

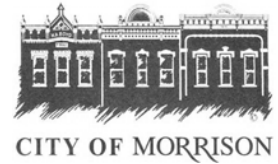
# Chamber Chatter

A quarterly newsletter highlighting member milestones, achievements, photos, and featuring newsworthy articles.



## STATE OF THE CITY

### *A Report From Mayor Everett Pannier*



It doesn't seem like it's been eight months since I took office, so it's past time that I provide some updates as to what your City has been up to.

Your Council and Administration have accomplished much over the past several months, but unfortunately all the water line breaks draw attention away from the many positive things that have occurred. In addressing the water line breaks, we have been trying everything that we can think of to get them stopped. Part of the problem is that with the entire system being underground we cannot determine if small leaks are or have been occurring until they finally grow larger and come to the surface. We have switched back and forth from one well to the other, placed very sensitive pressure recorders on line that will sense even the slightest change in pressure. We've also monitored for surges in air in the lines. One obvious fact is that all of the leaks that have occurred have been on the very old lines, some of which are 80 plus years old. They are rusted through and are very fragile. None of the lines that have been put in operation in the last twenty years have sprung any leaks. We suspect that there are likely several lines that still have small leaks that have not yet surfaced. Those will be repaired as they appear. The extremely cold weather has also hampered repair and the Public Works crew has been going above and beyond to stay on top of fixing leaks as well as keeping up with all the snow plowing. I cannot say enough about the fantastic job that they have been doing. When you see any of them it would be great if you could thank them for their efforts.

On a more positive note, I would like to summarize some of the happenings that have occurred over the past few months:

- ◆ In October the Council unanimously hired Barry Dykhuizen as Morrison's new City Administrator. We are confident in his abilities to lead Morrison on a path of fiscal responsibility and economic growth. We welcome Barry, his wife Tara, and their three children to our community.
- ◆ The parking lot at the corner of Market Street and Orange was completely resurfaced and landscaped, thanks in large part to MADC's donation to purchase the land, and to a grant to allow the resurfacing.
- ◆ Congratulations to the "Friends of the Parks" and the City for finally completing the section of the Rockwood

trail from the covered bridge to Damon Road. This path was constructed with IDNR grant monies and with funds raised by the "Friends of the Parks". Watch for the formal dedication this June.

- ◆ The City assisted Resthove Home in being able to obtain special bond financing so they can complete their \$13 million dollar expansion that will greatly enhance their facility and add approximately (30) new jobs.
- ◆ The City worked closely with "Windsor Manor" to provide some of the infrastructure required to enable them to build a new 42 unit assisted living complex just off Scenic Drive. Once completed this spring, they will create approximately (25) full time jobs.
- ◆ The City worked with "Cozzie Corners" to assist in getting infrastructure improvements for the new convenience store/gas station on Route # 78 on the south edge of town.
- ◆ The City purchased approximately 30 acres of ground south of town with the intent of placing the new WWTP at that location, thereby eliminating the concerns of residents around Waterworks Park. Engineering work to determine the plants exact location and layout will take most of 2014. Construction is expected to start in the spring of 2015 with completion in 2016.
- ◆ Most recently, the Council authorized the purchase of the portion of the parking lot at the corner of Market Street and Route #78 that had been owned by Dr. Jennings. This adds another 19 places for the public to park and should be especially helpful to those working on Main St.
- ◆ Internally, the City is working on upgrading our antiquated computer system.
- ◆ The next couple of months will find the Council and Administration spending many hours going over goals, and preparing a budget for adoption by May 1st. The budget is an extremely important issue since we are struggling financially and need to provide for the things we "must" do while at the same time be aware and watchful for opportunities to move our City ahead with infrastructure improvements and development growth.

Your Council and Administration are working well together. Stay in touch with them, and I encourage you to discuss City issues with them as well as with the City Administrator or myself. It is much better to get information from an informed source then it is to listen to rumors. If any group or organization would like to have me provide a periodic update in person just let me know.

## Welcome New Members



**Timber Lane Christmas Tree Farm & TLC Country Store**  
 7250 Garden Plain Road  
 Fulton, IL 61252  
 Phone: (309) 887-4892  
[www.timberlanetreefarm.com](http://www.timberlanetreefarm.com)

Open spring and fall on Friday and Saturday, the TLC Country Store offers unique gifts, home and seasonal décor, handcrafted by local gifted artisans. We also carry a large assortment of delicious canned foods and candies. Opening the day after Thanksgiving is the Tree Farm where you can cut your own or pick out a pre-cut Christmas tree. We also have a large selection of ornaments, gifts, and fresh and artificial holiday décor.

