

OCTOBER 2015

# Springfield business journal

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### RECEPTION & CEREMONY WEDNESDAY, OCT. 7, 2015

Reception 5:30 p.m. | Ceremony 6:15 p.m.

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By Michelle Higginbotham,  
associate publisher

Small businesses have a large impact on the economy, and while they may not be as high profile as more familiar company names, they are collectively a significant economic driver. The U.S. Small Business Administration estimates that small businesses represent more than 98 percent of all employers and employ nearly half of the private-sector labor force. As the state workforce continues to shrink, small businesses become even more critical to Springfield's economic stability.

United Community Bank has partnered with *Springfield Business Journal* since 2003 to honor outstanding small businesses in our community. Each year, 15 businesses

with 15 or fewer employees are selected for this award. They must also be located in Sangamon or Morgan county and have been in business for at least two years. This year's selectees range from a home-based business to several with visible retail locations. What they all have in common is that they were nominated by someone who felt they were deserving of recognition.

UCB will host a reception at their Montvale branch to honor the selectees, and Marita Zuraitis of Horace Mann will be the keynote speaker for the awards ceremony. We hope you enjoy reading the profiles of the "15 Under Fifteen" in this issue and will join us in recognizing them. Thank you to our sponsor, United Community Bank, for making it possible to celebrate these local businesses.

### KEYNOTE SPEAKER MARITA ZURAITIS



Marita Zuraitis is director, president and chief executive officer of Horace Mann Educators Corporation. Prior to joining Horace Mann in 2013, she was president of the Property and Casualty Companies, of the Hanover Insurance Group with responsibilities for both personal and commercial lines representing \$3 billion in annual premium. She was also a member of Hanover's executive leadership team. Prior to joining The Hanover in 2004, she served in senior management positions at The St. Paul/Travelers Companies, USF&G and Aetna Life and Casualty.

Zuraitis is a proven leader in the property and casualty industry, and her 30-year career includes leadership positions in both home office and field environments. She has a strong connection to Horace Mann's educator niche through several family members who are teachers.

Zuraitis hold a bachelor's degree in business administration from Fairfield University in Fairfield, Connecticut, and has completed the Advanced Executive Education Program at the University of Pennsylvania's Wharton School of Business.

Zuraitis and her husband, Jim, have three grown children. They reside in Springfield. □

### THE 2015 SELECTEES

O<sub>3</sub> Internet Consulting  
Az-T-Ca Mexican Grill  
Bath Planet  
Capital City CrossFit  
Chatham Dental Center  
CherryBerry Springfield  
Curry's Family Pharmacy  
Dr. Donald Staten  
Farmland Solutions  
Gypsy Soul  
Kyle Killebrew & Co.  
L & M Gymnastics  
Phoenix Collision  
The Chiropractors at Springfield  
Wellness Center  
Zelle Title

PROFILES ON PAGES 21-27

## INSIDE THIS MONTH



The Avenue

p. 3



Music therapy

p. 5



IWIL Women's Symposium

p. 6



Young professionals

p. 11



Papa Frank's

p. 30

### COMING IN NOVEMBER

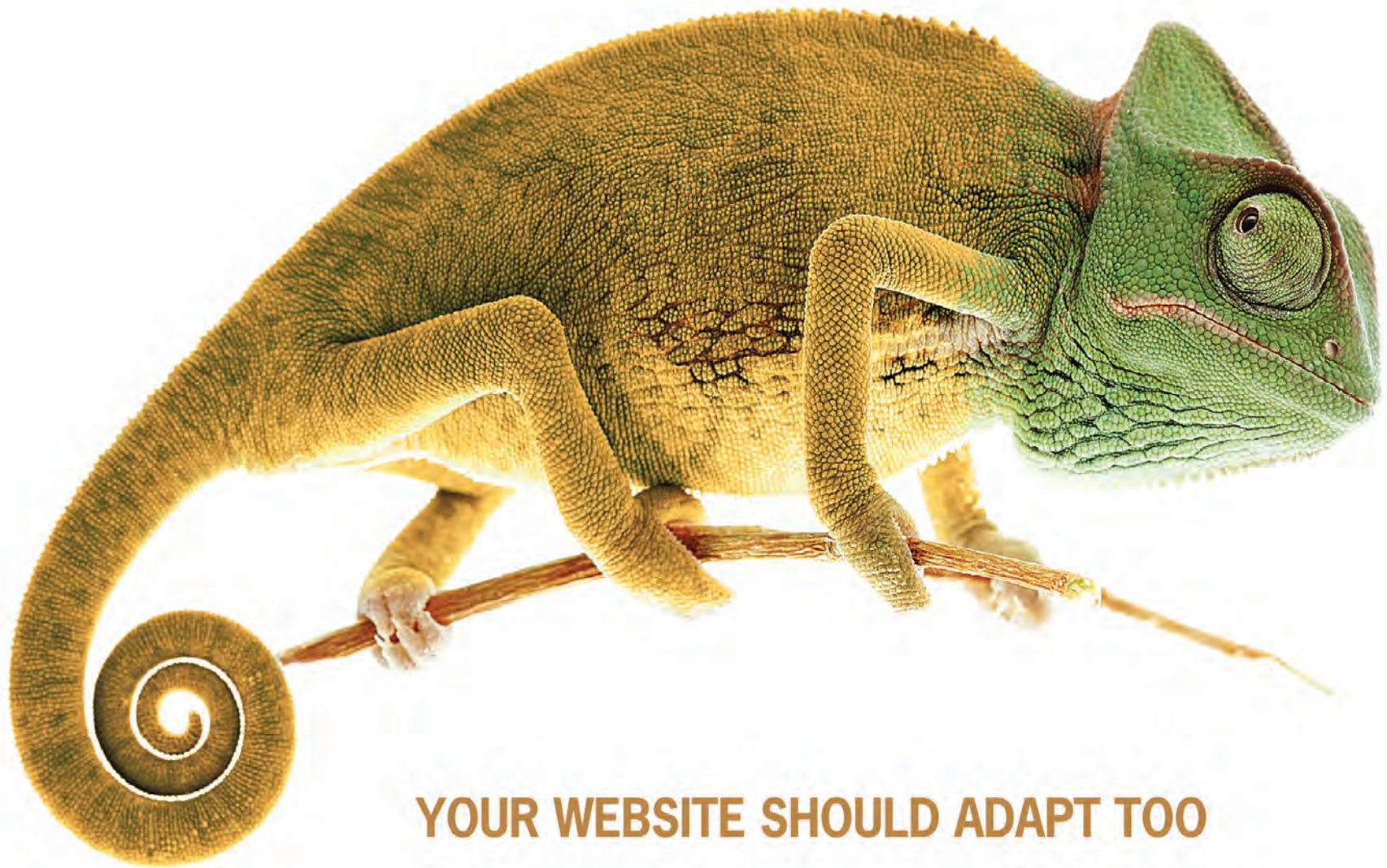
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# The Avenue

## North Grand Improvement Association launches branding effort

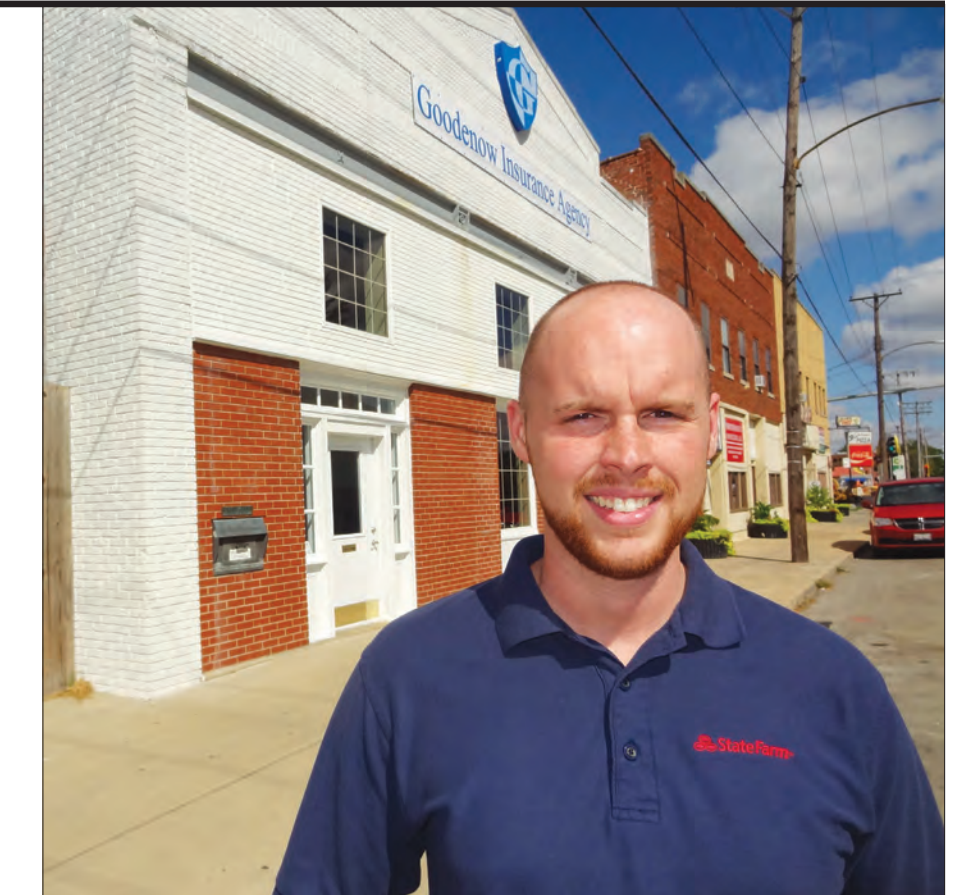
by Job Conger

On Sept. 17, organizers of The Avenue North Grand Improvement Association held a first public meeting at the relocated offices of Goodenow Insurance at 700 North Grand Ave. E. The purpose was to formally introduce the organization and invite greater participation in a process intended to lead to a formally organized enterprise. Monthly meetings of a small start-up group which had begun last May led to this mid-September kick-off. Brandon Damm, marketing coordinator for State Farm (201 N. Grand W.) is coordinator for the new association.

Damm said that representatives from State Farm, Alf Insurance, Goodenow Insurance and Noonan True Value Hardware along with neighborhood associations in Lincoln Park, Enos Park and Oak Ridge were all involved from the start. Recently, aldermen Doris Turner (Ward 3), Andrew Proctor (Ward 5) and Jim Donelan (Ward 9), all of whom serve North Grand constituencies, came aboard as well.

A more formal, focused organizing and long-term leadership-building process began to come together at the Sept. 24 meeting at the new Goodenow offices on North Grand, former home of Lincoln Library's north branch. "We didn't want to make big decisions before the area was informed and more could participate in the process," he said. An earlier email invitation aimed to get people involved, but the membership's more dedicated member recruitment began in September. "The hope is that every business on North Grand will want to be members. We will offer annual memberships to individuals living anywhere and to businesses located on North Grand."

No specific properties were cited as providing impetus for forming the new association. Near-term goals are to begin a "branding" of the area, beautification and revitalization, more green space, improved facades and looking into the formation of a TIF District. "For decades, businesses here felt a sense of family," he said. "We want to



Brandon Damm, The Avenue coordinator.

PHOTO BY JOB CONGER

bring it back, and in doing so, to benefit everyone involved."

Plans are to establish officers and committees as volunteers and resources are identified and committed. "I expect elections before the end of the year, but the leadership will be determined by those who want to make the effort. Major decisions will be made during this phase. For example, do we

want to be a 501(C)3 (type of not-for-profit corporation)?"

Dues will be used to fund marketing of the association and, eventually, to help pay for beautification. "With winter coming in, beautification will likely wait until spring," Damm said. "We want owners to take care of their businesses. It is essential for

*continued on page 4*

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## ASSOCIATION



Jim Leach leads a discussion during the first Avenue Association meeting.

PHOTO COURTESY OF THE AVENUE

*continued from page 3*

attracting new businesses." Retention is also important. "Casa Real (301 N. Grand W.) is renovating a structure on West Wabash," he said. "We hope they will remain on North Grand as well."

Gloria Carriere is very satisfied with the upturn in traffic since Avenue Thrift Shop moved from the northwest corner of Walnut at Jefferson to 830 North Grand Ave. E., home of the last Watt Bros. Pharmacy, helping to create one of the busiest intersections in Springfield. Owner Jason Stuebs relocated three years ago this summer. "It's been great," she said. "We had a real visibility problem at the old location. By the time people saw us, it was too late to turn into the parking lot." Stuebs, who

happens to be Carriere's son-in-law, plans to make improvements soon. "We heard about the first public meeting through the grapevine and look forward to learning more as things develop," she said.

East Side Marine (2525 North Grand Ave. E.) has been a fixture on the North Grand curve for the past 20 years. The site has operated as a boat shop since the 1960s (although they are quick to point out that they do not sell canoes). Owner Steve Poe was not aware of the new association, but said he takes pride in being a "north ender." The location, relatively close to Lake Springfield and nearby I-55, has allowed development of his market north into the 309 area code in

addition to an established local clientele. He has found the sense of community somewhat lacking, but is very satisfied with his success and that of the businesses on either side of his shop. "We talk fairly regularly," he said.

Proximity to the evolving nearby medical district, contiguous to North Grand, is expected to be a factor in the association's future. "Plans are for a residential development at the corner of Walnut and North Grand for medical residential uses," Damm said. "Implementation of those plans could be a significant boost for our interests."

Don Goodenow, owner of Goodenow Insurance, formerly of Eighth Street but

now settling into the extensively renovated former library, said the completion of the renovation of the building he acquired in 2011 came faster than expected. "We had a lot of encouragement from City Hall, and the timing is right," he said. He appreciates the greater visibility for his business on the north side of "the avenue" and easy parking thanks to the cooperation of Noonan's True Value Hardware, a few doors east.

At present, public input is invited during the monthly meetings at Goodenow Insurance and through the association's Facebook site: [Facebook.com/avenueassociation](https://www.facebook.com/avenueassociation). □

*Job Conger can be reached at 544-6122 or [writer@eosinc.com](mailto:writer@eosinc.com).*



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Rachel Rambach performs during a music therapy session.

PHOTO BY ANN FARRAR

# The great equalizer

## Connecting through music

By Ann Farrar

When you enter Music Therapy Connections, you can't help but feel the cheery energy and enthusiasm for music. Light yellow walls are dotted with signs that proclaim, "Welcome!" "Music is my life," and "Keep calm and strum on." Mothers carrying babies and chasing toddlers swarmed into an early childhood music class on a recent Tuesday morning.

Rachel Rambach, a native of Springfield and graduate of Springfield High School, recently opened Music Therapy Connections at 1234 Centre West Dr. The facility offers music therapy for individuals and groups as well as piano, voice, guitar and ukulele lessons for children of all ages. Rambach always loved to sing and performed in the Muni and Springfield Theatre Centre as a child. She left Illinois to attend Rollins College in Winter Park, Florida, majoring in vocal performance. There, she encountered the discipline of music therapy.

Music therapy is not intended as a solution for any particular mental or physical disorder; rather it is a healing modality that can have positive effects for clients in many different situations. Music therapy can include creating, singing, moving to or listening to music. It is particularly useful for clients who find it difficult to express their feelings verbally. It has been shown to be effective at increasing clients' motivation to participate in treatment.

Music therapy came into popularity after World War I when volunteer musicians began playing for patients at veterans' hospitals. Both then and during World War II, patients recovering from physical and emotional battle wounds responded positively to music, leading physicians to formally incorporate the musicians into treatment. When it became clear that more training was needed to specifically address health care with music, the first music therapy degree program was started at Michigan State University and the American Music Therapy Association came into being shortly thereafter.

When Rambach enrolled in a music therapy class in her sophomore year of college, she fell in love. She went straight to her adviser's office and told him she had found what she wanted to do for her career. She describes music as a "great equalizer" and points to shelves of scientific journals describing its therapeutic benefits. Her devotion to the subject enabled her to finish college in two and a half years and enter the graduate program in music therapy at Illinois State University. After graduating and completing an internship at a private practice

in St. Louis, Rambach had the good fortune to apply for a position at Hope Institute just as they had gotten a grant for a music therapist. She began her career there in 2007 using music to engage clients with Down syndrome, cerebral palsy, traumatic brain injuries, autism and various developmental disabilities. She became known to students as "The Guitar Lady." Though Rambach learned a great deal from her work at Hope, she constantly came up with new ideas which she wasn't able to implement, not being in a leadership position.

