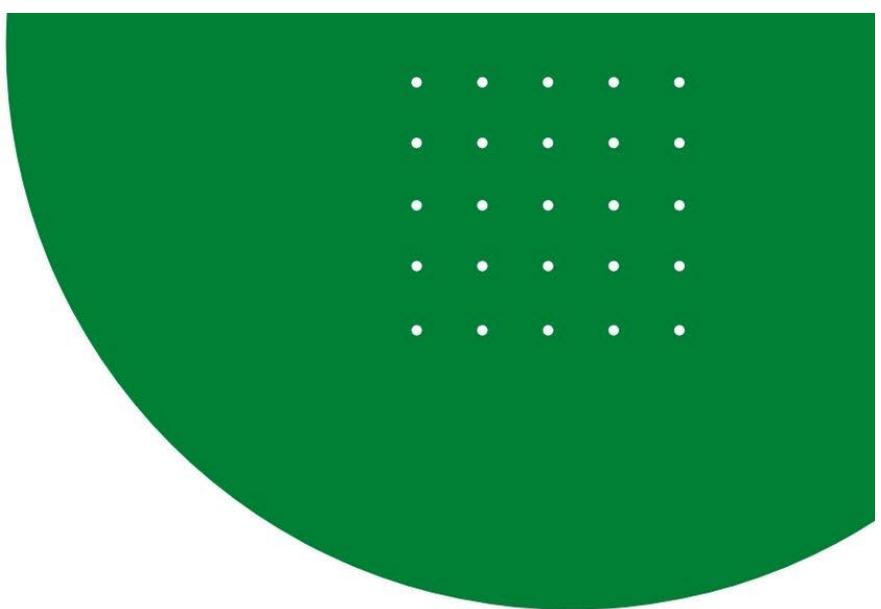
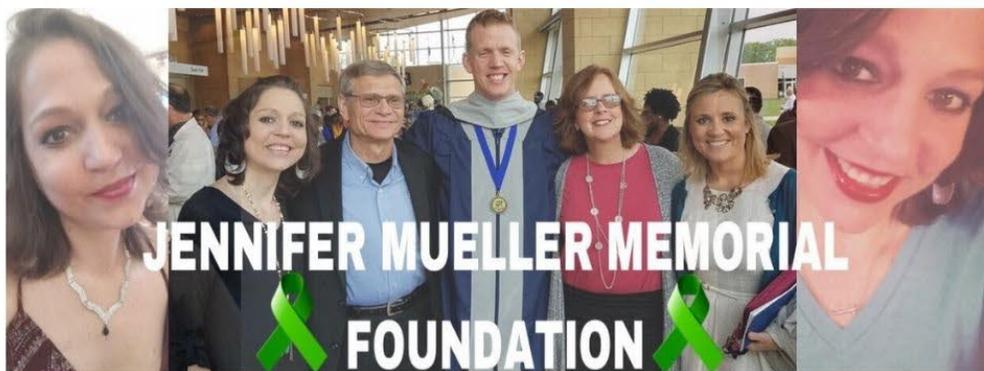


JENN MUELLER
MEMORIAL
FOUNDATION



3RD ANNUAL YARD SALE



May 21 and 22
2 0 2 1

2103 Borchers Ln
O'Fallon, IL 62269

We are currently accepting items to sell. The money from the sale of your donated items will go to fund scholarships.

For more information, questions or to arrange pickup, please contact Cathy at 558-8930



O'FALLON-SHILOH CHAMBER OF COMMERCE

CHAMBER TRACKS

M O N T H L Y N E W S L E T T E R



Unemployment is High. So why are businesses struggling to obtain - and keep - employees?

Health concerns, expanded jobless benefits and still being needed at home are among the reasons would-be workers might be staying away.

Page 15

We are starting limited in-person networking! Check out our upcoming events and don't forget to RSVP for this month's Restaurant Roulette and Morning Mingle.

Page 19

Salute to Business Awards: Board of Directors Installation and Ambassador Impact Award.

Page 11

NEW MEMBERS

D8Nite Ministries
Lateacia Perry
4020 Green Mount Crossing Rd Ste 249
Shiloh, IL 62269
618-741-8479
D8NiteMinistry@gmail.com
(Non- Profit)

*Mid America Oral Surgery Center
Michelle Mize
624 Pierce Boulevard Ste 200
O'Fallon, IL 62269
618-206-2630
ofallon@movahedoms.com
www.midamericaoms.com
(Dental)

Hughes Group Real Estate (formerly Real Star Illinois)
John Hughes
620 S. Lincoln
O'Fallon, IL 62269
618-624-0300
john@hughesgroupre.com
coming soon: www.hugesgroupre.com
(Real Estate)

Creative Flare Candles, LLC
Kristine Matthews
Shiloh, IL 62221
618-589-2626
creativeflarecandles@gmail.com
http://www.creativeflarecandles.com
(Boutique)

Placement Experts USA
Leena Choudhary
222S. Meramac Ave. Ste 202
Clayton, MO 63105
314-3267401
leena@placementexpertsusa.com
www.placementexpertsusa.com
(Recruitment)
Referred by Joann May SBDC

*GEICO Local Office
Aaron Williams
1413 W. Highway 50 Ste A
O'Fallon, IL 62269
618-589-7280
aaronwilliams1@geico.com
http://www.geico.com/ofallon-williams
(Insurance)

*Designates Star Investor

O'Fallon-Shiloh Chamber of Commerce
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www.OFallonChamber.com
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Featured Business Ad - \$75
Full Page Ad - \$50 | 1/2 Page Ad - \$35
1/4 Page Ad - \$25
[Click for more details](#)

Follow us on Social Media!



