



November 2022

CHANNAHON  
MINOOKA  
**Chamber & Chamber**  
A Division of Grundy County Chamber of Commerce

GRUNDY COUNTY  
*of* COMMERCE

# Courier

## 7 Ways to Get Your Business Ready for the Holidays

### Celebrating Anniversaries

*Congratulations to the following businesses celebrating a milestone:*

40 Years

**Lightways  
Regional Office of Education**

15 Years

**SOCU - Morris**

5 Years

**Holiday Inn and Suites - Joliet**

Please remember, to keep your information up to date we need your help. Contact the Chamber (admin@grundychamber.com) with the date you opened your business.

1. **Start Marketing Holiday Specials NOW.** Even if you're in a business that's not typically associated with holiday spending, tie your business in. If you change oil, talk about service specials to get cars in shape for holiday travel. Insert yourself into buyers' holiday-readiness checklist. The holidays are about a lot more than just gifts. There's a lot of prep work to be done that can carry over into décor, furnishings, beauty industries and more.
2. **Master the Offer.** What will you offer to encourage them to buy from you? Will you discount a popular product or service, host a free how-to clinic, run a webinar with a special discount at the end, offer a BOGO deal, provide a buy now/save later opportunity, offer a gift with purchase or bonus gift card, organize a contest or passport program with other businesses (**stay tuned for a Grundy Chamber passport coming soon**). There are many ideas to excite customers. Choose one and start marketing it ahead of time.
3. **Create a Spotlight.** People have a lot on their minds during the holidays. Anything you can do to make buying from you easier will stand out. Like a gift-giving guide, a holiday services menu, or a buy online and pickup in the parking lot can all be great ideas. Decide what you can do to make your customers' lives easier and market that.
4. **Increase Your Marketing.** Whether you're paying for ads or going the free route, people are overwhelmed right now. The ability to bring in holiday customers with marketing can come down to the timing of your message, reaching them right when they're deciding. So, you need to be everywhere. Increase your social media posting. Double down on your emails. Increase your content. They need you to help them in a very directed manner. Provide them with valuable information and easy access to your products or services.
5. **Establish Vacation Policies.** If you don't already have an established policy, get one. Do you award vacation based on seniority or first-come, first-served? To avoid upsetting your employees, make sure everyone knows how you decide time off during the holidays. Once you have a policy, be proactive and ask who needs what time. Consider offering an incentive to work the times that are less popular like Christmas Eve.
6. **Hire and Train Seasonal Employees.** It's nearly impossible to offer exceptional customer service with burned out and overworked employees so you want to ensure you're adequately covered for the holidays. Consider your coverage needs. Do you have enough employees? If so, when advertising your open positions, make sure you focus on what's in it for them (besides a paycheck). Is it a nice work environment (why)? Do you offer a discount (how much)? Are there additional perks to employment? If you offer an employee discount, explain they could save on Christmas gifts. Talk all this up in your advertising/job posting and your business will stand out. Be as descriptive as possible.
7. **Give Employees Something to Get Excited About.** Years ago, the company Christmas party was talked about and planned for throughout the year. But these days it's become another obligation at a busy time. Consider what your employees want most. Do they enjoy that fancy dinner and open bar? Would they enjoy it more after the rush of the holiday season? Would they rather have a cash bonus or a gift? Maybe your employees are more altruistic. Would they enjoy sharing their blessings by working on a company project and helping a charity? You don't have to host a holiday party. Tailor your year-end celebration to what they will get the most excited about. *-By Christina Metcalf*

The Chamber offices will be  
closed these dates in  
November:

Nov. 2 - Nov. 4  
(Staff will be attending the Illinois  
Association of Chamber of  
Commerce Executives  
Conference)

Nov. 24 - Nov. 25  
(Thanksgiving Holiday)