Rambach never envisioned herself in a 9-to-5 job and it became clear that she needed to strike out on her own.

She started by bringing music into people's homes, providing music lessons to typical learners and adapted sessions for those with special needs. Word of her talents spread quickly, and Rambach soon found herself putting in 12-hour days. This became untenable, particularly when she became a mother, and Rambach enlisted a colleague, Katey Kamerad, to subcontract some of her work. In 2014, Kamerad and Rambach became co-owners of Music Therapy Connections and the two opened their storefront in September. In May, between signing the lease on the property and opening for business, Rambach gave birth to a second child. Though opening a business made for an unorthodox maternity leave, Rambach's entrepreneurial talents have made it work. As was evidenced when her husband brought by the baby for a mid-morning visit, Rambach clearly has a crack support team in place.

Music Therapy Connections receives referrals from speech pathologists and pediatricians. Rambach clarifies that her practice allows kids to benefit from music therapy without being set apart as different. Those with more advanced struggles can attend adapted "piano lessons" alongside their more typical siblings. Sessions are priced the same and all types of children have gained self-confidence and increased attention spans from participating. Though she would love to bring her work into the schools, District 186 hasn't yet found room in its budget for music therapy. If Rambach and her team have anything to do with it though, that hurdle won't be in place for long.

Find rates and more information at [musictherapyconnections.org](http://musictherapyconnections.org). □

*Ann Farrar is a freelance writer with an MA in Counseling Psychology from New York University.*

## Professional Women's Calendar of Events

*You play a key role and we thank you for your contributions to our community.*

### Association for Women in Communications (AWC)

AWC will meet on Wednesday, October 14th for a networking dinner and panel discussion on social media. Panelists will be Katie Eades of Country Companies and Stephen Hunt and Nathan Carpenter, both of Illinois State University. The event will be held at the UIS Public Affairs Center, networking begins at 5:30 p.m. followed by dinner at 6 p.m. and the program at 6:30 p.m. Cost is \$25, make reservations or pay online at [www.awcspringfield.com](http://www.awcspringfield.com).

### Women Entrepreneurs of Central Illinois

WE-CI will meet on Wednesday, October 14th, from 11:30 a.m.-1:00 p.m. at Sangamo Club. The guest speaker will be Andria Winters, Assistant Director DCEO presenting on "A New Direction for the Illinois Department of Commerce & Economic Opportunity." This is a chance to hear directly from the governor's administration and ask questions. Cost is \$15 for members, \$10 for guests, and \$20 for walk-ins. Contact Maureen Williams at [maureenwms32@yahoo.com](mailto:maureenwms32@yahoo.com).

### Illinois Women in Leadership (IWIL)

IWIL will meet for lunch on Thursday, October 15 at 11:30 a.m. at the Sangamo Club. Deanna Mool of Mool Law Firm, LLC will present on "New Medical Marijuana Laws and Impacts on the Workplace." The cost for members is \$18 for early registration, non-members and walk-ins are \$23. Reservations are available at [www.iwil.biz](http://www.iwil.biz).



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To have your event added to the Women's Calendar of Events, please fax your information to (217) 753-2281 or e-mail to [info@springfieldbusinessjournal.com](mailto:info@springfieldbusinessjournal.com)



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Furniture Row

Glenwood High School  
Grant Middle School  
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LLCC Workforce Development Center  
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## ASSOCIATION



Illinois Women in Leadership's annual Women's Symposium was held Sept. 2 at the Springfield Hilton.

# Leading the way for women, brilliantly

By Roberta Codemo

Illinois Women in Leadership held its fourth annual Women's Symposium Sept. 2, at the Springfield Hilton. The theme for this year's symposium was "Brilliant." Emily Becker and Desiree Logsdon were co-chairs for the event.

This year about 300 women attended the sold-out one-day event, up from the fewer than 100 who attended the first year. "It was a fantastic experience," said Becker, general manager for the Sangamo Club, after she attended the first year.

Illinois Women in Leadership is an organization for businesswomen and is open to women at all points in their career. "It's an amazing network of 200 professional women who are there to support you," said Becker.

"There was not a local conference for female leaders," continued Becker. It was important for local female business leaders to have a professional development day. This symposium allows women from different industries to network with their peers.

Every professional needs to be able to

leave the office and recharge and hear people discuss best practices and tricks and tips for a better life. "Any professional person can get something out of this," said Becker.

"It allows me to get to know other women in the area," said Pam Berbaum, senior vice president of branch administration for Marine Bank, who was excited to go back to the office and apply what she had learned.

Julie Stapleton of Bank of Springfield also feels that it's a great way to meet other women and network, while Heather Gleason, Bank of Springfield, sees it as a great way to represent the bank and to promote women in management roles.

Each year the symposium selects a one-word theme that is easy to remember and has power behind it. This year, symposium organizers wanted attendees to be brilliant, feel brilliant, leave brilliant and take away brilliant as a lasting impact. It's a word that could mean something different to everyone attending.

Speakers organize the content of their presentations around the theme. This year breakout sessions focused on personal





PHOTO COURTESY OF IWIL

growth, skill development and business acumen. Presenters included Elly Mackus, Julie Davis, Sharon Riechers, Val Yazell, Jeannie Underwood-Kotner, Kaleigh Moore, Angelia Foster, Bev Neisler, Karen Sanders, Dr. Alison Rinaberger, Christine Carrels, Mary Byers, Amber Luhtala and Kris Houser.

Colette Carlson gave the opening keynote talk and spoke on the "Three Truths Female Leaders Need to Know to Stand Out and Shine." A public speaker and author, she emphasized the importance of speaking your truth, cultivating connections, expressing your success and being an "ask" master. Carlson told the group that many women are unwilling to speak up. Speaking the truth means respecting others, meaning what you say and saying what you mean. If your thoughts, words and actions align, you build trust.

"It is the only way to move forward and learn where you stand with the world," said Carlson. Once you have built a connection with a person, you can work through challenges. You have to be clear about what you want to happen, what the end goal is.

Women have a hard time asking for support when they're drowning. "Asking for help is not a weakness," said Carlson.

"So many women don't let men support the process," said Carlson. Women have a certain level of expectation. When a man asks what he can do and falls short, women take control and take the job on themselves rather than using it as an educational opportunity.

"We all need each other," said Becker. Women need to be open and available to opportunities.

This symposium was a great opportunity for women to focus on what

they want to do and on their lives and gave them perspective. It reminded women that they are not alone and there are others going through the same things they are.

Becker said feedback from attendees was overwhelmingly positive and women enjoyed interacting with other women throughout the day. Women left feeling refreshed with brilliant strategies to enhance their professional skills and enrich their personal lives.

Jodi Maggio is a hair stylist with BJ Grand Salon and this was her first symposium. She says that when women first start out at the salon, she helps them grow. You have to look at where you are and where you want to see yourself and have things in order. It's important to surround yourself with people who build you up.

Her co-worker, Tracy Shanholtzer, said the symposium was an opportunity for self-reflection on what's missing in her life and where to go from here. For anyone feeling stagnant, this was a great place to figure out why and learn good ideas for moving forward.

Event organizers wanted women to take away from the symposium that they can always be better than they were the day before. There was such a feeling of camaraderie and women coming together to help each other be brilliant.

The one piece of advice Becker has for women is "to not be afraid, to not be scared of success." Attitude is everything and a positive attitude will get you further.

"The world would be a better place if women were in charge," added Becker. □

*Roberta Codemo is a full-time freelance writer. She can be reached at rcodemo@hotmail.com.*

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# Many ounces of prevention

By Catherine O'Connor

An often hidden element of the big-picture effort to keep our communities safe is known as the Partner Abuse Prevention and Intervention Program. It addresses one aspect of the social service web that many of us don't think much about: preventing domestic violence by providing behavior modification group sessions to those who have been involved in acts of domestic violence.

Currently in the Sangamon County area, Bernadette Jones is one of very few certified providers of services for those who have been mandated by a court to participate in a group counseling program, aimed at preventing further domestic violence incidents.

"For both victims and perpetrators, the issues of partner and family violence are often an explosive secret kept hidden from the outside world," Jones explained.

With more than two decades of experience and degrees in criminal justice, social justice and certifications for anger management, domestic violence and juvenile counseling, Jones' primary message is, "domestic violence touches everybody's life, whether they know it or not." She directs PAR, which stands for Preventing Abusive Relationships, a nonprofit begun in

2001, operating in a repurposed bungalow on a quiet block of S. Eighth St. in Springfield.

Like many social service programs, the overriding question becomes: who will pay for it? While courts often mandate those accused of domestic violence to participate in a minimum of 26 weeks of group sessions, often the violators struggle with finances in addition to the daily demands of turning their lives around.

Jones has shown great resilience – not only in her ability to work directly with the tough, potentially violent characters who are required to attend her evening group behavior modification sessions – but also in her ability to stay afloat in tough financial times.

At one time, it was determined that programs like hers would share in a domestic violence court cost surcharge. However, according to Jones, it is often not being collected, or when it is, it is not being forwarded to her program. Over the years, PAR has also relied on a patchwork of grants that have flowed inconsistently from the U.S. Department of Justice, Department of Human Services, Dominican Sisters of Springfield, and even Pepsi. Microsoft Corporation has provided a stable but modest source of annual matching grant

funding for Jones, and came to her aid after an office burglary when several pieces of computer equipment was stolen.

In the past there has been funding, through agencies like the city's community policing program, for Jones to provide workshops and outreach training that can support intervention and prevention in a holistic way. "Especially relevant today is the need to intervene when we still can potentially diffuse escalation and keep people out of the court system," she said.

According to Jones, who is a mother of four children and grandmother to eight, there are complex generational factors that contribute to the enormity of the problem of domestic violence and partner abuse.

After devoting many years to working in the juvenile justice system, Bernadette Jones was driven to stay with this important calling because she understands that it often takes multiple generations of targeted intervention to heal and relearn family relationship coping skills.

"I do this because there are many, many kids affected by it. And if I can bring change that prevents the repeated cycle of abusive relationships, I will continue to try," Jones said.

When a person is arrested for a violation of an order of protection or other violence-related offense a court can mandate attendance in a partner abuse domestic violence prevention program, even before trial. Though the costs for the 26 or more weekly sessions are the responsibility of defendants, many lawyers encourage participation because it represents a strong effort to modify negative behavior.

In some cases, a judgment includes a stipulation that a person will be re-arrested if they don't successfully participate in the weekly one-to-two hour group counseling session which are offered by Jones at PAR, four evenings a week.

Last year's demographic reports show that many typical clients at PAR have at least a part time job, and either some ability to pay for services or participate in community service, with discounts provided to those on Social Security disability.

Last year there were 541 referrals to the Springfield PAR Program from throughout a region south from Bloomington and west from Jacksonville to Decatur. Of those, 336 were court-mandated, 180 were from other agencies, and 25 were self or other referrals.

There were 157 assessments conducted,



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on 130 males and 27 females. Of that total, 64 reported that they were employed full time, 20 were part-time workers and 63 were unemployed.

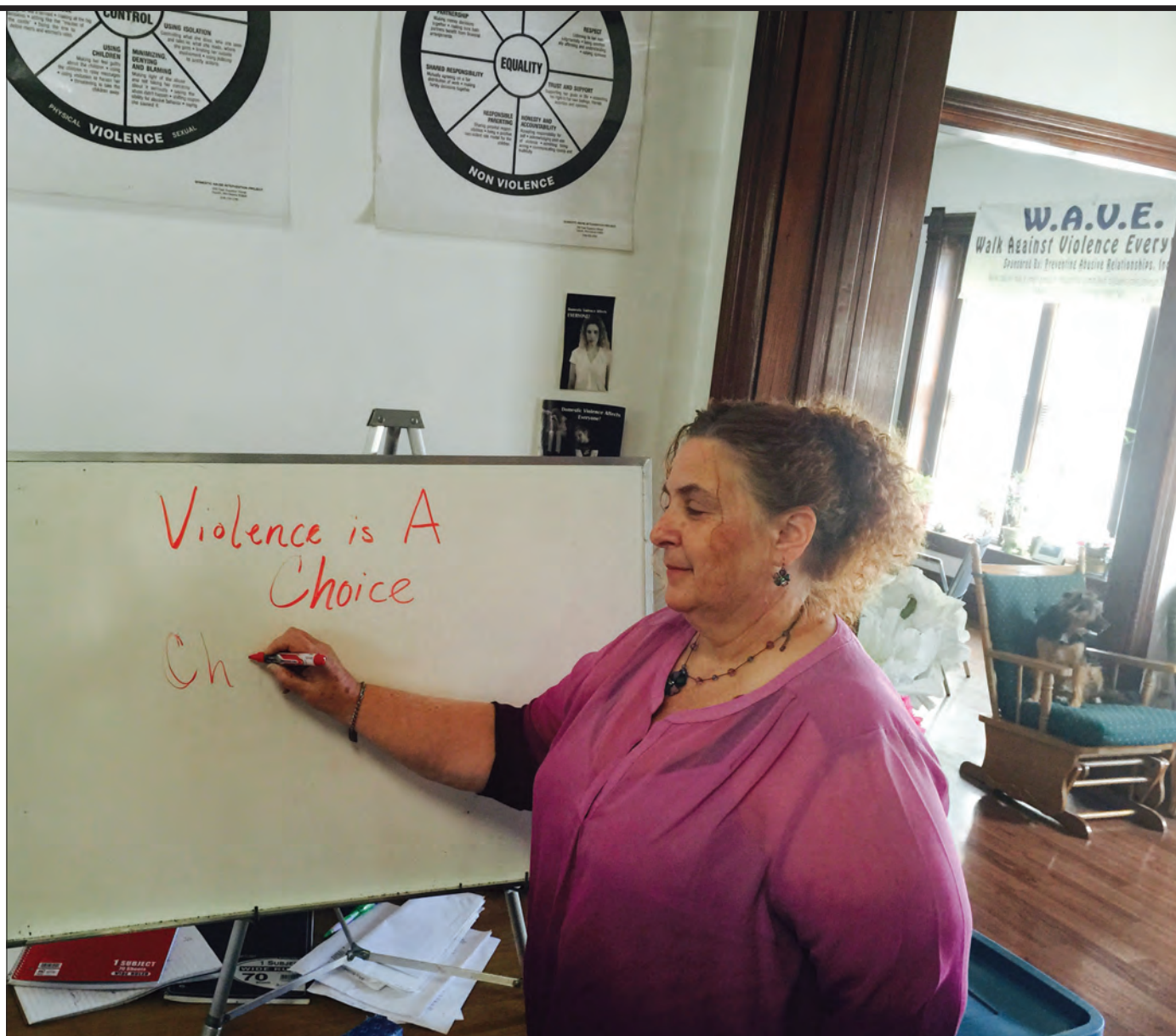
There were 47 in the program who had not graduated from high school, 99 had a high school diploma or GED, 5 had college and 6 master's degrees.

Self-reported demographics show 93 of those assessed were Caucasian, 61 African-American, 2 Native American and 1 Asian.

A leading factor that underscores the importance of programs like Jones' is that 130 of the 157 clients who were assessed in the domestic violence intervention and behavior modification program had one or more children in the household.

