

LIVE2LEAD

PERSONAL GROWTH & LEADERSHIP CONFERENCE

HOSTED BY: DURRAH DEVELOPMENT, LLC



THEME: LEAD WITH LOVE IN BUSINESS AND OUR COMMUNITY

SIMULCAST SPEAKERS



**John
Maxwell**

**AUTHOR
LEADERSHIP
EXPERT**



**Kendra
Scott**

**ENTREPRENEUR
AUTHOR
PHILANTHROPIST**



**Marcus
Buckingham**

**GLOBAL
RESEARCHER ON
PEOPLE +
PERFORMANCE**



**Ryan
Leak**

**COACH
AUTHOR**

**A FULL DAY LEADERSHIP EVENT TO INTENTIONALLY
GROW YOU AND YOUR TEAM**

Thursday, February 8th, 2024

Registration: 8 a.m. - 9 a.m.

Conference: 9 a.m. - 3:30 p.m.

Networking Event: 3:30 p.m. - 4:30 p.m.

The Regency

400 Regency Park Dr., O'Fallon, IL 62269

ADDITIONAL
CONFERENCE
DETAILS
PROVIDED ON
BACK

SCAN QR CODE TO PAY
WITH MOBILE DEVICE



EARLY BIRD DISCOUNTS AVAILABLE UNTIL DEC. 29TH



JANUARY 2024

CHAMBER TRACKS

Official Newsletter of O'Fallon-Shiloh Chamber of Commerce

A LOOK BACK at 2023

A NOTE FROM THE PRESIDENT & BOARD CHAIR

DEBBIE ARELL-MARTINEZ | JEFF DOSSETT

Wishing you a wonderful New Year! As we step into 2024, we're thrilled about the exciting events we have lined up at the Chamber.

Join us for our engaging after-hours events, networking breakfasts, and the ever-popular restaurant roulette. These events aren't just about fun; they're opportunities to forge meaningful connections. Consider bringing a friend along who could benefit from these networking gems.

We want to remind you about a fantastic perk of being part of our Chamber: complimentary job advertising on our website! Spread the word about your job openings and tap into our network. Your posting will be showcased on our website and across our social media platforms. Take advantage of this free benefit today. Simply log in to your Chamber account and post your job listings.

Feel free to share any cool ideas you may have to keep our Chamber rocking as the best in the area!

Looking forward to a year of growth and shared success. Hope to see you at our upcoming gatherings!

-Debbie & Jeff



Holiday Party 2023

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WELCOME NEW MEMBERS!

DECEMBER NEW MEMBERS

Immaculate Bins, LLC

Lawrence Watson
1030 Illini Dr.
O'Fallon, IL 62269
618-680-0159
info@immaculatebins.com
<http://www.immaculatebins.com>
(Business Services)

JGP Insurance Group, LLC

Jason Portz
515 West Highway 50
O'Fallon, IL 62269
618-972-8682
jportz@jgpinsurancegroup.com
<http://www.jgpinsurancegroup.com>
(Insurance)

Larry Sewell

O'Fallon, IL 62269
618-530-8112
Larryd723@gmail.com

MEGO, LLC

Noah Mitchell
17212 Bluffview Ridge Pl.
Chesterfield, MO 63005
618-444-6597
nmitchell@megosocial.com
<http://megosocial.com>
(Marketing)

Metal Supermarkets O'Fallon IL

Schawn Scott
1402 Frontage Rd
O'Fallon, IL 62269
618-410-6970
sscott@metalsupermarkets.com
(Retail)

Nirvana Salon & Spa LLC

Beverly Parker
500 Southview Plaza Suite 21
O'Fallon, IL 62269
618-558-5184
nirvana.hair.inc@gmail.com

Sam Schaal

Lebanon, IL 62254
618-531-0842
Sjs56@sbcglobal.net

The Foundation Academy

Dr. Cynthia Jenkins
2583 London Lane
Shiloh, IL 62221
618-407-8050
Cyncovjen@gmail.com
(Professional Development)

Tranquil RN

Kelly Saggio
635 W. Hwy 50
O'Fallon, IL 62269
618-616-6543
Kelly.saggio13@gmail.com
(Healthcare)



Newsletter Sponsor \$100
Featured Business Ad \$75
Full Page Ad \$50
1/2 Page Ad \$35
1/4 Page Ad \$25

[LEARN MORE](#)



MEMBER RENEWALS

A Calming Place
Burns & McDonnell
Cope Marine
F-M Exteriors, Inc.
GreenMount Lakes, LLC
Keim Family Chiropractic, LLC
McKendree University
Network Specialists
O'Fallon Columbus Hall
O'Town Food Hall and Tap
House
O'Fallon Public Library
O'Fallon Township Office

Osborne Family Chiropractic
Parkway Gardens
Randy's Rescue Ranch
Scooter's Coffee
State Farm Insurance-Monica Vecera
Strano and Associates
The Autism Clinic at Hope
The Caring Group PC
Thoman Insurance Agency, LLC
Victory Men's Health
Vivid Innovative Productions, LLC
Washington University Pediatrics Specialty Care
O'Fallon School District 90



FOR ALL THAT YOU DO TO
SUPPORT THE CHAMBER AND OUR COMMUNITY!

