



August Newsletter



August Spotlight...Keefer Financial, INC!

We are happy to announce the August Spotlight of the Month, Keefer Financial, INC located at 35 S. Main St. off the square in Canton. Keefer Financial, INC is a member and supporter of Canton Main Street.

Keefer Financial, INC is locally owned and operated by Sarah Keefer. Sarah became securities licensed in January of 2010 with working for a Nationwide broker dealer. She and her husband Rick purchased their building on South Main in February of 2018 and after

some renovations opened for business in May of 2018. That same month, Emily German joined the firm as office manager. Emily is a Farmington graduate and currently resides in Yates City with her husband Robert and 2 sons.

Sarah was raised in Farmington, graduated from Farmington High School and went on to receive a Bachelor of Science degree from Western Illinois University and a Masters Degree in Business Administration from the University of Illinois. Sarah holds her Series 7 and 66 securities registrations with LPL Financial. She also holds her Life and Health insurance licenses. Sarah currently resides in Farmington with her husband and daughter Alayna. Sarah likes to support her communities by being involved with the Spoon River Partnership for Economic Development as a board member, Farmington Economic Development Commission as a board member and Farmington Academic Foundation as a board member. Sarah enjoys canoeing/kayaking, swimming/snorkeling, golfing, traveling and watching her daughter play softball, volleyball and tumbling in her free time.

Keefer Financial, INC offers access to full-service brokerage and advisory services through one of the nations leading independent broker/dealers', LPL Financial. Whether you need to prepare for your own retirement, plan your retirement income, provide financial support for your child's college education, build your estate, or simply want a second opinion on your investments; they are here to provide objective and professional financial guidance. They have been able to continue to stay open for business during the pandemic with minimal face to face contact with mostly virtual and telephone appointments. Visit their website at the link below or call (309)998-2000 to learn more about all the services and products they offer.

[Keefer Financial, INC website](#)

New Main Street Small Business Survey on COVID-19 Recovery

Today, Main Street businesses are still working hard to find answers and solutions—shifting business models, offering new services in old ways and old services in new ways, and taking on debt in hopes that the situation will soon improve.

Main Street America is asking you again to help them understand what businesses are trying, where business owners are finding hope, and what potential solutions might work for others.

As with their first survey, they hope that they will hear from businesses across the U.S., which helps them communicate how widespread the hardship is being felt and what new practices are emerging to combat the crisis. They remain committed to protecting the privacy and anonymity of business owners while shining a light on collective answers for all communities and states where they get at least five completed surveys. The survey will be open for participation through Tuesday, August 25th.

[Take the Survey](#)

CMS Events...



Cancelled - hoping to return bigger and better in 2021!



Cancelled - no rescheduled date

Expect a new bigger and better event in 2021!

A Message from the Spoon River Partnership for Economic Development (SRPED)...



The Importance of Community Involvement Executive Director Cole McDaniel

Businesses that show an active interest toward being involved in the community often distinguish themselves from competitors – and many benefits can come as a result, such as a happier workforce or a more loyal customer base. Whether by granting employees time to volunteer each week, sponsoring an event within the community or being involved in community programs, companies that encourage community participation

usually reap the benefits of the good deed. Getting involved within the community illustrates the importance of relationships between the community and the organizations that operate within that area.

Some businesses may not have all the resources necessary to donate millions of dollars to a global cause or event; however, there are still plenty of ways to adopt a mission within the local community. Participating within the community is a direct form of networking. Social responsibility leads to strong communities – which, in return, give organizations a strong customer base. According to a May 2013 study by Cone Communications and Echo Research,

82 percent of U.S. consumers consider corporate social responsibility when deciding which products or services to buy and where to shop.

By participating in community-based events, business owners can do more for the employees than what shows on the surface. Being active in the community allows for team building, employee retention, community relationship building and promotes similar values of the business. Always allow current and prospective customers in the community to know about the involvement taking place. Publicizing an event that an organization is working with lets the community be aware of, and potentially join in, the efforts.

When trying to decide which community event to get involved in, take into consideration the business and employee strengths, and select volunteer activities that draw those strengths forward. Such social responsibility creates a positive social impact and community engagement.

I encourage everyone to take a step out and get involved in our Canton community whenever they get a chance!



SRPED is dedicated to serving as a catalyst for economic and community development. Our mission is to create community partnerships, business opportunities, and implement programs and projects that foster growth and development.

