

# SPRINGFIELD Business JOURNAL

October 2021

## 15 Under Fifteen

Small business award winners

Q&A with Brad Zara

Weaving a legacy

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## Leaving a legacy

For most of us, the thought of growing older brings to mind the saying, "Everybody wants to go to heaven, but nobody wants to die." While the majority of people express a desire to live into old age, few of us are particularly eager to get there. However, there are things we can do now to ease the transition, whether we are planning for our own life after retirement or providing assistance to our parents and other family members.

This month's issue has advice on decluttering, which can be a challenge for people of all ages, but getting into the habit now of regularly downsizing possessions will certainly help avoid the common scenario of accumulating a lifetime of stuff that your heirs don't want (pg 30). My own mother is a collector (which sounds nicer than a hoarder, but the results are similar), and as her only child, I've warned her that my solution may be to take a match to it all at some point.

What your heirs do want is a way to remember the essence of who you are. We highlight a new business called Legacy Weavers Video that capture the recollections of a person's life, with the goal of creating something tangible that can be shared with future generations (pg 20). My beloved great-grandmother lived to the age of 99, and while I have many memories of her, it would be a gift to be able to see her and hear her voice again, in addition to having something of that nature to share with my young son, who never met her.

As a final note, allow me to introduce our new *SBJ* associate editor, Holly Whisler. Regular readers are already familiar with her work, since she's been writing for the publication since 2004. Holly will still continue to contribute an article or two each month, but she'll also be working behind the scenes with our various freelance writers and photographers. She's a welcome addition to our team as we continue to expand our coverage of central Illinois businesses.



*Michelle Ownbey, publisher*



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Q & A  
with  
Brad Zara

By Lana Shovlin

**B**rad Zara graduated from Riverton High School as the class valedictorian but opted to go to trade school, rather than college. He spent several years working for an auto body shop before going out on his own in 1987. The business, originally named Zara's Auto Body, was initially located at 1859 S. 16th St. with Brad as the sole employee. However, the business grew rapidly, and by

1991, Zara's Collision Center opened in a newly built facility at 3117 Wide Track Dr. The business added additional employees, including several other family members. His wife, Julie, eventually left her career as a teacher to coordinate the marketing, while brother Mike Zara worked as the parts manager and sister-in-law Kim Wooland handed customer service. On Aug. 13, the company was sold to Caliber Collision,

the largest collision repair consolidator in the country, with more than 1,400 locations nationwide. Brad and Julie have been married for 35 years and have three daughters, Hannah, Emily and Claire. Brad said he and his wife have no specific retirement plans as of yet, although they enjoy spending time in Florida.

**Where were you born?**

I was born and raised in Riverton, Illinois, and a few years later my family moved to Spalding, which is basically still part of Riverton. I have an older brother and sister and we were all born within three years of one another, so I imagine my parents had their hands full.

**What did you want to be when you were a child?**

As a child, I had two dreams: I wanted to own a junkyard, because I thought that would be the coolest thing to own all of that stuff, and I also wanted to be a garbage man. My grandpa owned an old stepside pickup and I would stand on that step and act like I was riding on a garbage truck. Every once in a while, I'd even jump off to "collect the trash." I guess I kind of achieved the junkyard dream because I got to deal with wrecked cars, just in a very different way.

**How did you get into the auto body business?**

Growing up, my dad was a banker and my mom worked at the middle school in Riverton. My family wasn't necessarily considered blue collar, but my parents had a lot of friends that did construction-type work and my grandpa had also done construction. He and my dad were do-it-yourselfers, and I got the opportunity to work on some things with them and realized pretty early on that I enjoyed working with my hands.

During my junior and senior years of high school, I attended a vocational school program. During the second semester of my senior year, my instructor saw that I had some potential. He got me placed at a local auto body shop on a work co-op program, and it was there that I really had the opportunity to work on a lot of vehicles. When it came time to decide if I wanted to go to college or take the vocational school route, I went with the latter. I continued to work at that auto body shop all through school, and they ended up hiring me full time. I've spent the last 40 years working in the auto body industry.

**Is there anyone who has helped you along your way?**

I've had so many mentors, but my parents helped guide me right from the start. I

was valedictorian of my high school class, and when I mentioned to my guidance counselor that I wanted to go to trade school, he actually discouraged me from going. He felt that I was wasting a lot of good potential, but my parents fully supported my decision. Because of them, I realize how important it is for parents to encourage their children to follow their dreams.

**What made you decide to sell Zara's Collision Center?**

I was starting to feel really burnt out, and I realized that in order for things to be sustainable, there were going to have to be some new leaders in our business. I knew that I needed to back away a little and not feel responsible for everything, so I made a very conscious effort over the last 12 years or so to start building a team culture. I identified a couple of young leaders that I knew could be our next generation, and over a period of time I just worked myself out of a job. When the opportunity came along to sell the business to an organization that would help our team continue on to the next level, I knew that I had to take it. When I announced my exit to our team, I used the Seinfeld comparison about going out on top. Selling the business gave people on my team the opportunity to step up into positions that we could not have offered them.

**What is your proudest accomplishment?**

Having a successful business has been wonderful, of course, but what I'm really proud of is my family. My wife and I are coming up on 36 years of marriage and we have three daughters, who are really good human beings. Honestly, I've been blessed in ways beyond what I ever could have imagined, and I'm so happy that my family enjoys one another.

**If you could give your younger self one piece of advice, what would it be?**

When you're repairing someone's vehicle, they expect perfection, and I think I let that need for perfection seep into other areas of my life. I'd tell myself to try and overcome that perfectionist flaw and not dedicate so much time to things that don't really matter in the grand scheme of life.



Top: Mayor Jim Langfelder presented Brad and Julia Zara with a proclamation on Aug. 13, the day the sale of Zara's Collision Center to Caliber Collision was finalized. Middle: Brad and Julie Zara founded the business, originally known as Zara's Auto Body, in 1987. Bottom: Brad and Julie's middle daughter, Emily, had a backyard wedding in March of this year due to COVID.

PHOTOS COURTESY OF BRAD ZARA



# When collision repair and creativity collided

By Michelle Ownbey

When Brad Zara retired in August and Zara's Collision Center, 3117 Wide Track Dr., was purchased by the national chain Caliber Collision, not only did over three decades of exceptional craftsmanship and community support come to an end, but so did years of creative billboards that entertained the metro Springfield area.

"After people learned of the ownership change, we would receive comments on social media from people wondering about our billboards," said former owner Brad Zara. "Common responses were, 'Will you still continue the billboards? They always made me laugh,' and 'We will miss seeing the Zara's billboards.'"

"It was fairly typical for a new customer to come into the shop and tell us he or she had decided to bring a vehicle to Zara's because of seeing a particular billboard message and remembered us because of it," said Zara. "The interesting thing would be that in some instances the billboard message the person would mention had ran four or five years earlier. Most people don't have collision damage an hour after seeing our billboards, but when something would require a repair, our boards were creating top-of-mind awareness."

From 2004 to 2019, the billboards and all marketing creative were the product of HIP Advertising of Springfield, and when HIP closed at the end of 2019 and some agency members formed Paszkiewicz Marketing, the memorable Zara's billboard messages continued with the new creative boutique.

"In comparison to other clients over the years, Zara's marketing budget was modest but generated impact well beyond its size," said Mark Butler, former HIP employee and current director of marketing and creative at Paszkiewicz Marketing, 3161 W. White Oaks Dr. "We only had a handful of billboard locations in Springfield, but over the course of a few years we were able to secure high visibility, high-traffic sites and then hold onto them. Mostly though, Brad Zara was the type of client who trusted his instincts and allowed us to do good work.

"Client fear of negative comments, fear of not doing what other similar businesses are doing or fear of not making a decision



without input from a committee causes a lot of engaging, impactful messaging to be diluted or scrapped. We never experienced any of that mentality with Brad in nearly two decades of work," said Butler.

In the early years, Zara's marketing consisted of radio and print advertising along with billboards. Because billboards were received so positively in the market, that later became the primary focus. Social media marketing had been a continual tactic for the past decade, often amplifying and leveraging the billboard advertising.

"The types of creative messaging that resonated with people for billboards transferred to our social media efforts, generating lots of positive responses in engagement," said Ellen Marten, former HIP employee and current creative services director at Paszkiewicz Marketing.

"Zara's was a small business, so I know the budget constraints and juggling that take place all the time," said Zara. "It's a challenge to do some months, but you have to commit to a marketing budget and stick to it month

in and month out. It doesn't have to be a large budget, but you need to do it right. Find talented, reliable professionals and then get out of their way. Most people aren't good at repairing their own collision damage; why would collision repair people be good at marketing?"

Zara's Collision Center operated in Springfield for 34 years, growing from a one-man operation to a staff of more than two dozen full-time employees. In addition to the creative billboards for the business, Zara's was known for the quality of its work environment and its commitment to team members. Zara's also was highly devoted to the community, supporting entities such as Big Brothers Big Sisters and most notably the Zara's Benevolence Program.

Zara's would refurbish a vehicle written off as a total loss, restoring it to a safe, road-ready condition and then donate the vehicle, insurance and other gifts to a deserving person in the community. Nearly 50 vehicles were given away over two decades of the program's existence. **SBJ**



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# 19th ANNUAL 15 UNDER FIFTEEN

**The Alamo**

**Ashley's At Home  
Grooming**

**Axis Accounting and  
Tax Service**

**Bailey Family Insurance**

**Bobby Shaw Building  
and Remodeling**

**Credit Pro Autos**

**Duct Dusters**

**East Side Marine Inc.**

**Pier 55 Lounge**

**Hellowater**

**Illinois Trucking  
Association**

**Jerk Shop Go**

**Keefner's**

**True Colors Floral**

**Who Does Your Hair?**



**15**  
**UCB**  
*under*  
**FIFTEEN**  
RECOGNIZING EXCELLENCE IN SMALL BUSINESS



This is the 19th year that *Springfield Business Journal* has partnered with United Community Bank to recognize 15 outstanding small businesses in the local area. To qualify, a business must be located in Sangamon or Morgan county, have been open for at least two years and have 15 or fewer full-time employees. A business is eligible to be recognized again after five years, and several of this year's recipients are repeat winners. The recipients represent a wide variety of industries, and some have been in business for decades – including several second-generation family businesses – while others are much newer. What they have in common is that each of these business owners is passionate about their company and providing a service to the Springfield area.

If reading these profiles makes you think of another small business who deserves recognition, you don't have to wait to make a nomination for next year's 15 Under Fifteen. To submit a nomination and view a list of previous selectees, visit [www.springfieldbusinessjournal.com](http://www.springfieldbusinessjournal.com) and click on the awards program tab.

