mayor Kent McDowell for his leadership during this time of hardship.
- ESDA director Chris Helle for keeping all community leaders informed and creating and facilitating programs to provide a safe and healthy environment for all Canton residents.
- Fulton County Health Department Director Katie Lynn and her staff for their advice and hard work in our war against COVID 19.
- Public Safety director Richard Fairburn and Sheriff Jeff Standard for leading their law enforcement agencies during this time of crisis. Also I admire and am thankful for their dedication to keeping all Fulton County residents safe.
- All Fulton County health care workers for providing care and comfort for the ill and needy and their dedication during their battle against the COVID enemy.
- All Canton business owners that have struggled during this time of crisis.

I know I have not included all our local heroes. However, this is a brief articulation of the people that have helped our district most during this time of COVID hardship. Thank you all!



**HEROS!**

**THANK YOU!**

# 150% CLUB MEMBERS

The 150% Club is an optional membership upgrade that provides added exposure for your business. By paying 50% over regular membership dues at the time of your dues investment renewal or new membership, your business can join the Canton Area Chamber of Commerce's 150% Club.

## 150% CLUB

Advanced Rehab & Sports Medicine  
 American Family Insurance  
 APEX Seed Company  
 Art Hossler Auto Plaza  
 Barnhart, Tinsman & Associates, LTD  
 Camille's of Canton  
 Canton Elks Lodge  
 Canton Family YMCA  
 CEFCU  
 Central States Fireworks  
 CFC Properties  
 Chronos Technology  
 COOK Medical  
 Crawford's Home Furnishings  
 Dempster Insurance  
 Di's Boutique  
 Eagle Point Solar  
 First Christian Church  
 Froehling, Weber & Schell, LLP  
 Fulton County Emergency Medical Association  
 Fulton County Housing Authority  
 Fulton County Septic  
 Fulton Democrat  
 Giant Goose Ranch LLC  
 G-M Mechanical of Canton, Inc.  
 Harold Jump  
 Helping Hands Resale Shoppe  
 Hocker, Fitzjarrald & Richardson, P.C.  
 Houlthaus Companies, Inc.  
 Ipava State Bank  
 John Clark  
 Jim Maloof Realtor

John McCarthy, Attorney at Law  
 Johnson & Johnson, PC  
 Jones Surveying & Engineering Corp  
 Kevin & Debbie Stephenson  
 Kiwanis Club of Canton  
 Maurer-Stutz, Inc.  
 McDonald's of Canton  
 Kevin Meade  
 Mel's Sporting Goods  
 MidAmerica National Bank  
 Monical's Pizza  
 North Central Behavioral Health Systems  
 Oak-Hines Funeral Homes  
 Official Time Out  
 OSF Healthcare  
 Otto Stephenitch  
 Pizza Hut  
 Progressive Vision Center, LTD  
 Pure Green LLC  
 Renaissance Care Center  
 Rhoades Real Estate & Land Auction  
 RISE Canton  
 Scott Miller  
 Sherwin-Williams  
 State Farm Insurance, Chuck Taylor  
 Stinauer Family Dentistry  
 The Loft Rehabilitation & Nursing of Canton  
 TimbukTech, Inc.  
 Town & Country Insurance Agency, Ltd.  
 Walgreens in Canton  
 WBYS AM & WCDD FM Radio