

AUGUST 2023 NEWSLETTER



Unlocking LinkedIn's Potential for Business Growth

For savvy business owners and professionals, LinkedIn offers a treasure trove of opportunities to find customers, strengthen their brand, and expand their network.

It's estimated there are about 310 million monthly active users and 900 million account holders worldwide. According to LinkedIn, of that 900 million users, 199 million are in the US. The number of the site's registered users has almost quadrupled in the past decade.

9 Ways to Leverage LinkedIn for Your Business

There are several ways you can leverage LinkedIn beyond job searches to drive growth and reap the numerous advantages the platform has to offer. Use it to:

continued on [page 6](#)



President's Message

Shelly Coslow

Hello,

I would like to start off with great things to report. The Mt. Chamber of Commerce has had 2 recent events that have had great success.

1st Independence Day 50/50 Raffle was a huge success. Congratulations to the winner, Montario Hawkins. Thanks everyone for all of the support of this event.

2nd Nelsons Chicken Dinner was also a huge success. Thanks everyone for all of the support and for Nelsons for Catering the dinner, Synergy Homecare for the sponsorship of the Subway cookie and to First Baptist Church for providing the facilities and pick up location.

Summertime is flying by and the focus of "Back to School" is in the minds of parents. Which also means, businesses have opportunities for "Back to School" specials. Here are a few tips

continued on [page 4](#)

UPCOMING

AUGUST 9th LUNCHEON

12:00-1:00 Luncheon
Mt. Zion High School
Cafetorium

PROGRAM

Dr. Travis Roundcount
"2023-2024 Mt. Zion School
District Update"

Member cost \$15
RSVP by Tuesday, Aug. 8th

MEMBERSHIP INFO VERIFICATION

August 18, 2023

TEACHER APPRECIATION SPONSORSHIPS & COUPONS

August 25, 2023

THRIVING TIMES

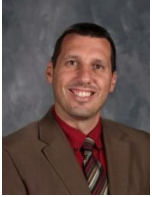
More Info Coming
Watch Your Email

SEPTEMBER 13th LUNCHEON

Fletcher Park Pavilion
Mt. Zion
12-1 p.m.



August Luncheon



The August 9, 2023 luncheon will be in the Mt. Zion High School Cafetorium at 305 S. Henderson St., Mt. Zion, IL 62549. The cost of our luncheon on August 9th is \$15. The luncheon starts at 12 noon; registration is from 11:30 - 12 noon. Doherty's will be the caterer.

Dr. Travis Roundcount, Mt. Zion Community School District #3 Superintendent, prides himself with a school district with excellent test scores and the best facilities of any K-12 school. Come learn what is planned for the 2023-2024 school year and what changes have been made. We will see the remodeled cafetorium and the refinished gym floor.

If your business or organization wants their luncheon cost to be \$12.50 each from August 1, 2023-July 31, 2023, ask me to invoice you by August 8, 2023. The new prepaid luncheons start with this luncheon and cost \$150 per person, which pays for one luncheon per month for 12 months for one person.

Please send your RSVP to mtzionchamber@gmail.com by Tuesday, August 8th for the August 9th luncheon or you can submit your reservation at <https://www.mtzionchamber.org/events/meetings/>. If you are paying in advance on the website, be sure to send me your 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.

Any Queen 50/50 is up to \$117.

2023-2024 BOARD OF DIRECTORS



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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 Solvr Group. Every company has something they would like to do better, something that it would like to improve. That's where The Solvr Group can help. Their 20 years of experience in marketing, strategic planning, sales, coaching and facilitation can provide you and your business a better way. At The Solvr Group, their ideas power your growth. Find out how you can get involved at [SOLVERGROUP.COM](https://www.solvergroup.com).



