

# INSIDE

VERMILION COUNTY



Photo by Rossi Studios Photography

Green Light Landscaping  
& Berry's Nursery/Floral  
Page 10



Local Libraries Heart  
of the Community  
Page 8



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# INSIDE

VERMILION COUNTY

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## On The Cover:

Green Light Landscaping and Berry's Nursery & Floral have come together to create a one-stop destination for all things landscaping and gardening in the Danville area.



## Inside This Issue

## Page

<i>Casey Toler Creative</i> .....	5
<i>Lobby Day in Springfield</i> .....	6
<i>Celebrating Local Libraries</i> .....	8
<i>Green Light Landscaping &amp; Berry's Garden Ready for Spring</i> .....	10
<i>Someone to Know: Chuck Sergent</i> .....	13
<i>WITY Radio Embraces Tradition and Innovation</i> .....	14

Vermilion Advantage, through membership value, provides strategic leadership on critical large and small business issues - leading economic and workforce development, anticipating and responding to members' needs, addressing quality of life issues and providing a network of information and business contacts. Vermilion Advantage works regionally to bring opportunities to Danville and Vermilion County.

**Inside Vermilion County is a monthly publication created by Vermilion Advantage to showcase our members and share good news about Vermilion County. Each issue is mailed to all Vermilion Advantage members and over 1,000 copies are distributed throughout Vermilion County.**

# From the CEO/President

Many of you have likely seen my recent Facebook video where I showed a little frustration. I had a tough week and my frustration wore thin. It wasn't the first time something like that had happened, and I usually bite the bullet and keep everything to myself. On the day I cut that video, I decided it was time to show some emotion.

Some people were a little nervous when they saw my video. People worry, and I understand why, that I was portraying a negative image to people outside our community. I respectfully disagree. For years and years, I have sat at meetings with community leaders that have complained that we have an unfair negative image outside the County. I don't think there is any argument to suggest that false negative image doesn't exist, and I agree that it is completely unfair. The question is what are we going to do about it? Me, calling out the problems I see, will have little or no bearing on what the outside world, who already has a false opinion of Vermilion County, thinks of us. It will, though, hopefully, have a positive impact with actually fixing the challenges that we face, which is a prerequisite for fixing our image to the outside world. It's time to be honest about what this County needs to overcome so that we can grow into the future.

Life is about choices; it is not about chances. Sure, we are impacted, sometimes negatively, by macro-economic policy and world economic trends that are out of our control. We'll face setbacks from time to time with things that are out of our hands. It is up to us to figure out how to respond to those challenges and setbacks and to make sure that we are successful no matter what happens. Just because the great reality of our past is now gone doesn't mean we can't build a better if different reality in the future. We just have to be committed to making things come out right and be willing to invest in what it takes to fix our problems.

In my mind, investing what it takes to fix our problems means paying whatever it takes to eliminate blight and clean up the community, it means prioritizing infrastructure improvements that will make it possible to be competitive for new industries, it means finally spending enough resources to get the message out to other communities about how great of a place this is, and it means telling our story at our State and Nation's Capital.

This County and the City of Danville are at a crossroads. We have a choice to make about what kind of future we will have. We can either take



ownership of that future, be honest about where we are at and what we face, and do the things we need to do to build a better tomorrow, or we can continue on as we have, pining for a past that isn't coming back, denying there are problems, and hoping against hope that something shows up to rescue us. One choice is a path that will build a better future for Danville and Vermilion County. The other alternative is to stagnate and claim the victimhood of fate and happenstance. When I see people advocating for that path, I tend to get a little hot under the collar. It likely showed in my Facebook video.

**Mike Marron**  
CEO/President  
Vermilion Advantage



**Check out the news, flyers, and events our members have to share for April on our website!**

**Just scan the QR code!**



ECONOMIC DEVELOPMENT | CHAMBER OF COMMERCE

If you'd like your flyer posted to our website, please email it to [drowland@vermilionadvantage.com](mailto:drowland@vermilionadvantage.com) by the 25<sup>th</sup> of the month.

# Casey Toler Creative Builds Results-Driven Branding

When it comes to branding, Casey Toler believes in both strategy and aesthetics. As the owner of Casey Toler Creative, she helps businesses build clear, strategic brands that look good, connect with the right audience, and support long-term growth.

## A Passion for Design and Psychology

Casey's design journey was fueled by her love for art, human psychology, and organization. With a background in design and photography, she honed her skills in college before working in agencies and in-house roles. Eventually, she realized she wanted more creative control and a strategic approach to branding, leading her to launch Casey Toler Creative.

