



Sauk Valley Area
chamber of commerce

UNITED STATES CHAMBER OF COMMERCE

ACCREDITED



**IN THIS
ISSUE:**



PAGE 4



PAGE 5



PAGE 8

Partnering for Success

JUNE 2021



SVACC 55th Annual Golf Outing
Registration and Sponsorship



Friday, June 11, 2021 Rock River GAP

Proceeds are used to fund the Charles Farnham Business Scholarship
and chamber operations

Registration 11:00am Shotgun Start 12:30pm Awards: 5:00pm

Presented by:



**KUNES
COUNTRY**
Faith • Family • Giving Back



MORRISON • OREGON • STERLING

Eagle - \$500.00

Full Hole Sponsor

4 Golfers

Birdie - \$400.00

1/2 Hole Sponsor

4 Golfers

Par - \$375.00

Full Hole Sponsor

2 Golfers

Caddy - \$275.00

1/2 Hole Sponsor

2 Golfers

*All Packages Include: 18 holes with cart, green fees, lunch and signage on your sponsored hole and will be noted in the event program with your business logo.

HOLE SPONSOR ONLY:

Full Hole \$250.00

1/2 Hole \$150.00

Putting Contest

HAWKINS-CASSENS
INSURANCE

2321 E Lincolnway, Sterling • (815) 625-7474 • www.hci-agency.com



GOLF ONLY:

\$75.00 Per Golfer

\$300.00 Foursome

Golfers Information:

Company Name: _____

Contact Name: _____

Phone: _____

Email: _____

Golfer 1: _____

Golfer 2: _____

Golfer 3: _____

Golfer 4: _____

Select:

Eagle Package

Birdie Package

Par Package

Caddy Package

Golf Only (\$75.00/golfer)/
list number of golfers

Full Hole Sponsor Only

1/2 Hole Sponsor Only

Invoice Me

Check Enclosed

Credit Card Visa M/C

Name on Card: _____

Signature: _____

Card Number: _____

Expiration Date: ____/____

Please return form by June 4

SVACC - 211 Locust Street, Sterling, IL 61081

Phone: 815-625-2400 | Fax: 815-625-9361

Email: chamber@essex1.com

I am willing to donate a raffle prize. Please contact me.

REGISTER NOW
SVACC.EDU

June

June 2 Executive Board
June 4 HBLC
June 8 Board
June 8 Education
June 10 Ambassadors
June 15 Ag
June 16 PWN

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

Jim Cesarek, RE/MAX Sauk Valley
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

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

On behalf of the SVACC Board of Directors and myself, I want to thank all who attended the SVACC Annual Meeting and Dinner on Thursday, May 27.

Due to the pandemic, we were not able to host our Annual Meeting as regularly scheduled in January. Yet, the SVACC Board was committed to gathering to celebrate and thank you: our members. I believe for many, last night was just what we needed. It was a chance to gather, connect, interact, and socialize in person while enjoying great food and beverages. This just goes to show that activities and events are able to be held safely! We will continue to offer chamber events and will continue to follow the recommended health and safety guidelines as set forth by the CDC and IDPH.

I am grateful to my board and staff, the SVACC Ambassadors, Jana Groharing and Sterling Today, Katy Selmi of Selmi's Wedding and Events, Fiesta Tables and Chairs, Josh Johnson from WACC, and Michelle and John at Smoked on Third for being so organized and supportive as we had to move the event due to the weather.

If I haven't said it lately... I love my Job!



Kris

Member Update June 2021

NEW MEMBERS

Sterling Steel Warehouse
815-625-3275
1103 Industrial Rd., Sterling

Surf Broadband Solutions
574-389-3100
1109 Industrial Rd., Sterling

MEMBER RENEWALS

Bethel Reformed Church
Big John Portable Toilet Rentals
Christ Church Sterling
Dennis Electric of Tampico, Inc.
Exclusive Window Tinting
Gold Star FS, Inc.
LK Design Source
Merle Norman Cosmetics
N&C Cleaning Service

Northern IL Cancer Treatment Center
Radio Ranch, Inc.
Regional Media
Rise Broadband
Rock River HR Professional Assoc.
Sterling NAPA Auto Parts
Sterling Public Library

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,

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

110% Club Members

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

WORKFORCE DEVELOPMENT

Looking for help managing or growing your business? Our Illinois SBDC works with you to get your ideas off the ground, grow your existing business, and help take advantage of new opportunities. We provide a vast array of assistance through our no-cost advising.