President's Message continued from [page 1](#):

how being a member of the chamber can help:

- Attend the monthly luncheon is a great opportunity to network and get those details out.
- Take advantage of the low cost \$25 Advertising in the Mt. Zion Chamber of Commerce Newsletter or Email blasts
- Host a Business After Hours

Upcoming Events:

- Mt. Zion Teacher and Office Staff Appreciation—September 2023
- Mt. Zion Community Prayer Breakfast—October 18, 2023
- 2024 Mt. Zion Chamber Business Expo and Taste—March 16, 2024

There are a lot of great things happening. We encourage your business to utilize these opportunities to expand your network platform and increase your brand recognition within the community. Let the Mt. Zion Chamber of Commerce work for your business.

Thank you,
Shelly Coslow - President



PREPAID LUNCHEONS

Your 2022-2023 prepaid luncheons are available for \$150 per person for August 2023-July 2024; that is one luncheon per month for 12 months. Our \$150 prepaid luncheons is a \$30 savings for the year or brings the price per luncheon down to \$12.50 each. Email mtzionchamber@gmail.com by August 8, 2023 if you wish to be invoiced for prepaid luncheons.



MT. ZION TEACHER & OFFICE STAFF APPRECIATION GIFT

We will be delivering the appreciation gifts in September to the Mt. Zion School District teachers and office staff. The gift will include a Del's Popcorn treat, a \$10 gift certificate, and coupons. The deadline is August 25, 2023 for sponsorships or to have your coupons in the appreciation gifts. If you wish to donate coupons, please print and cut 214 coupons and coordinate with Linda to pick up them up from you by emailing mtzionchamber@gmail.com. Coupons need to be discounts on your products or services. See [page 7](#).

2023 MT. ZION COMMUNITY PRAYER BREAKFAST SPONSORSHIPS

This is the 11th Annual Mt. Zion Community Prayer Breakfast at the Mt. Zion Convention Center from 7-8 a.m. on Wednesday, October 18, 2023. There are three levels of sponsorships available for this year's Prayer Breakfast. See [page 5](#).

HSBS St. Mary's Hospital is our Gold Sponsor. Each level of sponsorship contains various number of tickets included in the sponsorship package as well as different amount and kind of advertising, promotions, and mentions. Email mtzionchamber@gmail.com which sponsorship package you would like by September 8, 2023. You will be invoiced.

**11th Annual
Prayer Breakfast**



Mt. Zion Community Annual Prayer Breakfast October 18, 2023

Sponsorship Due Date: September 8, 2023

| | Gold Sponsorship \$2,000 | Silver Sponsorship \$1,000 | Bronze Sponsorship \$500 |
|--|---|--|--|
| Tickets to Prayer Breakfast | Two Tables of 6 with name Prominently placed as Gold Sponsor | One Table of 6 with name Prominently placed as Silver Sponsor | 4 Tickets |
| Sponsor Promotion at Prayer Breakfast | Time for your Representative to Speak during program Promotional display banner at event prior to and following event Sponsor name announced at Breakfast | Sponsor name announced at Breakfast | Sponsor name announced at Breakfast |
| Sponsor Inclusion in Prayer Breakfast Program | Sponsor name and logo on program | Sponsor name and logo on program | Sponsor name listed on program |
| Sponsor Inclusion in Pre-Event Advertising | Sponsor name and logo on Prayer Breakfast flyers, and ads Sponsor mention in all radio spots Sponsor and logo on Prayer Breakfast Facebook boost | Sponsor name and logo on Prayer Breakfast flyers Sponsor logo on Prayer Breakfast banners | |
| Sponsor Inclusion in Chamber Media | Sponsor name and logo in Chamber newsletter and website Free business/organization ad in Chamber newsletter the month of Prayer Breakfast Free e-mail blast of business/organization ad the month of Prayer Breakfast | Sponsor name in Chamber newsletter and website Free e-mail blast of business/organization ad the month after Prayer Breakfast | Sponsor name in Chamber newsletter Free business/organization ad in Chamber newsletter the month after Prayer Breakfast |



