



FEBRUARY 2024

# CHAMBER TRACKS

Official Newsletter of O'Fallon-Shiloh Chamber of Commerce

## A NOTE FROM THE PRESIDENT

DEBBIE ARELL-MARTINEZ

We've already kicked off 2024 with a successful restaurant roulette and after-hours event! Additionally, we collaborated with the Greater Belleville Chamber for a joint training session on 2024 Employment Law. For those who couldn't attend, make sure you stay informed about any changes to avoid unintentional mistakes.

Check your mail for our Save the Date card covering events from Jan to Jun. While we aim for accuracy, some adjustments may be necessary for events listed in the distant future. We've also sent out our 2024 window clings and marketing guide. If you haven't received yours, please reach out, as it provides valuable insights on event expectations and opportunities for involvement, be it through attendance or sponsorship.

Join us on February 27 for our quarterly MAXIMIZE Your Benefits event. Whether you're a longtime member or new to the Chamber, it's easy to overlook the array of benefits at your disposal. We encourage you to attend and discover how to make the most of your membership. As always, we value your ideas and suggestions. Feel free to reach out anytime!

Let's make 2024 an outstanding year for all of us!



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# WELCOME NEW MEMBERS!

## JANUARY NEW MEMBERS

### Gigi's Gelato and Italian Market

Aaron Hudson  
1407 W. Hwy 50  
O'Fallon, IL 62269  
618-580-8257  
[618pizzaman@gmail.com](mailto:618pizzaman@gmail.com)  
<https://gigisgelatoanditalianmarket.com>  
(Grocery Store)

### Metro East SEO

Joshua Davis  
165 Liberty Crossing  
O'Fallon, IL 62269  
618-407-9023  
[josh@metroeastseo.com](mailto:josh@metroeastseo.com)  
<http://www.metroeastseo.com>  
(Marketing)

### Muse Room

Natalie James  
111B West State Street  
O'Fallon, IL 62269  
618-402-4799  
[natalie@museroom.org](mailto:natalie@museroom.org)  
<http://www.museroom.org>  
(Art)

### Restoration Ranch

Jonathan Sherwood  
1644 Hartman Lane  
Shiloh, IL 62221  
618-616-5712  
[restorationranchil@gmail.com](mailto:restorationranchil@gmail.com)  
[amartin@restorationranchil.com](mailto:amartin@restorationranchil.com)  
[www.restorationranchil.com](http://www.restorationranchil.com)  
(Non-Profit)

### ROAM Design Company

Brandi Radny  
502 W. State St.  
O'Fallon, IL 62269  
618-830-6714  
[roamdesigncompany@gmail.com](mailto:roamdesigncompany@gmail.com)  
[facebook.com/ROAM.Designcompany](https://facebook.com/ROAM.Designcompany)  
(Interior/Exterior Design)

### The Oasis at Hartman Lakes

Andree Stell  
1044 Eventide Dr.  
Shiloh, IL 62269  
618-622-9140  
[Andree@2Bresidential.com](mailto:Andree@2Bresidential.com)  
<http://www.oasishartmanlakes.com>  
(Property Management)

### The Upright Pub and Music Parlor

Crissy Nordin  
123 E. First St.  
O'Fallon, IL 62269  
618-589-3100  
[crissynordin@gmail.com](mailto:crissynordin@gmail.com)  
[kkeller0604@gmail.com](mailto:kkeller0604@gmail.com)  
Bar/Music Venue

### Tio's Tacos & Tequila

Jesus Santiago  
204 Scott Troy Rd. Ste F  
O'Fallon, IL 62269  
618-726-7151  
[TioStacostequila7151@gmail.com](mailto:TioStacostequila7151@gmail.com)  
[www.tios618.com](http://www.tios618.com)  
(restaurant)



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

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# MEMBER RENEWALS

## CHAIRMAN'S CIRCLE

- City of O'Fallon
- Serra Honda O'Fallon
- Memorial BJC

## CHAMBER CHAMPIONS

- HSHS Medical Group
- The Tye-Dyed Iguana

## STAR INVESTORS

- C & C Sports\*
- Central Bank
- Country Estate Kennel, Inc.
- Farmers and Merchants National Bank
- First Bankers Trust Company
- Gateway Metro Federal Credit Union
- Gate Way Solutions
- Guaranteed Rate Funding
- Lashley Animal Hospital
- O'Fallon-Shiloh Towing
- OST Containers
- Spectra Graphics\*

