



Sauk Valley Area
chamber of commerce

UNITED STATES CHAMBER OF COMMERCE

ACCREDITED



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Partnering for Success

SEPTEMBER 2021

SVACC
HISPANIC BUSINESS
LEADERS COMMITTEE
PRESENTS:

BUSINESS 101 with Roy Juarez Jr.

Leveraging Your Past
to Build Your Future



Roy was once a homeless teenager. His journey through adversity drives his mission to motivate others with a powerful message of hope and perseverance. His business journey will inspire you to never give up on life or your dreams, and always understand the value of a higher education.

- Wed. September 15
- 12:30-1:30pm
- FREE via Zoom

Access the event on 9/15 by visiting <https://bit.ly/3rqhJdf> or scanning QR code:



For more information, call 815-625-2400 or email knoble@saukvalleyareachamber.com.

Sauk Valley Area
chamber of commerce

CHAMBER WEEK CELEBRATION

It is time to reconnect, re-energize, and rejuvenate....
Please join us, in person, to celebrate you as members and thank you for your memberships. Stop by for a beverage, appetizers, door prizes, drink specials, and to connect and reconnect with other SVACC members.

Thursday, September 16
4:30-6:30 p.m.
at The Factory
103 W 3rd St, Sterling

There is no cost to attend, but registration is required by September 13.
Visit saukvalleyareachamber.com or call 815-625-2400 to register.

Illinois Celebrates Chamber of Commerce Week

the factory pub • 3100

IDPH/WCHD recommended Health and Safety guidelines will be followed.

The Sauk Valley Area Chamber of Commerce
Hispanic Business Leaders Committee
PRESENTS

68TH ANNUAL Fiesta Day Parade 2021

STERLING • ROCK FALLS • ILLINOIS

SAT. • SEPT. 18TH • 1:00PM

THE PARADE WILL START IN ROCK FALLS
AND END IN STERLING.

Registration forms are due by September 7th.
Parade route and registration forms available at:
www.saukvalleyareachamber.com, 815-625-2400 or
email knoble@saukvalleyareachamber.com

Sauk Valley Area
chamber of commerce

SVACC Professional Women's Network Presents:
Lunch and Learn

DISC PROFILE


better understand your personality and how you interact with others

WEDNESDAY, SEPTEMBER 22
11:30 A.M. - 1:00P.M. CHAMPS BANQUET VENUE
9 E. 3RD ST., STERLING

Presented by Le Hartman, WACC CEO Facilitator.
Le has years of experience in interpreting the DISC Profile and leading discussion based on your results.

PARTICIPANTS WILL HAVE THE OPPORTUNITY TO TAKE THE DISC PERSONAL ASSESSMENT TOOL PROFILE (UPON REGISTERING FOR THE WORKSHOP, PARTICIPANTS WILL BE DIRECTED TO A SAFE LIST COURTESY OF THE MIDLAND INSTITUTE FOR ENTREPRENEURSHIP TO COMPLETE THE SURVEY).

JOIN US TO LEARN MORE ABOUT YOUR OWN PERSONALITY, GAIN INSIGHT AS TO HOW PERSONALITIES ARE VIEWED BY OTHERS, AND REFLECT ON HOW TEAM DYNAMICS ARE AFFECTED. THIS WORKSHOP PRESENTS A GREAT OPPORTUNITY TO BRING A TEAM OF COWORKER AND STAFF TO IMPROVE TEAMWORK, COMMUNICATION, AND PRODUCTIVITY IN THE WORKPLACE.

Lunch provided by 

\$15 FOR MEMBERS | \$20 FOR NON MEMBERS
PLEASE REGISTER BY SEPTEMBER 15
CALL 815-625-2400 EMAIL KNOBLES@SAUKVALLEYAREACHAMBER.COM
OR REGISTER ONLINE AT SAUKVALLEYAREACHAMBER.COM

Professional Women's Network

When you're **ready** for a
vaccine we're here for you.
(Safe for pregnant & breastfeeding women.)

GET VACCINATED

CGH MEDICAL CENTER

Walk-ins are available at the CGH Main Clinic
M - F • 8:30am - 2:30pm (individuals 18 years & older)
Learn more at:
www.cghmc.com/vaccine or Call: (815) 625-4790

September Meetings

September 1 Executive Board
September 9 Ambassadors
September 10 HBLC
September 14 Board
September 15 PWN
September 21 Ag

Sauk Valley Area Chamber of Commerce Directors & Staff

Nominations are now being accepted. For the 2022 SVACC Board of Directors. Nomination deadline is September 30. Please email nominations to knoble@saukvalleyareachamber.com

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

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

The SVACC was founded in 1912 making it one of the oldest chambers in the State of Illinois. Over 100 years of serving the community and working to support our local businesses and organizations.