Unlocking LinkedIn's Potential for Business Growth continued from [page 1](#):

1. **Build an Engaging Business Profile.** A well-crafted LinkedIn company page is the foundation for success on the platform. Ensure your profile showcases your brand's unique value proposition, mission, and offerings. High-quality images, a compelling description, and relevant keywords will attract potential customers and help strengthen your brand's online presence on a site that's removed from a lot of the social media noise.
 2. **Target Prospects.** One of the most powerful features of LinkedIn is its advanced search capabilities. You can use filters to identify your target audience based on industry, job title, location, and more. This allows for highly targeted prospecting to find potential customers and decision-makers within your niche, increasing the chances of successful conversions. You can also use it to research someone who's going to a networking event you're attending.
 3. **Improve Your Content Marketing and Thought Leadership.** Have something to say about your industry, line of work, or process? Position yourself as an industry expert or approachable guru by creating and sharing valuable content on LinkedIn. Posting articles, industry insights, and thought-provoking or helpful posts can establish your thought leadership and build credibility among the platform's professional audience. Engaging content encourages likes, comments, and shares, broadening the brand's reach and attracting potential customers.
 4. **Join and Engage in Relevant Groups.** LinkedIn groups provide an opportunity for you to interact with your target audience directly. By joining and actively participating in relevant groups, you can share your expertise, answer questions, and showcase your products or services (as allowed in the group). Provide value to the conversations. Don't engage in overly promotional activities.
 5. **Gain a Wide Audience with LinkedIn Ads.** With LinkedIn's advertising platform, you can reach your target audience with precision. By defining specific demographics and professional characteristics, you can create ad campaigns that appeal directly to your ideal customers. Sponsored content, sponsored InMail, and display ads can be used to drive traffic, generate leads, and ultimately increase sales. However, because of the professional users on this site, you'll be paying more for the exposure than you would on Facebook or Instagram.
 6. **Strengthen Partnerships and Alliances.** LinkedIn is an excellent platform for fostering partnerships and collaborations with other businesses. By connecting with complementary brands or potential affiliates, you'll expand your reach and tap into new customer segments. Building a strong network of strategic partners can lead to fruitful collaborations, joint ventures, and shared promotional efforts.
 7. **Showcase Products and Services.** Showcase your products and services directly on your LinkedIn company page. Utilizing multimedia elements like videos, infographics, and product images can help potential customers understand the offerings better. Customer testimonials and case studies will reinforce the credibility of your business.
 8. **Measure Analytics and Insights.** LinkedIn's analytics tool provides valuable insights into the performance of your business content through engagement levels. By analyzing data regularly, you can identify what content resonates most with your audience and fine-tune your marketing strategies for optimal results.
 9. **Engage Employees.** According to LinkedIn, 30% of a company's LinkedIn post engagement comes from their employees making it an excellent way to connect with employees and provide valuable content for their networks. Your posts and presence on the platform can also help instill pride in employees as they share the important things your business is doing.
- LinkedIn is not just a platform for job seekers; it's a goldmine for business owners looking to expand their customer base, engage with employees, strengthen their brand, and foster valuable connections. Embracing LinkedIn as a multifaceted tool for business growth can lead to increased visibility, heightened credibility, and, ultimately, a thriving and prosperous enterprise. And best of all, it's not owned by Meta.

[Christina Metcalf](#) is a writer/ghostwriter who believes in the power of story.

Due Aug. 25, 2023



Mt. Zion Teacher & Office Staff Appreciation Sponsorship

The Mt. Zion Chamber of Commerce would like to show our appreciation to Mt. Zion Teachers and Office Staff. We want to show them that we see what they are doing and appreciate it very much.

