

2026

Milestones in Business

Celebrating Business
Anniversaries
and Accomplishments

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A Legacy of Growth, Community and Commitment



The Northside Ford Lincoln Mercury journey began in October 2006, when Mark Mayhood and Jake Traub assumed leadership and ushered in a new chapter under the Northside name. At that time, the dealership consisted of a single aging building and a lot less inventory than we currently carry. As the automotive industry evolved, so did Northside.

What has remained constant is the dedication of the people behind the business. Many members of the original sales staff are still part of the Northside family twenty years later, joined by new faces along the way. Over the past two decades, the parts and service departments have more than tripled in size, reflecting the dealership's steady growth and commitment to service excellence.

Today, Northside is home to nearly 50 employees, operates out of three buildings, and features a completely remodeled service and main showroom. The pre-owned vehicle center has also been renovated, and the building to the east has been transformed to support our ever-growing service department. Inventory has grown to more than 350 vehicles, making Northside Ford a vibrant, fast-paced destination for both shoppers and employees alike.

At the core of Northside's success is a strong focus on people—creating a positive work environment with reasonable hours, a supportive culture, and an atmosphere that is both fun and rewarding. This philosophy extends directly to the customer experience, where the team strives to provide a welcoming, stress-free approach to vehicle shopping.

Northside Ford has been a trusted cornerstone in Effingham County for decades, serving the community well beyond the dealership doors. Their dedication to customers doesn't stop once you drive off the lot—it's a continuous commitment to exceptional service, top-tier sales performance, and genuine satisfaction.

What truly defines Northside Ford is not just the vehicles they sell, but the quiet, consistent ways they support the people of Effingham and the surrounding communities. Much of their generosity happens behind the scenes, but its impact is felt by many.

Throughout the year, Northside Ford supports a wide range of local needs—from sports and academics to community events and more. Beyond these sponsorships, the Northside team also gives internally to non-profits, with the dealership matching every contribution to double the impact. Each December, Northside designates a special week to order from locally owned restaurants every day, reinforcing its commitment to "shop local." This effort is now expanding into a full "Month of Giving," where the dealership partners with additional charities and non-profits to give back on an even broader scale—all while choosing to remain humble in their approach.

Northside Ford also introduced the "Open Tab" campaign into Effingham County, collaborating with local businesses once a month through simple acts of kindness and pay-it-forward moments. These events come with no strings attached and exist solely to uplift the community and support other growing businesses.

Alongside their dedication to the community and their customers, this company continually invests in their employees—a commitment made evident by the many long-tenured team members who have chosen to build their careers here. They've also broken ground on a new car wash, a project that will bring additional economic growth to the area. Northside Ford embraces fresh ideas and keeps the door open to new possibilities.

The automotive industry has faced constant change—from fuel price spikes and global uncertainty to the challenges of COVID-19, rising interest rates, and market fluctuations. Through it all, Northside Ford has remained committed to offering a strong inventory, meaningful employment, and exceptional customer service to the Effingham area and beyond.

We love Effingham, and it has been an honor to give back to the community we proudly call home. God Bless Effingham.

1312 N. Keller Dr., Effingham

Ph 217-342-3929 1-800-500-FORD

CHECK OUT OUR WEBSITE AT:

www.effinghamford.com

The Best Deals Are On The Northside

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Milestones in Business

2026



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MILESTONES IN BUSINESS ON THE WEB

Check out current and past magazines at
effinghamdailynews.com/news/magazines/



elcome to our new magazine entitled “Milestones in Business.”

We are excited to be bringing this publication to the Effingham area as this area in downstate Illinois is known as a mecca for business as well as many organizations.

