



Sauk Valley Area
chamber of commerce

UNITED STATES CHAMBER OF COMMERCE

ACCREDITED



**IN THIS
ISSUE:**



PAGE 5



PAGE 6



PAGE 9

Partnering for Success

MARCH 2021



Sauk Valley Area
chamber of commerce



SVACC PROFESSIONAL
WOMEN'S NETWORK
INVITES YOU TO:

HOW TO CONTROL YOUR CALENDAR & SKYROCKET YOUR PRODUCTIVITY



Presented by Megan Sumrell
Time Management &
Productivity Coach

**WEDNESDAY, MARCH 10
11:45 A.M. - 1:00 P.M.**

In this transformational session, you will learn how to:

- Implement time blocking to increase productivity
- Create a process for monthly, weekly and daily plans
- Establish daily habits to grow your business

Join us for this virtual presentation one of two ways:

*Attend at Candlelight Inn, 2200 W 1st St. Rock Falls for networking and onsite simulcast of presentation.

*Attend virtually- Candlelight Inn lunch will be delivered to you.
In person networking lunch subject to change depending on state guidelines

SVACC Members \$15.00

Non Members \$20.00

Registration includes presentation and lunch.

To register call 815-625-2400 or register online at :<https://bit.ly/3omsCm4>

Please register with the email you wish to be contacted at for follow up regarding meal choice and getting the meeting link.

McKenna Floor Coverings



INTRODUCING OUR NEW 3-D TOMOGRAPHY

YEAR-ROUND SCREENING MAMMOGRAMS WITH NO OUT-OF-POCKET COSTS!

(IF ELIGIBLE FOR FINANCIAL NEED, REGARDLESS OF INSURANCE COVERAGE,
ASSISTANCE WILL BE PROVIDED THROUGH THE CGH HEALTH FOUNDATION)

CALL (815) 625-3610 FOR MORE INFO



March

- March 3 Executive Board
- March 9 Board
- March 11 Ambassadors
- March 12 HBLC
- March 16 Ag
- March 17 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

Staff

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

A Message from the Director

The chamber has three strategic priorities that move us toward fulfilling our mission.

1. Provide Value to Membership.
2. Strengthen the Local Community
3. Enhance Community Leadership.

Within these three priorities are specific objectives that the chamber staff, board, and committees work on throughout the year to show progress and provide verification that we are serving our members and the community.

One of our key roles is to make sure that our members have access to information on issues that impact the Sauk Valley. This includes information on government and legislative issues at the local, state, and national level.

We have two events coming up to help keep you—our members—informed. On **March 23**, we will be hosting a candidate forum for local Sterling elections and on **April 8**, we will be hosting a lunch and learn on legislative updates at a state and national level with information from the Illinois Chamber of Commerce and the United States Chamber of Commerce. More information on both of these is included in this newsletter.

It is critical that the business community is informed and engaged in governmental affairs and legislative issues. I encourage you to learn about the candidates running for local office and participate in these events as an opportunity be a voice and advocate for your business or organization. If you have questions; ask. If you have ideas; share them. It is through communication and advocacy with our elected officials that we will impact change and keep the Sauk Valley moving forward.

Enjoy the Day



Member Update March 2021

NEW MEMBERS

Sophie's Café
4311 E Lincolnway, Suite F
(815) 718-8518

Sotelo Media
sotelomedia.com

MEMBER RENEWALS

Advocare Independent Distributor
Altran Magnetics
ARC Appraisals
ARK Building Solutions
Boss Roofing-Siding Experts
Brent's Upholstery & Auto Accessories
Citadel of Sterling
Creative Cuisine Catering, Inc.
Edward Jones / Lareau
First Congregational Church
Focus Services
Four Seasons Power Wash
Fraternal Order of Eagles #2783
Hueber/Dekalb Feeds
Hughes Resources
Knie Appliance & TV, Inc.