#### SNAPSHOT

**Established:** 2015  
**Owner:** Ashley Sims  
**Employees:** 1  
**Services:** Pet grooming

3351 S. Sixth St., Suite 5, Springfield  
217-971-3072

#### PROFILE

Ashley Sims opened Ashley's at Home Grooming in order to balance work and family "I worked for a local grooming salon, but with having an infant, it was hard to find reliable care for him," said Sims.

Ashley's at Home Grooming offers quality grooming specifically tailored to each individual pet. "I strive to make every pup look and feel their best. I thoroughly enjoy when dogs come to the

door and are so excited to see me," said Sims. "I strive to make each 'spaw' day a great experience for the dogs. I also make sure each dog is as calm as possible; I work with them and not against them. If a dog is having a hard time, I will give it breaks, and sometimes recommend that in the future, a dog's 'spaw' day be broken up into multiple sessions so it is not a stressful experience," explained Sims.



15  
/  
15

### Ashley's at Home Grooming

ASHLEY SIMS

Photos by Ben Romang

**SNAPSHOT**

**Established:** 1976  
**Owners:** Steven Bailey and Kristopher Bailey  
**Employees:** 4  
**Services:** accounting and taxes

2425 W. Iles Ave., Suite 1, Springfield  
 217-546-1009  
 steve@myaxistax.com

**PROFILE**

Axis Accounting and Tax Service is owned by Steven Bailey and his son, Kristopher Bailey.

"I started the business because I wanted to have control of my own destiny," said Steven Bailey. "I did not want to be controlled by some corporate giant or government agency. I also thought I could make more money working for myself than I could make working for someone else." Kristopher Bailey joined the

business in 1995.

Axis Accounting & Tax Service specializes in accounting, payroll and tax preparation for small businesses, as well as individuals. "All our people are very friendly, courteous and helpful. We strive to please each and every one of our clients to the best of our ability," said Steven Bailey. "For over 46 years, we have helped our clients with tax planning and financial planning strategies."



**Axis Accounting and Tax Service**

LEFT TO RIGHT: STEVEN W. BAILEY, BARBARA GRIFFIN, BRENDA ELAM AND KRISTOPHER B. BAILEY



**Bailey Family Insurance**

LEFT TO RIGHT: KEELY CARDWELL, TYLER BASKETT, MARK BAILEY, CHRISTINE BAILEY, JOHN DRUM AND JOURDAN KITCHENS (DOGS: GUNNER AND DAISY)

**SNAPSHOT**

**Established:** 2017  
**Owners:** Mark and Christine Bailey  
**Employees:** 6  
**Services:** insurance

1625 S. Sixth St., Springfield  
 217-441-2342  
 christine@bfi.us

**PROFILE**

The mission statement at Bailey Family Insurance is "Loving the community through protection and education," and owners Mark and Christine Bailey take great pride in doing insurance differently because of their passion for helping people. Insurance isn't just a job for the BFI team.

Through his military career and insurance experience, Mark Bailey has dedicated his life to helping people. After obtaining her MBA and growing other small businesses during her marketing career, Christine dreamed of owning her own small

business. By opening their own independent insurance agency, they had the power to make an impact on their community and help each client set their lives up for security and success.

"BFI was built on a family-centric foundation, with customer experience at the base of its core values," said Christine. "We often say, 'Welcome to the BFI Family' during the onboarding process with both clients and team members, as we truly do invite you in and treat you as one of our own."





### Bobby Shaw Building and Remodeling

LEFT TO RIGHT: SHAUN SHAW, CHANTELL CHASE, BOBBY SHAW (OWNER), DANNY RUNKEL, TRAE RUNKEL

#### SNAPSHOT

Established: 1987  
Owner: Bobby Shaw  
Employees: 9  
Services: home remodeling

217-546-3973  
bobby@bsmaint.com

#### PROFILE

Bobby Shaw Building and Remodeling started out as a handyman service outside of Bobby Shaw's day job. After a couple years, he was able to turn the company into a full-time business.

"We are not just one specific type of contractor. We are able to offer full service, covering all aspects of a customer's project," said Shaun Shaw, Bobby's son and operations manager. "We can handle residential and commercial maintenance and remodeling. The customer only has

to reach out to one person to handle any of their needs. We started this business as a family 35 years ago, and to this day remain family-owned and operated."

The Shaw family prides themselves on the principles of quality workmanship, timely completion, competitive pricing and integrity in all business dealings. "We combine knowledge and research with our extensive practical experience to ensure a specialized approach for your property," said Shaw.

#### SNAPSHOT

Established: 2013  
Owners: Terry Stromquist and Steve Brink  
Employees: 12  
Services: auto sales and service

4580 W. Wabash Ave., Springfield  
217-546-4002  
adam@creditproautos.com

#### PROFILE

As vice president of Mercantile Bank in Quincy, Terry Stromquist saw an opportunity to open his own business by providing dependable transportation for those with no credit or poor credit. Today, Stromquist, along with Steve Brink, own both the Springfield and Quincy Credit Pro Autos dealerships.

"We provide our customers with the combination of quality vehicles, affordable financing and expert servicing after the sale," said Adam Karger, accounts manager. "What sets us apart from other

businesses in this field is the two-year/24,000-mile limited warranty each customer gets free of charge. We have a highly capable service department that can fix any maintenance issues that may come up. We also report monthly to TransUnion, which is helpful for those customers looking to build their credit."

Credit Pro Autos' employees pride themselves on being personable, dependable and always willing to go the extra mile to satisfy their customers.



### Credit Pro Autos

LEFT TO RIGHT: MIKE SIELSCHOTT, FRANKLIN WILLIAMS, AMANDA PINGLETON, JEREMY SMITH, FRANK PHILLIPS, ADAM KARGER, TANNER PARRISH, HEATHER HULL, BRANDON BRADY AND ASIF RAZA.  
NOT PICTURED: PATRICK ECKHARD

**SNAPSHOT**

**Established:** 2018  
**Owners:** Jeff and Monique Wantland  
**Employees:** 5  
**Services:** air duct cleaning

**217-891-3809**  
**ductdusters@comcast.net**

**PROFILE**

After learning that their 4-year-old daughter suffered from respiratory allergies, Jeff and Monique Wantland knew it was crucial for her to breathe clean air. At the time, Jeff was working for a plumbing and HVAC company that also offered air duct cleaning, and they had this service performed regularly at their own home. Then, Jeff met someone who worked for a company that designed and built duct cleaning equipment. He became convinced that machinery was superior but couldn't find a local company with anything similar.

After a few years, the couple decided to start their own air duct cleaning company, with Monique handling the business side and Jeff taking care of day-to-day operations. The Wantlands said that a key to their success is keeping things simple. "We stand out because we have a simple approach to business: people first and business second," said Jeff. "We treat people the way we like to be treated: by charging a fair price, showing up on time, being friendly, admitting mistakes and believing in what we do."



**Duct Dusters**

LEFT TO RIGHT: ERIC COURTAWAY, JEFF WANTLAND, MAC WANTLAND, KURTIS MCCUBBIN



**East Side Marine**

TOP ROW: JAMES BRANSON, STEVE POE, ANDY VINCENT; BOTTOM ROW: ELAINA BRANSON, DEB WALLACE, GEOFF BENDORF. NOT PICTURED: DEVIN MARTIN AND KEVIN MARTIN

**SNAPSHOT**

**Established:** 1964  
**Owners:** Steve Poe, Debbie Wallace, Terry and JoEllen Dalton  
**Employees:** 7  
**Services:** boat sales and service

**2525 North Grand Ave. East, Springfield**  
**217-522-2408**  
**esmboats@aol.com**

**PROFILE**

East Side Marine opened as a small retail and repair boat business and was subsequently sold in 1984. "I bought into the business in 1996 because of my friendship with the owner at that time and my love of all things boating fostered throughout my life," said co-owner Steve Poe. "Prior to East Side, I had spent 20 years in the medical profession."

Poe's business partners are Debbie Wallace, along with Terry and JoEllen Dalton, who own The Boat Place in Rockville, Indiana.

"Our success is a direct result of the type of people who work at East Side Marine. All are hard-working, dedicated individuals who are highly skilled and a lot of fun to be around," said Poe. "When you sell fun, you should exude it. When prospective clients come in, they leave as customers and friends. We've grown from a local one-room business to a much larger intra- and interstate business due to these individuals' desire to please our customers."





## Hellowater

RUSTY JONES

### SNAPSHOT

**Established:** 2017  
**Owners:** Rusty Jones and Tom Bushkie  
**Employees:** 10  
**Services:** beverage sales

15 S. Old State Capitol Plaza, Springfield  
 888-474-3556  
[rusty@hellowater.com](mailto:rusty@hellowater.com)

### PROFILE

Hellowater is a manufacturer of enhanced waters. The company was co-founded by innovators Tom Bushkie and Rusty Jones, who wanted to provide true functionality without sugar for the next generation of beverage consumers.

"Hellowater includes three varieties, each designed to deliver quality wellness benefits in digestive health, immune defense and pH balance," said Jones. "Hellowater was born with the mission to inspire health. It meets the needs of

people with active lifestyles who are looking to make good choices that will positively impact their health."

The company has been helped by the support of the leadership team at Innovate Springfield, who has opened doors along the way. "Hellowater understands the value of a community," said Jones. The company has also recently partnered with Springfield-based business BRANDT in bringing to life a patented immunity beverage, Hellowater Defense.

### SNAPSHOT

**Established:** 1930  
**Executive Director:** Matt Hart  
**Employees:** 6  
**Services:** trade association

932 S. Spring St., Springfield  
 217-789-6017  
[matt@iltrucking.org](mailto:matt@iltrucking.org)

### PROFILE

The Illinois Trucking Association is a nonprofit, full-service trade association led by trucking companies. It works to promote and protect the interests of the trucking industry throughout Illinois.

The ITA is dedicated to enhancing the effectiveness of its member companies by providing excellence in education, advocating for sound public policies, providing quality training and information and promoting a safe, dependable

and cost-effective transportation system.

Also, the ITA is committed to articulating the concerns of the trucking industry to government, regulatory bodies and the general public. The association further assists member companies in managing the impact of change in the trucking profession and enhancing the professional and economic growth of their many members.



## Illinois Trucking Association

LEFT TO RIGHT: JENNIFER GRIDER, LINDA BLISSET, MATT HART AND ADINA DUNN. NOT PICTURED: BRIAN SCHUMACHER AND DANA FALCO.

15/15



### Jerk Shop Go

LEFT TO RIGHT: JKWON LEE, JEMARI JACOBS, KADEJIA BERKLEY (OWNER), LES FAVOR AND DEANDRE AVILA.

