



Around The Table

4th of July 50/50 Jackpot



SCED anticipates this year's Annual 4th of July 50/50 Jackpot will have the largest winning pot thus far. In 2007, Amy Fultz won \$3,086 and in 2008, Shirley Lindley won \$4,583.50. The pot is growing every day!

Tickets are \$1 and on sale now at Huddie's Goodies, IGA, Pameda, Mid-Illinois Senior Center and at the SCED office.

Committee members are also selling tickets prior to July 4th,

including Ann Wheeler and Tony Jones who sold the winning tickets the past two years.

Committee members will be wearing buttons and lime green Jackpot t-shirts on the parade route. They will be selling tickets that morning by 10:30 a.m.

The winning ticket is announced at the end of the parade. SCED will have a flatbed trailer tailing at the end calling out the winning ticket num-

ber through a bullhorn. If the winner is at the parade, SCED asks that they climb on the trailer with them to sit on the royal Jackpot thrown donated by The Little Theatre on the Square.

Half of the raffle proceeds go toward SCED funding to promote Chamber businesses, Sullivan area tourism and economic development.

Submitted by Holly Thomas

Deliver Better Customer Service By Having Fun

One of the biggest reasons customers do not return is they have no reason to. Sure they might get what they want but they often get it with "no" personality, "no" sparkle and

"no" sizzle. Their experience is a dud. There is nothing memorable about the experience. Are you leaving the fun and playful part of your personality at the front door each

day? For many, work is a place to be serious -- fun happens on vacation and away from work. We need to accept fun as another element of the workplace.

Continued on Page 3

Inside this issue:

Article from the Chamber President	2
Retailers and Streetscape Enhancement Updates	3
Calendar of Events	5
Sparks on the Square	5
Huddie's Goodies Update	6
Wyman Park	7
Garden Market	8

Special points of interest:

- *Golf Recap*
- *Chamber Updates*
- *Calendar of Events*
- *History of Wyman Park*
- *Garden Market at Kim's Country Mall*

We Aren't There Yet, But We Will Be

In January, when all was uncertain, I tried to imagine where we'd be in six months. Almost overnight, we're half way through the year and things have not improved as quickly as I would've liked.

While no one wishes for economic downturns, I have definitely seen some benefits occur. Businesses are becoming more creative in their marketing and product offers. They have learned to scale back the fat and become a leaner organization. They have used the time to evaluate processes and procedures and worked towards improving them.

At a recent retailer's meeting, the discussion turned to retailers working as partners to sponsor special shopping events, etc. It

"There ARE people spending money."

was not about competition, but about sharing. There ARE people spending money. The more people we bring to town, the better chance we have to offer them our services. Some people will drive to Sullivan to spend 10 minutes in a single store. More people, however, will come spend the entire day when more opportunities like entertainment, relaxation and shopping are available.

We all recognize that Sullivan is a unique, wonderful place. We just need to share that with everyone else. At each Chamber meeting, new thoughts and ideas come out of the woodwork. There is so much enthusiasm among the many volunteers who help make the Chamber successful. We are taking those thoughts and ideas and formulating them into plans. The next

step is deciding on the execution of those plans and the best timing for each.

When things turn around (and I truly mean when, not if), these hard times will only help us. Imagine using these improvements when orders are flying off the shelf. We will be more productive, gain wider profit margins and will have learned a valuable lesson. We can do more with less.

As I am writing, we are between the Chamber's two biggest fundraisers of the year, the Golf Outing and the July 4th Jackpot. I am amazed at your generosity. Your continued support of the Chamber allows us to create new programs, offer more services and promote the town of Sullivan. Let us know what we can do for you.

Submitted by Cathrine Craig

2009 Annual SCED Golf Outing Recap...What a day!

The Golf Outing was a great success and lots of fun! We had 41 morning golfers, 64 afternoon golfers along with 21 volunteers who helped throughout the day. The morning started out a bit cold, but right before the noon tee off the sun began to shine. Golfers ate, drank and some danced along to the DJ. The fundraiser brought in over \$12,000. After taking out expenses to hold the event, SCED made \$6,312.05, which will go

towards promoting Sullivan area tourism, economic development and marketing our Chamber businesses.

We would like to thank all of our sponsors, participants and volunteers for supporting the Chamber and making this event happen!

Outing Winners

AM team winner: Quality Network Solutions – both teams

AM fantasy scratch winner: Rob Sullivan

AM Hole 4 winner: Lisa Shechan

PM team winner: Sullivan Auto Body

PM fantasy scratch winner: George Levi

PM Hole 4 winner: Rick Dunscorn

PM Longest Putt: John Pruitt, Sullivan Auto Body

50/50 raffle winner: Matt Miller and John Lentz

Submitted by Holly Thomas

Having fun cont...

