



## March *NEWS* from Chamber President Wendy Kernan

### Marketing

This month our lunch and learn topic is how to market yourself and your business. We picked this topic because whether you're a business owner or key leader in your business you are connected in so many ways to your company. Your personal and business life are intertwined. Most likely you are much more emotionally invested than you realize.

What happens in this dynamic? Most likely you are passionate about your business, you work long hours, make sacrifices for your work, and you are very loyal to your customers. Are you onboard with me so far? How about when I say the word sales? How are you at selling your products and services? Your personality is intertwined with the business and that means selling yourself alongside your business. A lot of the time this can make people feel uncomfortable. I am telling you though if you are not advocating for yourself, no one else is either.

That is why we are talking about marketing this March. There are so many advantages by being able to sell yourself and your company; forging new relationships and positioning yourself in a positive light with your customers is #1. Whether you see it or not that's sales. Here are some easy ways to accomplish that.

1. **Develop an elevator speech** – I know you have probably heard this a million times before but seriously you should be marketing all the time and this costs \$0. Invest in the time to develop a really good compelling pitch in 1 minute or less to sell them on yourself and your services or products.
2. **Leverage your community** – Think locally. What is going on in the community where you could leverage yourself? It may be sponsoring a 5K walk or setting up a booth at a business expo. Get to know your ideal customer and think about how and where they spend their time.
3. **Collaborate & Network** – Get together with a group of non-competitive businesses in your area to talk about ways you can cross promote. By working together, you can expand your customer base and reach new people. Of course, there's networking, which I am a huge proponent of. There is no better way to build a business and yourself than getting out there and shaking some hands. Get to know people.

I hope this gave you some ideas and enticed you to come to our lunch and learn to get some more tips. I hope to see you all there. After all there is no better place to do all 3 of the above than at a Chamber Event ☺

Your Chamber President,  
Wendy J Kernan

# March 2020 Events

## *Luncheon*

### March 11th

**Member Cost: \$15**

*Networking: 11:15 am*

*Luncheon: 11:45 a.m.-1:00 pm*

*RSVP by Monday Mar. 9th*

**LOCATION:**  
Richland Community College  
Schilling Center, Salon 1

**SPEAKER & TOPIC:**  
Jennifer Sedowsky  
Marketing Your Business and  
Yourself

**CATERED BY:**  
Bistro 537

**EXHIBITOR:**  
Randall Residence



## *Mark your Calendar*

**March 14**  
**Mt. Zion Expo & Taste**

**April 8th**  
**Speaker & Topic:**

**Chris Egleston**  
**CEO Program**

**Exhibitor:**  
**Mt. Zion District Library**

Mt. Zion Chamber of Commerce  
1400 Mt. Zion Parkway  
Mt. Zion, IL 62549  
217-864-2526

**Hours:** Tuesday & Wednesday  
9:00-11:00 a.m.

# 2019-2020 Board of Directors

**President:** Wendy Kernan

**Vice President:** Carolyn Ridenour

**Secretary:** Maria Dent

**Treasurer:** Corey McKenzie

Linda Harper, Administrator

Jeff Chambers

Trudy Jacobs

Laura Jones

Rachel McElroy

Dan McNeely

Dianne Shaw



## March Luncheon

Come to the March 11, 2020 luncheon at Richland Community College, Schilling Center, in Salon 1. The cost is \$15 each. Doors open at 11:15 a.m.; the luncheon starts at 11:45 a.m.

Jennifer Sedowsky with DCC Marketing will be presenting the topic "How to Market Your Business and Yourself".

Our luncheon will be catered by Bistro 537. Send in your RSVP by Monday, March 9th by emailing [mtzionilchamber@gmail.com](mailto:mtzionilchamber@gmail.com). Hope to see you there!

## 2020 Mt. Zion Expo & Taste Gold Sponsors

Thank you to our 2019 Mt. Zion Expo & Taste Gold sponsors. Be sure to attend the Expo & Taste on March 14th.

### GOLD SPONSORS





## WELCOME OUR NEW MEMBERS

### Bonita Property Management, LLC

David Smith owns Bonita Property Management, LLC. One of his properties is in Mt. Zion; he owns the building on the corner of the Elwin blacktop and Baltimore where Subway is located. David can be reached at 217-201-3101 or email [smithcnt@comcast.net](mailto:smithcnt@comcast.net).