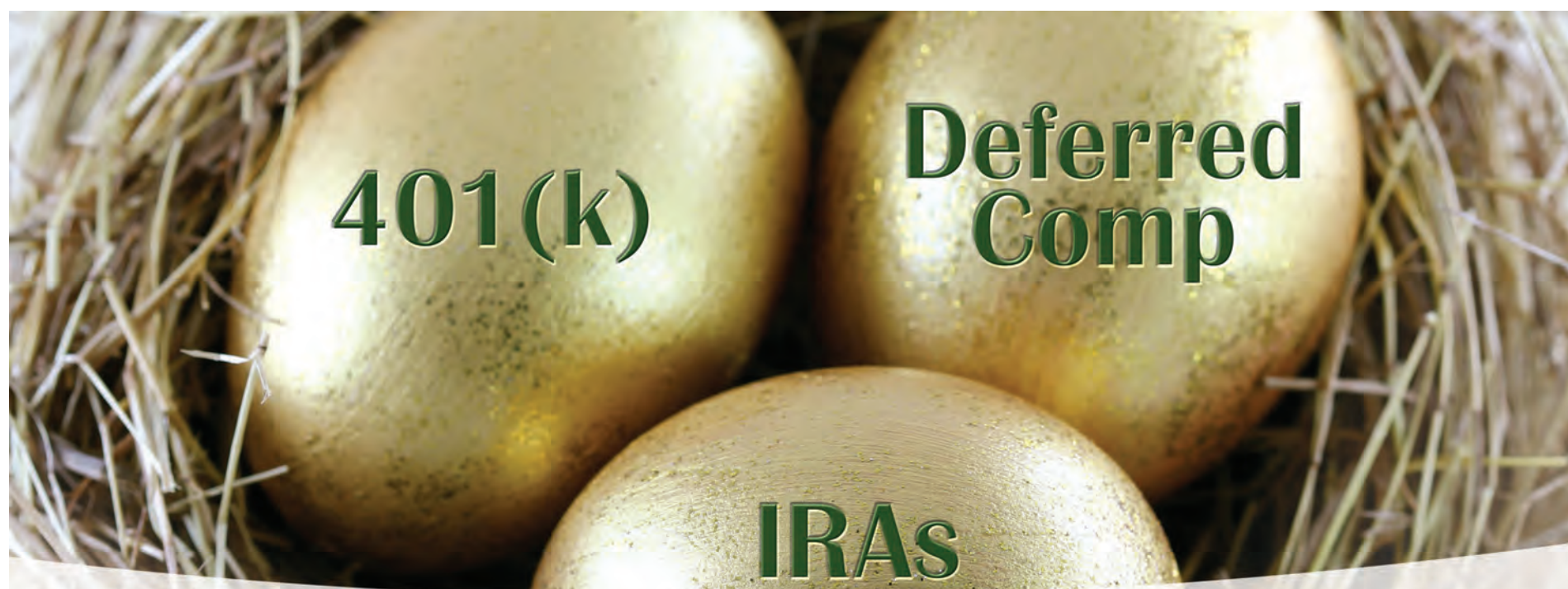
"From the demographic incidence reports of just last year, we know that, in all, at least 403 children's lives were directly affected by these 157 participants' domestic violence issues," Jones said. "We can turn this around by helping them to learn that they have a choice and can learn a new way to respond to stress, anger and life issues. That is the goal." □

*Catherine O'Connor is a public historian and former news correspondent along with serving as local government services manager at the Illinois Historic Preservation Agency until her recent retirement.*



Bernadette Jones directs PAR, a Springfield nonprofit devoted to preventing partner abuse and domestic violence that can have a multigenerational affect on entire families.

PHOTO BY CATHERINE O'CONNOR



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# A military cleanup operation

By Eric Woods



Sherry Mitchell grew up wanting to be a nurse and even took some courses early on in college. However, her mindset soon changed and she joined the U.S. Army where she spent 24 years until retiring five years ago. While in the military, Mitchell spent four years in Germany, and the rest of the time she was stationed in central Illinois. She retired while serving at the Illinois Army National Guard in Lincoln. Mitchell currently lives in Riverton and loves the people in the area. What she is unhappy about is the high taxes and the division in government. "There shouldn't be one," she said. "Government should be

working for us, not the other way around." Mitchell has been a hard worker her entire life. Her first jobs were detasseling corn and running a paper route. She was not too fond of the detasseling job, though. "It was so hot and sticky," she said. In the Army, she started out as a mechanic and also worked in supplies. She finished her career in human resources. After her retirement from the military, Mitchell felt as if she needed to continue working in some capacity. "My husband told me that I'm OCD, so why don't I clean people's houses." That is when Military Sherry's

Cleaning Service was formed. "At first I just wanted to stay home and take care of the house, but I got bored. I could not just sit around and do nothing," said Mitchell. For the first six months, Mitchell worked on her own. She soon hired someone to assist. Today, she has 13 people working for her. She learned early in her life to put her best foot forward if she wanted to succeed. "Whatever you put into something is what you will get out of it." Military Sherry's cleans both residential and commercial properties all over central Illinois, and the majority of the customers are regulars. "We do some every other week, some monthly, and some each week. We also do move-in and move-out cleaning," said Mitchell. The busiest time for the business is around the holidays and when schools are set to open. In the near future, lawn service and snow plowing will become a major part of the business. They do a bit of that now but will become more involved in that arena next year after Mitchell's husband retires. "We will also get the kids involved and make it a family business." The work is rewarding for Mitchell, but she understands that it may not be for everyone. "You need to have people skills and be patient. You will put a lot of time in, especially at the beginning," she said. "You must enjoy what you are doing. That is a big one." Being patient and kind to others while following the Golden Rule was the best

## Sherry Mitchell

Title: Owner, Military Sherry's Cleaning Service  
Address: P.O. Box 1194, Riverton, IL 62561  
Telephone: 217-741-1985  
E-mail: sarg836@aol.com  
Education: A.A. in liberal arts from Lincoln Land Community College  
Family: Husband - Mark; Children - Nikki, Brett, Austin, Danielle, Colton, and Kristyn; two grandchildren  
Favorites - Hobby: Exercise  
Movie: *Dirty Dancing*  
Restaurant: Star 66  
Tidbits - Loves animals and has two dogs  
Dallas Cowboys fan  
Wants to someday take a cruise

advice Mitchell ever received herself. Although she has already come out of retirement once, Mitchell does see herself retiring again. In fact, her ultimate goal is to be retired and possibly move to Tennessee. "My husband would say I'll do it when I cannot get out of bed. I have a hard time letting go. I am constantly going," she said. "Eventually I will though, maybe within the next 10 years. I want to be able to enjoy my grandchildren and do some traveling." □  
Eric Woods can be reached at [ericw93@aol.com](mailto:ericw93@aol.com).

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# Reaching out to young Springfield

By Colin Patrick Brady

Sarah Graham wants to entice young people to choose Springfield as their home – to work and reside here after completing their higher education. A member of the Springfield Chamber of Commerce, Graham believes the chamber's Young Springfield Professionals Network (YSPN) will help retain younger workers in the capital city.

YSPN is a membership-based organization affiliated with the Chamber of Commerce, which exists to put forth three key principles, according to Graham. "We focus on promoting networking, community and professional development." YSPN sponsors monthly events, generally focusing upon one of these three core principles. Some benefits of membership in YSPN include e-bulletins, career and resume reviews, and preparing young professionals for the world of work that lies ahead for them.

YSPN also fosters an atmosphere of fellowship among its members by promoting quarterly professional development events, according to Graham. Past events have seen public officials such as local aldermen as well as Springfield's mayor and sheriff address the YSPN members. "Attending these events is a great way to network while enhancing professional skills," Graham says. "We have



Tim Welch, Jamie Kuhlmann and Pamela Hart of YSPN.

PHOTO BY MARANDA POTTERF

a membership roster that includes persons from IT, the medical field, marketing and those who are self-employed."

There is a \$25 fee to join YSPN and membership is limited to those who are older than 21 years of age. "This is owing to the fact that some of our events take place in bars and restaurants that have age restrictions," Graham says. An overarching hope of YSPN is that young professionals will maintain involvement and stay involved

in community activities, as well as providing an atmosphere of friendly diversion among their peers.

The organization was formed out of a need perceived by the chamber to attract and retain young persons in the Springfield area. Graham says that YSPN was formally incorporated in October of 2006. The operating board of YSPN organizes group events and directs how their bylaws will work and be enacted, just like any other

organization of its kind. Graham says that local businesses like Memorial Medical Center and SIU School of Medicine support the networking organization through sponsorships. "These organizations and businesses promote employees within their own ranks to join YSPN," Graham says. "The YSPN board consists of 15 board members who provide direction and are turned over on an annual basis."

Upcoming events include a financial planning session Oct. 9 geared toward guiding young professionals to budget for the unexpected. Speakers will include Bob Kaye, CFO of Memorial Medical Center, as well as Pamela Hart of Scott & Scott. Furthermore, a trivia night for charity is planned for Nov. 13 at the Firefighters' Lake Club from 6 to 9:30 p.m.

Graham says that the overall vision of YSPN is to connect and engage young professionals throughout the greater Springfield area and to attract, retain and enhance young leaders through professional community opportunities.

For further information visit [www.yspringfield.org](http://www.yspringfield.org) □

Colin Patrick Brady is a freelance writer in Decatur.

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# NETWORKING GROUPS

Sources: The individual Networking Groups  
(Ranked by numbers of members)

	ORGANIZATION NAME MEETING LOCATION MEETING ADDRESS	PHONE (-) WEBSITE (www.) EMAIL	MEETING TIME	NUMBER OF MEMBERS	CONTACT	DUES	YEAR EST'D
1	<b>Illinois Women in Leadership (IWIL)</b> Sangamo Club 227 E Adams St. Springfield, IL 62701	217-528-5679 ext. 111 iwil.biz membership@iwil.biz	11.30am to 1pm every third Thursday in the month except September, December, March and June- Dates and times TBD	200+	Cheri Plummer	Regular member: \$60 Associate member: \$30	2004
1	<b>Young Springfield Professionals Network (YSPN)</b> The Greater Springfield Chamber of Commerce 1011 South Second Street Springfield, IL 62704	217-525-1173 sgraham@gsc.org	3rd Tuesday of the Month at 11:30am (Board Meetings) Various meetings/events throughout the month	200+	Sarah Graham	\$25 annually	2006
2	<b>The Association for Women in Communications</b> Sangamo Club 227 E Adams St. Springfield, IL 62701	awcspringfield.org president@awcspringfield.org	2nd Wednesday of the month	58	Kara Kienzler	\$25 plus national dues, various membership categories	1977
3	<b>Prospectors Referral Group</b> Engrained Brewery 1120 West Lincolnshire Blvd. Springfield, IL 62711	217-483-1536 tformea@formeainsurance.com	Wednesdays, 11:30am, (1st & 3rd weeks)	41	Tracy Formea	Lunch cost only	1999
4	<b>McBrien Lincoln Douglas Toastmasters Club</b> Our Savior's Lutheran Church 2645 Old Jacksonville Road Springfield, IL 62704	217-546-8624 http://mcbrianlincolndouglas.toastmasters.org naterandall@clergy.net	Thursdays, 6pm	28	Nate Randall	\$48/6 months	1936
5	<b>Capital City Toastmasters</b> IDOT Building (Hanley Building) 2300 Dirksen Parkway, Room 214A&B Springfield, IL 62764	217-785-2148 http://1313356.toastmastersclubs.org juliet.shoultz@gmail.com	Wednesdays, Noon	21	Juliet Shoultz	\$46/6 months	2009
6	<b>Noontime Toastmasters</b> Laurel United Methodist Church 631 South Grand Ave W. Springfield, IL 62704	217-414-7378 http://noontime.toastmastersclubs.org stormwolff@gmail.com	Mondays, Noon	16	Storm Wolff	\$44/6 months	1998
6	<b>League of Our Own Toastmasters Club</b> Springfield Urban League Inc 100 N. 11th St. Springfield, IL. 62703	217-789-0830 Ext. 1126 http://1179206.toastmastersclubs.org lhemingway@springfieldul.org	Fridays, 11:30am (2nd & 4th weeks)	16	Larry Hemingway, Sr.	\$9/mo.	2008
7	<b>BNI of Central Illinois</b> 3603 W Bennington Ct. Peoria IL 61615	309-453-2463 jeff@bni-il.com BNI-IL.com	BNI Capital City – Tuesday 7:30am Schnuck's On Iles BNI Business United – Tuesday 8:00am The Real Estate Group BNI Business Insiders – Wed 7:45am The Real Estate Group BNI Business Builders – Thurs 7:30am Schnuck's on Iles BNI Thurs Lunch – Thurs 11:30am Lake Pointe Grill	15-25 per chapter	Jeff Ensinger	\$445/ year. First year fee for Books & Training of \$150	2007 2011 2013 2000 2000
8	<b>The Network Group</b> The Sangamo Club 227 E. Adams St. Springfield, IL 62701	217-496-3686 edclarkphoto@gmail.com	2nd Tuesday of the month, 11:45am	14	Ed Clark	Lunch costs only / \$90 twice a year	2000



# A showcase for speakers

By Eric Woods

On Oct. 22, the Capitol City Speakers Bureau will be holding its 20th annual Showcase of Speakers and Trainers at the Crowne Plaza Hotel in Springfield. This event allows groups who hire speakers the opportunity to see and listen to a large number of speakers in a single day. "We bring in 14 speakers from across the United States," said Mike Klemm, president of the bureau. "We have a wide variety of speakers, because groups are looking for different things. We may have a comedian, a magician, inspirational speakers and some who speak on teamwork. There is a mix throughout the day."

The bureau has been in existence since 1993. Klemm said they saw others having speaker showcases and thought it could work for them. In the summer of 1994, the bureau brought in 18 speakers for the first event. "We discovered that was way too many," he said, noting that the first showcase went until 5 p.m., and by that point in the day people had started leaving. "We eventually carved it down to 14, and that is where we have been for several years."

The speakers will talk about everything

from current issues to leadership, teamwork, ethics and innovation, among other topics. "The speakers do a great job for 20 minutes each, and then everything takes care of itself," said Klemm. He feels that those who attend make a worthwhile investment.

The bureau works with a number of corporations and associations throughout Illinois where clients will describe the types of speakers they would like to hear. "We will get about 125 meeting planners in the room who can hear the speakers and interact with them afterwards," said Klemm. "Often we can watch on DVD or streaming, but it is nothing like seeing them in person." Relationships are developed with the speakers such that in some cases they end up being booked multiple times.

Finding speakers today is much easier than it was in the beginning. "In 1994 we were begging people to speak. We were new and feeling our way around," said Klemm. "We have it down to a science now. Speakers reach out to us now that we are established." Klemm noted that the bureau will still seek out certain speakers in order to get the variety which they are seeking. Each year the speakers are new, but if



Mike Klemm

PHOTO BY ERIC WOODS

someone is popular and heavily requested, Klemm said they may come back within three to five years.

Due to the advances in technology, the attendees are easier to reach as well, and the showcase has grown in attendance. "In the early years, we used mailers. Word of mouth got around," said Klemm. "Meeting planners have a hard job. We try to make it easier."

Klemm noted that the bureau has had quite a bit of success with the showcase. They have tried to utilize the same arrangement each year while enhancing it by taking in feedback received by meeting planners in previous years. The format works well for everyone involved, and the event is done by 3:30 in the afternoon to give those from out of town time to get back. "We made mistakes early, but now we are refined," said Klemm. "We are very professional in how we put on the event. We put on a great lineup."

The meeting planners are always excited to attend the event. "We work hard to put on a great day," he said. "We give away a lot of prizes. We feed them well. It is a fun, motivating, and energizing day." □

Eric Woods can be reached at [ericw93@aol.com](mailto:ericw93@aol.com).