MEET YOUR CHAMBER STAFF



Debbie Arnall-Martinez
President/CEO



Doris Obernuefemann
Operations Manager



Jonathan Simmons
Marketing &
Communications Manager



Jessica Lotz
Leadership &
Development Coordinator



Johnnie Hodges
Membership Coordinator



Pardon our Progress

We are still open during our outpatient radiology project.



HSBS
St. Elizabeth's
Convenient Care



Common cold, seasonal allergies or the flu?

We are conveniently here for you.

1512 N. Green Mount Rd., O'Fallon | Open 7 days a week, 8 a.m.-7 p.m. No appointments necessary.



IT'S NOT GOODBYE...BUT SEE YOU LATER.

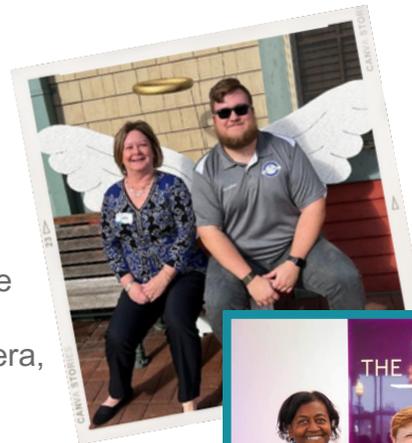
Our Marketing & Communications Manager, **Melissa Federhofer**, is taking on new opportunities at the start of 2024! She's been with us for over seven years, doing much more than just newsletters and videos. Melissa updated our look and added a creative touch to our branding and marketing.

We'll really miss her skills and ideas. ***A big THANK YOU to Melissa for all her hard work!***

STEPPIN' ON UP!

Hey! **Jonathan Simmons** here, and I'm thrilled to step into the role of your new Marketing and Communications Manager for the chamber. If you've attended any chamber events in the past year, you might have spotted me in action — behind the camera, managing the technology, and yes, even busting a move when there's music around!

I'm excited about the opportunity to take on this new challenge and build upon the incredible foundation that Melissa has established!



ADVERTISE WITH US!

DIGITAL LED BILLBOARD ADS

How Does It Work?

The Chamber of Commerce purchases a billboard ad which we split into 30 ad spots. Our members can purchase one (or more!) of those spots, allowing you to have a digital billboard ad at a **FRACTION** of the cost!

Digital LED | 14x49' | Over 130,000 vehicles daily

52 WEEKS
\$1,375

32 WEEKS
\$925

20 WEEKS
\$625



Have more questions?
Reach out to the Chamber!

CLAIM YOUR SPOT



CLAIM YOUR SPOT



\$29/MO
\$350/YEAR

RESERVE BY
11/15/2023

SPOTS ARE
LIMITED!

O'FALLON WEEKLY ADS

Get your ad on the Chamber's EXCLUSIVE O'Fallon Weekly page! Every first Wednesday of the month, the O'Fallon Weekly highlights what's happening around town. Your ad supports the Chamber and this local publication!

PODCAST SPONSORSHIP

The 618 Podcast is a weekly production of the O'Fallon-Shiloh Chamber of Commerce and the O'Fallon Weekly that highlights what's happening in the area! With a total of over **30,000 listeners and growing**, this is THE place you'll want to advertise.



\$200/TWO
WEEKS

20-SECOND
SPOT

LET US TALK
ABOUT YOUR
BUSINESS!

CLAIM YOUR SPOT



Leadership Institute

Class of 2024 applications are open



- Meet Monthly
- Identify and develop personalized leadership talents
- Learn about government, non-profits, education, and more
- Engage community leaders

“The friends and professional connections I've made through **Lead In** are **invaluable**. What's more, I feel so much more **connected** to the community than I did before this opportunity.”

-Ryan Johnson
Director
O'Fallon Public Library

QUALIFICATIONS

Ages 21-40

Live or work in O'Fallon/Shiloh



**ACCEPTING APPLICATIONS
THROUGH JANUARY 9TH**

A LOOK BACK at 2023

The Chamber of Commerce had a fantastic year giving back to our community. Let's take a look back at all of the hard work and fun memories our committees made this past year.

MILITARY AFFAIRS COMMITTEE

This committee has been incredibly active throughout 2023! They gather on even months at O'Fallon VFW Post 805 and are led by Susan Schultz, Holland Construction Services. From distributing goodies at Scott AFB Spouses' Appreciation Day to coordinating the flag-lined road for last year's air show, their initiatives have been impressive.

Distributing over **\$1,000** in market buckets to First Responders and military families at the Vine Street Market, organizing "We Love Our Military" signs across town, assembling welcome bags for new airmen in the dorms at Scott AFB, and delivering baking boxes to young families during the holidays — they've accomplished so much! They're a dynamic and busy group, and there's more to come in 2024!



