



SEPTEMBER 2025

# CHAMBER TRACKS

Official Newsletter of O'Fallon-Shiloh Chamber of Commerce

## A NOTE FROM OUR PRESIDENT

DEBBIE ARELL-MARTINEZ

### [Save the Date – Municipal Update 2025!](#)

Mark your calendars now because on **Wednesday, November 5<sup>th</sup>, 11:00 a.m. – 1:00 p.m.**, **Regency Conference Center**, we're rolling out one of our most exciting annual events: the Municipal Update 2025! You might remember this event in the past being called the State of the City/Village Address or Meet the Municipalities.

We're bringing together the Mayors of O'Fallon, Shiloh, and Fairview Heights for an inside look at what's happening in their communities. But that's not all—each municipality will also have key staff members on hand so you can ask about specific projects, initiatives, and opportunities. This is a Chamber member event.

We'll kick things off with short presentations from each Mayor, then shift into a lively panel discussion. It's your chance to hear directly from the leaders shaping our region. And yes, we'll have lunch available. Grab your coworkers, circle the date in your calendar, and come ready to connect and learn. Registration will open soon.

### [Networking, Roulette, and Coffee – Oh My!](#)

Our **Restaurant Roulette** events have been a smash hit this year! We continue to hear rave reviews about how much fun people have meeting in small groups, trying out new local spots, and making connections that stick. If you haven't joined us yet, don't wait too long—we've got another round happening on **October 16th**.

And if you're more of a coffee-before-conversation type, you'll love our **Coffee Connect on November 13th**. It's casual, energizing, and a perfect way to start the morning. These networking opportunities are intentionally designed to keep things fresh and approachable—because who said business networking can't be fun?

### [Looking Ahead to 2026 \(Yes, Already!\)](#)

Believe it or not, it's that time of year again—time for me to start hunting down the perfect 2026 planner. (If you know me, you know once something gets written in the planner, it sticks!) As I start sketching out next year's events, I'd love to hear your thoughts.

Which events did you especially enjoy this year? Is there something new you'd like to see us try in 2026? Maybe a different style of networking, a professional development workshop, or even something totally outside the box? This is your Chamber, and **your input** helps us create programs that serve you best.

**Feel free to drop me an email ([director@ofallonchamber.com](mailto:director@ofallonchamber.com)) with your ideas.**

I can't promise every suggestion will make it in—but I can promise that if it gets penciled into my planner, it's happening!

*-Debbie*

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# WELCOME NEW MEMBERS!

## AUGUST NEW MEMBERS

### **Birth to Five Illinois Region 50 (St. Clair County)**

Stephanie Herling  
1000 S. Illinois St.  
Belleville, IL 62220  
618-825-3929  
[Sherling@birthtofiveil.com](mailto:Sherling@birthtofiveil.com)  
<http://www.birthtofiveil.com/region50>  
(Family, Community & Civic Organizations)

### **Gaelic Origins Irish Dance**

Fiona Hershberger  
204 Scott Troy Rd. Ste B  
O'Fallon, IL 62269  
678-717-8171  
[dance@gaelicorigins.com](mailto:dance@gaelicorigins.com)  
<http://www.gaelicorigins.com>  
(Health/Fitness/Dance)

### **Gumby Vending**

Joe Streit  
O'Fallon, IL 62269  
314-590-3830  
[gumbyvending@gmail.com](mailto:gumbyvending@gmail.com)  
<http://gumbyvending.com>  
(Food and Beverages)

### **Hamm Family Farms**

Vern Hamm  
2 Ravenwood Circle  
O'Fallon IL 62269  
618-407-0309  
[Vhamm2@aol.com](mailto:Vhamm2@aol.com)  
[Hammfamof4@aol.com](mailto:Hammfamof4@aol.com)  
(Agriculture)

### **Thai Belly**

1333 Central Park Dr. Suite 111 & 115  
O'Fallon, IL 62269  
656-244-9956  
[maithai@premiumthai.co](mailto:maithai@premiumthai.co)  
(Restaurant)

### **Saucedo HR Solutions**

Lisa Saucedo  
O'Fallon, IL 62269  
(949) 933-7711  
[lisa@saucedohrsolutions.com](mailto:lisa@saucedohrsolutions.com)  
<http://www.saucedohrsolutions.com>  
(Business & Professional Services)

### **Super Patch**

Judy Kocinski  
Belleville, IL 62223  
618-722-0777  
[judy.kocinski6@gmail.com](mailto:judy.kocinski6@gmail.com)  
<https://judykocinski.superpatch.com/>  
(Health and Wellness)



**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

- SIBA/SICAP

## STAR INVESTORS

- Cambridge House of O'Fallon
- Catholic and Community Credit Union
- First Bank
- Morrison Plumbing, Heating & Air