MEMBER RENEWALS

STAR INVESTORS

- *CEFCU
- *Hilton Garden Inn
- *Schaefer Autobody Centers, Inc

Animal Hospital of O'Fallon
 Avenue Realty Associates
 Chick-fil-A Fairview Heights
 Debbie's
 Evergreen Wealth Strategies
 Family Hospice of Belleville Area
 First Baptist Church
 Gateway Classic Cars
 Gateway Grizzlies Baseball, LLC
 Gateway Regional YMCA
 Gia's Pizza
 HR BLOCK
 Home Instead
 Home Town Dental
 I Scream U Scream
 IL SBDC of Metro East for SIUE
 J I Enterprises
 John Coers
 May Brown

McCleery Safe Storage
 Moonbird Yoga
 Morning Glory Homecare, LLC
 O'Fallon Assembly of God
 O'Fallon Weekly
 Parkway Lakeside, LLC
 Randy's Rescue Ranch
 Red Door Realty Group, Inc.
 REMAX Preferred- Rebecca Bollinger
 Severns Family Chiropractic LLC
 S.I.M.S. Martial Arts & Fitness Academy
 St. Clair County Intergovernmental Grants
 Texas Roadhouse Restaurant
 The Esquiline
 The Garage Door Shop
 Vollman Advertising

YOUR CHAMBER OF COMMERCE STAFF

Debbie Arell-Martinez - [E-mail](#)
 Executive Director

Melissa Federhofer - [E-mail](#)
 Communications Manager

Doris Obernuefemann - [E-mail](#)
 Assistant Director

Jessica Lotz - [E-mail](#)
 Leadership & Development
 Coordinator

Johnnie Hodges - [E-mail](#)
 Membership Coordinator

Chamber Tracks is our monthly newsletter and comes out the first week of each month. The deadline for submitting your information for this publication is the 25th of the month preceding publication. We have gone "green" and post the newsletter electronically to the website. An e-mail goes out to all members advising them that the newsletter is available for viewing at OFallonChamber.com/news.html.

Print copies are available in the Chamber office upon request.

MEMBER NEWS

HSHS St. Elizabeth's Hospital Nationally Recognized with an 'A' for the Spring 2021 Leapfrog Hospital Safety Grade



HSHS St. Elizabeth's Hospital was awarded an 'A' in the spring 2021 Leapfrog Hospital

Safety Grade, a national distinction recognizing St. Elizabeth's achievements protecting patients from errors, injuries, accidents, and infections. The Leapfrog Group is an independent national watchdog organization committed to health care quality and safety. The Leapfrog Hospital Safety Grade assigns an "A," "B," "C," "D," or "F" grade to all general hospitals across the country and is updated every six months. It is the only hospital ratings program based exclusively on hospitals' prevention of medical errors and other harms to patients in their care.

"Patients need to know they can put their trust in their health care facility" said St. Elizabeth's President and CEO Patti Fischer. "With this 'A', our community members can know that we always put our patients first and provide high quality, safe care to the region. Our colleagues deserve all the credit for once again achieving this national recognition, even during an unprecedented time."

"An 'A' safety grade is an elite designation that your community should be proud of," said Leah Binder, president and CEO of The Leapfrog Group. "The past year has been extraordinarily difficult for hospitals, but HSHS St. Elizabeth's Hospital shows us it is possible to keep a laser focus on patients and their safety, no matter what it takes."

Developed under the guidance of a national Expert Panel, the Leapfrog Hospital Safety Grade uses up to 27 measures of publicly available hospital safety data to assign grades to more than 2,700 U.S. acute-care hospitals twice per year. The Hospital Safety Grade's methodology is peer-reviewed and fully transparent, and the results are free to the public.

St. Elizabeth's was awarded an 'A' grade on April 29 when Leapfrog updated grades for spring 2021. This makes the sixth reporting cohort in a row that St. Elizabeth's received this top grade. Other HSHS facilities receiving the 'A' rating include HSHS St. Anthony's Memorial Hospital in Effingham, HSHS St. John's Hospital in Springfield and HSHS St. Mary's Hospital in Decatur. To see St. Elizabeth's full grade details and access patient tips for staying safe in the hospital, visit hospitalsafetygrade.org and follow The Leapfrog Group on Twitter and Facebook.



Local REALTOR® Association Finds a New Way to Give

The members of the REALTOR® Association of Southwestern Illinois continues to give back to the community by donating cases of water to the Urban League of Metropolitan.

The Urban League of Metropolitan St. Louis, Inc. has numerous locations, with the local office being located in Fairview Heights, IL. This organization has a mission to empower African Americans and others throughout the region in securing economic self-reliance, social equality, and civil rights.

Programs lead by the Urban League include scholarships program, weatherization, Save Our Sons, Annual Turkey Giveaway, Housing Assistance, a Mobile Health Unit, Clothing & Food Pantries, and so much more.

"Recently, the Urban League has been holding a bottled water drive for the residents of Centreville. When RASI heard about the drive, the Association immediately sent dozens of cases of water to their office," Says Celeste Wheeler, President of the REALTOR® Association of Southwestern Illinois. "As an Association of REALTORS® and affiliate members, we not only work in this community, but we live here too. We appreciate all the hard work organizations like the Urban League do to help our community."