McDonald's
McFalls Berge & Associates
Melton Seed & Service LLC
Morningside of Sterling
Polo Rehabilitation & Health Care
Select Employees Credit Union
Selmi's Wedding & Events
Showplace Antiques & Treasures
Sophie's Cafe
Sotelo Media
Sterling Steel Company
U.S. Cellular
United Craftsmen, Ltd.
Wal-Mart Supercenter #891
WCT- Wiggins Communication Technology
Wipfli LLP

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
Illinois American Water
James S Ferris, DDS, PC
Lance's Plumbing
LK Design Source
Mattox Insurance Agency
Moore Monument & Granite Co
Sterling Rock Falls Child Care
The Spa At Central Park
United Craftsmen, Ltd.
Wiggins Communication
Technology

110% Club Members

1st Gateway Credit Union
Cassens Drainage
Central Heating & Cooling
Compeer Financial
Folsom's Bakery
Hawkins-Cassens Insurance, LLC
Imprintable Memories
Kiwanis Club of Sterling
Mertes & Mertes
New Millenium Directories
Reitzel Roofing Company
Rock River Lumber & Grain
Rock River Ready Mix
Rosemeyer Management Group
Sauk Valley Foodbank
Scholl Insurance Agency
Schuneman Insurance Agency
Showplace Antiques & Treasures
Simply Hair Studios
St. Mary's School
Sterling Chevrolet
Sterling Commercial Roofing
Sterling Optimist Club
The Cornerstone Agency, Inc.
Wendler Engineering Services, Inc.
Willy's Restaurant

WORKFORCE DEVELOPMENT



ILLINOIS WORK-BASED LEARNING INNOVATION NETWORK (I-WIN)

Helping employers, educators, and students leverage innovative models for scaling high-quality work-based learning opportunities in school districts and community colleges across the State

The Launch

Education Systems Center of Northern Illinois University convened I-WIN in October 2020 in response to the challenges educators faced in designing work-based learning (WBL) opportunities for remote learning during the global COVID-19 pandemic and growing awareness of the racial inequities in our systems and communities. A primary focus of I-WIN is to amplify WBL models that demonstrate potential for connecting students with limited social capital to employers.

▶ I-WIN is serving more than 50 schools representing 420 or more students in its inaugural year.

The Initiative

Open to communities throughout Illinois, I-WIN participants receive professional development opportunities and regular community of practice sessions to support and inspire their virtual work-based learning practices. Participants:

- Learn how to create sustainable, high-quality WBL models that provide broader and more equitable access, especially for Black and Latinx students.

- Engage in peer-to-peer conversations.
- Receive technical assistance including help in designing student projects and supporting employer onboarding.

Best practices, learnings, and resources gathered during I-WIN communities of practices are made available through the [resource hub](#) and will inform future recommendations to State policymakers.

Select I-WIN communities are also piloting implementation of Practera, an online learning platform that supports entirely virtual or hybrid work-based learning experiences. Access to the Practera platform is being provided to participating sites at no cost during the 2020-2021 and 2021-2022 school years, thanks to our partnerships with Practera and cooperative education and experiential learning leader Northeastern University (Boston), with funding by the National Science Foundation.

▶ To join the Network, contact Heather Penczak, Policy & Program Manager, at hpenczak@niu.edu

edsystemsniu.org/i-win



**SAUK
VALLEY
UNITES**



**WE ARE STRONGER TOGETHER WHEN WE SEEK
COMMON GROUND AND DISCOURAGE POLARIZATION.**

saukvalleyunites.us

2021 Annual Meeting & Social

May 20, 2021



2020 Chamber Champion

Congratulations to Dr. David Hellmich, President of Sauk Valley Community College, for receiving the 2020 Chamber Champion Award.

Typically, this award would be presented during the SVACC's Annual Dinner & Meeting, but due to COVID-19, the dinner was postponed. We didn't want to wait to share the awesome news, so Kris Noble and the SVACC Board of Directors surprised Dr. Hellmich at the college to present the award.

Thank you for your commitment to the Sauk Valley area and your ability to lead by example, Dr. Hellmich!



