



Volume 25, Issue 4

Linda Harper, Editor

**April
2021**

Luncheon

April 14th

Member Cost: \$15

Networking: 11:15 am

Luncheon: 11:40 a.m.-1:00 pm

RSVP by Tuesday, Apr. 13th

LOCATION

**Mt. Zion Fletcher Park
Recreation Center**

SPEAKERS & TOPIC

**Mark Sturgell
Success Mindsets – Does
what you focus on
matter?**

EXHIBITOR

**Unique Boutique
Salon & Spa**



Mark Your Calendar

Luncheon

May 12, 2021

Healthcare Update

Annual Banquet

April 22, 2021

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

Hours: Working Remotely
Make Appointment



April *NEWS* from Chamber President Carolyn Ridenour

There are so many things about April that I love...it is spring time, warmer weather and a chance to start fresh! With it being over a year since COVID first started we are all embracing this year with renewed enthusiasm.

Everyone has a "can-do" attitude knowing that we are all ready to move forward as more and more people are getting vaccinated. It not only provides a sense of safety but we are all working together for one common goal. To get things back to a free enterprise society.

Here are some ways to keep your team moving forward.

- Don't let individuals get lost in the crowd. Reduce the size of the teams so all member's work are noticed.
- Recognize staff members as they demonstrate their accomplishments of a particular skill.
- One way to motivate staff is by explaining to each person why their talents/abilities are important in accomplishing a specific goal or deadline.
- Don't be afraid to have some fun times during a Zoom meeting or through the intercommunications channel and share some humor with contests, give-a-ways and awards.

Speaking of awards - that is what is coming up on April 22nd at Coz's Restaurant – The Annual Meeting & Awards Banquet! Last year we could only have it during the April Chamber luncheon and this year we can now have an actual event just not full scale. So, we are shaking things up a bit!

The silent auction items are going to be online! That's right, everyone can bid on these items! You, your friends and family members can bid on these gift cards and baskets. All funds raised will go towards College Scholarships for next year. Thank You to those that have donated to this event.

Next, is the actual Annual Meeting & Awards Banquet. This is when I will talk about the year, the Chambers accomplishments, events, fundraisers and expenses. We will then move into the awards and recognitions for our high school Scholarship winners. Outstanding Volunteer and Outstanding Small Business of the Year will be announced and recognized. Tickets are \$40.00 a person (same as previous years) and everyone will enjoy a delicious and tender prime rib dinner. Tickets are limited so please get them soon!

We are also shaking up the April 14th luncheon at Fletcher Park just a little bit. Our speaker is Mark Sturgell, CBC a Leadership Development Coach/Trainer from Growmark, Inc. and he will be talking about "Success Mindsets – Does what you focus on matter?" After you RSVP to attend the lunch meeting on our website you can then take a 5 min. assessment at this link <https://ryangottfredson.com/personal-mindset-assessment>

It only takes 5 minutes to take the assessment and then bring it with you to the lunch meeting. Mark will talk about the information as part of his speech. This should prove to be very informative
[President's message continued on page 2]

2021 Calendar of Events

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

Mt. Zion Chamber of Commerce Expo & Taste - September 11, 2021

Mt. Zion Community Prayer Breakfast - October 21, 2021

2020-2021 BOARD OF DIRECTORS

President: Carolyn Ridenour

Vice President: Dan McNeely

Secretary: Maria Dent

Treasurer: Corey McKenzie

Cody Buckley

Jay Woodrum

Trudy Jacobs

Laura Jones

Dianne Shaw

Wendy Kernan, Advisor

April Luncheon



Our luncheon is April 14, 2021 at the Mt. Zion Fletcher Park Recreation Center. The luncheon costs \$15 and starts at 11:40 a.m.; registration and networking is from 11:15 - 11:40 a.m.

Mark Sturgell will be our speaker. He is the System Leadership Development Coach & Trainer for GROWMARK Inc., a North American agricultural cooperative headquartered in Bloomington, Illinois, where his responsibilities include leader training, executive coaching, systemic team coaching and board of director development. Mark will speak to us on the topic "Success Mindsets--Does what you focus on matter?" Please complete the free online Mindset

assessment before the luncheon. This is found at <https://ryangottfredson.com/personal-mindset-assessment> and does require an email to register. The assessment is well worth it. Upon completion they will receive a detailed confidential report filled with additional resources for continued learning. The luncheon RSVPs that complete the survey will help guide Mark's presentation.

