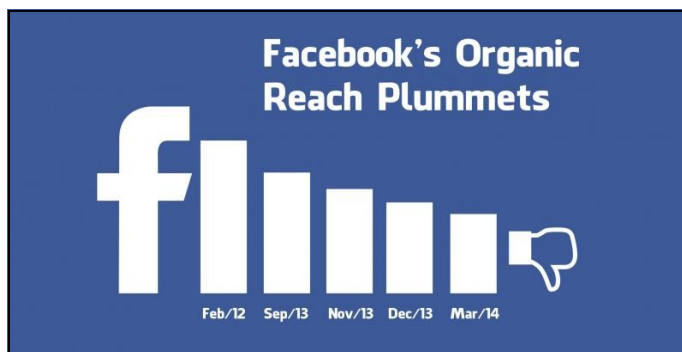


# Chamber Chatter

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

## Has Your Page's Reach Declined on Facebook?

Many Facebook page administrators for small businesses and organizations have spent years building an audience through Facebook, only to see the activity level on their pages plummet in recent months.



Most businesses and organizations have used Facebook to reach as many people as possible through content that cost nothing to post. This is known as "organic reach," and since late last year, it's been going down steadily as Facebook made adjustments to its algorithms that determine what users see.

According to Facebook, these changes were enacted because more and more content is being created and shared every day...far more that there is time to absorb. As a result, competition in News Feed — the place on Facebook where people view content from their family and friends, as well as businesses — is increasing, and it's becoming harder for any story to gain exposure in News Feed. So rather than showing people all possible content, News Feed is designed to show each person on Facebook the content that's most relevant to them, based on what they are interacting with (likes, shares, and comments between them and their friends).

While Facebook denies that that these changes to its News Feed algorithm were enacted as a way to make money, it seems like they are encouraging the potential to earn more revenue from pages by forcing businesses and organizations to advertise for Facebook traffic that was once free when their post was "Liked."

For big corporations who view Facebook as just another advertising platform, this is a drop in the bucket. But for organizations and small businesses with geographically scattered bases and limited budgets, these changes could prove expensive for the businesses that rely on Facebook to generate sales or brand awareness.

So... what are your options?

- **Pay up?** The most immediate solution, and the one Facebook would like the most, is to give in. And unfortunately, it's worth considering. Like TV, newspapers, radio, and virtually every other marketing platform, paid media is often more effective to help businesses reach their audience and meet their advertising goals.

- **Jump ship?** Twitter's got a real reach and it doesn't 'sort' content for users; the downside is that it's not as user-friendly (its 140-character limit is its blessing and its curse). Tumblr, Pinterest and Instagram, three image-centric platforms, are getting bigger, but none of them have the demographics that Facebook does. And all of the above stand to dissolve as quickly as Facebook, once their IPOs go public and their stockholders start demanding profits.

- **Reach out?** If you know who your most popular boosters are you could ask them to start 'laundering' your posts, that is, manually sharing them out to their own friends. There's no guarantee Facebook won't find a way to charge for this too, but any opportunity to get your members invested in your work is a worthwhile one.

Organic content still has value on Facebook, and Pages that **publish great content** — content that teaches people something, entertains them, makes them think, or in some other way adds value to their lives — can still reach people in News Feed. What always has been important was to encourage engagement with the content that you post by getting likes, shares or comments in order to stay in the Facebook news feed, and this is still the case.

## Welcome New Members



### Windsor Manor

403 Scenic Street

Morrison, Illinois 61270

Phone: (815) 772-4031

Executive Director: Danielle Vance

[www.windsor-manor.com](http://www.windsor-manor.com)

Windsor Manor is an assisted-living community offering 40 one and two bedroom apartments each with its own private bath and kitchen or kitchenette. Designed to help residents feel safe and secure, additional building features include a personalized emergency wireless pendant and round-the-clock assistance. Our mission is to provide an atmosphere of respect, comfort and grace, where quality of life is of the utmost importance.

## Membership Renewals

We recognize our Chamber Members who renewed their memberships in April, May and June, 2014.

