

WELCOME NEW MEMBERS

Plow City Horseman
Adult Football

THE CHAMBER COURIER

July 2022

The monthly business publication of the Canton Area

Your Chamber Ambassadors are here for your business.

Scott Anderson, SR Preasure Washing
Emylee Bitner, Bank of Farmington
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
Sandy Edsall, Davis Ford
Kim Fischer, Canton Harvester Inn
Jace Fletcher, Shelter Insurance
Jake Secrist, Mid Century Fiber
Jeromie Hale, Bistro 101
Seth Klinedinst, Crawford's Home Furnishings
John Lemon - Rise Canton
Dave Lewis, Dave Lewis Studio, Ltd.
Taryn Mellert, Spoon River Electric
JJ Montgomery - Mel's Sporting Goods
Amanda Reed, MidAmerica National Bank
Chase Shawgo, Ipava State Bank
Codi Swibold, Hy-Vee Food Stores
Dr. AJ Thum, Associates in Dentistry
Nick Wright, Country Financial



3 Creative Ways to Become Top of Mind

by: Christina R. Metcalf

Do you want people to think about your business before others? Of course you do. The first step to patronizing your business is remembering it exists.

Imagine you have a free evening, and you want to go out to eat. It doesn't matter how amazing the food is at the new place down the street; if it doesn't pop into your mind, you won't be going there.

The same is true with your potential customers. They need to think of you to spend money with you.

So how do you ensure you're top of mind and that they will think about your business over the competition? You need to find a way to stand out and be memorable. A good product or service is the first step. Good customer service is also a solid choice. But to truly stand out you must do something slightly different.

Ways to Ensure Your Business is Top of Mind

Events

Hosting an event at your business is a great way to help people remember you. It also provides an experience, and many individuals admit to enjoying them over physical purchases. When you host an event encourage people to share the occasion on social media for even greater reach. Some ideas could be an event where you offer samplings or tasting, or how about an educational event or a good old fashioned block party.

Continued on pg. 7

COME AND JOIN US!
CANTON AREA CHAMBER OF COMMERCE

BUSINESS
after hours

COME JOIN US

HOSTED THIS MONTH BY:

GRAHAM HEALTH SYSTEM

LOCATION

the venue
banquet facility

23 WEST PINE, CANTON

RHOADES REAL ESTATE
& LAND AUCTION SERVICES, INC.

Thursday, July 21
5:00 pm - 7:00 pm

Food, beverages, fun, giveaways and networking!

Picnic in the Park

DOWNTOWN JONES PARK

SAT. JULY 9TH

9:00AM - NOON

Canton Main Street
KIDS FEST!

EXECUTIVE BOARD

President - Jana Emmons, Ipava State Bank
Vice President - Chad Holloway, OSF HealthCare
Treasurer - Chad Murphy, Spoon River College
Secretary - Erin Watson, Watson Center for Wellness

BOARD OF DIRECTORS

Business and Community Development
 Jason Gumbart, Apex Seed Company

Government Affairs
 Jay Valencia, Canton High School

Member & Public Relations
 Diane Bell, Di's Boutique

Ashton Dare, MidAmerica National Bank
 Maggie Cecil, Edward Jones
 Jason Elwell, Peculiar Projects
 Larrilyn Hall, Wee-Ma-Tuk Hills Country Club
 Renee Lewis, Jim Maloof Realtor
 Lacey Neal, Rock Valley Physical Therapy
 Whitney Parrish, Barnhart, Tinsman & Associates
 Alesia Shaw, Graham Health System

EX-OFFICIO MEMBERS

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

STAFF

Executive Director - Carla Bobell
Assistant Director - Caitlin Mason

48 N. Main Street, Canton, IL 61520
 (309) 647-2677
 cantonareachamber@gmail.com

WELCOME NEW MEMBER

My name is Robert Buchanan and I am one of the owners of **The Plow City Horsemen**. We are an adult football team based in Canton, Illinois. We are a full contact, full pads football team. We were founded on June 1st, 2022. We are applying to play in the Mid-American Eight Man Football League. Any player interested in playing that is 18 or older is welcome to contact us either by phone or email. You may also contact us on our facebook page @horsmenfootball or Plow City Horsemen Adult Football



I myself have been involved in adult football in Central Illinois for 18 years. I started out as a player, but as I got older I got into coaching and have been doing that for the past 12 years. My other 2 owners, Adam Davis and Anthony Coleman have been involved for many years, as well. We all bring a wealth of experience and with that experience, we expect to be a successful team from year one on.

We are looking to bring something new and exciting to Canton. We are going to be a community organization. We also want to give local athletes the opportunity to play football in a competitive league after high school. Many athletes in our league have gone on to play in professional leagues after getting their start in our league. Our league is non paid, so guys in our league play and coach for the love of the game of football.