## GENERAL MEMBERSHIP

- 1st Street Lounge, LLC\*
- Allstate Korando Insurance Agency
- Art Gecko Creative Studio, Inc.\*
- Bella Milano O'Fallon
- Beltone Hearing Aid Center

- Big Brothers Big Sisters
- Bike Surgeon\*
- Boarding House Bistro LLC\*
- Bright Ideas and More
- Coldwell Banker Brown Realtors
- Colonnade Senior Living
- Commercial Property Investors, Inc.
- Counselor Associates, LTD.
- Courage and Grace\*
- Edward Jones Investments- Jason Stone\*
- Edward Jones - Natalie Cortesse\*
- Express Employment Professionals
- Fairfield Inn & Suites O'Fallon
- Flooring Fashions, Inc.\*
- Flynn's Financial Coaching
- Gateway Foundation
- Hello Garage
- Homes by Janell, LLC\*
- Homestead Financial Mortgage\*
- Hospice of Southern IL, Inc.
- Juice Heal Thrive\*
- Karla Smith Foundation\*
- Lewis Janitorial Services
- Loring Financial Management of Raymond James
- Maids My Way\*
- Mandy's Bar\*
- Ned's Properties, LLC\*
- Newbold Toyota-BMW
- Norsigian Law Offices\*

- O'Fallon Historical Society\*
- O'Fallon Moose Lodge 2608
- Parent Teacher Tools and Toys\*
- Recovery Through Movement, LLC
- RedBird Pediatrics, LLC
- Refinery Salon, LLC\*
- Reflections, LTD
- Rita Duckworth Writing & Editing
- Rotary Club of O'Fallon Sunshine
- Saddleback Chocolates\*
- Schildknecht Funeral Home\*
- Shiloh Commons Apartments
- Southwestern IL Visiting Nurse Association
- Spring Valley Dental
- SSM Health Medical Group
- The Garden Salon & Spa
- The Red Team/REMAX Results
- Three Sisters Crafts & Gifts\*
- VFW Post 805\*
- Wittenauer Properties, Inc
- Wolfersberger Funeral Home\*
- Wood Bakery, Inc. \*

*\*Downtown District Members*

## 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.

## LARGEST CHAMBERS OF COMMERCE

RANKED BY MOST RECENT ANNUAL BUDGET

Chamber Website	Address and Phone	Most Recent Annual Budget	Prior Year's Annual Budget	# Chamber Members <sup>1</sup>	Member Dues	Top Local Executive	Chamber President
1 Greater St. Louis Inc. ① greaterstlinc.com	1 Metropolitan Square #1300 St. Louis, MO 63102 314-231-5555	\$20.8 million	\$18.2 million	648	\$100-\$100,000 <sup>2</sup>	Jason Hall	
2 Washington Area Chamber of Commerce ② washmo.org	323 W. Main St. Washington, MO 63090 636-239-2715	\$3.76 million	\$2.72 million	569	\$110-\$880	Jennifer	
3 St. Charles Regional Chamber ③ stcharlesregionalchamber.com	5988 Mid Rivers Mall Dr. St. Charles, MO 63304 636-946-0633	\$704,891	\$713,270	827	\$350-\$6,955	St	
4 Chesterfield Regional Chamber ④ chesterfieldmochamber.com	101 Chesterfield Business Pkwy. Chesterfield, MO 63005 636-532-3399	\$690,000	\$500,000	740	\$60-\$1,375	Nora	
5 Greater Belleville Chamber of Commerce ⑤ bellevillechamber.org	216 E. A St. Belleville, IL 62220 618-233-2015	\$551,800	\$580,000	525	\$235-\$15,000	Wendy	
6 Hispanic Chamber of Commerce of Metropolitan St. Louis ⑥ hccstl.com	20 S. Sarah St. St. Louis, MO 63108 314-664-4432	\$485,000	\$580,000	492	\$100-\$25,000	Martha Garcia Kampen	
7 Kirkwood-Des Peres Area Chamber of Commerce ⑦ kirkwooddesperes.com	366 S. Kirkwood Rd. St. Louis, MO 63122 314-821-4161	\$419,712	\$389,110	535	\$240-\$1,660	Peg Weathers	
8 Clayton Chamber of Commerce ⑧	225 S. Meramec Ave. #300 St. Louis, MO 63105 314-726-3033	\$367,000	\$377,000	300	\$375-\$1,275	Ellen Gal	
9 O'Fallon-Shiloh Chamber of Commerce ⑨ ofallonchamber.com	116 E. 1st St. P.O. Box 371 O'Fallon, IL 62269 618-632-3377	\$335,376	\$312,725	555	\$100-\$4,000	Debbie Arell-Martinez	Jeff Dossett
10 Fenton Area Chamber of Commerce ⑩ fentonmochamber.com	1315 N. Hwy. Dr. Fenton, MO 63026 636-717-0200	\$325,000	\$315,000	495	\$75-\$8,500	Bridget Nations	Charlie Fischer