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# HOTELS

Sources: The Hotels.  
(Ranked by number of rooms)

	HOTEL NAME ADDRESS	PHONE (-) FAX (=) WEBSITE (www.)	NUMBER OF ROOMS	NUMBER OF MEETING ROOMS	ROOM RATE SINGLE/ DOUBLE	GENERAL MANAGER	AMENITIES
1	<b>Hilton Springfield</b> 700 E. Adams St. Springfield, IL 62701	217-789-1530 217-789=0709 springfieldil.hilton.com	369	30	\$109 - \$209	Jeff Waide	50,000 sq. ft. meeting space, Bennigan's Grill & Tavern & Starbucks store on-site, free high-speed internet, 17 suites, pool / health club, HDTV, in-room safe, 34 fully furnished corporate apartments for short-term and long-term lease, Pinnacle Club and Nick & Nino's Penthouse Steakhouse 30th Floor
2	<b>President Abraham Lincoln Springfield - A DoubleTree by Hilton</b> 701 E. Adams St. Springfield, IL 62701	217-544-8800 217-544=9607 PresidentAbrahamLincolnSpringfield. DoubleTree.com	310	17	\$109 - \$209	Bob Van Bergen	Lindsay's Restaurant and Globe Tavern, complimentary wi-fi in guestrooms, indoor pool, health club, hot tub, suite shop, business center, HHonors points, DoubleTree cookies
3	<b>Crowne Plaza Hotel</b> 3000 S. Dirksen Parkway Springfield, IL 62703	217-529-7777 217-529=6666 cpspringfield.com	288	32	\$109 - \$229	Troy Benavides	All new rooms and suites, 70,000 sq ft of event space and the all-new Long Nine Restaurant features breakfast, lunch and dinner and the Long Nine Lounge is open daily for appetizers and cocktails. Rooftop pool, 14th floor sundeck and Lifecycle fitness center. 850 complimentary parking spaces, great for outdoor events and motorcoach travel.
4	<b>Holiday Inn Express</b> 3050 S. Dirksen Parkway Springfield, IL 62703	217-529-7771 217-529=1777 hiexpress.com	140	2	\$89 - \$165, (2 suites)	Denise Krager	Free high-speed internet access, fitness center, free local calls, guest laundry, complimentary hot breakfast bar, next-door to the Crowne Plaza Hotel, Crowne Plaza pool access
5	<b>The Statehouse Inn - An Asend Hotel</b> 101 E. Adams St. Springfield, IL 62701	217-528-5100 217-528=4358 thestatehouseinn.com	125	6	\$89 - \$139	Jake Nes	Complimentary full hot breakfast buffet, business center, fitness center, lounge, complimentary on-site parking, complimentary in-room wi-fi, 3 blocks from Amtrak, 6,500 sq. ft. of meeting space
6	<b>Hampton Inn</b> 3185 S. Dirksen Parkway Springfield, IL 62703	217-529-1100 217-529=1105 hamptoninn.com	124	3	\$99 - \$149	Joseph Smith	Complimentary hot deluxe breakfast, free wireless internet, indoor pool and fitness center, easy interstate access, great location
7	<b>Drury Inn &amp; Suites</b> 3180 S. Dirksen Parkway Springfield, IL 62703	217-529-3900 877-732=0594 druryhotels.com	117	1	\$99 - \$159	Chris Fultz	Free hot quickstart breakfast, manager's reception, hot foods, indoor pool/jacuzzi, exercise room, guest laundry room, micro/fridge combos, in-room coffee, wired & wireless internet, business center, free long distance
7	<b>Hilton Garden Inn Springfield</b> 3100 S. Dirksen Parkway Springfield, IL 62703	217-529-7171 217-529=7172 springfieldil.gardeninn.com	117	7	\$95 - \$199, (13 suites)	Stacy Hamlin	Indoor pool, whirlpool, exercise room, free wired / wireless high-speed internet, restaurant and lounge open daily, free local calls, free business center with wireless printing from the rooms, refrigerator and microwave in every room, complimentary parking, Fit Club passes
8	<b>Route 66 Hotel and Conference Center</b> 625 E. Saint Joseph St. Springfield, IL 62703	217-529-6626 217-529=4666 rt66hotel.com	114	7	\$72 - \$150, (8 suites)	Joseph Vala	Outdoor swimming pool, wireless internet service, fitness center pass for the Fit Club, in-room coffee maker, iron & hair dryer, on-site guest laundry, two-room suites available, free parking, bar on site with limited menu
9	<b>Candlewood Suites</b> 2501 Sunrise Drive Springfield, IL 62703	217-522-5100 217-522=5101 candlewoodsuites.com	110	1	\$99.99 - \$129.99	Janie Deheve	Complimentary wireless high-speed Internet and full kitchens in spacious guest rooms for longer visits. Free laundry facilities, unlimited access to a state-of-the-art business center, an exercise room and the Candlewood Cupboard convenience store for meals and snacks., Green Certified hotel
10	<b>Residence Inn Springfield South</b> 2915 E. Stanford Avenue Springfield, IL 62703	217-527-1100 217-527=1101 residenceinnspringfieldil.com	108	1	\$149.99 - \$199.99	Darin Dame	Studios, 1-2 bedroom suites (w/ full kitchens, separate living space, work areas, sleeping areas), evening reception/social hour Mon.-Wed., 24 hr. fitness center, indoor pool, whirlpool, laundry facility, coffee in lobby, coffee/tea in-room, buffet breakfast, phone calls: toll-free, safe deposit boxes at front desk, pets allowed - contact hotel for details
11	<b>Northfield Inn, Suites &amp; Conference Center</b> 3280 Northfield Drive Springfield, IL 62702	217-523-7900 217-523=7273 northfieldinn.com	107	8	\$89 - \$149	Marianne Zarndt	Free high-speed internet in Guestrooms and Conference Center. 13,000 sq. ft. of meeting space, fitness center & business center. Free extended Continental Breakfast. In-room coffee makers, refrigerators, and micro-waves. Jacuzzi Suites, Standard, and Accessible Rooms available. Free parking and indoor pool
12	<b>Motel 6</b> 6011 S. Sixth St. Springfield, IL 62712	217-529-1633 217-585=1271 motel6.com	104	0	\$39.99 - \$45.99	Subhash Bhatia	Kids under 18 Stay Free (With Parents), Pets Welcome, Outdoor Pool, Free morning Coffee, Free Local Calls, WIFI, Guest Laundry, Cable with two HBO Channels and three ESPN Channels
13	<b>Ramada Springfield North</b> 3281 Northfield Drive Springfield, IL 62702	217-523-4000 217-523=4080 springfieldramada.com	97	2	\$89 - \$149	Marianne Zarndt	Complimentary Deluxe Continental Breakfast, Free Wi-Fi, All non-smoking hotel, Indoor Pool, Fitness Center, Refrigerator/Microwave in all rooms, Business Center, Jacuzzi Rooms, 32" flat screen TVs, guest laundry facilities
14	<b>Comfort Suites</b> 2620 S. Dirksen Parkway Springfield, IL 62703	217-753-4000 217-753=4166 comfordsuites.com	92	1	\$100 - \$110	Sherri White	All rooms equipped with wet bar, refrigerator, microwave, whirlpool tubs, pull-out sofa bed, remote TV w/ DVD, free high-speed wireless internet access, separate work / leisure areas
16	<b>Hampton Inn &amp; Suites</b> 2300 Chuckwagon Drive Springfield, IL 62707	217-793-7670 217-793=6522 hamptoninn.com	83	2	\$99 - \$169	Darrin Thurman	Complimentary hot breakfast, indoor pool, 24-hr. fitness center, free high-speed internet, wireless internet, business center, 2-room suites, microwaves and refrigerators, Evening Sundowner Tues, Wed, Thurs
17	<b>Staybridge Suites</b> 4231 Schooner Drive Springfield, IL 62711	217-793-6700 217-793=6694 staybridge.com	82	1	\$124 - \$179, (all suite hotel)	Joe Council	Complimentary hot & cold breakfast, free wireless & hard wired internet, free local calls, direct phone line w/ voice mail, indoor pool w/ jacuzzi, 24-hr. fitness center, convenience store, business ctr., complimentary evening social (m-th w/ soda, beer, wine & food), pets welcome
15	<b>Comfort Inn &amp; Suites</b> 3675 S. Sixth St. Springfield, IL 62703	217-529-8898 217-529=4354 comfortinn.com	80	1	\$100 - \$129	Phyllis DeRosear	Cable/Satellite TV, Free Local Calls, Hair Dryer, In-Room Coffee Maker, in-room microwave and mini fridge
18	<b>Howard Johnson Inn &amp; Suites</b> 1701 J. David Jones Parkway Springfield, IL 62702	217-541-8762 217-541=8774 hojo.com	79	3	\$69, \$89	Shailesh Parekh	Complimentary continental breakfast, free local calls, outdoor pool, 24 suites, truck parking, free wireless
19	<b>Courtyard By Marriott</b> 3462 Freedom Drive Springfield, IL 62704	217-793-5300 217-793=5300 marriott.com	78	1	\$109.99 - \$179.99	Nathan Biermann	All non-smoking hotel, heated indoor pool, spa, exercise room, breakfast buffet, lounge, in-room coffee, iron, free high-speed wireless internet, restaurant - The Bistro, Starbuck's coffee, HD-TV in all rooms
19	<b>Country Inn &amp; Suites</b> 3092 Stevenson Dr. Springfield, IL 62703	217-544-5151 217-544=5353 countryinns.com/springfieldil	78	1	\$119 - 199	Samuel King	Complimentary hot breakfast, 18 suites, refrigerator/microwave in every room, heated indoor pool, free WIFI, business center, free weekday newspaper, fitness center, airport shuttle service, Inn Case Market ™, Read It & Return Lending Library ™



# Designing a creative livelihood

By Eric Woods



Although she is originally from Springfield, Jessie Betz spent eight years in Chicago before moving back to the central Illinois area in 2008. She and her family reside in Riverton and enjoy the rural, small town atmosphere. “It is nice to be out of the city. We own about nine acres out here,” she said. Paradoxically, what she loves about the area is also one of the things she dislikes about it. “I loved that in Chicago we had access to everything and were never bored. There were so many options. We moved back to get away from it all, but still kind of miss it.” Betz would like to see Springfield area businesses take more risks with their attempts at growth but understands that the slow state economy is still an issue.

Betz grew up wanting to be an artist. In her early teenage years she knew she would become a graphic designer due to her passion for art. In elementary school, Betz won a Best in Show award for a county fair art project. Her first designing job was as an intern in Chicago where she worked on a collaboration between Visa and Disney. “I helped design the bill inserts. It was a

promotion with Disney.”

Betz joined Omni in 2008 when she moved back to the area. “We have evolved from a traditional, full-service advertising agency to a specialized branding studio. This allows us to focus on brand strategy and design. We are storytellers and bring brand stories to life,” said Betz. “I am a full designer. I wear many hats since we are a small agency.” Her role involves all creative aspects from beginning to end, which includes the start-up business logo designs to the brand guidelines and identity. Betz understands that it is now tougher to get new leads and clients but feels fortunate that the company has found its niche at being solely a brand studio.

Given her expertise in graphic design, Betz is extremely curious about where technology will go next. “There is a stark contrast from when I first started,” she said. Betz wants to continue growing in the industry and understands it is always evolving. “I hope I will still be in this business in 10 years. It is what I love and what is in my blood.”

For those hoping to get into the graphic design industry, Betz has some simple advice. “Find your passion, set goals, and stay humble,” she said. “Work hard and you can do just about anything. The best advice I was ever given was to do what you love. That resonated with me.”

Omni is in the midst of a company rebranding in which they have chosen to become a studio boutique. “We are going from Omni Communication to Omni Ideas. It came about through evolving with the market in Springfield,” said Betz. “We went from a medium-sized agency to completely shrinking down to a studio. Now we can be selective with who we work with and spend more time and focus on their needs. It will be better than the daily grind of just getting the work out.”

Betz believes the ultimate goal is retirement, but she will not stop designing. “I may turn to nonprofit or charity work,” she said. □

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## Jessie Betz

Title: Creative Strategist, Omni Communications Group  
Address: P.O. Box 9620, Springfield, IL 62791  
Telephone: 217-523-0503  
E-mail: [Jessie@omniideas.com](mailto:Jessie@omniideas.com)  
Education: BFA in Visual Communications from the Illinois Institute of Art - Chicago  
Family: Husband - Joe; Son - Wyatt

**Favorites -**  
Book: *The Tipping Point* by Malcolm Gladwell  
Restaurant: Osaka  
Sports team: St. Louis Cardinals

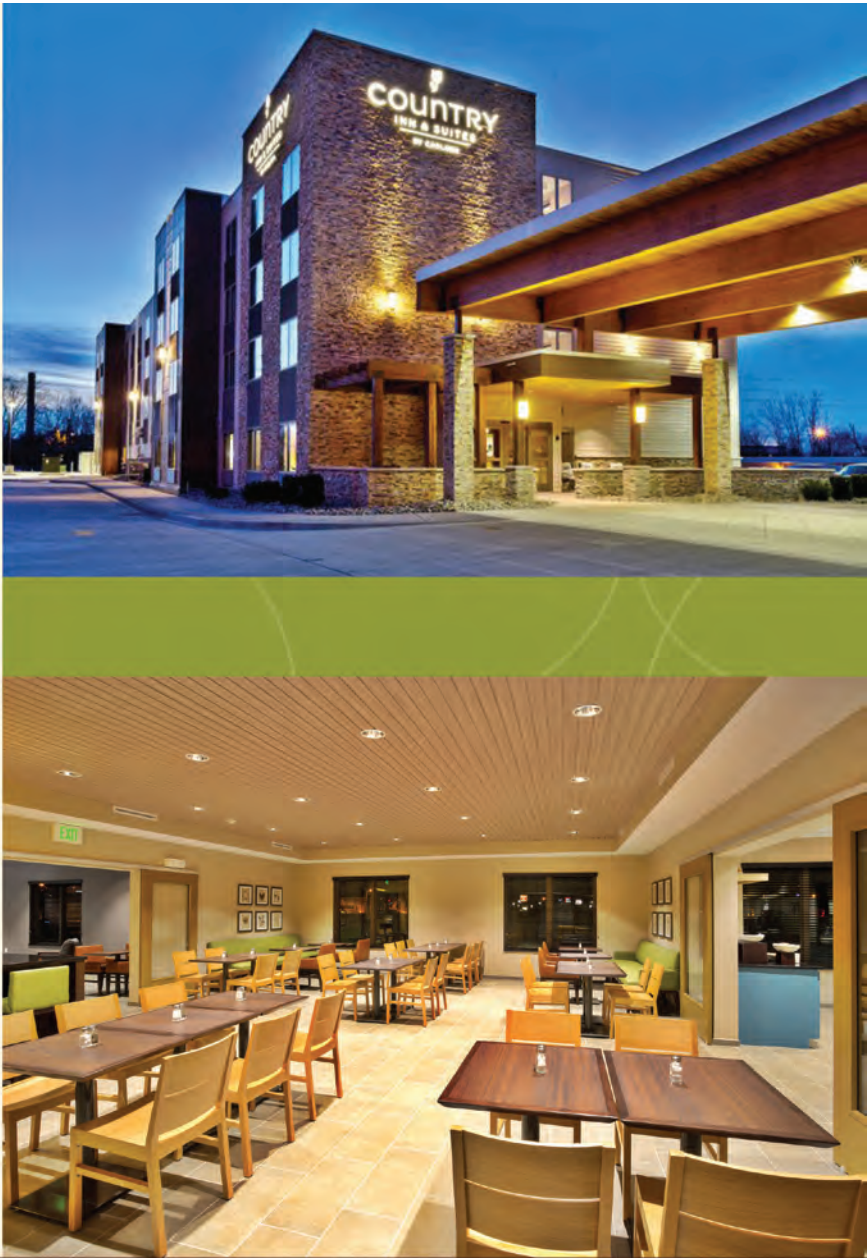
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Volunteers for the Animal Protective League  
Wants to write and illustrate a children's book series  
Favorite subject in school was art

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# Positive change for Springfield Jaycees

By Teresa Paul



Amanda Long

Springfield Jaycees president Amanda Long joined the civic organization in June 2014 with a motivated goal of bringing life back to the membership.

Long, who is executive assistant to the Springfield chief of police, saw the urgency and importance of getting the word out about what a great organization the Jaycees is for the community and to its members.

The Springfield Jaycees is a leadership training and civic organization for people between the ages of 18 and 40. Areas of emphasis are business development, management skills, individual training and community service.

The local chapter has been in Springfield for 86 years. The overall mission of the organization is to provide development opportunities that empower young people to create positive change.

"We started out last July when I joined with one active member," Long said. "I was talking to this member about the Springfield Jaycees.

"I think (declining membership)

is something that is happening in organizations," Long continued, "but across the United States in terms of generational differences, other means of communication have contributed to the decline in membership. Once I learned the mission and the vision of the organization I knew some people who would probably get behind that."

Long talked to friends about the Springfield Jaycees. "Then those friends got a couple of their friends to join and their friends did the same," Long said. Fourteen months later, the organization is up to 44 members.

"I did not want to see a long-running organization, that had done so many great things for the community, die," Long said.

The Springfield Jaycees each year puts into place a plan of action and tries using each event to help their members develop leadership skills.

