



THE CHAMBER COURIER

November 2020

The monthly business publication for the Canton Area



Andrea Barbknecht, Spoon River College
Emylee Bitner, CEFCU of Canton
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 Ford
Sherri Delost, Jim Maloof Realtor
Brooke Denniston, YWCA of Canton
Mark Dodds, Hy-Vee Food Stores
Angela Drach, Mid Century Fiber
Sandy Edsall
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
Harry Thakkar, Canton Inn

Small Businesses are a BIG Deal

by *Carla Bobell*

Just how much of a presence and impact do small businesses have on our community? The Small Business Administration (SBA) reports 28 million small businesses operating in the US alone. And since 1995, those small businesses have generated 66% of all new jobs in the United States.* Small businesses are a big deal!

Which brings me to Small Business Saturday, a nationally recognized holiday held the Saturday after Thanksgiving. It has now become a tradition - encouraging holiday shoppers to support local brick-and-mortar businesses rather than big box brands or online-only stores. This year, Small Business Saturday will start on November 28th. So what are the benefits of shopping small and why should I shop local on these special Saturday?

1. Small Businesses give back to your community.
2. Small Businesses make a major economic impact.
3. Small Businesses provide better customer service.
4. Small Businesses provide greater access to product diversity.
5. Small businesses create a sense of community.
6. You're going to feel good!

The Canton Area Chamber of Commerce has come up with a list of Chamber businesses (look on page 3) that you could shop this year for the holidays, including some suggestions. Be on the look out for the Holiday Shopping Passport filled with incentives to "travel" to all the stores included in the Passport to be entered into a drawing to win a prize.

While you are out shopping locally, take pictures and share them with the Canton Area Chamber of Commerce and we will share with our Facebook members and show how you are supporting our community. www.facebook.com/CACC61520.

Make shopping small a BIG deal for our local businesses this holiday season and all year round. They are here for us, so let's be there for them by shopping local.

**Fivestarts by Colleen Corkery "Running a Small Business"*

COME #SHOPSMALL WITH US



CHAMBER CHECKS

Chamber Checks are like gift certificates and can be purchased in denominations of \$5, \$10 and \$20. Chamber Checks make the perfect gift for everyone on your shopping list including teachers, babysitters, care takers, hairdressers, pet groomer, doctors, pastors, employees, friends, and family.

The Chamber Checks make a great gift during the holiday season and other events like birthdays, retirement parties, baby showers, anniversaries, or a house warming.

These checks can be used at many of our Chamber member locations. Chamber Checks ensure that recipients shop local, which in turn, generates sales tax dollars for our community.

Chamber Checks can be purchased in two convenient locations:

The Chamber of Commerce Office:
209 E. Chestnut, Suite 2
or at MidAmerica National Bank:
100 West Elm Street.

Call ahead for large orders. 647-2677 Ext. 3



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Executive Director - Carla Bobell

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SHOP LOCAL CHAMBER LIST

Here is a list of local **Chamber** businesses to shop this holiday season.
Think outside the box this year for gift giving!

RETAIL

Bard Optical - *buy contacts or new glasses*
 Billy's Furniture - *new recliner or bedroom outfit*
 Blessings Primitives - *can't go wrong in here*
 Camille's of Canton - *order matching shirts for the fam*
 Chubb's Package Store - *be merry*
 CJ Flowers & More - *flowers & gifts*
 Crawford's Home Furnishings - *new furniture this year*
 Di's Boutique - *ooolala, make her holiday*
 Front Porch Soap & Gifts - *stocking stuffer haven*
 Fuller's Jewelry - *beautiful & unique*
 Goodwill - *selection changes often*
 Helping Hands Resale Shoppe - *something for everyone*
 Immeasurably More - *new store, must see*
 Mel's Sporting Goods - *so many "goods" to get*
 Progressive Vision Center - *give the gift of sight*
 RP Lumber - *buy big or go home*
 RISE Canton - *for those over 21*
 Sherwin-Williams - *time to update*
 Snowman's Jolly Old Elf Shoppe - *gifts galore*
 Sweet Shoppe - *unique & yummy gifts*
 Tarter Feed & Fertilizer - *pet food and more*
 US Cellular - *phone accessories, and.....go*
 Verizon Digital Store - *tech gifts always a win*
 Walgreen's - *cards, toys and toiletries, oh my*
 Walmart - *hello, it's Walmart*