If you are interested in donating bottled water or food to the Urban League's Food Pantry or if you are interested in the many other programs that the Urban League provides, please reach out to them at (618) 274-1150.

IMPACT Strategies Begins Construction on Inpatient Rehabilitation Facility



IMPACT Strategies has been selected by Encompass Health to manage construction of a 40-bed inpatient rehabilitation hospital in Shiloh, IL. With the structure conveniently located adjacent to BJC HealthCare's Memorial Hospital Shiloh campus on Frank Scott Parkway East, IMPACT broke ground on the \$15.5 Million project in January 2021.

Under the design guidance of Gresham Smith, the 1 story building will contain 48,000 square feet of acute rehabilitation care. Supplementing acute care

services, like those of Memorial Hospital Shiloh, the facility will include 40 private inpatient rooms, a kitchen, dining room, exercise room, pharmacy, therapy gym, dialysis room, and therapy courtyard. Upon completion in December 2021, the rehabilitation hospital will offer physical, occupational, and speech therapies to the Metro East area and surrounding region.

Looking to expand and utilize their healthcare construction expertise, this is the first time IMPACT Strategies has worked with Encompass Health. The facility is expected to operate as a joint venture between Encompass Health and BJC HealthCare.

IMPACT Strategies

IMPACT Strategies provides client-focused construction management, design/build, and general contracting services. The firm offers a full continuum of innovative design/build service capabilities including proven construction management processes and site development. IMPACT Strategies serves a regional and national client base in the Healthcare, Senior Living, Multifamily, Office, Retail, and Warehouse/Distribution markets.

To learn more visit BuildwithIMPACT.com or call 618-394-8400 or 314-646-8400.



Scott Credit Union announces new Chief Financial Officer and Chief Experience Officer

Scott Credit Union has announced that two of its employees have accepted new roles on its executive team. On April 4, 2021, Scott Peters was promoted to Chief Financial Officer (CFO), and Wendy Erhart became Chief Experience Officer (CXO).

Scott Peters has been an employee of Scott Credit Union for nearly 23 years. First hired as an Assistant Controller, Peters moved within the credit union's ranks to become Controller and then Vice President of Finance. He served as VP of Finance for over 10 years. A graduate of Southern Illinois University of Edwardsville, Peters holds a bachelor's degree in Business Administration, an MBA, and a CPA designation.

As CFO, Peters will provide strategic guidance for maintaining and enhancing the financial performance of the credit union.

"We greatly value the years of hard work and dedication that Scott has shared with SCU, and we congratulate him on his new role," said Frank Padak, President and CEO of Scott Credit Union.

Erhart, who has more than 25 years of experience in the financial industry, first joined Scott Credit Union in 2019 as its Chief Operating Officer. Prior to joining SCU, Erhart served as Product Manager for Enterprise Lending at First Bank, a Consultant for Justine Petersen, Executive Vice President for Reliance Bank, Regional Manager for PNC, and District Manager for American General Finance. She also has volunteered as a board member for the Collinsville Food Pantry and serves as a Healing Community Board member for St. John's Community Care. Erhart is a graduate of Southern Illinois University of Edwardsville, holding a bachelor's degree in political science and government.

The Chief Experience Officer (CXO) position is a newly created role at Scott Credit Union. As CXO, Erhart will evaluate and improve the experience of the credit union's members across all channels and business units.

"As CXO, Wendy will be laser-focused on the full member journey — from how members first become aware of us, to them becoming account holders, to their interactions with us now and in the future," said Padak. "We're always working to provide the best experience possible for our members, and we are excited to have Wendy's expertise helping us meet that goal."

Scott Credit Union is a full-service financial cooperative. When someone opens an account at the credit union, they become a member and an owner. Because of its structure, Scott Credit Union has given back nearly \$13 million to members through a bonus dividend and loan interest rebate over the past 13 years.

Scott Credit Union currently has 20 area locations: Affton, MO; Ballpark Village in St. Louis, MO; Belleville, IL (two branches); Collinsville, IL; Columbia, IL; Crestwood, MO; Edwardsville, IL (two branches); Fairview Heights, IL; Ferguson, MO; Highland, IL; Ladue, MO; Lebanon, IL; Mascoutah, IL; O'Fallon, IL; Troy, IL; Scott Air Force Base in Illinois; Waterloo, IL; and Wood River, IL.

For details on opening accounts at Scott Credit Union, visit www.scu.org.

HEALTHCARE & WELLNESS

We want you to stay healthy in 2021. Every month our Healthcare & Wellness Committee will provide a resource that focuses on the health of your mind, body or spirit. Our May Resource is provided by Jodi Gardner, Senior Companion Program Director, SWIC, Programs and Services for Older Persons.

Our Healthcare Committee coping strategy for May is from Stacey Loveland, The Esquiline, and the motto is from Samantha Lappe, Clinton Manor Living Center.

We hope these resources will be helpful to you or someone you know.

Since May is Older Americans' Month, it's appropriate and inspiring to give a nod to our older Americans in this time of transition toward Covid-19 recovery. Precautions, especially for older adults labeled as 'higher risk,' were unprecedented, with masks, limited capacities and closures, and longer than expected separations from dear ones. These mandates were full of amplified challenges for older adults. Masks posed breathing difficulty. Medical procedures and tests were postponed. Closures of stores, churches, senior centers, and social outlets were not only inconvenient but isolating. Loneliness reached a new level when extended families separated themselves by households, and older adults living alone went without visitors, up-close smiles, and hugs, for months on end. The toll of the pandemic on the physical and mental health of older adults is yet to be fully calculated.