When you think about it, the SVACC has impacted hundreds of businesses and helped the Sauk Valley area thrive and grow. How have we been able to do this? The chamber is not a large organization - throughout history there have been 1, 2, maybe 3 staff at any given time. What has remained constant is the commitment to fulfill our mission, which is "To improve the economic climate and quality of life in the Sauk Valley Area." How do we do this? You, our members, are a big part of the success of the chamber! As representatives from across all sectors, you have made the commitment to being part of change, to getting involved, to supporting the chamber with funds, resources, time, and energy.

One more reason that I believe the SVACC has been able to thrive over 100 years is a Board of Directors. A group of individuals that are invested in the community and believe that the Sauk Valley, here in rural Illinois, is a place like no other. Community leaders that give of their time and energy to guide the Chamber through good times and challenging times, are critical to the success of any organization.

We have that at the SVACC and for that I am grateful.

I want to take this time to thank one of our board members who has decided his time has come to step off the board and allow for new ideas and energy. Jim Cesarek, representing RE/MAX Sauk Valley, has been on the Board of Directors since 2013. His knowledge of, and passion for, the Sauk Valley has been greatly appreciated.

Thank you Jim, your service is much appreciated!

As we continue to work to move the Sauk Valley forward, I encourage you, as members of the SVACC, to get involved. Whether it's joining a committee, hosting a BAH, attending a Lunch & Learn, participating in the Fiesta Parade, attending the Steak Fry, or golfing in our annual outing, there are many ways to get partaking in the benefits of chamber membership. I invite you to utilize your membership to get involved in our community.



Member Update September 2021

NEW MEMBERS

Cows, Kids & Chaos
4201 Yager Rd., Prophetstown
815-973-2124

Nancy's Art Studio
609 W. 3rd St. Suite 206, Sterling
225-283-8772

Liquor N Wine
2930 E. Lincolnway, Sterling
815-207-8887

MEMBER RENEWALS

A & A Flooring
Air Play Sports & Espresso
American Legion Post 296
Bard Optical
Fiesta Table Tents & Chairs
Hola America Media Group
Lance's Plumbing
Menk USA, LLC
Raynor Garage Doors

Representative Tony McCombie
RRCA Accounts Management, Inc.
Sauk Valley Community College
Sedona Staffing
Sterling Chevrolet
Sterling Commercial Roofing, Inc.
Sterling Rock Falls Historical Society
Triple P BBQ
UOI Boutique
Whiteside County Senior Center

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.
Wiggins Communication

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
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
Sherwin Williams Company
Showplace Antiques & Treasures
Simply Hair Studios
St. Mary's School
St. Vincent DePaul
Sterling Chevrolet
Sterling Commercial Roofing
Sterling Optimist Club
Steve Munson
The Cornerstone Agency, Inc.
Vintage Cousins Emporium
Wendler Engineering Services, Inc.
Willy's Restaurant

Ribbon Cuttings



Bollman Auto Center
305 US-30, Rock Falls
815-626-1497



Cows, Kids, & Chaos
www.facebook.com/cowskidschaosCC



Air Play Espresso and Bakery
Drive Thru Location
202 4th Avenue, Sterling



Lundstrom Florist
1709 E. 3rd St. Sterling
815-625-0080



Westwood Fitness and Sports Center
Kids Gym and Party Rental
1900 Westwood Drive, Sterling
815-622-6201



State Farm—Shay Brown
313 First Ave, Rock Falls
815-625-5100



Harvest Time Bible Church
1802 Dixon Avenue, Rock Falls
815-626-1234



Wellspring Medical Spa
Inside Extreme Hair and Day Spa at
1411 E 4th St. Sterling
815-973-7916



Caro Litza's
Suite 20F, Northland Mall
2900 E Lincolnway, Sterling
(815) 441-3185



Sauk Valley Community College
Solar Field & Sign
173 IL Rt 2, Dixon
815-288-5511



Congratulations to CGH Orthopedics Department for receiving the Customer Service Award!