We will be providing them with a \$10 gift certificate, member coupons, and a Del's Popcorn treat. To do this, we're seeking **5 business sponsors** to help fund the Mt. Zion Teacher & Office Staff Appreciation. Here are the counts for each school building – which includes Teachers, Teacher's Aides & Office Staff.

| | |
|------------------|------------|
| MTZ High School | 66 |
| MTZ Junior High | 31 |
| MTZ Intermediate | 45 |
| MTZ Grade | 33 |
| MTZ McGaughey | <u>39</u> |
| TOTAL | 214 |

As a sponsor, you will receive the following:

- Recognition in the MZCC Newsletter
- Recognition on the MZCC website
- Recognition on MZCC social media channels



YES, I WOULD LOVE TO BE A \$500 SPONSOR FOR THE MTZ DISTRICT SCHOOL'S "WE APPRECIATE YOU MTZ SCHOOL DISTRICT"!

BUSINESS NAME: _____

*Please email mtzionilchamber@gmail.com and you will be invoiced; or make your check payable to Mt. Zion Chamber of Commerce and mail to:

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

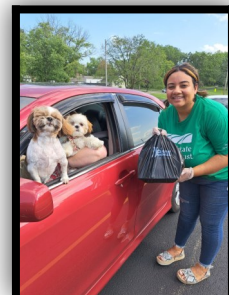
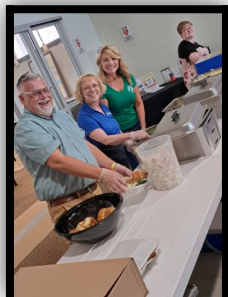


2023 Independence Day 50/50 Raffle Winner

Montario Hawkins won \$912



Nelson's Drive-Up Chicken Dinner Fun on July 20, 2023



Schedule Your MZCC Ribbon Cutting

Email mtzionilchamber@gmail.com

or call 217-864-2526

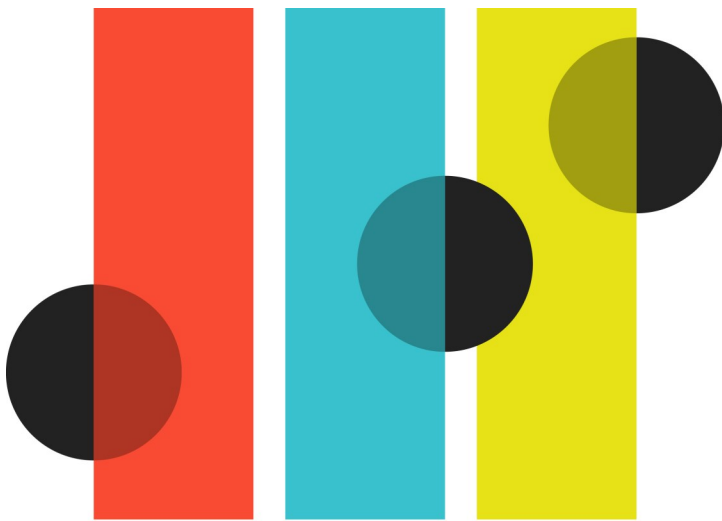


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Jobs for the Future

EXPAND AND DIVERSIFY YOUR TALENT POOL IN TECH!

Richland Community College is participating in the Google Career Certificates Employer Consortium and Mt. Zion Chamber of Commerce is supporting their efforts to expand skills-based hiring in tech and tech-adjacent fields through the promotion of the consortium. Join the Google Career Certificates Employer Consortium by emailing bwilliams@jff.org by August 17, 2023 if you are actively hiring entry-level jobs at least quarterly.

Jobs for the Future (JFF), a national nonprofit driving transformation of the U.S. education and workforce systems to achieve equitable advancement for all, is supporting the expansion of the [Google Career Certificate Employer Consortium](#), a national network of 150+ employers committed to skills-based hiring and leveraging the Google Career Certificates in the recruitment, onboarding, and upskilling of roles in IT, cybersecurity, data analytics, project management, digital marketing, and UX design.