HEALTH AND WELLNESS COMMITTEE

This committee meets on even months at The Rehabilitation Institute of Southern Illinois and is chaired by Cassidy Hoelscher, The Rehabilitation Institute of Southern Illinois. It's made up of committee members from across the healthcare fields. In the past year, not only did they contribute informative articles to our monthly newsletter, but they also took their knowledge to O'Fallon's Vine Street Market. There, they offered blood pressure checks, shared tips on preventing and recovering from falls, and even schooled folks on how to "Eat Your Water." Rumor has it, they're brewing up something exciting for 2024 — **stay tuned for the scoop!**

ECONOMIC DEVELOPMENT COMMITTEE

This group gathers quarterly at TownePlace Suites by Marriott and is chaired by Dan Jackson, Carrollton Bank. In the past year, the committee organized our inaugural *Meet the Municipalities luncheon*, replacing our traditional State of the City/Village address events. Attendees had the chance to interact with the Mayors of O'Fallon and Shiloh, along with representatives from both police departments, the fire department, O'Fallon Parks and Recreation, and the Forward 50 project manager for O'Fallon. The event offered a relaxed environment packed with valuable information, drawing in 93 members. **Mark your calendars for 2024: November 7th.**



A LOOK BACK at 2023

EDUCATION COMMITTEE

This group gets together throughout the year at the O'Fallon District 90 offices and is led by Kurt Schroeder from Greensfelder. It's a mix of educators from both O'Fallon-Shiloh public and private schools. These individuals facilitate our annual 8th grade career fair. This year we had 63 role models and well over 600 8th graders participate. Organized by the Chamber, Junior Achievement, and the Scott AFB STEAM Advisory Group, the fair brought professionals from diverse fields, including medicine, technology, and the trades.

Additionally, we successfully hosted our inaugural job fair at OTHS, drawing 16 employers and 200 students. The event resulted in 40 job placements across various sectors, from food and beverage to eye care and law. **SAVE THE DATES!**
8th grade career fair: April 25th | OTHS job fair: Aug 20th



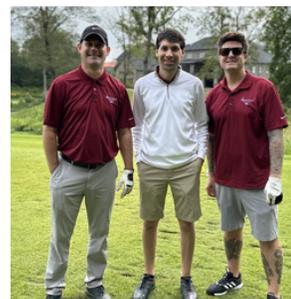
AMBASSADORS

Our fantastic 20 Chamber Ambassadors are the friendly faces you see at our events, always ready to lend a hand. They meet on even months at Southern Illinois Builders Association and are chaired by Renee LaBruyere, Horner & Shifrin. From assisting our staff during events to keeping our members connected and involved, they're the real MVPs. Plus, they don't just represent our Chamber; they're also the proud ambassadors of their own businesses. Cheers to these amazing individuals!

GOLF COMMITTEE

Last year's golf tournament was truly exceptional! This team gathers during the summer at TownePlace Suites by Marriott, and at the helm are Kevin Meder and Dan Jackson from Carrollton Bank.

We hosted an impressive turnout of 196 golfers, making it an outstanding day on the greens. And here's a fun fact: did you realize that our tournament is the sole fundraiser for the chamber? **Make sure to pencil in the date for this year's tournament: September 10th.**

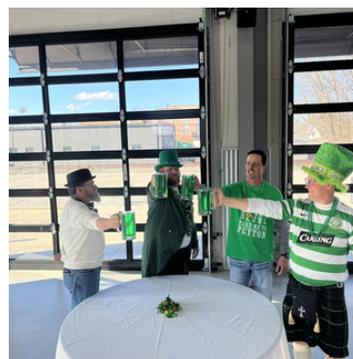


A LOOK BACK at 2023

DOWNTOWN DISTRICT

You may not be aware, but the Downtown District operates as a committee under the Chamber. Comprising businesses in O'Fallon's Downtown District, this lively group gathers monthly at O'Fallon City Hall, spearheaded by Jon Greenstreet from Bike Surgeon.

If you haven't strolled through downtown recently, you've missed out! From Brian Keller Day to Wizard's Birthday, Witches and Wizards Festival to Pub Crawls, and the Home for the Holiday market — these folks are constantly in motion! They introduced District Nights this year, blending music and food. If you didn't catch it, you missed out on something special. And brace yourself, 2024 will be equally as busy!



MEMBER ENGAGEMENT COMMITTEE

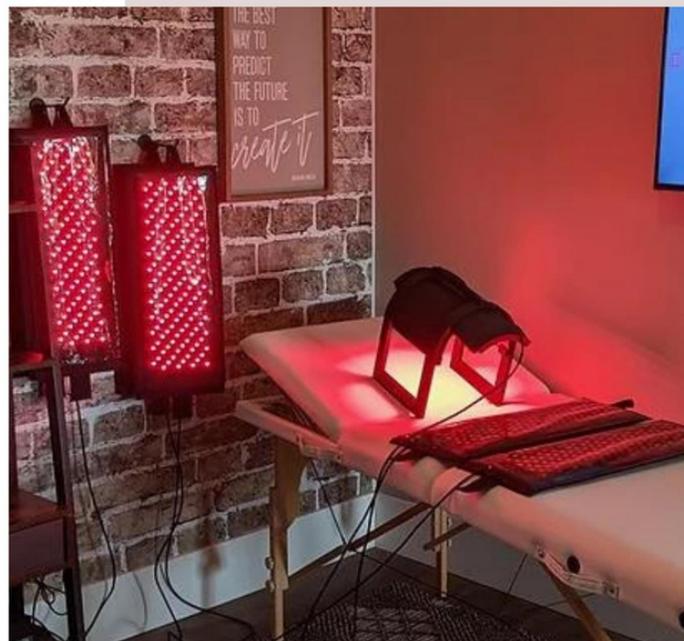
This crew operates backstage to ensure we're delivering the best benefits to you, our valued members. Under the guidance of Kevin Welch from First National Bank of Waterloo, this team gathers monthly at the Chamber office. They analyze metrics and contribute to shaping the year's programming. Remember the charitable twist at our holiday party? That was their brainchild. Curious to see what they'll come up with next? Stay tuned!

