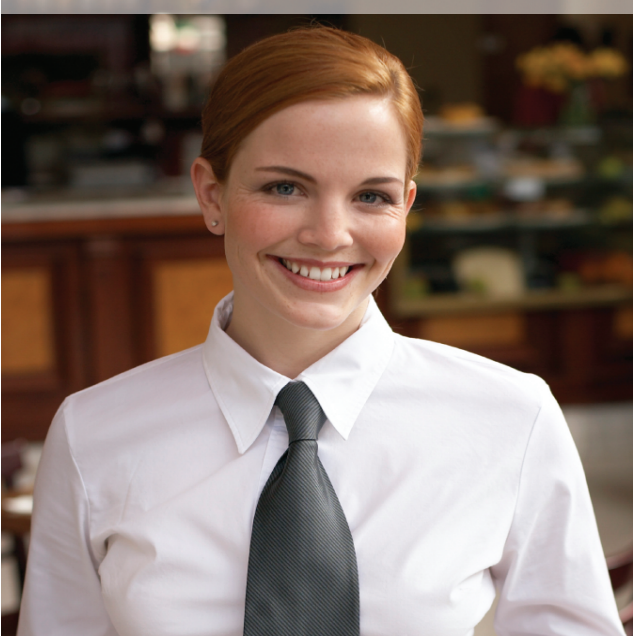




WOMEN **IN** BUSINESS



The Mendota Reporter • Wednesday, October 18, 2023



Henry's purpose is Purpose Nutrition in Mendota

By **BRANDON LaCHANCE**
Staff writer

MENDOTA—When Erica Henry visited her friend's business in Rochelle, she was interested.

Over time and other additions, Henry fell in love and evolved a passion.

Then the Mendota native was inspired to create her own business.

"My best friend in Rochelle owns a business and they were holding workouts," said Henry, a 1999 Mendota High School graduate who left for a 10-year stint in Romeoville before returning. "I was invited because my dog had passed away and I needed something to pass the time because going home was absolutely miserable and quiet.

"A little bit later, they

opened The Fit Hub in Rochelle. I fell in love with the atmosphere, the people, and the community. I realized it was something I could do. Within a year or two, I quit my full-time job as a service advisor in the automotive business and opened Purpose Nutrition."

When creating a name for the business, the word purpose stuck as soon as it came to Henry's mind.

"Purpose is a very strong word and I kept seeing it everywhere I looked when I was trying to think of names," Henry said. "I liked purpose because of it being strong and the fact that there is a bigger purpose to this place than serving drinks. It's nutrition with a purpose."

Purpose Nutrition, located at 1108 Meriden St. in

"I liked purpose because of it being strong and the fact that there is a bigger purpose to this place than serving drinks. It's nutrition with a purpose."

— Erica Henry

Mendota, has been offering Herbalife Nutrition healthy boosted teas, shakes, and many other items since January 2019.

Once the Herbalife products and equipment were acquired, a location was rented, and a plan was in place, creating and operating her business naturally fell into place.

It wasn't hard for Henry to build a customer base with the help of customer

relation skills harnessed as a service advisor.

"The community has supported us tremendously," Henry said. "I thought it was going to be a situation where I'd open up and people would have to have a taste of it, and obviously fall in love with our products because they're awesome, but it was bam, the support was there from the beginning, and we took off running."

Not only do the multi-hundred flavors of boosted teas and shakes keep business moving, but so does Henry's own testimony of the products.

After stumbling upon Herbalife, she subconsciously made a lifestyle change and lost 10 pounds in each of the first five months of Purpose Nutrition's existence.

The female business owner lost 73 pounds total and has stood by the Herbalife products and her business model.

"The atmosphere has been great. I haven't had any

personal problems in terms of being a female business owner. I view everyone as equals. Anyone can be successful in business; you just have to find a passion and do it to make your dreams come true.

"I think if you find a woman who is a business owner, she'll be a little stronger or tougher. We have to have stronger personalities to make it. With what I have here, I think our products and our price point bring in the great clientele that I have.

"Our customers set us apart."



Rt. 251 N.
Mendota
(815)539-6601
"A Companion
Animal Practice"



Left to right—Rose Klinefelter, Dr. Cathy Wolf, Jessica Smith, Julie Spitz and Patty Kim
Not pictured—Caden Latta

Dr. Cathy Wolf, D.V.M., and her staff would like to thank their clients for allowing them to care for their furry family members. Tours available upon request.