Ameriprise Financial  
 Ashford University  
 Bethesda Evangelical Lutheran Church (ELCA)  
 Bogott Plumbing Inc. / BPI Pool Supply  
 CGH Morrison Clinic and Vision Center  
 H.B. Wilkinson Title Company  
 Hospice of the Rock River Valley  
 KAS eRecycling  
 Kophamer & Blean Realty  
 Moring Disposal, Inc.  
 Morrison Community Hospital  
 Morrison Family Health Clinic/Medical Associates  
 Morrison Farmers' Market  
 Nelson, Kilgus, Richey, & Buckwalter-Schurman  
 New Millenium Directories

Parkview Motel  
 Rental Car Momma  
 Rick's Auto Body & Repair  
 Ronald F. Coplan, P.C.  
 Scenic Stage Line, Inc.  
 Tegeler Accounting Services  
 The Scotts Company  
 United Way of Whiteside County  
 White Oaks Therapeutic Equestrian Center (WHOA)  
 Yoga with Martina

*Be a  
 Friend of  
 the  
 Chamber*

### FRIENDS OF THE CHAMBER

Everett & Nancy Pannier  
 Henry & Frances Plude  
 Louise Clark

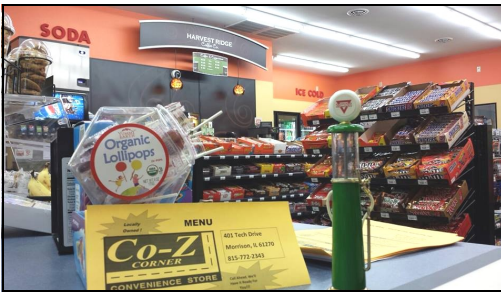
## Chamber Awards Scholarship



The 2014 Morrison Chamber of Commerce Scholarship was awarded to Sarah VenHuizen, a young lady who is very dedicated to school and community involvement. She has maintained excellent grades in school; been an active participant in youth clubs, including Key Club and 4-H, where she served as Committee Chairman, Club Treasurer, Secretary, Vice President, and President; volunteered at a horse riding center for children and adults with disabilities; and worked in the agriculture field detasseling corn and assisting at our local veterinary clinic.

In addition, her love and dedication to animals has won her the Illinois 4-H Grand Champion Dog Obedience Award and she competed in the Junior Agility World Team in Austria. After graduating, she is continuing her education at the University of Wisconsin - Platteville, where she will be pursuing a degree in agribusiness.

# Welcome New Members



### Coz-E Corner Convenience Store

401 Tech Drive  
Morrison, IL 61270

**Phone:** (815) 772-2343

**Owners:** Mike & Alicia Cozzie

Co-Z Corner is a full service convenience store and gas station offering numerous home-made breakfast items, daily lunch specials, carry-out pizza, organic and gluten-free items, frozen foods, ATM, lottery, bait, dining area, diesel fuel, customer rewards card, and a beer cave. The store is open Monday-Saturday 5:30 a.m. - 10:00 p.m. and Sunday 7:00 a.m. - 10:00 p.m.

### Home of Hope Cancer Wellness Center

1637 Plock Road  
Dixon, Illinois 61021

**Phone:** (815) 288-4673

**Executive Director:** Joan Padilla

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

Home of Hope is a cancer wellness center that focuses on psychosocial services to help those touched by cancer. Home of Hope offers educational programs, support and wellness services to the cancer patient, family member, and caregiver at no charge.



### D & K Plumbing, Electric, Heating & Geothermal

12503 Crosby Road  
Morrison, IL 61270

**Phone:** (815) 772-4404

**President:** Ed Karvelius



We are a plumbing, electrical, and heating contractor, providing expert services you can count on. We repair and replace residential and commercial wells and septic systems; provide trenching backhoe services; geothermal installation (new and remodeling); drilling (vertical & horizontal); and sales and service of Generac power generators 7kw-150kw.

### Aaron's Sales & Lease

2214 E. 4th Street  
Sterling, Illinois 61081

**Phone:** (815) 535-0099

**General Manager:** Scott Wallingford

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



### Aaron's Sales & Lease

1663 Lincolnway  
Clinton, Iowa 52732

**Phone:** (563) 242-5600

**General Manager:** Don Stutzke

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

Aaron's, Inc. is a national leader in the sales and lease ownership and specialty retailing of residential and office furniture, consumer electronics, home appliances and accessories. No credit is needed and we offer same day delivery.



### Dove Realty - Keller Williams QCA

1225 River Drive, Suite 110  
Davenport, IA 52803

**Phone:** (815) 625-8200

**Real Estate Broker:** Shannon Dove

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

Whether you are looking to buy, sell, or relocate, look to Keller Williams. With over 96,000 agents worldwide, we have an unlimited number of resources available to our clients. Get a positive, helpful partner for buying or selling a home including: 27 years of BOP relocation experience, innovative marketing strategies, strong negotiation skills, and support through the closing and beyond.

