We're Making Things Happen!

Chamber Chatter

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

Networking = Relationship Building

The Morrison Chamber of Commerce organizes events for members to network. Many members question why they should attend these functions, after all—they don't wear a suit to work and there is that misconception that only "professionals" need to network. This simply is not true. Every business owner should network, to grow their business to its full potential.

Networking is a form of relationship building. It's the opportunity for you to create and nurture mutually beneficial relationships with other people in business with whom you can exchange resources, including business leads and referrals. Many people network to get leads for new business, but networking can also help you find a job, change careers, hire good employees, sell products, improve your business practices or accomplish any number of professional and personal goals.

You may meet potential competitors at networking events, or encounter people whose businesses have no conceivable connection to your own. Either way, it's important to build alliances and think creatively about the ways that you can work with different people and businesses. Don't worry too much about how well your business fits with the business of your conversation partner. It may be that your connection is purely personal and social, or maybe you create a mentoring relationship or find ways to align your business strategically with others in Morrison. Leave the possibilities open! You never know where a casual conversation can lead.



So you've found a networking event to attend, but how are you going to strike up a conversation with the people that you meet?

While it's great to have an elevator pitch and be able to succinctly explain your business, don't make your networking conversation a marketing spiel—nobody wants to strike up a conversation with someone who sounds like they're trying to make a sales pitch. The greatest key to networking success is to be genuine. Be you! What makes talking about a business interesting is learning about the person behind it. Don't be afraid to let the conversation wander away from business.

Dale Carnegie literally wrote the book on networking in 1936. "How to Win Friends and Influence People" demystified the process of making friends out of strangers and inspired legions of business coaches to carry on Carnegie's message. Peter Handal, the chairman, CEO and president of Dale Carnegie & Associates, shared some of Carnegie's rules for meeting new people.

Smile: "This is such a simple, basic rule, yet people just don't think about it," says Handal. They're so focused on needing to network at an event that they don't realize they're walking around with a scowl on their face. Scowling, serious, expressions are forbidding, says Handal. People are more likely to warm up to someone who says good morning with a broad smile than they are to someone with a dour countenance.

Ask a question: Joining a group engaged in conversation can be awkward. The best way to do so is to pose a question to the group after getting the gist of the conversation, says Handal. "You build your credibility by asking a question, and for a shy person, that's a much easier way to engage than by barging in with an opinion," he says. Listen: One of the most profound points Carnegie made in How to Win Friends was that people love to talk about themselves. If you can get people to discuss their experiences and opinions and listen with sincere interest—you can have a great conversation with someone without having to say much at all.

Business cards: Always have them handy, says Handal. "They're an effective way for you to leave your name behind so that people remember who you are."

Say the person's name:

"People like to hear their own name," says Handal, pointing to another one of Carnegie's basic principles that a person's name is the sweetest sound to that person. So when you meet someone, use his name in conversation. Doing so makes the other person feel more comfortable, like you really know him and he knows you.

Building a successful business takes a lot of time and drive, so it's good to have a network of friends and associates to draw energy from and keep you going. By surrounding yourself with people who share a similar drive and ambition, you are more likely to move forward as a group.

-Meridith Levinson, CIO.com

2013 Chamber Members

Thank you for joining or renewing your membership. We appreciate your support.

A+ Self Storage Advantage One Credit Union Al and Randv's Construction. Inc. Alvarado's Plumbing, Inc. American Piping Group, Inc. -Vegter Steel Fabrication Ameriprise Financial Angie VanderVinne Agency -Farmers Insurance annabella's Ashford University Bethesda Evangelical Lutheran Church **B**-Fit Bob Endress Sales & Service Bogott Plumbing Inc. / BPI Pool Supply Bosma-Renkes Funeral Home CGH Morrison Health & Vision Center Children's Art Preservation Assoc. Climco Coils **Community State Bank** Coplan & Buckwalter, PC Country Financial -Jansma & Musselman Cross Creek Golf Course **Crossroads Community Church** Crown Exterminators, Inc. Dancer's Hut/123 Tees Darnell Dishes it Out Doggies Country Club Resort & Boutique DQ Grill and Chill DreamWorks Mechanical. Inc. Ebenezer Reformed Church **Eizenga Tax Solutions Emmanuel Reformed Church** Fairhaven Fruit Farm Family Chef Restaurant **Farmers National Bank** First Presbyterian Church First Wealth Financial Group Forest Inn Friends of the Parks Good Neighbor Care of Sterling H.B. Wilkinson Title Company Habben's Auction Service Happy Joe's Hospice of the Rock River Valley