## CORE MEMBERSHIP

- August The Mansion, LLC
- Braddock's Architectural Services, LLC

- Christina Midkiff MD SC
- Dister's Auto Repair
- CliftonLarsonAllen
- E-Rate Funding Services, LLC
- Ellerbrake Group KW Pinnacle\*
- FGM Architects
- Federally Employed Women
- Functional Health of O'Fallon
- Gateway Elite Gymnastics
- Gateway Grizzlies Baseball
- Holden Design Group
- Holiday Inn Express
- Hoyleton Youth & Family Services
- Huntington Chase Homes Corp.
- Invelop, LLC

- LF & Son Construction, LLC
- Master Lim's Martial Arts
- National Shrine of Our Lady of the Snows
- Nothing Bundt Cakes
- Professional Title Insurance
- Scooters Coffee
- Shiloh School District #85
- Syberg's Restaurant
- Tamarack Woods Apartments, LLC

*\*Downtown District Members*



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

## MEET YOUR CHAMBER STAFF



**Debbie Arell-Martinez**  
President/CEO



**Doris Obernuefemann**  
Operations Manager



**Jonathan Simmons**  
Marketing &  
Communications Manager



**Jessica Lotz**  
Leadership &  
Development Coordinator



**Johnnie Hodges**  
Membership Coordinator

# DOWN TOWN DISTRICT

## O'FALLON, IL



Check out latest  
events here



### MEET US IN THE DOWNTOWN DISTRICT.

There's always something happening in Downtown O'Fallon, Illinois. An amazing mix of local and regional businesses are bringing retail, dining and entertainment to this historic area. You're invited to meet us here and be a part of it all.

### HERE'S WHAT'S HAPPENING DOWNTOWN

**Vine Street Market Opening Day:**  
Saturday, May 10

**Strawberry Festival:**  
Saturday, May 17

**District Nights:**  
Thursday, June 5, July 10, & August 7

**Peach Festival:**  
Saturday, July 19

**A Wizard's Birthday:**  
Saturday, July 26

**Watermelon Festival:**  
Saturday, August 9

**Witches & Wizards Festival:**  
Saturday, October 4

**Vine Street Market Final Market:**  
Saturday, October 18

**Halloween Hunt Pub Crawl:**  
Saturday, October 25

**Thanksgiving Market:**  
Saturday, November 22

**Home for the Holidays:**  
Saturday, December 13

*Events subject to change*

# Care built for better

Health plans built for lower costs, an easier experience and better all-around health. There's no limit to what care can do.

Visit [uhc.com/il-chamber](http://uhc.com/il-chamber)



	CHAMBER WEBSITE	ADDRESS AND PHONE	<u>MOST RECENT ANNUAL BUDGET</u>	PRIOR YEAR'S ANNUAL BUDGET	# CHAMBER MEMBERS <sup>1</sup>	MEMBER DUES <sup>2</sup>	TOP LOCAL EXECUTIVE	CHAMBER PRESIDENT OR CHAIR
1	GREATER ST. LOUIS INC. greaterstlinc.com	1 Square #1300 St. Louis, MO 63102 314-231-5555	\$29.9 million	\$26.5 million	3,948	\$100—\$100,000	Dustin Allison <sup>3</sup>	Andrew Taylor
2	WASHINGTON AREA CHAMBER OF COMMERCE washmo.org	2 323 W. Main St. Washington, MO 63090 636-239-2715	\$4.77 million	\$4.67 million	640		Jennifer Giesike	Tanya McCormick
3	ST. CHARLES REGIONAL CHAMBER stcharlesregionalchamber.com	3 5988 Mid Rivers Mall Dr. St. Charles, MO 63304 636-946-0633	\$739,411	\$781,022				Gene Flett
4	CHESTERFIELD REGIONAL CHAMBER chesterfieldmochamber.com	4 101 Chesterfield Business Pkwy. Chesterfield, MO 63005 636-532-3399	\$700,000	\$700,000				Scott S. S. S.
5	GREATER BELLEVILLE CHAMBER OF COMMERCE bellevillechamber.org	5 216 E. A St. Belleville, IL 62220 618-233-2015	\$630,942	\$603,700				John J. J.
6	HISPANIC CHAMBER OF COMMERCE METRO ST. LOUIS hccstl.com	6 20 S. Sarah St. St. Louis, MO 63108 314-664-4432	\$550,000	\$550,000				Jose Ponce
7	COTTLEVILLE WELDON SPRING CHAMBER OF COMMERCE cwschamber.com	7 5342 Highway N Cottleville, MO 63304 636-336-2979	\$425,000	\$390,042				David D. D.
8	KIRKWOOD-DES PERES AREA CHAMBER OF COMMERCE kirkwoodesperes.com	8 366 S. Kirkwood Rd. St. Louis, MO 63122 314-821-4161	\$415,000	\$414,947	560	\$265—\$1,825	Debbie Arell-Martinez	Stephanie Haenchen
9	O'FALLON-SHILOH CHAMBER OF COMMERCE ofallonchamber.com	9 116 E. 1st St. P.O. Box 371 O'Fallon, IL 62459 618-632-3377	\$403,368	\$395,913	550	\$109-\$4,000	Debbie Arell-Martinez	Nathan Klitzing