We will be doing temperature checks at the door, using social distancing and hand sanitizer. Please wear a face mask. Please do not seat more than 4 per table and observe 6-foot social distancing and mask wearing when not eating. We are not placing any literature on the tables to keep everyone safe. In keeping with keeping everyone safe, when you go through the line for your lunch, you will be telling the servers what you wish to have on your plate; we will not be helping ourselves.

Send your RSVP's to mtzionchamber@gmail.com by Tuesday, April 13th. Another way to RSVP is to submit your reservation on our website and optionally pay in advance at <https://www.mtzionchamber.org/events/meetings/>. If you are paying in advance on the website be sure to also fill in the RSVP information with all the names of those attending from your business or organization. Optionally you can still be invoiced or pay at the door.

The Any Queen 50/50 raffle is up to \$389.00 at the beginning of the April 14th luncheon. The agenda will be emailed to the membership the day before the luncheon, and the attendee's list will be emailed to all the luncheon attendees after the luncheon.

[President's message continued from page 1]

for each participating person.

There is just one more thing...I'd like to ask you if you would help the Chamber by talking about the Chamber to other business owners. The more members we have, the more benefits we can offer you and support our community. We have big plans for the future as the pandemic gets under control.

Stay safe, healthy!

Carolyn Ridenour, Creative Media Services, Inc.
Chamber President



Congratulations to Our New Board Members!

Here are our new four Board Members that were elected in March for the term of June 1, 2021 - May 31, 2023 Board of Directors; they start their term on June 1, 2021:

Danielle Diskey--Renew Total Body Wellness Center

Doug Dehority--First National Bank of Decatur

Allie Hislope--Eagle Ridge of Decatur

Emily Phillips--Neuhoff Media Decatur LLC

Welcome Our New Member!



Located in downtown Decatur at 407 N. Main St. in Decatur for more than 20 years. Shop On Main is a locally owned boutique by Cindy Deadrick with beautiful apparel, gifts, accessories and home decor. In addition to their motto "modern looks-old fashion pampering" Shop On Main prides itself on creating a "shopping experience" through its creative instore events, fashion shows and more. Shop Local. Shop Small.

Need Bags & Whiffle Teams for Shoni Anderson Benefit

Form a bags team or a whiffle ball team to raise money for Shoni Anderson. Shoni is the daughter of one of our long-standing Chamber member, Becky Anderson, owner of Physicians Choice Wellness and partner in ApexNetwork Physical Therapy. Shoni has been diagnosed with leukemia. See the flyer on [page 10](#) of this newsletter for more details. The benefit is on Saturday, April 24th at Sliderz. Donate items for their Silent Auction and/or attend and bid on the Silent Auction. Come watch the tourneys and listen to live music.

Ticket Deadline: April 19, 2021



TICKETS

Annual Meeting & Awards Banquet

When: Thursday, April 22, 2021, 6 p.m.

Where: Coz's Restaurant Meeting Room
1205 Village Parkway, Mt. Zion



Tickets \$40 each



Door Prize

Prime Rib Dinner
Annual Report
2020 Outstanding Business of the Year Award
2020 Volunteer of the Year Award
2020 College Scholarship Awards

Music

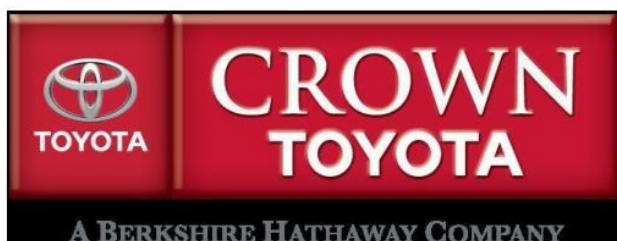
Deadline to Order Tickets: April 19, 2021

E-mail mtzionchamber@gmail.com





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. The Crown Toyota Family is here to serve the community and they Will Deliver! Visit crowntoyotadecatur.com to search all inventory options. At Crown Toyota, their mission is to be the automotive home of drivers in the Decatur area: Providing a vast selection of new and used vehicles, exceptional car care, and customer service with a smile! Shop local and come be a part of the Crown Family today!



HOW TO BUY A HOME NOW

Let our experience be your guide.

Newsflash: The real estate market still has a pulse. And with such low-interest rates, it's quite a strong one. So, how are homebuyers buying—now? Here are some tips to set your sights back on that dream home:



RE/MAX Executives Plus

Jim Cleveland
Broker/Owner
(217) 428-9500 (office)
(217) 433-1144 (mobile)
Jim@decaturhomes.com
www.decaturhomes.com

Consult

with your RE/MAX® agent to put an experienced professional into play.