**We are  
thankful for  
all our  
members!**

## Board of Directors and Staff

### Board of Directors:

### Chamber Staff:

**+John Adler, Secretary**  
Aflac

**Amanda Hiller**  
Events Director  
amanda@grundychamber.com

**+Jaclyn Aldridge, Vice Chair**  
Grundy Bank

**Christina Van Yperen**  
President & CEO  
director@grundychamber.com

**Angela Baumeister**  
WCSJ / WJDK Radio

**Patty Webb**  
Membership Director  
admin@grundychamber.com

**Sarah Beach**  
Village of Coal City/Sunshine Garden Center

### Chamber Ambassadors:

**+Megan Borchers, Chairwoman**  
LyondellBasell

**John Adler**  
AFLAC

**Angela Baumeister, Vice Chair**  
WCSJ / WJDK Radio

**Chris Brown**  
City of Morris

**Jack Fillenwarth**  
Morris Building & Loan

**John Callahan**  
UC Davis-Callahan Funeral Home

**Angela Lilek**  
Midland States Bank

**+ Matt Fritz**  
Village of Coal City

**Ashley Jurkas**  
Heartland Bank

**+ \*John Harrington, Treasurer**  
Village of Minooka & CM Chamber Division Chair

**Dayna Manegold, Secretary**  
SOCU

**Carolyne Joseph**  
Constellation—Dresden Station

**Kaylea Mann, Chairwoman**  
Old National Bank

**Mike Petrick**  
Village of Channahon

**Christine Mendez**  
Grundy Bank

**\*Kaylea Mann, Ambassador Chair**  
Old National Bank

**Greg Mialkowski**  
The Gardens at Park Pointe

**Erin Murphy Frobish**  
Morris Hospital & Healthcare Centers

**Dana Odegaard**  
Fitness Premier—Minooka

**Nancy Norton**  
GEDC

**Denise Pankey**  
Community Member

**Josh Schroeder**  
SPACECO, Inc.

**Steve Vanisko**  
Shaw Media

**Mary Rossio**  
Lightways  
Angels of Hope

**Mary Rossio**  
Lightways

**Judi Tapella**  
Mary Kay Cosmetics

+Executive Committee  
\*Appointed Position

**Julie Van Eck**  
Mahoney, Silverman, & Cross

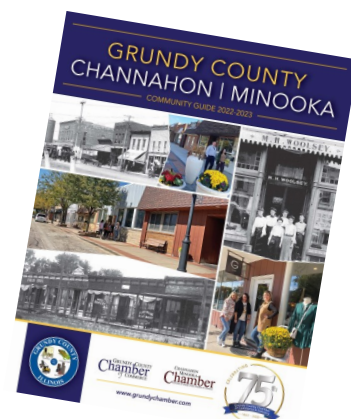
The Chamber's mission:

- Support its membership
- Promote economic development
- Preserve and enhance the quality of life of our community

## From the President & CEO's Desk

The new Grundy County Chamber Guide is here! The new guide will be distributed this month. Each of our members will receive one in the mail from Shaw Media and the Chamber will have them in office for visitors, members, new residents, businesses and anyone needing information on our community.

Keep your eye out for Chamber staff as we bring boxes of guides to our area libraries, municipalities, hotels, and more. If you are interested in having guides available at your business, give us a call at 815-942-0113 and we'll bring you some!



Thank you to all our members who supported this guide with an ad—your support of this product allows the Chamber to continue its mission of promoting our members and enhancing the business community!

## Member News Briefs

Congratulations to Linda Taglia of **American Commercial Bank & Trust** Mortgage Group on your 2022 Five Star Mortgage Professional Award!

Lori Bonarek and Jennifer Phillips Brokers with **Lori Bonarek Realty** were recently recognized for receiving Accredited Commercial Practitioner (ACP) certification. This certification presented by The Mainstreet Organization of Realtors is currently held by less than 175 Brokers in Illinois. This program provides in-depth training to succeed in commercial real estate.

**Richard A. Olson & Associates/Olson Auction and Real Estate**, a third-generation auction firm was awarded a National Auction Award. Erik Olson was recently awarded Auctioneer of the Week from AuctionFlex / Hibid.com, the leading platform used nationally for online auctions. This award is based on customer service, quality of marketing, and feedback from the sellers. Also worth mentioning, Erik Olson is the leading auctioneer of pocket watches in the entire United States, having sold thousands of watches online to bidders across the world.

Explore the newly opened exhibit at **Four Rivers Environmental Education Center** in Channahon to learn about muskies, river fish and the birds that flock to McKinley Woods preserve. The "Four Rivers at the Confluence" wing features a 2,000-gallon fish tank with catfish, black crappie, smallmouth bass, bluegill and walleye; a "Mussel Masquerade" exhibit and an exterior, oversized bird feeder. Four Rivers, 25055 W. Walnut Lane, Channahon, is open Tuesday—Saturday, 10 a.m. to 4 p.m., and Sundays, 12- 4 p.m.