Effingham is billed as “The Crossroads of Opportunity” because of its location at the intersection of two major interstate highways: I-57 running north-south from Chicago to Sikeston, Missouri and I-70 running east-west from Utah to Maryland. U.S. Route 45 which runs from Ontonagon, Michigan to Mobile, Alabama and U.S. Route 40, the historic National Road, which stretches from Atlantic City, New Jersey to Silver Summit, Utah, and Illinois routes 32 and 33 all run through Effingham and the area. Effingham also serves as a major railroad junction with the crossing of the Illinois Central main line from Chicago to Memphis and the Pennsylvania Railroad line from Indianapolis to St. Louis. In addition, Amtrak, the national passenger rail system, provides service to Effingham under the daily City of New Orleans route to New Orleans and Chicago, and the Saluki and Illini to Chicago and Carbondale.

All these major lines of transportation make Effingham and the area appealing to businesses seeking to locate here. It is also a major reason Effingham has more restaurants and lodging facilities than typical towns of its size. The Effingham area workforce and entrepreneurs are well known for a strong work ethic, positive attitude, dedication, diligence, commitment to excellence and enthusiast initiative in getting things done! These strong attributes are core to the success of Effingham area businesses and organizations and the prime reason so many of them are still running strong decades later. We are blessed with a few businesses in the area who have crossed the century milestone and still running strong, a testament to determination and the drive by today’s new generation of business owners to carry on a tradition that started with a vision by forefathers who laid the foundation for success.

Our new annual magazine “Milestones in Business” presents an opportunity for local Effingham area businesses to promote and celebrate business anniversaries and accomplishments that include but are not limited to the anniversary of their business, milestone anniversaries of key employees, retirement of key employees, announcement of new products or new services, announcement of new construction and/or new branches that have opened or are scheduled to open soon and any other announcements of new things going on with their business or organization.

In the pages that follow, we have included a list of businesses and organizations in Effingham County and the number of years they have been in business. We realize that this list is not complete. If your business is not on this list, please give us a call at (217)347-7155 and we will be sure to include you in next year’s publication. Also, if you notice a discrepancy in the number of years we have listed, please notify us as well so we can correct it for next year’s publication. We envision next year’s publication to include much more information on our local businesses and organizations.

We take great pride in lending a hand to the success of our local businesses and organizations by assisting them with their promotions.



Jody Hardiek
Sales Supervisor



Julie Harkins
Sales Executive





6138HT

New 2026 Honda Ridgeline RTL

INCLUDES
\$2,000
REBATE

Was \$44,890
NOW \$40,890

End of Summer Savings



6195HT

New 2026 Honda HRV Sport

Was \$31,250
NOW \$29,750



6220HC

New 2026 Honda Civic Hatch Sport

Was \$29,545
NOW \$27,900



6274HC

New 2026 Honda Accord Hybrid EX-L

Was \$36,745
NOW \$34,900



6362HT

New 2026 Honda Passport Trailsport Elite

SALE PRICE \$56,185



6289HT

New 2026 Honda Odyssey EX-L

Was \$45,340
NOW \$43,340



6368HC

New 2026 Honda Accords

Starting At
\$31,890



6367HT

New 2026 Honda CR-V Hybrids

Starting At
\$40,250

Sales Staff



Jeff
Parkison
General Mgr.



Doug
Mette
Sales Mgr.



Clint
Antrim
Sales Consultant



Brian
Niebrugge
Sales Consultant



Mark
Schmidt
Sales Consultant



Seth
Yager
Sales Consultant



Mike
Wilson
Sales Consultant



Jason
Payne
Sales Consultant



Colby
Antrim
Sales Consultant

Roy Schmidt Honda



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Difference"

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Roy Schmidt Honda



Roy Schmidt Honda has been the area Honda dealer since December 2014. The dealership is starting its 12th year serving local customers, as well as many from communities throughout the state. Roy Schmidt Honda strives to meet every customer's expectation to provide the best sales and service experience. Roy Schmidt Honda has achieved 100% in customer satisfaction in the district, as well as 100% in Honda Service Fixed Right First Time, five years consecutively.