#### SNAPSHOT

Established: 2020  
 Owners: Kadejia Berkley  
 and Ken Berkley  
 Employees: 9  
 Services: restaurant

213 S. Fifth St. and White Oaks Mall  
 217-717-0299  
 jerkshopgo@gmail.com

#### PROFILE

Jerk Shop Go is run by the father and daughter duo of Ken and Kadejia Berkley. "We opened up our Springfield shop in March 2020, right before the pandemic started, in hopes of providing a fresh and savory Caribbean flavor to the city of Springfield," said Kadejia Berkley.

attending Eastern Illinois University, then she moved to Springfield following her graduation.

"We offer our customers a unique dining experience by utilizing our Jamaican - spiced family recipes to create flavorful, fun and creative menu options," Ken Berkley said.

The family's first restaurant was The Jerk Shop, which opened in 2014 on the west side of Chicago. Kadejia and her two sisters opened another location in Macomb while

"I believe we stand out as one of Springfield's best small businesses because our meals are made fresh daily and always served with a smile."

#### SNAPSHOT

Established: 2015  
 Owner: Angie Keefner-Grieser  
 Employees: 12  
 Services: restaurant

1941 W. Iles Ave.  
 217-546-1941

#### PROFILE

Angie Keefner-Grieser opened Keefner's as a tribute to her father, Paul Keefner, who owned Bachmann and Keefner Drugstore that was located in downtown Springfield. "I have his menu on my menu," said Keefner-Grieser. "The restaurant has a collection of items that were part of the decor in the drugstore. I worked there as a teenager and young adult."

Keefner-Grieser learned how to run a business while managing the Office Sports Bar & Grill for 12 years before the landlord for Montvale Junction approached her with the idea of having her

own place. "My family was on board, and even helped me financially. It was then that I decided to have a place where folks could enjoy their favorite comfort foods in a comfortable atmosphere."

For her and her staff, their prime objective is to make sure that everyone who walks through the doors of Keefner's feels like family.

Keefner-Grieser extends the family welcome to her staff as well. "I treat my staff like family, and we work well together. My customers recognize that, and it is appreciated," she said.



### Keefner's

LEFT TO RIGHT: CHLOE ALBERT, FELICIA YATES, MIKE DAVIS, JIMMY BURKE, ANGIE KEEFNER (OWNER), DEANDRE HOPSON, KRISTI ADAMS, SEAN CUMMINS, JENNY ALLISON, MADDY ST. AUBIN AND CHARLES WELLS

15/15





## Pier 55 Lounge

SITTING: LISA TODD (OWNER), KATHY BARTLEY AND LIZ TURY;  
STANDING: BRET TODD (OWNER), CURT HOLDENER, STACY WASILEWSKI  
AND LISA BARRY

### SNAPSHOT

Established: 1992  
Owners: Bret and Lisa Todd  
Employees: 8  
Services: bar

1225 Toronto Road, Springfield  
217-585-0241  
Pier55Lounge@hotmail.com

### PROFILE

Pier 55 Lounge is a friendly neighborhood bar which boasts a cool nautical theme and a 7-foot swordfish as the center of attention. Owners Bret and Lisa Todd purchased the business in October 2020, amidst the COVID pandemic.

"We were sitting at a restaurant with some friends when one of them hollered, 'Hey Bret, you oughta buy the Pier!' The owner's wife was sitting nearby, and she shook her head, confirming that the bar was for sale," said Lisa Todd. "Owning a bar is not something either of us had ever thought we'd do, but we have thoroughly

enjoyed every minute of it."

According to Todd, Pier 55 Lounge is one of Springfield's best small businesses because it is not just in the business of selling alcohol. "We have a dedicated team of bartenders who are committed to delivering a fun yet relaxing environment, serving the coldest drinks and best popcorn in town," she said. "Each brings a unique style and attitude to the bar, and customers love their diverse personalities, which we feel is a huge part of our success. Our employees are full of enthusiasm, making sure that Pier 55 is a fun and friendly place to be."



## The Alamo

LEFT TO RIGHT: MADDIE SHURES, DANIELLE CLARK, BARRY FRIEDMAN,  
AMY FRIEDMAN, JON CLARKE AND BRITNEY LONG.

### SNAPSHOT

Established: 1994  
Owners: Barry Friedman and  
Amy Friedman  
Employees: 10  
Services: bar

115 N. Fifth St., Springfield  
217-523-1455  
310 N. Main St., Chatham  
217-483-6699

### PROFILE

The Alamo is one of downtown's longtime watering holes and music venues. "I, and others in my age group, had moved home from college and were working young adults," said owner Barry Friedman. "So, when an opportunity happened to present itself (to purchase the business), I knew there were people who were always looking for a fun place to go. Everyone I knew liked to get together, socialize and have a good time."

Generations of families have been customers, and with that comes the need for evolution and adaptation. "My age group grew up and had kids. Times

change, and the landscape of Springfield has changed," said Friedman. "What used to be a bustling downtown with foot traffic is now a challenge, as well as our latest impasse, the pandemic. But we have always been a small business that does its best to adapt and works to provide a quality environment."

Friedman believes downtown Springfield is pivoting into more of an entertainment hub than a business district, and he intends to continue to provide entertainment for the community, such as taking over sponsorship of the annual Old Capitol Blues & BBQ festival.

**SNAPSHOT**

**Established:** 1993  
**Owner:** Jamie Patarozzi  
**Employees:** 4  
**Services:** floral shop

501 W. Monroe St., Springfield  
217-787-7919  
truecolorsfloral@yahoo.com

**PROFILE**

Jamie Patarozzi purchased True Colors Floral in May of 2019 and moved to the current location in 2020. "True Colors has been one of Springfield's leading floral design businesses since its opening in 1993," said LeeAnn Nelson, floral designer. "Over the years, we have become known for our beautiful and personal approach to floral design that suits any style or budget. Everyone needs beauty in their lives, and Jamie recog-

nized this and chose to continue the legacy of True Colors," said Nelson.

Whether for a wedding, event, birthday, get well, sympathy or just - because occasion, the full-service flower shop gives the best customer service, value and creativity. "Jamie does not hesitate to jump in and help with all areas of True Color's business. She is an active owner, and we are lucky to work with her," said Nelson.



15/15

**True Colors Floral**

LEFT TO RIGHT: MIKAYLA NABORS, KENDY GRISWOLD, LEEANN NELSON AND JAMIE PATAROZZI (OWNER).

**SNAPSHOT**

**Established:** 1987  
**Owner:** Denise Kerr  
**Employees:** 4  
**Services:** hair salon

1530 S. Sixth St., Springfield  
217-528-3613  
wdyh1530@aol.com

**PROFILE**

Denise Kerr and Mary Ushman Schwarz worked together at a hair salon, and when that business was put up for sale, they decided to go out on their own and continue working together. "We originally leased a small salon on West Jefferson that we could decorate with our own style and cater to the needs of our clientele," said Kerr. "Unfortunately, in 1990, Mary was diagnosed with multiple sclerosis and had to step away from the business."

There are now some clients who have been coming to the salon for

more than 30 years, and Who Does Your Hair? strives to capture each person's style with the perfect look for them.

"Our stylists must excel in our specialized training program before they start working on clients. And, our continuing education surpasses industry standards," explained Kerr. Furthermore, "We work together as a team, always helping each other out when we have time. If you would like a fresh point of view, we offer input from multiple stylists on any consultation!"



15/15

**Who Does Your Hair?**

LEFT TO RIGHT: CYPRIANA (PRI) ADAMS, DENISE KERR (OWNER, SITTING), ASHLEE ROBERTSON AND TAYLOR STOVALL.



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AZ-T-CA Mexican Grill  
Bless'N Beauty Salon  
By-Pass Auto Body  
Chadito's Mexican American Grill

Element Services  
Kennedy Sue  
Lake Springfield Tavern  
Law Automolive  
Sam's Best Brands

Springfield Dance  
Springfield Monument  
Springfield Select Auto Inc.  
Troxeil Financial  
UNDERDOG Sports, Memorabilia & Games

## 2019

Dr. Lance Taylor D.M.D.  
Eye Candy Boutique  
Eye Candy Salon & Spa  
Frisina Family Wellness  
Johnson & Johnson Auto Services

ML Refrigeration  
Prairie Wholesale Supply Co.  
Propel Sliding Door Automation  
Quiznos  
Rambach Insurance Agency

Recon Techs Springfield  
The Roost  
Scoop Du Jour Ice Cream & Coffee Parlor  
Serious Lip Balm  
Wild Time Exotics

## 2018

Airman-Hires Funeral Home  
Apple Barn  
BSafe Home Inspections of Illinois, Inc.  
Cleaning General Janitorial Services, Inc.  
GoWeb1

Henry's Service Center, Inc.  
Hilda's Antique Mall  
Legacy Theatre  
Maddy's Tavern  
Mosquito Joe of Springfield

Nelson Resource Center  
Rotherham & Rotherham & Company  
Tacology 101  
The Book Rack  
The Rage Hair Studio & Spa

## 2017

All in One On-Site Wash & Detail  
The Deb Sarsany Team  
Monty's Submarines  
Bailey Hardwoods & Woodworking, Inc.  
Fire and Ale

Rogers HR Consulting  
Best Expo, Inc.  
Gypsy Dreamer, Gypsy Tribe & Gypsy Soul  
Springfield Jr. Blues  
Central States Fireworks, Inc.

Law Automotive, Inc.  
Springfield Travel Shoppe, Ltd.  
CrossFit XLT  
Masco Packaging & Industrial Supply  
Your Corner Office, Inc.

## 2016

Bramley Funeral Home  
L.A. Burton & Associates  
Cooper's StrEATside Bistro  
Dreammaker Bath & Kitchen  
Fehring Ornamental Iron Works

Hill Meadow Apartments  
Jan's Dance Studio  
Nature's Select Pet Store  
Craig D. Osborne, DMD  
PhysioTherapy Professionals

Prairie Dental Group  
Sangamon Reclaimed  
South County Publications  
Taft Appraisal  
Wiley Office Furniture

## 2015

AZ-T-CA Mexican Grill  
Bath Planet  
Capital City Crossfit  
Chatham Dental Center  
Cherry Berry Springfield

Curry's Family Pharmacy  
Donald Staten DMD  
Farmland Solutions  
Gypsy Soul  
Kyle Killebrew & Company

L&M Gym & Kids  
O3 Internet Consulting  
Phoenix Collision  
The Chiropractors at Springfield Wellness Center  
Zelle Title

## 2014

Boondocks  
Café Moxo  
Cookie Factory Bakery  
CopperTree Outdoor Lifestyles  
D&J's Café

Habitat for Humanity ReStore  
Harry's Pharmacy  
Jamie's the Diamond Mine  
KB Consulting  
Kinner Kennels

Kulavic's Auto Body  
Lauterbach Tire  
Maid-Rite  
The Organized Home  
Springfield Running Center

## 2013

Andrews Landscapes  
Capitol Chiropractic Health Center  
Country Market, Inc.  
Craig Ladage Builders, Inc.  
Dick's Shoe Repair

Gorham's, Inc.  
Hoogland Center for the Arts  
Lee O'Keefe Insurance Agency  
Life Safety Resources  
Marriott Real Estate Services

Paul Tree Farms  
PhysioTherapy Professionals, LLC  
Robert's Seafood Market  
Thirdwave Data/Comm, Inc.  
Velo Mine

## 2012

The Barkmeier Group, Inc.  
Campo Realty, Inc.  
Capital Area Association of Realtors®  
Central Illinois Foodbank  
Creasey Construction of Illinois, Inc.