## Services That Go Beyond the Surface

At Casey Toler Creative, the focus is on creating intentional branding that evolves with businesses. Services include:

- Brand Strategy – Establishing a strong foundation through positioning, messaging, and ideal client profiling.
- Branding (Visual Identity) – Custom logos, color palettes, typography, and brand style guides for a cohesive, professional look.

- Graphic Design – High-quality print, digital, and social media designs, including business cards, brochures, and website graphics.

"Whether you need a full rebrand or just stronger visuals, I create branding that is intentional, effective, and built to grow with your business," Casey says.

## Finding Balance in Creativity and Strategy

A key part of Casey's process is balancing creative freedom with client expectations. "I treat branding as a collaboration, not a transaction," she says. "My job isn't just to make something that looks great—it's to create designs that actually work for the client's goals." By starting every project with strategy first, she ensures clear direction, minimizes revisions, and delivers branding that truly resonates.

## A Love for Impactful Projects

Casey enjoys working on brand development and rebrands, especially when she can refine both identity and messaging. She also finds fulfillment in ongoing retainer work, acting as an extension of corporate marketing teams to provide high-quality, cost-effective design solutions.



Casey's dream project would be branding a new local business from the ground up—like a boutique, coffee shop, or restaurant. "Helping a business go from an idea to a full brand—name, logo, signage, menus, packaging, and all the little details—would be incredible."

For businesses looking to elevate their branding with intentional, strategic design, Casey Toler Creative's information is available at [casey.toler@gmail.com](mailto:casey.toler@gmail.com), [www.caseytolercreative.com](http://www.caseytolercreative.com), or on Facebook & Instagram @caseytolercreative.



## Coffee Talk

April 8:  
U of I Community Credit Union  
Mad Goat South, 701 S. Gilbert St.

May 13:  
OSF Caravan  
Location TBD



# Vermilion Advantage Team Advocates for Vermilion County at Lobby Day in Springfield

by Mike Marron

On Wednesday, March 12th, several Vermilion Advantage staff and board members traveled to Springfield for our 2nd annual State Capitol Lobby Day. It is a new effort by Vermilion Advantage to take the time to travel to our State Capitol, speak with our elected leaders, and tell the story of Vermilion County. The old adage goes, "The squeaky wheel gets the grease," and from my time in Springfield, I know that the communities that were the most successful at getting the resources they needed for big projects were the ones that always had a presence at the State Capitol. The priorities we asked for were:

- New infrastructure funding for prep work for industrial redevelopment. – We will only successfully bring new business to Vermilion County if we adequately prepare by bolstering our infrastructure. We must lay the groundwork for redevelopment.
- Support for our new workforce education program. – Engaging and training the workforce of tomorrow is difficult. We have exciting new efforts and partnerships on the workforce front, but we need support in our State Capitol to truly be successful. If

we want to bring new industry to Vermilion County, we must make sure the workforce exists and is trained for those new companies.

- Funding of blight removal programs. Vermilion County needs a facelift, which means we need to eliminate blight in all our communities. Funding State blight removal programs is a priority for Vermilion Advantage.

Our first stop of the day was at Rep. Schweizer's office for a meeting with the Representative and Senator Faraci, where we asked for assistance, supporting our member businesses and opposing the reopening of the gun range at the Danville Correctional Facility.

Next, we met with the Department of Commerce and Economic Opportunity Deputy Director. We thanked the department for their help in the aftermath of the Quaker closing and their efforts to assist with our redevelopment plan. We briefed the Deputy Director on our efforts to get infrastructure funding for redevelopment on East Voorhees St and the campaign to try to get control of the old Quaker property. During our meeting DCEO made us aware of a possible \$200 million in proposed funding in the

Governor's budget plan for site readiness, exactly what could be helpful with East Voorhees if we are successful at securing some of those dollars.

After a brief strategy session at lunch, we met with Lt. Governor Juliana Stratton's staff. We asked for support from the Lt. Governor for our efforts in Vermilion County and invited her to come and see our community. Her staff were very supportive and knew Danville well. One of her Senior Advisors had a parent who had worked at TeePak, now ViscoFan.

We wrapped up the day by talking to the Illinois Chamber of Commerce about their efforts to support Counties like ours during the upcoming Spring legislative session. It is good to know that we have those allies fighting for us at the State Capitol.

The trip to Springfield was successful and worthwhile. It is an effort that we will continue. It is important that we are present and that we tell our story. Our efforts will also include showing up and talking to our Federal representatives in Washington, DC. After all, no one is going to show up and make the effort to advocate for us. We must do that ourselves. We intend to be squeaky, and we are going to get the grease.



# Vermilion Advantage Staff Attend Illinois Chamber Day in Springfield

On March 19th, Vermilion Advantage’s Dana Rowland and Jodie Ingram represented the Vermilion County area at the Illinois Chamber of Commerce’s Chamber Day in Springfield. This annual event brought together chamber professionals from across the state to discuss key legislative issues, economic trends, and advocacy efforts affecting local businesses.