Honda offers a full line of clean, safe, fun and connected vehicles sold through more than 1,000 independent US Honda dealers. The award-winning and exciting Honda lineup includes the Civic, Prelude, and Accord, along with the HR-V, CR-V, Passport, Prologue and Pilot sport utility vehicles, the Ridgeline pickup, and the Honda Odyssey minivan. Honda has been producing automobiles in America for over 40 years, and currently operates eight major auto manufacturing facilities in America.

Honda has earned 4 coveted 2026 Car & Driver 10Best Awards, more than any other brand, for the 4th year in a row and the most in the 10Best award history.

- Honda Civic, Accord, CR-V and Passport give Honda more 2026 Car and Driver 10Best Awards than any other brand
- Honda Accord wins for a record 40th time, a streak of 28 consecutive years
- 2026 Passport makes list for first time, the 11th Honda model to earn the honor
- Honda Civic lineup wins for 4th year in a row with special praise for hybrid variant
- Honda CR-V and CR-V hybrid claim 4th straight 10Best Trucks and SUVs award
- Honda has won 98 10Best trophies since award's inception – most of any brand

Honda has won the 2026 "Best Car Brand" award for the fifth consecutive year from US News & World Report receiving high scores

for performance, interior quality, safety, and reliability for the Civic and Accord. The award-winning 11th generation Civic is a gateway to the Honda Brand and America's most popular vehicle with the Gen Z, first time buyers. Honda Civic is America's best compact car since 1973.

The 2026 Honda Passport has been honored with an "Adventure Vehicle of the Year" award by the editors of Gear Junkie. The rugged Passport and Passport Trail Sport earned top honors in the 2-row SUV category. The 2026 Passport earned the top safety pick rating, the highest safety accolade from the Insurance Institute for Highway Safety.

We invite you to Roy Schmidt Honda to check out all the new award-winning Honda vehicles, schedule a service appointment, or visit the parts department for any accessory you may need, and experience the "Roy Schmidt Difference"!

Thank you to all the Honda customers for your valued business at Roy Schmidt Honda.



Front Row, left to right: Clint Antrim, Danny Sipes, Jody Watts, Twilla Ruholl, Karen Doty, Roy Schmidt, Shannon Roberts, Ashley Baumgarten, Jeff Parkison, Will Cameron and Colby Antrim.

Back Row, left to right: Jason Payne, Doug Mette, Brian Koester, John Kortte, Matt Rogers, Paul Karrick, Mark Schmidt, DJ Dees and Mike Wilson.



