



MARCH 2024

# CHAMBER TRACKS

Official Newsletter of O'Fallon-Shiloh Chamber of Commerce

## A NOTE FROM THE PRESIDENT

DEBBIE ARELL-MARTINEZ

Can you believe it's already March? The weather has been absolutely lovely lately – let's keep our fingers crossed for more sunshine as we eagerly await the arrival of spring!

This is a busy time for our Chamber. As always, our Chamber is buzzing with activity. We're currently deep in planning mode for our ***Eighth Grade Career Fair*** scheduled for ***April 25th***. This event holds a special place in my heart, as it's crucial for shaping the future workforce. With 700 eighth graders expected to attend, it's a massive undertaking. We're seeking ***sponsorships*** to ensure its success. If you're interested in becoming a role model for the next generation, please reach out to me for more details.

Our community boasts an abundance of outstanding businesses, and it's time to give them the recognition they deserve! ***Nominations for our Salute to Business Awards are open until March 15th***. If you know of a business that has made a significant impact in terms of economic growth, innovation, or preserving our heritage, nominate them! Our selection committee will handle the rest, and we'll celebrate the winners at our ***Salute to Business Awards luncheon on May 10th***. Please mark your calendars for this important event, which has been rescheduled from the date on your "save the date" card.

The year 2024 is off to a fantastic start! Our recent events, including Business After Hours and Restaurant Roulette, saw impressive turnouts. Likewise, our most recent Business Over Breakfast drew in 66 attendees! It was a lively morning filled with engaging and informative speakers, networking opportunities, and even a ribbon-cutting ceremony. If you happened to miss out on any of these gatherings, fear not – there are plenty more exciting events lined up throughout the year!

Quick heads up: if you or anyone in your business happens to be a female veteran, drop me a line. We're gearing up to celebrate Women Veterans Recognition Day in June, and we want to make sure all our Chamber women veterans are included in the festivities.

And of course, a huge thank you for your ongoing membership, participation, and enthusiasm for being such integral parts of the O'Fallon-Shiloh Chamber and Community. You all are awesome! We've got plenty more in the pipeline for 2024 – just hang tight and see what unfolds!

*-Debbie*



Chamber Ambassadors Meeting - February

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# WELCOME NEW MEMBERS!

## FEBRUARY NEW MEMBERS

### **Advantage Family Chiropractic**

Gail Meese  
18 Emerald Terrace  
Swansea, IL 62226  
618-234-6000  
pr@AFChiro.com  
<http://www.AFChiro.com>  
(Chiropractor)

### **American Kolache**

John Simbeck  
521 W. Highway 50  
O'Fallon, IL 62269  
216-507-7566  
Perpetualventures3@gmail.com  
(Bakery/Carry out restaurant)

### **Champion Consulting**

Amy Champion  
1115 Frontage Rd Suite B  
O'Fallon, IL 62269  
618-792-5200  
achampion@championconsult.org  
<http://www.championconsult.org>  
(Consulting Services)

### **Fresh Start Cleaning Company**

Dominic DiVittorio  
2241 County Rd Suite 9  
Shiloh, IL 62221  
618-744-1249  
info@fscleanco.com  
<http://www.fscleanco.com>  
(Business Services)

### **Groundbreaking Dezin Studio Inc.**

Zuri James  
715 Lakepointe Centre Dr. Ste. 119  
O'Fallon, IL 62269  
618-560-2913  
Zurij@gdsbeauty.com  
<http://www.gdsbeauty.com>  
Hair & Beauty

### **Midwest Wingfest, Inc.**

Doug Shoemaker  
O'Fallon, IL 62269  
314-884-1191  
info@midwestwingfest.com  
<http://www.midwestwingfest.com>  
(organization)

### **O'Fallon Living**

Megan Grandone  
Glen Carbon, IL 62034  
309-299-3836  
meggrandone@bestversionmedia.com  
(Marketing)

### **Outback Steakhouse**

Eric Edwards  
1102 Central Park Dr.  
O'Fallon, IL 62269  
618-206-5131  
OBS1457@OUTBACK.COM  
<HTTPS://WWW.OUTBACK.COM>  
(Restaurant)

### **Sisters in Service- Greater St. Louis**

Leonor Branch  
O'Fallon, IL 62269  
773-396-4030  
sisters.in.service1947@gmail.com  
(Organizations)