During the event, Rowland and Ingram engaged with state policymakers, exchanged insights with other chamber leaders, and gained valuable knowledge to bring back to Vermilion County. Their participation helped ensure that local business concerns remained a priority at the state level while strengthening Vermilion Advantage’s role in driving regional economic growth.

Their visit provided important takeaways on legislative updates and economic strategies that will benefit businesses in our community. Stay connected with Vermilion Advantage for insights into how these discussions will shape our local business landscape!



## Member of the Month – March 2025

### Congratulations to Synergy HomeCare our Member of the Month!

We’re excited to recognize Synergy HomeCare as our Member of the Month! Dedicated to providing compassionate, top-quality home care, they make a difference in the lives of families across our community. Thank you for the incredible impact you make in our community!

Check them out at [synergyhomecare.com](http://synergyhomecare.com) or find them on Facebook by searching “SYNERGYHomeCareCentrallllinois.”



The Member of the Month Program is a fantastic opportunity to spotlight and celebrate the outstanding businesses and individuals that contribute to Vermilion County.

**How to Qualify:** Businesses and individuals are automatically entered in the drawing when they participate in any of the following:

- Attend networking events
- Attend board meetings (for current board members)
- Partner through initiatives such as catering an event, joining the Career Expo, posting on the Jobs Board, and more

For more information about the Member of the Month Program, contact Dana at Vermilion Advantage at (217) 442-6201 or [drowland@VermilionAdvantage.com](mailto:drowland@VermilionAdvantage.com).

### Perks of Being Member of the Month:

- **Week 1:** Announcement of the winner and a social media spotlight featuring the official Member of the Month sign.
- **Week 2:** A dedicated feature in Member Announcements and on the Vermilion Advantage website.
- **Week 3:** A featured radio interview with WITY.
- **Week 4:** A creative consultation with Tyler Burress of BRBH Media, including video production, still photography, or creative content tailored to the business.
- An event pass for one of Vermilion Advantage’s networking events-on us!

# The Heart of the Community: Celebrating Local Libraries in Danville, Hoopeston, and Oakwood

Local libraries are more than just buildings filled with books—they are the heartbeats of their communities.

They provide spaces for learning, creativity, and connection, offering resources and programs that enrich the lives of people of all ages. In Danville, Hoopeston, and Oakwood, the public libraries serve as vital hubs where knowledge meets community spirit. Let's take a closer look at what makes each library so unique.

## Danville Public Library: A Legacy of Learning and Connection

The Danville Public Library has been a cornerstone of the community since its founding in 1883. It received a generous \$40,000 grant from Andrew Carnegie in 1903, allowing for the construction of its first permanent home. Over the years, the library has expanded to meet the community's growing needs, culminating in the opening of its current building in 1995. Today, with 33 employees and over 10,000 active cardholders, it

continues to provide a wealth of resources and programs.

With a collection of more than 126,000 books, audiobooks, CDs, and DVDs, Danville Public Library is a treasure trove of information. Beyond lending books, the library offers public computers, rentable meeting rooms, a Memory Lab, and engaging programs for children, teens, and adults. A significant community partner, the library collaborates with the Vermilion County Master Gardeners and the University of Illinois Extension Office to maintain a Native Garden and a new seed catalog.

The library is also a welcoming space for all, ensuring accessibility through home delivery services and free programs for the entire community. "The library serves as a free gathering space—a place for community members of all ages and backgrounds to exist without a fee," says Brooke Truscelli, Director of Community Relations. "It's a place to learn at every

stage of life, not only from the materials available but from other community members you may connect with."

Learn more at [www.danvillepubliclibrary.org](http://www.danvillepubliclibrary.org).

## Hoopeston Public Library: A Historic Carnegie Treasure

The Hoopeston Public Library is a shining example of how a historic institution can continue to flourish. Built in 1904 as an original Carnegie Library, it was founded by the Mary Hartwell Catherwood Club, which still meets monthly. Serving three counties—Vermilion, Iroquois, and Ford—the library remains a crucial resource for the nearly 9,000 residents in its service area.

Hoopeston's library offers over 35,000 physical items and essential services such as public computers, a copier, a fax machine, and study areas. Community engagement is a priority, with adult and youth programming often developed in partnership with Illinois Public Media, the University of Illinois, and the local Master Gardeners.

A recent success story at Hoopeston Public Library includes redesigning the children's room, made possible through generous community donations. "As a former teacher, I thought I would miss seeing children in my role as library director," shares Tricia Freeland, who has been the director since 2014. "When I hear children playing and laughing or running up to my office to visit 'Yertle the Turtle,' I couldn't be happier. Children are becoming comfortable





Oakwood, libraries continue to evolve to meet the needs of their communities. Whether through digital resources, community programs, or simply offering a quiet place to study, these libraries are pillars of support and inspiration.