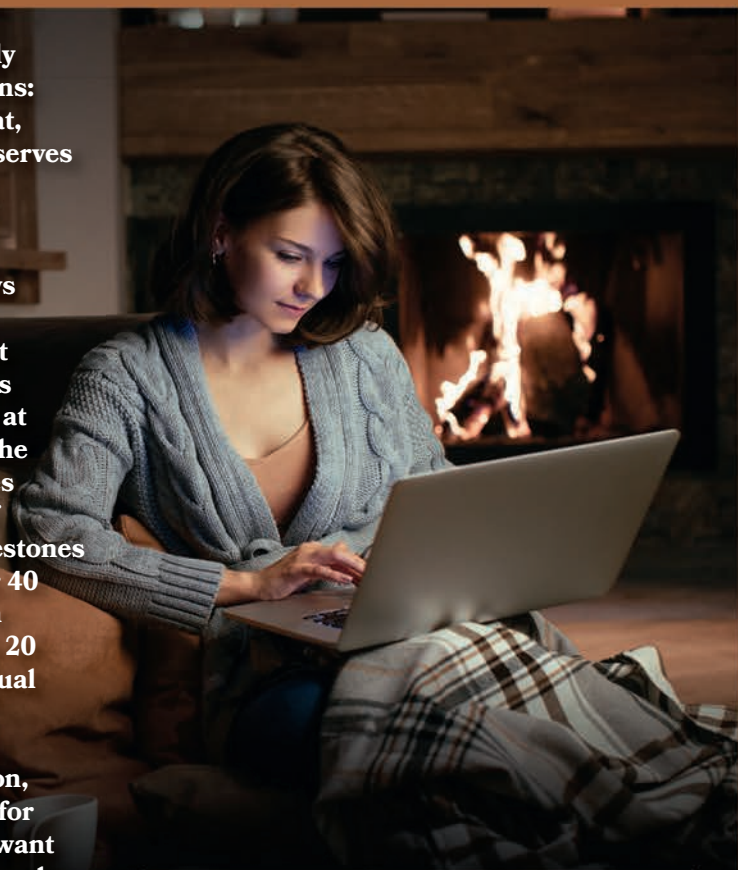
Dear valued readers and advertisers,

The Effingham Daily News was established in July 1946 through the merger of four local publications: the Effingham Daily Record, Effingham Democrat, Effingham Republican, and County Review, and serves the south-central Illinois counties of Effingham, Cumberland, Shelby, Fayette, Clay and Jasper.

2026 marks 80 years of the Effingham Daily News publishing stories that have a direct impact not only on our community but also our region. What started as a newspaper print-only publication has grown to also include a growing presence online at effinghamdailynews.com where you can access the news 24/7. We proudly publish several magazines throughout the year including annual editions of Progress, Discover (Effingham's Fact Book), Milestones in Business, and Top Community Leaders Under 40 as well as our quarterly publication of Effingham Magazine. We extend our audience reach to over 20 counties in south-central Illinois with our bi-annual travel magazine A Day Away.

As we reflect on 8 decades of service to this region, we would like to express our sincerest gratitude for your unwavering support through the years. We want you to know that your support is our most treasured gift. We feel fortunate to have you on our side. Our community newspaper wouldn't be possible without you. Thank You!

Moving forward, you can continue to trust us to provide verified and timely coverage of the issues that matter most to you. We take great pride in bringing local news to you and will work diligently to be deserving of your support.



EFFINGHAM
DAILY NEWS

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founder

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**Ray Kabbes &
George Mette,**
Co-Owners

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**John, Bill, Dick &
Bob Mette,**
Co-Owners

2015 to 2022
Bill & Dick Mette,
Co-Owners

2022 to Present
Bill & Caleb Mette,
Co-Owners



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Business Anniversaries

0-9 YEARS

Dammerman & Associates
Elite Realty - new in 2026
Serene & Silk Boutique -
new in 2026
Heartland Craft LLC - new
in 2026
Play Social - new in 2026
Title Solutions Effingham
- new in 2026
Thats A Wrap Realty - 1
The Arena Trampoline
Park - 1
Midstate Building Supply
Effingham - 1
The Beanstalk Boutique - 9
Gopher's Grill - 8
RISE Recreational
Dispensary Effingham - 6
Discovery Christian
School - 5
Jeremy Edwards / Edward
Jones Financial - 7
TRS Radiator - 5
Hobby Lobby Effingham - 7
Elite Hair Studio - 7
Thompson Auction
Team - 2
Lucia's Italian Kitchen - 6
Elizabeth Yager Designs &
Cabinetry - 4 (7 years as
Elizabeth Yager Designs)
Kirby Foods - 8
Montessori Kids Universe
Effingham - 5
Tolliver & Co Barbers - 8
Whitney Roofing - 9
Reiniger Jewelers
Effingham - 5
Schackmann Hearing - 6
Cricket Wireless - 5
Ginger Ale's Effingham - 3
Tieffel Insurance
Agency - 4
Enchanted Photo Tales - 8
Signature Weddings &
Events - 4

