



Sauk Valley Area
chamber of commerce

UNITED STATES CHAMBER OF COMMERCE

ACCREDITED



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Partnering for Success

DECEMBER 2021



ENROLL Sauk **THIS SPRING**
RECEIVE AT LEAST \$1000!

**svcc.edu/
register**

December Meetings

- December 1 Executive Board
- December 9 Ambassadors
- December 10 HBLC
- December 14 Board
- December 14 Education
- December 15 PWN
- December 21 Ag

Sauk Valley Area Chamber of Commerce Directors & Staff

Executive Committee

- President: Lance Buser
- First Vice President: Sheila Martinez
- Second Vice President: Jon Mandrell
- Treasurer: Pam Fluck
- Past President: Mike Loos

Board of Directors

Term Ends January 31, 2022

- Geoff Wright, CGH Medical Center
- Rebecca Munoz-Ripley, YWCA of the Sauk Valley
- Josh Johnson, Whiteside Area Career Center
- Dr. Jon Mandrell, Sauk Valley Community College
- Alejandro Rivera, Re/Max Sauk Valley

Term Ends January 31, 2023

- Mike Loos, Edward Jones Investments
- Sheila Martinez, U.S. Bank
- Rick Turnroth, Turnroth Sign Company
- Pam Fluck, Sauk Valley Bank

Term Ends January 31, 2024

- Dave Knie, Knie Appliance & TV
- Tim Determan, Pinney Printing
- Lance Buser, Wal-Mart DC #7024
- Ryan Olson, Ward Murray Pace & Johnson
- Amy Williamson, Holiday Inn Express & Suites
- Steve Munson, Retired, The Medicine Shoppe

Staff

- Executive Director—Kris Noble
- Marketing Coordinator— Dallas Knack
- Financial Specialist/Office Manager—Bailey Dorner

A Message from the Director

Shop Local. Stay Local. It seems like such a simple statement, but it is such a powerful concept. It truly changes communities when we support our local businesses.

Here's what happens when you shop local:

- 1. More of your money will be kept in your local economy.** For every \$100 you spend at locally owned businesses, \$68 will stay in the community. What happens when you spend that same \$100 at a national chain? Only \$43 stays in the community.*
- 2. Embrace what makes your community unique.** You wouldn't want your house to look like everyone else's in the U.S. so why would you want your community to look that way?
- 3. You create local jobs.** Local businesses are better at creating higher-paying jobs for your neighbors. When you shop locally, you help create jobs for teachers, firemen, police officers, and many other essential professions.
- 4. You help the environment.** Buying from a locally owned business conserves energy and resources in the form of less fuel for transportation and less packaging.
- 5. You nurture community.** Local business owners know you, and you know them. Studies have shown that local businesses donate to community causes at more than twice the rate of chains.
- 6. You conserve your tax dollars.** Shopping in a local business district means less infrastructure, less maintenance, and more money available to beautify your community. Also, spending locally instead of online ensures that your sales taxes are reinvested where they belong— in your community!
- 7. You create more choice.** Locally owned businesses pick the items and products they sell based on what they know you like and want. Local businesses carry a wider array of unique products because they buy for their own individual markets.
- 8. You took advantage of their expertise.** You are their friends and neighbors, and locally owned businesses have a vested interest in knowing how to serve you. They're passionate about what they do. Why not take advantage of it?
- 9. You invested in entrepreneurship.** Creativity and entrepreneurship are what the American economy is founded upon. Nurturing local business ensures a strong community.
- 10. You made your community a destination**
The more interesting and unique our community is, the more we will attract new neighbors, visitors and guests. This benefits everyone!

*Source: *Civic Economics- Anderson Study of Retail Economics.*

From the SVACC Staff and Board of Directors, we wish you the Happiest of holidays and a Merry Christmas.