## Membership Renewals

We recognize our Chamber Members who renewed their memberships in January, February, and March 2014.

**Al & Randy's Construction, Inc.**  
 American Piping Group, Inc. -  
 Vegter Steel Fabrication

Angie VanderVinne Agency  
 Bob Endress Auto

Bosma-Renkes Funeral Home  
 Carillon Communications

**Casey's General Store**

Children's Art Preservation Assoc.  
 ComEd

Community State Bank  
 Country Financial -

Jansma & Musselman

Cross Creek Golf Course  
 DQ Grill & Chill

Emmanuel Reformed Church  
 Farmers National Bank

First Wealth Financial Group  
 Habben Auctions

Jo-Carroll Energy

John Tomasino Jr. D.D.S., P.C.

Kreative Rentals LTD

More Insurance Agency

Morrison Christian Reformed Church

Morrison Community Day Care Center

Morrison Community Federal Credit Union

Morrison Historical Society

Morrison Lions Foundation, NFP

Morrison Rotary Club

Morrison United Methodist Church

Morrison Veterinary Clinic

Nelson's Electric Service Inc.

Northwestern Illinois Center for

Independent Living

Pete Harkness Chevrolet

**Sullivan's Foods**

Resthave Nursing &

Retirement Home

Schuler Motors Inc.

Shawver Press/Whiteside News

Sentinel Publications

Sterling Federal Bank

Tegeler's Amish Furniture

THE National Bank

thecity1.com

Wiersema Charter Service, Inc.

### FRIENDS OF THE CHAMBER

Katie Coates Selburg

Donald Mulnix

John Prange

## Look Up! New Banners Downtown!

New banners will soon be flying over downtown Morrison!

The Morrison Chamber of Commerce recently undertook the charge of replacing the downtown banners that have been up since the sesquicentennial celebration.

Chamber Members were polled as to their top favorites of fourteen banner designs, in order to get a consensus for theme and colors. The banner committee is

happy to say that the top choices offer something for everyone. The winning banners reflect popular images and positive messages of Morrison, including the covered bridge. Designs for the banners were provided by Morrison High School alumni Marta Bender and Gordon Botum of Ignition Studio.

The banners are meant to give the downtown a little more curb appeal, and to draw attention to some of the great things about Morrison, when people

are driving through. They are also a small element to enhance the downtown streetscape and encourage walkability, shopping, and dining in our downtown.

The Morrison Chamber of Commerce is grateful for those that contributed to the fundraising efforts including the Christmas Tree Walk silent auction and the Annual Dinner Dessert Auction, and to the City of Morrison for help with the installation.

## Welcome New Members



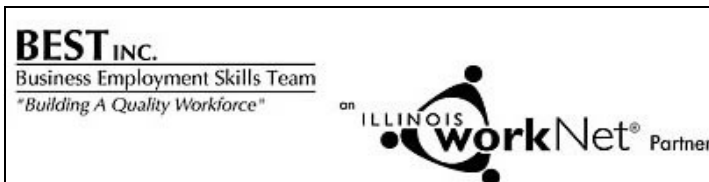
### Quality Ready Mix Concrete Company

14849 Lyndon Road  
Morrison, IL 61270

Phone: (815) 772-3660

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

Quality Ready Mix Concrete Company offers the highest quality residential, agricultural, and commercial concrete services in Morrison, IL and surrounding area. Since 1958, we have provided superior service to our customers and have assisted them in achieving their goals. With over 50 years of experience, our commitment to excellence has earned us the reputation as one of the best concrete businesses in the area. For your convenience, we accept Visa and Master Card.



### Business Employment Skills Team, Inc.

315 B First Avenue  
Sterling, IL 61081

Phone: (815) 625-3623

Business Relations Representative: Brenda Helms

[www.best-inc.org](http://www.best-inc.org)

We are a non-profit agency that administers the federally funded Workforce Investment Act grant. BEST, Inc. serves individuals and businesses in Bureau, Carroll, Jo-Daviess, LaSalle, Lee, Ogle, Putnam, and Whiteside Counties. Services are offered to adults, dislocated workers, and youth with the main focus in assisting them in getting their first job, getting them back to work after a layoff, or helping them with a career change through various job training programs. Services are also offered to employers in assisting them with their hiring and training needs, tax credit information, and human resource assistance.