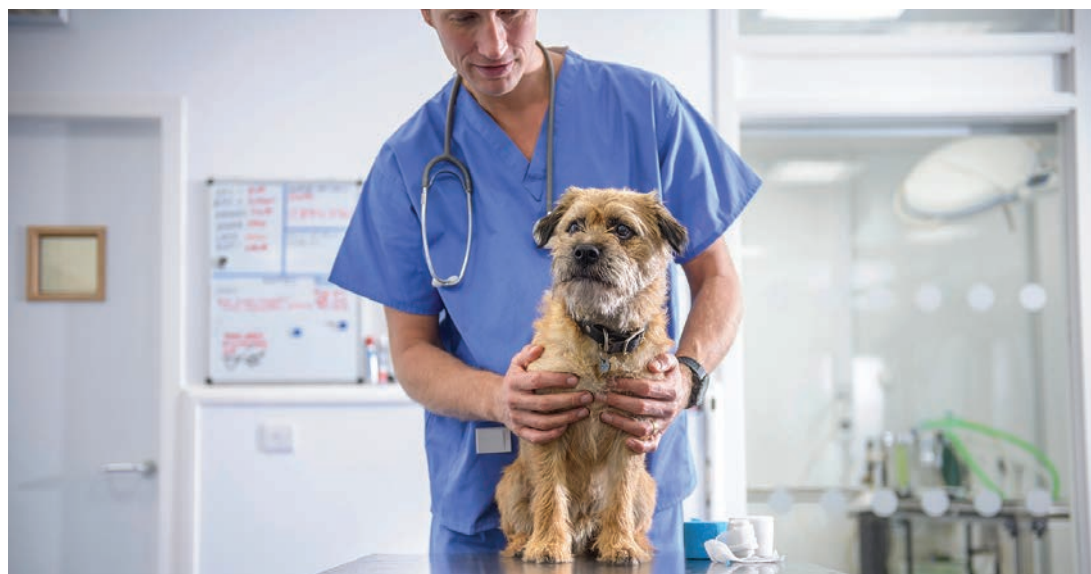
Dr. Chris Dreas, D.C. /
Chiropractic Healthcare
Inc - 7
Black Label Branding
LLC - 3
Daisies & Denim - 8
Royal School of
Cosmetology - 5
QuikTrip Effingham - 3
Renegade Barbers - 4
Jersey Mike's - 4
Angel Nails - 3
Stephanie Uebinger State
Farm - 7
Pawsley's Dog
Grooming - 5
Epic Ag Solutions - 3
El Shaddai Homes
Effingham - 3
Sage Studio - 3
New Horizons Orthotics &
Prosthetics - 2
The Emerald Room - 3
Calame Fitness - 4
KDT Property
Improvement - 5
Meraki Parlour
Teutopolis - 8
Boho Chic Clinique - 5
Country Rhodes LLC - 7
Lara of Dance - 4

Lotus Room Yoga - 6
Behold Aesthetics - 4
Crisis Nursery of
Effingham - 9
Full Circle Realty - 6
Heartland Peterbilt - 6
JX Truck Center - 5
Shelby Realty - 4
T-A Nails & Spa - 6
The Handyman Can - 7
Top Shelf Beer Wine and
Spirits - 7
Vayda Jane Bridal - 7
Visiting Angels - 8
Andrews Eats - 6
Barn & Bottle Winery - 4
BnP Construction - 5
Boots & Soles - 4
Bulls & Broncs Western
Wear - 2
Pinky's - 8
Shelter Insurance Jeanine
Heuerman - 8

10-19 YEARS

Downtown Popcorn
Company - 18
Springfield Clinic
Effingham - 10
My Memory Worx - 10
Richard E. Workman

Sports Complex - 10
Roy Schmidt Honda
Effingham - 11
Crossroots Church
Effingham - 16
McDevitt Osteen Chojnicki
Deters LLC - 14
Utz & Associates
Architects, PC - 17
CW Motorsports - 15
Accuracy Firearms - 18
Versatech - 18
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Effingham - 16
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Meyer Funeral Home - 12



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 AR Flooring LLC - 13
 Enduring Freedom Ministries - 15
 Andrew Heuerman Trucking Inc - 11
 EP Legends Martial Arts - 14
 Advanced Veterinary Care - 11
 The Curl Bar - 11
 The Shoe Box - 11
 McMahon Meats - 11
 The Healing Jukebox - 16
 Dollar General Teutopolis - 14
 Effingham Regional Growth Alliance - 14
 3 Sisters Logistics - 14
 Beck's Hybrid Effingham - 11
 Civil Design - 13
 First Mid Bank & Trust Effingham - 12 (Mattoon 161)
 Fujiyama Japanese Steakhouse - 12
 The Glenwood - 16
 Hair Xperts - 13
 Heartland Health Foods - 15