**#9 LARGEST CHAMBER IN THE REGION!**

THANK YOU!



# 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

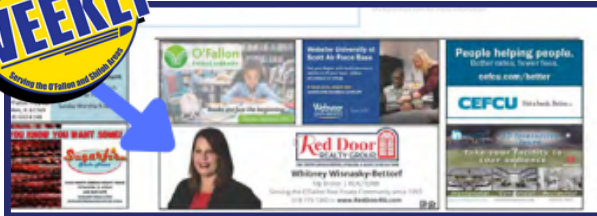
32 WEEKS  
\$925

20 WEEKS  
\$625



Have more questions?  
Reach out to the Chamber!

**CLAIM YOUR SPOT**



## 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!

**CLAIM YOUR SPOT**



\$29/MO  
\$350/YEAR

RESERVE BY  
11/15/2023

SPOTS ARE  
LIMITED!

## 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**

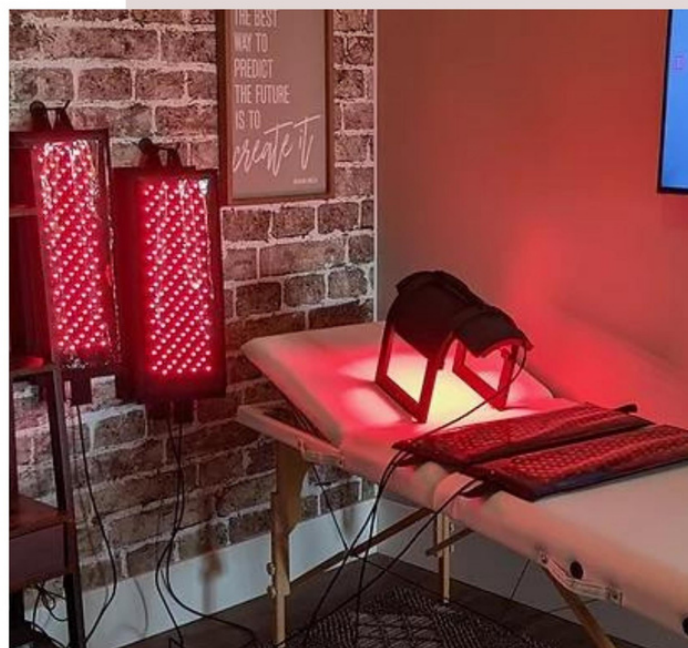


We are now offering  
Red Light Therapy!  
THE FUTURE OF  
MEDICINE

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# 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

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Suite 300  
(618) 622 -2222



O'FALLON, IL





Your Best Medicine<sup>SM</sup> 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

## WE WANT YOU (TO TEACH)! SWIC ED DAY



**ABOUT THE DAY**


COME AND EXPLORE THE EARLY CHILDHOOD AND EDUCATION PROGRAMS AT SOUTHWESTERN ILLINOIS COLLEGE!


Date: March 21st, 2024  
Time: 9 am-1 pm **LUNCH IS INCLUDED**  
Location: Liberal Arts 1370 (Theater), Belleville Campus 2500 Carlyle Ave, Belleville

**CHOOSE THE SESSIONS YOU WANT TO ATTEND!**

- Courses and Enrollment
- Interviewing or Resume Building
- Scholarship Help
- Family and Community Engagement
- ECE Employment
- Free College
- Social and Emotional Learning
- and more!