Core services include:

- Business Strategy
- growth & expansion planning
- formal business exit planning
- Group Workshops & Individualized Training
- business plan development
- business model canvas research
- financing for your business
- accounting system/software advice
- cash flow management
- point of sale system information
- marketing & promotion strategies
- web development & design
- government contracting


For more information, or to request a **no-cost** appointment, please visit sauksbdc.com/appointment or call 815-835-6244.

Congratulations to Clover Hills Appliance for receiving the Customer Service Award!

Clover Hills Appliance is located at 2400 N. Locust St. in Sterling. Contact them at 815-625-8529.



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Ribbon Cuttings



Pizza Ranch
3900 E. Lincolnway , Sterling



Bardier & Ramirez Real Estate
415 Locust St. Suite B , Sterling



Lifescape RSVP (Retired and Senior
Volunteer Program)
206 Dixon Ave Suite 1, Rock Falls



Darla Rumbolz-White, Esthetician
Lotus Wellness Spa and Salon
501 W 2nd St., Rock Falls



Winning Wheels
701 E 3rd St., Prophetstown



Kunes Country Auto Group
3200 E. Lincolnway, Sterling

Business After Hours

May 13, 2021

Thank you to Kunes Chrysler Dodge Jeep Ram of Sterling for hosting our first Business After Hours of 2021! After a year without Business After Hours, or many events due to Covid-19, it was wonderful to be back in person and see all of our chamber members. Thank you to all who came out and we look forward to seeing you at our next event.



Chamber Ambassadors

Allie Johnston – University of Illinois Extension
Amy Tessman – Frary Lumber
Angie Delhotal— Sauk Valley College Foundation
Angie Smith – Hawkins-Cassens Insurance Agency
Becky Eberle – Sterling Federal Bank
Cassandra Salmon – Sauk Valley Bank
Chandra Meyer – Re/Max Sauk Valley
Christina Bystry—House in the Country
Jon Byar – Midland States Bank

Justin Wiggins—Wiggins Computing, LLC
Karen Voss –
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

Want to join the Ambassadors?!

SVACC Ambassadors serve as the public relations arm of the Chamber. They're the face of the chamber and play a crucial role in the work SVACC does. This professional business group works within the membership serving as a liaison between membership and the community. Meetings are held the second Thursday of each month at different member locations.

Ambassadors help with:

Welcoming new members
Ribbon cuttings
Business After Hours events
Customer Service Awards
& so much more!

Individuals interested in becoming an Ambassador need to submit an application for consideration.

Please call 815-625-2400 or email knoble@saukvalleyareachamber.com to apply.



Written by: Shannon Kelly, Newman High School

As CEO has come to an end, I still use all the lessons in my daily life whether it be something small like speaking up in class or something bigger like volunteering to go first when presenting. I feel the things CEO has taught me have put me ahead of my peers. I might not see all of the benefits immediately, but I know I will see them in the near future. After CEO ended I heard someone say, "Don't be afraid of success" which applies to everything we learned all year. We were often told to not be afraid to fail, and most of our speakers would tell us about their failures and how they grew from them. In society, failure is seen as a bad thing, but when you hear successful people talk about how normal and common it is, failure doesn't seem so scary. If we are scared to fail we will never be able to move forward; we just might succeed! But we won't know if we don't try. Through this program I saw how we grew as a class and were able to accomplish our class business and personal businesses. We didn't know exactly how to run one and made some mistakes along the way. But we learned by doing it. I would like to thank the business community for all their support of the CEO program. It was a great year of many life lessons.

Written by: Will Rude, Newman High School

Now that CEO is over, I would like to offer five suggestions, or advice for the incoming class of 2022.

I asked some of my classmates and this is what we came up with:

1. Trust the process; trust Le and you'll be very successful.
2. Do more listening than talking; you're going to meet a lot of people that are a lot smarter than you.
3. Do not procrastinate and push everything to the last second. You'll regret it.
4. Do not be afraid to take leadership positions.
5. You get out of CEO what you put into it.