SEE NEXT MONTH'S EDITION TO FIND OUT WHAT OUR BOARD OF DIRECTORS AND LEAD IN WERE UP TO IN 2023!

We are now offering
Red Light Therapy!
THE FUTURE OF
MEDICINE

CHIRO-MED

HEALTH & WELLNESS



We are light based organisms. We are greatly affected by light. In fact, how we sleep, how we feel, how we function is directly controlled by light. Wouldn't it make sense that light was a significant part of your daily routine?

Red Light triggers the formation of small openings or pores in the fat cells, which releases fatty acids known as lipids. The fluid escapes into your lymphatic system, where your body processes it through your liver.

In addition, we use a variety of weight loss kits designed to support metabolic hormones, increase fat metabolism, decrease unwanted food cravings, and increase overall health. Our weight loss program is simple, fast, and fun allowing you to have an autopilot program with quick, permanent results.

Red Light Therapy benefits include:

- Red Light Therapy creates a healthy glow about your face
 - Smooths overall skin tone
 - Supports building collagen, reducing wrinkles, including crow's feet
 - Wrinkles, forehead wrinkles & laugh lines
 - Speeds the healing of blemishes, like acne and rosacea
 - Repairs sun damage
 - Reduces redness, flushing, and broken capillaries
 - Fades scars and stretch marks
 - Brings more moisture to your skin
 - Prevents hair loss & stimulates regrowth
- Call to book your Red Light and weight loss consultation today!

\$49 consultation

2 inches loss in 20 mins
or your money back

1480 N Green Mount Rd
Suite 300
(618) 622 -2222



O'FALLON, IL

CONGRATULATIONS TO OUR ANGEL WALK WINNERS!

Four Paws Animal Hospital took the award for most selfies submitted, we absolutely loved seeing all the adorable pets post-appointment!



PAYS TO BUY LOCAL



CONGRATULATIONS TO THE WINNERS!

Pays to Buy Local is a campaign created to increase your business visibility while supporting local business.

This year's campaign finished with Refinery Salon winning the most receipts submitted! Shout out to Whitney and her team for putting in the work.

Most Receipts Submitted



DECEMBER RIBBON CUTTINGS



O'Town Food Hall
844 Cambridge Blvd, O'Fallon

Come out and support a fellow chamber member at our next Ribbon Cutting! Enjoy light refreshments and networking. You never know who you may meet!

CHECK OUT MORE 



—the—
618 NOW
Podcast

Stay in the know by subscribing to The 618 Now on your favorite podcast app
New Episodes Every Friday!

The618now.podbean.com



CHAMBER of COMMERCE

WHY JOIN THE CHAMBER?

- Make new contacts
- Grow your business
- Learn new skills
- Get involved in the community
- Have fun!

KNOW SOMEONE WHO COULD BENEFIT FROM BEING A CHAMBER MEMBER?
INVITE THEM TO AN UPCOMING EVENT!



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



2023 Holiday Parade Winners!

Most Epic
The Grinch! - Keller William's Pinnacle

Epic Lighting – Walking Unit
The Nutcracker Suite – Dance Station

Epic Lighting – Float
Bakery Snowman – Woods Bakery

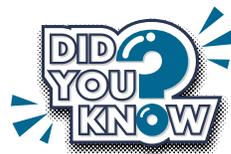
Epic Lighting – Vehicle Unit
Giant Snowman – Delmar Financial

Most Spirited
The Snowball fight – Moose Lodge

Funniest
Walking White Loofah Snowballs-
WaterSweets Soap Company.

Congratulations to our 2023 Epic Snow Battle Parade Winners!

There were so many amazing -magical -creative parade units. The wonderful kid judges from the Children's Miracle Network sure had a hard job to do... so grateful for them and all of our participants!



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

Click below to view the December and January newsletters:



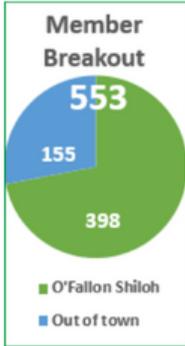


CHAMBER 2023 BY THE NUMBERS

85

NEW MEMBERS

MEMBERSHIP TOTAL



12,800

PODCAST  DOWNLOADS

196 GOLFERS
IN OUR ANNUAL GOLF TOURNAMENT 

21

 ATTENDED **MAX**

MAXIMIZE YOUR BENEFITS

EVENT ATTENDANCE

150

 Joined us at our Annual Salute to Business Luncheon

93

 ATTENDED OUR MEET THE MUNICIPALITIES LUNCHEON

183

 Attended Holiday Party

30

 RIBBON CUTTING CEREMONIES

5

 BUSINESS OVER BREAKFAST

236

 ANNUAL TOTAL

47

 MONTHLY AVERAGE

19

 LEAD IN GRADS

Speed Networking

122

 McKendree Business Students

6

 HOSTED BUSINESS AFTER HOURS

375

 ANNUAL TOTAL

63

 MONTHLY AVERAGE

5

 HOSTED

145

 RESTAURANT ROULETTE LUNCHEONS

29

 MONTHLY AVERAGE

MEMBER NEWS

THE POWER, PRESENCE AND PROVISION OF BLACK SPIRITUALITY IN A TIME OF REFLECTION AND DISCERNMENT



National Shrine of Our Lady of the Snows

Join Danielle Harrison as she explores the richness and giftedness of Black Spirituality, and how its embrace of Scripture, Ritual, Community and Justice serves as a refreshing catalyst for experiencing the time of lent.