### Pressure Washing Unlimited Inc.

100 W. Main Street  
Morrison, IL 61270

**Phone:** (773) 392-1500

**President:** Nicole Mioletti

[www.pw-unlimited.net](http://www.pw-unlimited.net)



PW-Unlimited distributes top performing cleaning and maintenance products. We specialize in custom-built pressure washers to fit your requirements. PW-Unlimited offers hot and cold water, gas, diesel, hydraulic, and electric pressure washers. Choose from a wide selection of residential, commercial and industrial heavy duty power washer equipment for homeowners, automotive contractors, commercial and industrial users, and pressure washing businesses. We distribute top performing cleaning and maintenance products and provide repairs.

## 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!

For her genuine concern and for being so kind and helpful to her clients, garnered the award to Christina Wetzell owner and operator of Relax – Therapeutic Massage.

The Bank Tellers from Triumph Community Bank, formally THE National Bank, received the honor for their friendly service and for going above and beyond to help bank customers.

**Christina Wetzell**



**Triumph Community Bank Tellers:**  
 Lisa Metz, Angela Reamer, Jennifer White, & Tami VanDyke  
 (Absent from photo were Donna Holesinger & Kim Hunter)

## 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



# In the Spotlight

**THE National Bank** has undergone a name change to become Triumph Community



Bank, N.A. The name change took effect on Monday, June 30. Updates to signs, forms, ATM's and communication materials will be made throughout the summer. Products and services will remain the same.

Bob Smith, Vice President, Commercial Loan Officer for THE National Bank, said customers do not need to do anything as part of the name change. He also noted that staff would stay the same. THE National Bank, member of the Triumph Bancorp, Inc. is described as a full-service community bank.



**CGH Medical Center** announces the appointment of Dr. William Bird to the position of Vice President/Chief of Quality and Process Improvement. He will also oversee the CGH Wound Healing Center and co-manage the Population Health Department and the Risk and Quality Team.

Dr. Bird has been employed by CGH and the former Sterling Rock Falls Clinic since 1997; he was medical director of the now CGH Main Clinic for about 10 years. He currently administers the Population Health department, oversees the CGH Hospitalists, and also is a family physician at the **CGH Morrison Clinic and Vision Center**, where his hours will remain the same. Dr. Bird lives in Morrison with his wife, Dawn, and has three children, Will, Grace, and Andy.

**Shawver Press**

employees recently celebrated employment milestones with an Open House on Thursday, June 12, 2014. Mary Ellen Brackemeyer has been employed 40 years and Steve Siefken began work 50 years ago, as soon as he graduated from Morrison High School.



Join the [SBA.gov Community](http://SBA.gov), where you can network with other small business owners and get advice on starting, growing, and managing your business.



## Congratulations to these Chamber Members Celebrating Milestones this Year!



**One-Stop Marketing—5 years**

**Miller Chiropractic Clinic—10 years**

**J.B. Electric & Communication—15 years**

**Ameriprise Financial—20 years**

**Cross Creek Golf Course—20 years**

**DQ Grill & Chill—20 years**

**Tegeler's Amish Furniture—25 years**

**Business Employment Skills Team Inc.—30 years**

**Morrison Auto Supply—30 years**

**Morrison True Value—40 years**

**The Scotts Company—50 years**

**Schuler Motors—65 years**

**Jo-Carroll Energy—75 years**

**Morrison Rotary Club—90 years**



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.



## Ribbon Cuttings



The Morrison Chamber of Commerce hosted a ribbon cutting on May 30, 2014 for Pressure Washing Unlimited, Inc., 100 W. Main Street, Morrison, IL, to welcome them as a new business in Morrison and as new member of the Chamber.

Joining owner Nicole Mioletti (with scissors) were front row l-r: Ryne Mioletti, brother; Ethan Mioletti, son; and Ed Mioletti, father. Back rows l-r: Corinne Bender, Morrison Chamber; Christopher Morris, Open Hand Self Defense; Michael Blean, Kophamer & Blean Realty; Kimberly Mioletti, sister; Mayor Everett Pannier; Heather Toppert, More Insurance; City Administrator Barry Dykhuizen; Frances & Henry Plude; Stephanie Vavra, thecity1.com; and Ruth & Stan Mitick.