To find out more information for details or Sponsorship opportunities contact us:

Email: twincityjets@yahoo.com

Phone Number:

Rob Buchanan- 309-363-9087

Adam Davis-217-717-6418

Anthony Coleman- 270-925-4013

There are also Sponsorship Opportunities for any business or organization to be involved.

Platinum package for \$1000

Gold package for \$500

Silver package for \$250

Bronze package for \$100



CONGRATULATIONS TO THE 2022 CRUISE IN WINNERS



1967 Plymouth Belvedere GTX

MAYOR'S CHOICE

WINNER:
David Malone
Knoxville, IL

Pictured with judge
Mayor Kent McDowell

SPONSORS CHOICE

1949 and Older

WINNER:
Tom Satterfield
Brimfield, IL.

TBK Bank Sponsor Judges
pictured are:
Angel Helms, Samantha Cox,
Samantha Payton, Amanda
Nelson & Kathy Wallace



1936 Ford 3-window Coupe

SPONSORS CHOICE

1950 and Newer

WINNER:
Dwayne Moss
Galesburg, IL.

BH Materials Sponsor judges
pictured are:
Ben Hendricks, Miranda
Hendricks & Kim Brooks



1969 Ford Mustang Shelby

CONGRATULATIONS TO THE 2022 CRUISE IN WINNERS



BEST OF SHOW Motorcycle

WINNER:
Lance Tindal
Canton, IL

Windshield Specialists
Sponsor judge pictured:
Brian Miars

BEST OF SHOW Jeep

WINNER:
Stacey Busby

Pizza Hut Sponsor
judge pictured:
Jessica Dodds



Thank you to our LEAD SPONSORS



THANK YOU TO THE CANTON CRUISE IN SPONSORS

SUPPORTING SPONSORS



SUSIE & RANDY
MCMILLEN



Bank of
Farmington



DEE CLARK



NICK WRIGHT



G-M MECHANICAL

Barnhart



RHOADES
REAL ESTATE
& LAND AUCTION SERVICES, INC.



CHUCK TAYLOR



HOCKER,
FITZJARRALD
& RICHARDSON, PC



We also thank our 61 volunteers, Wee Ma Tuk Hills Country Club, RP Lumber, Judges, Ambassadors, Board of Directors and all those who participated in the 31st Annual Canton Cruise In. See you next year!

MESSAGE FROM SPOON RIVER PARTNERSHIP FOR ECONOMIC DEVELOPMENT

Big things are coming to Canton and Fulton County in 2022! As more projects are set to get underway and planning for Business Development District Programs has started, SRPED, Canton Area Chamber of Commerce, and Canton Main Street will work together to hold bimonthly meetings for area business owners to attend and learn more about what is going on, what is planned, and what new and exciting projects/events are on the horizon in Canton.

We will be working to send out a save the date for our first event which will be held in late July. The main focus for this first meeting will be on Business Development District #1 in Canton, and an introduction into the direction, and hopeful value for our business owners, that we hope will come from our new bimonthly meetings.

Be on the lookout for the introductory meeting notice and a detailed agenda coming soon. We hope to see you there and we look forward to engaging with our business community in this format soon.



A Facebook Group

Continued from pg. 1

Depending on the nature of your business, and the things your ideal customer/target audience may have in common, a Facebook group can connect your buyers to you and to one another. This idea works well when you can find a connection or mutual interest among your customers. For instance, a bookstore might create a Facebook group for writers or for fans of a specific genre. In a Facebook group you can share information and flash sales, stream events, and invite your audience to talk about their favorite books. The online community will keep your brand center stage while uniting and engaging your audience.

Savings Clubs/Subscriptions

Have you noticed that a lot of companies are charging their customers a monthly fee for some sort of discount or benefit? It began with Amazon Prime, where customers paid an annual fee for shipping. The program has expanded beyond that now, but you can certainly start with one benefit like that.

Panera has created an unlimited coffee subscription where coffee lovers are auto-charged a fee each month and given a free cup of coffee daily. Both programs drive sales (and loyalty). When people pay for something, they want to get their money's worth. Often, that means buying from one store over another because they're part of a savings club.

However, like gift certificates, there may be people who pay every month and don't use your services. That's OK too as the subscription (even if it's only a few dollars) is a source of revenue you did not have before.

If you want strong sales at your business, you need to ensure that your target market thinks about you. You can do that through email marketing, social media participation, or these three ideas. But whatever you do, make sure you use consistent branding and tone. After all, you want them to remember you, not question who you are.

A MESSAGE FROM THE SUPERINTENDENT OF CUSD #66 TAD DERENZY

Hello to the Canton CUSD #66 community. We are excited to share the great things happening at the school district and also what you can look forward to.

- **Summer School** - Our summer school program has been a great success. We've had over 200 students that spent time this summer learning and advancing their knowledge and skills in a variety of areas.