Companies that enjoy tremendous customer loyalty offer their customers something they can't get anywhere else -- *FUN*. They provide an unexpected, positive experience. The employees enjoy their work, each other and their customers. They find ways to bring fun and joy into their work and they bring their customers along for the ride.

Have Fun at Work

- **Fun increases productivity.** Research shows that coworkers who learn how to have fun together increase productivity and performance by welcoming spontaneity. People learn when they are having fun. They will take work seriously, but lighten

up on life.

- **Laughing reduces stress.** Laughter is a natural stress buster and fun is meant to be part of your life. Learn how to comfortably blend work and fun.
- **Acting silly requires maturity.** When you think of great leaders, they all had a great sense of humor. A person who can do a serious job and not take themselves too seriously is very mature.
- **Fun is a "natural social glue."** Groups that can have fun together are more relaxed, interact better and are more comfortable with each other when problems need to be worked out.
- **Having fun gets the job**

done. Fun is not the reward, it's the lubricant that gets things done easily and effectively. Make fun a regular part of your daily routine.

Have fun with your customers. Your customers will have fun shopping with you and will return more often. Notice that all the new and successful retail concepts are centered around interaction and fun. "Work is either fun or drudgery. It depends on your attitude."

*Colleen C. Barrett,
President and Corporate Secretary of Southwest Airlines*

Chamber Updates From The SCED Director

Monthly Retailers Meeting

The SCED hosts a monthly "Retailers" meeting in order for Sullivan retail businesses to have an opportunity to share ideas and concerns as well as develop partnerships with others. Facilitating this meeting is the responsibility of our Chamber Administrator, Holly, but as she will be leaving us within the next few weeks, I felt it was important to meet with the group and gather feedback on how they would like me to direct our new Administrator for future meetings.

Six businesses and one church were represented at our meeting and a list of forty items to work

on was brainstormed. The list included legislative issues, needs for training, group marketing and how better to support and promote each other. It was decided that this group should definitely continue to meet but that an evening time would be more convenient for everyone. So, mark your calendars, **the monthly Retailers meeting will be held on the Third Monday of each month at 6:30 pm.** The location will change, so if you would like an email or phone call reminder for this meeting, please send me a note. Otherwise, watch for future Chamber email updates for the location in July.

Streetscape Enhancement Project

The streetscape construction is still underway and I have to give a big thanks to all of the city departments for all of their hard work in supporting this project. A special thank you to Shannon Risley, Electric Department Superintendent for helping to facilitate the project and for all of our City Council: Mayor Ann Short, Commissioners Bill Hagen, Mike Kirk, Jeff Lane and Mike Mossman for helping to see this project through. Many people had to cooperate to make this project come together and I sincerely appreciate all of your hard work.

Continued on Page 4

Updates cont...

I'd also like to thank all of the businesses for their patience. We are very aware of the inconvenience that you may have briefly endured for the construction but I hope that you are happy with the results. Remember our historic lighting will be added in the fall for the finishing touch.

Business Updates

Good things continue to happen as several local businesses are planning expansion projects this year and new business prospects come into our office weekly. I was privileged to tour the work site of the IGA expansion and have to tell you that it is going to be incredible. Randy Butler has worked extensively to make sure that our renovated IGA will fulfill even more of our grocery needs. An expanded deli area with seating, public restrooms and expanded produce and meat section equals more choices for everyone. Randy told me that the store will be able to carry at least 1000 more products making it even more convenient for us to get everything we need right here in town! Plans are for a grand opening in the fall, so stay tuned.

Utility Roundtable

The SCED will be hosting a "Reducing Utility Usage" Roundtable Discussion on June 29th at 12:00 noon at the Elizabeth Titus Memorial Library. Bob Lane of Agri-Fab will be helping to facilitate the workshop. As I have been holding retention visits with several businesses, the cost of utilities continues to be a concern for everyone. Many businesses are researching and implementing ways to reduce their power usage and therefore cut their bottom line costs. This session is being held so all of us can share ideas of what is working for each of us and hopefully help others also conserve energy. Watch in the August newsletter for a write-up from the outcomes of the meeting.

Tidbit

Brad Graven from The Shop at 9 West found a little treasure and brought it over to share with me – a Chamber newsletter dated January 1959! In addition to information on the annual meeting (cost \$2.50 per person for dinner) and an event where Chamber members play basketball against the high school staff,

there is a section entitled "Congratulations to:" that lists the following:

- “ Guy S. Little, on the remodeling job he is doing on one of the buildings on the East side of the square.
- Ken Harshman, on the opening of his new Superway.
- Homer Selby, for the interior decorating done at his Corner Café.
- Virgil Storm, Paul Romano, Al Golden, Wayne Conard, Bill Roley, and Finley Pifer who, at the time of this writing, are Chamber Members who will be running for City Offices.”