J B Electric & Communication Jo-Carroll Energy John Tomasino Jr. D.D.S., P.C. **KAS** eRecycling Kophamer & Blean Realty Kreative Rentals LTD Law Office of William R. Shirk, P.C. Madison Street Spa Mance Chiropractic Ltd. Maurits and Jost Insurance Agency Miller Chiropractic Clinic Moring Disposal, Inc. Morrison Auto Supply Inc. Morrison Christian Reformed Church Morrison Community Day Care Center Morrison Community Hospital Morrison Family Health Clinic/ Medical Associates Morrison Farmers' Market **Morrison Grand Squares** Morrison Historical Society Morrison Lions Club Morrison True Value Hardware Morrison United Methodist Church Morrison Veterinary Clinic Nelson, Kilgus, Richey, Huffman, & Buckwalter-Schurman Nelson's Electric Service Inc. New Millenium Directories Northwestern Illinois Center for Independent Living Norwest Surveying Services Inc **One-Stop Marketing Open Hand Self Defense** Parkview Motel Pete Harkness Chevrolet PJ's Bookkeeping & Tax Services Pleasant View Rehabilitation & Health Care Center Prairie Advocate Prairie Ridge Golf Course Rental Car Momma Resthave Nursing & Retirement Home Rick's Autobody & Repair **Rockwell Collins** Ruth Gundlach State Farm Agency S.O.S. Mediation Services

Schuler Motors Inc. Security Plus Wireless -U.S. Cellular Shawver Press/Whiteside News Sentinel Publications St. Mary's Catholic Church Shell Express Lane Sterling Federal Bank Subway Sandwiches & Salads Sullivan's Foods **Tegeler Accounting Services Tegeler's Amish Furniture** The Cage The Church of Saint Anne The City Rebar Detailing, Inc, The Cornerstone Agency Inc. -**Mickley Insurance** THE National Bank The Scotts Company thecity1.com Timber Lake Playhouse United Off-Road Racing LLC United Way of Whiteside County Vision Source Weinstine Law Office Wells Fargo Bank, NA White Oaks Therapeutic Equestrian Center (WHOA) Whiteside Carroll County Enterprise Zone & Economic Development Wild Core Events Yoga with Martina

FRIENDS OF THE CHAMBER

Louise Clark Sandi Crouse Chad Haskell Brian Melton Donald Mulnix Everett & Nancy Pannier Henry & Frances Plude John & Shayne Prange Arnie Snyder Gary Tresenriter Cody James Weets Mark Zinnen CHAMBER CHATTER

Welcome New Members

Mediacom

Mediacom Business 808 E. North Street Elburn, IL 60119 Phone: (630) 365-0151 Local Account Executive: Linda Turk business.mediacomcable.com For over 15 years, Mediacom, the nation's 7th largest cable provider has built a successful track record as the local provider of choice for consumers seeking the fastest Internet service, value-added phone service and cable TV with the most free HD channels. Now, Mediacom brings the same level of innovation and



technical expertise to businesses of all sizes with new choices in Internet, Phone, TV, and Music services. Unlike other providers, we have the resources, local service support, expertise, and technology to bring businesses exceptional digital services all from one company.

Morrison and Morrison-Rockwood State Park.