Emerson Press  
Flowers by Mary Lou  
Harmony Limousine & Luxury Coaches  
Long Bridge Golf Course  
Martin Engineering Company of Illinois

Modern Mailing & Printing Services, LLC  
Perrino & Associates, PC, CPAS  
Rolling Meadows Brewery  
Signature Event Rental  
Walton & Associates Architects, PC

## 2011

AppleBarn  
BLH Computers  
Capital Storage  
Chadito's Mexican American Grill  
D. Lance Taylor, D.M.D., M.S., P.C.

Denney Jewelers  
Donnie B's Comedy Club  
FWAI Architects Inc.  
GoWeb1  
Heartland Publications Inc.

Macy Construction  
Mike Carter's Westside Automotive  
Nickorobos Home Decor  
R. R. Ross, D.D.S.  
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# Weaving a legacy

Dan Frachey launches a business to capture seniors' stories

By Carey Smith

"People may say they don't have much of a story to tell, but when people start talking, when they are given permission to share, they start revealing that there is a great narrative over the course of one's life," said Dan Frachey, owner of Legacy Weavers Video.

Frachey began working on the concept for his new business after the closing of the Chiara Center, 4875 Laverna Road, in February 2021. Frachey had served as program director for the retreat center, which never reopened after being closed for a year during the pandemic.

Soon after being laid off, Frachey began working on a business idea, inspired from his tenure as a supervisor at St. John's Breadline, another previous employer. He discovered one of the regular guests who had been absent was actually in rehabilitation. When he visited, she said she wanted to reconnect with her daughter.

"The one way we could do that was to make a video. I brought an old video camera, and we got her story. Years later, the daughter contacted us and said she hadn't seen that kind of clarity from her mother for years – it was a real gift." The business idea stuck in his mind, and when he was laid off, "it really sprang to the forefront, like someone pushing their way through the crowd."

Frachey honed his idea through CO.STARTERS, a business incubation course offered by Innovate Springfield, which Frachey describes as "a really excellent program" in which would-be entrepreneurs share their business ideas to see if they have merit. After completing the 10-week course, Frachey purchased the equipment he needed and began to offer his services through Legacy Weavers Video.

"I see value in a regular person's story," said Frachey. The stories need not be of an extraordinary event, but simply the rich details of a life thoroughly lived. "How did people relate? How did they meet? What were their favorite foods? How did they spend time with their family? I love prompting people, and pretty soon they are revealing the golden nuggets that are



Leigh Steiner shares recollections about her father with Dan Frachey. PHOTO COURTESY OF DAN FRACHEY


there. It's the ordinary details that become the extraordinary weaving of the tapestry of their life."

Frachey notes that not only the good times, but even the darker times, are worth remembering, too. "The harder times people have had to get through – the death of a loved one, or being in financial straits – it reminds us that we don't get around these dark times, we have to go through them. It makes for a very good story."

Producing a legacy video begins with a conversation on how to approach making it. Sometimes the client may have a firm idea of what stories they want to share, and other times they may need assistance in figuring it out, especially if the video is a gift from children or grandchildren. Frachey states the focus is usually on some combination of chronology in discussing key moments – marriage, kids, military service – interspersed with family pictures, sometimes video clips and original music. "There are lots of possibilities," said Frachey. "It's an open canvas. I don't tell anyone what to say; I just guide them." In addition to family stories, some clients offer words of advice or encouragement for their loved ones while

others may expound on values they hold dear, or leave some kind of legacy statement.

"The beauty of the video is that the people watching are going to see their loved one with their mannerisms, the way they tell their story, their facial features and gestures, their laugh – that's a powerful thing," notes Frachey. "The grandkids are going to learn some details about what life was like at a certain historical period and how grandparents dealt with these changes. They'll come away with a stronger sense of identity, with pride. This is an important part of being in this family, the same values and determination."

Frachey feels not only his clients' lives are enriched by this experience, but his own life as well. "I don't like to say I'm 'taking' a video. I use the word 'receiving,' followed by 'cherishing' – to receive a story and offer it to others. It's a way to celebrate even the terrible things, and the good things that come out of that. It's just astounding the blessed ordinary moments of life, and together they make a nice story." 

*Carey Smith loves stories, and prizes the ones she recorded from her grandfather, also a storyteller.*





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# HOME HEALTH CARE

Sources: The individual agencies.  
DND - did not disclose  
Listed in alphabetical order.

NAME STREET ADDRESS CITY/ST/ ZIP	PHONE WEBSITE/EMAIL	AGENCY MANAGER	NUMBER OF FULL TIME EMPLOYEES	PRIMARY SERVICES OFFERED	YEAR EST'D
<b>Advanced Healthcare Services, LLC</b> 3900 Pintail Drive Springfield, IL 62711	217-726-6956 ahslc.org	Juanita Jones RN, WCC	47	Skilled nursing, physical therapy, occupational therapy, speech language pathology, medical social work.	2007
<b>Alterna-Care Home Health System</b> 319 E. Madison St., Suite 2C Springfield, IL 62701	217-679-2631 alterna-care.com kasgro@alterna-care.com	Kathleen Sgro DNP, MBA, RN	40	Skilled nursing, physical, occupational and speech therapy, home health aide, medical social worker, palliative care, non-medical in-home care, adult day care and assisted living.	1990
<b>Anchor Home Health Care</b> 1999 Wabash Ave. Springfield, IL 62704	800-853-5292 anchorhomehealthcare.com beth@anchorhomehealthcare.com	Beth Albert	DND	Pediatric, adult and senior private duty nursing, aide and personal care attendant services.	1999
<b>Apria Healthcare</b> 775 E. Linton Ave. Springfield, IL 62703	217-789-0461 apria.com	Ron Bond	9	Home health care equipment, respiratory equipment, wound care, ventricular nutrition.	DND
<b>BrightStar Care of Springfield, Decatur and Bloomington</b> 801 S. MacArthur Blvd. Springfield, IL 62701	217-318-3396 brightstarcare.com/springfield-decatur julie.miller@brightstarcare.com	L. Christopher Miller	40	Home care, medical staffing, IV infusion, wound care.	2015
<b>CareLink Home Care</b> 1999 Wabash Ave., Suite 202 Springfield, IL 62704	877-884-8480 carelinkhomeservices.com	Cara Reynolds home care director	4	Private-duty home care for aging in place, recovery and respite, and in-home memory care with Pathway Memory Support.	2015
<b>Comfort Keepers #526</b> 975 S. Durkin Drive, Suite 101 Springfield, IL 62704	217-744-2226 comfortkeepers.com	Julie Carnegie Reams	4	Non-medical, in-home care on a 24/7 basis.	2003
<b>Encompass Home Health of Illinois</b> 2970 Baker Drive Springfield, IL 62703	217-542-7138 encompasshealth.com	Rachel Deilkes RN/branch director	26	Skilled nursing, physical, occupational and speech therapy.	1984
<b>Help at Home, LLC</b> 1873 Sangamon Ave. Springfield, IL 62702	217-753-0211 helpathome.com	Dana Platt	600	Housekeeping, laundry, shopping, meal preparation, personal care.	1975
<b>Home Instead</b> 1440 W. Walnut St., Suite A6 Jacksonville, IL 62650	217-245-9192 homeinstead.com/545	Jerry Best owner	8	Non-medical in-home care including companionship, meal preparation, personal care, Alzheimer's care and more.	2004
<b>Home Instead</b> 2040 W. Iles Ave., Suite A Springfield, IL 62704	217-547-1300 homeinstead.com/762	Rob First Amy Best	100	Personalized in-home caregiving services including companionship, meal preparation, personal care, Alzheimer's care and more.	2011
<b>Memorial Home Services Home Health</b> 701 N. First St. Springfield, IL 62781	217-788-4663 800-582-8667 www.memorialhomeservices.com	Christina King director	60	Skilled nursing, physical, occupational and speech therapy, home health aide.	1988
<b>Safe Haven Hospice</b> 1999 Wabash Ave., Suite 202 Springfield, IL 62704	855-879-4096 safe-havenhospice.org	Raianne Hodges-Melton interim executive director	10	Hospice care.	2015
<b>SYNERGY HomeCare of Central Illinois</b> 3259 W. Iles Ave. Springfield, IL 62711	217-303-8555 synergyhomecare.com taylorspada@synergyhomecare.com	Taylor Stevens client care manager	4	Personalized care plans, companionship care, assistance with personal care. Available 24 hours a day, 7 days a week.	2013
<b>Visiting Angels</b> 2731 MacArthur Blvd., Suite 201 Springfield, IL 62704	217-568-6308 visitingangels.com	Rod A. Lane owner/director	85	Personal in-home care including hygiene, meal preparation, medication reminders, housekeeping, errands, companionship and memory care. No minimum hour requirement.	2017



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Presented by: *Home Instead*

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# State mandates vaccines for health care workers

Some Springfield senior living facilities already on track

By Karen Ackerman Witter

All health care workers and school personnel in Illinois are now required to be vaccinated against COVID-19, or undergo weekly testing, following an executive order issued by Governor JB Pritzker on Aug. 26. The deadline to receive the first vaccine was Sept. 19. This is more expansive than the Biden administration's earlier directive requiring all nursing homes that receive Medicare or Medicaid funds to require vaccinations for all staff.

"In February, two of the largest nursing home trade groups, the American Health Care Association and LeadingAge, set a target to get 75% of nursing home workers in every facility nationwide vaccinated by the end of June as part of their #GetVaccinated campaign," said Lori Hendren, associate state director for AARP Illinois. "Tragically, only 26.3% of Illinois nursing homes have achieved the 75% staff vaccination benchmark. In contrast, the nursing home residents they care for are vaccinated at a rate of 84.8%," she explained.

AARP Illinois has been a strong advocate for requiring nursing homes to vaccinate staff, residents and visitors in order to protect the state's most vulnerable residents, and strongly supports the governor's recent order. When the vaccine first became available, AARP Illinois made a concerted effort to help educate and inform its members through town halls, newsletters, partnering with other organizations, working with elected officials and encouraging people to talk to medical professionals.