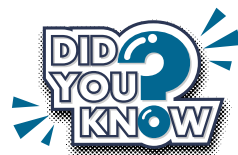
**RSVP HERE!**





**CONTACT US**

Education: Jessica.Dayeswic.edu  
(618)641-5011  
Early Childhood Ed: Carolyn.Bealeswic.edu

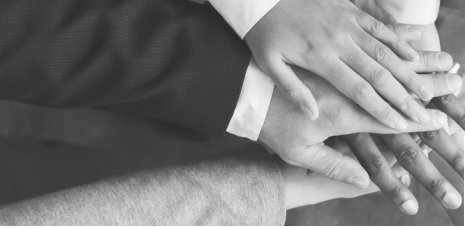


The O'Fallon Police Department puts out a monthly newsletter with great community information.

Click below to view the January and February newsletters:







# EVENT TAKEWAYS

## RESTAURANT ROULETTE

It's a fresh start to the year, and the enthusiasm is obvious! We saw a great turnout from our members eager to connect and network. A total of 36 chamber members joined in on the fun of our restaurant roulette event, exploring offerings from five distinct chamber member restaurants.

This unique experience allows our members to dine at establishments they may not have tried before and connect with fellow members they might not have crossed paths with otherwise. We'd love to see you at our April 11th restaurant roulette – what are you waiting for?!



O'Town Food Hall & Tap House



Frida's Cocina



1st Street Lounge



The Coffeouse Co.



The Happy Bakery



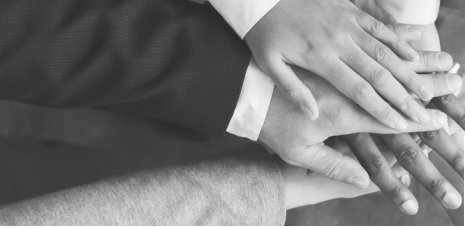
*Although I have lived and worked in O'Fallon for 14 years, I only joined the O'Fallon-Shiloh Chamber of Commerce two years ago. Since then, I started actively participating in the monthly "Restaurant Roulette."*

*Not only have I appreciated the opportunity to patronize a number of our local eateries (including ones I had not visited before), but I have enjoyed the opportunity to get to know my neighbors and neighboring businesses in small-group setting, where we can have substantial conversations. After participating in a number of these Restaurant Roulettes, I feel more connected to my city, both as a resident and as a business owner.*

*-Becky Bertram Savvy Tech Solutions*







# EVENT TAKEWAYS

## BUSINESS AFTER HOURS (BAH)

87 Chamber members gathered at Fairfield Inn & Suites O'Fallon for our inaugural Business After Hours event of the year. It was fantastic to see so many new faces in attendance. Chef Art from the Regency Conference Center delighted everyone with delectable bites, setting the stage for an evening of networking and meaningful connections. Mark your calendars for the upcoming after-hours event at Family Eye Care of O'Fallon on March 19th. Feel free to join us for the time that best fits into your day—we look forward to connecting with you!



# MEMBER NEWS

## SCOTT SPOUSES CLUB HOSTS ANNUAL TRIVIA NIGHT | SPONSORSHIP OPPORTUNITIES



The Scott Spouses' Club of Scott Air Force Base would like to invite you to serve as a sponsor for our upcoming Annual Trivia Night and Silent Auction event being held on Saturday, February 24, 2024, from 6:00 p.m. to 9:00 p.m.

Each year, as part of our Charitable Giving Program, the Scott Spouses' Club provides numerous scholarships to local military family members, both high school and continuing education students. We also award grants to local organizations which support military personnel and their families. Over the last three years, we have awarded over \$50,000 in scholarships, and last year alone we were able to provide 23 scholarships to military dependents.

It is the support from our community that enables this program to be successful year after year, and we hope that you would like to partner with us for this great cause. There are numerous ways to support our Trivia Night and Silent Auction, including event sponsorship or a donation of auction items. Examples of past contributions include merchandise, merchandise gift cards, tickets to athletic or cultural events, theme parks, area shows, and gift certificates for dining and shopping. We are also offering several sponsorship levels.

**[If you're interested in donating or sponsoring, please reach out to Fundraising Chair, Lindy Kurtz at \[fundraising@scottspouseclub.com\]\(mailto:fundraising@scottspouseclub.com\)](#)**

Additionally, your donation may be tax deductible, as Scott Spouses' Club is a nonprofit 501(3)(c) organization.

## WHAT'S NEW FOR THE 2024 SEASON?

Braggin' Rights returns on March 26! Get ready for an epic baseball showdown as powerhouse teams Mizzou and the Illini face off. This highly anticipated game begins at 6:00pm, and gates open at 5:00pm. The stakes are high! Don't miss this chance to be part of an unforgettable battle for Braggin' Rights – secure your seats now! Tickets start at just \$5 for college students and \$16 for field box. This game will also be broadcasted on the SEC/ESPN Network.