Movers & Shakers

The Board of Directors of **Morrison Community Hospital** is pleased to announce the appointment of Pamela Pfister to the position of Chief Executive Officer of Morrison Community Hospital. Pam joined the staff of Morrison Community Hospital in 2002, as Administrative Assistant. In her eleven years of service, she has held the positions of Clinic Manager, Material Logistics Manager, Director of Human Resources, Associate Administrator, Clinic Renovation Project Manager, OR & Specialty Clinic Renovation Project Manager, and most currently, Interim Chief Executive Officer. Along with those duties she has spearheaded the effort to bring more primary care and specialist providers on board, and with the assistance from all of our staff, and



current providers, has achieved a great deal of success. In addition to her On-The-Job Experience, Pam holds Bachelors Degrees in Health Care Administration and Organizational Management. Also, Pam was nominated for the prestigious YWCA Jane Reid Keefer award in 2012. She also has experience in facilitating the annual Harvest Hammer. She has also volunteered as a mentor with the Big Brothers, Big Sisters program working with students in the Morrison school system.

Stress: Your Own Worst Enemy



As if there aren't enough threats to your business, the biggest hazard may be one you can't see: chronic stress. Hiding in plain sight, this toxic saboteur can ruin the best-laid plans with a trip to the ER and a sinkhole of medical bills. You may think you're handling it, but that's usually an illusion, supplied by the adrenaline released by the stress response, which masks the damage to your body by giving you a sense you're powering through it.

Brian Curin, 39, thought he was managing risk well as president of the footwear retailer Flip Flop Shops, which has more than 90 locations. Yes, there was pressure, but he exercised and ate well. He did feel a little off, though, and had a faint ache of something resembling heartburn. Curin decided to pay his doctor a visit. Blood work, a resting EKG and a respiration test were negative, but a stress test and an angiogram turned up a big problem: four blocked arteries, one of them at 100 percent--not what Curin expected at his age. With-

out open-heart surgery, he could have been dead within weeks. "I was extremely lucky," says Curin, whose wake-up call prompted him to start a campaign, The Heart to Sole: Creating a Stress-Free America, to lobby for stress-testing at all companies and to support the American Heart Association's My Heart. My Life. program. "If something doesn't feel right, it's probably not. Get it checked out."

Long-term risk-taking and the demands of wearing multiple hats make entrepreneurs easy prey for chronic stress, which compromises the immune system, increases bad cholesterol and decreases the good kind. Bravado and busyness can keep entrepreneurs in denial mode until the paramedics arrive. You're not much good to your business from six feet under. Keep the sirens at bay with these essential strategies.

- Pay attention to your body. Insomnia, heart palpitations, anxiety, bowel issues--they're trying to tell you something. See your doctor.
- Make stress-testing as routine as dental checkups.
- Cut stress by reducing time urgency. Every minute is not life or death.
- Identify the story behind the stress and reframe it from catastrophic to a new story: "Yes, I've got 300 e-mails, but I can handle it."
- Build stress-relief techniques into your schedule--meditation, progressive relaxation, exercise, a hobby.
- Set boundaries. Sixteen hours of work a day is not sustainable. Find the "just enough" point in a given day or project.
- Hire somebody. Doing it yourself can cost well more than the price of a helping hand.
- Step back. Brains have to reset every 90 minutes. Breaks increase mental functioning and interrupt stress.
- Get a life. The best stress buffer is a life beyond work. Remember that?

—Joe Robinson is a productivity and work-life trainer at worktolive.info and author of Work to Live and the Email Overload Survival Kit.

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!

Kristi Wambeke of Rock Valley Physical Therapy was recognized for her friendly service and caring attitude and always remaining upbeat, through her own adversity.

Cory McCoy, a swing manager at the Morrison McDonald's, was nominated for his positive and welcoming attitude, while always caring about his customers and staff.

Acknowledging and greeting each and every customer; making them feel special and welcome, garnered the award to Liz Fischbach owner of Baked by Liz.



Kristi Wambeke



Cory McCoy



Liz Fischbach

BEFORE YOU START A NEW BUSINESS

Starting a new business is a traumatic affair, and there are not all that many methods of predicting the success or failure of your enterprise. We hear everyday about firms filing bankruptcy, businesses closing, and business restructures. So. What does it take to make it in the business world? I mean. what does it really take? Recent studies indicate there are eight prime factors that you can use to predict your success or failure, even before you lay out your first dollar. Check your success factor, locate your strong points, and get to work on those needing attention.