HOURS: MON, TUE, THURS, FRI 7:30AM-6PM, WED., 8 AM - NOON

10182023

Dr. Kelly Tonielli
Davis,
DNP, APRN FNP
BC CMEWCN
and her staff,
Maria Estrada &
Stacy Walters
welcome you to
Davis Family
Health LLC

**We do
sports
physicals!**

Call for appointments,
blood draws and
injections

Our clinic hours are:

Monday: 8:30-12 & 1-4

Tuesday: 8-12 & 1-4

*with Dr. Kelly in office

Wednesday: 8:30-12 & 1-4

Thursday: 8:30-12 & 1-4

Friday: 8-12 & 1-4

**with Dr. Kelly in office for
provider appts.

Closed Sat./Sun.

Dr. Kelly is also in the Rochelle
office (1212 Currency Ct.) on
M, W and Th. Call 815-561-8500.

**Davis Family
Health LLC**

1201 Meriden St.
Mendota, IL
(Across from Sullivan's)
815-538-1800



The office takes Medicaid, Medicare
and almost all commercial insurances



Erica Henry serves up a tasty drink at her business, Purpose Nutrition, located at 1108 Meriden St. in Mendota. Purpose Nutrition has been offering Herbalife Nutrition healthy boosted teas, shakes, and many other items since January 2019.

The benefits of shopping local during the holiday season

Millions of people enjoy shopping for gifts and loved ones each holiday season. The spirit of giving is alive and well each December, and that can extend to giving back to one's own community.

In addition to supporting local charities when making donations during the holiday season, shoppers can patronize small local businesses over big box retailers and national chains. The decision to do so can benefit communities in myriad ways.

• Small businesses inspire young entrepreneurs.

The United States Department of Commerce reports that nearly half of all small business owners in the U.S. in 2018 were 54 or younger. Six percent of those owners were 34 and under. Young entrepreneurs at the helm of thriving local businesses provide inspiration to the next generation of innovators.

• Thriving small business owners can send a positive message to traditionally underrepresented groups. The National Women's Business Council Annual Report for 2022 indicated women-owned employer

firms increased by nearly 17 percent between 2012 and 2019. Similarly, the U.S. Census Bureau's 2021 Annual Business Survey found that there were more Hispanic-owned and minority-owned businesses in various sectors than a decade earlier. The success of women- and minority-owned businesses sends a positive message to young entrepreneurs and locals who are part of groups that have traditionally been underrepresented in business. That can help to create a more diverse and inclusive Main Street, the success

of which depends heavily on locals' willingness to patronize locally-owned businesses.

• Shopping local supports many small business owners. Family meals and social gatherings with friends and coworkers are a big part of the holiday season, and it's not uncommon to break bread and share a few drinks during a night on the town. Choosing to gather at a locally owned restaurant or tavern instead of a chain restaurant can have a ripple effect on an assortment of local businesses. Local restaurants often source



their ingredients from local farms. A family meal at such a restaurant benefits both the restaurant owner and the hardworking local suppliers of the food that ends up on the plate. Local restaurants also are more likely to list locally produced wines and craft beers on their menus

than national chains. That adds to the ripple effect of celebrating the holidays at a locally owned restaurant.

A thriving small business sector is vital to a strong local economy. Shoppers can keep that in mind and patronize local businesses during the holiday season.

A Salute To Our Working Women



Left to right, Ann Lauer, Tammy Gibson, Keri Weber, Anna Arteaga, Katie Brandner, and Whittney Stiles.

We would like to take this opportunity to salute these women who are such an important asset to our business.

Eureka Savings
BANK

WWW.EUREKASAVINGS.COM



1300 13th Ave.
Mendota, IL 61342
Ph. 539-5656

Other Locations:
LaSalle Oglesby
Peru Wenona



There's likely plenty of ways to incorporate exercise into the busiest of schedules without making large changes.

Exercise ideas for busy women

Physical activity is important for personal health. However, many women do not get the recommended levels of exercise. Health.gov says evidence shows physical activity has immediate health benefits, such as reducing anxiety and blood pressure. That is just one reason why adults should aspire to get between 150 and 300 minutes of moderate-intensity aerobic activity each week. Such activities should be paired with muscle-strengthening activities at least two days a week, according to the Move your Way® program.

Busy women may argue that they simply do not have enough time to exercise. Parental responsibilities, work obligations, long commutes, and school can get in the way of exercise. However, if people study their days, there's likely plenty of ways to incorporate exercise into the busiest of schedules without making large changes.