Download

the RE/MAX app to search for properties updated in real-time.

Organize

your finances to determine a budget and get pre-qualified or -approved.

Virtualize

the home buying process with digital tours and video conferences.

Invest

in safety supplies (booties, masks, hand sanitizer) for individual home showings.





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What do you get with Ambit?

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- **A quick and easy sign up process**
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Ambit Energy has been accredited since 2006 with the BBB and has an A+ rating

In 2011, J.D. Power and Associates recognized Ambit as #1 for the most positive recommendations shared with friends, family and co-workers.

To sign up or for more information please contact:

Amanda Good

217-855-0887



RE/MAX Executives Plus

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(Cell) 217-433-1144

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



Cassandra Anderson
Licensed Partner
217-254-9942



Bev Whipple
Licensed Partner
217-454-6613



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

ACTIVE LISTINGS

Address	Details	Price	MLS #
1820 N Van Dyke St	2 bdr/2 bth/New metal roof/hardwood floors/newer windows	\$15K	6207058
270 E Mueller Ct (LOT)	Secured gated subdivision/.65 acres/Near Lake Decatur	Mid \$20's	6202274
511 9th St-Illiopolis	3 bdr/1 bth/Ranch/2015 NEW roof, guttering & soffits	Low \$40's	6210213
730 E Cerro Gordo St	RETAIL/APARTMENTS/3 floors/11,140 sq feet/elevator	Low \$90's	6209788
3176 N MacArthur Rd	4 bdr/2.5 bth/2066 sq ft/ranch/2.5 car attached garage	Low \$90's	6206001
803 Sarah Dr	4 bdr/2 bth/ NORTH/fenced yard/updated bathrooms	Lower \$110's	6207095
2141 S Richmond Rd	3bdr/2 bth/ RANCH/Completely Remodeled/New Roof	Lower \$110's	6207585
1760 Moundford Ct	3 bdr/1full,2-1/2bths/1152 sq ft man cave/fenced yard	Upper \$140's	6206899
35 Lake Pointe	3bdr/1.5 bth/RANCH/Lake Decatur views/2 Lots-1.15 acres	Upper \$390's	6209801
7002 W Cantrell St	5 bdr/3.5bth/10 acres~pond,beach,fishingdock/4128 sq ft	Upper \$470's	6206337

Active/Under Contract Listings

4040 N Warren St	NEW LISTING! 3 bdr/2 bth/RANCH/gas fireplace/2 car attached garage	Upper \$90's	6210250
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Pending Listings

1038 W Forest Ave	2 bdr/1 bth/ Blocks from Millikin Univ/Full Basement	\$18K	6208733
917 S 44th Street	3bdr/1bth/bungalow/full basement/1/2-acre corner lot/hardwood floors	Low \$40's	6195809
1625 E Barrington	3 bdr/1.5bth/1.5 attach garage/deck/shed	Mid \$70's	6206853
4414 Havenwood Dr	3 bdr/2.5 bth/wooded/3 decks/cathedral ceilings/fireplace	Upper \$150's	6207505
8730 Hunters Crossing	Dalton City/4 bdr/2.5 bth/gas fireplace/Mt Zion schools	Lower \$250's	6207136
1122 Wedgewood Ct	5 bdr/3.5bth/NEW ROOF/Warrensburg schools/3 car gar	Upper \$270's	6202210



The RE/MAX App Has It All:

- Search properties locally or anywhere in the country!
 - View Neighborhoods with balloon view!
 - Get turn-by-turn driving directions!
 - Connect with your agent Jim Cleveland
- Enter the link in your browser's search bar to be directed to your app store!

Kim Platt
Transaction Manager
217-428-9500



Diana Kirby
Listing Manager
217-428-9500



getmobile.remax.com/JimCleveland

BLOOD DRIVE

Mt. Zion Ministerial Alliance

Monday, April 12th

3:00 pm – 6:00 pm

Donate at Mt. Zion Baptist Church

Coffee Shop/ Foyer (720 W. Main Street, Mt. Zion IL)

To donate, call the Blood Center at 217-367-2202 or visit www.bloodcenter.org (group code 60802). Appointments & masks required.

CICBC is the sole supplier of blood products to DMH & HSHS ST. Mary's. Last date to donate elsewhere: 2/15/2021.

TOGETHER

We're a Perfect Pair!

All donors will receive a voucher to redeem for socks or a gift card.