Library Week is an important reminder of these institutions' value to our lives. As the Danville Public Library celebrates its 30th anniversary in its current building, the staff is organizing a year-long series of events that tie into books and movies from 1995. Similarly, Hoopston and Oakwood continue to offer engaging programs that foster community connections and lifelong learning.

here. We are not a traditional 'quiet' library."

Find out more at [www.hooplib.org](http://www.hooplib.org).

**Oakwood Public Library: Something for Everyone**

Don't let size fool you when you think about the Oakwood Public Library. This local treasure plays a larger-than-life role in the community. With just four employees and 664 cardholders, the library offers an impressive array of resources and programs. From 18,000 books on its shelves to access to over 400 Illinois libraries, Oakwood ensures that patrons can always find the materials they need.

In addition to lending books, Oakwood Public Library offers unique items such as learning kits, life-sized Connect Four, and puzzles. It provides a space for after-school tutoring and social services, partnering with the University of Illinois Extension and the Master Gardeners for educational programming. The library also hosts fun, community-centered events, including an annual haunted house that attracts hundreds of visitors.

Library Director Tammi Helka takes pride in making the library a

welcoming and dynamic place. "We just don't want people to think of the shushing librarian at the front desk when they think about the library," she says with a smile. "We offer more than just books, and we do not shush people when they are here having a good time."

Get more information by visiting [www.oakwood.lib.il.us](http://www.oakwood.lib.il.us).

**More Than Just Books**

Across Danville, Hoopston, and

The best way to support local libraries? Visit, participate, and spread the word. As Oakwood Library Director Tammi Helka puts it, "Seeing kids come in to get their first library card—the little plastic card that can open the door to a world of stories—makes it all worth it."

From historical roots to modern innovations, these libraries serve and enrich their communities daily. So the next time you pass by your local library, step inside—you never know what new adventure awaits.



# Green Light Landscaping and Berry's Nursery & Floral

When Dan Owens, Owner/Operator of Green Light Landscaping, started his business 17 years ago, he had a vision: to provide full-service landscaping solutions that would beautify the Danville area and deliver exceptional customer service. Today, that vision has expanded with the recent acquisition of Berry's Nursery & Floral, a beloved local institution serving the community for over 40 years.

## A Strong Foundation

Green Light Landscaping has built a strong reputation for its

comprehensive outdoor maintenance and landscaping services, including retaining walls, hardscaping, irrigation installation and maintenance, lawn care programs, aerating, seeding, and snow removal. With a dedicated team of professionals, the company serves both residential and commercial clients, always striving to enhance the beauty and functionality of outdoor spaces.

Berry's has long been a go-to destination for gardeners, homeowners, and plant enthusiasts, offering a diverse selection of flowers,

houseplants, trees, shrubs, fertilizers, floral arrangements for all occasions, decorative items, and gardening tools. The merger of these two businesses creates a seamless experience for customers looking to enhance their outdoor and indoor spaces.

## A Natural Transition

Green Light Landscaping had already established a strong relationship with Berry's by acquiring its irrigation division a few years ago. When the former owners of Berry's decided it was time to retire, Owens saw an opportunity to continue the legacy while expanding the services available to the community.

"We look forward to serving the Danville area and surrounding communities through both businesses," Owens shared. "Berry's has always prided itself on being a place of education for gardeners and growers. We hope to continue that tradition by creating a space where people can learn, collaborate, and find everything they need to be successful gardeners."

## Expertise and Customer Service

One of Green Light and Berry's greatest strengths is the team of experienced professionals who bring years of knowledge to the business. "All of our full time employees have an average of over 15+ years experience in their field, and most are well-versed in multiple areas within the business," Owens explained. This expertise is essential in helping customers make informed decisions about their landscaping, floral and gardening needs.

Customer service remains a top priority. The staff at Berry's and Green Light take the time to listen to each



customer’s specific needs, offering tailored solutions based on factors like soil type, sunlight exposure, and watering requirements. “The most important thing we equip our employees with is humility!” says Owens. “We know a lot, but it’s okay not to know the answer—and most importantly, we will find it out.”

**A Bright Future Ahead**

With the busy spring season approaching, Berry’s is gearing up to stock customer favorites like knockout roses, fruit trees, hydrangeas, and bubblegum supertunias. Additionally, the business will introduce new varieties of vegetables and perennials based on customer demand.

Exciting events are also on the horizon. On April 12, families can visit Berry’s for an Easter Bunny meet-and-greet from 1–3 pm. Prom season is also approaching, with Berry’s offering custom corsages and boutonnieres. Mother’s Day preparations are already underway.