Exercise is important for a variety of reasons. Busy women can make more time for exercise simply by incorporating some tweaks into their daily schedules.

- Take the stairs. Skipping the escalator or elevator and taking the stairs doesn't require much time, but pays great dividends for your overall health. It guarantees a mini-workout each day, particularly if you work in a multistory office building or home. Take the stairs whenever possible.
- Walk more. Walking requires no specialized equipment and is good for the body. Instead of sending that email to a coworker, get up and walk to his desk. Rather than hopping in the car to go to the store up the street, put on your sneakers and walk there. If you drive to a store or

appointment, park the car far away from the entrance and walk further to get to and from the door.

• Change your perception of exercise. Physical activity need not be limited to the gym or running around the neighborhood. Exercise can involve a half-hour dance session with the kids or walking around the park with the dog. When you make exercise about fun activities, you may be more inclined to do it regularly.

• Carry those shopping bags. Certain states around the country have banned single-use plastic shopping bags in certain stores. This means shoppers have to bring in their own reusable totes. Use this to your advantage by passing up the shopping cart and filling the totes with items, lifting and flexing your arms as you go. It's a small strength workout every time you shop.

• Exercise while sitting. You can fit in a little exercise even if you're chilling out watching a movie or doing your remote work in your home office. Keep a lightweight dumbbell nearby and do a few bicep and triceps curls. Or invest in a portable cycling device to stow under the desk and clock miles that way.

Exercise is important for a variety of reasons. Busy women can make more time for exercise simply by incorporating some tweaks into their daily schedules.



Left to right:
Julie McConville, Kim Hight, Dr. Tara, Cristina Valdez
and Peggy Halbmaier

*Proudly providing
eye care to the people of the
Mendota area for over 16 years!*

Dr. Tara N. Van De Wyngaerde
Optometrist
700 14th Ave. • Mendota
(815)539-6291

Hours: Mon. - Tue. 8:30-6:00, Wed. 8:30-5, Thurs. 8:30-11, Fri., 8:30-3
Open 3rd Saturday of every month from 8-Noon & closed the Thursday of that week.



5 insights to help you find your dream job

(StatePoint) With one in four U.S. adults currently job seeking, it's a competitive market, but experts say that finding your dream job is within reach if you use smart strategies.

"A well-executed job search that combines powerful search tools and the right mindset will connect you with companies that value their employees and set them up to thrive," says Kristin Kelley, chief marketing officer of CareerBuilder.

As you get your job search under way, consider these five tips and insights from CareerBuilder:

1. Define your dream job: Research shows that

the goals and desires of job seekers vary by industry. However, whether you're an administrative assistant, a retail worker or a software developer, it's important to define what matters to you in a job, as doing so will help you narrow your search. This means nailing down details like your salary requirements, while also considering intangible factors, such as whether the work will allow you to make an impact and whether the company's values and culture align with yours.

2. Build a better resume: A resume is often the first point of connection between you and your next job, yet

knowing its importance can make it feel daunting to create. To make a great impression with a minimal amount of effort, check out online tools like CareerBuilder's "Create Resume" feature. The platform allows you to create multiple variations of your resume that call out specific areas of expertise as they may relate to particular roles. The site has already outlined the most important fields for you to fill in, making it easy to authentically highlight a mix of hard and soft skills that will get you noticed by top employers.

3. Streamline your search: Work smart, not hard. Rather than apply for jobs individ-

ually, turn to a job search platform that will make your profile and resume available to thousands of employers. In the case of CareerBuilder, you don't actually need to register for an account to search through its millions of job listings. Search for jobs using filters like degree requirement, keywords, industry and mileage radius, then apply for positions directly on the site. A salary search function, along with career advice and tips, make it an invaluable one-stop site for job seekers.