- **Renovation Projects** - This summer has been busy with a variety of renovation and construction projects. We've had new energy-efficient windows installed in the schools, new HVAC heating/cooling systems installed at Lincoln, the high school stadium pavement has been completely redone, as well as the track surfaces. The high school culinary kitchen and science labs are in the process of being renovated and updated as well. This upcoming year we will be adding space for a large multi-purpose room and updated performing arts areas at the high school. We are grateful to have received ESSER grant money from the Federal Government and Facility Sales Tax in order to fund these projects.

- **Registration** – If you haven't done so already, please register your student(s) for the 2022-23 school year!

- **Back-to-School dates:**

- o August 3rd – High School Registration 11am-6pm in South Gym.
- o August 4th - Freshman Orientation from 1pm-3pm at the High School and Freshman Parent night from 5-6pm. The Freshman Back-to-School Bash will take place at Big Creek Pool from 7pm-9pm.
- o August 8th - 5th Grade Orientation at IMS at 10am and 7pm.
- o August 8th - IMS schedule pick-up and new student registration from 10am-12pm and 1pm-7pm.
- o August 11th – High School Meet & Greet Open House takes place from 6pm-7:30pm and IMS from 5pm-6:30pm.
- o August 11th – Eastview, Westview, and Lincoln Back-to-School Celebrations 5:30pm-7pm.
- o August 15th – First Day of School.

- **Kindergarten Dates:**

- o August 9th - Westview Kindergarten Meet and Greet from 4:30pm-6pm.
- o August 11th - Eastview Kindergarten Meet and Greet from 4:30pm-6pm.
- o August 11th - Lincoln Kindergarten Meet and Greet from 4:30pm-5:30pm.
- o Kindergarten classes will dismiss at 11:30am from August 15th-23rd.



- **Late Starts** – We will continue to have 9am late starts every Wednesday this upcoming school year. We have great trainings planned for the staff during these late starts that help to maximize the district's effectiveness at curriculum, social-emotional training, advanced teaching techniques, and much more.

- We are excited to welcome our new administrators to the district: IMS Principal Ms. Amy Jones, IMS Assistant Principal Ms. Kara McGee, high school Assistant Principal Mr. Jason Juchems, and new Student Services Director Mrs. Missy Ryba.

Thank you to the Canton Community for your continued support of the Canton CUSD #66 School District.



12:00 pm - 3:00 pm

September 25, 2022

The Taste of Canton features many local good eats, a wine and beer garden, live music kid's activities, pie eating contest and much more!

Come on downtown Canton and enjoy the day!

Save the Date!

150% CLUB

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

Meet our

2022 MEMBERS

A&M Storage Company
 Advanced Rehab & Sports Medicine
 American Family Insurance
 American Legion Post #16
 APEX Seed Company
 Art Hossler Auto Plaza
 Associates in Dentistry
 Axline Pharmacy
 Barnhart, Tinsman & Associates, Ltd.
 Ben Hendricks Trucking, Inc.
 Camille's of Canton
 Canton Church of the Brethren
 Canton Elks Lodge
 Canton Family YMCA
 Canton Harvester Inn
 CEFCU Canton Member Center
 Central Illinois Lighting & Signs, Inc.
 CFC Properties
 Comcast Business
 COOK Medical
 Crawford's Home Furnishing
 Dana Smith
 Dempster Insurance Agency
 First Christian Church
 Froehling, Weber & Schell, LLP
 Fulton County Emergency Medical Assoc.
 Fulton County Housing Authority
 Fulton County Septic
 Giant Goose Ranch
 G-M Mechanical of Canton, Inc.
 Harold Jump
 Helping Hands Resale Shoppe
 Hocker, Fitzjarrald & Richardson, PC CPAs
 Holthaus Companies, Inc.
 Hulvey Law
 Ipava State Bank

John Clark
 Johnson & Johnson, P.C.
 Jones Surveying & Engineering Corp
 Kevin & Debbie Stephenson
 Kevin Meade
 Kiwanis Club of Canton
 Maurer-Stutz, Inc.
 Meade Law Office P.C.
 MidAmerica National Bank
 Mid Century Fiber
 Midwest Dental
 Monical's Pizza
 North Central Behavioral Health Systems
 Oak-Hines Funeral Homes
 Official Time Out
 OSF Healthcare
 Otto Stephenitch
 Phil Miller
 Pizza Hut
 Progressive Vision Center, LTD
 Pure Green, LLC
 RK Dixon
 Rhoades Real Estate & Land Auction Services
 RISE Canton
 Scott Miller
 Sedgwick Funeral Homes & Crematory
 Sherwin-Williams
 Spoon River Media, LLC
 State Farm Insurance - Chuck Taylor
 Stinauer Family Dentistry
 Timbuk Tech, Inc.
 Town & Country Insurance Agency
 Unity Point Clinic of Canton
 Walgreen's of Canton
 Walmart of Canton
 West Central Powersports