# Welcome New Members!

## The Cove

30 N Broadway STE 1  
Coal City, IL 60416

(815) 416-7621

Nutrition club serving healthy shakes, energizing teas, and coffees. We also offer community space with rotating events open to the public.

## The Pub

200 Gore Road  
Morris, IL 60450

(815) 942-4200

The Pub offers a wide selection of services, including a full bar, bar food, live music, and pool tables. Happy Hour Mon-Thurs and an extensive food menu that includes seafood, specialty burgers & more.

## Resilience Home Health - Aurora

768 Shoreline Drive  
Aurora, IL 60504  
Resiliencehomehealth.com

(815) 710-5116

Providing home health care in the comfort of your home for nursing, therapy, social work and nurse's aide.

## The Country Farmhouse- COMING SOON

425 E. Route 6  
Morris, IL 60450

This family-friendly restaurant will offer you old and new breakfast and lunch favorites.

## T-Mobile

25445 Pheasant Ln  
Channahon, IL 60410  
t-mobile.com

(502) 644-9711

T-Mobile offers mobile broadband internet access services for smartphones, basic phones, tablets, mobile hotspot devices, home and business internet service and other wireless devices for cars & pets.

## Evergreen Nutrition

206 Liberty Street  
Morris, IL 60450

(815) 513-5066

A healthy shake, coffee, and tea bar.

## Pursuit Wealth Group

721 Bedford Road  
Morris, IL 60450  
Pursuitwealthgroup.com

(815) 714-7673

A wealth advisory firm.

## Hollywood Casino Joliet

777 Hollywood Blvd.  
Joliet, IL 60436  
Hollywoodcasinojoliet.com

(888) 436-7737

Hollywood Casino Joliet features a stunning pavilion, well-appointed hotel accommodations and a gaming floor with red-hot action.

## Love's Travel Stops- Morris

8909 N. Brisbin Road  
Morris, IL 60450  
Loves.com

(815) 705-9259

Loves provides professional truck drivers and motorists with 24-hour access to clean and safe places to purchase gasoline, diesel, fuel, travel items, electronics, snacks, and more.

## Express Employment- Morris

101 George St. Ste. B  
Morris, IL 60450  
Expresspro.com/ottawail

(815) 306-0250

Express is a staffing agency with locations in Ottawa and in Morris.

*Don't forget new members, and all our members, can accept Grundy County Chamber gift certificates!*



**American Commercial Bank & Trust**  
The Bank For Your Business

*The Lender You Can See  
&  
The Lender Who Cares*

**Your Home, Your Lender**

Online Pre-Mortgage Loan Application at:  
[www.acbandt.com](http://www.acbandt.com)

Offer of credit is subject to credit approval



**Linda Taglia**  
NMLS# 646212  
Director of Mortgage Lending  
FHA/VA, Equity Loan Specialist  
815-326-0814  
[ltaglia@acbandt.com](mailto:ltaglia@acbandt.com)



**2022 FIVE STAR**  
MORTGAGE PROFESSIONAL  
Linda Taglia NMLS#646212  
2014-2015-2016-2017-2022



**American Commercial Bank & Trust**  
The Bank for Your Business

Member FDIC



# Coffee & Company



NOVEMBER 9  
8 A.M.- 9 A.M.

Hosted By



224 Liberty St.  
Morris

Learn about this one-of-a-kind Morris store! From original shirts and hats, to grill accessories and even toothpaste, Field Day offers products that are crafted with great attention to detail. Join us and check it out for yourself!

\*Free to Attend

\*Don't Forget your business cards

# CONNECT@4

Thursday, November 17  
4 p.m.-6 p.m.



500 Bob Blair Road  
Minooka, Il 60447

Come join us as we hear all about  
what Heartland Bank has to offer, and  
help us congratulate this year's Heart  
of the Community Award recipient!

**\*Food \*Drinks \*Prizes**

\*Free to Attend

\*Don't forget your business cards

Grundy County Chamber of Commerce & Industry  
909 Liberty Street  
Morris, IL 60450

*Or Current Resident*

**Pre-Paid  
Standard  
U.S. Postage  
PAID  
Morris, IL 60450  
Permit # 148**