However, let's take a closer look at how older adults have emerged. They faced these months of caution and uncertainty with a strength and a grace symbolic of their generations. Those not before comfortable with their cell phones are now proficient Zoom users for family get-togethers. Worshipers not congregating in churches now lead parking lot Bible studies or online Rosary prayers. Older adults brought back the block party, albeit social-distanced, prodding younger neighbors to visit in driveways and on porches. Retired doctors, nurses, and medical professionals stepped back out into the front line to offer their wisdom and caring hands. Seniors led the way bravely coming forward to receive a new vaccine. Our older adults have waited, some more patiently than others, to transition back into everyday activities with a new appreciation. Reunions and resumed activity are happening, and many of our Older Americans are ready! If the transition is difficult, counseling and resourcing are available through many senior services in the region.

<https://www.nami.org>: mental health resources, education, and support groups.

<https://findtreatment.gov>: Quick options for substance abuse and mental health services based on zip code.

<https://acl.gov/oam/2021/older-americans-month-2021> - Older Americans Month 2021 information and other senior related links.



Jodi Gardner
Senior Companion Program Director
201 N. Church St.
Belleville, IL 62220
(618) 234-4410 Ext. 7036



Jodi Gardner, LCSW, earned her B.S.Ed. from McKendree College and M.S.W. from Washington University. She works as a geriatric and caregiver counselor at Southwestern Illinois College's Programs and Services for Older Persons. She can be reached at 618-234-4410, ext. 7031.

View more resources and information on our website: OfallonChamber.com/health-and-wellness-resources/

How do you cope?



Up at 4 a.m. every day and head to the gym. Gets me focused and feeling right for the day.

Stacey Loveland



The Esquiline

Follow us on Facebook and Instagram for more Health and Wellness resources.



Healthcare & Wellness Committee



What's Your motto?



LIFE IS TOO SHORT TO BE UNHAPPY. LOOK AT THE POSITIVE OF EVERY SITUATION.



SAMANTHA LAPPE CLINTON MANOR LIVING CENTER HEALTHCARE & WELLNESS COMMITTEE

RIBBON CUTTINGS



Egyptian Workspace Partners celebrated the grand opening of their brand-new showroom with a ribbon cutting ceremony on Tuesday, March 23.

The new workspace innovation lab is designed to help business leaders rethink the way they work in a post-COVID world. It consists of thirteen thoughtfully curated zones that support different modes of work, as well as options for posture, presence and privacy.

Egyptian Workspace Partners is located at 129 W Main St, Belleville.

Read the full press release [here](#).



On April 6, Guaranteed Rate hosted a ribbon cutting ceremony to celebrate the company's new branch located at 111A West State St in O'Fallon, IL, with branch manager Cara Srogus and her team.

Founded in 2000, Guaranteed Rate delivers competitive pricing, mortgage products and unmatched expertise from top-producing loan officers.

Read the full press release and watch the video [here](#)



FlamentCo's The Place, located at 813 Seibert Road (outside of Scott Air Force Base, celebrated the grand opening of their third location on April 8, 2021.

This location features dine in and exciting murals fill the walls. Their menu features 10" Pizzas and Daily Lunch Specials, as well as on-base delivery.

Read the full press release and watch the video [here](#).

Want to see more ribbon cutting videos? visit our website:

<https://ofallonchamber.com/category/chamber-events/ribbon-cuttings/>

Did you miss a recent event?

Watch the videos from virtual events on our website!

Education Committee Meeting

Our April Education Committee Guest Speaker was Kathleen Carter, Zoomy Transportation

Watch the video and download the presentation slides on our [website](#).

Military Affairs Committee Meeting

Our April Military Affairs Committee guest Speaker was Mandy Pratt, Director of Development, USO of Missouri.

Watch the video on our [website](#).

Healthcare & Wellness Committee Meeting

Our April Healthcare and Wellness guest Speaker was Dr. Jon Jacobson, Occupational Health – Leadwell, HSHS Medical Group.

Watch the video on our [website](#).

BOB on the Go! (Business over Breakfast)



BOB on the GO!
Hosted by Keystone Place at Richland Creek

April 30, 2021
8:00 a.m. to 9:00 a.m.

Join us via Zoom at Keystone Place at Richland Creek

SIGN UP FOR ONE OR ALL OF OUR UPCOMING VIRTUAL BOB EVENTS AT: WWW.BIT.LY/BOB2021

This is a virtual event! Only Dabbie will be attending in person. All other

Our April BOB on the Go! was held at Keystone Place at Richland Creek.

Watch the video on our [website](#)!

Ready to join in? [Sign up for our next event!](#) We'd love to see you!



Your Best MedicineSM is Right Here.

Memorial Hospital Shiloh is committed to meeting the needs of our community with everything you need available on the Shiloh campus:

- Inpatient, outpatient, emergency care, and diagnostic services
- Family Care Birthing Center
- Children's at Memorial
- Primary care and specialty services from BJC Medical Group
- Specialty care from Washington University Physicians in Illinois, Inc.
- Siteman Cancer Center—the only satellite facility in Illinois

And as part of BJC HealthCare, we are connected to Barnes-Jewish Hospital. It's the world's best medicine right where you live.



memhosp.org

Community news and Information

Help fight crime in O'Fallon

The O'Fallon Police Department wants your help in fighting crime by taking part in a voluntary Private Video Surveillance Camera Registration.