### Jennifer's Dance Center

104 B W. Main Street  
Morrison, IL 61270

Phone: (815) 772-4108

Owner: Jennifer Bielema

[jennifersdancecenter.com](http://jennifersdancecenter.com)

We strive to guide and enrich each dancer's artistic expression, putting a strong focus on technique, dance vocabulary, and movement exploration. A disciplined classroom, professional instruction and evaluation, dance competition, performance, and convention are key elements to our success in shaping a well-rounded dancer. Children aged 4 years old by the end of September are eligible to start dance instruction. Classes run thru mid-April, culminating with the annual Dance Recital. Five day Dance Camps are held in the summer including tumbling and dance.

### Ward, Murray, Pace, & Johnson P.C.

202 E. 5th Street  
Sterling, IL 61081

Phone: (815) 625-8200

Attorney/Partner: Trent Bush

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



Founded in 1862, Ward, Murray, Pace & Johnson, P.C. is a full service, civil practice law firm. Our goal is to utilize the highest ethical standards in providing excellent, cost-effective legal services to our clients including individuals, small businesses and partnerships, corporations, developers, school districts, cities, and many others.

### Morrison Rockwood Restaurant & Marina

18301 Lake Road  
Morrison, IL 61270

Phone: (815) 772-3613

President: Vicky Peterson

Located in Morrison Rockwood State Park, this quaint family style restaurant is open seasonally, April 25—September, seven days a week from 7 a.m. – 7 p.m. A screened in eating area faces Lake Carlton and allows diners to enjoy the lake view. Specialties include the Friday Night Fish Fry and homemade desserts.



## Preserve History: Main Street Designs

Are you an owner of a historic commercial building who would like to make improvements, but may not know where to start?

The Illinois Historic Preservation Agency has an [active online archive](#) which includes every computer-generated design from 1996 (the year they began producing them on computer) to the present, representing active Illinois Main Street communities, as well as those that are no longer part of the program, including some buildings from Morrison. While your building may not be included on the site, projects contain hundreds of ideas for color schemes, storefront designs, sign designs & placement, and window graphics, that could be utilized for your building. In addition, the Illinois Historic Preservation Agency Main Street Design [website](#) has produced several publications on special preservation topics, to assist owners of historic properties on maintenance, improvements, and historic preservation financial incentives.



Currently the Morrison Historic Preservation Commission (MHPC) is applying to nominate an **appropriate portion of Morrison's commercial district to be listed on the National Register of Historic Places.** The term "contributing" means that the structure lies within an historic district and adds to the architectural or historic significance of the same as a whole. If it is within the boundaries of the district, but does not so supplement, it is deemed "non-contributing." As a benefit of being listed on the **National Register, owners of a "contributing" property interested in rehabilitating their historic property** (upon certification), can have the property tax assessment of the real estate frozen for 8 years at the pre-renovation level, followed by a **four-year period during which the property's assessed value steps up to an amount based upon its current market value.**



For more information about contributing properties, property tax assessments, zoning amendments, applications for special use permits, or variances that affect proposed or designated landmarks and Morrison Historic Districts, contact the Morrison Historic Preservation Commission at (815) 772-7657.

## Food Handler Certification Requirement

**Beginning July 1, 2014,** any food handler working in a restaurant, other than someone holding a food service manager certification, must receive or obtain ANSI accredited or IDPH approved training in basic food handling principles within 30 days of employment and every 3 years thereafter. A food handler is defined by law as a person who works in a food facility and performs any duties that involve the preparation, storage or service of food in a food facility. A restaurant as defined by SB1495 is any business that is primarily engaged in the sales of Ready to Eat food for immediate consumption.

**"Primarily engaged"** means having sales of ready to eat food for immediate consumption comprising at least 51% of total sales, excluding the sale of liquor. Businesses with internal training programs and assessments approved in another state as of August 27, 2013 will receive automatic approval in Illinois upon providing proof that their program is approved in said state. Select county health departments in the state may also offer training if the program is approved by the IDPH. ANSI accredited training such as the ServSafe Food Handler Program is transferrable between employers. Internal training programs are not transferrable be-

tween employers. Training can be conducted in classroom or online formats and does not need to have a proctor. ([Click to take the ServSafe Online Course and Assessment](#)). The law states there shall be a 6 month education and notification period from July 1, 2014 – December 31, 2014. Enforcement will start January 1, 2015 and penalties may apply. Proof of training must be available in the facility upon request by a state or local health department inspector. The ServSafe Food Handler Certificate issued after completion of the training and assessment meets this requirement.