A number of Springfield-area senior living facilities directed all staff to be vaccinated even prior to the governor's executive order and are currently in varying stages of implementation. St. Joseph's Home in Springfield, 3306 S. Sixth St., is a privately-owned facility that provides multiple levels of care for seniors. Administrator Anna Johnson said 100% of their 44 residents and 85 staff members are vaccinated, which has been a requirement since the early stages of the vaccine being available. Johnson said this was not difficult to implement. It was handled "matter-of-factly," and everyone wanted to keep their jobs. "It's about time that everyone else caught up," said Johnson. The Illinois Presbyterian Home

Communities, 2005 W. Lawrence Ave., is a privately-owned, nonprofit facility. There are approximately 50 staff, and vaccinations have been required for all existing staff and new hires since June, unless there is proof of a medical exemption. Amy Rasing, director of development, said there has been no negative reaction to the mandate. She said they have a small, dedicated staff, and many have been there for a long time.

Many other senior living centers in Springfield are part of larger organizations. Concordia Village, 4101 W. Iles, is a senior living



community operated by Lutheran Senior Services (LSS), based in St. Louis, with multiple facilities in Illinois and Missouri. Currently, over 90% of Concordia Village's nearly 250 staff in Springfield are vaccinated, or in the process of being fully vaccinated, according to Maryanne Wallace, executive director of marketing and communications for LSS. Three percent have an approved medical exemption. LSS informed staff of the vaccination requirement in June, with a deadline for all staff to be vaccinated by Sept. 1. Although there was pushback from some employees within the overall organization, "It was the right thing to do," said Wallace. She said they have made it a priority to provide information and resources,

including free on-site vaccination clinics. Staff with an approved medical exemption will still follow all the same protocols for masking, shields and social distancing and will also be required to be tested at least weekly.

Lewis Memorial Christian Village, 3400 W. Washington, and River Birch Living, 4012 Cockrell Lane, are both operated by Christian Horizons, a faith-based nonprofit that operates senior living centers in Illinois and surrounding states. Jennifer Knecht, chief of sales and marketing for Christian Horizons, said the company took a proactive stance last April to require all staff to be vaccinated by Nov. 15. She said the senior living centers serve the most vulnerable populations, and the first priority is the health and safety of residents, staff and guests. According to Knecht, there was some resistance early on, which varied by location, but she said in service to their mission of caring for the most vulnerable, it is their responsibility to keep people safe. Christian Horizons is sticking with the Nov. 15 deadline, while continuing to encourage employees to get vaccinated as soon as possible and implementing weekly testing for any employee not yet fully vaccinated.

The Centers for Medicare and Medicaid Services tracks COVID-19 nursing home data, including numbers of cases, deaths and vaccination rates. Data is available for each state and individual nursing homes. Data available as of Aug. 22 indicated just over 86% of nursing home residents in Illinois were fully vaccinated, in contrast to 62% of staff. Twenty-nine states had higher staff vaccination rates than Illinois. However, this data only includes nursing homes certified by Medicare or Medicaid.

For information, visit: <https://data.cms.gov/covid-19/covid-19-nursing-home-data>. COVID-19 data is also available through the Illinois Department of Public Health <https://www.dph.illinois.gov/covid19/long-term-care-data-covid19>. The data may not be identical on these two sites, due to differences in definitions in reporting, timing and variations in reporting requirements. **SBJ**

*Karen Ackerman Witter is a frequent contributor to Springfield Business Journal and Illinois Times.*



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# RETIREMENT AND CARE COMMUNITIES

Sources: The individual facilities.  
DND - did not disclose  
Ranked by total number of beds.

	NAME STREET ADDRESS CITY/ST/ ZIP	PHONE WEBSITE/EMAIL	TOTAL BEDS	SERVICES OFFERED	FACILITY MANAGER	NUMBER OF FULL TIME EMPLOYEES	AMENITIES	YEAR EST'D
1	<b>Concordia Village, Senior Living Community</b> 4101 W. Iles Ave. Springfield, IL 62711	217-793-9429 LSSLiving.org concordiavillage@lssliving.org	316	Independent and assisted living, skilled beds and memory care	Jacque Bogner executive director	233	Chapel, movie theatre, restaurant-style dining, private dining rooms, outdoor dining courtyard, market, wellness clinic, fitness room, indoor pool, game room, juice bar, art studio.	1995
2	<b>Lewis Memorial Christian Village</b> 3400 W. Washington St. Springfield, IL 62711	217-787-9600 lewismemorialchristainvillage.org chopson@chliving.org	233	Independent and assisted living, skilled nursing care	Christine Hopson executive director	240	Short-term rehab, physical, occupational, speech, aquatic therapies. Maintenance-free living set on 19 acres. Three beauty salons, community Wi-Fi, tree-lined walking paths, pet friendly, wellness center with therapeutic pool, wide array of activities and events, staff chaplain, church services and Bible studies.	1974
3	<b>Serenity Manor at Springfield</b> 2801 Montaluma Springfield, IL 62704	217-698-9600 serenityspringfield.com	160	Independent living	Vicki Chamblin	4	Controlled building access, elevators, community spaces, salon, fitness center, unit and community space upgrades, interior mail rooms, covered parking available, pet friendly, on-site laundry, library. Shopping, dining and other small businesses and medical facilities are nearby.	1998
4	<b>Heritage Health of Springfield</b> 900 N. Rutledge St. Springfield, IL 62702	217-789-0930 heritageofcare.com/springfield	153	Skilled beds	To be appointed	160	Short-term rehab, physical, occupational, speech and respiratory therapy seven days a week. A preferred provider, partners with Memorial Health Systems and has a VA contract. Also available are transportation services, Wi-Fi, cable TV and it is a pet-friendly facility.	1982
5	<b>Springfield Supportive Living</b> 2034 E. Clear Lake Ave. Springfield, IL 62703	217-522-8843 springfieldsupportiveliving.com jenniferh@springfieldslf.com	135	Supportive living	Shawn Braley	33	Nurses 10 hours per day, CNAs available 24 hours, assistance with medications, bathing, laundry and housekeeping, three meals daily plus snacks, fenced outdoor patio with walking path, daily activities, weekly trips, all utilities included except phone, free Wi-Fi and Dish Network.	2005
6	<b>Hickory Glen</b> 1700 W. Washington St. Springfield, IL 62702	217-793-0431 hickoryglensenioreliving.com manager@hickoryglensenioreliving.com	129	Independent living	Jeremy Harbin	11	Restaurant-style dining, Sunday brunch, transportation, housekeeping, activities, social events, full-time lifestyle coordinator, cinema, library, lounge, gym, hair salon, store, pets welcome, utilities and basic cable included.	1986
7	<b>Montvale Estates</b> 2601 Montvale Drive Springfield, IL 62704	217-546-5577 holidaysenioreliving.com rebecca.siltman@holidaysenioreliving.com	121	Independent living	Rebecca Siltman	30	Transportation, housekeeping, chef-prepared meals, 24/7 emergency response services, pets welcome, salon, social activities, utilities included, some Wi-Fi, exercise room, billiards, weekly trips.	DND
8	<b>Seasons Active Senior Living</b> 3511 & 3201 Conifer Drive Springfield, IL 62711	217-698-5780	120	Independent living	Ruth Engleman Sally Patrone Debbie Deopere	8	Garages and covered parking, covered patios, library, exercise rooms, private party room, walking paths, fishing lake.	DND
9	<b>Aperion Care - Capitol</b> 555 W. Carpenter St. Springfield, IL 62702	217-525-1880 aperioncare.com jliddell@aperioncare.com	115	Skilled beds	Jackie Liddell executive director	150	On-site therapy staff, Wi-Fi, transportation, beauty salon, day room, library, business center, private rooms, refrigerators.	2018
10	<b>The Villas Senior Care Community - Sheltered Care</b> 100 Stardust Drive Sherman, IL 62684	217-744-9891	113	Sheltered care	Russel Bagdanovich	69	24-hour nursing, transportation to medical appointments, physical, occupational and speech therapy on site, Wi-Fi, computer access, library, cat friendly, private suites, beauty/barber salon, respite care, bistro and chapel with weekly Mass.	1981
10	<b>Aperion Care</b> 1021 N. Church St. Jacksonville, IL 62650	217-245-4174 aperioncare.com	113	Skilled beds	Greg Sandidge	86	Private suites, hospice care, respite, IV therapy, Wi-Fi.	2015
11	<b>Brenden Gardens</b> 900 Southwind Road Springfield, IL 62703	217-529-4586 brendengardensretirement.com Jbalota@5ssl.com	112	Independent living	John Balota	18	Three meals a day, weekly housekeeping, bus service five days each week, 100% maintenance service, year-round activities, 24-hour coffee café, laundry service, bed linens provided, six laundry rooms and two elevators.	2006
12	<b>The Villas Senior Care Community - Short Term Rehab &amp; Skilled Nursing</b> 100 Marian Parkway Sherman, IL 62684	217-744-2299 VillasSeniorCare.com	109	Skilled beds	Sharon Reynolds	78	Accessible van and bus for outings, courtyard with walking paths and gazebo, therapy gym, Wi-Fi, Jacuzzi tubs, daily activities, aviaries, café, private and semi-private accommodations, salon, therapy wing, therapy gym and short-term rehab.	1987
13	<b>Regency Nursing Care Residence</b> 2120 W. Washington St. Springfield, IL 62702	217-793-4880	99	Skilled beds	Shana Lister	90	Private and semi-private rooms, restaurant-style dining, beauty salon services, activities, transportation, Wi-Fi, cable TV, laundry service and private party rooms. Long-term and respite care and short-term rehab including physical, occupational and speech therapy.	1991
14	<b>Illinois Presbyterian Home Communities - Fair Hills Residence, Cottages &amp; Apartments</b> 2005 W. Lawrence Ave. Springfield, IL 62704	217-546-5622 iphcommunities.org amyrasing@iphcommunities.org	88	Independent and assisted living	Maryann Walker	45	Scenic, park-like campus, open to all faiths, month-to-month rent. Assisted living - spacious private rooms with walk-in showers, 24/7 nursing assistance, laundry, housekeeping, meals, plus social and spiritual activities. Independent living - apartments or cottages with senior-friendly accessibility, all appliances, light housekeeping, utilities and more.	1954
15	<b>Cedarhurst of Jacksonville</b> 2225 W. Morton Ave. Jacksonville, IL 62650	217-245-2996 cedarhurstliving.com vtempleton@cedarhurstliving.com	86	Assisted living, memory care	Victoria Templeton	54	Therapy, movie theater, lake with fishing, restaurant-style dining, person-centered dementia care, secured care, therapy gym.	2016



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# RETIREMENT AND CARE COMMUNITIES

Sources: The individual facilities.  
DND - did not disclose  
Ranked by total number of beds.