We will spend time reading God's Word, singing God's Praises, and responding to God's call on our life. \$50 fee.

For more information, please call 618-397-0584 or visit www.snows.org

HANDS AND WRIST WORKSHOP AT RECOVERY THROUGH MOVEMENT LLC

Recovery Through Movement LLC is hosting workshops exploring the biomechanics and motor coordination of the wrists and hands with a combination of anatomical demonstration and active movement education.

We will use a non-habitual activation of the hands and wrists in a variety of arm and trunk orientations to soften tensions in the hands and forearms and discover hidden connections between the hands and the neck, chest, and torso.

TUESDAY, JANUARY 23 6-8 PM OR SATURDAY, JANUARY 27 1-3 PM \$30/WORKSHOP
Recoverythroughmovement.com

Do you have member news you'd like to share? Send it our way!

[SUBMIT PRESS RELEASE](#)

[VIEW ALL NEWS](#)

TEEN COURT FOUNDATION OF ST. CLAIR COUNTY – CELEBRATING 10 YEARS OF SAVING OUR YOUTH, ONE TEEN AT A TIME.

Founded by Judge (ret) Annette Eckert in 2014, Teen Court is a program of the St. Clair County Juvenile Justice Council. Court sessions are currently held at the St. Clair County Regional Office of Education in Belleville. Teen Court emphasizes accountability, restorative justice, and responsibility rather than traditional punitive measures. High school students from throughout St. Clair County serve as jurors who hear cases of first-time, non-violent respondents between the ages of 12-18.

The cost to the program for a respondent to enter Teen Court and successfully graduate is \$375. No tax dollars are used in funding Teen court. Contributions from businesses and community members are the sole source of funding. This expense includes a referral from the State's Attorney office, training teen jurors, interviews with a parent and teen, appearance in Teen Court, oversight of the restorative justice remedy and successful graduation. In contrast to the cost of \$375, the cost for a teen offender to enter the juvenile justice system and begin serving their sentence in the system is more than \$1,500 per month.

This year, 53 new Teen Court jurors were referred by their school administrators. The schools that referred students this year include Althoff Catholic High School, Belleville East High School, Belleville West High School, East St. Louis High School, Freeburg High School, Governor French Academy, New Athens High School, Mascoutah High School, and O'Fallon High School. Students live in St. Clair County, are in the 9th through 12th grades and are willing to work with other teens, the police and the community. Parental approval is required for the student to serve as a juror.

New jurors are required to attend training in October each year. The training includes a mock trial, the responsibilities of a juror and the rules of restorative justice. The three restorative justice rules are:

1. How can you hold the respondent accountable for his or her own offense?
2. How can you help the respondent repair the harm to all victims?
3. What does the respondent need to become a more productive member of the community?

In addition to the teen jurors, 15 adults volunteer to assist with Teen Court. The volunteers are assigned to accompany a respondent and parent when they first appear in Teen Court and they accompany each respondent as they return to graduate. Other volunteers greet and register the jurors, respondents and parents each month.

The 2022-2023 Annual Report and Evaluation is posted on the Foundation website – www.teencourtfoundationscc.com. Of the 248 graduates of Teen Court in the past 10 years, only 9.7% have re-offended. These youth have a second chance to make better decisions and become successful in life. When a teen graduates from teen court they maintain a clean record because the charge has never been filed.



The parent of a recent Teen Court graduate lauded the efforts of the program, stating, "Since Teen Court, our son has been focused more on the things that are going to improve his overall outcome of being productive as he grows into a young man. His grades have improved and his attitude about succeeding in life has moved to the top of his priority list. I would like to thank each of you who played a role in how he looks at life and how his behavior will and can be the deciding factor on how far he can make it in the world."

The teen jurors develop leadership skills and learn about the justice system as they volunteer. Our community benefits from less crime and less in taxes to incarcerate individuals in the juvenile justice system.

When Teen Court was created in 2014, pass through federal funds supported the program until June 2017 when the funding ceased. The Teen Court Foundation of St. Clair County was created at that time to provide financial support, policies, and oversight for the County Teen Court. Funds from the Foundation support monthly Teen Court sessions where, as previously noted, peer jurors hear cases of first-time non-violent offenders between the ages of 12-18. Contributions from generous individuals, businesses and community organizations ensures that Teen Court has continued to serve the needs of youthful offenders.

Contributions in support of Teen Court can be mailed to Teen Court Foundation at 12 South 2nd Street, Belleville, IL 62220 or through PayPal at the website – www.teencourtfoundationscc.com.

EVENT TAKEWAYS

A Joyful Night of Giving: Highlights from Our Holiday Party

This year's annual holiday party at the Regency Conference Center was a resounding success, bringing together 183 attendees for an evening of festive fun and giving. Our heartfelt thanks go to the Regency and Chef Art for once again spoiling us with their exquisite artisanal food. From the delightful pasta station to the tempting array of desserts, there was something to satisfy every palate.

Mike and Nick Szwedo were a perfect musical backdrop to the night. And did you have the chance to try the signature drink? It was truly out of this world!