Beyond retail and landscaping services, Owens and his team remain deeply committed to community engagement, supporting youth sports and local activities. “The youth are our future, and we believe in investing in our future!” he says.

**Stay Connected**

For more information on services and products, you can find employees for both businesses at 3714 N. Vermilion or by calling 217-446-3076. Check out the websites for Green Light Landscaping at [greenlightil.com](http://greenlightil.com) or Berry’s Nursery & Floral at [berrysgarden.com](http://berrysgarden.com).

Stay up to date on upcoming events by following both businesses on Facebook. Employment opportunities can be found on the Vermilion Advantage website at [vermilionadvantage.com](http://vermilionadvantage.com). The company keeps active listings posted throughout the growing season and usually hires in early spring and late summer.



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# New Member Snapshot: Better Days Fun, Food & Spirits

**Owners:** Ernest L. Trinkle II and Larry T. Langston Jr

**Company Information:** Better Days is a full-service restaurant, serving both lunch and dinner. We offer daily lunch specials, along with the variety of items on our daily menu. You can enjoy your meal in our dining room or enjoy it outside on our spacious deck. We have a variation of entertainment, featuring a pool table, pinball machine, jukebox, video gaming, and the well-loved retro arcade game Pac-Man! Our large back room is available to rent to host any of your special events. To make planning easier, we also offer catering services to become a one-stop shop for your event planning. Better Days currently has ten employees.

**Location:** 8 S. Hodge Street, Tilton, IL

**Hours:** Bar

Mon – Thursday 10 am-8 pm  
Friday and Saturday 10 am-10 pm  
Sunday 12-8 pm

**Kitchen**

Mon – Thursday 11 am-7 pm  
Fri and Saturday 11 am-9 pm  
Sunday 12-6 pm

**What Makes Better Days Special:**

Our food is “Homemade with love”, as our head cook’s says. We grind our own hamburger, and your food is cooked to order. Some of our distinctive side dishes, such as pea salad, coleslaw, pasta salad, and more, are served daily.

Our everyday menu includes burgers, tenderloins, ribeye steak sandwiches and our famous catfish filets. We offer limited ribeye steak dinners every Friday night.

Daily lunch specials are \$11 plus tax and include generous helpings that will leave you full.


**The Best Part of Doing Business in Vermilion County:** It is the hometown pride for us, all our owners and

employees are local residents. We love to invest in our community.

**Tell Us About Your Customers:** Many of our regular patrons have become like family. Together, we have celebrated many birthdays, anniversaries, showers, and celebrations of life. When they are going through tough times, we come together to support them. Owning a small hometown business allows you to become close with your patrons and create relationships that last a lifetime.

**Our Area’s Greatest Strengths:** Tilton has progressed in the last ten years, welcoming many new businesses. It has been a pleasure to be a part of the development of the area in which we are located. We look forward to welcoming more new businesses in the coming days.

Learn More: Find them on Facebook @Better Days.

**5:00-7:00PM**

**May 8, 2025**  
**Golden Nugget Casino**  
204 Eastgate Dr., Danville

Please RSVP to Dana at [drowland@vermilionadvantage.com](mailto:drowland@vermilionadvantage.com)

**Professional Development Group**

**11:30AM-1:00PM**

**April 16, 2025**  
**Financial Literacy**  
Sheri Shannon & Liz Welch, U of I Credit Union, DACC Bremer Center

**May 21, 2025**  
**Presenting Yourself with Assurance**  
Jahnae Erpenbach, Golden Nugget  
Location TBD

Please RSVP to Dana at [drowland@vermilionadvantage.com](mailto:drowland@vermilionadvantage.com)

**BUSINESS & NETWORKING LUNCHEON**

**11:30AM-1:00PM**

**April 23, 2025**  
**Tricia Teague**  
**TREP School/SOAR Space**  
at Palmer Arena

**May 28, 2025**  
**ServPro**  
817 Texas Ave, Danville

Please RSVP to Dana at [drowland@vermilionadvantage.com](mailto:drowland@vermilionadvantage.com)

# Someone to Know: Chuck Sergent Celebrates 40 Years in the DJ Industry

For Westville native Chuck Sergent, being a disc jockey has been more than just a career—it has been a lifelong passion. Now, at 55 years old, Sergent is celebrating an incredible 40-year journey that began when he was just a teenager.

“I used to make up pretend basketball games and do play-by-play when I was as young as 8,” Sergent says. “My teenage years are where I found my first of three opportunities at WITY Radio. I began at the age of 15 as a helper with the radio auction on Saturday mornings and within a couple of years was the on-air announcer full-time from 6 p.m. till midnight Monday through Friday.”