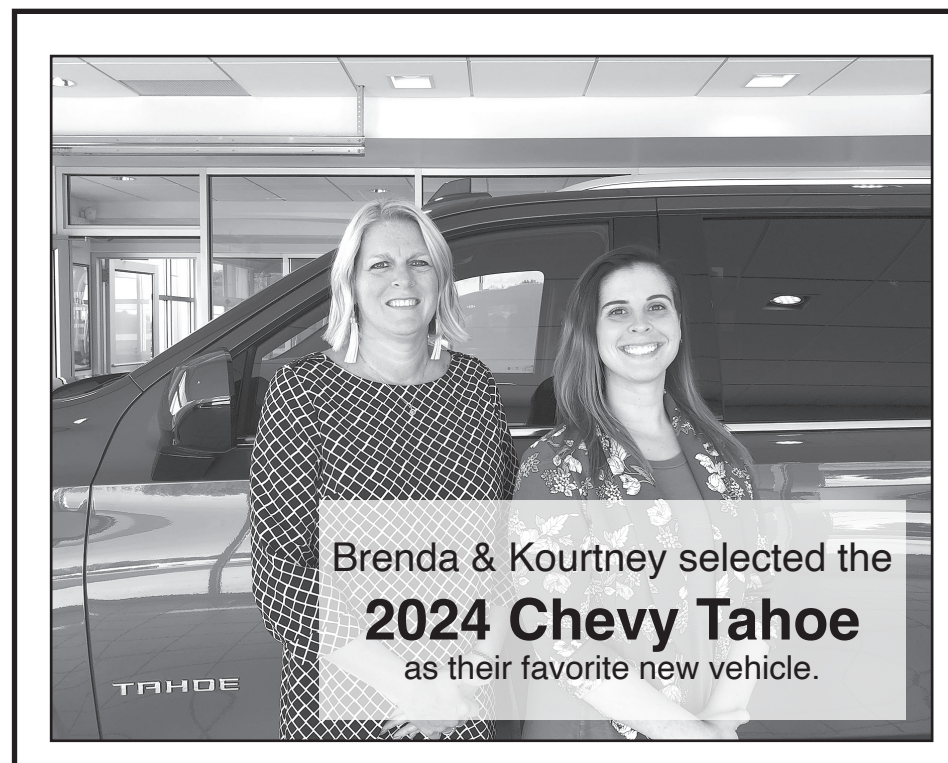
4. Prepare for interviews: Preparing answers to com-

mon interview questions and even practicing with a spouse or friend beforehand can help you feel competent and confident when the real interview rolls around. For behavioral questions, CareerBuilder recommends using the STAR method, in which you describe the Situation, Task, Action and Result to explain how you would act in specific work situations.

5. Check the terms: A dream job is only a dream job if the terms of employment suit you. Before signing a contract, check such details as compensation, start date, the company's

leave policy, professional development opportunities, perks and benefits, as well as items that could impact you in the future, like non-disclosure agreements. If you plan to negotiate, decide whether you'll take the job if the employer doesn't modify the contract. Stay courteous and professional throughout the process.

Landing a dream job can be a labor-intensive process. However, leaning on new tools and tech to do some of the groundwork for you can help ensure you start your new position with purpose and energy.



VAESSEN BROTHERS CHEVROLET, INC.
"Great Deals - Great Service Since 1926"

HIGHWAY 52 SUBLETTE, IL
www.vaessenbrothers.com
(815) 849-5232
1-800-227-5203

FIND NEW ROADS 
 CHEVROLET

• Milestone moments in women's history •

Women have played a vital role throughout the history of the world, even during eras and in countries where they have been marginalized and their freedoms limited.

There's no shortage of milestone moments in women's history, and the following are some everyone can appreciate and commemorate now and beyond.

• Marie Curie wins the Nobel Prize: In 1903, chemist and physicist Marie Curie and her husband, Pierre, were awarded the Nobel Prize in Physics for their work involving radiation. Ms. Curie became the first woman to win the distinguished prize, but she didn't stop there, winning the Nobel Prize in Chemistry in 1911. That made Curie a trailblazer of a

different sort, as she became the first person to win or share two Nobel Prizes.

• American women are granted the right to vote: The passage of the Nineteenth Amendment of the Constitution on August 18, 1920, guaranteed all American women the right to vote. The passage of the amendment, which was a byproduct of the hard work of women who had been fighting for suffrage for decades, enfranchised more than 25 million American women in the months ahead of the 1920 presidential election. Though this was a momentous event for American women, the United States was not the first nation to grant equal political rights to women. That distinction belongs to South Australia, which allowed

women to vote and stand for election in 1895.

• Women serve in the armed forces during World War II: WWII has inspired countless books and Hollywood productions, but few have recognized or emphasized the role women played in that conflict. That's unfortunate and misleading, as the U.S. Army established the Women's Army Auxiliary Corps on May 15, 1942. Later known as the Women's Army Corps, or WAC, this women's branch of the U.S. Army was initially led by Colonel Oveta Culp Hobby, who later became just the second woman to serve in a presidential cabinet. Roughly 150,000 women served in the WAAC or WAC during World War II, with some stationed in Europe,

North Africa and New Guinea.