INDUSTRY KNOWLEDGE: Be-

fore you make your final decision to lay out your cash to go into business, ask yourself how much you really know about your selected industry. What are the upsides of your industry and what are the downside factors? One great way to discover answers to these questions is to check with the trade association for your industry. Often they have facts and statistics that can tell you what customers are saying, what your suppliers are demanding, what your peers are doing, and what the trends are showing. Additional information is available online through your industry's newsgroups.

COMPETING WITH OTHERS:

Find out what your competition is doing, locate the holes in their offerings, then plug them with specialized services from you. Don't try to do what they do, they already have a leg up on you. Look for those things customers want that your competitors are not providing, then tailor your business toward fulfilling those needs. It's called "niche marketing."

MANAGEMENT EXPERIENCE: If

you don't have the management skills necessary for today's markets, you stand very little chance of succeeding. It's not so much how smart you are, it's a question of whether or not you have the skills necessary to run a modern-day business. Either learn the skills or hire them. Many junior colleges and some trade schools offer management classes at a very reasonable cost.

MONEY: It never ceases to amaze me. Men and women (mostly men) bulling their head to start a business of their own with absolutely no money in the bank. You cannot make a go of a business without spending some money up front, even if the businesses you're starting is a home-based consulting business. In addition to the hardware,



software, office tools, stationary, and telephone necessary for ordinary dayto-day operation, you will need money for marketing, advertising, and general operations. This is in addition to money to live on. Before you jump into a business, sit down with a business counselor and-or your banker, lay out your plan, then explore the various options open to you for capital acquisition.

TIME MANAGEMENT: It matters little how well you organized your time

prior to starting your business, what matters is whether you can find the time to do everything you need to do after starting up. One idea is to farm out as much of your responsibility to others as possible. Trust your employees to do a job, then let them do it. If you are a sole proprietor, consider having your spouse help you with paperwork, bookkeeping, billing, and taxes.

POSITIVE ATTITUDE: The success books all tell you, if you don't love what you're doing, get another line of work! Many business failures are caused because the proprietor discovered the business he or she started doesn't fit their lifestyle. This leads to bad feelings, and those feelings rub off onto your prospects, customers, and family. Consider visiting your local university or college and asking (and paying for) a series of aptitude and attitude tests to help you discover your attributes. It could be the best \$50 or so you ever spent.

HANDLING MONEY: If your money seems to slip through your fingers, you may not be able to properly handle the money flow in your business. Ask your banker to help you set up a cash management system to predict and guard against the ebbs and flows of cash in your daily business.

YOU MUST BE A PEOPLE PER-

SON: If you just hate to meet new people, don't like complainers, refuse to work with difficult people, or are a loner, we suggest you hire a manager and you stay in the back room.

—Paul Tulenko

26th Annual Morrison Christmas Walk

The Morrison Chamber of Commerce would like to express their sincerest gratitude to all of the businesses, organizations, school groups, churches, and individuals that participated in the 26th Annual Morrison Christmas Walk celebration. Those that attended the chilly, two-day celebration were treated to a truly community event, including the lighting of the Christmas tree, live nativity, lighted parade, Christmas Tree Walk Auction, church suppers, entertainment, refreshments, and warm hospitality.

Winners of the Christmas Walk Parade were Best Decorated Vehicle – Resthave Nursing & Retirement Home; Best Entry by a Community Group – Kids for Christ; Best Entry by a Business – Morrison Community Hospital; Most Spirited Entry - Henry C. Adams Memorial Library; and Best Use of Theme - Morrison Elementary School.

Trees that were recognized in the Christmas Tree Walk Auction were Best of Show – Vegter Steel Fabrication, Kelly Vegter decorator; Honorable Mention – Morrison Schools Foundation, Heather Bush decorator; Most Creative – Morrison Community Hospital – Administration Department decorators; Traditional Christmas – Resthave Nursing & Retirement Home, Tawnya Bottoms & Marcia Blean decorators; and Highest Bid on a Tree – Fat Boy's Bar & Grill, Heather Bramm decorator. Proceeds benefit "Banners for Main Street."