# THANK YOU TO OUR 2025 SPONSORS!



## Platinum Sponsors

## Tournament Gift Sponsor

## Club Sponsors



## Bunker Beers Sponsors

## Pin Flag Sponsors

## Flag & Dash Sponsors

## H2O Sponsors

## Snack Attack Sponsors

## Gold Sponsors

## Food and Drink Sponsors

## Award Sponsors

## Silver Sponsors

# learn local



UNDERSTAND YOUR COMMUNITY  
INCREASE YOUR IMPACT

In this 9 hour workshop over 3 days, discover how our community works. Learn the foundations of local funding (property taxes, sales tax, and more), how new developments happen, the structure of public education, and resources within our community to help you grow your business and impact.

Sept 30 • Oct 7 • Oct 14

9 am - Noon \$249

Farmers and Merchants Bank Conference Room  
1805 E Highway 50 • O'Fallon

**APPLY NOW**

MEET US AT  
ROCK SPRINGS PARK  
O'FALLON, IL

# MILES FOR MEALS

EACH WALK:  
\$5 DONATION =  
30 MIN GROUP MOVEMENT +  
NETWORKING +  
HELPING OUR NEIGHBORS EAT!

**Walk for Our Pantry**

REGISTER NOW

**MARK YOUR CALENDAR**  
SUNDAYS - 8 AM ON  
9/28, 10/5 & 10/19  
WEDNESDAYS - 6 PM ON  
10/1, 10/8 & 10/22

**AT ROCK SPRINGS PARK**

Walk together, help together—  
fitness that feeds our neighbors!

BROUGHT TO YOU BY:  
O'Fallon-Shiloh Chamber of Commerce

# AUGUST RIBBON CUTTINGS



## O2B Kids

811 W Hwy 50, O'Fallon, IL 62269

## Scooter's Coffee Fairview Heights

5709 N Illinois St, Fairview Heights, IL 62208



## Andria's Bar

6805 Old Collinsville Rd, O'Fallon, IL 62269



*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](#)

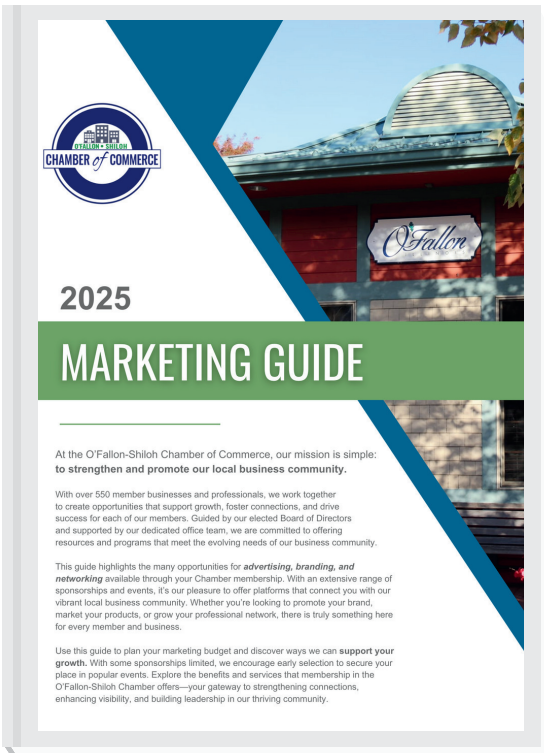


# DISTRICT FRIGHTS 2025



October 4  
5-9 PM

Downtown  
O'Fallon, IL



## MARKETING GUIDE AVAILABLE!

Our newly designed **2025 Marketing Guide** has everything you need to promote your business. Explore **no-cost and low-cost** marketing opportunities across our **website, newsletter, podcast, and even a billboard!**

Take a few minutes to browse through it, and reach out to **Jonathan** for more details.