Nominated for their compassion,
knowledge and follow up care,
CGH Orthopedics Department
is well deserving of this award.

For more information,
call 815-625-4790



CSA Sponsored by:



Year-round Local Resources for Small Businesses in Northwest Illinois

Written by: Kim Ewoldsen, Certified Business Advisor Director of Regional Economic Development & Illinois Small Business Development Center at Sauk Valley Community College



Now, more than ever, our small business community needs support. Over the course of the last 18 months businesses have endured an endless amount of struggle. While some rare businesses have found a way to thrive, most have fought to just stay open. Knowing that, I wanted to share with you a no cost, confidential resource available throughout the year for Northwest Illinois businesses.

Did you know there is an Illinois Small Business Development Center (SBDC) at Sauk Valley Community College? This center is one of more than 40 centers statewide dedicated to offering support to small businesses. Services provided by Illinois Small Business Development Centers vary by center and expertise; however, all offer four basic components. Certified business advisors have received specialized training to assist individuals and companies with questions ranging from “Is my hobby really a business?” to “I think I’m ready to retire and don’t know where to start” and everything in between. The Small Business Development Center at SVCC offers help with pre-start up, start-up, growth and succession planning along with a certified QuickBooks specialist. In addition, we frequently work with businesses to review or create a marketing plan, identify new revenue streams or identify ways to improve operating efficiency. Another service we provide is assisting companies submit applications for local, state and federal COVID-19 grant and loan programs.

The Center receives funding through the U.S. Small Business Administration, State of Illinois Department of Commerce and Economic Opportunity, Sauk Valley Community College, local financial institutions and municipalities. This financial support allows us to provide our services at no cost; however, we do encourage our clients to take advantage of some of our complimentary marketing services to be a local success story for the Center. Success stories allow our businesses to share their experiences of working with our advisors and in return SBDC staff assist with sharing that story through local media outlets and our Center’s social media avenues.

If you think some of these services may benefit your business I encourage you to reach out and schedule an appointment today. The Illinois Small Business Development Center at SVCC continues to operate by appointment only in a virtual and hybrid model. If you are interested in scheduling an appointment you can visit <https://www.sauksbdc.com/appointment> or call our office at 815-835-6244. Stay safe and we look forward to assisting your business soon!

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 – 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

Ambassador Spotlight—Chandra Meyer, RE/MAX Sauk Valley

Chandra is a Realtor with RE/MAX Sauk Valley in Sterling. She loves helping people find the perfect home. It's so exciting to hand someone the keys to their new house! She also loves being able to tell her sellers that she found the perfect person to buy their home! She really enjoys being an Ambassador. Her favorite part is being part of the ribbon cuttings for new businesses. It's so exciting to see a business owner's hard work and dedication pay off!



Business After Hours

Thursday, August 19 | Sauk Valley Community College

A wonderful evening full of networking and great conversation. Thank you to all who attended.

Your Voice Has POWER

eliminating racism
empowering women

ywca

Sauk Valley



ywsauk.org



We Believe You.
We are Here to Help.

We Offer FREE and CONFIDENTIAL
Services for All Genders and Ages

24-HOUR HOTLINE:
815.626.7277 & 815.288.1011

Funding provided in whole or in part by the Illinois Criminal Justice Information Authority.

Written by: Claire Crisham, Newman Central Catholic High School

As a newly initiated CEO student, the requirement of business casual dress was introduced quickly. While examining my closet I realized that in my own day to day, jeans, sweats, and crop tops reigned supreme. I knew that dressing the part was my first step to entering this new world, and in doing so, it wasn't long before I knew I wanted to learn more, preparing myself for the inevitable transition my wardrobe had to take. Looking back, early characteristics of modern business wear included formal suits and ties five days a week, so what sparked the cultural shift? Well, with the eighties and nineties introducing the casual, yet influential, world of Silicon Valley, and the increasingly female populated workplace, there was no better time for the contemporary transition to take place. Flash forward thirty years, and the age of technology, fast fashion, and youth culture will undoubtedly become a catalyst for its own reinvention of business dress, just as we have seen in older generations.

With just a few days of CEO under my belt, I'm no expert, but what I have seen is the unique, creative, and revamped approach my peers have taken to the direction of business casual. Rather than obsessing over specific guidelines, the students have seemed to place emphasis on efficiency, trendiness, and individuality while still cultivating a professional environment. While many of us teenagers are left to work with the wardrobe we had prior to entering the business community, it seems to highlight our willingness to think beyond the box we were handed and our appreciation for the fast paced world we are growing up in. This fresh take on traditional business dress does not negate the importance of maintaining a level of formality, yet instead suggests a new age of business is being ushered in, where we dress not for the jobs we want, but the jobs we want to create.