# Movers & Shakers

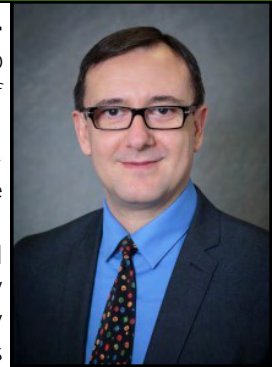


**Morrison CUSD#6** Superintendent Suellen Girard will retire on May 29 from a position that she has held since July 2008. She came to Morrison after a nationwide search, formally employed as the assistant superintendent in Jacksonville, IL and superintendent in Havana, IL. During her tenure she served the community including on the Morrison Chamber of Commerce Board of Directors since 2009. Suellen and her husband Tanner plan to stay in Morrison after her retirement.

The Morrison School Board recently announced that **Scott Vance will be the district's new superintendent beginning May 30.** Scott earned his undergraduate degree at Iowa State University, and is working on receiving his superintendent's certificate at Western Illinois University. He has been principal at **Morrison High School** for 4 years, but has worked for the district for 14, where he taught, coached, and served as athletic director. He resides in Morrison with his wife, Danielle, and three children.



The **Morrison Community Hospital** is happy to announce the addition of Dr. George Georgiev, Family Practice Physician/Dermatologist to the hospital professional staff. Dr. Georgiev completed Family Practice residency at Idaho State University in Pocatello, ID and his residency in Dermatology at the Medical University in Sofia, Bulgaria. He is a member of American Academy of Family Physicians, Diplomate of American Board of Family Physicians, awarded Teaching Faculty of the Year, University of Illinois, and Dixon rural track residency in 2011.



The **Morrison Community Hospital** would like to introduce Dr. Anjali Parekh, Board Certified Ophthalmologist, the latest addition to their hospital professional staff. Dr. Parekh specializes in selective Laser Trabeculoplasty, to relieve problems caused by glaucoma, as well as Cataract surgery. She is a graduate of Rosalind Franklin University of Medicine and Science and received her Internal Medicine Residency and Ophthalmology Residency trainings at the University of California at San Diego.

Michelle Renkes was recently promoted to General Manager of the **Morrison Community Federal Credit Union**. Michelle has been employed at the Credit Union for over 13 years and has continually progressed in various positions at the credit union. The credit union has over 1,000 members. Michelle and her husband Ken make their home in rural Morrison.



**Hospice of the Rock River Valley** has welcomed Nina Setchell to fill the role of Volunteer Coordinator/Grief Counselor. Nina Comes to HRRV with a degree in social work from UW-Whitewater. She previously worked as a school based counselor, a child welfare specialist with the Department of Children and Family Services, and was a domestic violence advocate with the YWCA of the Sauk Valley. Nina will provide grief counseling to hospice families and patients, as well as within the community by facilitating grief groups and providing one-on-one assistance to those in need.



Jessica White, APN, FNP-BC, has joined Dr. Eric Riley in the CGH Main Clinic Podiatry Department, as well as **CGH Morrison Clinic** on Monday mornings. Jessica is a Certified Nurse Practitioner and received her MSN as a family nurse practitioner from Saint Anthony College of Nursing in Rockford, IL. She received her BSN from Trinity College of Nursing and Health Sciences in Rock Island and her ADN from Sauk Valley Community College.





## Message from the President

Doug Whitley, President & CEO  
Illinois Chamber of Commerce

[www.ilchamber.org](http://www.ilchamber.org)

### Illinois employers cannot afford another minimum wage increase.

The public debate over increasing the state's minimum wage has escalated in the news media during the last few weeks as Governor Quinn and GOP candidates for Governor have brought increased attention to the subject. Governor Quinn has embraced the campaign to once again raise Illinois' minimum wage rate. The Governor has endorsed a \$10.00 an hour minimum wage rate. None of the republican candidates have proposed to increase the state's existing \$8.25 rate which is already a full dollar above the national standard established by Congress.

It is anticipated the issue will continue to be discussed by candidates during the 2014 election cycle. The policy is expected to be resurrected as a legislative issue when the General Assembly re-convenes in the Spring for the 2014 session.