This is a **no-cost, low-lift opportunity** for employers that are actively hiring entry-level jobs in high-demand occupations such as project management, IT Support/Help Desk, UX design, cybersecurity, digital marketing, and data analytics to expand the diversity of their talent pipeline and deepen their skills-based hiring strategy. Members of the Google Career Certificate Employer Consortium gain free access to a job platform highlighting recent completers of one or more of the Google Career Certificates.

Hear a representative from Deloitte share why they are excited to be a member of the Consortium: [Deloitte testimonial](#).

If you are currently hiring and plan to hire at least quarterly for entry-level positions in a field aligned with the Google Career Certificates and you are interested in learning more about the Google Career Certificates Employer Consortium, please contact Ben Williams by August 17, 2023 at bwilliams@jff.org.



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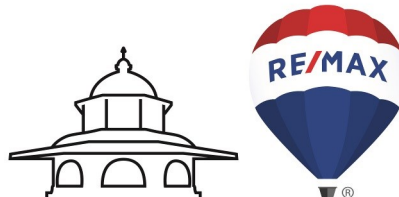


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JimCleveland@Remax.net



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(ALL LOCATIONS IN DECATUR, IL UNLESS LISTED OTHERWISE)

ACTIVE LISTINGS

| Address | Details | Price | MLS # |
|----------------------------|--|---------------|---------|
| 1035 E Whitmer St | 2 bdr/1 bth/brick bungalow/fireplace/full basement/shed | Upper \$40's | 6226839 |
| 2165 E Clay St | NEW LISTING! 4 bdr/1 bth/1.5 story/1400 sq ft/fenced yard | Mid \$50's | 6228525 |
| 615 W Harper Ave | REDUCED PRICE! 2 bdr/1 bth/RANCH/1 car detached garage/near park | Upper \$50's | 6226336 |
| 941 Miles St (Illioopolis) | NEW LISTING! 3 bdr/1 bth/Sangamon Valley schools/.13 acres/1237 sq ft | Upper \$80's | 6228349 |
| 107 W Goltra (Blue Mound) | NEW LISTING! 2 bdr/1 bth/.90 acres/1.5 car garage/Meridian Schools | \$107k | 6228220 |
| 731 E Bill Wall (Niantic) | NEW LISTING! 3 bdr/2 bth/1414 sq ft/RANCH/Sangamon Valley Schools | Lower \$140's | 6227776 |
| 700 & 726 E Cerro Gordo | COMMERCIAL LISTING -2 bdr/7 bth/22920 sq ft/3 floors/freight elevator | Upper \$190's | 6225030 |
| 6362 Autumn Ridge Ct | REDUCED PRICE! 4 bdr/3 bth/Birchwood Estates RANCH/1.63 acres | Upper \$360's | 6226181 |
| 1890 Spittler Dr | NEW LISTING! 4 bdr/5.5 baths/8053 sq ft/Lake Decatur Dock/.68 acres | Mid \$830's | 6228373 |

Active/Under Contract Listings

| | | | |
|----------------------------|--|---------------|---------|
| 131 Isabella Dr | 3 bdr/1 bth RANCH South Shores/1.5 car garage/new HVAC | Upper \$80's | 6225242 |
| 2897 Grove Ct | UNDER CONTRACT IN 3 DAYS!! | \$140's | 6228447 |
| 2678 S 35 th St | UNDER CONTRACT IN 39 DAYS!! | Upper \$140's | 6227810 |

Pending Listings

| | | | |
|-----------------------------|------------------------------------|----------------|---------|
| 3444 E Fulton Ave | UNDER CONTRACT IN 1 DAY!! | Upper \$30's | 6227272 |
| 2960 Wasson Way | UNDER CONTRACT IN 43 DAYS!! | Middle \$80's | 6226419 |
| 3204 N Oakland Ave | UNDER CONTRACT IN 2 DAYS!! | Middle \$150's | 6227941 |
| 2 Brantley Ct (Taylorville) | UNDER CONTRACT IN 37 DAYS!! | Upper \$450's | 6227398 |



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