Written by: Izaac Toms-Smith, Milledgeville High School

I decided to apply to the CEO program because I wanted to learn about money and the business aspect of life. I go to Milledgeville High School, and I play all 3 major sports: football, basketball, and baseball. Now that I've introduced myself, it's time to get serious. I've got an idea for my business plan, I'm just not so sure if I'll be able to execute it. My idea is that I want to make an app that allows you to sell anything sports related; from baseball cards to football pads. I believe that this app would bring together sports fans from all around the world. I would just like to ask for one thing. If anyone has any advice to give, please reach out to me, because I could use all the advice I could get. Please email my facilitator, Le Hartman at lhartman@wacc.cc. She will help make the connection. This will be a great product that will help people and make good profit. Thank you for taking time to read this.



Thank you to Sterling Main Street for another amazing Hot Dog Day! We appreciate the support from all of our local businesses and organizations that helped with the event, from cooking hot dogs to providing a great Fun Fair for the kids!





This year’s Sauk Valley Leadership Program began its journey on August 4th at the Sauk Valley Food Bank. Andrea Hensgen, Executive Director of the food bank, gave us a tour of the facility and discussed successful Parking Lot Pantry days, employees, volunteers, and COVID-19’s impact on the community and its needs. Few of us knew the extensive reach of the food bank’s programs, nor did we know the impressive purchasing ability they have to get good, healthy food at incredibly low prices. Students voiced their admiration for Hensgen’s passion, and they also loved meeting Joker, the food bank’s soccer-playing dog.

Class continued at Champs with a panel of local leaders: Alex Chivera, Sterling Chief of Police; Heather Sotelo, Greater Sterling Development Corporation; Kelly Mandrell, Superintendent Polo Community Unit School District; Kristie Geil, CGH Medical Center; and Becky Echebarria, Raynor Garage Doors.

Panel members were asked to describe Sauk Valley community challenges and to reveal some of their best advice for leaders. Chavira discussed the difficulty of recruiting and keeping officers, a struggle reiterated by each panel member. Mandrell had great advice for our aspiring leaders: “Don’t think you live on an island and that you must have all the answers. Ask for the help you need.” Geil sees a real need in the Sauk Valley area for more acceptance, support, prevention, and recovery from mental health conditions, key elements of the CGH Behavioral Health Unit. Echebarria reiterated Chavira’s points that employee recruitment, training, and retention is a company’s greatest expense and challenge. We finished August 4th’s class with a delicious lunch catered by Smoked on 3rd.



On August 18, Kim Purvis, former Director of Whiteside Area Career Center, discussed leadership styles, asking us to always remember, “Who am I leading--scouts? pioneers? settlers? or those who are complacent or unwilling to work?” Dr. David Hellmich, Sauk Valley Community College President, then introduced Leadership Theory, an ongoing topic in this class. Hellmich asked us to think about how we can make the world better each day, as we lead ourselves in the turmoil of today’s world. Having previously taken the DISC Profile Assessment, LeAndra Hartman, WACC CEO Facilitator, helped us make sense of the various personality types. Students participated in thoughtful discussion to help understand how our traits blend and work together as we lead (or follow) others. We were treated to yet another delicious lunch, this time from The Factory Pub and Grub.



WORKFORCE DEVELOPMENT

The SVACC partnered with BEST Inc; NCI Works in hosting a Drive-thru Job Fair at Northland Mall on Wednesday, August 11.

Over 44 businesses and organizations provided flyers or brochure featuring employment opportunities.

Thanks to the SVACC ambassadors for stuffing 200 bags, Northland Mall for allowing us to use your location for the job fair, and BEST for a great partnership!

Packets were also delivered to the following locations: Lutheran Social Services, DHS - Family Community Resource Center, DHS - Division of Rehabilitative Services, Sauk Valley Food Bank, Tri-Counties Opportunity Council, YWCA of Sauk Valley, ROE - Early Childhood Development Parents as Teachers, and Sterling Township.

As a member of the SVACC, businesses and organizations can post job opening on our website at no charge. Submit your job listing through the SVACC [Member Information Center](#) or by clicking [here](#).



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