This year's Christmas Walk would not have been possible without the assistance of these generous sponsors: Morrison Auto Supply, Inc., The Dancer's Hut, CGH Morrison Health & Vision Center, Wells Fargo Bank, Community State Bank, The National Bank, Farmers National Bank, Sterling Federal Bank, Whiteside News Sentinel/Shawver Press, The Prairie Advocate, Ashford University, and the Dunlap Lodge #321. Special thanks to the City of Morrison Public Works Department, Maurits & Jost Insurance Agency, Morrison Police Department, Nelson's Electric, Rick's Auto Body, Brethren in Christ Church, Santa & Mrs. Claus, Santa's elves, the parade judges and line-up volunteers, parade announcer Brian Zschiesche, Mayor Everett Pannier, Eric Phend, Sharon Habben, KAS e-Recycling, and Christmas Walk Committee Members: Nance Anderson, Corinne Bender, Jean Eggemeyer, Jan Roggy, Diane Garcia, Heather Toppert, and Stephanie Vavra.

Pictured I-r: Santa & Mrs, Claus and Suzie Snowflake and Jake Frost ride in the horse drawn sleigh, sponsored by Community State Bank; Decorated trees line tables at Wells Fargo Bank at the Christmas Tree Walk; and Shirley and Hugh (Whitey) Nelson served as Hostess and Host of the Walk, while warming up at the Fire Station.



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.

2nd Annual Chamber Sponsored Girls' Night Out



The 2nd Annual Morrison Chamber of Commerce Girls' Night Out was held at Cross Creek Golf Course on Thursday, October 17, 2013. The event pampered the ladies with special shopping deals, great samples, delicious food, and adult beverages. Admission was only \$5, which included food and a chance to win numerous door prizes. The first 100 ladies received bright pink bags donated by Morrison Community Hospital, filled with treats from Hardees, DQ Grill & Chill, Thirty One Consultant Michelle Taylor, and Nelson, Kilgus, Richey Huffman, and Buckwalter-Schurman Attorneys at Law. Participating vendors included pictured I-r: Lisa Zaagman and Bridget Maupin, Tastefully Simple; Barbara Briggs and Debbie Greenfield, Nerium; and Michelle Taylor, Thirty One Gifts. (Photos courtesy of thecity I.com)

Halloween Parade and Fun Fair



The Morrison Halloween Parade and Fun Fair, co-sponsored by Cottonwood 4-H Club and Morrison Chamber of Commerce, was held Saturday, October 26, 2013. A big THANK YOU to parade sponsors who make this community event possible year after year: Willett, Hofmann, & Associates, Wells Fargo Bank, Super Wash, Hardees, DQ Grill & Chill, Happy Joe's, Community State Bank, Fat Boys Bar & Grill, Yoga with Martina, Sterling Federal Bank, Farmers National Bank, One Stop Marketing, thecity I.com, Angie VanderVinne Agency, Morrison Community Day Care, Michelle Taylor Thirty-One Independent Consultant, Carillon Communications, and Kids for Christ. Additional thanks for assistance from the Morrison Police Department, Morrison CUSD #6, the City of Morrison, and volunteers.

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.

CALENDAR OF EVENTS

January

January	
Jan 6	The Grand Squares of Morrison Kick-Off Event @ Odell Library Community Room, 6:30 p.m.
Jan 6	Table Tennis League begins @ Southside School, 6:30 p.m.
Jan 7—Feb 13	Yoga with Martina Classes Begin
Jan 19	Morrison Historical Society Annual Meeting and Potluck, 12:30 p.m. @ United Methodist Church
Jan 23	Morrison Chamber of Commerce Board Meeting, 12:00 p.m.
Jan 23	Whiteside Forum presents "Human Rights: The History of Natural Rights, Civil Rights and Civility—
	Why it is so Hard" @ the Program Room, Odell Public Library from 6:30 to 8:00 p.m.
Jan 30	Chamber Annual Dinner @ Cross Creek Golf Course—Featuring "Guys in Ties" Improv

February

Feb 15	The Ball Brothers in Concert at Emmanuel Reformed Church, 7:00 p.m.
Feb 18—Mar 27	Yoga with Martina
Feb 20	MHS Winter Concert, 7:30 p.m.
Feb 20	Farmers' Market Vendor's Meeting, 6:30 p.m. at Odell Library Community Room
Feb 27	Morrison Chamber of Commerce Board Meeting, 12:00 p.m.
Feb 27	Whiteside Forum presents "Human Rights: Living with the people who came before us"-
	A movie and discussion @ the Program Room, Odell Public Library from 6:30-8:00 p.m.