Numerous organizations that represent extensive and diverse business interests collaborated to release the [statement](#) below as a means of making a collective and emphatic declaration that increasing the minimum wage in Illinois will yield a counter-productive result. In our opinion, increasing the minimum wage will suppress employment opportunities at the very point in time when Illinois' political leadership should be pursuing policies that will promote increased hiring and reduce high unemployment.

The unemployment rate in Illinois for the most recent month (November 2013) was 8.7%. We began 2014 with the fourth highest unemployment rate among the states. The national average unemployment rate is 7.0%. Moody's Analytics has just released an evaluation showing Illinois projected to be dead last, fiftieth, among the states for job growth in 2014 [as reported by Pew Charitable Trusts](#).

Illinois politicians who are championing the wage rate increase are pandering to the voters, while ignoring the fundamentals necessary to promote eco-

nomie growth and reduce unemployment in Illinois.

The statement is as follows:

*The Illinois employers as represented by the organizations below, and their members in Illinois, have not wavered and are speaking with one voice: **Illinois employers cannot afford another minimum wage increase.***

*Illinois already has a minimum wage higher than all of our neighboring states and we are tied for the sixth highest minimum wage in the country. If Illinois were to pass a \$10 minimum wage, that amount would almost double the rate since only 2003. This is far too drastic.*

*While the national unemployment rate continues to drop, Illinois is easily the highest in the Midwest and fourth highest in the country. Another minimum wage increase will only make hiring entry-level workers more difficult, and keep people who need these jobs, especially young people out of work. The number of teens with a job in Illinois has fallen consistently over the last ten years leaving only about a quarter currently employed. Younger workers in urban areas fare even worse; less than one in ten African American teens in Chicago are employed. Chicago's Hispanic and Caucasian teens also face difficulty finding work, but they are statistically more than twice as likely as the city's African American teens to be receiving the experience of a paycheck. **The result is a significant number of young people are not gaining the basic and valuable work experience to propel them up the economic ladder in the future.***

*The National Restaurant Association notes that nine out of ten salaried restaurant workers, including owners and managers, started as hourly workers. Inexperienced employees have the ability to garner the necessary skills to advance and earn higher wages. Another minimum wage increase will deny them those skills and their start on the eco-*

*nomie ladder.*

**A broad coalition of Illinois employers and their associations are unified in opposition to an increase in the minimum wage:**

- Illinois Retail Merchants Association
- National Federation of Independent Business
- Chicagoland Chamber of Commerce
- Illinois Chamber of Commerce
- Illinois Association of Convenience Stores
- Illinois Petroleum Marketers Association
- Hospitality Business Association of Chicago
- Illinois Beverage Association
- Illinois Manufacturers' Association
- Illinois Farm Bureau
- Illinois Food Retailers Association
- Illinois Hotel & Lodging Association
- Illinois Licensed Beverage Association
- Illinois Lumber & Material Dealers Association
- Midwest Equipment Dealers Association
- Midwest Hardware Association
- Six Flags Great America
- Technology Manufacturing Aligned
- Automotive Parts & Service Association of Illinois

**[Click HERE to Tell your legislator Illinois small businesses cannot afford a 21% increase in its labor costs!](#)**

## Chamber Annual Dinner

The Morrison Chamber of Commerce held its Annual Dinner and Meeting on January 30, 2014 at Cross Creek Golf Course. Entertainment for the evening was provided by Guys in Ties Improv Comedy of ComedySportz Quad Cities, who presented a hilarious and unforgettable show. As part of the meeting, members elected board officers and five new directors. Elected President was Heather Toppert of More Insurance and Vice President Scott Stocker of Security Plus Wireless – U.S. Cellular. New to the Board of Directors are Barry Dykhuizen, ex officio member, City of Morrison; Darryl Hogue, MCUD #6; Andrea Pfister, Community State Bank; Pam Pfister, Morrison Community Hospital; and Brandi Renkes, Wells Fargo Bank. Recognized were outgoing board members: Suellen Girard, MCUD #6; Bart Smith, DQ Grill & Chill; Kelly Smith, Community State Bank; and Jennifer Belanger, Wells Fargo Bank. Pictured are 2014 Board Members l-r: Jan Roggy, Pam Pfister, Andrea Pfister, Darryl Hogue, Stephanie Vavra, Barry Dykhuizen, Brandi Renkes, Heather Toppert, Scott Stocker, Corinne Bender, Jean Eggemeyer, and Katie Coates Selburg. Absent from the photo was Angie VanderVinne.