# BROWN'S

Premier Car Service

TRACIE BROWN  
OWNER

Veteran-  
Owned  
&  
Operated



## WHY US?

- ✓ IMMACULATE VEHICLES: WE ARE RELIABLE & STYLISH
- ✓ PROFESSIONAL DRIVERS: WE ARE PUNCTUAL AND ATTENTIVE
- ✓ CUSTOMIZED SERVICE: WE TAILOR EACH TRIP TO YOU

## OUR SERVICES

- ✓ CELEBRATIONS: WEDDINGS, BIRTHDAYS, AND MORE
- ✓ AIRPORT TRANSFERS: DOOR TO CURBSIDE SERVICE
- ✓ BUSINESS: CONFERENCES, MEETINGS, AND MORE

***IT'S NOT JUST A RIDE BUT AN EXPERIENCE!***



[www.brownspremiercarservice.com](http://www.brownspremiercarservice.com)



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WE COME TO YOU FOR BASIC SERVICE WORK!

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- ✓ Battery Replacement
- ✓ Rear Differential Fluid

Call 833-GO-SERRA or Visit [833GoSerra.com](http://833GoSerra.com) to  
schedule your appointment!

At No Extra  
Charge To 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 133,110 vehicles daily*

52 WEEKS  
\$1,600

32 WEEKS  
\$1,200

20 WEEKS  
\$900



Have more questions?  
Reach out to the Chamber!

[CLAIM YOUR SPOT](#)



## PODCAST SPONSORSHIP

The 618 Podcast is a monthly production of the O'Fallon-Shiloh Chamber of Commerce 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/SPOT

20-SECOND  
SPOT

LET US TALK  
ABOUT YOUR  
BUSINESS!



[CLAIM YOUR SPOT](#)



[VIEW WINTER NEWSLETTER](#)



[VIEW JULY NEWSLETTER](#)



Memorial Hospital

We are BJC HealthCare.

You deserve extraordinary care, close to home.

Our experienced doctors, nurses, and caregivers are right in your community providing routine treatments and life-changing care. We're here for you and your family—every day—because you deserve extraordinary care.

Find care at: [MemHosp.org](http://MemHosp.org)



HealthCare  
Memorial Hospital

# TRUNK OR TREAT

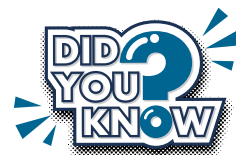
**Chamber Candy Drive Supporting Scott AFB**

Need by : Wednesday, October 15th

Office Hours : M-F, 8:00am - 4pm

Deliver to : Chamber Office

**LEARN MORE** [375FSS.COM](http://375FSS.COM)



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

Click below to view the [September](#) and [August](#) newsletters:



Congratulations!



On August 23rd Capt Mojzis, Chief Brueggeman and Sergeant Gimble had the pleasure of attending the police academy graduation for Cpl. Allison Bink. Cpl. Bink began her journey at the Sauk Valley Community College Police Academy 10 weeks ago. We're excited to have her back at OPD to begin field training!

Congratulations Allison!!!

- UPCOMING EVENTS**
- CLOSED: Labor Day, Sep 1st
  - Golf Tournament, Far Oaks, Sep 2nd
  - Schwan's LETH Drive, Sep 23rd - 24th
  - TX Roadhouse Drive to Donate, Sep 29th - 4pm
  - Night to Unite, Community Park, Oct 14th, 6-8pm



District 203: August 12th  
District 90: August 13th



- If You're Dragging Off:**
- Don't double park; it blocks visibility for other children and vehicles
  - Don't lead or unload children across the street from the school
  - Carpool to reduce the number of vehicles at the school
- Sharing the Road with Young Pedestrians**
- Don't block the crosswalk when stopped at a red light or waiting to make a turn, forcing pedestrians to go around you; this could put them in the path of moving traffic.
  - In a school zone when flashers are blinking, stop and yield to pedestrians crossing the crosswalk or intersection
  - Always stop for a school patrol officer or crossing guard holding up a stop sign
  - Take extra care to look for children in school zones, near playgrounds and parks, and in all residential areas
  - Don't honk or rev your engine to scare a pedestrian, even if you have the right of way
  - Never pass a vehicle stopped for pedestrians
  - Always use extreme caution to avoid striking pedestrians wherever they may be, no matter who has the right of way
- Blood Drive, RedHouse 4:** Aug 19th, 10-5pm
- LETH To A Go, TX Roadhouse:** Aug 27th, 6-9pm
- CLT20th Labor Day, Sep 1st**
- Golf Tournament, Far Oaks:** Sep 2nd
- Schwans LETH Drive:** Sep 23rd - 24th
- Night to Unite, Community Park:** Oct 14th, 6-8pm

# MEMBER NEWS

## Big Brothers Big Sisters of Southwestern Illinois BBBSIL 31ST ANNUAL HOME RAFFLE

### DRAWING - NOVEMBER 20, 2025

Big Brothers Big Sisters of Southwestern Illinois Office in Belleville, IL at 10:30am  
Watch via Facebook Live at facebook.com/BBBSIL/

Sales end November 18, 2025 at 8:59pm  
Need not be present to win. All winners will be published on bbbsil.org within 24 hours of the drawing. Raffle drawing will be overseen by a independent judging organization.