Kris

Member Update December 2021

NEW MEMBERS

E.D. Etnyre & Co.
815-732-2116
1333 S Daysville Rd Oregon

Healthcare Plus Senior Care
815-655-2888
3917 E Lincolnway Suite B Sterling

Becky Echebarria -
United Country Sauk Valley Realty
815-334-7226
110 Dixon Ave Rock Falls

MEMBER RENEWALS

7:24 Fitness on the Rock
Axiom Wealth Advisors
Behrz Bloomz
CliftonLarsonAllen
Educators of Beauty
Happy Tails Animal Shelter
Heritage Woods of Sterling
Hueber/Dekalb Feeds
Kelly's Restaurant, Inc.
K's Korner Trading Post
Kunes Country Auto Group

Manpower
Moore Monument & Granite Co.
NRG Media
PFLAG Sauk Valley
Raymond James & Associates
Rock Falls High School
Rock River Lumber & Grain
Rosemeyer Management Group
Sauk Valley Media
Showplace Antiques & Treasures
Stahr Media

Sterling Hearing Aid Center
Sterling Public Schools
TAG
TBK Bank
VeriFacts, LLC
Willy's Restaurant

We would like to give special recognition to the following groups who provide extra support to the Sauk Valley Area Chamber of Commerce. This extra effort and support is truly appreciated. If you have the opportunity to express your sincere appreciation to these members, please do so!

Investing over \$1000 in Dues

CGH Medical Center
Community State Bank
Farmers National Bank - Morrison
Midland States Bank
Sauk Valley Bank
Select Employees Credit Union
Sterling Federal Bank
US Bank
Wahl Clipper Corp.
Wal-Mart DC #7024
Ward, Murray, Pace & Johnson

150% Club Members

Allstate Insurance Agency
Altran Magnetics
Amazing Grace of Sterling
Green Bee Energy Efficiency
Happy Tails Humane Society
Helm Civil
Hill's Electric Motor Service, Inc.
Illinois American Water
James S Ferris, DDS, PC
Johnson Oil Company
Lance's Plumbing
LK Design Source
Loescher HVAC
Mattox Insurance Agency
Moore Monument & Granite Co
Select Employees Credit Union
Smoked on 3rd
Sterling Rock Falls Child Care
Sterling Township
The Spa At Central Park
United Craftsmen, Ltd.

110% Club Members

1st Gateway Credit Union
Bollman Auto Center
Cassens Drainage
Central Heating & Cooling
Central Park Yoga
Compeer Financial
Dennis Electric of Tampico, Inc
Farmer's National Bank
Folsom's Bakery
Hawkins-Cassens Insurance, LLC
Imprintable Memories
Kelly's Restaurant
Kiwanis Club of Sterling
Marv Lofgren & Sons Contractors
Mertes & Mertes
Mike Sprague State Farm
New Millenium Directories
Reitzel Roofing Company
Rock River Lumber & Grain
Rock River Ready Mix
Rosemeyer Management Group
Sauk Valley Food Bank
Scholl Insurance Agency
Sedona Staffing
Servicemaster
Shelly Dambman CPA
Sherwin Williams Company
Showplace Antiques & Treasures
Simply Hair Studios
St. Mary's School
St. Vincent DePaul
Stahr Media
Sterling Chevrolet
Sterling Commercial Roofing
Sterling Optimist Club
Steve Munson
The Cornerstone Agency, Inc.
Vintage Cousins Emporium
Wendler Engineering Services, Inc.
Willy's Restaurant

Chamber Ambassadors

Allie Johnston – University of Illinois Extension
Amy Tessman – Frary Lumber
Angie Delhotal— Sauk Valley College Foundation
Cassandra Salmon – Sauk Valley Bank
Chandra Meyer – Re/Max Sauk Valley
Christina Bystry – House in the Country
Janell Loos – Heritage Woods
Jennifer Alvarez – Surf Broadband
Jon Byar – Midland States Bank
Justin Wiggins – Wiggins Computing, LLC

Karen Voss – Morningside of Sterling
Mary White – Community State Bank
Melissa Ryan—Rock River Hospice & Home
Nicole Bollman - CGH Medical Center
Pam Fluck – Sauk Valley Bank
Roy Dern – State Farm
Sheila Martinez – U.S. Bank
Sherry DeWalt – CGH Health Foundation
Skip Dettman—LSSI

Ambassador Spotlight — Skip Dettman, LSSI

I am an LCSW and have been working in the field of addictions and mental health for about 18 years. I am passionate about recovery and advocate for better mental health services whenever the subject arises. I moved to the area from Daytona Beach, Florida about 4.5 years ago and am finally starting to get used to the rural community and the winters.