• The National Organization for Women is founded: An American feminist organization, NOW was founded on June 30, 1966 and has since left an indelible mark on American society. Since its inception, NOW, which has an estimated membership of roughly half a million, has fought against discrimination and for equal rights for women.

• Iceland makes equal pay the law of the land: In 2018, Iceland became the first country in the world to mandate that men and women in the same job be paid the same amount. This marked a major step forward for women, who have historically been paid less than their male counterparts holding the same positions.

Saluting Women in Business



*Back row, left to right: Eve McDowell, Bradyn Chandler and Angie Collins
Front row, sitting - Branch Manager Betsy Westrick and Gayle Peasley*

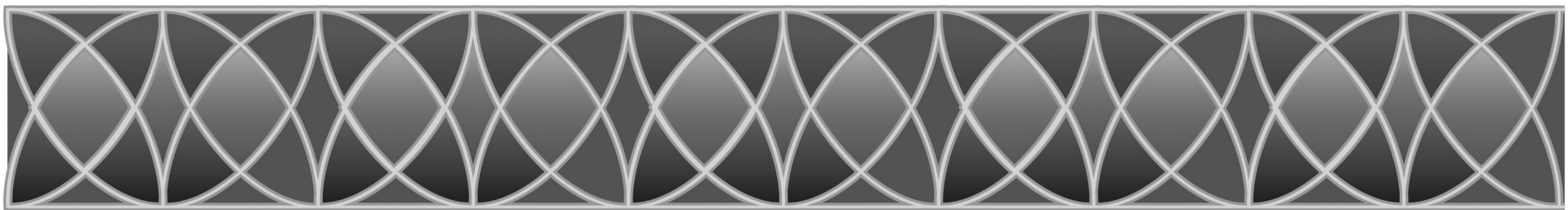
Come see us at our Mendota Branch!

FIRST FEDERAL
SAVINGS BANK
Banking for Life

1205 Washington Street
or call us at 815-539-6757

www.ffsbweb.com

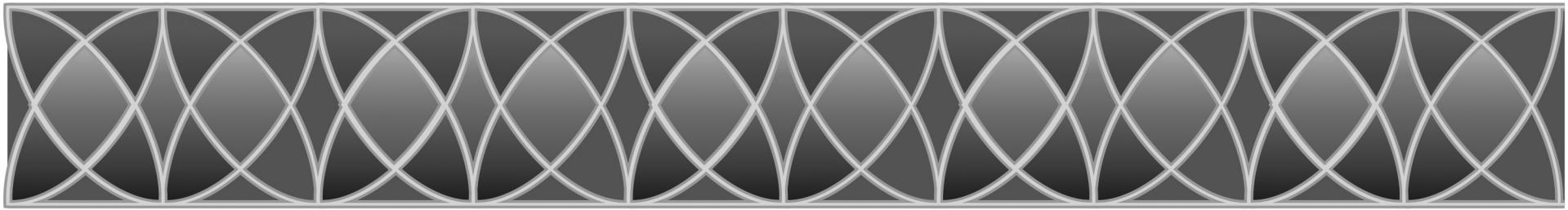




The Mendota Reporter salutes our area's women for their great work and contributions to our community.



L to R: Jamie Stanford, Account Executive, Jennifer Robinson, Office Manager, and Tonja Greenfield, Publisher



How mid-career professionals can find their next job

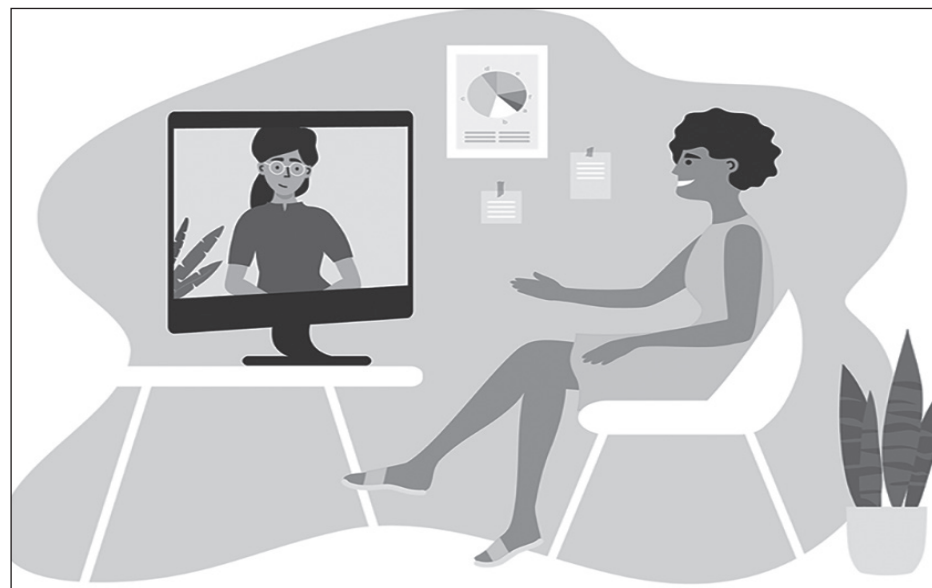
Newly minted college graduates often utilize career placement services at their colleges and universities as they seek to land their first job in their chosen field. Such services typically are not utilized by mid-career professionals, who are generally those individuals with ample experience but who are still many years away from retirement. But it's not necessarily easy for anyone to find a new job in the digital era, so mid-career professionals can utilize some strategies to increase their chances of finding a job that allows them to