I think it's just great that the Chamber has been going strong in Sullivan for so many years. We proudly continue the tradition of seeking creative ways to support and promote our members and our community. As always, call, email or stop by with your ideas, suggestions or concerns.

Submitted by Stepheny McMahon



Visit us on the Web at www.sullivanchamber.com for information on job listings in the area, events coming up and member directory.



July 2009 Events



Sun	Mon	Tue	Wed	Thu	Fri	Sat
Sullivan Prairie Miniature Golf Open now on Saturdays noon-9pm and Sundays noon-6pm			1 The Wedding Singer at The Little Theatre until July 5	2	3 3-6 Farmers Market	4 July 4th Parade/SCED 50/50 Jackpot
5	6	7 BINGO—every Tuesday at the Moultrie County Beacon	8 Funny Girl Opens at The Little Theatre thru July 19	9	10 3-6 Farmers Market	11 8:45pm—Second Saturday Cinema – free movie at Tabor Park
12	13 7pm—City Council	14 Sparks on the Square	15 Bad Check Seminar—call to RSVP 7am—Jibby’s 12—O’Malley’s	16 7am—Chamber Committee Meeting 7 pm - Band First Calling concert at Mason Point	17 3-6 Farmers Market	18
19	20 6:30 pm—Retailers Meeting—location TBD	21	22 Best Little Whorehouse in TX at The Little Theatre plays thru August 2	23	24 3-6 Farmers Market	25
26	27 7pm—City Council	28	29 12 noon– 7pm—Sullivan Schools— Registration for 2009/2010	30	31 3-6 Farmers Market	

Downtown Parking Needs Extra Consideration from You!

Just a reminder that the highlighted days on the calendar indicate heavy parking demands. Please park accordingly. *Thank you!*

**S
A
V
E
T
H
E
D
A
T
E**

Sparks On The Square

Shop Sullivan on Tuesday, July 14 in celebration of summer and all it has to offer. Participating businesses will be featuring summertime discounts and special offers. See ad for participating businesses in the July 9 issue of the News Progress or. Call the SCED office at 728-4223 to participate!

Seven Months Later...

Life is one big lesson and the last seven months have been full of learning for Huddies Goodies. As a new business on the square we have faced many challenges but we are happy to report that we are still here and life and business are good.

Things we have learned:

- Greeting every customer does pay off as the customers like to be acknowledged when they arrive and leave.
- Finding time, when you're not open, to get your errands done is hard to do.
- Signage that can be seen and explains what you have or who you are is very important.
- That not everyone comes to the square on a regular basis.
- That lots of out of town people bought office supplies at our building location. (now we send them to Ace and Pamida to find what they need)
- Consistent advertisements are noticed and do work.
- Lots of people come from Charleston and Mattoon on a regular basis to eat at downtown Sullivan locations and then go shopping.
- The Sullivan square may

not have lots of "retail" locations but out of town guests still think our square is one of the best around.

- Lots of people walk or ride their bikes on the square at all hours of the day.
- Jefferson Street is very, very busy and people go to the post office all hours of the day and night.
- Moving our displays around is noticed and customers comment "are these new products".
- Little things make a huge difference in people's lives and they appreciate your kindness.

We have also learned that Jackie Cisna, owner of Coyote Cabins and Lane Michael Spa and Wellness Re-

treat, is very creative. I noticed she weekly came in and purchased a particular dip we sell and when I asked about it she told me that she fixes it and puts it in the cabin with one of our Huddie's Goodies cards for her guests when they arrive. Come to find out the guests were then coming into our store and purchasing more dip and other items. We now provide her with dips, and her guests come in and tell us

they are staying there so we track their purchases. It has been well worth the dip donation! We have also partnered with Clayton Screen Printing, Lehman Farms, Titus Home, Pretty in Ink, Shop at 9 West, Artistic Creations, Coffee Bean, Dever Designs, Mom Bug Designs, and 2 local artists who make jewelry. Partnering may be selling their product for them, space for them to display their product so people know it is available, space on "Square Days" to talk to customers about their products, or just putting their business card in our store for people to pick up. We have found we need all of them as they help us to be even more successful.



We still have lots to learn but it has been a wonderful experience. I invite anyone who has not been in our store to just stop in and look around.

You do not have to purchase something every time you come in you can just look around to get ideas for when you are in need of a gift or something for yourself. If your business wants to bounce around ideas on how we can partner together please call me I am always looking for new partners!