### 2014 Morrison Chamber of Commerce Board of Directors

**Heather Toppert** – President

More Insurance Agency

**Scott Stocker** – Vice President

Security Plus Wireless US Cellular

**Corinne Bender** – Administrator

Morrison Chamber of Commerce

**Barry Dykhuizen**

City of Morrison

**Jean Eggemeyer**

Carillon Communications

**Darryl Hogue**

MCUD #6

**Andrea Pfister**

Community State Bank

**Pam Pfister**

Morrison Community Hospital

**Brandi Renkes**

Wells Fargo Bank

**Jan Roggy**

State Farm Insurance

**Katie Coates Selburg**

Friend of the Chamber

**Angie VanderVinne**

Angie VanderVinne Agency

**Stephanie Vavra**

thecity1.com

With a focus on business, the Morrison Chamber of Commerce serves its members and community by supporting and by promoting Morrison, building relationships, and providing structure and events that unite the community.



Ronda Davison



Paul Beck

### Because Nice Matters!

The Morrison Chamber of Commerce is proud to recognize individuals or businesses in our community that provide exceptional customer service—not because nice is easy, but because nice matters!

Ronda Davison of CGH Morrison Clinic & Vision Center received the honor for her friendly service and caring attitude; for going above and beyond to help clinic patients.



**Saturday, June 21, 2014**

**9:00 a.m.—1:00 p.m.**

Paul Beck, clerk at Morrison Shell Express Lane, was named for his sunny disposition and engaging attitude towards his customers.



Carol Hill

For her compassionate service and extra special care and concern she shows to patients, garnered the award to Carol Hill of Morrison Community Hospital.



## Business Plan Writing 101

A business plan is vital in determining the credibility of a new business opportunity. It can be used as a management tool and may be required if financing is needed, but sitting down and doing it seems to be difficult for many business owners. Fortunately, there are lots of resources on the Internet about starting a business including user-friendly, business plan templates:

[U.S. Small Business Administration](#)—Best Place to Start!

[Score \(Service Corp of Retired Executives\)](#)—Business Planning & Financial Statements

[IL Dept of Commerce](#)—Step by Step Guide

[Entrepreneur Magazine](#)—Forms & Templates

[Bplans](#)—Sample Plans

## How to Prepare Students for Entrepreneurship

Starting and running a business requires a basic understanding of a broad range of topics. Here's what we should teach high school students:

**Computer Skills:** Learning basic programs, including the Windows and Adobe suites, will serve budding entrepreneurs well. Students can create business plans in Microsoft Word, put together pitch decks in PowerPoint, create basic accounting templates in Excel, design logos in Photoshop, format an e-book in InDesign, and set up a basic website with WordPress. Knowing how to use these programs makes starting a business easier and cheaper.

**Programming Skills:** These are increasingly useful across the board, and skilled programmers are in high demand in large businesses and startups.

**Art and Design:** Every growing business eventually needs a graphic designer for everything from logos and marketing materials to product design. This skill is highly transferrable and can lead to job opportunities across many industries.

**Personal Finance:** Anyone who can manage his personal finances is one step ahead of his peers. The ability to adjust to fluctuating income and maintain creditworthiness is a necessary skill for entrepreneurs.

**Accounting:** Handling a company's money takes additional bookkeeping skills. Many entrepreneurs are thrilled when they start making money but don't have systems in place to keep track of where the money is going and what future expenses and revenue might look like.

**Marketing:** Like design, marketing is a skill that applies to all businesses. Businesses have to sell products and services to stay open. It's one thing for a student to have a great idea; it's another to successfully share it with an audience.

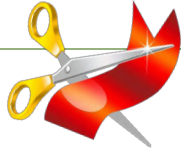
**Branding:** Branding, including the use of effective social media, is becoming more critical for companies and individuals. It's easy for a great idea to get lost in a confusing message, but the better a startup can brand itself, the more likely it is to attract customers, investors, and media attention.

**Business Writing:** Entrepreneurs have to unlearn just about everything they were taught in high school English classes. They'll need to skillfully compose emails, proposals, and presentations instead of research papers and essays. Students will have an easier time adjusting to business writing if they are exposed to the style earlier.

There are some good entrepreneurial programs available, but these skills need to reach more kids who will need them in the future. Even if students never decide to open their own businesses, these skills will give them a huge leg up in college or in their first job. Teenagers today will face a very different professional landscape than preceding generations, and it's our job to prepare them for it.