### Geo. A. Mueller Beer Co.

Lance Mueller with the Geo. A Mueller Beer Co. celebrated its 150 year anniversary at the end of last year. Geo. A. Mueller Beer Co. is located at 127 N. Wyckles Road, Decatur. Take a look at their products at [www.muellerdist.com](http://www.muellerdist.com). Kevin Jackson is the Sales/Operations Manager. They can be reached at 217-422-3913.



Jeffrey Tucker is the Director of Sales with the Residence Inn by Marriott Decatur Forsyth. The Residence Inn by Marriott Decatur Forsyth is the premier extended-stay hotel located just off I-72 and Route 51 at 230 Lucile Avenue in Forsyth. For more information go to [www.marriott.com/DECRI](http://www.marriott.com/DECRI). Jeff can be reached at [jtucker@thmc.biz](mailto:jtucker@thmc.biz) or call 217-791-2455.

### The US Hemp Shop

The US Hemp Shop owned by Rick Johnson is with Zillis. He will have a physical store on Hwy. 51 south of Decatur that will carry Zilas products plus other products made from hemp like clothing and baskets. Zilis oils and other products do not contain marijuana. You can reach Rick at [zimetix@gmail.com](mailto:zimetix@gmail.com) or call 217-350-4510.

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## 2020 Mt. Zion Chamber Expo & Taste



Carolyn Ridenour, Vice President of the Mt. Zion Chamber of Commerce and graphic designer Matt Leefers with Creative Media Services placed 25 yard signs in the Mt. Zion area from Highway 36, 121, 51 and everywhere in between to promote the upcoming Mt. Zion Chamber of Commerce Business Expo & Taste which will be on Saturday, March 14, 2020. Please print the Mt. Zion Chamber Expo & Taste flyer included in this newsletter and display it at your place of business.

# 2020 Calendar of Events

**Mt. Zion Chamber of Commerce Business Expo & Taste - March 14, 2020**

**Mt. Zion Chamber of Commerce Annual Meeting & Awards Banquet - April 16, 2020**



## 2019 Outstanding Business of the Year

It is time to nominate the **2019 Outstanding Business of the Year** by completing the nomination form in this newsletter. All nominations must be received by April 1, 2020. This year's winner will be announced at the Annual Banquet on Thursday, April 16th at the Mt. Zion Convention Center. Criteria to keep in mind: Service to the community, a positive economic impact on the community, attendance & service to the chamber and longevity in the community.

### Board Election

#### **Mt. Zion Chamber Board of Directors—March 11th**

In accordance with the By-Laws of the Mt. Zion Chamber of Commerce, President Wendy Kernan appointed a Nominating Committee which has submitted the following list of eligible candidates to fill five (5) two-year vacancies that will exist at the close of May 31, 2020. Only one vote is allowed per membership and the member must be in good standing at the time of election. The election will be held at the March 11, 2020 luncheon at the Mt. Zion Convention Center

Here are the five names that have been nominated for the term of June 1, 2020—May 31, 2022 Board of Directors:

**Cody Buckley —McGuire, Yuhas, Huffman, & Buckley, P.C.**

**Jeff Chambers —Mansea Metal (second two-year term)**

**Cayla Hittmeier--Land of Lincoln Credit Union**

**Trudy Jacobs – Del's Popcorn of Mt. Zion**

**Laura Jones —Vieweg Real Estate (second two-year term)**

### Annual Meeting & Banquet

The Annual Meeting & Banquet will be held Thursday, April 16th at the Mt. Zion Convention Center. The event will kick-off with cocktails 5:30—6:30 and hors d'oeuvres. After dinner, the program will follow with traditional announcements of Business of the Year and Scholarship Awards. The entertainment this year is by Rick Longstreth--Comedian Hypnotist. Tickets will be available at the March 11th luncheon for \$40 each or table of 8 for \$295 or email Linda Harper at [mtzionchamber@gmail.com](mailto:mtzionchamber@gmail.com). All chamber members, employees and their guests are invited to join us.