Video surveillance is one of the best methods for apprehending criminals and convicting suspects who are caught in the act of committing a crime.

You can help the O'Fallon Police Department by taking part in a voluntary Private Video Surveillance Camera Registration program for your residence AND FOR YOUR BUSINESS! This program allows residents and businesses to register the locations of their outdoor video surveillance systems with OPD. When a crime occurs, police can identify the locations of nearby video cameras and enlist the assistance of the community to help officers collect video evidence and follow up leads.

Registration is simple and only takes a few minutes. There is no cost to the program and your information is confidential.

<https://www.ofallon.org/police-department/webforms/private-video-surveillance-camera-registration>



The O'Fallon Police Department puts out a monthly newsletter with great community information.

[Click to open the full newsletter.](#)



O'Fallon-Shiloh Chamber of Commerce joins Chambers across the state in urging the Illinois Legislature to provide additional economic relief for businesses

The O'Fallon-Shiloh Chamber of Commerce joins the new initiative Chambers All In for Economic Recovery. Chambers All In for Economic Recovery is a collaboration of chambers across the state of Illinois. It is all chambers' mission to support our business communities and help ensure that businesses can thrive for years to come. Last fall, Chambers partnered through a social media campaign to encourage using health and safety practices to keep businesses open. Now, the growing coalition urges the Illinois Legislature to prioritize economic relief for Illinois' businesses.

Through extensive collaboration, the coalition has identified a platform to bring short and long-term relief to businesses. The platform includes various recommendations to aid businesses' bottom line, recover from the devastating impacts of the COVID-19 pandemic and establish pathways for constructive collaboration with the public sector. Nearly 50 Chambers from across the state representing over 13,000 businesses and 580,000 employees call for the legislature to take up this platform and provide relief to the business community.

"It's vital to the recovery of our business community to keep their needs in the forefront of the minds of the state decision-makers," says Executive Director Debbie Arell-Martinez.

People interested in learning more about the All In platform should visit our website or watch us on Facebook.

Salute to Business Awards Board Installation and Ambassador Impact Award

Every year at our Salute to Business Awards, we recognize our outgoing and incoming Board of Directors. We also present our Ambassador Impact Award. We continue each month to virtually recognize those we'd usually celebrate in person. I hope you'll take a few minutes to watch our short video highlighting our board change-over.

A Chamber is only as good as it's members and volunteers. We KNOW we're the best chamber around because we have the BEST members and volunteers!

Our outgoing board members, Sid LeGrand, Gonzalez Companies; Dave Hopkins, Town and Country Bank; and Greg Yank, GY Consulting, worked hard to make our chamber better than when they found it. Dave Hopkins spent much of his board time working with our education committee and on the school consolidation study. The study took a great deal of Dave's time. Greg Yank, who passed away in early 2021, was our go-to for strategic planning. Greg believed we could always improve and pushed



Cindy Helmkamp, Sid LeGrand

us to continually do so. Sid LeGrand truly has a heart for people and for our local business community. Sid helped pave the way for our leadership program to develop our community leaders of tomorrow. We appreciate the efforts of all our outgoing board members – thank you for your time, counsel, and guidance.

We look forward to working with our newest board members: Dr. Vinay Bhooma, HSHS St. Elizabeth's Hospital; Dan Jackson, Carrollton Bank; Jon Greenstreet, Bike Surgeon; and Kenric Lynn, Local Noon.



Dr. Vinay Bhooma

Dan Jackson

Jon Greenstreet

Kenrick Lynn

We've met with all of them and we KNOW they each will have a unique contribution to our Board of Directors.

Cindy Helmkamp, Together Credit Union, has been in the President role since mid-2020. She came into the position during an obviously difficult time for all of us, but especially for our businesses. Cindy is definitely a people-person and we know she looks forward to meeting our business community IN PERSON, when the time is right.



Shelly Severns, DC

Our chamber Ambassadors help us keep things moving when we're able to have in person events. They've still been active during the past year, only in a virtual capacity. We were so happy to recognize Shelly Severns, DC, Severns Family Chiropractic, with the Ambassador Impact Award. Shelly is also on our Healthcare and Wellness Committee and she led the way with our 2019 Walk and Talk program to get people active.

We look forward to the future and to bringing back member favorites and to new programs we've developed over the past year. The future is looking brighter.....



Debbie Arell-Martinez
Executive Director
O'Fallon-Shiloh Chamber of Commerce

Read more and watch the video on our website: <https://ofallonchamber.com/s2b2020>



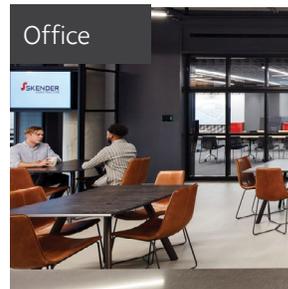
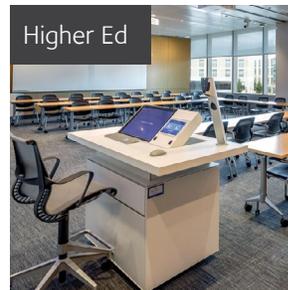
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- Healthcare
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- K12 Education
- Libraries
- Law Firms
- Life Sciences
- Non-Profit
- Offices
- Professional Service Firms
- Senior Living
- Stadiums + Arenas
- Technology + Media



Core services:

- Design + Product Specification
- Project Management
- Nationwide Service + Account Management
- Installation Services
- Move Management
- Warehousing
- Inventory + Asset Management
- Standards Program
- Maintenance
- Refinishing + Refurbishing