*by Wheeler del Torro in Young Upstarts: Voice of a New Generation*





## Ribbon Cuttings



The Morrison Chamber of Commerce hosted a ribbon cutting on February 12, 2014 at More Insurance Agency (formerly Maurits & Jost, Inc.), 309 N. Genesee Street in celebration of their "fresh new look and a name to remember." More Insurance Agency offers auto, home, commercial, life, health and disability insurance, as well as bonds, representing several financially secure companies, in order to best meet their customer's needs. Attending the ribbon cutting were front row l-r: Stephanie Vavra, thecity1.com; Michele VanBuren, Morrison Community Day Care; Louise Clark, Friend of the Chamber; Ellen Smith, DQ Grill & Chill; Christina Geerts, More Insurance Agency; Heather Toppert, More Insurance Agency; and Keith Frederick, More Insurance

Agency. Back row l-r: Sharon Swanson, Wells Fargo Bank; Jan Roggy, State Farm Insurance; Scott Stocker, Security Plus Wireless-US Cellular; Bart Smith, DQ Grill & Chill; Gary Hayenga, Wells Fargo Bank; Brandi Renkes, Wells Fargo Bank; and Everett Pannier, Mayor of Morrison.

## Does Morrison Have the Customers for Your Business? Segmentation Defines Marketplace Potential

Many residents like to fish and hunt during the day, and stay home and watch TV at night. Unless it is a Friday night, which are for celebrating high school sports; and everyone looks forward to a country music concert. Those with lucrative blue-collar jobs and moderately priced housing, use their discretionary cash to purchase boats, campers, and motorcycles. Reflecting their rural, family environment, residents prefer trucks, SUVs, and minivans to cars. Residents also exhibit high indices for barbecuing, bar-hopping, and playing golf as well as home-based activities such as gardening, woodworking, and crafts. As the population ages, many home-owning residents are aging in place, living in quiet comfort that includes reading, eating out at family restaurants, and watching Wheel of Fortune and Antiques Roadshow. **Does this sound like Morrison?**

Utilizing the latest census data, Nielsen's lifestyle segmentation systems define every household in the U.S. by distinct lifestyle types, called "segments", to provide a picture of who lives where and what they are like. [The Segment Explorer](#) is an interactive tool that lets you examine segment groups based on demographics and behaviors. Once you have identified a segment group, you can click on each segment tile to view more details about the segment's traits. MyBestSegments ZIP Code Look-up lets you view your neighborhood's top five segments, along with a descriptive snapshot about each segment's characteristics. For any [Nielsen segmentation system](#), simply enter your [5-digit ZIP Code](#).



For more comprehensive details of Morrison including [Retail Marketplace Potential](#), [Dominate Tapestry Site Map](#), [Housing Profile](#), and a [Community Profile](#), search for Morrison, IL demographic reports in the [Esri's Tapestry Segmentation](#) system at [www.locationone.com](http://www.locationone.com). Esri combines the "who" of lifestyle demography with the "where" of local neighborhood geography to create a model of various lifestyle classifications or segments of actual neighborhoods. Businesses use these insights to identify potential customers and to better understand their most profitable customers, and reach them with tailored messages and products designed just for them. Locally, the [Small Business Development Center](#) at Blackhawk College can also offer analysis of feasibility of new business ideas.

# CALENDAR OF EVENTS

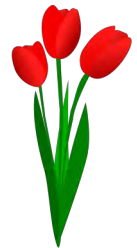
## April

- April 5 Lion's Club Pancake Breakfast @ DQ Grill & Chill, 6:30—11:00 AM
- April 10 Community Meal at First Presbyterian Church, 5:00—6:30 PM
- April 11 Whiteside Forum: Human Rights: Indigenous People, their Rights and Perspective
- April 12 Jennifer's Dance Center Recital @ Morrison High School, 1:00 PM and 7:00 PM
- April 14-18 Blackhawk Waterways Convention & Visitor's Bureau Brochure Exchange
- April 23 Administrative Professionals' Day
- April 24 Chamber of Commerce Board Meeting @ 12:30 PM
- April 24 Community Meal at First Presbyterian Church, 5-6:30 PM
- April 24,25,27 Voices of Praise Spring Cantata Presents "Gods Been Good" @ Emmanuel Reformed
- April 25 Father - Daughter Community Dance at St. Mary's, 7:00 PM
- April 26 "Out-N-The Country" Motocross, Bogs & Drags @ The Bike Barn
- April 26 Morrison High School Prom
- April 27 Morrison's Heritage Museum Opens for the Season with Wax Museum Exhibit