**Gift Certificates
are where it's at!**

HAIR DRESSERS AND SALONS

Innovations Design Academy
 Intense Tans
 Just Teaz'n Hair & Nail Salon
 Rockstar Beauty & Spa
 The LOOK Hair Studio & Day Spa

MEMBERSHIPS

Canton Area Heritage Center
 Canton Family YMCA
 Modern Health & Fitness
 MTZ Fitness
 The Breathing Tree



RESTUARANTS, BARS, GROCERY

Big Cat's Bowls
 Billy's Tap
 Bistro 101
 Black Maple Coffee - Canton & Lewistown
 Brew N Cue
 Country Line Bar & Grill
 Don & Nancy's Cafe
 Eats on the Streets
 Hy-Vee in Canton
 Jimmy John's in Canton
 Joe's Place in Norris
 Just Chillin Ice & Water - Canton & Cuba
 Kroger in Canton
 McDonald's in Canton
 Monical's Pizza in Canton
 Official Time Out
 Pizza Hut in Canton
 Princess Creations Cakes
 Smokin' Gun BBQ
 Taco Bell in Canton
 Wee Ma Tuk - *yes they now have food*
 White Oak's Sports Bar

SERVICES FOR THE CAR

5th Avenue Car Wash - tokens
 Art Hossler Auto Plaza - gift certificate
 ARV Autoglass - replace a windshield
 Davis Ford - certificate for service
 Davis Buick GMC - detailing
 KB Auto Sales & Service - new tires
 L&L Used Cars - detailing

THINGS TO DO

Big Horse Vineyards - Lewistown
 Canton Park District - fishing & trails
 Country Line - line dance lessons
 Dickson Mounds - new trails
 Linn Lanes - go bowl, ya'll
 Majestic Theater - nothing like a movie
 Native Trails Winery - Lewistown
 Parlin - Ingersoll Library - get a good book
 Snowman's Reindeer Farm - so fun

WOMEN IN BUSINESS 2020 VIRTUAL

2020



Friday,
November 6TH

8:00 am - 9.30 am

VIRTUAL

A unique virtual opportunity to network with peers and hear from our inspiring guest speaker to learn, connect, and grow.

\$10 registration fee

Developing Your Brand Identity

Do you get nervous in front of a group or when you have to speak in public? Do you feel your ideas are not heard? Do you ever feel overwhelmed or scatter-brained? Do you wish you had more confidence? Do you ever feel like an imposter? If so, it may be impacting your brand.

Just like Amazon, Walmart or Apple, you have already developed a personal brand. Your brand's identity is based on your interactions with others, your professional training and experience, your personality, and your values and behaviors. And just like those brands listed above, your personal brand is ever-evolving.



In today's business economy, your personal brand is more important than ever, so join us for this workshop and let's get branding!

PRESENTER

Cathy Onion ~ trainer, teacher, motivator

Brought to by 

Giveaways provided by











Register online at cantonillinois.org
calendar of events
Nov 6 ~ WIB

Must be registered to receive a Zoom invite

or contact Carla Bobell
cbobell@cantonillinois.org
309-647-2677 ext 3

RSVP by October 30th to receive special mailing for event.
Reservations taken thru November 5 at noon.

TAKING CARE OF BUSINESS VIRTUAL

let's
do | **VIRTUAL**
November 12, 2020

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"



Chris Jump

Join us for an informational session covering
*** COVID Leave Issues**
*** Facing Liability for Employees & Customers**
*** Review of CDC & IDPH Guidelines**
for businesses due to COVID

Attorneys from Davis & Campbell LLC
will be presenting



Nicole Meyer

NO COST for session. No Breakfast provided

Please register by November 10

Register at www.cantonillinois.org

Chamber tab ~ Calendar of Events ~ October 22 ~ TCB

Or call Carla Bobell at 309-647-2677 Ext 3 or
email cbobell@cantonillinois.org



YOUTH LEADERSHIP ACADEMY

Youth Leadership Academy is under way! This year due to the pandemic we were not sure if the Canton Area Chamber of Commerce was going to be able to offer the Youth Leadership Academy program to CHS students. We successfully were able to work with CHS principal, Jay Valencia and school counselors, Andy Schroeder and Nicole Zasada to set up a virtual schedule via Zoom for the 45 students involved in the program.