**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.

Chamber Ambassadors

Allie Johnston – University of Illinois Extension
Amy Tessman – Frary Lumber
Angie Delhotal— Sauk Valley College Foundation
Angie Smith – Hawkins-Cassens Insurance Agency
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
Nicole Bollman - CGH Medical Center
Pam Fluck – Sauk Valley Bank
Roy Dern – State Farm
Sheila Martinez – U.S. Bank
Sherry DeWalt – CGH Health Foundation

The SVACC Ambassadors serve as the public relations group of the chamber. This professional business group works within the chamber membership serving as a liaison between members and the community. They assist chamber staff in welcoming new members of the SVACC and connecting with current members of the SVACC, by representing their companies and the chamber at various events throughout the year such as; Business After Hours, Ribbon Cuttings, Customer Service Awards, and more.

In addition to their work as an Ambassador, these folks are an incredible group of people who show their commitment to the Sauk Valley by getting involved in clubs and organizations that are important to them. This group believes that giving their time and talent is important and for that- we thank them. I would call this group of ambassadors “Change Agents” – as they impact change by getting involved and working to be part of solutions and making this community a better place to live. This year, we will be highlighting each ambassador and a Service Club, or Not for Profit organization that they are involved in.

Ambassador Spotlight

by Sherry DeWalt, CGH Health Foundation

The Dolly Parton Imagination Library has gifted over 150 million free books to children across the world. In Whiteside County the L.I.F.E. committee (Learning is Fun for Everyone) raises funds to supply books from Dolly’s Library to children up to age 5 in our county. In fact, if a baby is born at CGH they receive their first book before they leave the hospital. I have been a member of this committee for over 10 years and as an avid reader I am proud to be a member of a group that instills the love of reading in children; it’s one of the best ways to ensure that they will be successful in school and in life. You can support the work of the committee by sending a donation to L.I.F.E. in care of the United Way of Whiteside County or by participating in our annual fundraiser, The Power of the Purse, held in September.

Congratulations to CGH Outpatient Rehab for receiving the Customer Service Award!

For more information about CGH Outpatient
Rehab Services call 815-622-1210

CSA Sponsored by:



Written by: Meg Frank, Rock Falls High School

In December, the CEO West class had a powerful speaker, Gary Sandrock. He is the type of person who starts talking and instantly grasps your attention. Towards the beginning of his lecture, I related when he said "when Le asks you to do something or speak, it puts a lot of pressure on you." I think he meant it as a joke, but it made something click for me. Before attending the CEO class, I was strictly school smart. Of course, I had social skills, but they weren't adequate or developed well. I could complete a project and gain an easy A, but presenting it was another thing. I feel and know that CEO has helped me become comfortable in uncomfortable situations. Now, I always want my voice to be heard, I'm the queen of questions, and I feel more confident because of it. Gary Sandrock gave an example towards the end of his speech about his daughter Faith, a former CEO student. During the story, he explained how she had to go into a meeting alone, and Gary was surprised that she was so comfortable and confident in the situation. I feel as though that story resembles how I am now after being part of CEO. That story happened after Faith took CEO, but I have only been in the program for a little over a semester now. I can't believe how much I have grown in such a small amount of time, and I can't wait to see how much has changed once the class comes to an end. I'm a "believe it when I see it" type of person, so when people told me that CEO was life changing for them or how much they grew from taking it, I didn't believe them until it happened for myself. I'm so glad I was given an opportunity like this; it truly is an honor to be a part of something so great and to be able to actually see myself develop into who I have always dreamed of becoming.