CEO is an amazing class where you can learn a lot that you would never have been able to learn elsewhere at our age. This advice all came from several former CEO students who have gone through the class and know what they are talking about. If CEO students take this advice, they will be ahead of the game when they come to CEO next year!


Written by: Sydney Minssen, Prophetstown High School

I took note of something Thomas McDonald mentioned as he presented to us recently. I really liked when he said to extract a lesson from every mistake you make. I think this is a great reminder. We make mistakes in life all the time especially as we take on more responsibilities. A month ago, I thought I had every aspect of my business plan figured out. I knew all the ins and outs of my business and had thought out every detail. As I carried out my business plan I found that I forgot about some details. I needed more soil, packaging when people buy more than 1 succulent, transportation of my items to the mall, booth decorations, and various other small details. The same thing happened with our Savory CEO business. I just had to adapt to things and go with the flow. This class has really taught me to think on my feet and problem-solve. I've already made mistakes as I carried out my CEO business and I'm sure I'll make more as I move on from this class. But mistakes are all about learning. I have already learned so much from my mistakes in this class and those lessons have made me a stronger person. Here's to making more mistakes.



The Sauk Valley Community Leadership class met at Sauk Valley Community College on May 5th. The topic of the day was Creative Solutions. The first speaker was Scott Hibbard, owner and manager of Royer Home in Sterling. Mr. Hibbard talked about his time served in the military and his journey in life after war. His experiences and life-lessons were well-received by the class, and students discussed how meaningful they found his presentation to be. The second speaker of the day was Dr. Lori Cortez, Dean of Institutional Advancement at Sauk Valley Community College. Dr. Cortez discussed several programs she has initiated at SVCC, the importance of relying on a team to create and meet goals, and the value in serving students from all backgrounds and educational levels in our area. The day ended with a delicious lunch prepared by Arthurs Garden Deli!

The Adult Leadership class met again on May 19th at Camp Benson in Mt. Carroll. Each student gave their "Call to Action" presentation. This entailed each student discussing the various lessons and information they have learned from this program, and how they will apply this experience to create and meet new goals moving forward. Each presentation was unique, and every student did an outstanding job presenting themselves. There were even a few tears. Next, students were able to participate in some teambuilding activities, such as candle making, rock climbing, and hiking. These are activities that students were not able to participate earlier in the year due to Covid. Next, a wonderful lunch was provided by Molly's in Mt. Carroll. The food was amazing! The day ended with a graduation ceremony in which each student received recognition from his or her mentor and was presented a plaque as a gift. This is an amazing group of people, and they will provide great leadership in the Sauk Valley area in the future!

**SAUK VALLEY COMMUNITY
L.E.A.D.E.R.S.H.I.P.
PROGRAM**

“The SVCLP is an enlightening experience. The leadership team has created a yearlong series of lectures, tours, and discussion panels to expose the participants to the great variety of resources available to persons in the Sauk Valley area. The knowledge and information presented to the leaders of tomorrow will enhance their ability to better serve this fascinating and diverse area.”

**MARILYN KEMMERER
UNIVERSITY OF ILLINOIS EXTENSION**



Now accepting applications for the 2021-2022 Sauk Valley Community Leadership Program. Apply today at svleadership.org



Guest Editorial

Dogwood Acres is a reality! What started as a conversation in the spring of 2019 has now become a reality. This initiative is an incredible example of what can happen when a group of people with a passion (their dogs!) work with community partners (The Sterling Park District) to impact change. Registering your dog is now required to access Dogwood Acres. For more information about the registration and fees:

Dogwood-Acres-Registration-Packet.pdf



Congratulations to our 2021 scholarship winners!

The Sauk Valley Area Chamber of Commerce awards scholarships to students pursuing a college degree in a variety of fields. Three scholarship opportunities are available: The Charles Farnham Scholarship, The Agribusiness Committee Ag Scholarship, and the SVACC Manufacturing Scholarship. Providing scholarships is one of the most exciting things we do all year at the chamber!