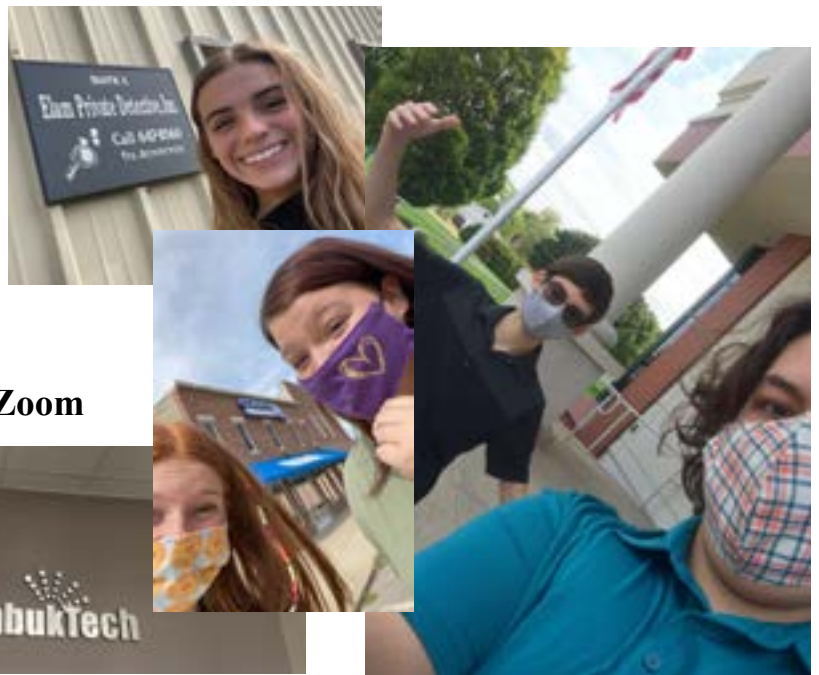


We have collaborated with the SRC Outreach Director Andrea Barbknecht and others to facilitate our workshops that will cover real world business practices such as leadership developing, team building, communication, and business etiquette. We will cover all of the job skill basics such as career exploration; resume writing, safe online job searches, interview skills, and mock interviews. During the student’s senior year they focus on job shadowing at various businesses in town and developing relationships for future careers. This year has proven to be a challenge for many seniors to experience a real job shadow opportunity due to restrictions so many businesses have, but we are thinking outside of the box with phone interviews, Zoom meetings, and even a panel discussion with directors from Graham Hospital for our six students interested in the medical field.

Job Shadowing Experiences for CHS Seniors



Workshop with the sophomores via Zoom



2020



A big part of the Youth Leadership Academy program are the mentors. Mentors were assigned to the sophomore and juniors only this year and they work with the students in virtual breakout sessions during the workshops. Many of our mentors are graduates of CHS and have come back to the community to live & work with their jobs ranging from Bankers, Insurance, Lawyers, Physical Therapist, to Graphic Designers. These professionals bring a wide range of knowledge and background to the students. It is our hope that CHS students will carry these relationships throughout their college years to provide support and keep connected to our community.

If you are interested in becoming a mentor, being a presenter or offer job shadowing opportunities, please contact the Chamber office at 309-647-2677 Ext. 3 or email at cbobell@cantonillinois.org.

MESSAGE FROM SPRED with ED

Cole McDaniel

In the wake of the 2020 pandemic, economists estimate that nearly two-thirds of economic activity in the United States is being generated by “work-from-home” employees. This sharp spike in remote work, combined with a COVID-inspired fear of densely populated places, has Americans fleeing our largest cities for suburbs and more rural areas around the country.

Canton should be one of those places that people are “fleeing” too.