### **The Lash Lounge Shiloh-Green Mount Crossing**

Kelly Luzum  
3690 Green Mount Crossing Dr.  
Shiloh, IL 62269  
618-448-5274  
kluzum@thelashlounge.com  
<http://www.thelashlounge.com/il-shiloh-green-mount-crossing>



**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

## CHAMBER CHAMPIONS

- Home Heating and Cooling

## STAR INVESTORS

- CEFCU
- Drury Inn & Suites
- Holland Construction Services, Inc.
- Jack Schmitt Chevrolet
- Jack Schmitt Auto World
- La Casa Mexicana
- Regency Manor
- Revity Credit Union
- Sandberg Phoenix & von Gontard P.C.
- The Regency Conference Center

## GENERAL MEMBERSHIP

- Ace Hardware of O'Fallon
- Advanced Vision Care
- Athletico Physical Therapy
- American Legion\*
- Carpet Care Plus, LLC
- Century 21 Bailey & Co.

- Clark Wealth Partners, LLC
- Community Financial Advisors
- DeMond Signs
- Enjoy Church
- First Baptist Church
- Gateway Region YMCA O'Fallon
- Girl Scouts of Southern IL
- Golden Corral
- Halloran Constructions, Inc.
- Impact Strategies
- Junes Breakfast + Patio
- Metro East Diaper Bank
- Metro East Literacy Project
- Moonlighting Computing, LLC
- Nitro Family Foods\*
- Parkway Lakeside Apartments
- Premier Cruises, Resorts and More
- RE/MAX Signature Properties
- St. Clair County Economic Dev. Dept.
- St. Clair Tennis
- St. Clare School\*
- Steven Mueller Florist\*
- Stifel
- Tamarack Golf Course
- Walker Transport 2.0

*\*Downtown District Members*



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.

## 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

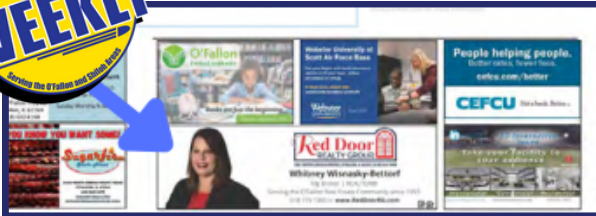
32 WEEKS  
\$925

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  
NOW!

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**





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



**VFW**  
VETERANS OF FOREIGN WARS  
POST 805 | O'FALLON, IL



# 11th Annual 0.1K

O'Fallon's original .1K fun run!  
That's right – point one! A run that anybody can finish.

Sgt. Charles A. Fricke VFW Post 805 in O'Fallon, IL is sponsoring a short run to go a long way towards helping veteran and military families through VFW Post 805 and the VFW National Home for Children.



**SATURDAY, April 20th**  
Race starts at 10:00 AM



REGISTER ONLINE at <https://runsignup.com/Race/IL/OFallon/VFWPost8051KFunRun> or make check payable for \$30 per entry to VFW Post 805 and mail or bring with the registration form below to:

Early Registration is open until March 15th. Register early to guarantee that you get a T-shirt and the coveted 0.1 race sticker!

**VFW Post 805**  
Attn: .1K  
221 West First Street  
O'Fallon, IL 62269

Race Packets can be picked up at VFW Post 805 from 5-9 PM on Friday, April 19th, or from 8-9:45 AM on Saturday, April 20th.

NAME: \_\_\_\_\_ AGE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

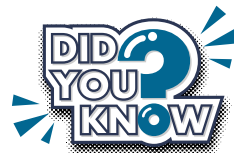
PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

T-SHIRT SIZE: (circle one) S M L XL \*2XL \*3XL Child Size: S M L

\*add \$2 for 2XL or 3XL

By signing below, I agree to not hold VFW Post 805 responsible for any injury occurring as a result of my participation in the .1K fundraiser run.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
(Parent or guardian if under 18)



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

Click below to view the February and March newsletters:



# FEBRUARY RIBBON CUTTINGS



**Juice Heal Thrive**  
124 W State St O'Fallon, IL 62269

**Durrah Development\***



*\*We sometimes host ribbon cuttings for businesses without a storefront and were happy to host this one at our recent Business Over Breakfast.*

*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](#) 



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

**The618now.podbean.com**





# DON'T MISS OUT!

The annual 8th Grade Career Fair still has open sponsorships!  
This is a great opportunity to support youth education.