### \$1,000 EARLY BIRD DRAWING SEPTEMBER 30, 2025

The early bird drawing will take place at 11:59am  
Early bird winner is still eligible for grand prizes.

**1ST PRIZE: HOME OR CASH**  
**2ND PRIZE: \$7,000**  
**3RD PRIZE: \$3,500**  
**4TH PRIZE: \$1,750**

### TO PURCHASE YOUR HOME RAFFLE CERTIFICATE

GO TO [BBBSIL.ORG/HOUSERAFFLE](http://BBBSIL.ORG/HOUSERAFFLE)

SCAN THE QR CODE OR  
CALL US AT 618-398-3162



## Farewell Reception for City Administrator, Walter Denton



Celebrating 22+ years of service to the City of O'Fallon



September 11, 4-6 PM  
Oak Room at Community Park  
(411 E 5th St.)



NEW

## READERS' CORNER

FEATURED MEMBER ARTICLES



### YOUR STRENGTH, DESIGNED FOR YOUR SCHEDULE

August proved you could maximize your time – now September shows you how to design a strength system that's completely yours.

While everyone's settling into fall routines, smart professionals are taking a different approach: they're designing customized strength programs that work WITH their unique schedules, goals, and challenges instead of against them.

#### Your Custom Design Advantage:

- \* Programs built around YOUR actual availability
- \* Exercises chosen for YOUR specific work demands
- \* Timing optimized for YOUR energy patterns
- \* Results focused on YOUR performance goals

#### Why One-Size-Fits-None Fails:

The executive who needs stress management isn't the same as the nonprofit director building confidence for board presentations. The remote worker has different needs than the healthcare professional who is on their feet all day.

#### September's Smart Strategy:

Instead of forcing yourself into generic fitness programs, this month you're designing a strength system as unique as your career path. Think of it as your personal performance blueprint – engineered specifically for how YOU work and what YOU need to achieve.

#### Real Results from Real Design:

"Once I stopped the one size fits all workout plan and designed something around my actual life, everything changed. My energy, my focus, my stress levels – all better." – Local Chamber Member

Ready to design your signature strength system? This month, we're showing you exactly how to engineer a program that fits your professional life perfectly.

We will help you with design ideas in the full article at [studiostrong.fit/ChamberStrong](http://studiostrong.fit/ChamberStrong)

*Your career and life deserve a strength plan designed for you as well as your professional development plan.*

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

[SUBMIT PRESS RELEASE](#)

[VIEW ALL NEWS](#)



# 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**  
**\$1,600**

**32 weeks**  
**\$1,200**

**20 weeks**  
**\$900**

**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  
**PLUS:** Now includes your ad on our new Chamber website for one quarter!



## SIGN ME UP!

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

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

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

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

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

**52 WEEKS | \$1,600**

**32 WEEKS | \$1,200**

**20 WEEKS | \$900**

**I WOULD LIKE MORE THAN ONE AD** \_\_\_\_\_  
*Please indicate how many ad spots you would like*

**I WOULD LIKE THE CHAMBER TO DESIGN MY AD | \$100**

## 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.

# BUSINESS TRACK INSIGHTS

## Hyper-Personalization on a Budget: 3 AI Tools for Small Businesses

Greg Sandler, *Small Biz Ahead*

Ever wonder how Amazon seems to know exactly what you want next? That kind of personalization is no longer exclusive to tech giants. Thanks to affordable AI tools, small businesses can also offer personalized, white-glove customer experiences, without a massive headcount or expensive computing infrastructure.

Personalization is increasingly important to your customers. According to a recent [McKinsey report](#): “71% of consumers expect companies to deliver personalized interactions—and 76% get frustrated when this doesn’t happen.”

Read on to learn how AI tools can help you personalize interactions with your customers.

### The Personalization Pay-off

AI personalization tools were once too complex and expensive for most small businesses. But now, a new generation of affordable solutions levels the playing field. Investing in personalization can lead to improved loyalty, retention and customer lifetime value (CLV). One report from the video commerce company [Firework](#) found that:

- 91% of consumers are inclined to shop again after a positive personalization experience.
- 80% of customers are more likely to remain loyal to brands that offer personalized experiences.
- 65% of businesses that implement personalization strategies report higher customer retention rates.

AI and machine learning algorithms are central to hyper-personalization, allowing businesses to analyze vast amounts of data to predict customer behaviors and preferences. AI-powered data analysis also enables companies to move beyond static personalization to real-time engagement. This includes automatically adjusting content and personalizing offers based on user interactions.