With its relatively low cost of living and low population density, potential entrepreneurs looking for an escape from the big city, would love to call Canton home. Add to Canton’s advantages the collection of outdoor recreation, community college, and growing health system, and you have a product ready to take to market.

These selling points—some of which extend to the entire state—aren’t new. But post-COVID America requires a bold, new approach that focuses more on individuals than companies.

The old model is to craft incentives packages to lure manufacturing facilities and corporate headquarters. Indeed, most of our incentives, such as TIF, EDA Grants, and Enterprise Zones, are tied to capital investments and how many employees a company would bring here.

Fast Company magazine reports that nearly two-thirds of tech workers in the San Francisco Bay area say they would consider relocating. Some of the biggest tech employers—Google, Facebook and Twitter—have said they’ll allow employees to work from anywhere. Why not entice them here with an income tax credit, renter’s credit or other incentives? How can we make it easy for tech workers, writers, consultants or anyone with an entrepreneurial urge to move here?

This isn’t a new concept. Northwest Alabama; Tulsa, Oklahoma; Topeka, Kansas; and the entire state of Vermont were among those targeting individuals with cash payments and tax credits before anyone had even heard of COVID-19. We should get aggressive before this becomes standard practice.

Our region is well-positioned to take advantage of the trend, provided there is a concerted effort to reverse some of the setbacks the community has suffered. We’ll need all the amenities we had before the pandemic—and more—to win this battle for talent.

Those who can do their jobs remotely tend to be better educated and more highly paid than the broader workforce. They have the means to create companies and employ others, and they can live anywhere in the world. There might never be a better time to pursue them. Let’s get to work.



CDC GUIDELINES FOR COVID 19



EXPOSURE



Information collected from the CDC.gov website

There have been many calls that come in to the Canton Area Chamber of Commerce office about COVID 19 and most of the time we have them call the Fulton County Health Department but we decided to gather some information that we feel could be helpful.

What is the difference between isolation and quarantine?

Quarantine keeps someone who might have been exposed to the virus away from others.

Isolation keeps someone who is infected with the virus away from others, even in their home.

Who needs to quarantine? People who have been in close contact with someone who has COVID 19 - excluding people who have had COVID 19 within the past 3 months. People who have tested positive for COVID 19 do not need to quarantine or get tested again for up to 3 months as long as they do not develop symptoms again. If you develop symptoms again within 3 months of the first bout of COVID 19 may need to be tested again if there is no other cause identified for their symptoms.

How long do you quarantine? You should stay home for 14 days after your last contact with a person who has COVID 19. Quarantine helps prevent spread of the disease that can occur before a person knows they are sick or if they are infected with the virus without feeling symptoms. People in quarantine should stay home, separate themselves from others, monitor their health, and follow directions from their state or local health department. Being cooperative helps everyone involved.

What counts as a close contact?

- *You were within 6 feet of someone who has COVID 19 for a total of 15 minutes or more
- *You provided care at home to someone who is sick with COVID 19
- *You had direct physical contact with the person (hugged or kissed them)
- *You shared eating or drinking utensils
- *They sneezed, coughed, or somehow got respiratory droplets on you

What are the symptoms of COVID 19? People with COVID 19 have had a wide range of symptoms reported - ranging from mild symptoms to severe illness. Symptoms may appear 2 -14 days after exposure to the virus. Here are possible symptoms (some symptoms may not be listed):

- * Fever or chills
- * Cough
- * Shortness of breath or difficulty breathing
- * Fatigue
- * Muscle or body aches
- * Headache
- * Loss of taste or smell
- * Sore throat
- * Congestion or runny nose
- * Nausea, vomiting, diarrhea

What are businesses doing to protect against COVID 19? Since the day businesses were able to re-open they have been using the protocol put into place by the CDC. Here is a link that gives a breakdown of guidelines for several industries <https://dceocovid19resources.com/restore-illinois/restore-illinois-phase-4/>.

Fulton County Health Department 309-647-1131 - Open Monday - Friday 8 to 4

For updates; www.facebook.com/FultonCHD.

Testing & Testing Site Info: NEW - dph.illinois.gov/covid19/testing-guidance



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 Co.
 Aquatic Control
 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 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
 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