"We have a project management guide which is a manual for running an event," Long said. "You really do not know what goes into an event until you put one together. It takes a lot of work, dedication, passion and heart for these members to do what they do."

Long attributes her dedication to the Jaycees to her sense of civic duty. "As the president of the organization I strive to

motivate our members," she says. "Any member can submit a proposal for a project using the project management guide and submit it to the Springfield Jaycees board," she said. "The board then determines if the project is workable." However, there has never been a project submitted that has been turned down. "We want them to be reasonable in their request but we do not want them to be afraid of failure."

There are more than 5,000 chapters of the Jaycees with over 200,000 members in 120 countries around the world. "We are unique in the aspect that we get support from the Illinois Jaycees and through other local chapters in Chatham, Springfield and Bloomington," Long said. "Each chapter oversees their own budget. They create their own plans. No two chapters are exactly the same." There is a monthly general assembly hosted by the Illinois Jaycees where local chapters are recognized and trainings are offered.

The Springfield Jaycees Beerfest, the organization's big annual fundraising event, is set for Oct. 24 in the Expo Building at the Illinois State Fairgrounds. Paid admission gets you a four-ounce tasting glass, with drink tickets available for purchase. The money raised from the event will go back to the chapter, which in turn will use the funding for other projects

and initiatives.

As soon as Beerfest is completed the Springfield Jaycees will go right into building a float for the Christmas parade, set for Saturday, Dec. 5. "It is a way for people in the community to get in the spirit of Christmas," Long said. "We do the float in conjunction with The Coalition of Rainbow Alliances (CORAL)." This year's theme will be "Rock 'n' Roll Christmas." Planning has already begun for the Springfield Jaycees Fourth of July celebration.

Reier Deloney, stationary engineer at Alzina Building at 100 North First Street, joined the Springfield Jaycees in July 2015. "The attraction for me to join the organization is I could see the Jaycees has a very hard-working membership and is active in the community," Deloney said. "The members think about the organization before they do their own interests. I have my own projects with the Jaycees. Last year I put on an event called the Underdog Crawl with the Animal Protective League on my own. Now I have the opportunity to do the event with the Springfield Jaycees. The Jaycees put in the time that is needed to make an event happen." □

Teresa Paul can be reached at [teresadawn1970@yahoo.com](mailto:teresadawn1970@yahoo.com).

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# ADVERTISING AGENCIES

Source: The advertising agencies. \* - Does not include entire employee count, only reflects those directly working with comprehensive marketing and media services.  
(Listed by number of full-time employees)

	BUSINESS NAME ADDRESS	PHONE (-) FAX (=) WEBSITE (www.) EMAIL	NUMBER OF EMPLOYEES	PARTNERS/ PRINCIPALS	MAJOR CLIENTS	DIGITAL MEDIA	DIRECT MAIL MARKETING	IN-HOUSE PHOTO. VIDEO	PROMO/ EVENT MARKETING	PUBLIC RELATIONS	TRADITIONAL ADVERTISING	YEAR EST'D
1	<b>Systemax Corporation</b> 4501 Alex Blvd. Suite A Springfield, IL 62711	217-546-6646 www.systemaxsolutions.com bjackson@systemaxsolutions.com	38	Brett Jackson, Steve Jackson	Alliance Bank, Bank & Trust, Petefish Skiles & Co., CNB Bank & Trust, Bear State Bank, Bank of Urbana, South Louisiana Bank, Roxboro Savings Bank, Gas & Electric Credit Union, Honda Federal Credit Union, Members Exchange Credit Union, Community Bank of Trenton, Tri-County Bank, North Georgia Credit Union	✓	✓	✓	✓	✓	✓	1982
2	<b>HPR Marketing &amp; Consulting Group</b> 3130 Chatham Rd., Suite A Springfield, IL 62704	217-698-2023 217-698=2024 hprmarketing.com info@hprmarketing.com	12	Wally Hamlin	Nudo Products, Marlite, Midwest Folding, PRS Group, Tom Ware Holdings (franchise JB Hawks), Ryan Electrical Solutions, Springfield Area Home Builders Association, Springfield Plastics Inc., Buraski Builders, Schwieterts Cones & Candy, DeKalb Sycamore Chevrolet, Growth Corp, Wes Finch Auto Plaza, Ronald McDonald House Charities of Central Illinois, Sparc, City Motor Company, AMBUCS, Bridge Care Suites, Fritsch Custom Finishes, Midwest Garage Door Co., Mike Williams Plumbing, Nicoud Insurance	✓	✓	✓	✓	✓	✓	2001
3	<b>HIP Advertising</b> 2809 Mansion Road, Suite A Springfield, IL 62711	217-789-4447 217-789=4441 hipadvertising.com mhoffman@hipadvertising.com	10	Myra L. Hoffman	American Lung Association (Ill. Tobacco Quitline), BJ Grand Salon & Spa, Burrus Hybrids, Butler Funeral Homes, Central Illinois Builders Association, CES, Colorific, do. Active Products, Halverson Construction, KEB, LLCC Foundation, Orthopedic Group at Springfield Clinic, Renken Dentistry, Schon Dental, St. Agnes School / Parish, Tom Lange Co., Sensible Innovations, USCA, Vision Care Associates, Zara's Collision Center	✓	✓	✓	✓	✓	✓	1993
4	<b>Advanced Media Placement (AMP)</b> 900 Community Drive Springfield, IL 62703	217-241-1700 217-241=1701 illinoisamp.com jholman@illinoispress.org	6*	Illinois Newspapers	Ameren, American Lung Association, Coventry Healthcare, Illinois Department of Public Aid, Illinois EPA, Illinois Secretary of State, Illinois State Bar Association, Subway, Office of the Illinois State Treasurer	✓					✓	1865
5	<b>Omni Communications Group, Inc.</b> P.O. Box 9620 Springfield, IL 62791	217-523-0503 217-697=0499 omniideas.com info@omniideas.com	4	Jill Schuller-Kinnett	IL Dept. of Employment Services, Garrison Group, Peterman Financial Group - Money Concepts, Springfield Art Association, Sagamo Chapter Credit Union	✓	✓		✓	✓	✓	1992
5	<b>Monticello Media LLC</b> 104 N. 6th Street Springfield, IL 62701	217-585-0501 217-585=0507 monticellomedia.net info@monticellomedia.net	4	Scott Troehler	DND	✓	✓	✓	✓	✓	✓	2009
6	<b>Targeted Marketing Resources,</b> 3901 Wood Duck Drive, Ste A Springfield IL 62711	217- 546-8194 targetedmarketingresources.com larissa@targetedmarketingresources.com	2	Larissa Hansen	Allegra Network/Alliance Franchise Brands; Central Illinois Community Blood Center; Craig A Backs, MD, LLC; Forever Home Feline Ranch; Formea Insurance Group; genHkids; It's a Wrap/My Name on Stuff; Jane Hay Sales & Staging; Lift & Firm Day Spa; School Specialty, Inc; Springfield Urban League; The Center for Prevention	✓	✓		✓	✓	✓	2009
6	<b>Encore Consulting</b> 3309 Robbins Road, PMB 204 Springfield, IL 62704	217-816-5415 encoreconsulting@gmail.com	2	Terri Noel	Bella Milano, Best Version Media, Coonrod Financial Group, Don Smith Paint Co, PJP Autos, AGT Publishing Inc., Roberts Automotive/ Car Quest Auto Parts, R. Stoller Insurance Products, The Barrel Head, Welcome Home Realtor Team, and Wood Printing/Dynagraphics	✓	✓	✓	✓	✓	✓	2003
6	<b>Gem PR &amp; Media</b> Springfield, IL	217-391-4302 gemprmedia.com hello@gemprmedia.com	2	Gemma Long & Chris Long	SJR New Media Group, Lincoln Land Community College, AlignLife of Springfield Chiropractic Center, LeaderOne Financial, The KC Sullivan Real Estate Team, Just Right Eating, Boston Door Company & Superior Sound Entertainment.	✓	✓	✓	✓	✓	✓	2013
6	<b>Red Pine Creative</b> 833 S. Douglas Springfield, IL, 62704	217-725-1632 redpinecreative.com redpinecreate@gmail.com	2	Travis Cox	Brookhills Golf Club, Elegant Bridal Expo, Osaka Japanese Restaurant, The Chiropractors of Springfield, Trailhead Healing Arts Center, Grinder's Gear Review, Capitol City CrossFit, Spoon Baking Company, Elite Dance Studios.	✓		✓	✓	✓	✓	2015
7	<b>Corbin Design</b> 16963 Vaneman St. Petersburg, IL 62675	217-636-8947 217-636=8943 deana@corbindesign.net	1	Deana Corbin	Animal Protective League, Illinois Ventures for Community Action, Looking for Lincoln Heritage Coalition, Illinois Association of Community Action Agencies, Angel of Hope and A Walk to Remember	✓	✓				✓	2002
7	<b>Fine Tune Creative</b> 2228 Cloverfield Lane Springfield, IL 62711	217-622-6363 pzubeck@msn.com www.finetunecreative.biz	1	Perry Zubeck	The Curve Inn, Weebles Bar and Grill, Arizona Tile, Cleanview Glass, Inc., Zillion's Chili, OCD Cleaners and Illinois Casino Gaming Association.	✓	✓	✓	✓	✓	✓	2013



# PRINT SHOPS

Sources: The Individual Print Shops.  
(Ranked by number of employees)

	BUSINESS NAME ADDRESS	PHONE (-) FAX (=) WEBSITE (www.) EMAIL	OWNER(S)	NUMBER OF EMPLOYEES	UNION SHOP	AREAS OF SPECIALTY	YEAR EST'D
1	<b>Production Press</b> 307 E. Morgan Jacksonville, IL 62650	217-243-3353 217-245=0400 productionpress.com	Brad Racey, general manager; Steve Reveal, plant manager	30	No	Commercial printing, 1 to 5 Heidelberg presses, color scanning, full binding, die cutting	1929
2	<b>Frye-Williamson Press, Inc.</b> 901 N. MacArthur Blvd. Springfield, IL 62702	217-522-7744 217-522=7785 fryewilliamson.com info@fryewilliamson.com	Richard Serena, Lynn Serena	21	Yes	Making clients happy	1968
3	<b>Capitol Blueprint, Inc.</b> 1313 S. First St. Springfield, IL 62704	217-523-1003 217-523=7770 capitolblueprint.com jobs@capitolblueprint.com	Rick Reed	19	No	Xerox & Color Copying, Digital Copying, Blueprinting, Large- Format Color Copying, Finishing Services, Magnets, Business Cards, Brochures, Canvas Prints, Newsletters, Notepads	1954
4	<b>A &amp; B Printing Service, Inc.</b> 2122 N. Republic Springfield, IL 62702	217-789-9034 217-789=9170 anbprinting.com anbprinting@sbcglobal.net	Randy Bruso, Elmer J. Bruso, Charlotte Bruso	12	Yes	Offset Printing, Digital Color Reproductions, Direct Mail Services, Carbonless Forms, Business Cards, Signs / Banners, Custom Decals, Advertising Specialties	1993
4	<b>Color World of Printing</b> 612 S. Dirksen Parkway Springfield, IL 62703	217-753-1049 217-528=5407 colorworldofprinting.com	Jerome Watson	12	No	Digital & offset printing, letterhead & envelopes, business cards, brochures, forms, publications, 1-4 color, high-speed digital color plus black and white copies, professional graphic design & promotional items (bags, cups, pens and more)	1971
5	<b>ISI Printing</b> 5119 Old Route 36 East Springfield, IL 62707	217-523-8422 217-523=2484 isiprinting.com customerservice@isiprinting. com	Jim Palazzolo	10	No	Full Color Printing, Business Forms, Wide Format Banners/ Vinyl Lettering, Foil Stamping, Mailing Services, Color Copies, Embroidery	1979
5	<b>Modern Mailing &amp; Printing</b> 150 Forrest Ave. Springfield, IL 62702	217-522-2780 217-522=2883 modernmailingandprinting.com ron@modernmailingandprint- ing.com	Ron Kamerad, Mary Ballard	10	No	Direct Mail, Mailing Lists, Letterhead, Envelopes, Brochures, Booklets, Carbonless Forms, Newsletters, Mailers, Digital Color Copying, Commercial Offset Printing	1974
5	<b>Star Graphics &amp; Media</b> 621 E. Monroe St. Springfield, IL 62701	217-744-7225 217-744=7227 stargraphicsmedia.com contact@stargraphicsmedia.com	Robert Koch	10	Yes	Large Reprographics, Trade Show Displays, Digital Printing, Vehicle Graphics, Banners, CD/DVD Duplication, Screen Printing, Embroidery, Jeweled Shirts, Heat Press Products, Engraving	1998
6	<b>Emerson Press</b> 103 W. Dodds St. Diversnon, IL 62530	217-628-3441 217-628=3606 emersonpress.net emersonpress@comcast.net	Leonard & Jane Emerson	9	No	Full service commercial printer – offset, digital copying, forms, brochures, letterheads, envelopes and bus. cards. Foil stamping and die-cutting. Large format including signs, banners and canvas prints. Promotional products.	1968
7	<b>Rudin Printing Company, Inc.</b> 927 E. Jackson St. Springfield, IL 62701	217-528-5111 217-528=7699 rudinprinting.com info@rudinprinting.com	Carl P. Rudin; Chris Rudin, Manager	8	No	Premium Quality Color Printing, Booklets, Newsletters, Graphic Design, Brochures, Letterheads, Envelopes, Business Cards	1956
7	<b>Solution Printing, Inc.</b> 3135 S. 14th St. Springfield, IL 62703	217-529-9700 solutionprint.com info@solutionprint.com	Steve Shelton, Greg Shelton	8	No	Digital, Offset, Large Format, Graphic Design	2003
8	<b>Springfield Reprographics, Inc.</b> 1620 S. Fifth St. Springfield, IL 62703	217-523-4632 217-544=6570 springfieldrepro.com service@springfieldrepro.com	Steve Wakefield	7	No	Wall/Window Graphics, Vehicle Graphics, Banners/Signage, Canvas Color Prints, Printer Toners/Inks, HP Printer/Plotter Repair, Business Cards, Postcards, Flyers, Brochures, Digital Blueprints, Project Manuals	1920
9	<b>GM Services</b> 2785 S. 11th St. Springfield, IL 62703	217-744-8700 217-744=8740 gm-serv.com printjob@gm-serv.com	Jim Good, Dave Magowan	6	No	Quality Color Printing, Business Cards, Letterhead, Envelopes, Newsletters, Forms, Books, Manuals, Spiral Binding, Laminating, Quality Design	2005
10	<b>J. Gooch and Associates</b> 140 W. Lenox Ave. Springfield, IL 62704	217-522-7575 217-522=9355 goochandassociates@gmail.com	Jim & Sherry Feagans	5	No	Books, Brochures, Newsletters, Full Color, Business Forms, Magazines, Digital Copying - Color / Black & White	1972
11	<b>Tailored Printing, Inc.</b> 4855 Sage Road Rochester, IL 62563	217-498-1057 217-498=1157 tailoredprinting.com kevin@tailoredprinting.com	Kevin J. Slot, Evelyn K. Slot	4	No	Online Print Shop for Full Color & Large Format. Online Company Stores for Buying or Selling Print, Promotional Products and Apparel, Single Source Brand Management	1994



CATERERS

Sources: The caterers  
(Listed alphabetically)