Hyper-personalization is reshaping customer engagement strategies across industry sectors. Retailers, for example, are utilizing hyper-personalization to enhance customer experiences through incentivized product recommendations, dynamic pricing and tailored marketing messages.

Manufacturers are using AI and customer data to enable personalized production. Some footwear brands, for instance, combine 3D printing and customer foot scans to facilitate hyper-personalized shoe fits and styles.

Personalization can provide significant benefits in terms of customer satisfaction and business performance. That’s because fostering loyalty and retention means that your customers are more likely to buy, spend more, and stay with your brand. In one study, personalization based on customer preferences led to a [33% increase in CLV](#). Moreover, customers with a strong emotional connection to your brand have a [306% higher lifetime value](#) than average customers.

### AI Personalization Tools for Small Businesses

Three potentially valuable personalization solutions for your business are Klaviyo for marketing automation, Intercom for customer service and Shopify Magic for a suite of AI productivity tools.

#### Klaviyo: Marketing Automation

[Klaviyo](#) touts itself as the only customer relationship manager (CRM) built for B2C brands. It features a data management platform that uses AI for predictive analytics, product recommendations, benchmarking against competitors, and analyzing customer sentiment. Its Gen AI engine can help with tasks like creating automated flows for personalized marketing and writing subject lines for email content and SMS campaigns.



**Pricing:** Klavio pricing starts at \$60 per month for its [Email plus SMS](#) plan.

**See it in action:** [Harney & Sons](#), a family-owned tea company based in Millerton, New York, uses Klavio's CRM platform for marketing and customer engagement. The tea company replaced its fragmented legacy systems with an automated solution that supports email, SMS, customer reviews, and customer loyalty programs. This enabled the company to streamline its operations, to implement targeted SMS sign-ups for specific customer segments, and to seamlessly incorporate customer reviews into emails and its Shopify storefront. In addition to improving operational workflows, the Klaviyo CRM helped Harney & Sons deliver more personalized and relevant communications to its customer base.

### **Intercom: Customer Service**

Intercom's AI agent, called Fin, is designed to provide human-quality customer service that can either be integrated on your platform or used via [Intercom's platform](#). Fin provides instant, accurate answers for your customers 24/7. It also helps to personalize every interaction and can even take action on behalf of your customers by, for example, scheduling a follow-up call or transferring someone to a live agent.

The Intercom platform also includes Copilot, which provides instant, always-on assistance for support agents, and AI Analyst, which offers holistic AI insights and recommendations for decision makers. It's a dynamic machine learning system in which every customer conversation helps to improve the system.

**Pricing:** Intercom pricing starts at \$0.99 per Fin resolution and \$29 per seat per month for the Essential plan, which include the [Fin AI Agent](#).

**See it in action:** [Stuart](#), a last-mile delivery platform in Europe, uses Intercom for automated, on-demand customer communication and support. AI helps Stuart manage over 3,500 clients and 30,000 partner-couriers. Using Intercom's messaging system, Stuart improved response times and reduced operational costs—leading to better efficiency and enhanced customer satisfaction. Since 2017, Intercom has helped Stuart manage 40,000 conversions a week, onboarded 17,000 customers and boosted marketing engagement by 60%.

### **Shopify Magic: E-commerce**

[Shopify Magic](#) includes a suite of AI automation tools to handle repetitive tasks, tedious workflows, and creative roadblocks as you navigate the world of e-commerce. Shopify Magic AI tools can also help with content creation and customer service. For example, Shopify Magic can help personalize email content as well as recommending what time of day recipients are most likely to engage with your content.

The Shopify solution also can help small companies optimize online storefronts with automated design and content. You can use AI to write product descriptions and deliver personalized browsing experiences—including targeted discount offers—to existing customers and prospects.

**Pricing:** Shopify Magic tools are free for all Shopify merchants. Plans start at [\\$29 per month](#).

**See it in action:** [Klatch Coffee](#) is one example of how Shopify Magic can help automate tasks such as writing product descriptions and generating personalized discounts and pricing strategies. Harnessing the power of AI has helped the California coffee roaster manage its online store more efficiently. Automation was especially valuable during the high-demand holiday season. Klatch is also using AI to respond more quickly to variable operating conditions—enabling it to quickly shift promotions, update listings and better manage inventory.

### **Trust, Transparency and Privacy**

As personalization becomes more prevalent in digital marketing, concerns about overstepping privacy boundaries have grown. Instances where companies use detailed personal data without clear consent can sometimes lead to a “creepy” perception among consumers.