**[See More Upcoming Grizzly Events!](#)**

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

[SUBMIT PRESS RELEASE](#)

[VIEW ALL NEWS](#)

## JOIN US FOR A CHANCE TO WIN BIG!

If you could win \$50,000 and change a child's life would you do it? Big Brothers Big Sisters of Southwestern Illinois invites you to participate in our exciting \$50,000 Cash Raffle Drawing! Your support will directly impact the lives of local youth, fostering positive relationships and empowering them for a brighter future.



### How to Participate:

Purchase your raffle tickets for a chance to win \$50,000 in cash! Tickets are \$100 each, and every dollar goes towards supporting mentorship programs for local children in need. Visit [bbbsil.org/cashraffle](http://bbbsil.org/cashraffle) to get your ticket online OR call us to purchase over the phone.

### Event Details:

- Monday, January 8, 2024 through Monday, March 18, 2024 at 8:00pm
- \$1,000 Early Bird Drawing: February 7th, 2024 at 1:00pm
- Grand Prize Drawing: March 20th, 2024 at 12:00pm

### Why Support Big Brothers Big Sisters?

By participating in our \$50,000 Cash Raffle, you are directly contributing to creating positive, life-changing relationships for children in our community. Your support helps us match mentors with children facing adversity, providing them with the guidance and support they need to reach their full potential.

### Contact Information:

For ticket purchases and more information, please contact: Mary Ellen Sweet | 618.398.3162 Ext.10 | [maryellens@bbbsil.org](mailto:maryellens@bbbsil.org)

[Learn More](#)

## IMPACT STRATEGIES BEGAN CONSTRUCTION AT SIHF HEALTHCARE NEW MEDICAL CLINIC IN OLNEY



IMPACT Strategies began construction late last year for the new SIHF Healthcare Medical Clinic located at 1200 N. East Street in Olney, Illinois. IMPACT faces the challenge of managing through the impacts of inclement winter weather under a highly accelerated schedule with completion set for mid-summer 2024. This project includes demolition of the existing Weber Medical Clinic and the ground-up, new construction of 13,000sf comprehensive care medical clinic in Olney.

The new clinic will serve the community of Olney and the larger Richmond County area previously served by Weber Medical Clinic. Expanded medical services to be provided in the facility will include Lab, OB/GYN, Pediatrics, Family Medicine, Behavioral Health, and a Drive-Thru Pharmacy along with all administrative, waiting/common, and support areas. SIHF Healthcare held a groundbreaking ceremony on November 17, 2023. Officials and dignitaries attending the ceremony included Shane Watson, Chief Growth Officer and Larry McCulley, CEO from SIHF Healthcare. Members of the IMPACT team, other senior leadership from SIHF Healthcare, and leaders from surrounding health centers along with local residents including the Chamber of Commerce, and other community leaders were in attendance to help celebrate the growth in Olney.

This is the firm's sixth project with SIHF Healthcare. IMPACT Strategies working as Design-Builder has collaborated with Vestal Corporation as their design partner for the project. IMPACT Strategies' President, Mark Hinrichs said "We are extremely pleased to continue our long-standing relationship with SIHF Healthcare and support the critically important mission to provide access to essential healthcare services to so many Illinois residents. We are honored to have many repeat clients such as SIHF who look to us to be their Trusted Advisor through the design and construction process."



# BUSINESS TRACK INSIGHTS

## How Many Hours a Week Should You Work? See What the Research Says

by Felicia Sullivan | The Hartford

Building a profitable business requires you to work smarter, not harder. While you need hustle to start your business, you need a strategy to grow it. Let me explain. The cult of overwork is real. The average person touches their phone a couple thousand times a day and the U.S. is one of the most overworked countries in the developed world. The hashtag #nevernotworking has almost 400,000 posts on Instagram, and busy has become its own brand, with perceptions of success tied to being allergic to leisure time. You have to wonder — is all this hustle making the grade? Are we building more profitable businesses by working more?



The short answer is no. When it comes to our businesses, the science is conclusive: Our brains are not wired to multitask, and decision-making quality drops when we're tired. To add more insult to injury, research shows that when you clock in more than 50 to 55 hours a week, cognitive performance (that is, the ability to reason and think critically and creatively) and the quality of your work suffers.