	COMPANY NAME ADDRESS	PHONE (-) WEBSITE (www.) EMAIL	OWNER(S)	MIN/MAX SERVED	PRICE RANGE PER PERSON	MENU SPECIALITIES	TYPES OF EVENTS CATERED	YEAR EST'D
1	Arena Food Service, Inc. 3101 Greenhead Drive, Suite B Springfield, IL 62711	217-698-2944 arenafoodservice.com info@arenafoodservice.com	Shaun Moore and Sherri Madonia	25-5,000	varies	Hors D'oeuvres	Galas, Fundraisers, Corporate and Private Events, Weddings, Class Reunions	1985
2	5Flavors Catering 3033 Clearlake Ave. Springfield, IL 62701	217-787-4654 5Flavors.com Info@5Flavors.com	Chip Kennedy, Josh Lindvall, Josh Sonneborn	30-2,000	\$25-\$50	Playful spins on old classics to cutting edge contemporary cuisine and custom menus created just for you!	Intimate gatherings to fund- raising galas and everything in between including weddings and corporate events	2009
3	Hamilton's Catering 101 Main Street Franklin, IL 62638	217-675-2720 hamiltonscatering.com info@hamiltonscatering.com	George Hamilton	50-5,000	\$8 and up	Prime Rib, Pork Loin with Bourbon/ Peach Glaze, Parmesan Crusted Chicken, Fried Chicken	Weddings, Holiday Parties, Business Parties, Family Events, etc.	1913
4	Nelson's Catering 3005 Great Northern Rd Springfield, IL 62711	787-9443 Nelsonscatering.com Info@nelsonscatering.com	Josh Lindvall, Jeff Lindvall	10-10,000	\$8-\$30	Grilled foods	Corporate, non-profit, private	1995
5	Poe's Catering 295 East Andrew Road Springfield IL 62707	217-487-7601 poescatering.com poecater@msn.com	Lance Poe	20-5,000	varies	Fried Chicken, BBQ, family recipes	All	1997
6	Secret Recipes Catering 3086 Normandy St. Springfield, IL 62703	217-585-1100 SecretRecipesCatering.com Info@SecretRecipesCatering.com	Josh Lindvall, Chip Kennedy, Josh Sonneborn	30-2,000	\$15-\$30	American Home Style Cuisine. Chick- en Romano and our Cheesy Potatoes are fan favorites!	All	2003
7	Turasky's Catering 1020 West Jefferson Springfield, IL 62702	217-626-2803 turaskyscatering.com tony.turasky@live.com	Tony Turasky	30-50 & up	varies	On-site Grilling, Stuffed Pork Chops, Roast Beef Top Round with Au Jus Gravy, Marinated Grilled Chicken Breasts, Pulled Pork, Italian Beef, Ribeyes and Ribeye Sandwiches	Wedding Receptions, Golf Outings, Company Picnics, Company Parties, Corporate Events, Banquets, Fundraisers, Etc.	1978
8	Twyford BBQ & Catering 2562 Twyford Road Jacksonville, IL 62650	217-370-2274 217-370-6353 twyfordbbq.com randy@twyfordbbq.com	Randy & Marla Twyford	25-500	\$10-\$50	BBQ ribs, brisket, pork, whole hog roasts, pork loin, chicken	Food truck locations, festival vending, drop off, buffets for corporate events and employee appreciation, weddings and other social events.	2008

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### PFA celebrates four-year anniversary

On Oct. 1, the partners and employees of PFA Tax and Accounting Professionals celebrated their fourth anniversary. PFA Tax and Accounting Professionals (formerly Professional Funeral Alliance) was established Oct. 1, 2011, in a temporary location with 10 partners working toward a common goal and within six months, growth prompted them to lease their current location on Pleasant Run on Springfield's west side. In 2014, PFA Tax and Accounting Professionals purchased Lynn & Associates CPA's and added a new Farm Division. PFA currently serves over 180 locations across the United States. Services provided include accounting, tax planning and preparation, financial analysis, business valuations, succession and estate planning and other consulting services. PFA is a 100 percent employee-owned company. Professional Funeral Alliance officially changed its name in June 2014 to PFA Tax and Accounting Professionals.

### Edgewise recognized for work in Cairo

Edgewise Consulting is part of a community planning team that has been named the recipient of the state's top Community Outreach Award by The Illinois Chapter of the American Planning Association (APA). The award, which will be presented at the Illinois APA's annual conference in October, recognizes the team's work to engage citizens in the development of the 2014 Cairo Comprehensive Plan. The team was led by planning consultancy GCR, Inc. of New Orleans. "The fact that our team included a public relations firm like Edgewise was instrumental in helping us

properly set the stage for good interaction and ultimately, planning," said Dwight Norton, senior planner with GCR, Inc. Cairo is among the poorest communities in Illinois; this year MSN ranked it the 12th poorest community in the United States. It was clear to the planners that, beyond the task of creating the actual comprehensive plan, there was a need to build community morale and instill resident ownership in the city's future trajectory.

### ILMO Medical Gases announce new specialist

ILMO Medical Gases has announced the promotion of an employee to a newly formed industry specialist position to serve across all ILMO locations. Brandon Large will assume the role as Medical Gas Specialist on Oct. 1, 2015. The Medical Gas Specialist will serve existing and prospective



Brandon Large

customers when procuring medical gases and equipment as well as oversee market plans and sales strategies for the company based on medical/health care customer needs. Large joined ILMO's Quincy team in 2014, after 15 years of progressive leadership, strong customer service, sales and FDA compliance management for one of the largest U.S. home health care companies. "With 15 years' experience serving medical industry buyers, end users, and professionals, I can relate with many challenges our customers face on a daily basis; hospital readmissions, competitive bidding, testing requirements

on insurance approval for gases," Large said. "I look forward to being the resource our customers value."

### Mall names new director of marketing and business development

Simon, a leading global retail real estate company, has named Sophia Piersma as the new director of marketing and business development at White Oaks Mall. The Springfield native's responsibilities will include direction and oversight of marketing strategy and planning, as well as building relationships with



Sophia Piersma

mall retailers and the Springfield business community at large. Piersma brings with her more than 10 years of relevant experience. Most recently, she worked as director of sales and marketing for the Illini Country Club, where she was responsible for recruiting and retaining club members through creative marketing and engaging social events. She holds a bachelor's degree from the University of Illinois Springfield, plus a master's degree in management and organization behavior from Benedictine University, where she graduated Magna Cum Laude. "Sophia has proven to be an effective leader and a successful marketing strategist," said Nicholas Strause, general manager of White Oaks Mall. "Her dedication to the Springfield community and impressive experience make her a perfect fit for White Oaks Mall." An active community member, Piersma takes pride in the development of her community and is excited to reinforce White Oaks Mall as central Illinois' premier fashion destination.



PHOTO COURTESY OF CHARMING CHARLIE

### Charming Charlie boutique opens

Charming Charlie, a rapidly growing women's contemporary jewelry and accessory retail franchise, is now open at White Oaks Plaza in Springfield. The new location is a 5,000-square-foot boutique. To celebrate the store's grand opening, the store offered the first 100 customers an exclusive discount ranging from \$5-\$100 off their purchase. Known for carrying a wide array of accessible fashion accessories merchandised by color, the new Charming Charlie store in Springfield offers a full range of products including fashion jewelry, handbags, small leather goods, scarves, watches, sunglasses, select footwear and apparel, a special occasion collection, and more. The location showcases the brand's newest retail concept with signature double doors in vibrant pink lacquer and a residential-style interior that mixes feminine, mid-century accents with luxe materials and whimsical details. □

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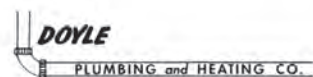
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# 13th ANNUAL 15 UNDER FIFTEEN

AZ-T-CA Mexican Grill

Bath Planet

Capital City CrossFit

Chatham Dental Center

CherryBerry of Springfield

Curry's Family Pharmacy

Donald Staten, DMD

Farmland Solutions

Gypsy Soul

Kyle Killebrew & Company

L&M Gym & Kids

O<sub>3</sub> Internet Consulting

Phoenix Collision

The Chiropractors at  
Springfield Wellness Center

Zelle Title



# 15 UB under FIFTEEN

RECOGNIZING EXCELLENCE IN SMALL BUSINESS



# Curry's Family Pharmacy



## SNAPSHOT

established: 1999  
owners: Tom and Nancy Curry  
employees: 5 full-time,  
7 part-time  
services: Independent Retail  
Pharmacy

1275 North 7th St.  
Riverton  
217-629-7001  
curryfamilypharmacy.com  
currysfp@sbcglobal.net

Photo by Terry Farmer

## PROFILE

Registered pharmacists Tom and Nancy Curry started their own pharmacy in 1999. Both had worked for big chain pharmacies for several years and saw this as an opportunity to be their own boss. Three years ago they brought on a third pharmacist – their niece, Natalie Howes.

“We wanted to be involved in the decision making and help out the community,” said Tom. He and Nancy are very involved in the Riverton community.

Business is going well. “We have quite a loyal customer base,” said Tom. They believe in taking care of and getting to know their customers and offer free prescription delivery service to the Riverton and Springfield area.

The pharmacy offers prescription services, comprehensive medicine reviews and immunizations and also carries a line of Dr. Comfort diabetic footwear. Six years ago, the Currys put in an old-fashioned soda fountain. They have an extensive front end, and sell specialty items and a full line of giftware.

They believe in going above and beyond for their customers and are always available to answer questions. “It’s all about customer service,” said Tom. The Springfield Clinic has a rural health clinic adjacent to the pharmacy.

“Come out and visit the soda fountain,” said Nancy.

# L & M Gymnastics



## SNAPSHOT

established: 1975  
owners: Leroy and Merrill  
McDaniels  
employees: 6 staff, 6 volunteers/  
interns  
services: Gymnastics School

2717 South 11th St.  
Springfield  
217-753-2613  
Landmgym@gmail.com

Photo by Terry Farmer

## PROFILE

“Gymnastics is the grandmother of all sports,” said Merrill McDaniels. She and her husband, Leroy, are both Springfield natives and have been “developing strong healthy future leaders” for 40 years and essentially put gymnastics on the map for the City of Springfield. They have been at their present location for eight years.

The gym opened with 25 families and today is training a second and third generation of young athletes. In 1972, Leroy started the Flip Flops, Springfield’s first tumbling team, and from this group the couple started their own gymnastics school. All but one of their coaches grew up at L & M.

“When we started out, we didn’t know we’d make such an impact,” said Merrill. The school sponsors competitive male and female gymnastics teams and encompasses tumbling, trampoline, cheerleading and double-mini for ages two through 16 for males and two through adult for females. The school pulls students from within a 70-mile radius of Springfield and offers classes from novice through professional.

The couple would like to secure their own building in the future. “That’s always on our goal list,” said Merrill.

# Kyle Killebrew & Co.



## SNAPSHOT

established: 2007  
owner: Kyle Killebrew  
employees: 2 employees,  
3 salespersons  
services: Real Estate

3701 West Wabash Ave.  
Springfield  
217-321-8210  
kylesells.com  
kyle@kylesells.com

Photo by Terry Farmer

## PROFILE

Kyle Killebrew got his real estate license in 2004 but didn’t plan on using it. Instead, he wanted to mow grass. He credits Bill Lash and Pat Reagan with turning things around and teaching him the real estate business.

He worked for Realty 100 until it merged with The Real Estate Group in 2007. He feels his age gives him a competitive advantage because there’s been a technological shift in the real estate industry. “Real estate has gone virtual,” he said.

He strives to take away the pressure people are under when planning a move and goes above and beyond for his clients. “I’m a problem solver,” he said. He loves figuring out creative solutions to problems and finds a sense of humor a good attribute.

“Springfield is an excellent place to have a real estate career,” he said. He handles a large volume of sales and was named one of the top 30 under 30 in the country by the National Association of Realtors.

He’s always learning. “This industry is changing so fast it’s imperative to stay on top,” he said. “It’s important to get out of your market and see what’s going on.”





# Az-T-Ca Mexican Grill

## SNAPSHOT

established: 2007  
owner: Nicolas Paz  
employees: 4 full-time,  
4 part-time  
services: Mexican Restaurant

2753 Chatham Rd.  
Springfield  
217-546-6906  
aztcamexicangrill.com  
info@aztcamexicangrill.com

Photo by Terry Farmer

## PROFILE

Nicolas Paz learned to cook from his grandmother when he was six years old. He grew up in Bolivia, where he was trained to utilize whatever ingredients were around. "I learned to be very efficient in the kitchen," he said.

After he graduated from college there weren't any jobs so he decided to create his own opportunity and hire himself. He opened a Mexican restaurant because in the Midwest it was difficult to find the ingredients he needed to prepare South American dishes.

"I pass my culture on through my cooking," he said. "I am feeding you as my family."

He prepares everything from scratch, using only the finest, freshest ingredients. He wants customers to feel like they are in his kitchen and to have a good dining experience. It's that personal touch that sets his restaurant apart.

He has outgrown his original space thanks to his loyal customers and plans to expand into the building next door, where he wants to offer a tapas menu with a full bar. His 13-table restaurant currently seats 50.

"I started with a dream and now it's a reality," he said. "I want to share my story with people."

# Dr. Donald Staten



## SNAPSHOT

established: 1990  
owner: Dr. Donald Staten  
employees: 7  
services: Dental Practice

2041 West Iles Ave., Ste. B  
Springfield  
statendentistry@gmail.com

Photo by Terry Farmer

## PROFILE

Dr. Donald Staten has been practicing family dentistry since 1987 when he joined the dental practice of Dr. Robert Norton. Following Dr. Norton's retirement three years later, he took over the practice. He shares his practice with Dr. Kathleen Woodruff and her assistant.

Dr. Staten offers preventative, restorative and cosmetic dental services for all ages. He's always there for his patients, who he thinks of as family, many of whom he has watched grow up. Indeed they are a loyal group, with some traveling from St. Louis, Wood River and even Chicago for appointments.

Business is good. "I stay nice and busy," he said. "I couldn't ask for anything more."

He values his staff, some of whom have been with him more than 10 years. "I have a warm group of employees that care," he said. "Everybody's pretty close."

He would like to pass his practice down to someone who shares the same fervor he has for taking care of patients. He's not ready to retire.

"I love what I do," he said.



# The Chiropractors at Springfield Wellness Center

## SNAPSHOT

established: 2007  
owner: Dr. Nick Silveri  
employees: 11  
services: Chiropractic Services

1000 South Durkin Dr.  
Springfield  
217-726-0422  
silverichiro.com  
nsilveri1@hotmail.com

Photo courtesy of Springfield Wellness Center

## PROFILE

"I want this to be the best wellness center in central Illinois," said Dr. Nick Silveri. His office provides an array of services, including chiropractic, acupuncture, physical therapy, personal training, meditation instruction, nutrition and massage. "The services we provide are unparalleled."

He recently opened a rapid recovery center, which offers a collection of equipment new to the area, including a cryosauna, antigravity treadmill, deep tissue laser, hyperbaric chamber, decompression table and compression recovery boots. "We have the ability to help the patient on a whole other level," he said.

He is always pushing the envelope – one of the keys to the success of his business. The other is his team of staff, doctors, therapists and trainers.

Individuals can sign up for an eight-week wellness program that focuses on putting all the pieces for good health together. The structured program helps people break their unhealthy habits. "A lot of problems can be reversed or avoided in the first place," he said.

His goal is to provide the absolute best service that he can for patients and the community and to continue to innovate and stay on the cutting edge of natural health care.



# CherryBerry Springfield



## SNAPSHOT

established: 2011  
owners: Denise Cash Hlad,  
Jeff Cash, April Cash  
employees: 9 part-time  
services: Self-serve Frozen  
Yogurt Shop

2671 Chatham Rd.  
Springfield  
217-726-9955  
cherryberryyogurtbar.com  
cherryberryspringfield@gmail.  
com

Photo by Terry Farmer

## PROFILE

Dallas and Robyn Jones started CherryBerry in Tulsa, Oklahoma, and originally planned to open three stores. Jeff Cash and his wife, April, knew the couple, and Jeff and his sister, Denise, partnered to become the first licensees.

"We provide a fun creative environment where you can get a healthy frozen dessert," said Denise. The store sells 14 flavors of frozen yogurt and 40 toppings on a rotating basis. Customers can build their own creations.

The goal is to remain competitive in the frozen dessert market and continue to provide customers with a tasty treat and friendly environment. Unlike most chains that use a powdered mix, the store sells an all-natural dairy product with active cultures that's "legally addictive."

The store is available for charity fundraisers and donates up to 20 percent of the proceeds back to the organization. It also has a party room which can be reserved at no charge.

When the store rotates out flavors, any unused portion that hasn't expired is donated to Helping Hands or dished up free of charge to customers.

"I'm known as the CherryBerry lady," said Denise.