Please email [communications@ofallonchamber.com](mailto:communications@ofallonchamber.com) by March 15 to claim your spot.



## Sponsorships

### Lunch Sponsor 2 Available

**Name/Logo Visibility:** Feature your name or logo in all event publications and pre-event advertising, reaching over 65 role models and 700+ students.

**Full-Page Ad:** Secure a full-page advertisement in the program books.

**Event Entry Recognition:** Receive special acknowledgment as attendees enter the event.

**Cost: \$600**

### Golden Apple Sponsor

**Name/Logo Visibility:** Feature your name or logo in all event publications and pre-event advertising, reaching over 65 role models and 700+ students.

**Half-Page Ad:** Secure a half-page advertisement in the program books.

**Event Entry Recognition:** Receive special acknowledgment as attendees enter the event.

**Cost: \$500**

### Red Apple Sponsor

#### GREEN APPLE BENEFITS PLUS

**Quarter Page Ad:** Secure a quarter page advertisement in the program books.

**Event Entry Recognition:** Receive special acknowledgment as attendees enter the event.

**Cost: \$250**

### Green Apple Sponsor

**Name/Logo Visibility:** Feature your name or logo in all event publications and pre-event advertising, reaching over 65 role models and 700+ students.

**Cost: \$100**





O'Fallon Chamber of Commerce

8th Grade

# CAREER FAIR

**THANK YOU TO OUR SPONSORS!**

**Event Sponsors**



**Lunch Sponsor**



**Golden Apple Sponsors**



**Red Apple Sponsors**



**Green Apple Sponsors**





# meet the board!

We're taking time each month to introduce you to our board members!  
We hope you enjoy getting to know these community leaders who keep the chamber going.



**JON GREENSTREET**  
*Co-Owner, Bike Surgeon*

**Hometown:** O'Fallon, IL

**Favorite Part About the Area:**

The awesome community and partnership we have going within our Downtown District between the businesses, the city and the community.

**If you could offer one piece of advice to a local business owner, what would it be?**

Get involved! Chamber, Rotary, City, Event Volunteer, Church, find something that works for you and give back some time to the community that does so much for us. The dividends from these efforts are immeasurable and immense.



**JOHN EICHENLAUB**  
*Managing Broker, Barber Murphy Group*

**Hometown:** O'Fallon, IL

**Favorite Part About the Area:**

O'Fallon, has great parks, restaurants and is located conveniently to St. Louis and interstates.

**If you could offer one piece of advice to a local business owner, what would it be?**

Be involved in the community. The best way to do that is to join the O'Fallon-Shiloh Chamber of Commerce . The benefits are many. This is a great way to promote your business, and meet other business people in the community.



**KURT S. SCHROEDER**  
*Attorney & Partner, UB Greensfelder, LLP*

**Hometown:** Carlinville, IL

**Favorite Part About the Area:**

The close proximity to St.Louis as well as sports and music events.

**If you could offer one piece of advice to a local business owner, what would it be?**

Get involved with community organizations, especially the O'Fallon-Shiloh Chamber of Commerce!

# MEMBER NEWS

## ARE AMERICANS BURIED IN CREDIT CARD DEBT?



In today's world there is so much noise about finances and everywhere we look we are bombarded with advertisements to buy stuff. A big part of those advertisements is about getting everything you want now. Oh, and don't worry about paying for it right now you can buy now pay later or 90 days same as cash, or make four easy payments, and of course Master Card, Capital One, Visa, just to name a few are right there to help you have what you want NOW!

Did you know that Americans have 1.13 trillion dollars in credit card debt? That is an average of \$6,300 per consumer. The average credit card right now is charging 20.74% per month. If you are carrying \$6,300 on your credit card at 20.74% you are charged \$1,307 per month in just interest. That means if you only pay \$1,307 each month you are only paying the interest.

Here are 3 simple steps you can take today to get out of debt:

1. Say no to new debt.
2. Use the debt snowball method to pay off your debt as fast as you can.
3. Use a written spending plan every month to ensure your money goes where you want it to go.

If you're looking for financial guidance, please reach out to schedule a consultation.