### Credit Card Processing

Another service to our chamber members has been added. The Mt. Zion Chamber of Commerce is now accepting credit card payments as an optional method of payment. There is a \$2.50 service charge per transaction. Call Linda Harper at 217-864-2526 to make payments for dues, sponsorships, expo booths, annual meeting & banquet tickets, pork chop dinner tickets, prayer breakfast tickets, etc. We will have a credit card reader starting at next week's luncheon. When the new website is released, there will be credit card payments available.

## MZCC College Scholarships

**Extended Deadline:** Each year the Mt. Zion Chamber of Commerce awards college scholarships. This year's scholarships will total \$3,500. If you have a high school graduate this year, share the scholarship application in this newsletter. If you need a PDF of it, let Linda know. The application, official transcripts, and other required documents need to be received by **March 15, 2020**. The scholarships are presented at our Annual Meeting & Banquet on April. 16th. Please help spread the word.



**Nomination for  
Outstanding Business of the Year Award  
2019**

Let the Chamber of Commerce Board members know who the Business of the Year is and why this Business is a candidate to be nominated.

Criteria to keep in mind: Service to the community, a positive economic impact on the community, attendance & service to the chamber and longevity in the community.

Any member whose dues are current can send in a nomination. Employees/contractors of a paid membership cannot nominate a business; only the main member contact listed in the newest Membership Directory can nominate. Please, only one nomination per membership. An email is being sent to the main member contact.

Nominations can be sent by email (mtzionilchamber@gmail.com) or mailed (P.O. Box 84, Mt. Zion, IL 62549) **no later than April 1, 2020.**

The nominating member must sign their name and the business they represent. The Board members will vote and the winner will be announced at our Annual Meeting & Banquet on April 16, 2020 held at the Mt. Zion Convention Center.

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Business Nomination: \_\_\_\_\_

Reason:

Nominated by: \_\_\_\_\_ Date: \_\_\_\_\_

Your Business Name: \_\_\_\_\_





## Member Spotlight



**CLEANING & RESTORATION  
SERVICES**

The Mt. Zion Chamber of Commerce loves its member businesses and wants you to learn more about them by bringing you this month's Member Spotlight—Peerless Cleaning and Restoration Services. Peerless Cleaning and Restoration Services has been serving the needs of residents and businesses in Central Illinois since 1945. With a team of certified professionals, they deliver expertise on every job, from dry cleaning to extensive restoration needs, carpet cleaning, air duct and upholstery cleaning, and so much more! Everything's going to be just fine; just call Peerless.

Due date extended to March 15, 2020.

# Mt. Zion Chamber of Commerce

## 2020 College Scholarship Application

### \$3,500 Total to be Awarded

Submit to:

Mt. Zion Chamber of Commerce P.O. Box 84 Mt. Zion, IL 62549

Applications due no later than March 15, 2020

#### Criteria

- Must be in the current graduating class from Mt. Zion High School or if attending another high school must be the child of dues-paying Mt. Zion Chamber member. If home-schooled must provide proof of eligibility.
- Must provide acceptance letter from a post-secondary institution to pursue and associate or baccalaureate degree in a business-related field or other major.
- Must enroll as a full-time college student (minimum of 12 credit hours per semester).
- Must submit completed application, official high school transcripts, and other required documents to the Chamber by March 15, 2020.
- Must have a cumulative GPA of 3.0 (weighted scale) by the end of 7<sup>th</sup> semester.
- Must demonstrate service to the Macon County community.

#### Student Data

Last Name \_\_\_\_\_ First \_\_\_\_\_ M.I. \_\_\_\_\_  
Street Address \_\_\_\_\_  
City State Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_

#### Post-Secondary Data

College/Technical School \_\_\_\_\_  
Anticipated Enrollment Date \_\_\_\_\_  
Declared Major \_\_\_\_\_

#### Description of Service

-Describe the service you have performed (include extra-curricular activities, church community service, work experience, etc.) Please attach a separate page.

#### Essay

Describe the benefits of affiliations such as the Chamber of Commerce in promoting business and business professionals. Please submit separate page and keep to a minimum of 250 words.