Meta, for example, came under fire in 2024 for its plans to [share user data](#) from Facebook and Instagram in training its AI models. Critics pointed out that the opt-out process was convoluted and involved hidden forms and unnecessary steps—raising concerns about user consent and data privacy

**[.... READ MORE](#)**

# MONTHLY CALENDAR

# September



- 9.....[Annual Golf Tournament](#)  
Far Oaks Golf Course
- 10.....[Downtown District Committee Meeting](#)  
8:45 a.m. | City Hall Council Chambers
- 16.....[Education Committee Meeting](#)  
11:00 a.m. | O’Fallon District 90 Offices
- 17.....[Ribbon Cutting - Counselors Associates Ltd.](#)  
9:00 a.m. | City Hall Council Chambers
- 18.....[Ribbon Cutting - Shiloh Church - 150th Building Anniversary!](#)  
5:30 p.m. | 210 South Main Street, Shiloh
- 22.....[Executive Board Meeting](#)  
1:15 p.m. | Chamber Depot
- 22.....[Member Engagement Committee \(MEC\)](#)  
2:30 p.m. | Chamber Depot
- 23.....[Business After Hours \(BAH\) - Gifts for Individuals 40th Anniversary](#)  
5:00 p.m. | 702 E Hwy 50, O’Fallon
- 25.....[Ribbon Cutting - Edward Jones - Mary Ruetters](#)  
12:00 p.m. | 703 Hartman Lane, Ste 1, O’Fallon

## CONNECT WITH HS STUDENTS LOOKING FOR A JOB

We’ve started a new way to connect our local high school students with employers. Instead of a traditional job fair, OTHS students can now fill out a [Job Interest Form](#) indicating the types of jobs they’re looking for.

Here’s how it works:

- When a student submits a form, chamber staff get notified.
- We’ll share their information with Chamber member employers who have said they want to see these.
- Employers can then reach out directly to students who seem like a good fit.

If your business is interested in receiving these forms and connecting with students, let Debbie know ([director@ofallonchamber.com](mailto:director@ofallonchamber.com)). This is a simple, direct way to reach students who are already interested in working—and to help them find great opportunities right here in our community. Thanks for supporting our youth and workforce development!



upcoming  
events

## SEPTEMBER

### 09.23 | Business After Hours (BAH)

Network with 70+ potential contacts—bring your business cards! Enjoy 1.5 hours of pure networking with no formal program. Stay as long as you like, tour the host's business, meet people, and enjoy light refreshments.

September's event will be hosted by **Gifts for Individuals!**

[REGISTER NOW](#)

## OCTOBER

### 10.02 | Speed Networking at McKendree

Join us for Speed networking with McKendree University Business Students! Come a little early for some goodies and coffee (8:30 a.m.); speed networking starts at 9 a.m. We'll take a short break at 9:20 a.m. and start back up again at 9:30 a.m. (to allow students to come in from class). Event ends at 10 a.m.

[REGISTER NOW](#)

### 10.24 | Business Over Breakfast (BOB)

Enjoy a free continental breakfast while networking with 55+ potential contacts. Bring business cards and a short introduction about your business. Chamber members can also place fliers on our Information Buffet. Interested in being a featured speaker? Contact us at [director@ofallonchamber.com](mailto:director@ofallonchamber.com) or see Chamber staff at the event. RSVP here or to [chamber@ofallonchamber.com](mailto:chamber@ofallonchamber.com) so we can plan for you!

[REGISTER NOW](#)

### 10.16 | Restaurant Roulette

You 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're randomly assigned a restaurant (*we'll let you know the day before where you're eating*). 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](#)

### 10.28 | MAXimize Your Benefits (MAX)

This one-hour session is your opportunity to:

- Learn about the benefits of Chamber membership.
- Discover how to make the most of your investment.
- Share a bit about your business so we can better support you.
- Explore all the ways the Chamber helps you connect, grow, and succeed.

*New & Experienced Chamber Members are Welcome!*

[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.

**Thank you 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  
 American Family Insurance- Scott Buchtel  
 Ameren  
 Associated Bank  
 Auffenberg Dealer Group  
 Bank of Belleville  
 Bank of O'Fallon  
 BOS Metro East Banking Center  
 Busey Bank  
 C&C Sports  
 Cambridge House O'Fallon  
 Carrollton Bank  
 Catholic Community Credit Union  
 Central Bank  
 Clete's, Inc.  
 Clinton Manor Living Center

Commerce Bank  
 Country Estate Kennel  
 CSL Plasma  
 Drury Inn & Suites  
 Farmers & Merchants National Bank  
 FCB Banks  
 First Bank O'Fallon  
 First Bankers Trust Company  
 First Community Credit Union  
 Gateway Metro Federal Credit Union  
 Heartland Bank and Trust Company  
 Hilton Garden Inn  
 Holland Construction Services  
 Kerber, Eck & Braeckel, LLP  
 Keystone Place at Richland Creek  
 Klein's Brand Source  
 Lashley Animal Hospital  
 Lincoln Surgical Associates, Ltd.