Submitted by Kathy Woodworth

To Benefit Others Forever: Wyman Park

Now that the weather has warmed up, Wyman Park in Sullivan, Illinois has again come alive with activity. On any given night, the park is alive with baseball and softball games, people playing tennis, basketball and Frisbee golf, young people using the skate park, people fishing in the lake, picnics at the pavilions, kids playing on the playground equipment, people jogging and walking, and driving, and some just sitting and enjoying the trees and flowers. No other place in Sullivan is so alive with recreation so many days of the week from dawn until dusk. It is exactly what Mr. Albert Wyman wanted for the town he loved so much.

Albert Wyman came to the United States from Germany before the Civil War. After three years in the army, he settled in Sullivan, Illinois and opened a shoe making shop on the square. Mr. Wyman was not much of a social mixer, but was a respected business man. While he would not sell shoes from his store on credit, he would often give personal low-interest loans to people in the community.

Mr. Wyman thought that Sullivan lacked recreational opportunities. It has been told that he passed his free time by walking down the railroad tracks for a few miles and then back. He told people in town that in Ger-

many every town had a park where people could walk and get exercise or just sit and visit a while. Mr. Wyman had a vision of a place like this for Sullivan; a place that held the community together, for people to meet and keep friendships alive and a place for the children of the town to go and play and make friends.

“It was to be a place for quiet, wholesome recreation...”

It would take Mr. Wyman’s passing for his vision of a park in Sullivan to become a reality. The short, stocky, bewhiskered shoe cobbler and merchant passed away in April 1914 and left a gift of approximately \$50,000 to the City of Sullivan to establish a free city park. His will was very specific in his vision for the park. It was to be a place for quiet, wholesome recreation with “no circus, side show, menagerie, hippodrome or similar show” permitted in the park. Mr. Wyman wanted no horse racing, gambling or intoxicating liquor in the park and no admission could be charged for any events held there.

After much controversy over the selection of a location for a park, a 45 acre tract of land was purchased by the City Council from J.B. Titus on the north edge of town. It was landscaped by the Swain Nelson Landscape company and Mr. Titus donated a row of hard maples to surround the park. A lake was filled at the north end of the park and later stocked with fish.

The *Saturday Herald* reported on the dedication ceremony of Wyman Park that took place on September 1, 1915. There were speakers and a band. A crowd of 3,500 gathered to enjoy the park for the first time. The reporter said that it “was one of the best public gatherings that has been held in Sullivan for many a day” and “to say that this was a great holiday would be putting it lightly.” As one of the speakers noted, “If Albert Wyman was looking upon us from the spirit world he would say “Well Done.”

Mr. Wyman’s bequest to the City of Sullivan is still enjoyed by so many some 95 years later. There are probably not many citizens that do not spend some time at Wyman Park at some point during each year. For many, the recreation and beauty it offers becomes addicting and going to the park becomes a daily ritual.

It was Mr. Wyman’s desire to leave his property to benefit those from whom he had gathered his means. While those who knew Mr. Wyman are long gone, the citizens of Sullivan, young and old, still benefit from his generous gift.

**Be sure to check out more stories about how to leave a legacy in a special insert in the Mattoon Journal Gazette on July 6th.*

Submitted by Amanda Standerfer



Presorted Standard

US Postage Paid

Permit # 20

Organized to promote the business, economic and civic well being of the City of Sullivan so that the community may grow and prosper.

SULLIVAN CHAMBER & ECONOMIC DEVELOPMENT

112 West Harrison Street

Phone: 217 728-4223

Fax: 217 728-4064

E-mail: info@sullivanchamber.com

Mailing Prepared by the Moultrie County Beacon, Inc.

New Chamber Business Members

Habitat for Humanity

CVS

Happy Tails Grooming

Hickory River Smokehouse

Physician's Choice Wellness

Premier Designs

Sullivan Youth Baseball

WE'RE ON THE WEB

WWW.SULLIVANCHAMBER.COM

Public Garden Market To Open In July

Kim's Country Mall has set apart a room for different events such as plant exchanges, workshops and a garden market which will begin in July. The market will be from 10 a.m. to 5 p.m. on Saturdays. Those not wanting to personally sell are encouraged to consign their locally grown produce with Kim.

Gardening is fun, relaxing, healthful and generally helpful to the environment whether it

is flower gardening, fruit and vegetable gardening or landscaping. Kim has several books and magazines for the public to go through to find out information, from purchasing seeds to harvesting.

The market is meant to help others become a more active participant in the community, make new friends, get tips from others and have a great time. Backyard market gardeners come from all walks of life.

Kim said, "She finds a lot of enjoyment in gardening through teaching and sharing experiences with others, especially those who also have an interest in gardening."

For more information contact Kim at 217-728-2289.

Submitted by Holly Thomas and Kim Riedel