

The Arthur Area BUSINESS CONNECTION

Connecting the dots

VOLUME 1 - ISSUE 2 ~ JUNE 2020

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- Business Spotlight
- The Key to Business Success
- Mystery Photo Challenge



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ALONG THE EXTRA MILE."
— ROGER STAUBACH***



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From the Publisher's Desk

Welcome to The Business Connection! Our vision and goal is to provide a monthly publication that will highlight the products and services of the many local businesses in the Arthur area and surrounding communities. We will also include business news and articles of interest for the business owner as well as the general population. Our mission is to promote unity in communities and to serve you by partnering with you to bring awareness to the many talented business people in these communities.

This is a FREE publication and can be picked up at many businesses and other venues. If you would like to have it mailed to you each month, see page 22 for subscription information.

Did you know that there are more than 3000 businesses listed within a 25 mile radius of Arthur? Our guess is that you may need what some of them have to offer. We are here to help you find the items you need or to promote the items you are selling. Our prayer is for the economy in these areas to prosper and for businesses to support each other, especially during this difficult time as we face the COVID-19 pandemic. Now is the time to unify and help each other.

We have had many people walk into our business and say, "I didn't know you had this". We believe there are many other businesses who have the same problem and it is our goal to connect more businesses to each other and bring respective clients to your doors as they find out what you have to offer.

Each monthly issue will feature a "Business Spotlight", with a focus on how a particular business got started, what they are providing and the journey to where they are today. We hope these feature articles inspire entrepreneurs to start businesses and help established businesses persevere and reach their potential. We will also feature business items of interest such as new businesses, businesses relocating or expanding, ribbon cuttings, grand openings and business news in general.

Another feature we are putting into every issue is the "Mystery Photo". This week's mystery photo is pictured on page 21. If you know or think you know, where the mystery photo is located, just call or text the number listed with the photo. All Correct Answers will be entered into a drawing for a chance to win a gift certificate from a local business.

Want to advertise your business or services? Advertising details on page 22. All display ads will be in full color. Plans are for a classified ad section to be added in the future. If you have questions, please call us at 217-543-2277 or email us at thebusinessconnectionil@gmail.com.

Thank you for your interest and support,
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Jo's DINER is this month's featured business. See article on page 12 to see how they got started and what they offer today.



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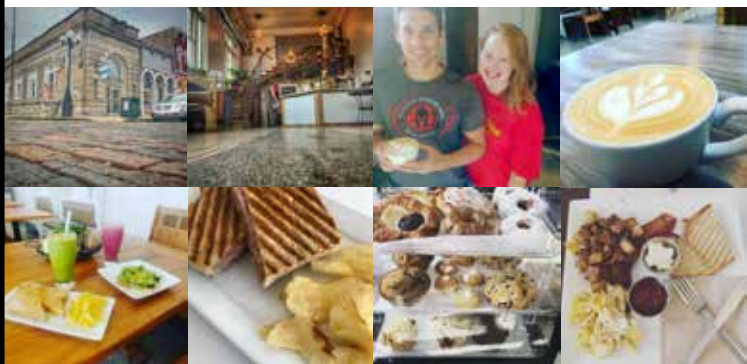


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STEAM THRESHING SHOW CANCELED

We have decided the COVID 19 pandemic poses too great a threat to the health and well-being of our volunteers and our visitors to hold our Steam Threshing Show scheduled for July 31 and August 1. We were so looking forward to having our pancake and liverwurst breakfast, tours of the restored historic Amish homes, and having folks see our newly concreted pavilion.

In the meantime, restoration work will continue on the two historic Amish houses at the site and we encourage people to keep watch on social media for virtual events and ways to continue providing support for the Illinois Amish Heritage Center.

We will all get through this together, and when it is safe, we will plan even better events at the Illinois Amish Heritage Center. Thank you for understanding.



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1882 Daniel Schrock house



Schrock house bedroom

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EXPERIENCE ARTHUR

by Shana Condill

I've always felt a bit rootless. My family moved a lot when I was young, and I've always kind of dreaded the "where are you from?" question because I feel like a one word answer that most people expect doesn't tell my whole story.

I'm also a citizen of the Eastern Band of Cherokee Indians so feel a sense of community there too. But that's only a piece of "where I'm from."

As a Native person, I feel a strong connection to the land. That's one of the reasons a farm kid from central Illinois was able to catch my attention. He also feels a strong connection to the land. Twenty years ago, we stood with my Dad next to the well of my soon-to-be husband's farm and offered tobacco to the land to bless our marriage. We both recognize the history and the sacrifices that allow us to be on the land today. Is there conflict in those histories? Absolutely. But together, this place is ours, and our children's, and grandchildren's. It's now a part of our collective history.

