



The Chamber Courier

NOVEMBER
ISSUE

The Monthly Business Publication for the Canton Area



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Executive Director Carla Bobell

Are You Forgetting The Most Important Part of Hiring?

Hiring is one of the costliest things you do as a business as it can leave you exposed and vulnerable. While a good hire can be a turning point in your business, a bad hire can leave you (and your employees) reeling. That's why the interview and selection process are important. However, it's what you do after that that will shape the employee and your team the most. No matter the size of your business, if you are bringing someone new on, you must consider the onboarding process.

What Is Onboarding and Why Does It Matter? Onboarding is the first exposure your new employee has to you and your business. A bad—or nonexistent—onboarding process will over ride an enjoyable recruitment. Recruiting is the courtship. Employment is the marriage. If you did something in recruitment/hiring that isn't reflected in the first few days on the job, the new employee will feel a disconnect and may begin pulling away. Onboarding sets the tone for your fledgling relationship. It shapes how they'll feel about leadership and their peers. And it can increase employee productivity by 72% and employee retention by 80%. So, it's worth the effort. Onboarding goes beyond gifting and training, and should be a consideration for every size business. If you are hiring, you're never too small to consider onboarding.

A Few Components of a Successful Onboarding Program

- Solid introduction to what your business is (mission) and what you do (training). Most employers know how critical training is, but they forget to introduce the new employee to their position inside the business. A good onboarding shows the employee “you are here” and gives them a mission of how they fit into the larger plan, thus giving them purpose early on. Make sure they know where to go for what. It's important for the new employee to feel like they have what they need to succeed. Explain how you will work with them to remove road blocks and what they can do to make that happen.
- Onboarding is making them feel part of a team. This should begin with a welcome email (or text) and a “what to expect” on your first day before they arrive. If you run a small operation, this may seem like overkill, but firsts can be unnerving. Employees should know where they can park, what they should wear, and what lunch will look like (will you take them out? Is there a special hour they must take lunch?) Sharing this info will help them feel at ease and excited about joining the team. If you're more than a team of one, consider assigning them a peer buddy to answer their questions early on and check in on them. A buddy can likely give them more attention than you can and will feel more approachable. Help them get to know others in all departments or verticals. Again, this makes them feel like they're part of something bigger.
- One of the most critical things behind an onboarding process is that it gets you ready for your new employee. If you take the time to recruit, woo, and hire a new employee and then they show up on day one and don't have a physical space and the tools needed to perform the job, they can feel like an afterthought. Have everything ready for them the day they start.

The goal behind onboarding is to exhibit company culture early on and create an effective training program and introduction to your business. Even if you're a company of one, it's likely you want to continue to grow. This new employee can help you build a foundation for success. So, it's essential to start strong with staying power (aka retention). If you don't take the time to onboard your employee(s), you're trying to create a foundation that keeps getting swapped out and lacks consistency. A strong onboarding program is as essential with your first employee as with your 101st employee since you are only as strong as your weakest team member. Never is that more apparent than with employee #1.

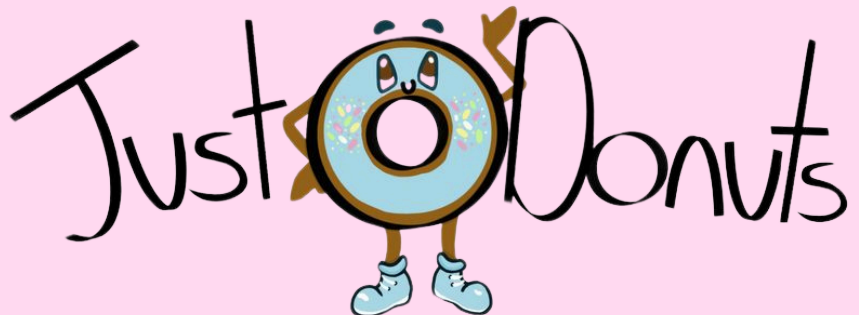
WELCOME NEW MEMBER!

Just Donuts

Just Donuts was established as a home business in 2021 after owner Janet Rainstrick obtained her cottage food license. Janet has a little experience in knowing a thing about donuts because she began working at Mister Donut in Peoria in 1989 when she was just 18 years old. She spent her first year as a donut finisher and a salesperson. The following year she began training as a donut maker. She continued this work until 1994 when Mister Donut became Dunkin' Donuts. She continued to work for Dunkin Donuts until 1996.

Just Donuts provides fresh home-made donuts every day. They are created the “old fashioned” way; hand-rolled and hand-cut instead of the usual shipped frozen and ready to sell donuts that are popular today. Available for carryout only, Just Donuts is the place to find your favorite hand made breakfast treats. Make sure you stop in early! They sell out fast.

Open Thursday thru Sundays from 5 am to 11 am (or until sold out!)



158 E ELM ST, CANTON IL



309-267-7766

WELCOME NEW MEMBER!

Go Grove Marketing

Aaron Grove, owner, of Go Grove Marketing is a Fulton County native growing up in the Cuba/Canton Area. Aaron graduated with his Associates in Arts from Spoon River College, then continued onto Indiana State University to graduate with his Bachelor's in Graphic Design.

