



Sauk Valley Area
chamber of commerce

UNITED STATES CHAMBER OF COMMERCE

ACCREDITED



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Partnering for Success

FEBRUARY 2022



TAG

LUNCH & LEARN:

Keys to Successful Recruiting and Hiring

TUESDAY, FEBRUARY 22
11:45 AM - 1:00 PM

TAG COMMUNICATIONS INC., senior leadership, Randy (Rj) Jacobs, President and Brian Irby, Vice President-Strategy, will present: **"Keys to Successful Recruiting and Hiring"**. They will share case studies from current manufacturing strategic initiatives as well examples from other sectors. The examples are drawn from TAG's client base of well-known Midwestern manufacturing companies. Attendees will receive specific guidelines on effective messaging, media platforms and tracking responses from recruiting targets. TAG COMMUNICATIONS INC. is full-service advertising agency headquartered in Davenport, Iowa.

Triple P BBQ (3312 W Rock Falls Rd, Rock Falls)

\$20.00 members | \$30.00 nonmembers

RSVP by February 18 at saukvalleyareachamber.com
or 815-625-2400



REGISTER NOW
SVCC.EDU

February Meetings

February 3 Executive Board
February 3 Golf
February 8 Board
February 8 Education
February 10 Ambassadors
February 11 HBLC
February 16 PWN
February 15 Ag

Sauk Valley Area Chamber of Commerce Directors & Staff

Executive Committee

President: Dr. Jon Mandrell
First Vice President: Pam Fluck
Second Vice President: Tim Determan
Treasurer: Sheila Martinez
Past President: Lance Buser

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
Steve Munson, Retired, The Medicine Shoppe
Lance Buser, Wal-Mart DC #7024
Ryan Olson, Ward Murray Pace & Johnson
Amy Williamson, Holiday Inn Express & Suites

Term Ends January 31, 2025

Alejandro Rivera, RE/MAX Sauk Valley
Geoff Wright, CGH Medical Center
Josh Johnson, Whiteside Area Career Center
Dr. Jon Mandrell, SVCC

Staff

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

A Message from the Director

The SVACC was founded in 1912, and although there have been several name changes throughout the years, the overall mission of the Chamber has been to be a voice for businesses and to help the area grow. For a chamber, or any organization to be around over 100 years is incredible and can be attributed to strong leadership.

Throughout the past 110 years, the SVACC has been led by strong community leaders; men and women willing to give their time, energy, and talents to helping the chamber fulfill its mission. Our board members represent the industries, businesses, and organizations that make up our chamber membership, so they have insight as to what challenges and opportunities you—our members—are facing.

Some may say the staff of the chamber lead the organization. While it is true, the Executive Director (in this case: Me!) is the face of the chamber, our strong reputation as an advocate for business and key community partner is due the stability and longevity of a productive board.

Board members serve 3-year terms and can serve up to three terms. Board elections were held in November 2021, and I am excited to share these 5 members have been reelected to the SVACC BOD for another 3-year term:

- 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

I want to thank Lance Buser, Walmart Distribution Center 7024, for his service as board president the past two years. He took over as SVACC Board President in February of 2020 and then BAM- the COVID pandemic changed our world. On many occasions, Lance's calm demeanor and voice of reason prevented me from going into an all-out panicked state. His leadership throughout the past two year is very much appreciated.

I would like to welcome Dr. Jon Mandrell, SVCC, as the incoming SVACC Board President. Jon's commitment to the Sauk Valley is amazing, and his willingness to always be part of conversations about how to help the Sauk Valley grow will be a great asset as we move into 2022. Stay well,

Kris

Investor Update February 2022

NEW INVESTORS

The IFH Group
3300 E. Rock Falls Rd., Rock Falls
815-626-1018

Sawdust N Dreamz
23486 Troy Rd., Sterling
815-761-6541

MEMBER RENEWALS

Allstate Insurance Company
American Red Cross-Northwest IL
ARC Appraisals
Arthur's Garden Deli
Bartini's
Candlelight Inn
Caro Litza's, LLC
Community State Bank
D & E Furniture
Days Inn Rock Falls
Gold Star FS, Inc.

Grace Episcopal Church
Knie Appliance & TV
Legacy Martial Arts
Live Better Chiropractic
Mattox Insurance Agency
McDonald Funeral Home
Newman High School
Paulette Selmi, Ph.D.
RE/MAX Sauk Valley
Reitzel Roofing Company
Ronald & Terry Gerken

Roy Dern State Farm Insurance
Sauk Valley Food Bank
Select Employees Credit Union
Sotelo Media
St. Mary's School
Sterling Rock Falls Child Care
The Butcher Shop
The Cornerstone Agency
Timber Lake Playhouse
United Way of Whiteside County
Willett, Hofmann & Associates, Inc.