A special guest appearance by Santa Claus added a sprinkle of magic to the event, with many capturing cherished moments in photos with the man in red. But the magic didn't stop there—our charitable give-back initiative was a tremendous success. We collected \$320 in donations and used the funds to purchase more diapers. Over 5,000 diapers were distributed to the O'Fallon library, food pantry, and Scott AFB young families, making a meaningful impact in our community. A heartfelt thank you to the Metro East Diaper Bank for collaborating with us on this initiative. The generosity of our members knows no bounds, and their willingness to lend a hand in packaging the diapers for delivery truly made this a win-win situation.

The holiday party was not only a festive celebration but also an opportunity for us to come together, support a local non-profit, and extend a helping hand to those in need. Here's to the spirit of giving and the joy it brings to our community! A big shout-out to our awesome sponsors who made this event happen. We couldn't have done it without you!





BUSINESS TRACK INSIGHTS

Tips From Successful Business Owners

by Kelly Spors | *The Hartford*

Many long-time small business owners would agree with the line from the 1970s song by the band Faces: “I wish that I knew what I know now.”

Over years of running a small business, owners inevitably gather many lessons about how to grow and run a business more effectively. Thankfully, many of these owners are more than happy to share their business advice.

Here are seven [business tips](#) from several successful small business owners that are worth paying attention to:

1. BUILD A SUPPORT NETWORK

For Laura Kelly, being a business owner can be an isolating experience at times. “Especially if you’re a solo business owner, you can lose touch with other business owners,” says Kelly, who 15 years ago started The Handwork Studio, a Narberth, Pennsylvania-based company that runs needlework camps and classes for kids in 10 states along the East Coast.

The crucial solution for Kelly has been to [stay networked](#) in the larger business community. That means meeting with her personal business coach for an hour every four weeks. The coach has helped her find solutions to problems and work through tough decisions with her business. She also networks on Facebook and LinkedIn from the comfort of her own home.

As a busy business owner, it’s tough to find time to network, but [getting better at networking](#) and making contact can pay dividends in the future.

2. BE VERY SPECIFIC WITH YOUR SMALL BUSINESS GOALS

Another lesson Kelly has learned over the years: break big goals into smaller ones. “I have 10-year goals, I have 3-year goals and 1-year goals, and I have quarterly [goals for my business](#),” she says. “When it comes to revenues, I will break them into smaller numbers so they’re easier to obtain. If I know I need to make a couple hundred thousand in revenue in the first quarter, I say, ‘What does that mean in terms of camp sales? How many campers do I need to obtain?’ If I know I need 800 campers to reach the revenue goal, then it’s easier to figure out how to achieve it. These kinds of really specific goals can drive your actions.”

[Building a performance-driven culture](#) all starts with being very specific about goals— for yourself and your employees. When an employee is happy, they will be able to give the best possible performance and [customer service](#).

3. DELEGATE WHENEVER POSSIBLE

When the Marks Group, a technology consultancy, started in 1994, it was just Gene Marks and his dad. “He was doing sales and I was doing service,” Marks recalls. Then his dad died. “When he passed away, I took it over and realized I couldn’t do it all, and [hired some new employees](#). I’ve learned that you can make a lot more money when you have other people doing it for you.”

As he hired more people, it dawned on Marks that he had been doing work that he was pretty bad at doing. The revenue of the business soared as he brought on new people because he was hiring people who were better than him at certain jobs. “I just sort of learned the hard way: focus on what you do best, and delegate the rest.”



4. KEEP YOUR OVERHEAD LOW

Eight years ago, it dawned on Marks that he was just sitting in an office costing nearly \$30,000 a year in rent, while his employees were out working with clients. So Marks got rid of the office in suburban Philadelphia and made his workforce virtual. Along the way, he replaced the landline with an Internet-based phone that cost about \$10 a month, and he ditched computer servers for the cloud, too.

Lowering the overhead brought Marks some peace of mind through the Great Recession. “When things turn bad, you don’t have to panic, because you can take a cut in revenue,” Marks says. “Even in the brunt of the recession, we never lost money. Cutting down overhead really gives you that peace of mind. If your overhead is low, you can make pricing decisions that you otherwise wouldn’t be able to make.”

5. FIND YOUR BEST NICHE—AND STICK WITH IT

Trying to do too much too soon? Feel like you need to be all things to all clients? Maybe diversifying isn’t always the best strategy. Sometimes, it’s good to replicate the magic if you have something that works really well. That’s been the successful strategy for Ace Apparel, says Marc Mathios, who along with his two brothers are the third generation to run the 78-year-old family business.

“One of the industry silos that we’re really good in is parking garage operators,” Mathios says. “The reason that parking garage operators like to work with us is because we manufacture our own line of jacket that’s suited for parking garage companies.... We’ve duplicated that success with 30 different parking garage operators across North America.”

6. KEEP YOUR DAY JOB JUST A LITTLE LONGER

It is a common trap: A person gets excited by a small business idea, quits his or her day job—and then runs out of money and fails.

Spanx founder Sara Blakely credits her success to the fact that she actually kept her day job as an office equipment salesperson for two years, learning to work with minimal sleep as she got her form-fitting shapewear company off the ground. Blakely did not want to resign from her day job until she was absolutely sure her small business idea would work, according to Forbes.