Contact

Lisa Gaffney
Senior Account Executive
Based in O'Fallon, IL

l.gaffney@henricksen.com
217.299.7769

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✓	\$1500 (OR MORE) FOR A 1-DAY WORKSHOP	IMPROVE SPEAKING & PRESENTATION SKILLS Dedicated time at each meeting to refine your skills and clarify your message.
✓	\$500-\$1500 FOR A PROFESSIONAL	ACCOUNTABILITY COACHING Learn and share business experience and expertise with fellow members. Work smarter, not harder.
✓	\$2500 FOR A 3-DAY WORKSHOP	LEADERSHIP DEVELOPMENT Discover the skills to become a highly effective leader in your business and in your community.
✓	FREE If you have the time to search for it. How much is your time worth?	NETWORK TRAINING New techniques to improve your networking efforts with tried & true tips provided regularly.

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Rebuild Reenergize: A Webinar Series for Business Leaders in a Post COVID World

Join small businesses from across the state for a 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 \$15, or \$75 for all 5 sessions

You may register for the series as a whole or register for each webinar individually. The zoom link will be sent to you upon registration.

Thank you to Ameren Illinois for making this event possible.

- May 19 - How COVID Helped a New Coffee Shop Succeed
- June 16 - Crucial Business Components to Success
- July 21 - The Art of Pivoting: Strategies for Developing a Flexible Business Model for the Future
- Aug 18 - Sales and Marketing to Help you Dominate Your Market

RSVP today for one or all on our website

About the May 19, 2021 Webinar:

Six months before COVID-19, Ryan and Karen Weckerly opened a coffee roastery. Then March 2020 hit. Join Ryan as he discusses how he and his wife Karen used technology, social media, and Amazon to pivot their business model. What was initially planned as an in-house coffee roaster and tasting experience, with limited retail hours and only for small groups turned quickly into a full-scale retail destination, featuring a full menu of custom drinks and roasted coffees, available seven-days-a-week via contactless curbside pickup at a custom-built outdoor kiosk. Learn more about how Ryan and Karen continued to build their new business with online retail sales via their website and Amazon, all while creating an experience for local patrons through a new, greatly expanded retail storefront and Coffee Bar.

Attendees will learn:

- To adapt business models utilizing technology and social media
- How to successfully pivot with significantly reduced revenue
- A quick view into utilizing Amazon as an online retail outlet
- How to leverage social media to create new fans and brand loyal followers with examples of organic and paid social strategies
- How COVID-19 continues to change the retail landscape, and how a pandemic helped us think creatively and succeed

Ryan Weckerly | Morningstar Media Group | rweckerly@morningstarmediagroup.com



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.

BUSINESS TRACK ARTICLE

Unemployment Is High. Why Are Businesses Struggling to Hire?

by: Neil Irwin

<https://www.nytimes.com/2021/04/16/upshot/unemployment-pandemic-worker-shortages.html>

There are two distinct, and completely opposite, ways of looking at the American job market.

One would be to consult the data tables produced every month by the Bureau of Labor Statistics, which suggest a plentiful supply of would-be workers. The unemployment rate is 6 percent, representing 9.7 million Americans who say they are actively looking for work.

Alternately, you could search for news articles mentioning “labor shortage.” You will find dozens in which businesses, especially in the restaurant and other service industries, say they face a potentially catastrophic inability to hire. The anecdotes come from the biggest metropolitan areas and from small towns, as well as from tourist destinations of all varieties.

If this apparent labor shortage persists, it will have huge implications for the economy in 2021 and beyond. It could act as a brake on growth and cause unnecessary business failures, long lines at remaining businesses, and rising prices.

What explains the disconnect? There are competing theories, all plausible — and potentially interrelated. Meanwhile, the economic and public health situation is evolving too quickly for research to keep up. So consider this a guide to these potential explanations, and an accounting of the evidence for each.

Benefits too generous?

Business leaders have been quick to blame expanded unemployment insurance and pandemic stimulus payments for the labor shortages.

The logic is simple: Why work when unemployment insurance — including a \$300 weekly supplement that was part of the newly enacted pandemic rescue plan — means that some people can make as much or more by not working? And the combined \$2,000-per-person cash payments enacted since late last year created a cushion people can rely on for a time.

Ample economic research shows that more generous unemployment benefits are a disincentive for people to seek or accept work. But several studies on what happened when a \$600 weekly supplement was added to benefits last spring suggested that the early pandemic had unique dynamics.

Research by Ioana Marinescu, Daphné Skandalis and Daniel Zhao, for example, found that every 10 percent increase in the jobless benefits a person received corresponded to a 3 percent decline in the number of jobs applied to. But in the context of mass closings of businesses, that didn’t matter for how many people were employed — there were still far more job seekers than jobs.

By contrast, “right now what seems to be happening is that job creation is outpacing the search effort that workers are putting forth,” said Professor Marinescu, an economist at the University of Pennsylvania. “Compared to how people reacted last spring, it’s not that long ago, but the situation has changed a bit.”

That is to say, a similar decline in workers’ desire to pursue jobs matters more when there are plenty of jobs to go around, which is increasingly the case as the economy reopens.

In other research on the expanded jobless benefits, Peter Ganong of the University of Chicago Harris School and five co-authors found a smaller decrease in the inclination to search for jobs than earlier research would have predicted. In other



words, those \$600 weekly supplements didn't decrease employment very much.