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

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
Roy Dern State Farm Insurance
Sawdust N Dreamz
Select Employees Credit Union
Smoked on 3rd
Sterling Rock Falls Child Care
Sterling Township
The Spa At Central Park
United Craftsmen, Ltd.

110% Club

1st Gateway Credit Union
Bollman Auto Center
Candlelight Inn
Cassens Drainage
Central Heating & Cooling
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
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 — Janell Loos

Born in Sterling and raised in the Sauk Valley area, I have an extensive background in sales, marketing, hospitality, and healthcare. I most recently had been the Director of Sales & Marketing for Candlewood Suites, and the Admissions & Marketing Director for Dixon Rehabilitation & Healthcare. The cumulation of my work experience has truly prepared for success at Heritage Woods of Sterling.



I've lived in Sterling for 23 years, so I know the area, the community and work regularly with local healthcare professions. I am engaged to my best friend, Carl Tunk and we hope to be married later this year. I have 5 children: Sean, Breanna, Andrew, Olivia and my soon to be stepdaughter, Lillian. Our two rescue dogs from Happy Tails, Moo and Traveller, complete our loving family.

As the Director of Marketing at Heritage Woods of Sterling, I oversee building our occupancy through the implementation of a quarterly marketing plan and, through my application of experienced sales techniques. I schedule and conduct sales calls, invite families and potential residents to tour our community. I represent Heritage Woods of Sterling through community involvement and networking as well as developing relevant content for social media, radio, and print advertisement.

I am proud to call myself an Ambassador for SVACC. It's very important to me to support local businesses in their journey to enhance and grow our community. By attending ribbon cuttings and other functions, it lets business owners know that we stand behind them and we believe in them. Coming together as a community helps promote bigger, better, and brighter adventures.

I'm excited to see what the future holds for the Sauk Valley Area!

WACC CEO Class Business:

TRIVIA NIGHT

Friday, February 25, 2022
Starting at 5 p.m.

Click [here](#) to register a table
up to 6 people.



January's Sauk Valley Community College Leadership Program's classes were held virtually.



On January 5th, students first spent time on Zoom with the following agriculture specialists: Danelle Burrs, Manager at Lee County Farm Bureau; Katie Pratt, Family Farmer and Lee County's Agriculture Literacy Coordinator; Kim Purvis, Family Farmer; and Scott Stoller, Owner of Stoller Grain Solutions LLC. After a short break, students were able to question the following manufacturing professionals: Brandon Meiners, Director of Operations, Ingredient Division, Crest Foods; Steve McPherson, Associate Professor of Electronics/Technology, SVCC; Doug Mikan, Plant Manager, BorgWarner; and Mat Pistole, Director of Manufacturing, Astec Industries.

January 19th brought a panel of human resource specialists to us on Zoom who shared their expertise when it comes to tough conversations, performance reviews, and resolving conflict. We received great insight and advice from Lance Buser, HR Director, Walmart DC; Sandi Baylor-Schmidt, HR Director, CGH Medical Center; Christy Zepezauer, Executive Director, Woodlawn Arts Academy; and Ryan Miller, HR Director, KSB Hospital.

Students were treated to a delicious delivery from Above the Board, a 2021 WACC/CEO charcuterie board business by Grace Smith.

Congratulations to Pinney Printing for receiving the Customer Service Award!

Nominated for "always being responsive and happy to help their customers" and "great supporters of community endeavors and organizations".

Call them at 815-626-2727



CSA Sponsored by:



Written by: Rhett Oetting—Newman Central Catholic High School

The start of the new semester for CEO has been going very well. We have our upcoming pancake breakfast after the success of our holiday bakery, many new speakers and tours, and of course our upcoming trade show. I am so glad that I get to start off this semester with the newsletter because everything feels new; a new year, a new semester, a new adventure, it's like a start over.

If I have learned anything from this semester, it is that our networking has grown so much. We went from these kids who were nervous and scared to talk to strangers to being able to talk to them right off the bat because we are so much more confident and we know that they are going to help us no matter what. These business people have gone through so many problems with their own businesses, and from those struggles they can give us advice on what to do and how to prevent a crisis from happening. They are like a support system for us, they will help us, protect us, and guide us.

We had some amazing speakers recently, specifically Michelle Burns, the owner of Smoked on 3rd, and Scott Hibbard, owner of Sterling Woodworks. Both of these owners have given us some great advice when it comes to running a business for example you have to be able to puke and move forward. This means that you have to be able to take the hit and keep your business and yourself moving. Another would be to set a list of goals that you want to achieve by a certain date. This will help you stay on track so your dream can become a reality, otherwise they would just stay a dream if you don't do anything at all.

I'm so excited for what's next to come. There's more adventure out there to be had.