Aaron began his arts career working at Snowman Studios while going to school. Since then, he has done various freelance work for clients throughout the Midwest, consisting of Graphic Design, Product Photography, Web Design, Drone Footage, Wedding & Event Videography. In addition to his present client work Aaron also works as a designer part-time for Camille's of Canton Inc.

Aaron and his wife Jennie have one son, Arthur and Apollo their fur-baby! When he's not working, Aaron enjoys outdoor activities, traveling, playing and writing music, spending time with friends and family.

With over twelve years of experience, Aaron launched Go Grove Marketing to provide services such as, Digital Marketing, Graphic Design, Web Design, Promo-Videos, Event Videos, Commercials, Product Photography, Social Media Marketing, SEO (Search Engine Optimization) Services, more!

Contact Aaron today to get started. Grow with Go Grove.



309-357-1490



GOGROVEMARKETING.COM



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SPOON RIVER PARTNERSHIP FOR ECONOMIC DEVELOPMENT

October has been a busy month for The Spoon River Partnership! We are working with the City of Canton to create a strategic plan that focuses on increasing and improving upon residential housing options, retention and expansion of current businesses, downtown revitalization and the recruitment of new businesses to increase our median income levels. All of these efforts are aimed at improving the quality of life for those that live and work within our community. To ensure that the community has a voice in the planning process, a community meeting was held at the Donaldson Center on Monday, October 14th and was very well attended. Concerned citizens were able to participate in a positive discussion about Canton's assets and challenges while also expressing their opinions as to what goals, strategies and objectives they think we should employ to improve the economic vitality of our town in the years to come. If you were unable to attend the meeting but would like to share your thoughts, we would love to hear from you! Please click the link below to share your thoughts through our online survey.

An exciting initiative that has already evolved from the planning process is a new partnership between the Illinois Housing Development Authority (IHDA) and the cities of Canton and Lewistown. On Tuesday, October 29th Becky Darling from the Strategic Planning and Reporting (SPAR) department at IHDA along with the Spoon River Partnership, hosted a kickoff meeting for this community redevelopment project. Throughout this year long partnership IHDA will help us create a Community Revitalization Plan which will include a Community Needs Assessment and Housing Stock Survey. The end goal will be to use the data gathered in these documents to qualify for grants for residential façade improvements and demolition of unsafe properties as well as tax incentive programs to attract developers to our community to build affordable workforce housing. On Tuesday, November 19th at 11:30am IHDA will be conducting a training at the First Christian Church in Canton. The entire community is invited to attend to learn how to operate their on-line app to help in conducting our housing stock surveys. We will need volunteers to actively walk the neighborhoods of Canton and Lewistown to score our current housing units. These scores will help us determine which neighborhoods need the most focus and assistance once resources are available at the conclusion of this project. We hope that you all will come out to help serve our community! Michelle Spiva Executive Director



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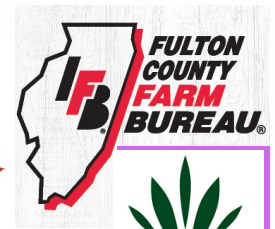
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Samantha Braden - Rhoades Real Estate

Bobby Brown - Flat Branch Home Loans

Joe Christian - MidAmerica National Bank

Stephen Clark - Town and Country Insurance

Brandy Cozad - Jack's Bar

Kiley Davis-Crouse - Line-X of Canton

Tama Duhs - Bank of Farmington

Sherri Delost - Jim Maloof Realtor

Madison Embry - Bank of Farmington

Jake Green - Graham Health System

Jeromie Hale - Bistro 101

Elli Hummel - Jack's Bar

Amanda Ketcham - Spoon River College

Seth Klinedinst - Crawford's Home Furnishings

John Lemon - Rise Canton

Dave Lewis - Dave Lewis Studio, Ltd.

Taryn Mellert - Spoon River Electric

Amanda Reed - MidAmerica National Bank

Codi Swibold - Hy-Vee Food Stores

Dr. AJ Thum - Associates in Dentistry

Missy Towery - Mid Century Fiber

Bryce Vaughn - CEFCU of Canton

Nick Wright - Country Financial

AMBASSADOR SPOTLIGHT: CALEB MILLER



Caleb was born in Canton where he graduated from Canton High School in 2019. Caleb went on to the University of Illinois where he earned a Bachelor's degree in Accounting. During this time in Champaign, he worked as a Manager for the Illinois Men's Basketball team. He decided his schooling shouldn't end there, so he continued at Illinois to receive a Master's degree in Tax Accounting with a focus on Data Analytics. Caleb recently started as an Ambassador and is excited to be involved with the Community. He is a Trust Officer at Ipava State Bank. During his free time, he enjoys being outside with his family and friends. Caleb resides in Canton with his Fiancée Payton, his two cats Angel and Astro, and his dog Archie.





CANTON AREA CHAMBER OF COMMERCE

BUSINESS *after hours*

Thursday, November 21

5:00 - 7:00 pm

Official Time Out



Network with fellow business owners
Awesome Giveaways ~ Great Food & Drinks

Hosted by



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2025 BAH Dates

January 16
February 20
March 20
April 17
May 15
June 19
July 17
August 21
September 18
October 16
November 20
December 11

Be looking for
an email from
the Chamber
office soon to
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Business
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in 2025.

UPCOMING BAH

December 12:
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Dec 6 - Dec 29

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