But those were circumstances that may no longer apply.

"The goal of government should be to get everyone back to work as soon as possible while continuing to provide economic support to workers who have not gone back to work yet," Mr. Ganong said. "Those two things were not in tension in 2020, and they are in tension in 2021. All of those things that made 2020 special are receding, so we now face a more traditional set of trade-offs."

Arindrajit Dube, an economist at the University of Massachusetts Amherst who has also studied the impact of last year's expanded benefits, is skeptical that the lure of jobless benefits is the primary explanation. He notes that even with the reported shortages, businesses appear to be successfully hiring at a breakneck pace.

Companies added 916,000 employees to payrolls in March alone, a number matched only by the initial rebound from pandemic shutdowns last summer and in the immediate aftermath of World War II. Moreover, the expanded benefits are scheduled to expire in September.

"Maybe an unemployed person spends several additional days unemployed because of the \$300," Professor Dube said. "But if it's a problem, it takes care of itself. It's nothing compared to the broader trajectory of the reopening, which swamps anything on the unemployment insurance front."

Which brings us to other factors that may be keeping would-be workers away from the job market, especially in the service sector.

Worried about getting sick

Nobody wants to get a potentially deadly disease for a job slinging eggs Benedict. And more so than many other occupations, restaurants and other parts of the service sector require face-to-face contact with the public. A 10-percentage-point increase in the share of people fully vaccinated corresponded with a 1.1-percentage-point increase in their employment. There are many ways to interpret the finding — it doesn't tell us anything about causation — but one possibility is that vaccinated people are more comfortable taking jobs.

"The first-order issue is the virus, and if that's what caused the crisis, then it is also the path out of the crisis," Professor Sojourner said. "Crushing the virus is the solution to both the supply problem and the demand problem."

Health concerns and the expanded jobless benefits can operate hand in hand. It's easier for a person nervous about the virus to stay out of the work force when benefits are more generous.

Still needed at home

One piece of evidence supporting this idea: There appears to be a relationship between vaccinations of people and a rise in their employment rate.

Aaron Sojourner, a University of Minnesota economist, used the Census Bureau's Household Pulse Survey to explore that relationship among 3,600 finely grained groupings of Americans by demographics and geography. Someone has to oversee the school-age children stuck at home taking classes. The same goes for older or disabled relatives who might have had other forms of care before the pandemic.

The Census Household Pulse survey shows that this remains a major reason for adults not to be working. Based on surveys taken in late March, 6.3 million people were not working because of a need to care for a child not in a school or day care center, and a further 2.1 million were caring for an older person. Combined, those numbers amount to nearly 14 percent of the adults not working for reasons other than being retired.

What's more, those numbers have actually gone up since the start of the year — an additional 850,000 people.

That speaks to the interrelated challenges of reopening the economy. Many businesses may be opening and seeing a surge of demand, but so long as schools, day care centers and elder care are still limited, there will be constraint in their ability to get workers.

"As we move toward herd immunity, those issues around care infrastructure will get better," said Heidi Shierholz, an economist at the Economic Policy Institute. "These structural things related to public health, we may not know the magnitude of how many people they're keeping out of the labor force, but with the vaccine we can come at this with optimism that it will improve."

Show me the money

The simple, Economics 101 answer to what a company should do when it has trouble recruiting enough workers is to

pay them more. That is the logic that underpins the economic policy of the Biden administration and the Federal Reserve: Achieving a tight labor market will result in higher pay for workers.

But the restaurant industry faces a particular challenge. The sectors that have thrived during the pandemic have been on hiring binges, often paying higher wages than restaurants do. Amazon alone added 500,000 employees in 2020, with a wage floor of \$15 an hour. Companies like Walmart, Target and home-improvement and grocery chains have all been hiring aggressively with wages at or not far behind those levels.

And as Mr. Casey suggested, those with some in-demand skills — whether in construction or commercial truck driving — can do even better. Knight-Swift Transportation Holdings has raised its wages for newly certified drivers by 40 percent, to the point they can average \$60,000 salaries.

That puts restaurants in a tough spot competitively. According to federal data, the median cook or food preparation worker made \$13.02 an hour in May 2020, and dishwashers \$12.15.

For tipped workers like waiters and bartenders, the pandemic has made potential earnings more erratic. In an era of outdoor dining, a rainy day can mean a drastic loss of income.

It's easy to see how restaurant workers might be exploring other options. Restaurants, with thin profit margins in the best of times, have had their finances walloped by a year of stop-and-start pandemic closures.

“When certain sectors have disadvantages like not enough tipped earnings or worries about the pandemic, you would expect reduced labor supply to those sectors and greater labor supply to other sectors that have experienced increased demand, like logistics,” Mr. Dube said.

Reconsidering career decisions?

Has the pandemic spurred many people to re-evaluate their lives, their careers and what they care about most?

Many people who have long done hard, physically demanding work — with odd hours and modest pay — might second-guess those choices when faced with a year of crisis. In industries that had their economic underpinnings severed last March virtually overnight, there was a particular lesson in the inherent instability of the modern economy and what really matters.

Could this be a meaningful cause of the food service sector's labor shortage? It's not the type of question that can be answered with solid data. But it is one that hangs over all sorts of businesses as the great reopening begins.

Have you HEARD?

The chamber has a Podcast!

Hosted by Jessica Lotz, Leadership & Development Coordinator at the O'Fallon-Shiloh Chamber and Nick Miller, Owner/Publisher of the O'Fallon Weekly.