Sergent's love for radio soon led him to explore new avenues in the entertainment world. With a simple home stereo system and a set of speakers, he launched K.C. Express DJ Service, providing music for school dances, private parties, and special events. While he pursued other ventures, including a career in car sales and working with D102 in Danville and V103 in Covington, Indiana, his love for music and entertainment never faded.

In 2007, he expanded his business to include limousine services, successfully running both the DJ and limo business until retiring from that industry in 2010. However, retirement didn't last long.

That same year, he returned to WITY Radio as an afternoon on-air personality and account manager, continuing to make an impact in the community.

Sergent's career has evolved with the rapid changes in technology. “The biggest changes, and there have been many, are the changes in styles and ways to play music,” he says. “When I first started, there were reel-to-reel tapes, then 8-tracks, better known as carts, to play commercials. Now, everything is computerized, and each day is a learning opportunity.”

Beyond the airwaves, Sergent and his family ventured into the restaurant business, opening Sonny's Corner Café and Pizzeria, first in Sidell and later expanding to Georgetown. Though they closed both locations in 2022, Sergent continued to explore new opportunities, including serving as a master of ceremonies for a traveling dance company.

Now, as the host of "Chuck in the Morning" on WITY, he remains passionate about radio. "My advice is to educate yourself on as much of the new



technology as you can,” he says. “Even after 40 years, I learn something every day. And don't ever let anyone say you can't do it. I have always wanted to be a DJ, and here I am at 55, doing it since I was 15 years old.”

Through decades of change, one thing has remained constant—Chuck Sergent's unwavering love for radio and his community. From his first late-night shifts to his role as a morning show host, he continues to be a beloved on-air voice, proving that passion and dedication can turn a dream into a lifelong career.



# WITY Radio Keeps Community at the Heart of Broadcasting

For over 70 years, WITY Radio has been a familiar voice in Vermilion County and beyond. Since hitting the airwaves on November 24, 1953, WITY has stayed true to one mission as it has evolved over the years: serving the region with great programming that informs, entertains, and connects people while continuing to be locally owned and operated.

General Manager and Program Director David Brown has been leading the way for years, ensuring WITY continues to thrive. Recently, Office Coordinator, Traffic Manager, and I.T. Coordinator Andrew Dudich and Assistant Program Director, Production Director, Sports Director, and Sales Manager Chad Baker have stepped up to help shape the future. They're working on a solid plan to keep WITY going strong for the next generation. "Radio works HERE," says Baker. "There's been such a vibrant radio history here, and to be a part of that has been special."

The rest of the WITY team includes Chuck Sergent, Host of Chuck in the Morning; Dennis Michelsen, Farm Director; Bob Iverson, News Director;

Mike Sczerba Special Events Reporter; George Dudich Engineer; along with Max Armstrong, Greg Soulje, Stu Ellis, John Spezia, Phyllis Parks, Jeff Simpson, Bill Donahue, and a host of other content contributors. Interns this spring are Chace Dooley, Brennen Easter, and Eli Woolridge.

WITY's programming lineup has something for everyone. Whether you're tuning in for music from the '60s to the '90s, extensive farm coverage, local news, national news and sports from ABC, or local weather from our meteorologists, WITY has you covered. Faith-based programming, locally hosted live hours, and listener favorites like Sunday Southern Gospel, Under the Hood, and Saturday Sports Connection keep people coming back. Community-driven segments like WITY Profile give local nonprofits and businesses a voice.

WITY is all about celebrating and promoting not just Danville, but each of the surrounding communities in their region. The station keeps listeners in the loop, from county fairs and local festivals to agricultural events and business spotlights. Longtime partnerships, like the ones with The I&I Antique Tractor & Gas Engine Club, Georgetown Fair and Vermilion County Fair along with many others, help WITY stay connected to local traditions while

also keeping things fresh with new content and events.

As the world of media changes, WITY is embracing both tradition and innovation. Streaming services and smart speakers make it easier than ever for listeners near and far to stay connected. "Our goal all the time no matter where you are listening, we want you to feel like this is your local station," says Dudich.

Whether it's covering high school sports, schools music programs, sharing local success stories, or covering the events that matter most to the communities it serves, WITY continues to be a source of pride for the Illiana region. "We want listeners to be aware of and celebrate the positives of Vermilion County and the rest of our broadcast communities," adds Baker. "Whether it is a new restaurant in a rural town, a new agricultural business, or the expansion of a local brand, our listeners will hear it. They will talk about it in their circles, and they will come support it. This is what is important in maintaining our area's economy and quality of life. We see this effect specifically in our demographic; they enjoy being social, meeting with their friends, and chatting about what is going on. We have worked to be part of that communication chain for years."