By the time Blakely resigned in 2000 from what was then office equipment supplier Danka, she had already spent countless nights and weekends studying pantyhose design and existing patents. She would drive from her Atlanta home to North Carolina, where she sought out hosiery mills willing to make the product.

7. AVOID DISTRACTIONS AT ALL COSTS

A few years ago, Seattle-based content marketing company AudienceBloom was operating so swimmingly that its founder and CEO Jayson DeMers decided he could get away with focusing on a second startup that he was intrigued with. DeMers would come to regret the decision.

“Running a company ‘just fine’ is not what an entrepreneur’s job is,” DeMers says. “Successful entrepreneurs don’t do the minimum for their company; they constantly work to grow it, evolve it, and prepare it for the future. Because I was splitting my team between the two startups, growth stalled at my first company, and I didn’t have enough time to dedicate to the new startup to make it successful.”

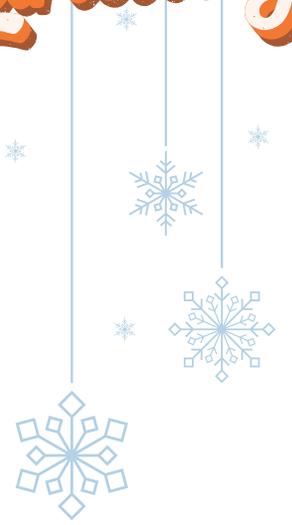
Avoiding distractions applies to managing yourself so you get stuff done on a day-to-day basis too. “I know when I’m smart and when I’m dumb” says Marks. “I save the big tasks for the morning when I’m smartest, and do the monotonous ones when I’m dumb at the end of the day.” Keeping yourself organized and on-task is the real key to small business success.

“Successful entrepreneurs don’t do the minimum for their company; they constantly work to grow it, evolve it, and prepare it for the future.”

Next steps: Want more small business tips as you work toward your entrepreneurial goals? [Sign up](#) for the Small Biz Ahead newsletter today.

MONTHLY CALENDAR

January



- 10** [Downtown District Committee Meeting](#)
8:45 a.m. | City Hall Council Chambers
- 11** [Restaurant Roulette](#)
11:30 a.m. | TBD
- 16** [Education Committee Meeting](#)
1:00 p.m. | O'Fallon District 90 Offices
- 23** [Executive Board Meeting](#)
1:00 p.m. | Chamber Depot
- 25** [Board of Directors Meeting](#)
8:15 a.m. | O'Fallon City Hall Council Chambers
- 29** [Member Engagement Committee](#)
1:15 p.m. | Chamber Depot
- 30** [Business After Hours](#)
5:00 p.m. | Fairfield Inn & Suites of O'Fallon

CHAMBER BONUS!

KEEP MENTAL HEALTH TOP OF MIND IN 2024



Hospice OF SOUTHERN ILLINOIS, INC.

NEW EPISODE

Episode 24: Pet Loss Grief with Sarah Hoggan

How To Listen:

-  Spotify
-  Facebook
-  Listen on Apple Podcasts

Bringing Life To Hospice
with Hospice of Southern Illinois



Hospice OF SOUTHERN ILLINOIS, INC.

NEED SPEAKERS?

EMAIL DEB HOGG FOR **MARION-AREA** AT DHOGG@HOSPICE.ORG
EMAIL LISA PHILLIPSON FOR **BELLEVILLE-AREA** AT LPHILLIPSON@HOSPICE.ORG



upcoming events

JANUARY

1/11 Restaurant Roulette



Sign up to join us for lunch on the appointed date/time. We'll use our virtual roulette wheel to determine where you eat and who you eat with!

You'll find out who your lunch partners are (3-5 other chamber members) when you show up to eat.

This is a way to support local restaurants and get a chance to network!

1/30 Business After Hours (BAH)

Business After Hours (BAH) is a social time from 5-6:30 p.m. held six times each year. It is hosted by various Chamber members. There are no speakers or programs and food and beverages are offered. Come for 15 minutes or come for the full 1.5 hours.

It's a great way to meet new business contacts – we average 75+ in attendance each BAH. Bring plenty of business cards! chance to network!

FEBRUARY

2/23 Business Over Breakfast

Business Over Breakfast is a great way to start the day. Members mix and mingle while enjoying a free, casual breakfast. Typically breakfast is pastries, bagels, juice, and coffee. The event starts at 8:00 a.m. and is typically held at the O'Fallon Public Safety Building.

If you would like to schedule a "Business Intro" presentation, contact the Chamber by email or by calling 618-632-3377.

Visitors are welcome to come and check us out. Please call the Chamber to let us know you plan to attend.

STAY CONNECTED WITH US THROUGH OUR WEBSITE AND ON SOCIAL MEDIA FOR MORE DETAILS ON ALL EVENTS! BE SURE TO CHECK THE EVENTS CALENDAR OFTEN AND REGISTER FOR EVENTS YOU'RE INTERESTED IN.