**Jeremy Flynn**  
**Flynn's Financial Coaching**  
**781-728-5604**

## RECOVERY THROUGH MOVEMENT IS HOSTS NEW WORKSHOPS

Join Recovery Through Movement as they start a new workshop series exploring the biomechanics and motor coordination of the breathing apparatus with a combination of anatomical demonstration and active movement education. We will learn to recognize the movements of the ribs, diaphragm, and abdomen that make up your breathing and leave you with a form of breathing that you can easily use to improve your general ability.

Friday, March 8 6-8 pm OR Saturday, March 9 1-3 pm | \$30/workshop

The same material will be covered in both classes.  
[recoverythroughmovement.com](http://recoverythroughmovement.com)

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

[SUBMIT PRESS RELEASE](#)

[VIEW ALL NEWS](#)

## TOGETHER CREDIT UNION OPENS APPLICATION PORTALS FOR POST-SECONDARY SCHOLARSHIP PROGRAMS



Together Credit Union's foundation, the Together Foundation, is now accepting applications for its Together Foundation Community Scholarship Program and Vince Jacknewitz Scholarship Program. Both scholarship programs are designed to help offset the costs associated with post-secondary education expenses for students attending a university or college, two-year college, business, or technical/trade school during the fall semester of the 2024-2025 school year.

### [Together Foundation Community Scholarship Program](#)

The Together Foundation Community Scholarship Program was launched in 2020 to fulfill the need for more community-based scholarships in the Greater St. Louis Metropolitan Area. This year, the Together Foundation Community Scholarship Program is offering up to five (5) scholarships of \$1500 for residents who live or work in St. Louis City, St. Louis County, St. Charles County, Jefferson County, MO, or live or work in Madison County, IL and St. Clair County, IL.

The Together Foundation Community Scholarship is open to applicants ages 15 to 23. To apply, applicants must submit an application packet that includes an official high school transcript, a letter of acceptance from the college of choice, a letter of recommendation, and a written or video essay. Applications for the Together Foundation Community Scholarship Program are accepted until Thursday, March 31st.

### [Vince Jacknewitz Scholarship Program](#)

Together Credit Union's Foundation is also accepting applications for its Vince Jacknewitz Scholarship Program, named in honor of the late Vince Jacknewitz, who served on the credit union's Board of Directors from 1984 to 2001. This year, the Vince Jacknewitz Scholarship Program offers up to ten (10) \$1,500 scholarships.

Applicants for the Vince Jacknewitz Scholarship Program must be members of Together Credit Union and graduating high school seniors. To apply, applicants must submit an application packet that includes an official high school transcript, a letter of acceptance from the college of choice, a letter of recommendation, and a written or video essay. Applications for the Vince Jacknewitz Scholarship Program are accepted until Thursday, March 31st.

*\*\*\*Applicants may only apply for one of Together Foundation's Post-Secondary Scholarship Programs.\*\*\**

Since 1994, Together Credit Union has awarded more than 175 scholarships, cumulatively valued at more than \$225,000, to college-bound seniors through its scholarship programs.

For questions, please visit Together Credit Union's website at <https://www.togethercu.org/homelhome>. For more information regarding this release, please contact Julie Linder, Brand Connections Manager, at (573) 268-0639.

## HEART SCANS OFFER PEACE OF MIND, DETECTING POSSIBLE EARLY SIGNS OF HEART ISSUES WITH A CT SCAN



HSHS St. Elizabeth's Hospital and Prairie Cardiovascular want to remind everyone to be good to their heart and schedule a heart scan. These quick, painless heart screenings done on a CT scanner detect early buildup in the coronary arteries.

"The best way to treat heart disease is by detecting it early so that you can make lifestyle changes or get further testing or treatment to prevent more serious issues," said Sheri Barnett, DNP, APRN, with Prairie Cardiovascular.

Those who have the following risk factors should especially consider having a heart scan:

- Family history of heart disease
- High cholesterol
- High blood pressure
- Diabetes
- Overweight
- Smoker

No physician order is required to have the screening, and it is only \$99. To schedule a heart scan, call 618-222-4639.



**SALUTE TO**  
*Business*  
**AWARDS 2024**

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O'FALLON-SHILOH  
CHAMBER OF COMMERCE

Do you know of a business who deserves recognition for economic impact, business transformation, or heritage?

The Chamber is soliciting nominations for our upcoming May 10th Salute to Business Awards.