Written by: Marco Lopez, Rock Falls High School

Wow, it has been a long journey from the beginning of the year to where we currently are in CEO! Personally, I have learned a lot of lessons and information for my future from the speakers we have had as well as the tours. One of the things our speakers have talked recently in class about is if it's better to do what you love and the money will follow or learn to love what you do. Personally, I believe that you should do what you love and the money will follow. I believe in this because I don't think you should do something that you are not passionate about. For example, if you do something you love, you will obviously give it your 100% effort while if you don't love what you do, you won't be giving your best effort. Currently, we are starting our business plans for our individual businesses. Thinking of what to do for my individual business was honestly difficult. I couldn't think of what to do for the longest time but finally came the golden ideas. I had two golden ideas. My first idea was to sell what I like to call my "fire" tacos. Because we had already done food for our class business, I decided to go a different route for my individual business. Here is where my second idea came. My second idea was to sell leather goods such as belts, wallets, etc. I decided to do this because it is such a different product from others as well as that you can't really find a place that sells leather in the area. In order to achieve this, I will be taking a business trip to Leon Guanajuato, Mexico which is known as the "leather capital of the world". My family is actually from Leon so I believe this will give me a huge advantage since I already have family in Leon that will be able to support me in the process. I'm excited to start my personal business! We hope to see you at our 8th Annual CEO Trade Show at Northland Mall, Sterling, on April 28 and 29, 4:30-7:30 p.m. and 4:30-6:30 p.m. respectively.

2021 SVACC Scholarships are now available!

Deadlines vary, starting March 1: saukvalleyareachamber.com/scholarships

Government Affairs Update

All candidates running for City of Sterling City Council, Sterling Public Schools School Board, Sterling Township Supervisor, and Sterling Township Road Commissioner have been invited to participate in the Sauk Valley Area Chamber of Commerce Candidate Forum.

The Chamber's candidate forum provides an outlet for candidates to state their individual positions on numerous issues as well as providing an opportunity for members of the public to ask candidates questions.

Please submit questions in writing to knoble@saukvalleyareachamber.com

**SVACC does not endorse any candidate.*



2021 CANDIDATE FORUM
TUESDAY, MARCH 23
AT 6 P.M.
LIVE ON SVACC'S FACEBOOK*

CITY OF STERLING CITY COUNCIL CANDIDATES
STERLING TOWNSHIP SUPERVISOR
STERLING SCHOOL BOARD CANDIDATES
STERLING TOWNSHIP ROAD COMMISSIONER

THE EVENT WILL INCLUDE MODERATED QUESTIONS.

QUESTIONS WELCOME.
PLEASE EMAIL
TO [KNOBLE@SAUKVALLEYAREACHAMBER.COM](mailto:knoble@saukvalleyareachamber.com)

THE CHAMBER DOES NOT ENDORSE ANY CANDIDATE.

*DUE TO COVID-19 RESTRICTIONS, ONLY CANDIDATES & MEMBERS OF THE PRESS ARE INVITED TO ATTEND IN PERSON



Guest Editorial

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



ROCK FALLS TOURISM LOOKING FORWARD TO 2021

The current pandemic has severely impacted the leisure and hospitality business. These include such businesses as our local event venues, hotels, restaurants, and bars. It is no surprise that the travel activities which rely on group social environments and in-person interaction have greatly affected the use and profitability of these small business owners located in Rock Falls.

The travel and tourism sector accounts for 1/3rd of pandemic unemployment in the United States. Without a doubt, the COVID-19 pandemic devastated the Rock Falls restaurants, bars, retail stores, event venues, and hotels. This resulted in layoffs of loyal long-term workers, not to mention the loss of income for restaurant and bar owners.

Rock Falls restaurants, bars, and retail stores depend on our tourists; whether coming off the interstate for a bite to eat, looking to do a bit of shopping, or a social gathering with friends and family. The hotels and event venues have been greatly impacted with the cancellation of wedding receptions, conventions, and corporate meetings. All of these losses create a trickle-down effect for so many businesses. Let's not forget the gas stations too.

The pandemic impacted most, if not all, the Rock Falls businesses as we do have many tourists come from out of town to attend our community events. Rock Falls Tourism puts on many events throughout the summer and due to the State of Illinois COVID restrictions, we cancelled or drastically scaled down our events in 2020.

On a positive note, Rock Falls Tourism is looking forward to our 2021 events and will utilize all safety precautions. We are excited to be hosting our Food Truck Fridays with our concert series and our Jammin' On the Rock which will provide entertainment including local musicians. Other events will be the Art in the Park Sculpture Walk, the Rock Falls Big Cat Quest Fishing Tournament, and the new Lumberjack Show plus a Beard Contest at Selmi's Greenhouse & Farm Market.