## Mark Your Calendars!

April 22 - 12pm-5pm: Midwest Tech Summit, Danville Country Club

For more information: [www.midwesttechsummit.com](http://www.midwesttechsummit.com) or [engagement@ctscorp.com](mailto:engagement@ctscorp.com)

April 24 - Career Expo, DACC, Mary Miller Gymnasium

For more information visit [www.vermilionadvantage.com](http://www.vermilionadvantage.com) or [www.danvillelaguardians.com/events/2022/02/29/career-expo-illiana-area](http://www.danvillelaguardians.com/events/2022/02/29/career-expo-illiana-area)

May 1 - Her Legacy, Your Future: Ladies Luncheon honoring Vicki Haugen



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## NETWORKING & EVENTS

Business & Networking luncheon, Coffee Talk, Young Professionals Network, Business After Hours, Golf Outing, Tour of Industry

Weekly Member Announcements, What's Happening guide, Email blasts, monthly Inside Vermilion Advantage Magazine, Facebook and Instagram

## MARKETING & SOCIAL MEDIA

## SUPPORT & VISIBILITY

Members supporting members! Learn from businesses owners who face similar problems. Grow your business visibility and increase your presence in the community

Our education initiatives include Leadership Tomorrow, HR & Safety Council, Vermilion County Mayor's Council, and a partnership with Danville Area Community College

## EDUCATION & PROFESSIONAL DEVELOPMENT

## WORKFORCE

Our Vermilion County jobs board allows members to post your hiring needs! Manufacturing, Logistics, Healthcare and Technology/Service workforce clusters fund career-focused programs and career awareness services such as Skills USA

From new business recruitment to professional employee recruitment, we are here to help new and current businesses thrive

## RECRUITMENT

FOR MORE INFORMATION, PLEASE CONTACT DANA AT [DROWLAND@VERMILIONADVANTAGE.COM](mailto:DROWLAND@VERMILIONADVANTAGE.COM) OR 217.442.6201

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Contact with more than 520 local businesses



Local Jobs Board with over 40,000 monthly views



Business support for government relations, financial and tax incentives, marketing opportunities and much more



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## Members of Vermilion Advantage, NFP In Good Standing by Level of Membership

### ADVANTAGE DIAMOND DIRECTOR:

(Level \$10,000+)

- Aqua Illinois, Inc.
- City of Danville
- Danville Sanitary District
- First Financial Bank
- Golden Nugget
- Iroquois Federal
- Old National Bank
- OSF HealthCare Sacred Heart Medical Center
- Owens Corning Danville
- Vermilion County Government

### ADVANTAGE GOLD CROWN DIRECTOR:

(Level \$6,000 - \$9,999)

- Bunge Milling, Inc.
- Cannon Cochran Management Services, Inc.
- Carle / Carle Medical Supply
- Christie Clinic
- Danville Area Community College
- Danville Country Club
- Danville Metal Stamping
- Danville School Dist. #118
- Hyster-Yale Group
- McLane Midwest
- Mervis Industries
- REG Danville, LLC
- Republic (formerly Allied Waste)
- thyssenKrupp Dynamic Components Danville, LLC
- Vermilion Development, Inc.
- Viscofan USA, Inc.

- Watchfire Signs
- Westwood Equity

### ADVANTAGE MILLENNIUM MEMBER:

(Level \$2,500 - \$5,999)

- AmerenIP
- Bose Corporation
- Carle Hoopeson Regional Health Center
- City of Hoopeson
- CliftonLarsonAllen, LLP
- Curry Construction
- Double S Liquid Feed Service, Inc.
- Fisher National Bank
- Genpact
- Greenwood, Inc.
- Illini Media Group
- Invenery
- Village of Oakwood
- Village of Tilton

### ADVANTAGE EXECUTIVE MEMBER:

(Level \$1,000 - \$2,499)

- Acton & Snyder, LLP
- Advanced Medical Transport East
- Anderson Electric, Inc.
- AT&T Illinois
- Blue Cross Blue Shield of Illinois
- Bowman Estates
- Brainerd Chemical Midwest, LLC
- Central Illinois Media Group
- Chittick Family Eye Care

- County Markets / Niemann Foods
- Depke Gases & Welding Supplies
- Environ
- EnvirOx, LLC
- Everside Health
- Express Employment Professionals
- Faulstich Printing Company
- First Farmer Bank & Trust
- Flex-N-Gate Plastics
- GHG Logistics - Hana Group
- Harrison Steel
- Heritage Development
- Heritage Health Therapy & Senior Care
- Hometown Savings Bank
- Hubner Industries, LLC
- IL Chapter Nat'l Electrical Contractor's Assoc.
- Julius W. Hegeler II Foundation
- McDonald's - Linders Limited V, LLC
- Meijer
- Prospect Bank
- Ross Webb Ins. & Financial Services, Inc
- Runnings of Danville & Tilton
- Russel Leigh & Associates, CPA
- SIHF Healthcare
- Syigma Network
- thyssenKrupp Crankshaft Company
- Towne Machine Tool Co., Inc.
- Tractor Supply Co.
- Village of Catlin
- Voltus
- WITY Illiana Communications, LLC