HSHS St Anthony Wound Center - 16
 JT's Tree Service - 12
 Orr Law - 12
 Schumacher Orthodontics - 17
 Smith Moore & Co - 12
 Totten Law - 15
 Village Wine - 16
 Villas of Holly Brook Effingham - 11
 American Fiber - 15
 Amy Eubanks Photography - 16
 Branches Massage & Spa - 14
 Carriage House Event Center - 14
 China Buffet - 14
 Gabby Goat - 14
 Goeckner Accounting - 15
 It's Almost Home - 13
 J & R Collision - 12
 Kremer Pharmacy - 14
 Lickin' My Chicken Pullin' My Pork - 13
 Mathy's Heating & Cooling - 14
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New Health Chiropractic - 15
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 Affordable Home Improvement/The Gutter Guys - 26
 Midwest Mattress - 20+ (16 in Effingham)
 Prompt Care - 24
 Auto Mall of Effingham - 25
 BK Resources - 25

Dr. John Killough, DPM/ Regional Foot Center - 24
 Bales Unlimited - 20+
 Cayla's Power Tumbling - 23 (17 in Effingham)
 Discovery Christian Preschool - 22
 Effingham Computer Sales - 20+
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- Receive the support and care needed to live as independently and comfortably as possible.
- Experience peace of mind with on-site, around-the-clock care.



Discover Vibrant Senior Living

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Business Anniversaries (continued)

Teutopolis Monastery Museum - 51
 Rural King Effingham = 50+
 Schallert's Sewing Center - 57
 MBI Construction - 54
 FISH of Effingham County - 56
 Effingham Vet Clinic - 52
 Evergreen Nursing & Rehab - 52
 McDonalds Effingham Keller Drive - 52
 Sutter Disposal - 58
 Akra Builders - 52
 Crossroads Bank - 53
 Frederking Construction - 54
 Niebrugge Lumber - 52
 Pizza Man of Effingham - 51
 RC Building - 51
 Tucker Accounting - 51
 West & Co - 58
 Lutheran Care Center - 57

60-69 YEARS

Lake Land College - 60
 CEFS Effingham - 60
 Bahrns Equipment - 60
 Dan Hecht Chevrolet Toyota - 68
 Holiday Inn - 65
 Lake Sara - 69
 United Way of Effingham County - 66
 Community Support Systems - 64
 Cardinal Golf Course - 62
 Truck Stops of America - 61
 Dieterich High School - 69
 Wente Plumbing & Heating - 66

Napa Auto Parts Effingham - 60+
 Steffen Heating & Air - 67

70-79 YEARS

Stevens Industries - 70
 Al's Tire Mart - 74
 Bierman Welding Inc - 79
 American Legion Effingham Post 209 - 79
 JB Esker Concrete Construction - 79
 B & L Machine - 72
 Effingham Water Authority - 71
 Grunloh Construction - 77
 Grunloh Building - 72
 Quatman Lumber - 79
 Altamont High School - 72
 A & H Auto Repair - 76
 Cornerstone Christian Church - 77
 Effingham County Fair Association - 72

80-89 YEARS

Effingham Daily News - 80 (merging of 4 newspapers: The Effingham Daily Record, Effingham Democrat, Effingham Republican and County Review)
 Heuerman Bros Trucking - 80
 Effingham County Memorial Airport - 80
 Effingham Builders Supply - 87
 Martin's Hometown Grocer - 88
 Knights of Columbus Teutopolis Council 2874 - 83
 American Legion Club Teutopolis - 81
 Kull Furniture - 89
 Effingham Village Apartments - 86