It's easy — submit the form below, and our committee will determine which award best fits the business nominated. You can even nominate your own business!

Just let us know what Chamber-member business you think is deserving of recognition. Not sure if a business is a Chamber member? Check out our directory or submit and we'll figure it out.

**[NOMINATE NOW >](#)**

*Submissions due March 15th.*

# BUSINESS TRACK INSIGHTS

## Boost Your Small Business With These Must-Have AI Tools

by Belle Wong | The Hartford

In recent months, [ChatGPT](#) has shown the world how far artificial intelligence (AI) has come. But as AI developers and software companies release more and more AI tools on a near-daily basis, it can be challenging to know which tools are worth it for your small business. It's worth digging deeper to learn more about the options available. By harnessing the power of AI, you can potentially compete with big businesses. Keep reading to learn more about the AI tools that can help take your business to the next level and beyond.



### 1. Chatbots

Customers want support that's fast, efficient and personalized. They also want it across multiple channels, including chat. But real-time chat can be costly for small businesses. Enter chatbots: the virtual assistant you've been wishing for.

#### What Can Chatbots Do?

[Chatbots](#) are AI-powered software that use machine learning and natural language processing (NLP) algorithms to understand your customers' questions and provide appropriate answers—all in real-time.

They can also manage multiple support interactions at once, which makes them incredibly efficient for automating your customers' most common, simple-to-answer questions. For more complicated requests, you can program your chatbot to direct queries to a staff member and flag urgent issues.

### 2. Business Intelligence (BI) and Analytics

Have you noticed how big companies like Google, Amazon and Facebook always seem to know exactly what their customers want? It might seem like magic, but there aren't any crystal balls involved. These companies make crucial data-driven decisions using BI and analytics tools. And so can you.

#### What Can AI-powered BI and Analytics Tools Do?

Using machine learning, these powerful AI-driven tools work with your data to extract insights that can help you make better decisions. These tools can:

- Collect and analyze customer data
- Monitor social media conversations
- Provide real-time inventory, sales and revenue insights
- Forecast sales and demand
- Generate personalized product recommendations
- Analyze competitor data

#### Popular BI and Analytics Solutions

The right BI and analytics tools can make a huge difference in gaining a competitive edge. Options include:

- [Tableau](#): Extracts and blends data from multiple sources and provides dashboards that derive insights from real-time data.
- [Domo](#): Combines data integration, real-time and predictive analysis, and enables you to build your own apps.
- [Sisense](#): Efficiently uses your hardware's RAM, CPU and disk space for a more affordable way to run big data analysis.

### 3. Accounting and Finance

Chances are you already use [accounting and finance software](#). But did you know some of the most popular accounting solutions employ AI under the hood? And new AI-driven solutions continue to enter the market. These tools help you save both time and money by automating processes and analyzing your financial data. This can free up resources so you can focus more on growing your business.

## What Can AI-powered Accounting and Finance Tools Do?

With AI-powered accounting and finance tools, you can automate your bookkeeping. This can include categorizing and reconciling transactions, generating invoices and even following up on overdue payments. If you have employees, some accounting tools can calculate and process your payroll, including tax deductions and other withholdings you need to submit to stay compliant.

With all your financial data on tap, these solutions can also provide real-time insights on your financial performance by tracking revenue, expenses, cash flow and profitability. You'll likely need this data when grappling with major hiring or product development decisions.

### Popular Accounting and Finance Tools

By replacing outdated accounting practices with AI-powered solutions, you can gain insights and automation to stay ahead of the curve. The following are some popular options:

- **QuickBooks Online Advanced:** Offers a cloud-based solution leveraging AI, automation and data innovation.
- **Xero:** Features an AI-powered cash flow forecasting tool and employs AI and machine learning tech to automate data entry.
- **Docyt:** Automates repetitive bookkeeping tasks and uses AI to continually learn about your business.

## 4. Marketing and communications

Your customers are bombarded with marketing messages every day, making it a challenge for your business to stand out. But with the help of AI-driven marketing and communications tools, you can cut through the noise and craft targeted and personalized messages that resonate with your customers.