SRPED

A colorful poster for the 2020 Census. At the top, it says 'DON'T FORGET! FILL OUT YOUR CENSUS TODAY!' with a 'Census 2020' logo. Below this, the title 'Canton Counts!' is written in a large, white, cursive font. The background shows silhouettes of people with checkmarks above them. The poster is divided into two main sections. The left section, titled 'IT'S EASY! DO IT BY...', lists three methods: 'MAIL' (with an envelope icon), 'PHONE' (with a telephone handset icon), and 'ONLINE' (with a computer monitor icon). Below these icons are the phone number '1-800-923-8282' and the website 'WWW.CAREABOUTTHECOUNT.ORG'. The right section states 'Residents will receive letters, postcards or a packet in the mail with instructions on how to fill out the Census!'. At the bottom, a small line of text reads: 'Brought to you by Canton's Complete Count Committee. Funded by the Illinois Department of Human Services. The contents are solely the responsibility of the author.'

Census Deadline is Sept. 30th! Fill out your Census now!

Fill out your Census Online



Cultivate Your Leadership Series

Presented by the Spoon River College Office of Community Outreach
& the Canton Area Chamber of Commerce

Leading Through Change

It would be a challenge to think of a time in recent history that has had as much disruption and change as 2020. Leadership has been put to the test.

In this virtual workshop, we look at the different types of change our organizations are experiencing and how we might react. We examine the importance of resiliency as we lead through change. Plus, we examine the role that trust and strong human relations play in navigating the change we are experiencing in our personal and professional lives.

Live ONLINE

September 10, 2020

11:30 a.m. – 1:00 p.m.

Tuition: \$75



Steve Garland
Managing Partner
Dale Carnegie Training
of Greater IL

Crucial Conversations & Handling Mistakes

As our teams experience a workplace that is navigating a high degree of change and uncertainty, mistakes are bound to happen. This is a key time for leaders.

Organizations that handle mistakes effectively and maintain strong employee engagement set themselves apart.

In this virtual workshop, we look at key human relations principles related to handling mistakes well. We look at several step-by-step strategies that help us maintain employee relations while leveraging mistake-making to improve our processes and provide our teams with valuable insights. We'll specifically discuss what we say, how we say it, and what human relations principles we employ to create positive outcomes.

Live ONLINE

September 17, 2020

11:30 a.m. – 1:00 p.m.

Tuition: \$75

Creating a Culture of Cooperation

One of the true benefits of employee engagement is that we begin to create an organizational culture that lends itself to cooperation and collaboration.

In this virtual workshop, we look at the key factors of employee engagement. We examine the difference in organizational outcomes when we leverage cooperation over compliance.

We examine common organizational barriers to cooperation and look at key leadership communication skills. Participants should expect to learn the key components of building cooperation and how to utilize specific human relations principles to position themselves to benefit from the experience of their entire organization, not just the top end.

Live ONLINE

September 24, 2020

11:30 a.m. – 1:00 p.m.

Tuition: \$75

SAVE and enroll in all three sessions for **\$200**. / Enroll @ src.augusoft.net or 309-649-6260

dalecarnegie.com



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Businesses Mask Wearing Requirement!

Just a reminder to everyone! Please help our businesses sustain a safe and healthy environment in their stores, shops and restaurants! Be respectful, wear a mask if they are requiring it and practice safe social distancing!

New IDPH Emergency Rules to Enforce the Use of Face Coverings and Gathering Restrictions!

Requirements and restrictions:

- Any individual over age two and able to medically tolerate a face covering is required to cover their nose and mouth with a face covering when in a public place and unable to maintain at least a six-foot social distance.
 - Any business, service, facility, or organization shall take reasonable steps to require employees, customers, and other individuals on the premises to wear a face covering.
 - Public and nonpublic schools, ranging from preschools through post-secondary institutions, and day care centers and homes shall require students, employees, and other individuals on the premises to wear a face covering.
 - Gatherings of more than 50 people or more than 50% of a building's maximum capacity are prohibited unless exempted by law or Executive Order.
- Businesses that comply with the guidance issued by the Department of Commerce and Economic Opportunity (DCEO) are complying with the Executive Order and thus are complying with this rule.

For more information regarding this visit the link below!

Face Coverings and Enforcement



Board of Directors...

President: Dana Smith

Angela Drach, Carol Kohler, Eric Duffield, Erika Davis,
Jason Coulter, Kevin Stephenson, and Ray & Emily Cleer.

Staff Members: Cole McDaniel and Amanda Woodruff

Canton Main Street is committed to the revitalization and preservation of Canton's historic downtown by promoting a positive community image, fostering downtown business growth and development, and encouraging ongoing efforts to improve the heart of our community.

Canton Main Street
209 E. Chestnut St.
Canton, IL 61520
(309)647-2677 Ext: 1



This email was sent to {{ contact.EMAIL }}
You received this email because you are registered with Canton Main Street

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