Molly Biggs
Kansas State
University



Michelle Cooney
Illinois State
University



Brett Buhrow
University of Illinois



Emily Brooks
University of Illinois



Stephanie Gripp
Oklahoma State
University



Alyssa Miller
Highland Community
College



Jacob Kolb
Parkland Community
College



Keegan Coulthard
Highland Community
College



Sierra Harris
Sauk Valley
Community College



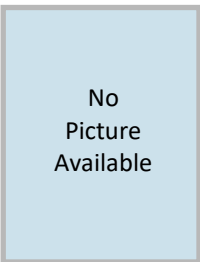
Shelby Hardy
Sauk Valley
Community College



Kassie Long
Sauk Valley
Community College



Haley Ceruzzi
University of
Northern Iowa



Jeffery Hinton
Sauk Valley
Community College



Bennett Soltow
Sauk Valley
Community College



Trevor Driessens
Sauk Valley
Community College

Government Affairs Update



Raising the Capital Gains Tax: Who Does it Really Hurt?

Written by: Curtis Dubay—Senior Economist, US Chamber

When a potential new business never opens its doors because it cannot raise the capital to finance the opening, who loses? Most people would say the business owner and the people the business would have employed.

But in the current debate over President Biden's proposal to increase capital gains taxes by more than 80%, these entrepreneurs and potential employees are the forgotten men and women.

The president and his allies contend that only a few Americans will pay the higher taxes, however that ignores the millions that will pay the price of the proposed tax increases.

As American Action Forum President and former Congressional Budget Office Director Doug Holtz-Eakin astutely points out, [the total amount of capital gains hit by the President's rate increase is an astounding 67%](#).

The economic models and past history all reach the same conclusion: when you significantly increase taxes on capital gains you get significantly less capital investment. Given that the proposed tax increases from the president would impact two-thirds of capital investment, the impact will be particularly devastating for economic growth and job creation.

Many might assume that the reduction in investment only impacts big businesses, [but smaller ones feel the pain too](#). They need funds from investors to launch their businesses and to grow. Without those funds, they cannot hire workers.

Raising the capital gains rate is also self-defeating from a revenue perspective. When the rate goes up, not only do investors cut back on new investment, those with pre-existing gains hold on to them longer. The end result is less revenue. Both [the Tax Foundation](#) and the [Penn Wharton Budget Model](#) find that effect. [The dumbest tax increase](#), indeed.

Not only will higher capital gains rates hurt current workers, it will hurt current and future retirees. A higher rate, immediately upon enactment, reduces the value of all stocks. That means everyone saving for retirement, or anyone who has already retired, will see the value of their 401Ks fall.

The problem applies to those with defined benefit plans too, as the assets of those plans would fall. These plans are chronically short of funds and a higher capital gains rate will make that problem worse. It's also worth pointing out that these problems with raising the capital gains rate have led to skepticism of the Biden plan from both [Republicans](#) and [Democrats](#).

The next time you hear a politician argue that raising taxes is a matter of fairness and that only a few well-off individuals will pay the higher tax, just remember the forgotten men and women who will pay the true cost.

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TO PULL YOUR BUSINESS
FORWARD

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BECKY MURRAY

President | Merle Norman Sterling

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Sauk Valley Area
chamber of commerce

PROFESSIONAL WOMEN'S NETWORK COMMITTEE
INVITES YOU TO

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Join like-minded area business women for
a fun night of networking, good food, and a
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THURSDAY, JULY 29
5:00 P.M. - 6:30 P.M.



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Rock Falls, IL

Please register by July 22.
Registration includes entry for all door prizes!

\$12 members | \$15 non-members
Includes appetizers, door prizes, and networking.
Register at saukvalleyareachamber.com
(815) 625-2400



Professional Women's Network

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2021 Schedule of Events

APR 24  **EARTH DAY**
Bash
and spring opening of the Sterling Marketplace 

 **STERLING MAIN STREET** **MAY 02**
Car Show

MOVIES @ GRANDON **TBA**

MAY 27
JUN 24
JUL 22
AUG 26  **Pop-Up MARKET**
DOWNTOWN STERLING

AUG 06  *Hot Dog Day*

 **Harvest MOON Festival** **SEP 25**

 *Sip into Fall* **SEP 23**
Downtown Sterling Wine Walk

DEC 03 *Sights & Sounds* 

OCT 09  **HOPS**
on the Rock
A Craft Beer Festival

*All Events Subject to Change due to any ongoing COVID-19 restrictions

www.sterlingmainstreet.org

| 815.626.8610

| info@sterlingmainstreet.org