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*Mt. Zion Chamber of Commerce Board of Directors reserves the right to choose recipient(s) at its discretion,*

*and at times may choose to withhold the awarding of scholarships.*

*For more information: Call 217-864-2526 or email [mtzionchamber@gmail.com](mailto:mtzionchamber@gmail.com).*



# 2020 Mt. Zion EXPO & TASTE

Mt. Zion Convention Center  
Saturday, March 14, 2020

**Expo**  
9:00 - 2:00

**Taste**  
11:00 - 2:00

**Stage Show**  
11:00 - 1:00

Visit Businesses & Area Organizations Booths  
Map Game Sponsored By: Scott State Bank

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Hickory Point Bank & Trust • International Eyecare Center • US Hemp Shop • WBGL New Life Media



Please Join Us For

# Reasonable Suspicion in the Workplace

**Friday, March 13<sup>th</sup>, 2020**

**2:00 p.m. - 3:30 p.m.**

**St. Mary's Hospital, Decatur - *Assisi Room***

Is your staff prepared to handle substance abuse in the workplace in 2020?

Gateway Foundation can help with a FREE workshop for your supervisors and HR team.



**To learn more or schedule an onsite staff training  
contact:**

**Mindy Melton**

**217-685-4197**

**[mjmelton@gatewayfoundation.org](mailto:mjmelton@gatewayfoundation.org)**

Register : <https://www.eventbrite.com/e/reasonable-suspicion-in-the-workplace-tickets-96708015277>

# HOW TO DIY YOUR SMALL BUSINESS WEBSITE



*grit*<sup>HQ.</sup>

**FREE  
WORKSHOP**

**Kelly Gagnon, Grit HQ**

Are you finally ready to launch your website?  
Or, do you have a website, but it desperately  
needs an update? Then, attend!