## May

- May 6 Morrison High School Honors Night, 6:30 PM
- May 8 Community Meal at First Presbyterian Church, 5:00—6:30 PM
- May 9 Morrison Youth Baseball & Softball Opening Day @ Morrison Sports Complex
- May 10-11 CAPA - Morrison CUSD #6 Art Show @ MJHS
- May 16 The Perry's at Emmanuel Reformed Church @ 7:00 PM
- May 17 "Spring Mud Fest" Motocross, Bogs, Drags & Pro Open Drags @ The Bike Barn
- May 22 Chamber of Commerce Board Meeting @ 12:30 PM
- May 24 Farmers' Market Opens
- May 25 Morrison High School Graduation Ceremony @ 2:00 PM
- May 26 Memorial Day Parade & Ceremony
- May 29 Community Meal at First Presbyterian Church, 5:00—6:30 PM



## June

- June 6-7 Morrison Citywide Garage Sale
- June 6-9 IDNR FREE Fishing Days
- June 7 Car Show @ Emmanuel Reformed Church
- June 19 GITAP Bicycle Tour Overnight in Morrison
- June 21 Morrison Community Clean-Up & Collection Day @ KAS e-Recycling
- June 26 Morrison Chamber Board Meeting @ 12:30 PM
- June 26 Community Meal at First Presbyterian Church, 5:00—6:30 PM
- June 27 Hospice of the Rock River Valley Annual Golf Outing @ Deer Valley



## Firearm Concealed Carry Signs Available Now

The Illinois Firearm Concealed Carry Act (430 ILCS 66/1, et. seq.), effective January 1, 2014, permits licensed individuals to carry an approved concealed handgun in public. Under the Act, private property owners, including business owners and employers, may prohibit individuals who are licensed to carry a concealed firearm from carrying the firearm on, or into, property under their control. Employers and businesses who lease their workspace should discuss or negotiate the prohibition with their landlords or lessors. Please refer to Section 65 (Prohibited Areas) of the **Firearm Concealed Carry Act** for more information on statutory requirements for signage as well as where concealed weapons are prohibited.



Businesses that plan to prohibit individuals from carrying a concealed firearm on or into their property must clearly and conspicuously post the Illinois State Police approved sign at the entrances of buildings, premises or real property. The Concealed Carry window signs available at City Hall from Chief Brian Melton, measures 4 x 6 inches. However, the rules specifically state that a property owner may post larger signs with additional language if the property owner believes the building and/or property requires such additional posting. Click [here](#) to download a template of the approved sign.

### Contact Us

## MORRISON CHAMBER OF COMERCE

221 W. Main Street  
P.O. Box 8  
Morrison, IL 61270  
Phone: (815) 772-3757

morrisonchamber  
@frontiernet.net

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

### Office Hours:

Monday—Friday  
8—12 & 1—5



## Stay LOYAL To LOCAL —JOIN THE MORRISON MOB!



### We want you to join the Morrison Mob—the Morrison Cash Mob!

**What is a Cash Mob? A Cash Mob is a flash mob, but instead of singing and dancing, we spend money as a group! We target the small, local businesses that make our community special in order to give the business owners an economic stimulus. We help businesses grow, we make people happy, we get stuff for ourselves, and we have a great time!**

**On Saturday, May 3—the Cash Mob will meet at 11:00 a.m. at the Morrison Chamber of Commerce, 221 W. Main Street where the Mob will find out the business that will be MOBBED!**

**The Cash Mob members will vow to mob this pre-determined local business & spend \$10 or more. This is a great way to shop local, have fun, and send a message loud and clear that we need to keep our G's in town!**

### Here's the orders:

**May 3—Cash Mob—Meet at the Chamber at 11:00 a.m. to learn about the Mob location. Mob is 11:15 a.m.—noon. Vow to spend at least \$10 at Mob location.**

We want to know about any awards, achievements, events, retirements and/or milestones that you or your business is having or has received, so we can share this information with our readers. This newsletter is published on a quarterly basis so send in or e-mail your news! The Chamber reserves the right to edit submissions due to staff, time and space limitations. As such, Morrison Chamber of Commerce assumes no liability for incorrect information contained herein and apologizes for any omissions.