**Pressure Washing Unlimited, Inc.**



**Co-Z Corner Convenience Store**

Mike and Alicia Cozzie, owners of Co-Z Corner Convenience Store, marked their opening at 401 Tech Drive (formally Meadowbrook Drive), Morrison, IL with a Grand Opening Celebration and Ribbon Cutting Ceremony on June 21, 2014.

Attending the ribbon cutting were family, friends, chamber members, and community supporters including front row l-r: Anthony, Sean, and Joshua Cozzie; middle row l-r: Stephanie Vavra; Brennan, Chance, and Lauren Bender; Mike & Alicia; Nancy Carpenter; Nick Williams; Christopher Morris; and Pam Pfister; back row l-r: Mayor Everett Pannier; Darryl Hogue; Scott Stocker; Jerry Lindsey; and Angie VanderVine.

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.



## Ribbon Cuttings



### Friends of the Parks Foundation

For well over a decade, the Morrison Friends of the Parks Foundation have worked tirelessly to build a safe passage for walkers and bikers between the City of Morrison and the entrance to Morrison-Rockwood State Park. On Thursday, June 19, 2014 their efforts were recognized at a well-attended grand opening celebration and ribbon cutting ceremony for the first segment of the Morrison-Rockwood Recreational Trail. Participating in the ribbon cutting were I-r: Jill Dykhoff, Office of Senator Dick Durbin; George Bellovics, Illinois Dept. of Natural Resources Landscape Architect; Ann Slavin, Friends of the Parks; Don Jirasek, Friends of the Parks Foundation donor; Senator Mike Jacobs; Stan Mitick, Friends of the Parks; Mayor Everett Pannier; Glenn Ackeberg, Friends of the Parks; Barb Benson, Friends of the Parks; Roger Stuart, Friends of the Parks; Marc Adami, Friends of the Parks; Ed Barsotti, Executive Director of League of Illinois Bicyclists; and Bob Brandon, Friends of the Parks.



## JOIN THE MORRISON MOB!



On **THURSDAY, JULY 24, 2014**—the Cash Mob will meet at **4:00 p.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 and 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!



On Saturday, May 3 the Morrison Cash Mob descended on Morrison Auto Supply, 502 E. Lincolnway, and "spent some G's!"

The Cash Mob was created as a way to promote shopping locally by targeting small, local businesses that make our community special and in order to give them an economic boost.

The Mob was made up of "Mobsters," young and old, vowing to spend \$10 or more at a predetermined location.

We help businesses grow, we make people happy, we get stuff for ourselves, and we have a great time. The Cash Mob will meet every other month to MOB!

# Community Clean-Up & Collection Day

It took many hands to have everything run so smoothly at the 4th Annual Morrison Community Clean-up and Collection Day on Saturday, June 21, 2014. Thanks all around to the wonderful volunteers and collectors representing some great businesses and organizations within our community: Boy Scout Troup #96; First Presbyterian Church and Morrison Christian Reformed Church Volunteers for Self-Help; KAS Recycling; Morrison Auto Supply; Morrison Lions Club; Morrison Police Department; Roggy's Scrap Metal; and Schuler Motors. A special thanks to Farmers National Bank for their sponsorship. Everyone pitched in to help where they could, which made the event such a success. Donations collected will be used towards hazardous waste collection.



Farmers National Bank & Cintas



First Presbyterian Church and Morrison Christian Reformed Church Volunteers for Self-Help

## Flowers Beautify Downtown

The Morrison Chamber of Commerce would like to thank members of Cottonwood 4-H Club, Morrison, IL for planting the flowerpots that beautify our downtown. Club members use this activity as a community service project.

The pots were purchased by the Chamber of Commerce many years ago as part of the organization's downtown beautification efforts. Additional thanks to downtown businesses that have adopted the planters in front of their businesses.



## Harkness Family funds Sports Complex Kiosk

The Pete Harkness Family recently provided funding towards an informational kiosk at the Morrison Sports Complex, to promote Morrison attractions and businesses to visitors at the complex. Additional funding was provided by a grant from the Blackhawk Waterways Convention and Visitor's Bureau. The chamber will maintain it.