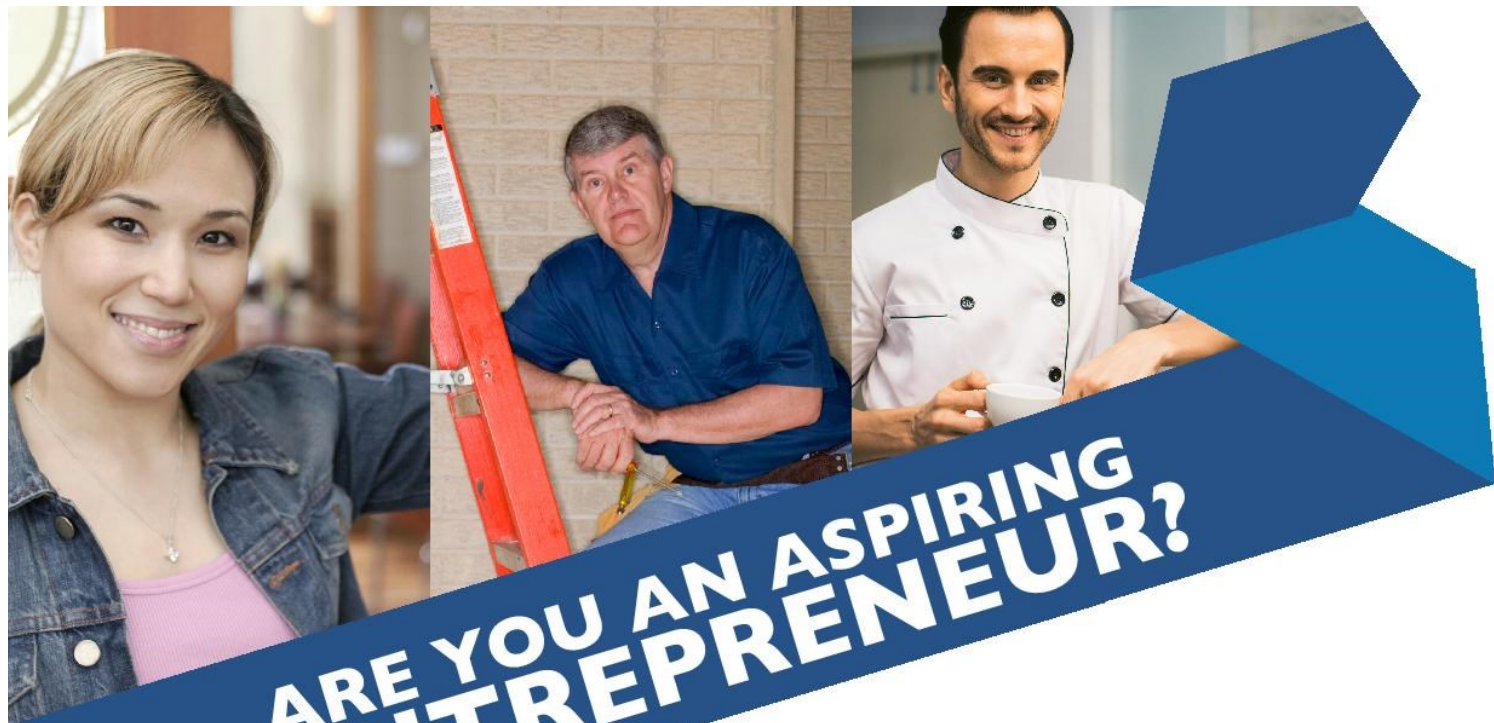
**THURSDAY, MARCH 5**

12:30pm - 2:00pm | Decatur Public Library



**REGISTRATION REQUIRED**  
**DECATUR.SCORE.ORG**





# ARE YOU AN ASPIRING ENTREPRENEUR?

## BASIC STEPS FOR STARTING YOUR SMALL BUSINESS

**SCORE Decatur and the Mt. Zion EDC  
invite you to FREE Workshop!**

EVERY BUSINESS STARTS WITH AN IDEA...  
LEARN WHAT IT TAKES TO START YOUR BUSINESS

Mt. Zion Convention Center at the Mt. Zion EXPO & Taste  
March 14 | 10 AM - 11 AM

**REGISTRATION REQUIRED**  
[DECATUR.SCORE.ORG](http://DECATUR.SCORE.ORG)

*Brought To You By These Local Sponsors*



Decatur



# UNDERSTANDING COMMERCIAL LENDING

AND YOUR CREDIT SCORE

**SPENCER GOFF**  
SAGE FINANCIAL GROUP



**FREE  
WORKSHOP**

Having knowledge of the different types of financing available and the processes to acquire funding can help determine whether a company succeeds or fails.

## DECATUR

Wednesday, March 18  
10:00am - 12:00pm  
Decatur Public Library

## SPRINGFIELD

Wednesday, March 4  
10:00am - 12:00pm  
Springfield SBA Office

**REGISTRATION REQUIRED**  
[DECATUR.SCORE.ORG](http://DECATUR.SCORE.ORG)



Decatur







**Jim Cleveland**  
217-433-1144

Download my app:  
[getmobile.remax.com/JimCleveland](http://getmobile.remax.com/JimCleveland)



**Taylor Corrie**  
217-519-0393

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**Andrea Cramer**  
217-520-1306

Download my app:  
[getmobile.remax.com/AndreaCramer](http://getmobile.remax.com/AndreaCramer)



**Kim Platt**  
Transaction Manager



**Diana Kirby**  
Listing & Marketing Manager

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**217-433-1144**  
[jimcleveland@remax.net](mailto:jimcleveland@remax.net)

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Office  
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**[JimCleveland@remax.net](mailto:JimCleveland@remax.net)**

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Jim Cleveland  
217-433-1144