# Farmland Solutions



## SNAPSHOT

established: 2009  
owners: Kent Kraft and Robert  
Woodrow  
employees: 1 part-time  
services: Farm Management,  
Consultation and  
Brokerage

320 South Crossing Rd.  
Sherman  
217-496-3500  
farmlandsolutionsllc.com  
kentkraft@farmlandsolutionsllc.  
com

Photo by Terry Farmer

## PROFILE

Kent Kraft and Robert Woodrow are real estate brokers and property managers specializing in agriculture. They help farmland owners who are not farmers take care of their investments. Every farm is different.

Both grew up on family farms, Kent in Iowa and Robert in Tazewell County. "Most farmland is owned by non-farmers," said Kent.

Their "muddy boots" philosophy sets them apart from other farm management companies. Rather than just sit behind a desk, they visit the properties they manage. "We put a lot of miles on our vehicles every year," said Kent.

The job is challenging. "Something new comes up every day," said Kent. Business is good. They manage just under 40,000 acres. Kent manages properties across the belt of Illinois from the Mississippi River to the Indiana border, including Iowa; while Robert manages properties in Illinois, Wisconsin and Minnesota.

Their goal is to continue to provide exceptional farm management services to their clients. "We're a fairly well kept secret," said Kent.

# O<sub>3</sub> Internet Consulting



## SNAPSHOT

established: 2007  
owner: Carol Kneeder  
employees: 1 part-time  
services: Internet Marketing

Springfield  
O3internet.com  
ontarget@o3internet.com

Photo by Terry Farmer

## PROFILE

Carol Kneeder offers an array of Internet marketing services to nonprofits and business owners, including website design, social media marketing, search engine optimization and email marketing. She is starting to see significant growth outside Springfield.

"I work with clients to help them accomplish their goals," she said. She does most work in-house, but will outsource specialty work. She works with clients to turn projects around on their timeline.

Many of her clients know they need a website but don't know what to put on it. She helps clients focus on who they are and what they want to do more of. She tells clients "their website has goals just like their business." Clients need to prioritize and focus on the message they want their website to convey.

She enjoys learning about other businesses and nonprofits and what drives them. If their website doesn't reflect this, people won't pick up the phone.

She provides businesses with the tools to run their own websites although she will work with clients on technical issues. "You can never know somebody's business as well as they know it," she said.

"I understand what it takes to run a business," she said.





# Gypsy Soul

## SNAPSHOT

established: 2012  
owner: Sue Schwartz  
employees: 0 – Those who work there rent space that determines the number of days each works each month.  
services: Artsy Boutique

2939 Montvale Dr.  
Springfield  
gypsypsoulcollective.com  
Chads4@msn.com

Photo by Terry Farmer

## PROFILE

Sue Schwartz and her family have moved around quite a bit. When her children would ask why they were moving again, she would say: “We’re gypsies. That’s what gypsies do.” Hence came the name of her latest boutique.

She started the first artist co-op in Springfield after a trip to Jerome, Arizona. “I’ve always enjoyed painting and designing different things but didn’t know how to get my products out there,” she said. She figured other artists had the same problem so she opened Studio on 6th in 2004 and sold it two years ago.

She offers a fun, happy shopping environment for customers. The boutique carries clothing, jewelry, accessories, home goods, baby items, workout wear and American-made shoes and boots.

“We provide customers with great service at a great price-point,” she said. She features work from local artists, including Jackie Ralph, Anjanette Myren, Jeannie Cox, Vicki Baxley, Cathe Pierce, Jennifer Lowe, Cindy Ryan and Lynell Loftus.

Everyone bet against her initially, but her business has taken off. “I’m pleasantly surprised we’ve done so well,” she said, and credits her business ethics to her parents.

“It’s been a fun ride so far,” she said. “You never know what tomorrow will bring.”

# Capital City CrossFit



## SNAPSHOT

established: 2010  
owner: Brian Chandler  
employees: 1  
services: CrossFit Training Gym

1615 West Jefferson St.  
Springfield  
217-726-3817  
c3crossfit.com  
brian@c3crossfit.com

Photo by Terry Farmer

## PROFILE

A friend introduced Brian Chandler to CrossFit. When he graduated, he wasn’t sure what he wanted to do. At the time, CrossFit was making inroads into the Midwest. He decided to take a chance and open his own business.

He opened the first CrossFit training gym in Springfield and since that time has seen phenomenal growth. He has the largest gym in Springfield and draws clientele from Springfield and the surrounding area. “Very few people knew what CrossFit was,” he said. “Now it’s become a household name.”

CrossFit focuses on functional fitness, strength and conditioning. His goal is to improve the health and quality of life of all members. He likes seeing people accomplish things they never thought they could.

He offers one-hour morning and afternoon classes Monday through Friday as well as Saturday morning classes and specialty classes. For those new to CrossFit, he teaches a beginners class, which starts the first Monday of every month.

“There’s a very strong community aspect to CrossFit,” he said. “People like that.”



# Bath Planet

## SNAPSHOT

established: 2006  
owners: Mike and Beth Bulpitt  
employees: 1  
services: Bath and Shower Improvements

523 North Amos Ave.  
Springfield  
217-321-4458  
bathplanet.com  
bathplanetci@gmail.com

Photo by Terry Farmer

## PROFILE

After 20 years working for CILCO, Mike Bulpitt finally decided it was time for a change and went into business for himself. In 2006, his wife, Beth, heard about franchise opportunities offered by Bath Planet. The company installs cost-effective, low-maintenance one-piece tub and shower systems that meet the needs of their customers with accessibility issues.

“It’s the best product out there,” he said. It has earned the Good Housekeeping Seal of Approval. The seal provides a two-year money back guarantee. No other company also offers a lifetime warranty.

Accessibility is a large part of his business. He works with the Veterans Administration and can install ADA-compliant tub and shower systems.

People are staying in their homes longer and are updating their bathrooms. This system makes it easier for people to get in and out of their tub. “The industry knows so many people want this,” he said.

He plans to keep moving forward and would like to hire more employees. He is looking for someone to step into the business, help grow it and eventually take over when he retires.

“This was the best move I ever made,” he said.



# Zelle Title



## SNAPSHOT

established: 1986  
owner: Lee Zelle  
employees: 7 full-time,  
3 part-time  
services: Title Business

1233 South Henrietta St.  
Springfield  
217-789-6161  
zelletitle.com  
sos@zelletitle.com

Photo by Terry Farmer

## PROFILE

Lee Zelle started his business as an experiment to see if it would supplement his income as a real estate attorney. It soon overshadowed his practice.

The full-service agency provides title searches, title commitments and policies, judgment and lien searches, closing services, construction escrow administration and foreclosure searches and can prepare legal documents such as deeds, easements and condominium conversions. His office serves Sangamon County and surrounding counties.

The independent agency represents Chicago Title Insurance Company and First American Title Insurance Company, and is the largest title company in central Illinois. It is based out of the Metz home, which was built in 1908. He purchased the building from David Wilson, a local attorney and developer, and rehabbed it. "I grew up in the area and had always admired it," he said.

His staff consists of problem solvers. He credits the recognition his company receives to senior vice president Jennifer Johnson and her team. Together, his staff has a combined total of more than 100 years of experience in the title industry.

Their staff treats clients like family. "Our goal is for everyone to feel satisfied and happy," said Johnson.



# Phoenix Collision

## SNAPSHOT

established: 2006  
owners: Tressa Hartman and Matt Milkint  
employees: 5 full-time, 1 part-time  
services: Collision Repair

4047 West Jefferson  
Springfield  
217-546-7227  
phoenixcollision.com  
customerservice@phoenixcollision.com

Photo by Terry Farmer

## PROFILE

Like a Phoenix rising from the ashes, Matt Milkint opened Phoenix Collision after the 2006 tornadoes destroyed his former place of employment. He decided to go out on his own, bringing with him more than 13 years of experience. Tressa joined him a month later.

Friends and family were skeptical in the beginning because the business is located off the beaten path, but customers in Pleasant Plains and the surrounding area have been very supportive. They purchased the building in 2011 and opened a storage unit business two years ago.

They do everything from classic car restoration to collision work and offer a lifetime guarantee. "There's a lot of business out this way," said Tressa. Business has increased 40 percent over last year and continues to grow. "We never want to become complacent."

Matt is always interested in new technology. They are adding a state of the art paint booth and converting the former paint booth into an aluminum vehicle repair clean room. They are also investing in new plastic welding technology.

"Our employees are the key to our success," she said.

# Chatham Dental Center



## SNAPSHOT

established: 1985  
owner: Dr. Timothy Lonergan  
employees: 10 full-time,  
2 part-time  
services: General Dentistry

120 North Main St.  
Chatham  
217-483-3545  
chathamdentalcenter.com  
cavitycop@gmail.com

Photo by Terry Farmer

## PROFILE

Dr. Timothy Lonergan provides general dentistry for families. "We're still a small town practice," he said. He is very involved with the community.

He provides a full array of dental services from routine exams and cleanings to crowns and bridges to partial dentures and implants. He became frustrated at the number of patients who couldn't afford dental work because they didn't have dental insurance and began offering a dental membership program. For \$197 a year, patients receive two cleanings, an exam and 20 percent off dental services. "It's been a huge success," he said.

His goal is to be known as the people's dentist. He runs a very family-oriented practice, where patients and staff get to know one another. "I have the best patients on the planet," he said.

He credits his staff with his success. "I would not be in this position if not for my staff," he said.

He bought the lot next door to his current practice several years ago and plans to add on to his current building or construct a new one on the site in the near future.



# CONGRATULATIONS TO OUR PREVIOUS SELECTEES

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

## 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  
Capitol 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  
Nickorbobs Home Decor  
R. R. Ross, D.D.S.  
Springfield Autobody & Towing

## 2010

Benchmark Auto Sound & Security  
Box & Go  
Chatham Collision  
Check Point Tire  
Davis Cleaners

Delano Law Offices  
Luker Dental Care  
Ken's Appliance Service  
Melissa Dowson Vorreyer / Remax  
Micropower Computer

Midstate Meats  
R & M Cyclery  
Star Graphics and Media  
Sunsup Kafe  
Yanni's Gyros

## 2009

11 Acre Studio  
Airmasters, Inc.  
Cajun Lawn Care  
Cummins Engineering Corporation  
Fitness Together

Formed Insurance Group  
Frontline Public Strategies  
Global Printing  
Humphrey's Market  
Illinois Times

The Pizzeria and The Bakery  
Premiere Audio-Visual, Inc.  
The Rock Shop  
Siebert and Sipes Podiatry  
Springfield Trolley Tours

## 2008

Affordable Shred  
B&R Builders  
Beatty Televisual  
Capitol Blueprint Inc.  
Fox Audio Visual

Hot Dog Design  
Incredibly Delicious  
Inn at 835 / Conn's Catering  
Jay Rebman, CMO  
Jim Herron Ltd.

Prairie Dental Group  
Pure News USA  
Robertson Lawn Care Inc.  
Trim  
Work Space Solutions

## 2007

Baskin Robbins  
Beggs Barber Shop  
Bella Boutique  
Boyd's New Generation  
Capital City Speakers Bureau

ID Signs  
Kitty Hawk Travel  
Nation Dental Lab  
Omni Communications Group  
PJP Auto Enterprises

Recycled Records  
Sarah Petty Photography  
Spinner Plastics  
The Studio on 6th  
Tinsley Dry Goods

## 2006

Appearances Skin & Body Centre  
BikeTek Inc.  
Charles Electronics  
China Towne  
Churchill's Eurosport Inc.

The Corkscrew Wine Emporium  
Cullen Communication  
Draperies Unique  
Dycus & Orr Insurance Agency  
Jewelry Service Center

Iris & Ivy  
Melotte Morse Leonatti Ltd.  
Mid-America Advertising Midwest  
Party Creations Inc.  
Springfield Overhead Doors by Hart

## 2005

A&B Printing Services Inc  
Cook's Spice Rack & Chili Co.  
Dellert's Paint & Wallpaper  
Ed Clark Photography & Music  
Goldman's Gourmet Inc

Distinctive Designs  
Max Karpman Furs  
Microchip Computer Solutions  
Pampered Pet Center Inc.  
Rezin Insurance Group Inc.

Ryan Homes & Development  
Sandler Sales  
John Shafer & Associates Inc.  
Trendsetters Design Inc.  
The Wardrobe

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# MMC's Therapeutic recreation

## Community collaboration for cognitive and physical healing

By Catherine O'Connor

Therapeutic Recreation (TR) is an important component of the healing continuum of care for those who have experienced stroke and acquired brain injuries. As an adjunct to the typical physical, speech and occupational therapy services provided at Memorial Medical Center, a certified Therapeutic Recreation Specialist works in the hospital and a wide array of other settings make life better for those dealing with injury to the brain.

Lisa Cline, who has directed Memorial's TR program for more than a decade, guides individuals and groups of inpatients, outpatients and those who are transitioning to independence or even some who left the hospital years ago.

"I always tell patients, 'I'm going to show you the activities and places in the community that can be therapeutic for you.' I'm trying to

teach them that they don't need to rely on me," Cline said. The keys are for patients with brain injuries to adapt, modify and overcome, according to Cline.

Going way beyond social activities that help pass the time, TR is a scientific way to rebuild cognitive and physical function often utilizing low-tech and often low-cost activities that take place throughout the community. Even simple and very enjoyable activities that integrate a mind-body connection can help those who were active before a stroke or severe accident to recapture mobility and rebuild skills.

For example, Cline and her assistants have arranged special swim events at the YMCA, adaptive yoga classes, golf outings and art technique classes which are held at the Springfield Art Association.

In addition, Cline directs a group of stroke



Stroke and brain injury survivors meet regularly at Memorial's Rehabilitation wing to share encouragement and regain important skills. PHOTOS BY CATHERINE O'CONNOR

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and brain injury survivors who meet twice weekly at the hospital to encourage each other, work on craft projects and do simple clerical tasks like folding brochures or stuffing envelopes, to improve communication and fine motor skills.

Once a month, professional speakers and physicians also make presentations to the support group, lending their expertise on topics ranging from medication and treatment strategies to safety and dealing with cognitive and memory deficits after brain injuries.

The success of Memorial's TR program is evident in talking with participants and their family members, who express deep gratitude for Cline's efforts.

Dale Tosh, who experienced a stroke in 2012, travels from Carlinville to attend the group. He said the stroke has slowed him down, but Memorial provided great rehabilitation care and activities. "It helped me learn to do what I used to do, but in a different way – and get over the 'poor me' depression stuff," Tosh explained.

Learning a new skill, such as loom knitting, has brought out a creative side for others, like Lori Groen, who finds it gratifying to use her new-found talent to provide warm hats for Memorial's neonatal care unit and cancer patients.

Mike and Jennifer Malson are a couple who have both experienced multiple medical complications, but like Groen and others in

the group, appreciate the camaraderie and TR activities that help them to keep each others spirits up.

"Growing up, you're taught to be self sufficient and independent. We have learned here to understand that things are not like they used to be – but you're not alone," Mike Malson explained. His wife, Jennifer, agrees that having a sense of humor can also alleviate some of the strain.

Enabling survivors of acute and long-term injury to enjoy healing via trips to ball games, Muni theatre dress rehearsals, fitness classes or simply making dinner together, has made a difference in the lives of many survivors and their families.

"All these things help us to find alternative ways to do therapy, keep active and mobile, instead of 10 repetitions of this and 12 counts of that," said Mackie Cochenour, who has

survived both brain and spinal cord injuries and uses a wheelchair.

"Also when we are out in the community, those with disabilities can be a great inspiration to others," Cline said. □

*Catherine O'Connor served as local government services manager at the Illinois Historic Preservation Agency until her recent retirement.*



Golf pro Dany Baker of Coffeen, far right, donates his time regularly, teaching adaptive golf to Memorial stroke and brain injury survivors, like Erik Welch, as Lisa Cline looks on.

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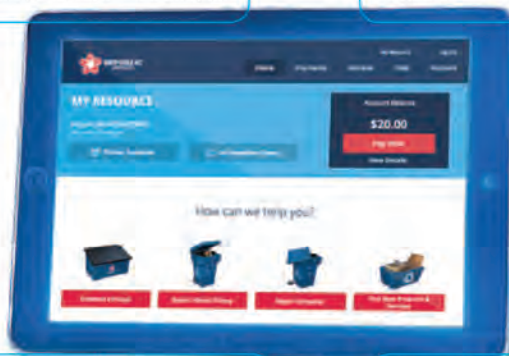
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RESTAURANT REVIEW



PHOTOS BY MARANDA POTTERF

Papa Frank's

By Thomas C. Pavlik, Jr.