I lived in Arthur for 13 years—the longest I've ever lived anywhere. There is something about Arthur and its people that is familiar and comforting. I loved my time surrounded by brothers, sisters, nieces, nephews, cousins, and grandparents. It is easily the thing I miss most about Arthur. I'm so grateful for the time my children had growing up so close to their family. I'm confident the bonds they formed there will remain strong no matter where they are.

I also miss the stunning sunsets. And the vastness of a clear, starry night. Those two things immediately give me perspective and purpose. They are a very clear reminder of who we are and our relative place in the universe. They always give me an instant push into a feeling of thanksgiving.

Arthur is a part of who I am, my history, my legacy. And it is the same for my kids. Four years ago, we left to move to Washington, DC so I could pursue my museum career. Everyone, I mean everyone, was so incredibly supportive even though it meant losing family, friends, board members, athletes, and a principal. It was a difficult decision for us, so the support meant so very much to me. And every time we come home, it fills my heart to see the reception for my family. Seeing Benjamin in the senior homecoming picture, watching the senior moms yell and wave to me from their homecoming float, Pastor Bob welcoming Ayla virtually into his baptism class, watching Buck jump right into the Saturday morning meeting at the Pumpkin Patch—these are imprints in my heart about what it is to be from Arthur.

When I was a kid, moving away meant writing letters to your friends, maybe a phone call. I'm so grateful for all the ways my family can stay connected to Arthur today. We follow the farm, school, and church on social media, we read the Arthur Graphic every week, we follow the Moultrie County Rush on Gamechanger, and we are able to watch our niece's games on The Roundtable!

One of the last times we were in Arthur, we drove to an away game for my niece, Mackenzie. An away game—middle school girls basketball—and the gym was full of Arthur people! That's how we do! That is Arthur. Helping run a family business, serving on the boards of our church and tourism council, and serving on our community VBS committee, I had an opportunity to see how Arthur supports each other. This is not the case everywhere. This culture of connectedness to the land, of supporting each other, and encouraging each other to spread our wings is so important, so vital, and so precious. I will always be grateful for my time in Arthur, and grateful that I will always be able to call it home.





Business Spotlight



Situated halfway between Arthur and Arcola, on St Rt 133, lies the village of Chesterville. Despite its small size of approximately 100 people, it boasts several thriving businesses. One of these is Jo's Country Diner, sitting right at the intersection of the highway and the road that formerly led south to the famous Rockome Gardens . Although this establishment has gone through many changes over the years, it continues to be a bustling enterprise in this hamlet.

This location has a rich history beginning as a gas station in its early days. In the 1980's Al Miller opened a restaurant there, later Anna Plank took it over from Al and ran it for a short period of time. Eventually the Helmuth family took ownership of the business and the restaurant then became known as Yoder's Country Kitchen. Floyd & Sarah Yoder eventually relocated to Arthur to its current location in the former Huber House.

Thereafter, Fred and Carolyn Helmuth renamed the restaurant The Korner Café and operated it for 23 years. In 2017, at an event she was catering, Fred asked Jo Otto if she would consider buying the business. She initially said no but he encouraged her to reconsider and she eventually decided to move ahead with this venture. It seemed like such a great addition to her catering business, Down Home Catering, which she had started a few years earlier.

Along with offering a unique dine-in experience, Jo is also especially fond of catering and has grown it into a significant portion of her business. She specializes in wedding parties, corporate events, holiday parties and much more.



Jo's Diner is open Monday through Saturday for breakfast and lunch meals, featuring a full buffet as well as soup and salad & dessert bars. They also occasionally offer special evening dinner events featuring steak night, burger night, seafood night, etc. Each event is by reservation only and frequently sells out with people driving considerable distances to take part in these awesome experiences. On one recent steak night event they served 300 ribeyes and 20 of their specialty cheesecakes. She primarily promotes through Facebook as well as by handing out flyers to customers.

Jo's Diner is well known for their grilled meats: chicken, steaks, pork chops & prime rib. Occasionally they will offer bags of freshly grilled chicken which always sell out. The record is 400 pounds of chicken grilled in 2-1/2 hours. The popularity of her grilled chicken is evident and she acknowledges that she has learned so much on the art of grilling meats.

Jo is quick to praise her staff and says she literally has the best team! She states that they are a great group of people who simply get the job done and work together so well. At the same time, she is adamant on the importance of having a good time at work. She and her employees have a good relationship and have a fun time working together. They also make a point of hanging out after hours to build relationships with each other.



"Good teams incorporate teamwork into their culture, creating the building blocks for success."

— Ted Sundquist



Continued on next page

Business Spotlight Continued

Jo's Diner has hosted several special events that are really good memories for Jo and the staff. One was a First Responder Appreciation Dinner in the fall of 2019. This was an opportunity to say thank you to the local emergency personnel and fire departments, which included Arthur and the surrounding communities from Sullivan to Tuscola and as far away as Charleston. This first event was a huge success as they fed 225 people. Attendance for the next one, which is scheduled for this summer is expected to be in excess of 400.