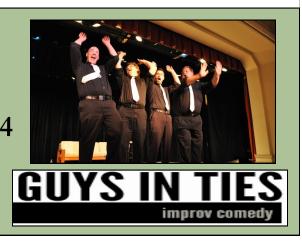
March

Mar 5-6	25th Annual Rural Community Economic Development Conference, Peoria Marriott Pere Marque	tte
Mar 15	Mark Trammell Quartet in Concert at Emmanuel Reformed Church, 7:00 p.m.	
Mar 20	MJHS Contest Concert, 7:00 p.m.	
Mar 20	TCEDA's Regional Conference & Annual Meeting, 8:00 a.m.—4:30 p.m. @ Chestnut Mountain, Galena, IL	
Mar 27	Morrison Chamber of Commerce Board Meeting, 12:00 p.m.	
Mar 31—Apr 4	MCUD #6 Spring Break	

Save the Date for a FUN NIGHT!

Morrison Chamber of Commerce Annual Dinner THURSDAY, JANUARY 30, 2014

> Cross Creek Golf Course 15523 Henry Road Morrison, IL



MORRISON CHAMBER OF COMMERCE

221 W. Main Street P.O. Box 8 Morrison, IL 61270 Phone/Fax: (815) 772-3757 E-mail: morrisonchamber@frontiernet.net www.morrisonchamber.com



FOOD SANITATION UPDATES

On August 27, 2013, an amendment to the Food Handling Regulation Enforcement Act (410 ILCS 625) was signed into law. This brings several changes to the Food Service Sanitation Manager Certification (FSSMC) program.

The three biggest changes are that — starting

July 1, 2014 — the FSSMC exam and training will be overseen by the American National Standards Institute (ANSI); the length of the FSSMC course will be reduced from 15 hours to eight hours (but renewing a certificate will now require eight hours of instruction and an



exam); and that more food-service employees will be required to undergo some training.

The full text of the amended Food Handling Regulation Enforcement Act can be viewed at:

http://www.ilga.gov/legislation/ilcs/ilcs3.asp?ActID=1578&ChapterID=35 IDPH FDD Food Handler Training Determination Decision Tree IDPH FDD FSSMC FAQ Food Handler Training Restaurant vs Nonrestaurant

IDPH FDD Memo to LHDs Food Handler FAQ and Determination Tree For more information, please contact Gene Johnston, Director of Environmental Health, Whiteside County Health Department, 18929 Lincoln Road, Morrison, IL, Phone: (815) 772-7411.

2013 Board of Directors Jean Eggemeyer – President

Jean Eggemeyer – President

Carillon Communications

 $\textbf{Kelly Smith}-Vice\ President$

Community State Bank

Corinne Bender – Administrator

Morrison Chamber of Commerce

Jennifer Belanger

Wells Fargo Bank

Dr. Suellen Girard

MCUD #6

Chad Haskell

Friend of the Chamber

Jan Roggy

State Farm Insurance

Katie Coates Selburg

Rockwell Collins

Bart Smith

DQ Grill & Chill

Scott Stocker

Security Plus Wireless US Cellular

Heather Toppert

Maurits & Jost Inc.

Angie VanderVinne

Angie VanderVinne Agency

Stephanie Vavra

thecity1.com

Chamber Corner ~ **In Memoriam**

in recognition of those we lost this year and the irreplaceable void they have left with those who loved them, knew them, and worked with them...



Dr. Gerald Mance Mance Chiropractic



Ronald Vegter Cross Creek Golf & Estates



Marcia Ortega Happy Joe's