Please watch our FB page (VisitRockfalls) for updates or visit our website at www.visitrockfalls.com.

Together we can all look forward to having a memorable 2021 while supporting Rock Falls small businesses.



The Sauk Valley Community Leadership class met virtually on February 3rd. The topic of the day was Diversity and Inclusion. The first speaker was Jeff Stauter, the Executive Director of Kreider Services in Dixon. Mr. Stauter discussed the services Kreider offers to the disabled population in the Sauk Valley area. The second speaker of the day was Rebecca Munez-Ripley, Executive Director of YWCA of the Sauk Valley who discussed gender issues and injustices. Rashaad Lane of Dixon, employed by Verizon discussed racial issues in the Sauk Valley area. And the final speaker, Seth Wiggins, Supervising Attorney at the Winnebago County State's Attorney Office in Rockford, Illinois, discussed his career pathway as a transgender man. The day was filled with valuable information regarding current issues surrounding diversity and inclusion.

The Adult Leadership class met again on February 17th, but this time in-person for the first time since October! The class met at Sauk Valley Community College and it was great to be together again. The first speaker was Dr. Sara Dail, Assistant Superintendent of Sterling Schools. Dr. Dail presented on Leadership versus Management. The students were extremely impressed with her presentation, and one student even commented that she wished she had heard Dr. Dail's presentation several years ago because the information was so valuable. Following Dr. Dail's presentation, the students participated in several group activities focused on identifying the difference between leadership and management. Next, there was a panel of leaders discussing their journey into leadership. The panel included Darin DeHaan, City Administrator for the City of Oregon; Selena Manzo, Team Leader Inventory Specialist at Verifacts, LLC in Sterling; and Ryan Buskohl, Chief of Dixon Fire Department. The three panelists provided three different perspectives on leadership, all of which provided great insight. The day concluded with a wonderful lunch provided by Baker Street of Dixon.



MEMBER SPOTLIGHT



COVID-19 has hit us like it has many other local businesses, and it was definitely not something we wanted to encounter 6 months into opening our gym. However, it did force us to get creative in how we do things, especially with our group training. After a successful summer of continuing to grow our group classes by being able to utilize the Rock Falls riverfront, we knew we had to do something to keep that momentum going once we were forced to come back inside. Since our gym is a smaller, more personable gym, continuing our larger group classes inside our gym was just not a viable option. Which lead us to finding another location not far from our gym, just across the bridge in Sterling, right across the street from The Little Chocolatier. Just Dance allowed us to utilize one of their rooms they did not use much, and because of that we have been able to space people out safely and continue to grow our group training. Since then we have added new classes and more class times, which has been a big win in helping us grow our gym, and stick to our mission statement. "To provide a gym that offers the best training, guidance and support system in the Sauk Valley area to help people live healthier lives."



**CUT
IT?**

Rock River Hospice & Home

**KEEP
IT?**



The Short Cut?

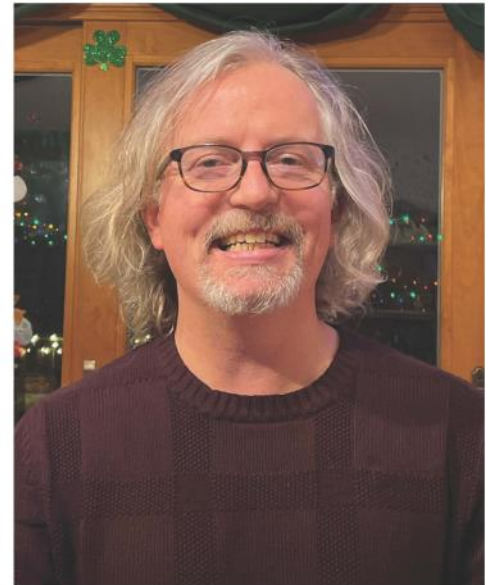
YOU GET TO CHOOSE!

What should Dr. Reter do?