	NAME STREET ADDRESS CITY/ST/ ZIP	PHONE WEBSITE/EMAIL	TOTAL BEDS	SERVICES OFFERED	FACILITY MANAGER	NUMBER OF FULL TIME EMPLOYEES	AMENITIES	YEAR EST'D
15	<b>The Pointe at Jacksonville</b> 20 Jacksonville Place Jacksonville, IL 62650	217-602-0930 thepointeatjacksonville.com	86	Supportive living	Amy York	DND	Private apartments. All inclusive.	2019
16	<b>St. Joseph's Home of Springfield</b> 3306 S. Sixth St. Road Springfield, IL 62703	217-529-5596 saintjosephshome.org	84	Sheltered, intermediate, respite care	To be appointed	130	Multi-level intermediate care facility with 24-hour licensed nursing care and medication management. Private and semi-private rooms, exercise room, library, private lounge areas, chapel, sit down dining, laundry and housekeeping, three meals a day plus snacks, daily activities, Wi-Fi. All faith traditions are welcome.	1903
17	<b>Cedarhurst of Springfield</b> 3520 Old Jacksonville Road Springfield, IL 62711	217-203-6522 cedarhurstliving.com kpenick@cedarhurstliving.com	79	Assisted living, memory care	To be appointed	70	Therapy, movie theatre, restaurant-style dining, person-centered dementia care, secured care, 24/7 nursing care, all private apartments and suites, therapy staff.	2019
18	<b>The Bridge Care Suites</b> 3089 Old Jacksonville Road Springfield, IL 62704	217-787-0000 bridgecaresuites.com cschaaf@bridgecaresuites.com	75	Skilled beds	Cindy Schaaf	92	Spa, business center, beauty salon, restaurant style dining, cafe, theater, therapy gym, game room, Wi-Fi, private suites, transportation. Short-term care facility, post-hospitalization, post-surgical, wound care, IV therapy, physical therapy, occupational therapy, speech therapy, respite care, work with hospice providers for hospice care.	2013
19	<b>Bickford Senior Living</b> 2451 W. White Oaks Drive Springfield, IL 62704	217-787-9000 bickfordseniorliving.com ann.reynolds@ bickfordseniorliving.com	67	Independent and assisted living	Ann Boynton	DND	Home-like setting with meals served restaurant style, transportation plus daily activities. 24-hour nursing staff and coordinated care for all residents.	2005
19	<b>Timberlake Estates</b> 2423 Taylor Ave. Springfield, IL 62703	217-585-9400 midwestcpm@gmail.com	67	Independent living	Marscia Anderson	2	Beauty salon, ice cream parlor, fitness center, theater room, wireless internet, billiard room, garden.	2008
20	<b>Mill Creek Alzheimer's Special Care Center</b> 3319 Ginger Creek Drive Springfield, IL 62711	217-726-7900 jeaseniorliving.com jeanne.campbell@ jeaseniorliving.com	66	Memory care	Jeanne Campbell	55	Dementia care program, specially trained staff, supervised, success-oriented activities program, supervised outings, three meals a day, linens and housekeeping, landscaped secured courtyard with walking areas, electronically monitored security system, support groups, educational programs, referral services.	2006
21	<b>Aperion Care - Springfield</b> 525 S. Martin Luther King Drive Springfield, IL 62703	217-789-1680 tmccullough@aperioncare.com	65	Intermediate beds	Tanisha McCullough	50	Wound care, on-site x-ray, infection control, medication management, individual and group therapy, dentist, podiatrist and optometrist, diabetes management, pain management.	DND
22	<b>Timberlake Supportive Living</b> 2521 Empowerment Road Springfield, IL 62703	217-321-2100 Timberlakesl.com chliving.org chubbell@chliving.org	60	Independent living	Christina Hubbell	31	Providing lifestyle enrichment programming, three meals per day plus snacks, 24-hour/day aide support, nurses eight hours per day, housekeeping and laundry, transportation to doctor visits and shopping, refrigerator and microwave.	2009
22	<b>Serenity Manor at Spring Creek</b> 4305 W. Washington St. Springfield, IL 62711	217-787-3009 serenityspringcreek.com	60	Independent living	Vicki Chamblin Linda Dodge	4	All apartments on first level, pet friendly, interior mail rooms. laundry hook-ups, updated apartments and community spaces, controlled building access, private entrances with patios.	1995
23	<b>Country Lane Memory Care - Assisted Living</b> 875 Riverton Road Riverton, IL 62561	217-629-4265 CountryLaneMemoryCare.com Cari@countrylanememorycare.com	50	Assisted living, memory care	Cari Claussen	32	Memory care with 24-hour licensed nursing and medication management. Staff trained for Alzheimer's disease and dementia. Private and semi-private rooms. Three meals a day, daily house-keeping and laundry and individualized activities. Theater room, lounge areas, dining and activity room, beauty shop, courtyard with country views.	2016
23	<b>The Villas of Holly Brook</b> 825 E. Walnut St. Chatham, IL 62629	217-483-4655 meridiansenior.com vcha.adm@meridiansenior.com	50	Independent and assisted living	Shannon Moore executive director	DND	Three meals a day, transportation, activities, weekly laundry and housekeeping, assistance with ADL's, medication management, pet friendly, spacious apartments, movie theater, indoor fish pond, game room, all-inclusive care.	2012
23	<b>Centennial Pointe and The Arbors of Centennial Pointe</b> 3440 Hedley Road Springfield, IL 62711	217-546-9301 americareusa.net centennial@americareusa.net	50	Assisted living, senior day program, respite, memory care	Ashley Davis executive director	35	24/7 nursing on site, daily social enrichment programs, restaurant-style dining, beauty/barber shop, exercise area including outdoor walking path and garden, pets welcome. Controlled Multi-Sensory Environment (MSE).	2015
24	<b>River Birch Living</b> 4012 Cockrell Lane Springfield, IL 62711	217-547-0400 riverbirchliving.org rbladmissions@chliving.org	42	Assisted living, memory care	Grace Ellenburg	40	Memory care with Pathway Memory Support Programming 24 hours. Assisted living nurses on site 24 hours, medication dispensing, home-cooked meals, person-centered care, on-site salon and stylist, linen and laundry services, housekeeping services, quiet and beautiful location.	DND
25	<b>Elmcroft of Wyndcrest</b> 4817 N. Oak Hill Road Rochester, IL 62563	217-498-6959 elmcroft.com dchapin@elmcroft.com	37	Independent and assisted living	Denny Chapin	35	Private apartments, assistance with bathing, dressing, grooming, medication reminders and supervision, three meals a day and two snacks, weekly housekeeping and laundry, transportation to and from medical appointments, fun activities throughout the day, exercise class and trips out to restaurants and shopping.	2006



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Join WE-CI on Wednesday, Oct. 13 from 11 a.m.-12:30 p.m. for a lunch meeting at The Village Tea Room & Gift Shoppes, 3301 Robbins Road. Mark and Christine Bailey of Bailey Family Insurance will be presenting "High Level Marketing: Building an Online Audience." Learn the ins and outs of video marketing and other strategies. Registration is required before Monday, Oct. 11 and payment can be made in advance or the day of the event. The cost is \$16 for members or \$23 for non-members. Visit [www.wecispringfield.org](http://www.wecispringfield.org) for more information or to register.



To have your event added to the Women's Calendar of Events, please email your information to [info@springfieldbusinessjournal.com](mailto:info@springfieldbusinessjournal.com)



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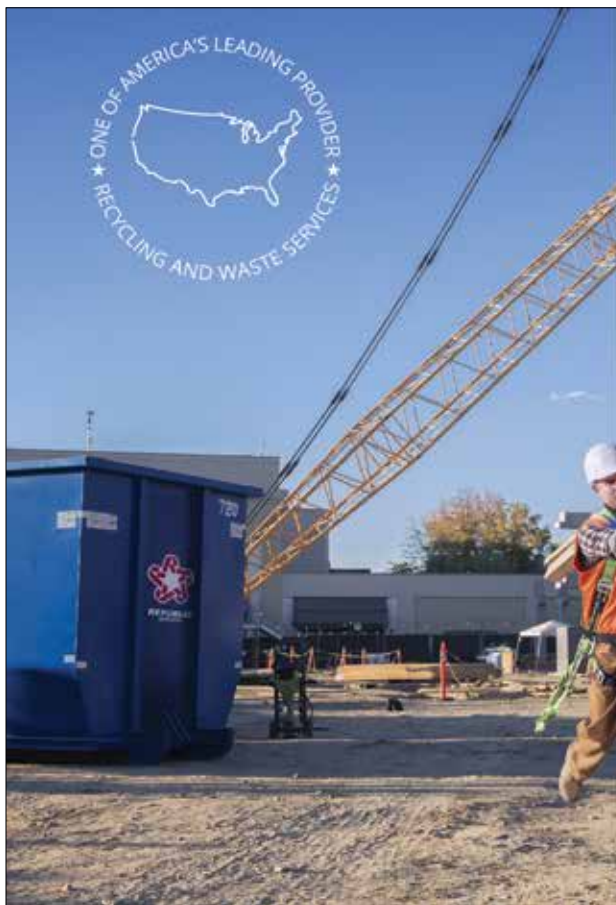
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# Decluttering in your golden years

Prepare for the next stage of life now

By Carey Smith

One of the most challenging parts of aging well is assessing the accumulation of a lifetime of possessions. Whether you or someone you love plans to age in place or move into a retirement facility or assisted living, decluttering can help.

The need to declutter arises for many reasons. Sometimes we may find a loved one in a hoarding situation, where falls or hazards prompt family members to assist. Seniors may need to downsize in order to move into assisted living or a retirement facility or to travel. Others may be thinking ahead to what happens to their possessions after they pass. As my former client put it, "Only I know what is trash and what is treasure here, and I want my treasures to go to a good place."

Clutter accumulates for many reasons. Often, we just do not have the time to keep up with possessions or have too many possessions to fit into sparse storage spaces, especially if thrifting or antiquing becomes a post-retirement hobby. Sometimes trauma or mental health issues can prevent regular housekeeping. Once clutter accumulates, it can grow exponentially and feel overwhelming.

Before COVID-19, I was self-employed helping people declutter. The feeling of being overwhelmed was the most common reason for the delay in addressing clutter, with the anxiety it can produce a close runner-up. This is quite understandable. A helper, whether it is someone who is hired or a nonjudgmental friend, can reduce the intensity of the emotional response of decluttering, which is often more challenging than the actual decluttering process. Someone with hoarding tendencies may fare better with the emotional support of a therapist.

There are a number of ways to prepare for decluttering. Clear your calendar, meditate beforehand, put on some relaxing or energizing music, grab a beer, light some candles – whatever motivates you to declutter, prepare accordingly. After space is made for decluttering, the actual process begins.