Whether you are hosting a wedding, graduation party, holiday banquet, fundraiser or any other event, call Jo and let her make your job easier by catering the food for you. You can serve it yourself or she will provide the servers for you.

Jo's Diner is also famous for their mouthwatering cheesecakes. If you haven't tasted them, be sure and stop by and try one of the many varieties they make - all entirely from scratch. (*pictured on the right*)





Jo has learned the true meaning of serving and giving to others. Inspired by another giving person, she began doing a Make a Wish type of giving program for people who have a sickness or disease or simply need someone to show that they care. Jo says she has always enjoyed making people smile and feel good. Once she even gave tickets for a cruise to a family who had a member battling cancer.

So the next time you want to experience down home cooking in a great atmosphere, in a great community, be sure to stop by Jo's Country Diner. You will leave savoring not only the taste of the food, but the taste of the experience.

Mixing cheesecakes - entirely from scratch



Jo & friends with the recipients of a "Make a Wish" gift



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The Secret Key to Business Success

~ by Jessica Miller

In 1971, a small coffeehouse opened in Seattle, Washington, selling high-quality coffee beans. By 1986, there were six stores in Seattle and this number continued to grow as the years went on. Today, that same coffeehouse is the largest in the world, with over 30,000 locations and 291,000 employees, and brings in \$24.71 billion in revenue. Maybe you've heard of them?

Starbucks has become an icon, a staple in our modern culture. They spend very little on traditional advertising and yet they're known in every household in America. How did a small shop in Seattle rise to this level of fame and success? By following a very powerful business idea: to give more in value than you take in payment.

Sounds almost like a recipe for bankruptcy, doesn't it? And yet it is the key to business success, no matter if you're running a 24 billion dollar coffee chain or a network marketing business from your basement.

What is value? And how can you give more of it to your customers without going broke? Value is the importance, worth, or usefulness of something and the ways of adding it to your product or service are endless.

Starbucks has created a worldwide brand by giving their customers a big dose of value every time they purchase a cup of coffee. It's about more than what's in the cup, although they make sure that is of the highest quality as well.

Their baristas are trained to control their emotions when dealing with unhappy customers or when they're having a bad day, in order to give the customer the best experience possible. When wifi became available, Starbucks was one of the first food services to offer it to their customers for free. And when you place an order, your coffee cup is personalized with your name on it. There's no denying Starbucks knows how to add value to their \$6 coffees.

Small businesses can use this same model when adding value. A great place to begin is with the customer experience. Walk through each step your customer takes to purchase from you. Where can you improve?

Giving something complimentary to customers, even if it's just free coffee or bottled water, is a great way to add value. Rural King stores offer free popcorn to anyone who walks in the door. My husband and I love visiting small ice cream shops because they gladly give out samples of their different flavors. Most Mexican restaurants serve complimentary chips and salsa to each table. Many online stores will have a coupon code pop up when a new customer visits their site.

A physical location can be improved by decorating tastefully, offering comfortable seating, and keeping bathrooms clean and well-stocked. The way a store looks, feels, and even smells can have a big impact on a potential customer's opinion. Websites can benefit from regular updates, a modern and professional design, and easy-to-use features.

Regardless of where you do business, customer service is a great place to add value. Chick-fil-A trains their employees to respond to every request with a smile and "My pleasure." Employees at Country Salvage load groceries into customers' cars for them at no charge. Many online services offer a chat box on every webpage for easy access to support if you have any questions.

Products and services can also have value added, through better quality or a personal touch. Many online handmade shops take the time to wrap each order in paper and twine before they ship it. Others include a handwritten note. Some businesses give samples or free extras when they fill an order. Many restaurants give a free dessert or drink for birthdays. Lots of secondhand shops and coffee shops offer loyalty programs and reward their customers for shopping with them.

When the focus of your business is on giving more value to your customers than you are taking in payment, success is bound to happen. Your customers will not only become loyal to your company, they will tell others about their great experience, giving you free and very effective advertising. Make it your goal to far exceed your customers' expectations and I assure you, your business will succeed.

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The Kingdom Corner



Serving Our Way To Greatness

Have you ever gone into a place of business and felt like you were the most important person in the room? Or been in a store where you felt ignored or unappreciated? Which establishment are we most likely to return to? We remember both, but only enjoyed one.

As Christian business owners, our mission should first be to serve people, not to make a profit. Profits will happen when people are served with love. Good service more than low prices is the key to having a strong repeat customer base. For the majority of customers, a good experience will bring them back through our doors.