Livido Wellness PLLC  
 Mathis, Marifian & Richter, Ltd.  
 Merrill Lynch | Woody Gray  
 Morrison Plumbing Heating & Air  
 Regency Manor  
 Regions Bank  
 Revity Credit Union  
 Sandberg Phoenix  
 Scott Credit Union  
 Sigman Heating and Air Conditioning  
 Spectra Graphics  
 Taylor Roofing  
 The Regency Conference Center  
 The Rehabilitation Institute of Southern IL  
 Together Credit Union  
 TownePlace Suites by Marriott  
 United Healthcare

# BOARD OF DIRECTORS

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## EXECUTIVE BOARD

Nathan Klitzing, Board Chair  
Cambridge Capital Management

Kevin Welch, Vice Chair  
1st National Bank of Waterloo

Dan Jackson, Treasurer  
Carrollton Bank

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## 2024-2025 BOARD MEMBERS

Lauren Beach  
BJC Memorial Hospital

Chris Klay  
HSHS St. Elizabeth's Hospital

Ex-Officio

John Eichenlaub  
BARBERMURPHY

Donna Richter  
Southern Illinois Builders Assoc.

Mayor Eric Van Hook  
City of O'Fallon

Melissa Fanning  
United Way of Greater St. Louis

Kurt Schroeder  
UB Greensfelder LLP

Mayor Robert Weilmuenster  
Village of Shiloh

Jon Greenstreet  
Bike Surgeon

Pat Mandeville  
Bank of Springfield

Mike Slaton | Lead In  
1-800-Striper of St. Louis  
Metro East

Cassidy Hoelscher  
The Rehabilitation Institute of  
Southern Illinois

Mike Williams  
Serra Honda

Julia Yank  
Taylor Roofing

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## CHAMBER AMBASSADORS

Kimberly Beckley  
Simplifying Beauty

Ken Hutchens  
Shiloh Church

Delisa Richardson  
Z. D. Richardson Notary Services

John Grissom  
Berkshire Hathaway

Amy Kempfer  
Associated Bank

Justin Ward  
1st National Bank of Waterloo

Megan Grandone  
O'Fallon Area Living

Reneé LaBruyere  
Horner & Shiffrin

Tianna Wesselmann  
Okawville Equipment

Jaclyn Gross  
Fairfield Inn & Suites  
O'Fallon, IL

Ke'Ira Lewis  
Etc. Event Planning & Marketing

Ambassador Emeritus  
Don Barkley

Cindy Hill  
Home Instead

Nathan Parchman  
Farmers & Merchants  
National Bank

Debbie Brauer

Erik Huber  
Bank of Springfield

Lindsay Porzeinski  
Home Heating & Cooling

Dave Snyder  
Rotary Club of O'Fallon

Sheri Welch



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

Additional events you might be interested in attending

**SAVE THE DATES**  
**ANNUAL GOLF TOURNAMENT**  
Far Oaks

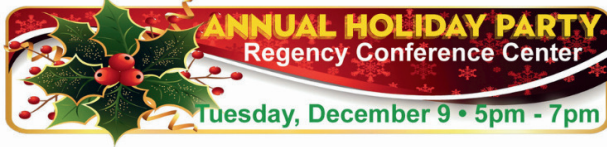
Tuesday, September 9

**MUNICIPAL UPDATE 2025**

Regency Conference Center  
Wednesday, November 5 • Lunch Event

**MAXIMIZE YOUR BENEFITS**

Friday, August 22 • 9:00 a.m.  
Tuesday, October 28 • 8:30 a.m.



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ADDRESS SERVICES CORRECTED

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

July - December 2025  
**SAVE THE DATES**

**BUSINESS AFTER HOURS (BAH)**

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



**Gifts for Individuals**

40<sup>th</sup> Anniversary

702 East Hwy 50, O'Fallon

Tuesday, September 23 • 5-6:30 p.m.



**Pure 111 Medical Aesthetics**

391 Frank Scott Parkway East, Fairview Heights

Tuesday, November 18 • 5-6:30 p.m.

Please RSVP to 618-632-3377 or [chamber@ofallonchamber.com](mailto:chamber@ofallonchamber.com)

**RESTAURANT ROULETTE**

Thursday, August 14 11:30 a.m.  
Thursday, October 16 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!

**COFFEE CONNECT**

Thursday, November 13 8:00 a.m.  
Location: at various member businesses

**BUSINESS OVER BREAKFAST (BOB)**

Friday, August 22 8:00 a.m.  
MAXimize Your Benefits immediately following at 9:00 a.m.  
Friday, October 24 8:00 a.m.



all BOB events located at  
**Public Safety Building • 285 N. Seven Hills Road, O'Fallon**