Goeckner Bros - 89
 Pagel Funeral Home - 88
 Swingler Construction - 81

90-99 YEARS

The Thomas Shop - 90
 Kull Funeral Home - 90
 Bauer Funeral Home - 94
 Dust & Son - 97
 Arab Termite & Pest Control - 97
 Burkland Flower Shop - 90+
 Drs Sehy & Jones - 96
 Continental Mills - 93
 Giesekeing Funeral Home - 97
 J & J Ventures - 97
 Merz Heating & Air Conditioning - 91
 Nuxoll Food Center - 92

Orchard Inn - 92
 St. Elmo Golf Course - 93
 Teutopolis High School - 97

100-109 YEARS

Brown's Drug Store - 101
 Effingham County Farm Bureau - 108
 Effingham Country Club - 103
 The Equity - 107
 JM Lustig Cabinets - 101
 South Central FS - 106
 Effingham Convention & Visitors Center - 109
 Effingham County Chamber - 109
 Effingham Rotary Club - 106



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Business Anniversaries (continued)

110-119 YEARS

Brumleve Industries - 111
Dieterich Bank - 117
First State Bank of Beecher City - 116
Irwin Seating - 119
Teutopolis State Bank - 113
United Fidelity Bank - 111
Wessels - 111
Beecher City High School - 111

120-129 YEARS

Effingham Elks Lodge #1016 - 120

Knights of Columbus Effingham Council 865 - 123

ADM Grain - 124

Habing Furniture - 128

130-139 YEARS

Teutopolis Village Hall - 138

Wright's Furniture & Flooring - 137

Village of Dieterich - 133

John Boos Butcher Block - 139

Weber's Clothing - 134

Weber's Jewelry - 134

Weber Bros - 131

Sacred Heart Parish Effingham - 133

140-149 YEARS

Washington Savings Bank - 143

W.S. Broom & Co - 141

Teutopolis Fire Protection District - 143

St. Mary's Annunciation Catholic Church, Shumway - 147

Midland State Bank - 145

Siemer Milling - 144

Taylor Law Offices PC - 143

150-159 YEARS

City of Altamont - 155

Village of Montrose - 157

Village of Beecher City - 154

Village of Shumway - 152

Village of Edgewood - 157

Constitution Bank (formerly Bank of Hillsboro) - 157

HSHS St Anthony Memorial Hospital - 151

Johnson Funeral Home - 156

First Christian Church Effingham - 159

160-169 YEARS

St. Isidore the Farmer St. John's Lutheran Church Effingham - 160

Catholic Church, Bishop Creek - 161

Village of Watson - 166

Village of Mason - 161

St. Anthony of Padua Parish - 168

First Baptist Effingham - 165

170-179 YEARS

Effingham County - 171

St. Francis of Assisi Catholic Church, Teutopolis - 173

180-189 YEARS

Village of Teutopolis - 187

Teutopolis Post Office - 184

190-199 YEARS

Centenary United Methodist Church Effingham - 191

200+ YEARS

City of Effingham - 212

United States of America - 250

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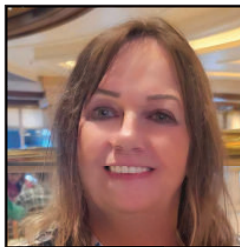
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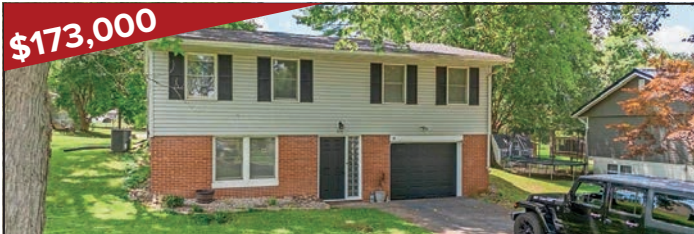
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Unique ways to honor employee anniversaries

The days when professionals would remain with a single firm for the duration of their careers are largely a thing of the past. And data suggests that trend is unlikely to change anytime soon. In fact, data from the U.S. Bureau of Labor Statistics indicates that the median tenure of workers between the ages of 25 and 34 is just 2.8 years.

