



Volume 24, Issue 12

Linda Harper, Editor

**December
2020**

***Lunch 'n
Learn***

December 9th

**Christmas
Program**

Member Cost: *free*

*Time: 12:00 -1:00 pm
RSVP by Tues., Dec. 8th*

Exhibitor:

**Mt. Zion Children's
Fund**



Mark Your Calendar

**January 13, 2021
CEO Program**

**February 10, 2021
Cybersecurity**

Mt. Zion Chamber of Commerce
1400 Mt. Zion Parkway
Mt. Zion, IL 62549
217-864-2526
Hours: Working Remotely



December *NEWS* from Chamber President Carolyn Ridenour

Greetings Everyone!

We are FINALLY reaching the end of 2020! It seemed like it took forever; but if you look back, it really went by fairly quickly. The parts that were different was how we adapted to changes that none of us were prepared to maneuver. Business as usual was everything but normal. Some businesses flourished while others struggled because of the pandemic for many different reasons.

The big question is: "What will 2021 be like?" I would like to share with you some strategies that could help you set realistic goals while planning for unknown setbacks due to staff illnesses, raw material slowdowns, and marketing. Because of the many mandates, it is time to think, plan, and focus on what you can do. Can you develop a new product or service, expand your client base, or fine-tune existing ones? If so, plan the steps on how to achieve them; and then build quantitative goals and a set of tactics for achieving them. Slow the timeline down because of the possibility of sick staff or slow delivery of raw products to make/produce them.

Be aware that the launch of the new product or service may take longer, but it also gives you a chance to play the "what if" game. Review your client base, where to find new clients, and implement new marketing techniques. It is also a great time to plan the financial assistance for your business and how customers can purchase the new product and services. Don't forget to allow time to test the new product or service all the while keeping customers involved.

By thinking and planning differently from how we used to do things, to what we can do in this new business environment, to taking challenges head on, that is why we are in business after all! Don't be a victim. Be the business that took these situations and adapted them to meet your needs. Just realize it will be different, not right or wrong...just different. While going through this new set of changes, be sure to take time to keep your staff informed of the new plans.

The Mt. Zion Chamber of Commerce is also adapting so that we can continue to meet your business needs. If you have any ideas or any suggestions, we are eager to listen.

We look forward to working with you in 2021.

Merry Christmas & Happy New Year!
Carolyn Ridenour, MZCC President

"Change is the law of life and those who look only to the past or present are certain to miss the future." **John F. Kennedy**

2020-21 Calendar of Events

Mt. Zion Chamber of Commerce Expo & Taste - March 13, 2021

Mt. Zion Chamber of Commerce Annual Meeting & Awards Banquet - April 22, 2021

Mt. Zion Community Prayer Breakfast - May 19, 2021

2020-2021 BOARD OF DIRECTORS

President: Carolyn Ridenour

Vice President: Dan McNeely

Secretary: Maria Dent

Treasurer: Corey McKenzie

Wendy Kernan, Advisor

Cody Buckley

Jay Woodrum

Trudy Jacobs

Laura Jones,

Cayla Hittmeier

Dianne Shaw



December Lunch 'n Learn

Please RSVP for our holiday December Lunch 'n Learn on Zoom on Wednesday, December 9, 2020 from 12-1 p.m. This Zoom presentation will be hosted by the Mt. Zion District Library.

We will have a Christmas program to celebrate this special time of year; it will provide you with information, music, and reflection on what Christmas is all about. To those who attend, you will receive a coupon for a treat from one of our Chamber member businesses to use after the Lunch 'n Learn.

Send your RSVP's to mtzionilchamber@gmail.com by Tuesday, December 8th; then a link to the Zoom Lunch 'n Learn will be sent to you the morning of Wednesday, December 9th. You can either just call in to participate or you can click on the link to Join the meeting on your computer or smartphone (install the Zoom app).

Apply to be the Next Member Spotlight

Don't forget to fill out the Member Spotlight form that is in this newsletter or download it from our website at www.mtzionchamber.org/events/member-spotlight and either mail it to P.O. Box 84, Mt. Zion, IL 62549 or email it to mtzionilchamber@gmail.com. Be sure your business or organization is the next Member Spotlight. We promote one Member Spotlight per month. The MZCC pays for the radio spots you get. The applications submitted are used in the order that they are received. This is a great member benefit! Don't miss out.

When it is your turn, if you apply, your business or organization receives \$250⁺ worth of radio advertising for FREE on WSOY. In addition, the script from your radio ad is posted on our website at mtzionchamber.org and on our Facebook page at [mtzchamber](https://www.facebook.com/mtzchamber). Starting in January, the Member Spotlight will also be posted on Twitter and Instagram.

Another Great Member Benefit

For the inexpensive price of \$25 each, you can advertise in our monthly newsletter or have an e-mail blast. Let the membership know about your new products or services, events, sales, etc. Send your full-page ad for newsletter or an email blast to mtzionilchamber@gmail.com.

#GIVINGTUESDAY™

Tuesday, December 1, 2020



During the 2020 holiday season, please help our non-profit charitable organizations. There is a greater need this year than ever because of the pandemic. The Mt. Zion Chamber of Commerce encourages you to contribute funds, items, and/or volunteer hours to one or more of the following non-profit charitable organizations or the charity of your choice:

[DOVE, Inc.](#)

[Mt. Zion Children's Fund](#)

[Mt. Zion United Methodist Church Food Pantry](#)

[The Salvation Army of Decatur IL and Macon County](#)

[The Community Foundation of Macon County](#)

[United Way of Decatur & Mid Illinois](#)

Make a difference in your community today

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





Member Spotlight



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—Synergy HomeCare of Central Illinois. Synergy provides the highest quality in-home senior care. Available 24/7 to serve non-medical needs and give dedicated care for your loved ones. Schedule a Free home care assessment today at synergyhomecare.com and receive the best of home care. Synergy is compassionate care for member of the community. Visit synergyhomecare.com today and learn more or call 217-615-1826.



MT. ZION CHAMBER of Commerce

MEMBER SPOTLIGHT

Now Available! The Chamber has purchased commercials to run the third week of every other month on WSOY 1340 AM/103.3 FM. The member spotlight will feature an active Chamber members' business. It is FREE to participate and is on a First Come, First Serve basis.

Plus, the same information will be placed in the Chamber newsletter, Chamber website and Facebook page.

Please fill out the form below and return it to Linda Harper.
Email your logo in a .jpg file to: mtzionilchamber@gmail.com

Business Name: _____

Owner/Manager Name/Title: _____

Address: _____ Phone: _____

Website: _____ Year Founded: _____ Chamber Member Since: _____

Email: _____

As someone doing business in Mt. Zion, how does the chamber help you? _____

What motivates you? _____

Share an interesting fact or information about your business. _____

Special Notes/Specials, Grand Opening, etc. _____

Any advice to share with new business owners? _____

Please wait after the meeting to have your photo taken for the newsletter and Facebook
(The business logo can be used instead)



Shop Small Local Businesses

Throughout the Holiday

Small businesses provide our communities with good jobs, quality customer service, and the character that makes our towns and neighborhoods feel like home. Please shop local small businesses this holiday like:

121 Fitness
BoxDrop Mattress & Furniture Outlet
Decatur Jewelry & Pawn II
Del's Popcorn in Mt. Zion
International Eyecare Center
Kenney's Ace Hardware
Mari-Mann Herbs
Unique Boutique & Spa
and many others....

See our alphabetic or category listing of business members at:
mtzionchamber.org/directory/



Merry Christmas