## CALENDAR OF EVENTS

### July

July 5	Firecracker Weekend-Mud Bogs, Drags, & Demo @ <a href="#">The Bike Barn</a>
July 10	Walk & Wine Tour at Windsor Manor
July 11	Triumph Community Bank Customer Appreciation
July 12-13	<a href="#">Whiteside County Barn Tour</a>
July 15	Odell Library Movie "Yankee Doodle Dandy"
July 17-19	<a href="#">Whiteside County 4-H Show</a>
July 19	8" Hole Tournament @ Cross Creek
July 24	Morrison Chamber Board Meeting @ Noon
July 25	Cruise Night Car Show at DQ Grill & Chill
July 30	Morrison Farmers' Evening Market & Taste of Morrison, Downtown Morrison
July 31	Community Meal @ First Presbyterian Church



### August

August 2	Moto-X, Mud Bogs, & Drags @ <a href="#">The Bike Barn</a>
August 7-9	Lincoln Highway Buy-Way Yard Sales
August 9	Make a Difference Day at our Schools
August 9	<a href="#">Strides for Students</a> 5k Run/Walk
August 10	Fulton/Morrison Day @ Clinton LumberKings
August 12	Odell Library Movie "Frozen"
August 12-16	<a href="#">Whiteside County Fair</a>
August 18	First Day of School (1/2 Day)
August 22	Cruise Night Car Show at DQ Grill & Chill
August 28	Morrison Chamber Board Meeting @ Noon
August 28	Community Meal @ First Presbyterian Church
August 30	Mud Bogs, Drags, Pro Open Drags, & Demo @ <a href="#">The Bike Barn</a>

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The 2014 Whiteside County Fair [Premium Book](#) is posted and online entries are now being accepted!

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### September

September 6	Youth Fishing Derby @ Lake Carlton
September 9	Odell Library Movie "Varsity Blues"
September 11	Community Meal @ First Presbyterian Church
September 20	<a href="#">Harvest Hammer</a>
September 20	Children's Art Preservation Association's <a href="#">Paint the Town</a>
September 21	<a href="#">Legacy Five in Concert</a> @ Emmanuel Reformed Church
September 28	Car Show at DQ Grill & Chill, 1-4 p.m.
September 25	Morrison Chamber Board Meeting @ Noon
September 25	Community Meal @ First Presbyterian Church
September 25	Morrison High School Thuse
September 26	Morrison High School Homecoming Parade
September 27	Last Morrison Farmers' Market of the Season



**SAVE THE DATE!**

## Walk & Wine Tour!

The Chamber of Commerce is cordially invited to enjoy Creekside Vineyards wines and hors d'oeuvres, while touring Windsor Manor Assisted Living & Memory Care.

*Thursday*  
*July 10th*  
*4:30pm-6:30pm*

  
**WINDSOR MANOR**  
*Assisted Living Community*  
403 Scenic Street  
Morrison, Illinois 61270  
www.Windsor-Manor.com

R.S.V.P. with Danielle Vance  
**815-772-4031**

Morrison's newest Assisted Living and Memory Care community offers private apartments for seniors.

Many amenities and gracious common spaces throughout the building give residents the freedom to enjoy life on their terms.



Contact Us

**MORRISON  
CHAMBER OF  
COMERCE**

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

[morrisonchamber](http://morrisonchamber.com)  
[@morrisonil.org](mailto:@morrisonil.org)

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

**Office Hours:**  
Monday—Friday  
8—12 & 1—5



**Think Local! Shop Local!**



**Morrison First!**

## *Workshops for Contracting with the Federal Government and Thomson Prison*

The Tri-County Economic Development Alliance, Inc. will host Vicky Miller, Director, Illinois Procurement Technical Assistance Center (PTAC), Black Hawk College, who will be presenting workshops for businesses to get certified for government contracts. The series of workshops will be held on 8/21, 8/28 and 9/4 at Manny's in Savanna, IL from 10:00 a.m. - 1:00 p.m. The cost is \$15 for each workshop, which includes lunch.

The workshop features a special lunch appearance via video by Cathi Litcher, former Activation Coordinator for the Bureau of Prisons. Cathi will answer questions about the potential activation of Thomson p r i s o n .

Download the workshop [flyer](#) for more information. Register via **P a y P a l** at <http://bit.ly/V3uumv>, email [info@tceda-nwil.org](mailto:info@tceda-nwil.org) or call (815) 858-4491 for more

information. Special thanks to Vicky Miller from PTAC and the Village of Thomson for sponsoring this event.



**Is there someone in your office that you know that should get this newsletter?  
Please send us their name and email address and we will put them on our mailing list.  
Otherwise, feel free to forward on to others that may enjoy receiving our newsletter!**