Though it's definitely unusual for modern professionals to remain with the same firm for many years much less the entirety of their careers, some workers do just that. In such instances, it can be an especially meaningful gesture for companies to recognize longtime employees' anniversaries in unique ways.

- **Personalize each commemoration.** A report from the O.C. Tanner Institute indicated that 70 percent of employees say recognition is most meaningful to them when it's personalized. Firms can keep this in mind when commemorating each employee anniversary. A personalized message from the CEO is one way to offer such recognition. Additional ideas include personalized gifts, such as a monogrammed golf bag or an engraved wristwatch.
- **Host an intimate dinner in a longtime employee's honor.** Dinner meetings are common in modern business, but firms can tweak this practice and host a dinner not to discuss company goings-on but to commemorate longtime employees. Discover an employee's favorite restaurant and then invite a

spouse or partner and some close colleagues and their respective significant others for a special dinner at that establishment. Arrange for a private car to take the guest of honor to and from the restaurant for an added and appreciated touch.

- **Pay for a trip to parts unknown.** One notable benefit of remaining with a firm for years is the extra personal and vacation time that can be accumulated during that period. Indeed, many longtime employees bank significant personal time, which means they can take the kind of lengthy vacation that seasoned professionals need to truly get away and unwind. Firms can express their appreciation for longtime employees by paying for a vacation for them and their partner that includes flights, lodging, dining, and even a few activities to ensure workers enjoy some unique experiences as they get some well-deserved rest and relaxation.
- **Give unique experiences.** A 2023 survey from GetYourGuide found that 92 percent of respondents aspired to receive experiential gifts during the

holiday season. A similar percentage of employees might like something similar to commemorate their anniversaries at a company. Firms can identify longtime employees' passions outside of work and gift an experience that aligns with that interest. Theater devotees may appreciate tickets to a Broadway show, while sports fans may love front row seats to see their favorite team in person. Experiences provide another way to personalize longtime employee anniversaries and show them how much the firm appreciates their commitment and hard work.

Fewer employees may be staying with firms for lengthy periods of time in the modern business world. But those that are deserve something special to commemorate milestone anniversaries with their companies.



How to support the heartbeat of your neighborhood

Small businesses drive the economic engine and often reflect the character of a local community. When people choose to shop at a local business over a big box retailer, they aren't just making purchases, they're making an investment in their communities.

The United States Chamber of Commerce says small businesses employ nearly half of the American workforce and represent 43.5 percent of America's gross domestic product (GDP). Small businesses are a critical component of the national economic ecosystem and the cities and towns where they are located. Research consistently shows that a far greater percentage of every dollar spent at a local business stays within the community compared to each dollar spent at a big box retailer. Those funds ultimately circulate to schools, essential services and parks. Local businesses also help create jobs.

There are many ways to support local businesses in your area.

THINK LOCAL FIRST.

Shifting spending habits may require looking to neighborhood stores before clicking on the cart on an e-commerce site. Small shifts like visiting a farmer's market for produce or utilizing a local boutique for unique gifts can create a positive impact.

ADVOCATE FOR THE BUSINESS.

Social media engagement is a powerful, often free, marketing tool. Anyone can boost the visibility of a business by taking to social media to spread the word. Tagging businesses in photos, checking in on social media, following accounts and liking posts, and writing positive reviews can encourage others to support local businesses.

GO WITH LOCAL SERVICES.

Supporting local businesses goes beyond retail shops. People can support local businesses by hiring a local fit-

ness instructor, accountant, website designer, plumber, and more. Hiring local service providers keeps specialized skills within the community and can result in more personalized service.

PURCHASE GIFT CARDS.

Buying a gift card to a local business allows shoppers to share the experience with another, and potentially create a repeat customer. This is support that a local business can use.

By choosing and supporting local businesses, communities remain vibrant and successful.



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