MEMBER SPOTLIGHT

Cows, Kids, & Chaos is a DIY home décor business using Chalk Couture products. Chalk Couture uses chalk paste with reusable silk screen transfers placed on countless surfaces. Cows, Kids, & Chaos offers a variety of things including on-site parties/workshops and public classes. Classes are offered monthly at Triple P's BBQ in Rock Falls, as well as in the QC area. You can also purchase the products to create your own home décor at home or purchase already made pieces.



Cows, Kids, & Chaos is owned and operated solely by Mary Thormahlen, of Prophetstown. Mary is a stay-at-home mother of two and devoted farm wife. She is often complimented on the catchy name of her business because those who know her, understand her love for her cattle and her children. She would love to share her creativity with you. Follow her on Facebook for her whole class schedule and catch her live twice a week with a new creative project.



Government Affairs Update

10 Tips to Spot Counterfeit and Fake Goods While Holiday Shopping

Written by the US Chamber of Commerce



Earlier this year, the U.S. Chamber of Commerce and U.S. Customs and Border Protection (CBP) teamed up to launch the 'Shop Smart' campaign to protect consumers and businesses from counterfeit goods. As a continuation of this partnership, the U.S. Chamber of Commerce and CBP are raising awareness ahead of the holiday shopping season and released the top 10 tips for spotting counterfeit and fake goods while holiday shopping.

Here are some ways to avoid fake goods and shop smart.

- 1.) **Trust your Instincts:** If it's too good to be true, it probably is.
- 2.) **Insist on Secure Transactions:** Make sure your payments are submitted via websites beginning with https:// (the "s" stands for secure) and look for a lock symbol at the bottom of your browser.
- 3.) **Watch For Missing Charges:** Criminals trafficking in counterfeit goods often do not report their sales to financial authorities a difference you may notice in the final price.
- 4.) **Seek Quality Assurance in the Secondary Market:** Reputable and reliable resellers have comprehensive inspection and authentication procedures and technicians to inspect the equipment they sell.
- 5.) **Be Careful Purchasing Medicine Online:** Over 96% of online pharmacies do not meet safety or legal standards.
- 6.) **Be Vigilant When Buying Abroad:** When shopping on international websites, look for trusted vendors that use identifiable privacy security safeguards and have reasonable return policies.
- 7.) **Guard Your Personal Information:** Illicit websites often install malware that can steal your credit card information and other information stored on your computer.
- 8.) **Scrutinize Labels, Packaging and Contents:** Look for missing or expired dates on perishable products, broken or non-existent safety seals, false warranty information, or otherwise unusual packaging.
- 9.) **Report Fake Products:** Report unsafe counterfeit products to U.S. Customs Border and Protection or the National IPR Center.
- 10.) **Spread the Word:** Share these tips! Teach your family, friends and coworkers about counterfeits.

Congratulations to Crescent Electric for receiving the Customer Service Award!

Crescent Electric was nominated for being a great local supplier, and having knowledgeable and friendly staff!

Visit them at 506 Locust St., Sterling or
call 815-625-2674.



CSA Sponsored by:



Written by: Kacen Johnson—Milledgeville High School



CEO is the most unique class I've taken throughout high school. In CEO you learn something new either about business or the local community every day. The biggest take away that I've had so far is that even if something you are learning at the time doesn't seem important, you should listen and save the information because it could come in handy later. When Brinkley the emotional support dog came to our class it was pretty exciting, but I thought about what this was going to teach me and I was very perplexed. After I thought about it a little more I realized that this is another way for me to learn more about my community and what makes it unique. I can't wait to learn and improve my business skill set even more every single day in CEO class. In the end, I encourage you to listen and try to learn as much as you can from anyone you talk to, because you never know if you will need it in the future.

Written by: Tate Downs—Newman Catholic Central High School

CEO has been a struggle. For the past couple weeks we have been working on our class businesses and we are finally putting them in motion. Yet the path to get here was difficult and the path ahead is uneasy. Learning from the difficulties that we came across will help us tremendously when we are starting our own businesses.