Some prefer to declutter all in one fell swoop, while others may take the piecemeal approach – one drawer, box or shelf at a time. Depending on the level of clutter, the first step may be to create space. This involves removing obvious garbage or recycling, which may include piles of newspapers or magazines, broken furniture, or expired food or medicines. Delivering dishes to the kitchen and



laundry to be washed or put away can also create space.

First, gather some boxes or bins for garbage, recycling, donations and keepers. For people who may get hung up easily on questionable items, I usually recommend an "I don't know" box. While an "I don't know" box requires a second go-through, if anxiety is a hindrance to decluttering, it can be helpful to put these decisions off until a history of quality decision-making is established.

Take boxes to the thrift store after each decluttering session. Not only does this help clear out more space to declutter, but the rewards of decluttering become instantly apparent: less stuff and more space is a balm to the mind and heart. Donating no-longer-needed items is a lovely way to share the joy a possession brought into your life.

As items in the "keep" pile are collected, sort into like categories -- books, craft items, clothing, garage items, office supplies, etc. It can often be surprising how much of one category we own when we see it all in one place.

As far as what and how much to keep, think about what you use regularly and will continue to use, and what fits nicely in your home's storage. Pare down your clothing until it fits in your dresser or closet. Do not keep more linens than your linen closet can hold. Fewer items are more easily cared for. The goal is to have a place for everything, and everything in its place.

Amy Rasing is the director of development for Illinois Presbyterian Home Communities, 2005 W. Lawrence Ave. She often guides seniors and their families in transitioning from the home where children were raised to an independent or assisted living environment. This process may include considerable downsizing. Her advice is to bring what makes a home feel like home, whether it's pictures or beloved knickknacks on a dresser or a favorite chair. "They really can make their room truly their own," says Rasing.

One of the hardest things, notes Rasing, is distinguishing use from sentimentality. While pictures can make a room cozy, items like long-neglected sewing materials, formal wear or holiday plates may no longer fit in a senior lifestyle, especially if it involves assisted living.

She tells clients, "By decluttering or downsizing, you no longer spend your time and energy emotionally or physically on all these things. Instead, we're doing the cooking, cleaning and laundry. You can spend time socializing, putting together that scrapbook, reading novels you enjoy, being physically active with friends or taking a walk." **SBJ**

*Carey Smith highly recommends everyone declutter on a yearly basis, which is much easier than putting it off.*



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## Don't neglect long-haul COVID in the panic over Delta variant

By Dr. Jeffrey Gold

"Long-haul COVID" is one of many scary phrases that have barged into our vocabulary since the pandemic upended global life.

Those who have it are afflicted with a COVID that seems never to go away. With the present panic over the Delta variant, there's a danger that we will not accord this slow-burn condition the attention it deserves.

With symptoms ranging from severe fatigue and lightheadedness to anxiety and, in some extreme cases, psychosis, these long-haul patients are begging for help. Studies indicate that as many as three out of 10 people infected with COVID-19 may experience lasting symptoms of COVID. Yet, doctors struggle to find an explanation.

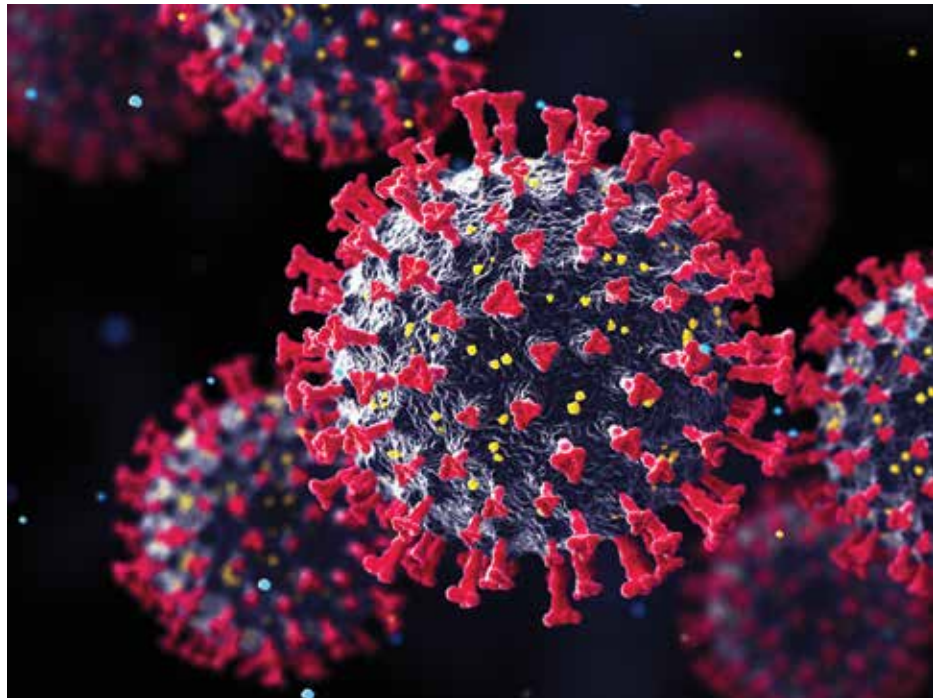
Another problem is that almost all studies of long COVID focus on the unvaccinated. Little research has been done on "breakthrough infections" – the contracting of COVID-19 after vaccination. Preliminary research suggests that symptoms can endure for up to six weeks in breakthrough cases.

What makes long COVID so puzzling is the variety of possible symptoms, of which there are potentially hundreds. Patients report shortness of breath, fever, difficulty concentrating and skin conditions. Some patients experience hearing loss. Still others report fatigue so severe that they struggle to get out of bed. There's no diagnostic test for long COVID, and brain MRI scans and other tests fail to yield results.

But this list of symptoms also gives researchers multiple vantage points from which to study the condition.

Some scientists theorize that fighting COVID-19 leaves behind viral particles that trigger a generalized cycle of inflammation long after the body has defeated the pathogen itself. Others think the virus may burrow in human tissues, allowing it to surface sometime later when immunity weakens.

In select cases, doctors have diagnosed patients complaining of long COVID symptoms with a rare condition known as postural orthostatic tachycardia syndrome (POTS). The condition often appears suddenly following a



viral infection.

Any theory or link to a known condition offers hope for patients. In guidelines released mid-June, the Centers for Disease Control and Prevention recommended doctors focus their approach on patients' specific symptoms.

Thus, in the fight against long COVID, doctors should target the symptoms patients are experiencing with treatments already proven to address those indications.

For patients experiencing high blood pressure, for instance, doctors can prescribe beta-blockers to slow their heart rate. Those patients who feel extreme fatigue can benefit from medicines used to treat chronic fatigue syndrome. Some patients with a POTS diagnosis see positive results from a drug called ivabradine.

A number of drugs, FDA-approved for other ailments, are finding welcome additional use in the treatment of COVID. Empagliflozin, commonly used for Type-2 diabetes, promises to protect against COVID-related organ

failure. Baricitinib, an anti-inflammatory drug developed for rheumatoid arthritis, has shown notable effectiveness in reducing Covid-related mortality.

Patients experiencing respiratory problems may benefit from a new drug known as Tavalisse, which has FDA approval for use in patients suffering from a rare condition known as thrombocytopenia. Meanwhile, a recent study found that low-dose naltrexone – a therapy for chronic fatigue or chronic pain – shows potential to safely and effectively disrupt COVID-19's ability to attack the body. Curing long COVID requires dedicated research and investment. Even repurposing existing drugs requires expensive clinical trials. With tens of thousands of Americans getting infected with COVID-19 every day, the scientific community must double down on finding cures for this condition.

*Dr. Jeffrey Gold, MD, is a family physician. This piece originally appeared in the Boston Herald.*



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# Get ReUnited with the United Way

By Janet Seitz

If you're retired or on your way to retirement, United Way of Central Illinois (UWCIL) can help fill your time and keep you connected to the community. At UWCIL's 2021 campaign kick-off breakfast, held on Sept. 9, former UWCI board member Robin Loftus announced the launch of ReUnited. Recently retired from Heartland Credit Union, she and others share a belief that you can retire from a career, but you can't retire from caring. The new group provides volunteer opportunities with no minimum commitment of time or donations.

The ReUnited group will offer members regularly planned volunteer opportunities, educational programming, social events and philanthropic opportunities to help stay involved in the community and connected to each other. Members may participate virtually or in-person.

Chairing the 2021-2022 ReUnited effort is Diane Rutledge, a lifelong Springfield resident who cares about the community.

"I spent my career in Springfield School District 186 in a continuum of roles from teacher to superintendent of schools," Rutledge said. "I later led an organization of superintendents of the largest school districts in Illinois and am currently on contract with a federal grant at Illinois State University. Throughout that time, I served on a variety of community boards, and have been involved in volunteerism efforts that support education, women, children and our city."

Rutledge has also previously served on the United Way board. Besides chairing ReUnited, she is currently working to fully fund The Dolly Parton Imagination Library through United Way. "I strongly believe if every child in our community had the opportunity to be exposed to books and to be read to before entering schools, we would have a more literate and economically advantaged community. The United Way is such a great way to support all facets of our community," she said.

Many of United Way's volunteers get involved through their workplace. "Once they retire, they lose touch with the organization at a time when they might have more time and resources to be involved," said Rutledge. "ReUnited provides a mechanism to still contribute to the greater good of the Springfield area." She also noted that United Way provides an opportunity to meet and connect with people in the community throughout the year, offering retirees a way to stay connected. "Everyone enjoys opportunities to socialize, learn and network."

ReUnited's first project was the Monster




Robin Loftus, recently retired from Heartland Credit Union, announced the launch of ReUnited at the Sept. 9 campaign kick-off breakfast for the United Way of Central Illinois. PHOTO COURTESY OF UNITED WAY OF CENTRAL ILLINOIS

Bookmark Build, where volunteers made fun bookmarks for area elementary school-aged children. The bookmarks contained messages of encouragement. "We appreciate this opportunity for our community to know ReUnited has been established and energized," said Rutledge.

She asks that businesses maintain contact with their retired employees to communicate about this group. "We would like individuals that are looking for opportunities to connect with a group of fun, caring individuals to reach out. We would like organizations that might benefit from having ReUnited volunteers support their mission to connect."

ReUnited aims to expand community involvement with members who want to do something meaningful with a lifetime of expertise. Social events, community-building, volunteer activities and mentorship opportunities can help leave a lasting legacy of caring and generosity.

For more information, visit <http://springfieldunitedway.org/reunited>. 

Janet Seitz is a local communications professional, writer and artist. To share your story, contact her at [janetseitz1@gmail.com](mailto:janetseitz1@gmail.com).

## ReUnited upcoming events

### Oct. 18

Quarterly Advisory Committee Meeting  
Join other ReUnited Members to help plan future group activities.  
R.S.V.P. to Jarid Brown at [jbrown@uwcil.org](mailto:jbrown@uwcil.org)

### Oct. 18-30

Member Volunteer Opportunity  
Holiday card outreach and distribution planning.