Saputo's has long been a staple of the downtown dining scene. They say that if you're not growing you're dying. Well, the Coffey family must have taken that saying to heart, as they've opened up a "Saputo's Italian Restaurant" called Papa Frank's, located out west in the former Tilted Kilt space.

Having previously reviewed Tilted Kilt for the *Business Journal*, I was familiar with what the space looked like prior to Papa Frank's moving in. The transformation was handled very well. The style is traditional with some Italian elements. You'd never know that this was a "jiggle bar" in its prior incarnation. My guests and I appreciated the seating area outfitted with comfortable chairs and coffee tables and the separate bar area ringed with TVs.

Although we ate inside, we did stick our heads into the outdoor patio. This may be one of the nicest I've seen - very tastefully done with sufficient barriers so that the sun won't beat down on you but not so much as to spoil the al fresco sense. Well done.

Thanks to the granite table tops and concrete floor, acoustics were a bit hard. On the other hand, thanks to Papa Frank's cavernous layout, tables are spaced far enough from each other that raised voices are unlikely to be overheard by neighboring diners.

Although I didn't do a line-by-line comparison, Papa Frank's menu looks pretty similar to Saputo's. There's a special lunch menu available from 11 a.m. to 3 p.m.

every day, in addition to the full dinner menu. The lunch menu offerings are priced between \$8 and \$9.75 and come with a choice of meat sauce, Alfredo, marinara or vodka. Meatballs, sausage or mushrooms cost an additional dollar and a house salad tacks on \$3.75 while the Papa Frank's salad costs \$4.75. The main dinner menu is available as well.

As I was running late, my guests arrived before me and pretty much decided that we were eating off the main dinner menu. However, observing those around us, I noticed that the lunch menu options were appropriately sized for the price.

Our fellow diners included several tables of coworkers out for lunch, some of the west side business crowd, and a healthy amount of social diners. Papa Frank's was pretty crowded by 12:30.

We started with the antipasto (\$16 - cheese bread, toasted ravioli, salami, cheese, olives and peppers), the meat and cheese plate (\$16 - prosciutto, salami, cheese and olives) and the bruschetta (\$9.95). Wonderful bread accompanied the gargantuan amounts of food provided by these three starters. Mindful that every bite of food is a precious commodity, it was hard not to devour the whole loaf.

The starters themselves were wonderful, particularly the cheese bread and bruschetta, which was lent some extra zing by Papa Frank's own Italian dressing. I found the chicken wings to be a bit overdone but one of

my guests declared them to be in the upper echelon of the wing hierarchy and even threatened to order another dozen. Cooler heads prevailed.

Unbelievably, we then ordered more food from the main menu - selecting the sausage, beef and cheese poorboy (\$10 - with fries or Italian sausage), the sausage with peppers (\$14.50) and the Papa Frank salad (\$6.50). Only after ordering did I realize nobody ordered pasta (generally my favorite dish), which is a testament to the strength of Papa Frank's menu.

The poorboy was excellent, if a bit of a mess to eat. Had I been with a client it could have been awkward. I opted for the Italian fries, which were a plateful of goodness. These alone are worth the proverbial price of admission.

The sausage and peppers provided a generous helping of quite yummy sausage, but wasn't overpowered with sauce as so often happens. Sometimes less is more and that was true of this dish.

The Papa Frank salad (romaine, red onion, tomatoes and crumbled bleu cheese) was, well, a salad. However, the delicious homemade Papa Frank's dressing kept it from being just a salad. I noticed my guest sopping up the remaining dressing with the last pieces of bread. That's high praise.

Service was good. Our server noticed my struggles and brought over a fresh napkin - a nice touch.

We checked online, and although Saputo's

has a website, we couldn't find one for Papa Frank's, nor could we find an online menu. In the current age, there's no excuse for not being online.

For a business lunch on the west side, Papa Frank's ranks high on the pecking order. We'll be back - but with a more restrained order. □

Thomas C. Pavlik is an attorney with Delano Law Offices, LLC, in Springfield.

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Credit Cards: Yes

Atmosphere: ★★★★★1/2 (get a website  
or post your menu online)

Service: ★★★★★

Food: ★★★★★1/2

Price: ★★★★★1/2 (good value  
for proportions)

Suitability for Business Lunch: ★★★★★

OVERALL: 4.5

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# Dreams and delusions abound in new book

By Colin Patrick Brady

Author and accountant Kristen Rampe is concerned about the disconnect she has witnessed regarding women in management positions versus their male counterparts. "What we see is that women and men in entry-level positions are relatively the same," she says. "However, the statistics drop off a lot between that beginning employment position and management positions – there just aren't as many women." As a nationally touring speaker, Rampe discusses these experiences first hand, using observation and statistics to express what it is like to be a woman working in accounting and other fields.

When the average person thinks of accounting, Rampe would likely agree that words like "light-hearted," "humorous" and "funny" are not the first words that spring to mind. Yet Rampe, a CPA, is all these things. She travels the country speaking to 15 to 20 groups and engagements annually. "I've definitely seen examples of a culture of people, teams and client services [in the accounting field] that were in need of improvement." Her mantra is "more fun at the office!"

For 10 years, Kristen Rampe served as a public accountant, seven of these in San Francisco. "I spent around 12 to 13 years total in California, but I was based originally out of Grand Rapids, Michigan," she explains. Four years ago, in September of 2011, she left public accounting in order to form Kristen Rampe Consulting, with a

mission of "bringing a set of soft-skills to CPA workshops."

As in other industries and specialized vocations, continuing education is required for accountancy and KRC aims to assist clients to that end as well. In addition, the firm offers tips on team-building and communication as it relates to client services. Rampe cites an example of an

accountancy firm for which she once worked where the in-house accountants and their client had developed a rote daily schedule, to everyone's detriment. "The manager of the accountants had got to the point where he would come every day to do the required work and arrive without a 'hello' or 'good morning,' and leave at the end of the day with neither a 'hi' or 'bye' to the client(s) nor his own accounting staff." Patterns like these caused Rampe to conclude that a tone of affability – if not an outright injection of humor – was missing from many CPA firms. "I knew that we can connect more to the client and make clients and accountants happier and produce more impressive work as a result,"

she says.

One key to maintaining clear channels of communication between client and accountant, according to Rampe, is semantics. Simply injecting a jargon-heavy talk between CPA and client with a bit of humor can make such sessions both more pleasant and more memorable. "I am a champion of fun and humor" Rampe says.

R a m p e describes her new book *Accounting Dreams & Delusions: Scenes from Professional Paradise and What Really*

*Happens in the Accounting Industry* (96 pages, Caper Artisanal Publishing) as "a humor book geared with quips, memes and strategies written for the accountant in mind." Rampe maintains that "fun and humor and enjoying oneself (while at work in an accounting setting) has benefits such as cost reduction and lowered overall health care costs." Rampe reasons that working together as a cohesive unit has emergent benefits. "If you are a generally happier person, you are going to experience a reduction in sickness and disease that may

contribute to lost work days, so there is a value to having fun together while at work." She also stresses a need for creativity and a feeling of connectedness among workers to make for a lighter work environment. "More and more we are beginning to see that organizations recognize the value that a culture of light-heartedness brings to the workplace."

Understanding the client's needs from the client's perspective is something that Rampe feels strongly about. "What does it feel like to be a client within my particular organization? How can we change things around if a promised completion deadline is missed? How can an accounting firm change our structure according to our client's needs? Issues like those are what I help firms to accomplish."

Rampe feels that her book will serve as a useful guidepost for anyone contemplating a career as a CPA as well as seasoned veterans of the trade. "I feel the book provides a great opportunity to connect through laughter."

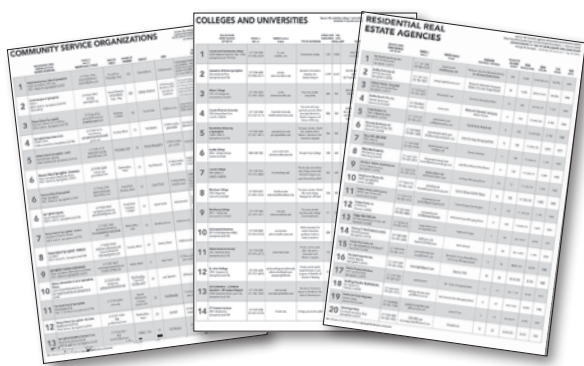
For a sampling of Rampe's tips on bringing fun to the office, visit <http://kristenrampe.com/blog/2015/5/5/fun-in-the-office-a-how-to-guide>. Excerpts from *Accounting Dreams and Delusions* along with preview pages can be viewed at <http://kristenrampe.com/book>. □

Colin Patrick Brady is a freelance writer in Decatur.

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# Nathan for You gives small businesses the business

By Scott Faingold

It used to be that running a small business was rarely considered a suitable subject for a television show. Sure, sitcom and drama characters have often been business-owners or employees, all the way from the oil tycoons of *Dallas* to the blue-collar laborers on *Roseanne* but the ins and outs of work have traditionally served as a backdrop to human drama and laughs. Even workplace-set shows such as *The Office* have generally focused on the personalities of employees rather than the work itself.

Not so in the age of reality TV, which has brought with it multiple business-related programs. These have ranged from the executive self-espionage of *Undercover Boss* to the entrepreneurial favor-courrying of *The Apprentice* (apparently now on permanent hiatus due to star-turned-Republican presidential primary front-runner Donald Trump's campaign). Standing outside of this pack, and perhaps a little off-center and slightly out-of-focus, is *Nathan for You*, a program with many lessons to impart to small business owners – as long as they remember to always do the opposite of the business practices demonstrated on the show.

A reality show with a knowingly distorted take on reality, *Nathan for You* (which begins its third season on Comedy Central this month) follows the exploits of host and self-appointed business guru Nathan Fielder, who describes himself during the credit sequence as having gotten “really good grades” in business school (although viewers with quick eyes will be able to glimpse a blatant “C” during a brief cutaway to his university transcripts). In a way, this fast visual joke is *Nathan for You's* entire sneaky message in miniature: Claims are easy to make, not so easy to back up.

A typical episode begins with the deadpan, seemingly innocuous Fielder approaching a business owner, unsolicited, with a suggestion for improving their business. In nearly all cases, the unsuspecting target is immediately ensnared by a combination of the host's apparently harmless neediness and the opportunity to receive national television exposure. Not wanting to hurt Fielder's feelings and figuring they have nothing to lose (the show assumes all costs of implementing its suggestions) most go along with it. And boy, do they regret it. Most of the time.

Here's the thing: Fielder's ideas are pretty much always bad. Not just bad but blatantly absurd. Some of the show's marketing plans have included

- Allowing certain customers to shoplift a single item to help increase a boutique's trendiness
- Publicizing a restaurant's bathrooms to non-customers
- Offering a gasoline rebate that can only be claimed at the top of a remote mountain
- Rebranding a realtor by having her specialize in “haunted” properties

To call these ideas counter-intuitive would be an understatement. And yet, the show documents business after business taking



Scenes from Comedy Central's *Nathan for You*.

PHOTOS COURTESY OF COMEDY CENTRAL

Fielder's suggestions and trying to make them work. The amusement comes as the host all but does backflips trying to tweak and justify his ridiculous ideas as the business owners are forced to try and maintain composure in front of the cameras. (Occasionally, an idea unexpectedly catches on: Fielder's rebranding of an anonymous L.A. coffee place as a questionably legal “parody shop” called *Dumb Starbucks* made headlines nationwide before it was revealed to be part of the show; a phony animal-rescue video produced to help promote a petting zoo went viral all on its own; and the above-mentioned restaurant bathroom promotion noticeably increased business.)

The lessons to be learned vary from

episode to episode, but there are two constants: Trust your instincts and don't be seduced by the promise of media exposure. By craftily setting himself up as something like the awkward stealth-villain of his own reality show, the wide-eyed Fielder absorbs most of the fallout when his ideas don't pan out. Meanwhile the viewer gets to watch a uniquely hilarious program that is part social experiment, part business colloquium and part *Candid Camera*.

And small business owners can sit back and laugh, glad that it wasn't their business Nathan decided to target. □

Scott Faingold is associate editor of the Springfield Business Journal.



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# Incorporating not a panacea

by Thomas C. Pavlik, Jr.



One of the most common misconceptions I run across is the mistaken belief that forming a corporation, limited liability company or limited partnership is a cure-all in terms of protection from liability. Don't get me wrong – forming an entity is a worthwhile endeavor and offers a great deal of legal protection. But there are exceptions that are all too often overlooked.

The first misunderstanding has to do with debt. Assume that your corporation borrows money and your bank requests that you guaranty that debt. Your personal guaranty means that, separate and apart from the corporation, you are liable for that debt if the corporation fails to pay. Likewise, some suppliers may require you, individually and not as an officer of your corporation, to personally sign for goods or services (yep – that's a debt too). Again, your signature means that you are now personally liable to that supplier if the corporation doesn't pay. The savvy business person carefully reviews contracts

and the like in order to understand the repercussions of every signature. Although it's not always feasible, quite often even what appear to be pre-printed contracts can be quickly modified to eliminate the need for a personal signature.

In a similar vein, anything you "invest" in your corporation is at risk. If you operate a construction company and invest some of your own personal tools in the company, those tools are now available to satisfy creditors. This is why many people own real estate in one entity and then lease it to the operating entity – especially if there's any appreciable equity in the real property.

Another form of corporate liability that can attach to shareholders or key employees relates to "trust fund taxes." The most common trust fund taxes are those withheld by the employer from employees' wages – such as Social Security and Medicare taxes. The Internal Revenue Service and state agencies view these funds as the employee's money (not the employer's) which the

employer holds "in trust" on behalf of the employee for payment to the IRS and state agencies. The employee receives credit for paying these taxes even if the employer does not pay the withheld funds over to the IRS or state agencies. In addition, certain sales taxes may also be considered trust fund taxes.

The problem usually stems from a business suffering cash-flow problems. It is tempting for an employer to "borrow" money from such trust accounts in order to meet more immediate debts and obligations. In the current economy, the money in the employer's trust account may well be its only liquid assets. When the business fails to turn around and the employer is unable to replace the funds, the employer (and other responsible persons) can be held personally liable for payment of these trust taxes.

The definition of a "responsible person" is not limited to just shareholders. Responsible persons are those who are in charge of and have the authority to decide which creditors to pay (including the IRS or a state agency).

These people may include those who sign tax returns (or other related IRS or state filings), sign or possess the authority to sign checks, and those who make financial decisions. Typically, responsible persons include directors, officers, shareholders, members, managers, bookkeepers and individuals named on the employer's bank account signature card. Responsible persons do not include people with no actual authority. For example, a bookkeeper who is authorized to prepare and sign checks, but does not have the actual authority to send the checks without prior approval, may not be a responsible person for trust fund liability purposes. Simply put, a corporation offers no protection from this type of liability – which almost certainly will include substantial penalties and interest.

Failing to "observe corporate formalities" or disregarding an entity can also lead to personal liability. For example, not having annual meetings with the proper documentation may mean that you will become personally liable for corporate debts. Likewise, if you pay your mortgage and groceries with corporate funds, a court may find that you have disregarded the corporation and, as such, may allow the corporation's creditors to reach your personal assets. If you treat your entity as a sham, the law will likely disregard it as well. Use common sense and, if perplexed, contact your lawyer or accountant.

Finally, personal liability can attach to those who improperly dissolve their entity. This can happen inadvertently if the entity is not kept current with the Illinois Secretary of State in which event it is administratively dissolved. Until such time as the entity is reinstated (which involves a substantial penalty) there is no "corporate protection" and the likelihood is that all liability will become personal liability. Alternatively, sometimes it's a conscious decision to terminate a corporation. In that event, the law dictates that a plan of dissolution must be followed. Typically speaking, that involves notifying all known creditors followed by an orderly liquidation of corporate assets to satisfy those creditors. Failure to follow the law, especially if corporate assets go into your pockets rather than your creditors', means that you will probably be found personally liable. □

*Thomas C. Pavlik is an attorney with Delano Law Offices, LLC, in Springfield.*



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