Written by: Kate Henson—Morrison High School

One quote by Fred Devito that I love states "If it doesn't challenge you, it doesn't change you". This quote has stood out and stuck with me throughout CEO. I have had countless challenges in CEO from talking in front of the class to managing a class business and I can confidently say that I have grown and learned from every uncomfortable experience. CEO has taught me that being uncomfortable is okay and pushing yourself will help you accomplish great things. Our facilitator Le always says "get comfortable with being uncomfortable." I love this and it reminds me that being pushed out of your comfort zone is essential to personal growth.

Moving forward from our class businesses, our next big focus is the tradeshow on April 27th and 28th at the Northland Mall. For my business I am offering a range of products including custom resin dog tags, resin keychains, scrunchies, and dog bandanas. I have based my business off of something that I love to do and am comfortable with which is sewing. I also want to offer a unique product about something I am passionate about, so that is where the dog tags come in. I will be donating a portion of my profit to Happy Tails Animal Shelter to help animals in need. I have chosen a wide range of products, hoping that everyone will be able to find something they love. I am so excited to learn from every experience throughout my personal business and also learn from others and their businesses as well.

Written by: Braeden Ruiz—Sterling High School

The month of January for the CEO class has been a big learning experience for the entire class. This is mainly due to the fact that our second class business is approaching fast and the group as a whole has struggled at times working out some of the small details that need to be addressed if we want this business to work out. Even throughout this stressful month we have worked through most of the minor problems and are now preparing for the Pancake Breakfast on January 30th. This has taught me a lot about the world of business and how tough it can be to work effectively with a large group. Everyone is going to have setbacks, especially when trying to start a business, but the difference between success and failure is how you respond to those setbacks. I have learned this in the past but for the first time in my life those words had real meaning as I share responsibility for the success of the pancake breakfast. Overall this month has taught me a lot about positive mindsets and how to respond to setbacks. By the time you read this the breakfast will be over and done with. Hopefully it was a huge success!

Workforce Development

Written by: SVCC Business and Community Education



Resources for Employers

Sauk Valley Community College has a variety of resources that are available to employers. Including a [Job Board](#) where we welcome you to post your job opportunities. To post your open positions, please complete this [Employer Job Posting](#) form and we will get it posted. We will also share these postings with our students. Additionally, the job board is shared on social media platforms as well as with the local chambers.

The spring Business & Community Education catalog is available online at svcc.edu/ced. There are a variety of professional development and personal enrichment courses offered. Classes available are computer software training, food sanitation, CDL, and various safety courses. If the date or times of the scheduled classes do not meet your needs, you can reach out to Brenda Helms at 815.835.6212 to schedule a customized training either on SVCC's campus or at your business. Other customized training opportunities include: welding, fundamentals of electricity, troubleshooting, and blueprint reading. You can go to svcc.edu/employer-services to view additional training opportunities available. There are online training options as well at ed2go.com/svcc or careertraining.ed2go.com/saukvalley. A discount is available to businesses who commit to registering a minimum of 10 employees during a 12-month period.

You can contact Brenda Helms, Director of Business Training & Community Education at 815.835.6212 or brenda.helms@svcc.edu for more information on these great opportunities.

Ribbon Cuttings



Fringe & Co
315 1st Ave., Sterling
815-718-2854



Anahata and Soul
208 E. 4th St., Sterling
(815) 677-2034



Etnyre & Co
1333 S Daysville Rd., Oregon
815-426-9118

MEMBER SPOTLIGHT

Rosemeyer Management Group is a licensed Registered Investment Advisor providing comprehensive wealth management and strategic planning to both individuals and employer-sponsored retirement plans. Simply put, we strive to be our client's trusted advisor in all things financial. As a financial advisory firm, our primary focus is to provide unbiased opinions that are designed to achieve long term results culminated with our clients having peace of mind that they will be taken care of throughout their lifetime. Areas that we specialize in include: investment advisory services, retirement planning, tax planning, social security planning, insurance analysis and estate planning. Rosemeyer Management Group was founded in 2010 by Jim Rosemeyer after dealing with several financial throughout the course of his chiropractic career. It became clear to Jim that there was a strong need for comprehensive wealth management that was both effective and easy to understand. Today, we have a team of 9, consisting of multiple CPAs and CFP®s and 4 office locations: Platteville WI, Dubuque IA, Sterling IL and Milwaukee WI. At the Sterling location, you will work with Regan Shipp, CFP®, CPA. She looks forward to working with local individuals and leading them to both financial success and freedom.



Government Affairs Update

Chambers All In for Economic Recovery releases its 2022 platform below. The overarching message is the same as previous: economic recovery must be a top priority for the business community. As we approach the second anniversary of the pandemic's declaration with continued efforts against



COVID-19, unintended consequences for the effort to stop the spread of COVID-19 have surmounted and they risk permanently stunting the prosperity of Illinois' businesses.

If enacted, the following items will help bolster a business bottom line and allow for continued growth and investment in Illinois.