advance to the next step in their careers.

- Identify your priorities. Mid-career professionals who are working but want to move on to a new opportunity have the luxury of looking for a position that aligns with their priorities and should take full advantage of that position. Identify what you like or don't like about your current job. Variables that merit consideration include the job itself, but also company size, workplace culture and benefits and perks. Make a list of these priorities and identify

which are most and least important to you, and then allow that list to inform your search for a new job.

- Determine if your next job will be your last job. Many mid-career professionals looking for a new job may be looking with the intention that their next employer will be the last company they work for. If that's the case, then it's important to keep that in mind as you begin your search. Opportunity for professional growth and advancement should be available within an organization that you envision being the last firm you



Financial Plus honors its working women



Front row, left to right:
Jamie Denault, Rose Bonnell and Celina Garza

Back row, left to right:
Jennifer Truckenbrod, Alejandra Hernandez, Audrey Holocker, Aubrey Stienner

Financial Plus would like to thank all the hardworking women that have become indispensable to our business & our customers.

FINANCIAL + plus
CREDIT UNION

1905 13th Ave., Mendota • 539-3444

Ottawa | Peru | Morris | Diamond
www.financialplus.org

ESI EXCESS SHARE
INSURANCE



10182023

work for. If you enjoy the challenges and excitement that comes with switching employers, or even careers, then you may not need to prioritize advancement opportunities over chances to beef up your experience.

- Practice interviewing. Mid-career professionals may not have interviewed for a job in many years, and the process of interviewing has undoubtedly changed since individuals were offered their current jobs. For example, initial interviews are now often conducted over conferencing apps like Zoom, so mid-career professionals may want to study up on how to master such interviews. Everything from lighting to backgrounds to how you sit during the call can affect interviewers' impression of you as a can-

didate. So preparing for interviews may involve more than traditional steps like studying up on the company and preparing responses to questions interviewers may ask.

- Utilize a recruiter. Mid-career professionals can benefit from the services of a recruiter. Recruiters can provide pointers on constructing a résumé and how to answer interview questions with the goal of emphasizing your experience and accomplishments. Such insight can be invaluable for established professionals.

Mid-career professionals looking for their next job can utilize various strategies to ensure they ultimately land at a company that values their experience and challenges them in new and exciting ways.

Mid-career professionals who are working but want to move on to a new opportunity have the luxury of looking for a position that aligns with their priorities and should take full advantage of that position.

5 ways to ensure a greater balance of work & family

Individuals have to juggle many different responsibilities on a daily basis. Those with full- or part-time jobs, children, spouses or partners, or aging family members that require assistance, will often find they are pulled in different directions. In many cases, work takes priority over family time because people rely on their jobs for the income that funds their lifestyles. Rather than jeopardizing that income, certain individuals will make time concessions that favor employment over personal relationships and family time.

Recent data indicates that many people are trapped in unhealthy work-life balances and can't find the time to unwind and enjoy themselves. The e-commerce company Groupon asked 2,000 Americans about stress at work and 60 percent indicated that pressures and responsibilities of the workplace and home life do not have boundaries. Learning to balance work and life better may come from following these tips.

1. Find more time. While there's no way to add extra

hours to the day, you can add extra hours to your schedule. One way to do so is to wake up earlier or stay up later than the household. Some people prefer the quiet time to get things done while others are asleep. If you can afford to shave an hour from your sleeping schedule (provided you already are getting enough), this approach can make a significant difference.