### What Can AI-powered Marketing and Communications Tools Do?

Depending on the tool you choose, an AI-powered marketing and communications solution can help you accomplish a broad range of marketing-focused tasks, including:

- Analyzing customer data to create more personalized experiences
- Optimizing web content to improve search rankings and increase engagement
- Employing AI algorithms to analyze advertising campaign data in real-time
- Monitoring social media platforms for brand mentions and track customer sentiment (how your customers feel about your brand) and engagement
- Conducting market research by analyzing customer feedback and other data sources

### Popular Marketing and Communications Solutions

The market for AI-powered marketing and communications tools is vast and diverse, so the right choice for your business depends on your specific needs. Here's what three popular solutions offer:

- **Fliki:** Turns your text into videos that use real-sounding AI voices.
- **Surfer SEO:** Optimizes your website content with an emphasis on on-page search engine optimization.
- **Brand24:** Monitors social media platforms and calculates sentiment, reach, and share of voice.

## Tips for Choosing the Right AI Tools for Your Small Business

The AI possibilities for businesses are nearly endless. Here's how to best navigate the vast range of options to find the right tools for you.

- **Identify your business needs.** No matter what you need, there's likely to be an AI tool designed to address that need. You can start to assess the options once you've identified your needs.
- **Know your budget.** The price of AI tools varies widely. Consider conducting a cost-benefit analysis to determine the right budget for your AI investment.
- **Do your research.** Compare features, functionality and pricing so you can determine which tools will work best for your business.
- **Maximize your existing tech.** When shopping around, then, consider how a new AI tool will integrate with your existing systems and software.
- **Consider scalability.** Even if you're not focused on growth right now, you want a solution that's easy to scale if your business grows in the future.
- **Invest in training.** Make sure both you and your staff receive training on how to effectively use your new software so you can maximize your investment.

*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.*

1. **How often will my ad show up?** Each ad spot will appear 40 times per day, for 10 seconds at a time.
2. **Can I purchase more than one ad spot?** Yes! you can purchase as many as you want.
3. **How often can I change out my ad copy?** Ad copy can be changed out every quarter.
4. **Can someone help me design my ad?** We would be happy to design your ad for \$100.
5. **Are there other advertisers on the billboard?** Yes, there will be advertisers paying full price as well as chamber member advertisers.
6. **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



- 7 ..... [Ribbon Cutting - The Healing house](#)  
11:30 a.m. | 635 W. Hwy 50, O'Fallon
- 13 ..... [Downtown District Committee Meeting](#)  
8:45 a.m. | O'Fallon City Hall Council Chambers
- 14 ..... [Ribbon Cutting - ROAM Design Company](#)  
8:30 a.m. | TownePlace Suites St. Louis O'Fallon
- 18 ..... [Executive Board Meeting](#)  
1:15 p.m. | Chamber Depot
- 19 ..... [Education Committee Meeting](#)  
1:00 p.m. | O'Fallon District 90 Offices
- 19 ..... [Business After Hours](#)  
5:00 p.m. | Family Eye Care of O'Fallon
- 25 ..... [Member Engagement Committee \(MEC\)](#)  
1:15 p.m. | Chamber Depot



**YOU ARE INVITED**  
TO ATTEND A  
**SCULPTURE DEDICATION**

Celebrate Anne Thomure at the dedication of the sculpture, donated in her honor, by Art on the Square



**ANNE THOMURE**  
*Retired Marketing & Communications and Foundation Director*

MARCH : FROM  
**27** : **1-3**  
2024 : PM



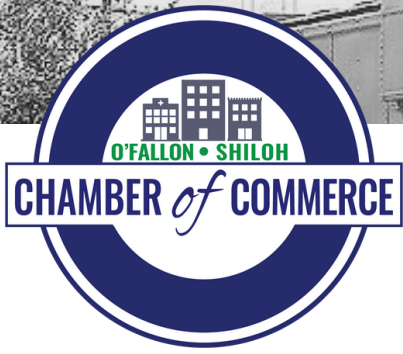
Memorial Hospital  
Shiloh Campus



Light refreshments to follow in the main lobby.

R.S.V.P by March 22 to Kim Renth: [kimberly.renth@bjc.org](mailto:kimberly.renth@bjc.org)





# upcoming events

## 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.

March's event will be held at **Family Eye Care of O'Fallon, P.C.**

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](#)



## APRIL

### 4.11 | 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!

[REGISTER NOW](#)

### 4.26 | Business Over Breakfast (BOB)

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.

[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

# 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

Erik Huber  
Bank of Springfield

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**  
 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