BLOODCENTER.ORG





April 24, 2021
@ Sliderz



SHONI ANDERSON BENEFIT

Shoni's

Live Music

50/50 Raffle



TR  BE

Wiffleball Tourney

Bags Tourney

Shoni Anderson, daughter of Jeff and Becky Anderson, was recently diagnosed with Leukemia at 5 years old. Shoni deserves all the support we can show her. As a staple on the sidelines at every Mt. Zion sporting event imaginable, it's time for us to cheer her on like she does for so many of our local athletes.

Wiffleball Registraion

Double Elimination Bracket

4 Player Minimum per team

\$20 per player/Register online

Bags Registraion On-site

Blind Draw

\$20 per player



www.217wbclassic.org



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CONFIDENTIAL ON-SITE PAPER SHREDDING
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Shredding Event

Saturday, May 1
9—11 AM

District residents are welcome to bring up to 5 boxes/bags/
bins of materials to be shredded.

C.O.P.S. (Confidential On-Site Paper Shredding)
out of Bloomington-Normal will be in the Library parking
lot providing shredding.

Please **NO** plastic, glass, trash or other non-paper
contaminants.

Participants must remain with their
material until it is shredded.

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MZCC Tools for Success Webinar:

Navigating the New Normal

Join the Mt. Zion Chamber of Commerce for this upcoming series of five monthly webinars to receive helpful and practical tools to navigate the new normal. Experts in their fields will show you all you need to know – from legal considerations to best practices in digital advertising; from brand identity to effective sales techniques; from actionable advice on marketing and communication best practices to help your small business succeed in 2021 and beyond.

Each webinar is the third Wednesday of each month. They are from 9:00-10:30 a.m. Here is the list of webinars:

April 21, 2021 Bringing Your Workforce Back to the Office

May 19, 2021 Using Technology Tools to Effectively Market Your Business

June 16, 2021 Lessons Learned While Working with Small Businesses Across the Country

July 14, 2021 The Art of Pivoting: Strategies for Developing a Flexible Business Model for the Future

August 18, 2021 Sales Training and Consulting to Help You Dominate Your Market

You may register for the series as a whole series of webinars for \$75 per person or register for each webinar individually at \$15 per person. Tell me how many employees you want to register, full names and email addresses. whether you want the whole series or pick and choose individual webinars. Just email mtzionilchamber@gmail.com. I can take credit card payments or I can invoice you. See the following pages for detailed description of each webinar.

A big thank you to the Ameren Illinois webinar series.



**ENERGY EFFICIENCY
PROGRAMS**

Energy Efficiency Program for sponsoring this

MZCC Tools for Success Webinar:

Navigating the New Normal

9:00 -10:30 a.m. Wednesday, April 21, 2021

Bringing Your Workforce Back to the Office



Julie Proscia
Labor and Employment Practice Group-Partner
SmithAmundsen, LLC

As vaccines become more readily available employers are bringing more and more of their workforce back to the office. This transition comes with its own host of challenges. This presentation will give employers the most up to date information regarding evolving issues including OSHA safety requirements, CDC and vaccine guidance, as well as, the challenge of how do deal with employees that refuse, have medical reasons or/are uncomfortable with returning to work. This presentation is essential to ensure that the transition moves smoothly, safely and in a compliant manner.

Julie Proscia provides labor and employment counsel that is outcome based. Before giving advice, she asks her clients what they want or need as the outcome to their matter; then skillfully crafts a pragmatic, business-centric solution to the issue.

Julie actively navigates employers of all shapes and sizes through the legal pitfalls of the employment relationship from its inception at recruitment and hiring through the implementation of policies and procedures, and the conclusion of the relationship with the termination/separation process. When litigation becomes necessary, Julie aggressively advocates for clients in the areas of traditional labor and employment law, including but not limited to discrimination/retaliation cases, non-competition/non-solicitation enforcement, wage and hour litigation, and employment and labor arbitrations.

Finally, in addition to, and in concert with, her labor and employment practice, Julie assists a substantial number of not-for-profits with both their traditional employment issues, as well as the issues that arise before 501(c)(3) and 501 (c)(6) organizations. Julie's not-for-profit practice includes training in board policies, procedures, and development, as well as counseling a defense.

MZCC Tools for Success Webinar:

Navigating the New Normal

9:00 – 10:30 a.m. Wednesday, May 19, 2021

Using Technology Tools to Effectively Market Your Business



Ryan Weckerly
Morningstar Media Group
rweckerly@morningstarmediagroup.com

Marketing is more than just surface level, it's data and creating a strategy that reflects your business in order to reach your intended audience. When done right, marketing can translate to a stronger brand as well as more profit for your business.