2. Limit distractions as much as possible. Distractions pull attention away from tasks and that can make it harder to complete jobs on time. Schedule tasks that require your utmost concentration when others are not around. Perhaps this means coming into the office during off-peak hours or waiting until a spouse or the kids go to their respective places of work or school before you start on things that require greater concentration.

3. Figure out your home priorities. Schedule your home priorities just as you would work meetings and other responsibilities. While you may not be able to attend every sports practice or game, make it a point to get

to as many events as possible. Put it in the calendar or planner as a must-do.

4. Maximize your PTO. Chances are you are entitled to a certain number of days off. Do not squander the opportunity to use these days. It will not make you a hero if you give up on time off. Map out priorities for the next couple of months and see where your time away from work will be needed. Then utilize PTO for these events as well as vacations.

5. End work at a certain time. There is a saying that "work expands to fill the time allotted." It's easy to let work infiltrate home time especially for those who are remote workers. Set a distinct end time for the job and reinforce it by turning off your computer or other devices, or physically lock the door to your office. Schedule tasks directly after work that are important to you, so you won't be tempted to continue working.

Finding work-life balance can take time and require breaking established habits, but it is one way to reduce stress and feel more personally satisfied.



Finding work-life balance can take time and require breaking established habits, but it is one way to reduce stress and feel more personally satisfied.

Five women notable for breaking boundaries all around the world

Women make great accomplishments and contributions all around the world. These five women are notable for breaking boundaries.

- Xiomara Castro: Castro was sworn in as Honduras' president in January 2022. She became the first woman to hold the position, and campaigned on expanding women's rights in that country.

- Mary Barra: As the CEO of General Motors since 2014, Barra is the first woman to lead one of the three big automakers. She has invested millions into the development of self-driving cars, electric vehicles and a ride-share service

called Maven.

- Giorgia Meloni: Meloni took office in October 2022 as Italy's prime minister, becoming the first woman in history to hold the position.

- Tsai Ing-wen: Tsai took office as president of the Republic of China (Taiwan) in 2016, becoming the first woman leader (and the first unmarried president) of the country.

- Catherine MacGregor: This French businesswoman became the CEO of the French energy company Engie in 2021. She is the only woman CEO in France's CAC-40 stock index.

McDonald's salutes Women in Business



Caryn Wheeler
1503 13th Ave.
Supervisor



Egg McMuffin





FALL SAVINGS SPECTACULAR



Return this coupon by Oct. 31, 2023 and take advantage of a lower price. Renew or start a new subscription to your hometown newspaper and you will get \$5 OFF our regular rate! **Subscription rates will increase on Nov. 1, 2023**

ADD \$1 TO YOUR SUBSCRIPTION
and we will match it and donate the proceeds to Mendota Area Senior Services (MASS). 

12-Month Subscription

1 year.....\$51.00
If you reside in Bureau, LaSalle or Lee counties.
Add \$1 for MASS donation...\$52.00



1 year.....\$71.00
If you reside out of Bureau, LaSalle or Lee counties.
Add \$1 for MASS donation...\$72.00

(If you have previously subscribed using our Auto Pay method, your subscription will be transferred to our Manual Pay Plan.)



Fall Savings Spectacular

Name: _____ Phone # _____

Address: _____

City: _____ State: _____ Zip: _____

*Coupon and payment must be received to qualify for special rate.

Return to: The Mendota Reporter, P.O. Box 300, Mendota, IL 61342.
Reporter office located at 703 Illinois Ave. Phone 815-539-9396.

How to improve customer retention

One of the principles of good business is to remember that it is less expensive to have customers become repeat shoppers than to try to entice new customers to come in and try products or services. Harvard Business Review says onboarding a new customer can be as much as 25 times more expensive than retaining an existing customer. However, profits can grow even when businesses retain a small number of customers.

Consumers can be fickle, and there is always some shiny new “something” that may draw their attention away. That fickle nature is on display whenever a new product hits the market. An existing phone may still function at or near peak capacity, but the newer one boasting different bells and whistles captures the attention of a buyer who doesn't

want to feel like he or she is missing out on the latest and the greatest.

Small business owners have to do their part to ensure their customer base is not drawn away by something shiny and new — particularly if that something is a big box retailer who has moved into the neighborhood. These strategies can improve customer retention and benefit small businesses.

- Prioritize strong first impressions. Customers will judge a business by its cover. How they were treated, how smoothly a process ran and how quickly an issue arose will affect how likely a customer is to stick around. Businesses who perfect their first impressions, particularly by putting their key employees in position to initiate contact, may find

Businesses can foster goodwill and customer retention by rewarding customers who stick around.

they are more successful at customer retention.