CUT IT OR KEEP IT?

**Your vote will help raise
money for Rock River
Hospice and Home.**

**VOTING BEGINS MARCH 1st
and ends MARCH 15th.**



Let it GROW...

Donation buckets will be placed at Rock River Hospice and Home located



**at 2706 Avenue E and
Stellar Salon located at 2522 East Lincolnway**



You may vote ONLINE and send payment through PayPal or Venmo

**DID YOU KNOW THAT IF WE RAISE \$10,000 Dr. Reter has agreed to
a MULLET? Let's RAISE THE BAR and make it happen.**



815-625-3858

www.hospicerockriver.org



Rock River Hospice Hospic...
@RockRiverHospice-HospiceRockRI



venmo

Scan QR code for payment

*All donations are tax deductible.
If keep it or a mullet is achieved,
Dr. Reter's hair will be cut
between May 1-25*



Advertising Opportunities

SaukValleyAreaChamber.com, AdBlasts, and
Partnering For Success Newsletter

AdBlasts

AdBlasts go to 1000+ people via email. Two options are available:

Group AdBlast= you can do for \$25 on a Monday when they are released with other ads.

Exclusive AdBlast= you can do an individual ad for \$50 on any other day of the week (Tuesday – Friday).

Due to the popularity of this advertising tool, please contact the SVACC **three weeks** prior to the date you would like the ad ran. If you pay for an AdBlast, your ad will be posted onto our social media accounts for no extra charge.

Website Advertising

- Static Banner Ad (780px x 90px) = **\$100/month**
*6 Month Commitment = **\$85/month** (save \$90)
- Rotating Banner Ad (780px x 90px) = **\$65/month**
*6 Month Commitment = **\$55/month** (save \$60)

Newsletter Advertising

available on our website as well as sent out electronically,

with an average open rate of 35% and click through rate of 27%

- Cover Banner Ad = **\$90/month**
*6 Month Commitment = \$75/month (save \$90)
- Half Page Ad = **\$80/month**
*6 Month Commitment = \$65/month (save \$90)
- Quarter Page Ad (Horizontal or Vertical) = **\$60/month**
*6 Month Commitment = \$50/month (save \$60)
- Business Card Sized Ad = **\$30/month**
*6 Month Commitment = \$25/month (save \$30)
- Inserts = **\$50/month**
- Inserts (*non-profit rate*) = **\$25/month**

Sauk Valley Area Chamber | 211 Locust Street | Sterling, IL 61081
P: 815-625-2400 | chamber@essex1.com | www.saukvalleyareachamber.com revised5/19

Lunch & Learn: Legislative Updates



from the Illinois Chamber of Commerce & the US Chamber of Commerce

Presented by:



Clark Kaericher, VP of Government Affairs, Illinois Chamber of Commerce



Kevin Courtois, Executive Director of Congressional and Public Affairs United States Chamber of Commerce Great Lakes Regional Office.



Additional updates from:

Tony McCombie, Illinois State Representative of the 71st District

Thursday, April 8, 2021

11:45 a.m. - 1:00 p.m.

Champs Banquet Venue

9 E 3rd St.

Sterling, IL 61081



\$15 members

\$20 non-members

Registration required by 4/5

Lunch provided by Smoked on 3rd



Register online at bit.ly/3k96H1y

Or by calling 815-625-2400 or emailing knoble@saukvalleyareachamber.com

LEARN MORE ABOUT LEGISLATIVE UPDATES AND HOW THEY APPLY TO YOU & YOUR BUSINESS



WHITESIDE AREA CAREER CENTER
CEO PROGRAM

TRADE SHOW

WEDNESDAY, APRIL 28
4:30 P.M. - 7:30 P.M.

THURSDAY, APRIL 29
4:30 P.M. - 6:30 P.M.

NORTHLAND MALL STERLING

support the CEO Program as the students showcase their businesses

WACC **CEO**[®]

CREATING ENTREPRENEURIAL
OPPORTUNITIES

STERLING MAIN STREET

Inspired.



Involved.

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