Ryan Weckerly will discuss how the right technology tools, combined with human interaction to develop more powerful leads, profitable sale, and long-term relationships for your brand.

Attendees will learn how these takeaways will help you effectively market your business:

- Dynamic web content
- Strong SEO
- Lead scoring and nurturing
- Lead destination tracking
- A vital SRM
- Behavioral based automated e-mails
- Performance analytics

As president of MorningStar Media Group, he has built an extensive clientele base. Ryan has seen clients through crisis and economic downturns by creating strategic campaigns that stand the test of time. Ryan holds a Bachelor of Arts in Mass Communications with an emphasis in Media Science and Consumer Behaviors from Southern Illinois University, and he didn't stop there. Continuing education is an important part of Ryan's career. He frequently attends web development and marketing seminars to stay on top of ever-evolving trends, and does continual studies on search engine optimization. While Ryan seeks out any chance to gain the latest knowledge, he also a selected member of the Forbes Agency Council, where he regularly publishes his insights and best practices on marketing strategy and communications. You can also find Ryan on the national speaking circuit covering social media, internet marketing, and website development.

MZCC Tools for Success Webinar:

Navigating the New Normal

9:00 – 10:00 a.m. Wednesday, June 16, 2021

Lessons Learned While Working with Small Businesses Across the Country



Amanda Brinkman
Small Business Revolution
<https://www.amandakbrinkman.com/>
amandabrinkman@gmail.com

Amanda Brinkman is the creator, producer and host of the hit series “Small Business Revolution,” which streams on Hulu and Prime Video and was named among Inc. Magazine’s top shows for entrepreneurs. Now in production of their 6th season, each year the Small Business Revolution revitalizes a different community’s “Main Street” through small business makeovers. Every episode they help work to help the entrepreneur with marketing, finance, operations and physical transformations of their space.

Amanda will share the lessons learned in working with small businesses across the country, offering the audience actionable advice on marketing and communication best practices. Often small businesses feel they can’t afford the time or fiscal investment in marketing, but Amanda is often quoted saying small businesses can’t afford to NOT to invest in marketing. She will share insights of the most important focus areas of your brand and digital footprint, sharing case studies from real businesses featured in the Small Business Revolution series.

More information, including the first 5 seasons of the Small Business Revolution, can be found at smallbusinessrevolution.org.

MZCC Tools for Success Webinar:

Navigating the New Normal

9:00 – 10:30 a.m. Wednesday, July 14, 2021

The Art of Pivoting: Strategies for Developing a Flexible Business Model for the Future



Julie Shields
USASBE (United States Association for Small Business & Entrepreneurship)
jshields@usasbe.org

The COVID-19 Pandemic has caused changes to business models in every industry. Learn how one business owner and their ad agency pivoted to create a strong brand identity through social media engagement and digital advertising. The discussion will include how to use data to calculate success. This session will include time for Q&A on how you can apply these concepts to your specific industry.

Julieanne Shields is the President & CEO of usasbe.org – the United States Association for Small Business & Entrepreneurship.

MZCC Tools for Success Webinar:

Navigating the New Normal

9:00 – 10:30 a.m. Wednesday, August 18, 2021

Sales Training and Consulting to Help Your Dominate Your Market



Bill Guertin - the 800 Pound Gorilla
bill@the800poundgorilla.com

What should small businesses be doing in sales and marketing to succeed in the “new” competitive landscape? Bill Guertin is known as “The 800-Pound Gorilla of Sales”, and in this presentation, you’ll learn what’s working NOW in sales and marketing, what’s predicted to work going forward, and what techniques may need to be re-tooled or abandoned altogether. You’ll come away with several specific ideas to increase your business visibility, your brand value, and your bottom line.

Attendees will:

- Better understand the new dynamics of the marketplace, and what is driving buying decisions
- Be able to more effectively use readily available sales and marketing tools to succeed
- Be introduced to brand new tools and techniques to consider in 2021 and beyond

Bill Guertin is a sales and marketing authority, a keynote speaker at many conferences and trade shows, a Certified Virtual Speaker, and a lifelong resident of Kankakee County. A 1979 graduate of Bishop McNamara Catholic High School, Bill’s dynamic sales programs are in use at over (100) ticket sales departments of professional sports teams in the US, Canada and Mexico. He is the author of two books on sales and marketing, and is Chief Learning Officer of ISBI 360, a virtual training company that provides industry-specific executive education to the business side of sports and entertainment.