OfallonChamber.com



Facebook.com/OfallonShilohChamber

SALUTE TO OUR PREMIUM MEMBERS

CHAIRMAN'S CIRCLE

O'FALLON-SHILOH CHAMBER OF COMMERCE



CHAMBER CHAMPION

O'FALLON-SHILOH CHAMBER OF COMMERCE



STAR INVESTORS

O'FALLON-SHILOH CHAMBER OF COMMERCE

1st National Bank of Waterloo
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 BOS Metro East Banking Center
 Busey Bank
 Care Access
 C&C Sports
 CEFCU
 Cambridge House O'Fallon
 Cambridge Capital Management, LLC
 Carrollton Bank
 Catholic Community Credit Union
 Central Bank of St. Louis
 Clete's, Inc.
 Clinton Manor Living Center
 Coldwell Banker Brown Realtors
 Commerce Bank
 Country Estate Kennel
 CSL Plasma

Discount Storage
 Drury Inn & Suites
 Farmers & Merchants National Bank
 FCB O'Fallon Bank
 First Bank
 First Bankers Trust Company N.A.
 First Mid Bank and Trust
 First Community Credit Union
 Gateway Metro Federal Credit Union
 Gateway Solutions
 Guaranteed Rate
 Heartland Bank
 HSHS Medical Group
 Hilton Garden Inn
 HD Painting and Stain Co.
 Holland Construction Services
 Home Heating and Cooling
 Jack Schmitt Auto World
 Jack Schmitt Chevrolet of O'Fallon
 KB Homes Powered by KW Pinnacle
 Kerber, Eck & Braeckel, LLP
 Keystone Place at Richland Creek
 Klein's Brand Source
 La Casa Mexicana of O'Fallon
 Lashley Animal Hospital
 Lincoln Surgical Associates, Ltd.
 Merrill Lynch | Woody Gray
 Mid America Oral Surgery Center

Morrison Plumbing, Heating and Air
 Navy Federal Credit Union
 O'Fallon Shiloh Towing
 OST Container
 Premier Remodeling
 Regency Manor
 Regions Bank
 Revela at O'Fallon
 Revity Credit Union
 Sandberg Phoenix
 Serra Honda of O'Fallon
 Schaefer Auto Body Centers
 Scott Credit Union
 Scott Family Housing
 Sigman Heating and Air Conditioning
 Spectra Graphics
 Taylor Roofing
 The Record Madison/St. Clair
 The Regency Conference Center
 The Rehabilitation Institute of
 Southern Illinois
 Together Credit Union
 TownePlace Suites by Marriott
 United Healthcare
 Washington University Physicians |
 Pediatric Specialty Care
 Water Sweets Soap Company, Inc.
 Webster University

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Jaclyn Gross
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Home Instead

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Bank of Springfield

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Home Heating & Cooling

ONE CHAMBER BOARD OF DIRECTOR POSITION OPEN

In accordance with our bylaws, the nominating committee of the O'Fallon-Shiloh Chamber of Commerce is seeking ONE candidate to serve on our Board of Directors. Candidate must be an active member in good standing and must agree to accept the responsibility of the directorship. A director's term is three years. Term begins effective May. Interested members may contact Debbie Arell-Martinez at 632-3377 or email director@ofallonchamber.com **no later than January 15th.**

January - June 2024
SAVE THE DATES

BUSINESS AFTER HOURS (BAH)

ANNOUNCEMENTS AND ATTENDANCE PRIZE DRAWINGS ARE AT 6 P.M.



Fairfield Inn & Suites O'Fallon
 1180 Central Park Drive, O'Fallon
 Tuesday, January 30 • 5-6:30 p.m.



Family Eye Care of O'Fallon
 735 Insight Ave, O'Fallon
 Tuesday, March 19 • 5-6:30 p.m.



Hilton Garden Inn
 St. Louis O'Fallon-Shiloh
 360 Regency Park Drive, O'Fallon
 Tuesday, May 21 • 5-6:30 p.m.



Addington Place of Shiloh
 429 S. Main, Shiloh
 Tuesday, June 18 • 5-6:30 p.m.

Please RSVP to 618-632-3377 or chamber@ofallonchamber.com

RESTAURANT ROULETTE

Thursday, January 11 11:30 a.m.
 Thursday, April 11 11:30 a.m.
 Thursday, June 13 11:30 a.m.

Have an exceptional networking lunch with 3 to 7 other chamber members!

Location at various member restaurants

You RSVP; we tell you the day before where you're going for lunch; you find out who you're having lunch with when you arrive at your table!



BUSINESS OVER BREAKFAST (BOB)

Friday, February 23 8:00 a.m.
 Friday, April 26 8:00 a.m.
 Friday, June 28 8:00 a.m.



all BOB events located at

Public Safety Building • 285 N. Seven Hills Road, O'Fallon

This month's newsletter sponsors is:
Live 2 Lead Conference

Would you like to be the first page of our next newsletter?
 Let us know! chamber@ofallonchamber.com | 618-632-3377



www.OFallonChamber.com P.O. Box 371, O'Fallon, IL 62269

Additional events you might be interested in attending

SAVE THE DATES

CHAMBERNET – GATEWAY GRIZZLIES
 Thursday, April 18

8th GRADE CAREER FAIR
 Thursday, April 25

SALUTE TO BUSINESS AWARDS LUNCHEON
 Wednesday, May 8

MAXIMIZE YOUR BENEFITS
 Tuesday, February 27 • 8:30 a.m.
 Tuesday, April 30 • 8:30 a.m.
 Chamber Depot
 116 East First Street, O'Fallon

Prepaid Standard
 US Postage Paid
 Permit NO. 46
 O'Fallon, IL 62269

ADDRESS SERVICES CORRECTED

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