I recently purchased a used numbering machine for our business. We had no clue how to operate it, so I found a downloadable operator's manual on Ebay. The cost was five dollars but the seller's service has been through the roof. He has gone way above and beyond to help us learn how to run this machine, even to the point of live video on our phones. We did not purchase the machine from him, so we are talking about a five dollar transaction! Is it even a question whether we will continue to do business with him in the future? Not.

Jesus set the standard high for His people when he told the disciples that the path to greatness is to serve others. In Matt. 20 He pointed out that the government has authority and position over people, that is how they rule the land. Then He tells them: But not so with you, if you want to be great, serve others. Here we have a picture of opposites, the world's way and the kingdom of God's way. His kingdom is rightly called an upside-down kingdom.

Jesus doesn't stop there. Rather than just telling them how to be great, He showed them and all of us. "I did not come to be served, but to serve, and to give my life as a ransom for many." For all of us who are in a relationship with Him, we know well what He is talking about. We have experienced the reality that He gave up His life so we could have eternal life. His act of service was the greatest known to man and changed the course of human history.

The fast food chicken chain restaurant, Chick-fil-A has an extremely high standard for customer service. You are always greeted with a smile, you are always asked how you can be helped and you are always given great service. They are a multi billion dollar corporation, yet the standards of customer service set by their late Christian founder are a mainstay today. Upon leaving one of these restaurants, you are savoring the wonderful experience and thinking about your next visit.

Obviously as business owners, we must be profitable, but if the standard Jesus modeled is our model, we will experience the benefits of following kingdom principles. And if you are an employee, retiree or a stay-at-home mom, our calling as Christians is all the same, to love and serve others.

So the next time we greet our customers, instead of merely saying, "How can I help you" we should try, "What can I do for you today?" These are opportunities to show what real greatness looks like, the way Jesus showed it.

~ by Lonnie Gingerich
Pinnacle Point Graphics

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Mystery Photo Challenge



This photo was taken inside a business in the Arthur area. If you know or think you know, where the mystery photo is located, call or send a text message to 217-259-3442. All Correct Answers will be entered into a drawing for a chance to win a gift certificate from a local business. Good Luck!

Last month's mystery photo was taken at F.D. Miller Feed.

The winner was Susan Schrock. Congratulations!

She is the winner of a \$50 gift certificate from F.D. Miller Feed.

The BUSINESS CONNECTION

Connecting the dots

If you would like to run an advertisement in The Business Connection, please fill out the information below and return it to us to reserve your space in this publication. **Deadline for ads is the 20th of each month for the following month's issue.** Please email print-ready ads to thebusinessconnectionil@gmail.com.

Display Ads* (All ads will be in color)				
Ad Size:	1 Issue	3 Issues	6 Issues	12 Issues
Business Card	_____ \$40	_____ \$38	_____ \$36	_____ \$32
1/4 Page	_____ \$75	_____ \$71	_____ \$67	_____ \$60
Half Page	_____ \$150	_____ \$142	_____ \$135	_____ \$120
Full Page	_____ \$250	_____ \$237	_____ \$225	_____ \$200
Inside Front Cover	_____ \$400	_____ \$385	_____ \$375	_____ \$350
Inside Back Cover	_____ \$350	_____ \$335	_____ \$325	_____ \$300
Classified Ads	\$6 for 20 words* + 25¢ per additional word. (*Do not count contact info)			

**Prices are per issue and do not include ad design fee*



Business Name: _____

Address: _____

Phone: _____ Email: _____

Issue(s): _____

Notes: _____

_____ I would like this magazine available for customers to pick up at my business.

_____ I would like the Business Connection mailed to my home. 1 Year - \$48 2 Year \$90
(Please enclose check made payable to Pinnacle Point Graphics)

_____ 1-year Subscription - \$48

_____ 2-year Subscription - \$90

Signature _____

Date _____



1059 E Columbia St - Arthur, IL 61911
217-543-2277 | Fax: 217-543-2465
pinnaclepointgraphics@gmail.com
thebusinessconnectionil@gmail.com

Your One Stop Outdoor Storage Solution

Enhancing Backyards... Inspiring Dreams!

On site
Construction
Available



A FAMILY TRADITION SINCE 1975

We Offer
Rent to Own

217-543-3206



STOP IN & BROWSE OUR DISPLAY LOT

ALSO AVAILABLE

- Screen Houses & Sunrooms
- All Steel Carports
- Storage Sheds & Barns
- Cabins
- Garages
- Livestock Shelters
- Playhouses
- Hunting Blinds
- Chicken Coops

POLY FURNITURE NOW AVAILABLE



1616 St Hwy 133 - Arthur, IL 61911

1.5 miles West of Arthur on Rt 133

Open: M-F 7-4; Sat 9-2

WE CUSTOM BUILD TO FIT YOUR NEEDS!