- Customize the customer experience. Businesses can use omnichannel support to gather information about clients as they attempt to curate highly personalized experiences. Omnichannel support provides customer service across various channels and touchpoints, says Zendesk. This includes

cohesive usage of live agents, chatbots, emails, and more. Omnichannel support streamlines customer service conversation history from channel to channel, ultimately making things easier on the customer.

- Offer loyalty incentives. Businesses can foster goodwill and customer retention by rewarding customers who stick around.

Rewards can include VIP events, early access deals, special offers, discount codes, and other loyalty programs. These programs help collect data to improve the customer experience and indicate to customers that they're valued.

- Keep customers in the know. Businesses should routinely update existing customers on what is being done to keep products and services fresh so evolving customer needs are met. With so much competition out there, businesses need

to keep their names at the top of the minds of consumers.

- Make every customer feel like a VIP. Go above and beyond with every customer, treating each and every one as if he or she is the most important person in the room. VIP services can include seamless online services as well as prompt and fast point of sales in person.

These strategies can be employed by small businesses to improve customer retention rates.



Keep customers in the know. Businesses should routinely update existing customers on what is being done to keep products and services fresh so evolving customer needs are met. With so much competition out there, businesses need to keep their names at the top of the minds of consumers.

Let the professionals at
SETCHELL AGENCY
assist you with all your
insurance needs.



Stephanie Ramer, Carol Ramer and Mindy Matney

Call for a free, no obligation quote today!



Proud representative of Mendota Mutual Insurance Company.

SETCHELL
AGENCY, LTD.
618 6th Street
Mendota, IL 61342
Phone 815-539-9311

10182023

Thank you to our loyal customers for 44 years of service!
Alta & Mary

Serving our community since 1979!

Sports-N-Stuff
804 Washington St., Mendota, IL
815-539-6354

Women In Business

Emily Kofoid - Director and Carolynn Ohlendorf
Youth Services Manager

Working for our community.
“You never achieve real success unless you like what you are doing.”
~ Dale Carnegie

Graves-Hume Public Library

1401 W Main St.
Mendota, IL
815-538-5142
graveshume.org

10182023

Illinois celebrates National Women’s Business Month

CHICAGO—The Illinois Department of Commerce and Economic Opportunity (DCEO) is celebrating National Women’s Business Month throughout October by recognizing the significant contributions of women-owned businesses throughout the state. The monthlong celebration – which is designated through a proclamation – includes business resources such as virtual and in-person events, resource guides for financial and social capital, business spotlights on social media, and a social media campaign to support and elevate Illinois women-owned businesses.

“This month and every month, we’re proud to continue supporting, uplifting, and celebrating women-owned businesses throughout our great state,” said Governor JB Pritzker. “For too long, women business leaders and entrepreneurs faced systemic and financial barriers when

starting and growing a business – but here in Illinois, we’re making it possible for everyone to succeed through increased grants opportunities and access to resources.”

Although Illinois has over 456,000 women-owned businesses, women business owners and entrepreneurs, especially women of color, have historically experienced barriers in accessing financial and social capital and other key business resources. DCEO prioritizes creating an equitable business environment through targeted initiatives and resources designed for women-owned businesses.

“Women are vital to the health and future of our state’s economy – not just on the sidelines, but at the helm of businesses that are enhancing our communities and building wealth that will have a ripple effect on generations to come,” said Lt. Governor Juliana Stratton. “In Illinois, we are

helping more women start and grow their businesses and make their dreams a reality. When women thrive, we all thrive.”

DCEO’s Office of Minority Economic Empowerment (OMEE) works to create an inclusive business environment for communities that have faced sys-

temic challenges to growth, including women business owners and entrepreneurs, as well as businesses owned by people of color. OMEE hosts dozens of events and provides year-round support to women-owned businesses, including connection with grants, technical assistance, and incentives to bolster

women entrepreneurs and women-owned enterprises.

“During Women’s Business Month and throughout the year, DCEO is dedicated to eliminating barriers to create a more equitable business environment across Illinois,” said DCEO Director Kristin Richards. “Women-owned businesses

are historically underinvested and have limited financial capital opportunities, but DCEO continues to support women-owned businesses through millions of dollars in grants while providing a variety of resources, support, and funding opportunities to women entrepreneurs.”

Celebrating Women in Business



FIRST STATE BANK

firststatebank.biz | 800.362.9623