Trying to communicate with twenty-two other people is way more difficult than it seems at first glance. When we sat down the first time everybody had their own idea and wanted to be heard. After hearing all these ideas we latched onto a few and started to make mini business plans to see if they would work. After people's ideas were rejected and two rose to the top, we separated into two groups of eleven to work on the two business ideas we had decided on, selling breads and pies as well as having a pancake breakfast. With these two groups we ended up diving deep into the ideas and started turning them into businesses. This process involved a lot of disagreement and abandoning smaller ideas. However, we finally decided on some key details and began our marketing strategy. So far we have people selling and making money. We do not know what will happen but from what has happened so far, we can maneuver around obstacles we never knew existed before.

Chalk & Chat Ladies Night Out

November 10 | Champs on Light Street
SVACC Ladies Night Out with Cows, Kids, and Chaos Chalk Couture. Thank you Mary for sharing your gift of Chalk Couture with us. A fun and relaxing evening of crafting and conversations. Thanks to Champs on Light Street for allowing us to use the facility and to County Market for the fabulous appetizers.



Shred Event

November 6
SVACC + Representative
McCombie





The Sauk Valley Leadership Program class on November 3 met with the WACC CEO West students at the Rock Falls Candlelight Inn and began with a group activity, followed by a panel discussion of “Leading Through Change” with Darin DeHaan, Oregon’s City Administrator; Robert Urbanski, VP of HR at Frantz; Lisa Lilja, Director of Dixon’s Open Sesame; and Jon Mandrell, VP of Academics and Student Services at SVCC. Dr. Steinke, CGH CEO, then included cohorts in his “Change Management” presentation and discussion. Candlelight served a fantastic lunch.

On November 17, class met with the WACC CEO East students. The morning began with an entrepreneurial panel that included Dallas Knack, owner of The Violet Veranda; Katy Selmi, owner of Selmi's Florist, Bridal and Special Events; and Carolitza Mendoza, owner of Caro Litza’s special occasion attire. After a short break, class resumed with a panel of Economic Development experts: Kim Ewoldsen, Director of Regional Economic Development and Illinois Small Business Development Center, SVCC; Kevin Marx, Executive Director, LCIDA and Business Development at KSB Hospital; Kris Noble, Executive Director, SVACC; Heather Sotelo, Executive Director, GSDC; and Jeremy Englund, Executive Director, DCCMS.

Class culminated with Dave Schreiner, CEO of KSB, leading an interactive, thought-provoking presentation on “Bringing Kindness back into the Workplace.” Palmyra Pub & Eatery provided a delicious lunch for students.



**SAVE
THE
DATE**

**SVACC Annual
Meeting & Dinner**
Thursday, January 27
Days Inn, Rock Falls



WORKFORCE DEVELOPMENT

The USCC was recently awarded \$6.3 Million dollars in grant funding. The SVACC is proud to be a member of the USCC and has worked on many projects with the USCC in recent years. The USCC is committed to assisting chambers of commerce in addressing the workforce needs through various workforce initiatives, trainings, and resources. Click [here](#) to read more.

DID YOU KNOW....

One of the benefits of membership with the SVACC is the opportunity to share information about your business or organization in our new resident packets.

The packets are used by many local realtors and employers when connecting with people who may be relocating to the area.

If you would like to put information (business cards, flyers, coupons, etc.) in the packets, please call the chamber at 815-625-2400 or drop off your materials at: 211 Locust St., Sterling



Sauk Valley Area
chamber of commerce



FRIDAY, DECEMBER 3, 2021

Beginning at 5:00 pm

Tree Lighting
Santa's Workshop
Horse & Carriage Rides
Late Night Shopping
& Dining Specials
Live Entertainment
Fireworks & More!

Sights & Sounds

Downtown Sterling Christmas Walk



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CIVIL CONSTRUCTORS (HELM GROUP) • SBM BUSINESS EQUIPMENT CENTER
SELECT EMPLOYEES CREDIT UNION • JOHNSON OIL CO. • MIDLAND STATES BANK
SHOWPLACE ANTIQUES & TREASURES • WILLETT, HOFMANN & ASSOCIATES



for more information visit

 WWW.STERLINGMAINSTREET.ORG



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