Let's get practical. Do you notice that you're "tapped out" or fresh out of ideas after a long day on the job? Do your eyes glaze over important documents that impact your small business? While working at an agency start-up and for my own small marketing business, I noticed that I operated under the law of diminishing returns — the more I slogged away in front of a computer, the more catatonic I became.

And forget about the always-on mentality of technology, where we're attached to our phones and everyone expects that we're accessible 24/7. When we're not working on our business, we're thinking about it, and it's become the norm for entrepreneurs and small business owners to clock in 60 to 80-hour work weeks.

However, research shows that overworking hurts productivity, and employee well-being. We can accomplish more in 40 hours than 80. So, what happens when we keep burning the midnight oil?

- **We suffer from decision paralysis.** When you work more, you work in circles, procrastinate, and nothing really gets done. You're too tired to make material decisions, so you end up putting them off, which only hurts your business.
- **We focus on what's safe vs. what's innovative.** Everyone's afraid of failure, but failure is a key component to success. Failure gives us information that we can use to make smart changes in our businesses. When you spend your time avoiding failure, you can make too-safe decisions that impede growth. Consider these nuggets of wisdom from Thomas Edison: "I have not failed. I've just found 10,000 ways that won't work." He also said, "Many of life's failures are people who did not realize how close they were to success when they gave up."
- **We hurt employee morale.** Whether we like it or not, employees look to their leaders for model behavior. If they see you constantly stressed, frazzled, tired, and tapped out, they will mimic your behavior until they suffer from burnout, and they could end up leaving your company. As a small business leader, it's your job to set the standard for how much you work. When you cultivate a company centered on balance, you may see your profits skyrocket.

Here's the reality: Nothing productive or profitable comes out of a 12-hour workday. Trust me on this one. So maybe if you slept that extra hour (earning an incremental 5%, according to a University of California San Diego study) and designed your days to work smarter, then you would experience real growth in your business.

Here are my tips to design a work week that will keep you balanced, sharp, sane and profitable:

### **Create workflows for administrative/repetitive tasks.**

When you're a small business owner, you're suddenly the accountant, administrative assistant, lawyer and bookkeeper. All of the departments that you took for granted at your 9 to 5 collapse into a team of one when you're first starting out. Take a step back and document all the things you do on a daily or per-project/client basis, and see if there are ways you can automate or create templates to reduce the workflow.

For example, if you own a small boutique or coffee shop, you may want to invest in scanning technology to help with inventory management. If you're a bookkeeper or freelance marketing consultant or graphic designer, you may want to create templates for your onboarding process, so you don't have to start from scratch every time you have a new client.

### **Determine where technology can fill the gaps.**

Similar to my first recommendation, I would invite you to think about software tools that can make your life easier. Many of them are free for smaller businesses, or come with a minimal monthly cost. For example, I used tools like Timely to automatically track the hours I work, Google Drive to manage file-sharing and uploads, and Dubsado to manage new business leads and create automated onboarding emails for when leads turn into new clients.

If you have a need, there's probably an app for it, so do some research to determine where automation or technology can remove some of the drudgery from your day-to-day business management.

### **Define when you're at your best and shape your days accordingly.**

For my small business, I've created workflows and processes that save me time on the administrative busy work and allow me to segment my day to focus on being productive at blocks of hours at a time—all based on my circadian rhythms.

For example, I know I'm most productive and focused first thing in the morning. As a result, I'll block off 7 a.m. to noon to work on the tasks that require a considerable amount of my attention. Contracts, strategy, big decisions, plans, and partnerships — all of this gets taken care of when my cognitive abilities are at their sharpest, because after 2 p.m. my brain becomes mush.

### **Acknowledge when you need help.**

We're in love with saying that we can do it all, or that it would take too much time to explain menial tasks to someone else, but the more we're working on the details in our business, the less we're working on the growth of our business. There will come a point when you'll need to hire a resource, whether it's a part-time or full-time employee.

Consider starting with a VA (virtual assistant), who can handle everything from your inbox to administrative tasks, bookkeeping, social media, or graphic design. As a small business owner, I've also seen the value in investing in a bookkeeper and a lawyer, both of whom give me peace of mind. I know my contracts will be airtight and protective, and I don't have to deal with the ever-changing tax code because I have an expert in my court, helping me manage the books and expenses.