- Utilize American Rescue Plan Act funding to help replenish the unemployment trust fund alleviate the impending financial drain from the state's businesses.
- Provide legal protections to employers who follow the CDC established safety guidelines from claims that COVID-19 was contracted at the place of business.
- Restructure the Minimum Wage Credit's incremental phase-out to allow small businesses to capture the original intent of the credit.
- Extend the EDGE credit sunset clause out for another ten years and utilize the tax credit as an incentive to attract new businesses to the state and allow for the growth and development of existing companies.

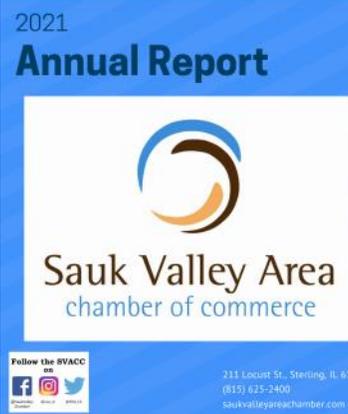
In addition to the items above, Chambers All In for Economic Recovery calls for collaborative solutions to the state's ongoing workforce challenges. The coalition recognizes the importance of having a ready, willing and skilled workforce for the future of our state's economy. We call on the state to develop innovative programs, support pilot programs, invest in K-12 career awareness programming and assist in scaling successful workforce programs for other communities and industries. We urge Illinois legislators to create an environment and funding models that allow the private sector to drive the training demand for employers.

Chambers All In for Economic Recovery will monitor legislative activities for items that specifically support economic recovery or may hinder ongoing recovery efforts. The coalition may act in such cases to bolster support or join in opposition.



SVACC 2021
Annual Report is
now available.

Please click [here](#)
to view the full
report.



Scholarships are now open through the Sauk Valley Area Chamber of Commerce! Opportunities are available for students currently in or going into Agriculture, Manufacturing, and Businesses. We are proud to continue to support our local students as part of our mission and strategic goals at the chamber, thanks to the efforts of our members and committees. Scholarship application deadlines vary, please visit <https://bit.ly/3GPtGJl> for more information and to apply.

Guest Editorial

Written by: Melinda Jones, Director of Rock Falls Tourism & Events



People often ask, “What does Rock Falls Tourism do in the winter when there are no events happening in Rock Falls?” We actually are very busy with marketing Rock Falls and planning exciting events that will bring the community together, and most importantly invite out-of-town visitors to come to Rock Falls and check out the Sauk Valley area. We want visitors to come stay at our hotels, shop at our local businesses, eat at our restaurants, get fuel, and enjoy the museums, parks, the Hennepin Canal, and so much more. We know Rock Falls and Sterling have a lot to offer and find that most out-of-town people are surprised at what there is to do and see here.

Rock Falls Tourism is excited to let everyone know about our new Rock Falls Birding Trail. This trail was formed for the purpose of featuring the many birds, along with the majestic eagles, along the Rock River. The Rock Falls Birding Trail starts at the upper dam and follows along 2nd Street to Lawrence Park. The Flock to the Rock event on Saturday, February 12, 2022, is an educational program about the birds and eagles along the Rock Falls Birding Trail. We will have 2 speakers talking about the different birds and eagles as well. A few nature-related vendors will be onsite. The event will be held at the Lower Dam Park – 300 W. 1st Street.

The RB&W Park will be the place to be this summer with Food Truck Fridays the 2nd Friday of June, July & August with food trucks and also a concert series from 7-10pm each of those evenings. Jammin’ On The Rock will be the 1st Thursdays in June, July & August from 6-8pm, bringing local musical talent for all to enjoy. The annual Art in the Park Sculpture Walk is on September 3rd and we unveil the 8 new sculptures at the RB&W Park, you can meet the artists of the sculptures, stroll through the outdoor art gallery, enjoy music and food.

We have 2 new events planned at the RB&W Park as well. One is the Bellson Music Fest on June 18th from noon to 9:30pm. This event is being held to carry out the legacy of Louie Bellson. Louie was born in Rock Falls and is a world-renowned jazz musician and is commonly referred to as one of the world’s greatest drummers. Watch for more details of this great event! The second new event is the Independence Celebration at the RB&W Park on July 1st from 5-10pm. Come watch the Jaycee’s Fireworks from the RB&W Park. We will have a band performing on stage from 7-9pm, food trucks, and other vendors.

On October 1st, Rock Falls Tourism and Selmi’s Greenhouse, Farm & Pumpkin Patch will bring you the 2nd annual Lumberjack Show. Selmi’s is the location for this exciting event with 3 shows throughout the day. Plan to spend the day as there will be a beard contest, all of Selmi’s fun activities, food vendors, and more!

Check out our events calendar for things to do in the area at www.visitrockfalls.com



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