Team leader



Taylor Corrie  
Licensed Partner  
217-519-0393



Andrea Cramer  
Licensed Partner  
217-520-1306



For more information about our properties, call Jim 217-433-1144

Address	Details	Price	MLS #
Lot 2 Greenhill Rd	1.446 acres residential building lot/fully treed	Under \$20's	6184287
1333 N Gulick Ave.	<b>NEW LISTING!</b> Ranch home w/many updates/Replacement windows	Low \$20's	6199039
24 South Dr.	2bdr/1bth/formal dining room/updated roof and furnace	Upper \$30's	6198273
917 S 44th St.	3bdr/1bth/nearly half acre corner lot/hardwood floors/needs TLC	Mid \$40's	6195809
3997 Camelot Dr.	2bdr/1bth/1car gar/1-story <b>CONDO</b> /fireplace/A-O schls.	Mid \$40's	6185129
117 Ridgeway Dr.	2bdr/1bth/ranch/hardwood floors/walk-out basement/fenced yard	Upper \$50's	6192706
569 S Monroe St.	2 Bedroom/ 1.5 bth/ Ranch-well maintained/Fireplace/12x20 patio	Mid \$60's	6183234
1576 W Decatur St.	<b>NEW LISTING!</b> 3bdr/1 1/2 bth/1.5 story home West Decatur/Beautiful kitchen	Low \$70's	6199032
7 Meadow Terrace Dr	3 bdr/1bth RANCH/wood burning fireplace/replacement windows	Low \$70's	6183231
1544 E Barrington Ave	3bdr/1.5bth/RANCH/new carpet/2-car attached gar	Upper \$70's	6198913
285 E Broadway Argenta	<b>NEW LISTING!</b> 3bdr/1 bth/RANCH/Eat-in kitchen/HVAC 2019/Roof 2018	Upper \$70's	6199046
1569 W Sunset Ave	3 bdr/1.5 bth/ BRICK 2 Story Home/Bay window/2 Fireplaces	Upper \$70's	6183233
130 N Rt 128, Dalton City	<b>NEW PRICE!</b> 3 bdr/1bth/24x30 garage/.97 acre yard/woodflrs/Mt Z schls	Low \$70's	6198290
147 Wisconsin Dr	3 bdr/1bth/ RANCH with many updates done about 5 years ago	Mid \$70's	6183237
2930 Wasson Way	3 bdr/1.5bth/1.5 Story Home/Near Lake Decatur/Fireplace/Fenced Yard	Mid \$70's	6183236
1939 E Mill Stone Rd	2 bdr/1bth/Duplex/screened 13.8x9.10 patio/Brick fireplace in living room	Mid \$70's	6183232
2960 Wasson Way	3 bdr/1.5 bth/RANCH near Lake Decatur/Replacement windows	Low \$80's	6183235
719 S McClellan St	3 bdr/1 bth 2 Story Home/Hardwood floors/replacement windows	Low \$80's	6183230
1311 W Macon St.	6bdr/2bth/classic west end farm house style/near Millikin University	Low \$90's	6192946
2065 Friel Ct.	3bdr/1.5bth/2car garage/unique floor plan/newer roof	Mid \$90's	6197184
226 Highland Dr.	2bdr/1.5bth/2.5car garage/1/2 acre fenced lot/fireplace	Upper \$90's	6198400
2366 S Lost Bridge Rd.	3bdr/2bth/2car garage/hardwood floors/updated HVAC	Mid \$110's	6194620
2174 Ravina Park Ct.	5bdr/3bth/2,800+ SF/2-Story/lg. rooms/scnd patio/cul de sac	Upper \$110's	6185206
404 N Summit Ave.	3bdr/2bth/1car(2car tandem) garage/beautiful woodwork	Upper \$110's	6197345
62 Greenridge Dr	<b>NEW LISTING!</b> 3bdr/1.5bth/2car garage/updated kitchen/nearly 1/2 acre lot	Upper \$110's	6199022
4700 E Bentonville Rd	<b>NEW LISTING!</b> 4bdr/3bth/2 car garage/replacement windows/1/2 acre lot	Mid \$120's	6199279
786 Spyglass Blvd, Forsyth	3bdr/3.5bth/2car gar./Custom kit./M-F Schls/updated roof	Upper \$220's	6198134
515 Greenbrier Ln, Forsyth	<b>NEW PRICE!</b> 5bdr/3.5bth/3car gar./hrdwd flrs/gorgeous kit./fenced yard	Mid \$330's	6195782
17940 Lakeview Dr, Weldon	3bdr/3bth/4.5 car gar./5.75 acres/hardwood floors	Upper \$340's	6198559
10953 Cabin Rd, Oakley	4bdr/2bth/walk out ranch/guest house/5.5 car garages/22 ac	Upper \$540's	6193784



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[getmobile.remax.com/JimCleveland](http://getmobile.remax.com/JimCleveland)

Kim Platt  
Transaction Manager  
217-428-9500



Diana Kirby  
Listing Manager  
217-428-9500