### **Rest and have fun!**

You went out on your own because you wanted to be your own boss. Being a boss is not just about getting the job done, but it's also about knowing when you need to kick back and relax. Time away from your business not only rejuvenates your well being, but also allows for the flow of new, creative ideas. Working smarter and strategically on your business not only will give you the time to build your company, but also will allow you to spend time with the people who matter most.

“

Everyone talks about the hustle. Everyone believes being busy is a badge of honor, but busy doesn't add zeros to your bank account.

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



# DIGITAL BILLBOARD ADS

55/64 AT COLLINSVILLE AVE. & MARTIN LUTHER KING DR.  
(EASTBOUND INTO IL)

## 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!

**52 weeks**  
**\$1,375**

**32 weeks**  
**\$925**

**20 weeks**  
**\$625**

**TYPE OF BILLBOARD:** Digital LED  
**SIZE OF BILLBOARD:** 14X49 ft  
**TRAFFIC COUNT:** 133,110 vehicles daily  
**AD DIMENSIONS:** 400 pixels high by 1400 pixels wide  
**AD FORMAT:** JPG, PDF OR PNG

**HAVE MORE QUESTIONS OR NEED MORE INFO?**  
**Call the Chamber office: 618-632-3377**



## SIGN ME UP!

**NAME:** \_\_\_\_\_

**BUSINESS NAME:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

**PHONE #:** \_\_\_\_\_

### CHOOSE YOUR AD OPTIONS (SPOT IS NOT RESERVED UNTIL PAYMENT IS RECEIVED)

- 52 WEEKS | \$1,375       32 WEEKS | \$925       20 WEEKS | \$625
- I WOULD LIKE MORE THAN ONE AD \_\_\_\_\_       I WOULD LIKE THE CHAMBER TO DESIGN MY AD | \$100

*Please indicate how many ad spots you would like*

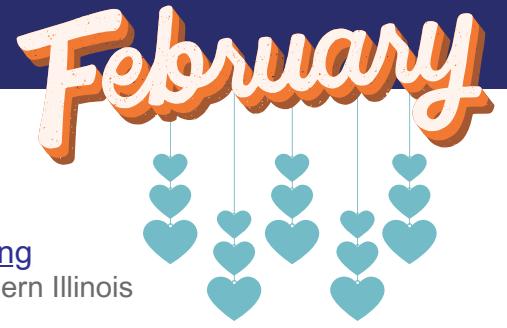
## FAQ:

All ads must be approved by the O'Fallon-Shiloh Chamber of Commerce. The Chamber reserves the right to refuse/reject any ad copy.

- How often will my ad show up? Each ad spot will appear 40 times per day, for 10 seconds at a time.
- Can I purchase more than one ad spot? Yes! you can purchase as many as you want.
- How often can I change out my ad copy? Ad copy can be changed out every quarter.
- Can someone help me design my ad? We would be happy to design your ad for \$100.
- Are there other advertisers on the billboard? Yes, there will be advertisers paying full price as well as chamber member advertisers.
- How do I know my ad is running? You can request a "proof of play" report from us at any time which will show the dates your ad has been running.



# MONTHLY CALENDAR



- 2.....● [Ribbon Cutting - Juice Heal Thrive](#)  
11:30 a.m. | 124 West State Street, O'Fallon
- 7.....● [Healthcare and Wellness Committee Meeting](#)  
8:15 a.m. | The Rehabilitation Institute of Southern Illinois
- 8.....● [Economic Development Committee Meeting](#)  
8:30 a.m. | TownePlace Suites St. Louis O'Fallon
- 13.....● [Military Affairs Committee Meeting](#)  
3:30 p.m. | VFW Post 805
- 14.....● [Downtown District Committee Meeting](#)  
8:45 a.m. | O'Fallon City Hall Council Chambers
- 14.....● [Ambassador Meeting](#)  
10:30 a.m. | Gateway Classic Cars
- 20.....● [Education Committee Meeting](#)  
1:00 p.m. | O'Fallon District 90 Offices
- 23.....● [Business Over Breakfast](#)  
8:00 a.m. | O'Fallon Public Safety Building
- 23.....● [Ribbon Cutting - Durrah Development](#)  
8:00 a.m. | O'Fallon Public Safety Building
- 26.....● [Executive Board Meeting](#)  
1:15 p.m. | Chamber Depot
- 26.....● [Member Engagement Committee \(MEC\)](#)  
2:30 p.m. | Chamber Depot
- 27.....● [MAXimize Your Benefits](#)  
8:30 a.m. | 1st National Bank of Waterloo
- 29.....● [Board of Directors Meeting](#)  
8:15 a.m. | O'Fallon City Hall Council Chambers