New episodes release every Friday morning and in the short episodes, we give you a snapshot into what's happening right now in O'Fallon-Shiloh.

Subscribe to The 618 Now on [*PodBean*](#), as well as Apple, Spotify, TuneIn, or wherever you listen to podcasts!



MONTHLY CALENDAR

13

[Military Affairs Committee Meeting](#)
3:30 p.m. | Virtual

14

[Meet and Mingle in the Morning](#)
8:00 a.m. | A Limited In-Person networking event

18

[Education Committee Meeting](#)
1:00 p.m. | Virtual

19

[Rebuild Reenergize: A Webinar Series for Business Leaders in a Post COVID World](#)
9:00 a.m. | Virtual

20

[Economic Development Committee Meeting](#)
7:30 a.m. | Virtual

20

[Restaurant Roulette](#)
11:30 a.m. | Various Locations

21

[Business Over Breakfast | BOB on the Go!](#)
8:00 a.m. | Virtual | Hosted by Randy's Rescue Ranch

24

[Executive Board Meeting](#)
1:15 p.m. | Virtual

27

[Board of Directors Meeting](#)
8:15 a.m. | Virtual

May 2021

CALLED to CARE.



HSHS
St. Elizabeth's
Hospital

Yes, the pandemic came to our hospital. So we showed it who we are.
We are Called to Care.

Thank a health care worker at steliz.org/calledtocare.



UPCOMING EVENTS

MEET AND MINGLE IN THE MORNING

A LIMITED, IN-PERSON NETWORKING EVENT

JOIN US!

1

SIGN UP ON OUR WEBSITE!

2

GET RANDOMLY PAIRED WITH 3 OTHER MEMBERS.

3

GET RANDOMLY PAIRED WITH A LOCAL RESTAURANT.



May 14
8:00 a.m.

This is the morning version of our Restaurant Roulette! Maybe you're more of a morning person. Here's a chance for you to have coffee/breakfast with 3 other chamber members. We'll hold this once each month. Like Restaurant Roulette, you won't know where you're doing until the day before and you won't know who you're meeting until you get there! What fun!

RESTAURANT ROULETTE

ARE YOU READY TO NETWORK?

1

SIGN UP FOR THE LUNCHEON

2

GET RANDOMLY PAIRED WITH 3 OTHER MEMBERS.



3

GET RANDOMLY PAIRED WITH A LOCAL RESTAURANT.

JOIN US!

May 20, 2021
11:30 a.m.



May 21, 2021
8:00 a.m. to 9:00 a.m.

Join us via Zoom at Randy's Rescue Ranch

Speaker: Randy Grimm

SIGN UP FOR ONE OR ALL OF OUR UPCOMING VIRTUAL BOB EVENTS AT: WWW.BIT.LY/BOB2021



BOB on the GO!

hosted by Randy's Rescue Ranch

This is a virtual event! Only Debbie will be attending in person. All other attendees will need to register and attend via a Zoom virtual conference.

SALUTE TO OUR STAR INVESTORS



TWO STAR INVESTORS



ONE STAR INVESTORS

1st National Bank of Waterloo
Associated Bank
Auffenberg Dealer Group
Bank of Belleville
Bank of O'Fallon
Belleville News Democrat
BOS Metro East Banking Center
Busey Bank
C&C Sports
Cambridge House O'Fallon
Cambridge Capital Management, LLC
Carrollton Bank
Catholic Community Credit Union
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Clete's, Inc.
Clinton Manor Living Center
Commerce Bank
Country Estate Kennel
CSL Plasma
Dierbergs Markets Inc.
Discount Storage
Drury Inn & Suites
Farmers & Merchants National Bank
FCB O'Fallon Bank
First Bank
First Community Credit Union

Gateway Metro Federal Credit Union
GEICO Local Office
GCS Credit Union
Guaranteed Rate
Hancock Irrigation Services, Inc.
Hilton Garden Inn
Holland Construction Services
Illinois American Water
Jack Schmitt Cadillac of O'Fallon
Jack Schmitt Chevrolet of O'Fallon
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Merrill Lynch | Woody Gray
Mid America Oral Surgery Center
Morrison Plumbing, Heating and Air
Jennifer Mueller Memorial Foundation
Navy Federal Credit Union
O'Fallon Progress/Command Post
O'Fallon Shiloh Towing

OST Container
Parkway Lakeside Apartments
PNC Bank
Providence Bank
R&W Builders, Inc.
Regency Manor
Regions Bank
Serra Honda of O'Fallon
Schaefer Auto Body Centers
Scott Credit Union
Scott Family Housing
Sigman Heating and Air Conditioning
Simmons Bank
Spectra Graphics
The Lash Lounge Shiloh
The Regency Conference Center
Taylor Roofing
Together Credit Union
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Webster University
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www.OFallonChamber.com

Services: Maps: First one is free, each additional is \$1

Our May news letter Sponsor is:
The Jennifer Mueller Foundation Annual Yard Sale

A Look Back With Brian Keller Celebrating the Chamber's 75th Anniversary

In honor of our 75th Anniversary this year we are visiting the rich history of our area with Brian Keller, president of the O'Fallon Illinois Historical Society.

In April, we took a look back at 104 S. Cherry Street - or the building better known as Peel Brewing Company. I bet you had no idea this building held a bowling alley in it at one time!

Watch all the videos on our website: OFallonChamber.com/75anniversary and Like us on [Facebook](#) for upcoming videos.