### Nov. 11

ReUnited Educational Event  
Maximizing charitable giving during retirement

### Nov. 1 – Dec. 15

Holiday Cards for Seniors  
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### Dec. 17-23

Member Volunteer Opportunity  
Holiday card delivery





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# Do you need a living trust?

By Sarah Delano Pavlik

Have you attended an estate-planning seminar or read promotional materials that claim you must have a living trust to avoid estate taxes and probate? Has a salesperson come to your home with frightening information about probate? While a living trust is appropriate for some people, the cost of creating, funding and administering a living trust outweighs the benefits for many people. Do you need a living trust? Let's look at the facts.

Can a living trust save estate taxes? Yes, but no more so than a will. Most estates will face no death taxation at all. The current federal estate tax exemption amount is \$11.58 million. (There are currently many proposals to reduce that amount. We will have to wait and see.) The current Illinois estate tax exemption amount is \$4 million. Regardless of the exemption in force at your death, if your estate is taxable, a will can accomplish exactly the same tax savings as a trust, possibly at a much cheaper cost. In addition, a living trust will not provide any income tax savings. All income must continue to be reported on your income tax return.

Can a living trust avoid probate? Yes, however, a living trust will only avoid probate if all of a person's assets are transferred to the trust or pass by operation of law. Many times, a person will create a living trust and leave one or more assets out of the trust. In that case, a probate can be necessary in spite of the living trust.

Do you need to avoid probate? Probate in Illinois is not an unduly lengthy, difficult or expensive process. Illinois has adopted a simplified probate process, where the involvement of the court can be very limited. This is not true in all states. The probate process in some states can be burdensome, but this is not

the case in Illinois. Although the probate process itself is not burdensome in Illinois, the nature of the estate can cause delay and expense. For example, if a person dies without a will or a living trust or if the estate is insolvent, probate can be more complicated.



Can a living trust help you qualify for public assistance benefits? No. A living trust will not help you qualify for public assistance benefits, such as nursing home Medicaid benefits.

When should you consider a living trust? You should consider a living trust if you are concerned about the management of your affairs in the event of your incapacity. For example, you may have been diagnosed with a progressive illness. In that case, a living trust can enable the person or

corporate trustee of your choice to manage your assets for you when it becomes necessary.

You should consider a living trust if you own property outside of Illinois. The probate process is governed by state law. If you own property in three states, your estate will likely have to be probated in all three states. A living trust can eliminate the need for probate in multiple states if the living trust is set up correctly and complies with the laws of the states where the property is located.

If you conclude that a living trust may be right for you, you should deal directly with an attorney who is licensed in Illinois and who has substantial expertise in estate planning. The laws that apply to trusts vary from state to state. Forms, kits or computer software programs may not be tailored to the requirements of Illinois law.

In conclusion, should you have a will? Yes! Should you have a living trust? Maybe, but not because of the horrors of probate. Every person's financial situation and family situation is different. Estate planning is not a one-size-fits-all process. Your attorney should only make recommendations to you after analyzing the facts of your situation. **SBJ**

*This article is for informational and educational purposes only and does not constitute legal advice.*

*Send your legal questions to [tpavlik@delanolaw.com](mailto:tpavlik@delanolaw.com) for possible inclusion in a future column.*



*Sarah Delano Pavlik is an attorney with Delano Law Offices in Springfield.*

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# Doing business well

Younger consumers seek out companies that align with their own values

By Kristina Barbee

According to a Deloitte survey, 90% of millennials believe that “the success of a business should be measured in terms of more than just its financial performance.” This means looking at more than the bottom line; we are also looking at a company’s values and vision when making career and consumer choices. With both the labor force and industry buying power dominated by millennials and Generation Z, businesses need to do more than market to those generations, they need to align their company vision with the morals and values of their market segments.

Unlike previous generations, younger consumers often use non-financial metrics to decide which businesses to patronize or even where to work. The Deloitte survey also found that millennials ranked the values most important to them to be “employee satisfaction/loyalty” at 26% and “ethics/trust/integrity/honesty” at 25%. Many respondents noted that a majority of businesses were underperforming in meeting employee needs, improving society and improving the environment. While product quality and value are important to millennials, those factors alone do not drive their decision-making.

It’s not just that members of these generations feel warm and fuzzy when buying from businesses with ethics and integrity, we often feel it is our duty and responsibility to do so. A current McKinsey study found that nine out of 10 Gen Z shoppers felt they had a “responsibility” to environmental and social issues when choosing where to spend their money.

Study after study has shown that these specific generations will, much of the time,



consciously steer clear of businesses that do not have visions that align with their personal values. This holds true whether we are choosing to apply for employment or adding more products to our shopping cart.

It is important that brands just starting out, along with well-established companies, have their branding teams and C-suite members meet to discuss company vision and values and how they align with the millennial and Gen Z market segments. Creating quality products, enhancing employee well-being and increasing customer satisfaction, as well as improving society and the environment will create long-term business

success and brand loyalty.

Businesses of all sizes can build success by focusing on more than profit margins. The next generation of leaders and consumers cannot be bought. Our loyalty is given when companies authentically value their purpose, planet and people. **SBJ**



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By Thomas C. Pavlik Jr.

One of my first reviews for *Springfield Business Journal*, way back in 2005, was of the Feed Store. Back then, I likened the atmosphere to “Seinfeld’s” Soup Nazi restaurant, and suggested that it was like eating at home, except with less meat. And yes – I got some hate mail.

In the interim, after being dark for a short time, the Feed Store reopened this spring under new ownership. To me, that’s a good thing, as I don’t think I could face another winter without some of the Feed Store’s hearty soups. Unfortunately, it

took me some months to actually try out the new operation. But I’m sure glad that I did.

At first glance, little seems to have changed. But look a little closer, and the walls are bereft of much of the former décor. The “Obama dollar” and picture are no more, and the menu isn’t on the wall in the back.

Of more significance, the entire set up has changed. Diners now walk to the back but are no longer greeted by an expediter. The menu is located above the counter, and diners order and

pay for their food at the same time. Everyone I talked to agreed that this is a more sensible and efficient process. After ordering, guests are given a number and a server brings everything out once the food is ready.

To my memory, most of the original menu remains. There are, however, some changes: the addition of a club sandwich (\$7.95), a slew of “free fixins” like cucumber, pickles, onions and peppers, and artisanal chips, rather than original Lays brand chips. All items can be made into a combo: chips





Chicken salad on a croissant. Broccoli cheese soup. PHOTOS BY BRANDON TURLEY



and drink for \$3, pasta and drink for \$4.50 and soup and a drink for \$5.

Soups vary each day. The day my guest and I visited they were offering Wisconsin cheese, French potato, mushroom bisque and cream of spinach. I'm particularly partial to their beef barley, and am hopeful they'll continue to use the original recipe.

Finally, there are a few vegetarian options and three salads.

When my guest and I arrived around 1:15 p.m., there were still quite a few diners coming in and out. The crowd must have been quite large earlier in the lunch hour, as the Feed Store had run out of pasta and baguettes. Either that or, like so many other businesses, COVID is messing with inventories.

I decided to go with the Unholy Cow (\$8.95 – served on a baguette, with roast beef, salami, cheese and red onion). I customized with brown mustard and every one of the “free fixins.” With the baguette unavailable, I opted for rye. While tasty, the bread just didn't have enough structure to stand up to all the ingredients. That was on me – a Kaiser roll substitute would have been a better choice.

Which makes me think about sandwich construction – it's definitely an art. Where to place the lubricants like mayo and mustard, and the placement of the tomatoes can make a huge difference in how a sandwich eats. Mine might have been better served with cheese as the first layer and then the mustard, with the veggies nestled between the two meats. But, other than eating a little messy, I found the ingredients to be very fresh, and the portions to be larger than under the prior ownership.

I also opted to try a cup of the French potato soup. It had a nice, silky texture and good mouth feel. Flavor was spot on, with a hint of something I couldn't quite place. I think it was a dash of grated nutmeg and perhaps some white pepper. It's a dish that might give the beef barley a run for its money this winter.

My guest decided to go with the club sandwich. I'm glad he did, as it's one of my favorite sandwiches, but there just don't seem to be too many places that offer it. To my eye, it looked like the platonic ideal of the club sandwich – three pieces of nicely toasted bread, cheese, well-cooked

bacon, turkey breast and ham. He opined that it was delicious and agreed with me about portion sizes and the freshness of the ingredients. The only thing I thought that would have rounded out the dish was if there was an option for fries. Chips just don't seem worthy enough for a good club sandwich.

Service was excellent, and we both found paying while ordering to be a much better setup. Other than having run out of a few items, the only other glitch was that staff apparently hadn't kept up with the supply of iced tea. But that was OK, as it gave us a chance to pair our dishes with some delicious lemonade. **SBJ**

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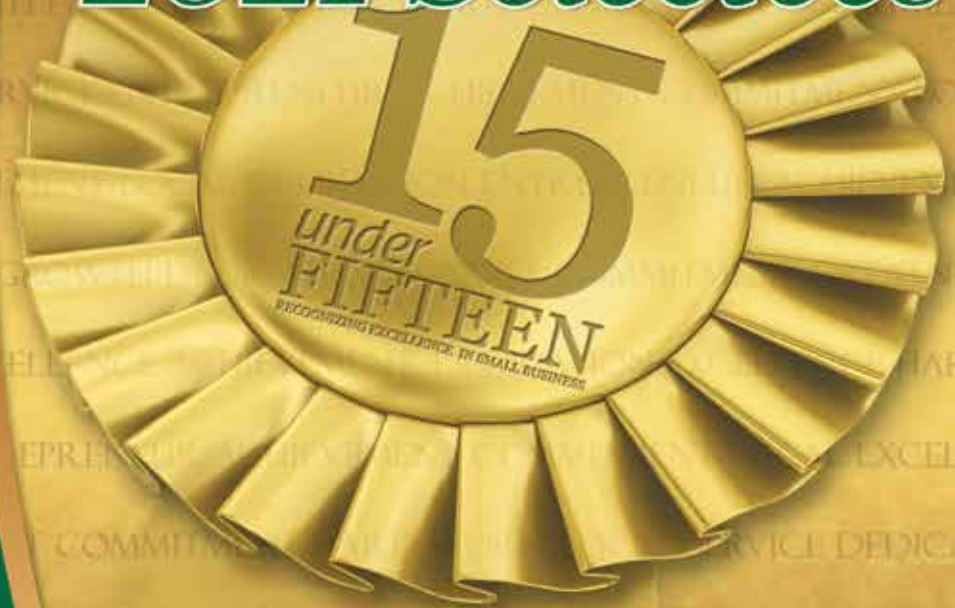
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