A banner for the Downtown District Façade Improvement Program. It features a brick wall background with various white icons representing different businesses (a shopping bag, a fork and knife, a laptop, a storefront, and a pizza slice). A white rounded rectangle contains the text 'Downtown District Façade Improvement Program'. Below it is a green rounded button with the text 'LEARN MORE' and a white hand cursor icon pointing at it. To the right, a yellow banner with the text 'DOWNTOWN DISTRICT' is overlaid on the brick wall.



# upcoming events

## 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.

[REGISTER NOW](#)

### 2.27 | Maximize Your Benefits

Are you a new Chamber member? Been with us for awhile and are interested in a benefit refresher? Thinking about joining our Chamber?

All of you are invited to Join Us for a MAXimize Your Benefits session! We'll spend an hour finding out about you and giving you the details of a membership with the O'Fallon-Shiloh Chamber of Commerce!

[REGISTER NOW](#)

## MARCH

### 3.19 | 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!

[REGISTER NOW](#)

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](http://OfallonChamber.com)

 [Facebook.com/OfallonShilohChamber](https://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  
 i3 Broadband  
 Aaron Holdge Allstate  
 Ameren  
 American Family Insurance Buchtel & Assoc.  
 Associated Bank  
 Auffenberg Dealer Group  
 Bank of Belleville  
 Bank of O'Fallon  
 Baysinger Architects  
 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  
 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



# BOARD OF DIRECTORS

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## EXECUTIVE BOARD

Jeff Dossett, Board Chair  
Memorial Hospital Belleville | Shiloh

Nathan Klitzing, Vice Chair  
Cambridge Capital Management

Dan Jackson, Treasurer  
Carrollton Bank

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## 2022-2023 BOARD MEMBERS

John Eichenlaub  
BARBERMURPHY Group

Donna Richter  
Southern Illinois Builders Assoc.

Ex-Officio

Melissa Fanning  
United Way of Greater St. Louis

Kurt Schroeder  
Greensfelder, Hemker & Gale, P.C.

Mayor Herb Roach  
City of O'Fallon

Jon Greenstreet  
Bike Surgeon

Susan Schultz  
Holland Construction

Mayor Robert Weilmuenster  
Village of Shiloh

Cassidy Hoelscher  
The Rehabilitation Institute of  
Southern Illinois

Kevin Welch  
1st National Bank of Waterloo

Lt. Nick Stewart | Lead In  
O'Fallon Police Department

Chris Klay  
HSHS St. Elizabeth's Hospital

Mike Williams  
Serra Honda

Mayoral Representative

Brenda Kern  
Village of Shiloh

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## CHAMBER AMBASSADORS

Don Barkley

Ken Hutchens  
Shiloh United Methodist Church

Delisa Richardson  
Z. D. Richardson Notary Services

Debbie Brauer

Amy Kempfer  
Associated Bank

Dave Snyder  
Rotary Club of O'Fallon /Emeritus

Alissa Fuhrmann  
McKendree University

Reneé La Bruyere  
Horner & Shiffrin

Raven Trebilcock  
Legacy Planning, LLC

John Grissom  
Berkshire Hathaway

Nathan Parchman  
Farmers & Merchants National  
Bank

Lisa Vorce  
Thrivent Financial - Lisa Vorce

Jaclyn Gross  
TownePlace Suites by Marriott

Ke'Ira Lewis  
Etc. Event Planning & Marketing

Justin Ward  
1st National Bank of Waterloo

Cindy Hill  
Home Instead

Lindsay Porzeinski  
Home Heating & Cooling

Sheri Welch

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**ARE YOU MAKING THE MOST OF  
YOUR CHAMBER BENEFITS?**



**February 27**

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](mailto: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

## BE OUR NEWSLETTER SPONSOR!

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



[www.OFallonChamber.com](http://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

**8<sup>th</sup> GRADE CAREER FAIR**  
Thursday, April 25

**SALUTE TO BUSINESS AWARDS LUNCHEON**  
v Friday, May 10

**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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