## Members of Vermilion Advantage, NFP (continued)

### ADVANTAGE ASSOCIATE MEMBER:

(Level \$500 - \$999)

112 Wine & Coffee  
 Adecco Employment Services  
 Alexander Concession & Catering  
 All Source  
 Allied Capital Title  
 Anthem Chevrolet  
 Arrow Ambulance  
 Autumn Fields Adult Community of Hoopeston  
 Autumn Fields Adult Community of Tilton  
 AWEBCO  
 Berns, Clancy, & Associates, P.C.  
 Big Thorn Farm & Brewery, LLC  
 Boxcar Books & Vinyl  
 Bricks and Ivy Sports  
 Built 2 Last Construction  
 Ceader's Collision  
 Central States Distribution Service  
 City of Georgetown  
 Clanin Marketing  
 Classic Homes Realty  
 Coldwell Banker Commercial Devonshire Realty – Larry Kuchefski  
 Comcast Business  
 Country Financial - Amanda Galloway  
 Country Financial - Mark Stutsman  
 Country Financial - Pete Goodwin  
 Country Financial - Stevenson Harby  
 Courtesy Ford Lincoln/Courtesy Chrysler Dodge Jeep  
 CTS Computers  
 CU Trade Services/Kuchefski Heating & Air  
 Custard Cup  
 D.I. Fire & Safety  
 Danville Area Board of Realtors  
 Danville Dans  
 Danville Floral & Gifts  
 Danville Gardens, Inc.  
 Danville Public Building Commission  
 Dasher's Hockey  
 Dawson Logistics  
 Dean Crandall – Morgan Stanley  
 Delanois Law, LLC  
 Dines Machine & Mfg.  
 Donohue & Associates, Inc.  
 Dougherty Group  
 DTI Office Solutions  
 Duncan Farms  
 DynaChem, Inc.  
 Earthrise Energy  
 East Central Building Trades  
 East Central IL Community Action Agency  
 Edward Jones (Marcus Provost)  
 EPIC Insurance Midwest  
 Exit 210 Saloon  
 Farnsworth Group  
 FLP Wealth Advisors of Raymond James  
 Full-Fill Industries, LLC  
 G & C Diagnostics  
 Gibson Teldata, Inc.  
 Greene Galvanized Stairs  
 Greenlight Landscaping & Berry's

Hampton Inn & Suites  
 Health Alliance Medical Plans  
 Heartland Properties, Inc.  
 Hefty Seed Company  
 Holiday Inn Express Hotel & Suites/Hampton Inn & Suites  
 Hoopeston Coin Laundry  
 Hoopeston Ford  
 Huber & Mudd, LLC  
 IBEW Local 538  
 Illini Castings, LLC  
 Illume Counseling and Wellness Center  
 Insurance Providers Group  
 International Greenhouse Co.- Danville  
 International Union of Operating Engineers Local 841  
 Jersey Mike's Subs  
 Jimmy Johns  
 Jocko's Depot / Diveley Development Corp.  
 K4 Training  
 Kick Me Shirts  
 Kickapoo Adventures  
 Kruger's ATA Martial Arts, Inc.  
 Kruger-Coan-Pape Funeral Home  
 Kurland Steel Co.  
 La Bella of Danville  
 Landmark Credit Union  
 Leatherneck Hardware, Inc.  
 Lebanon Seaboard Corporation  
 LMR Promotions  
 Local, The  
 Loman Ray Insurance Group - Hoopeston  
 Longview Bank & Trust  
 Love's Travel Stop  
 Luxe Lift  
 Merrell Pest Control  
 MH CPA, PLLC  
 Mini Mall Storage  
 Molly's Bar & Grill  
 Newton's Cleaning & Restoration, LLC  
 Painter's USA, Inc.  
 Park Electric Motor Service, Inc.  
 Portal Entertainment Group  
 Raber Storage Barns  
 Randal Ashton, DDS  
 Ray O'Herron Company  
 RE/Max Ultimate  
 Rector Solar & Roofing  
 Ridge Plumbing Contractor  
 Robinson Chiropractic, Ltd. – Danville, Hoopeston, Westville  
 Rustic Charm/RC Boutique  
 Scooter's Coffee  
 Second Church of Christ  
 Sentry Roofing, Inc.  
 Seven Point  
 Shambaugh & Son, LP  
 Shore Wealth Management  
 Silgan Containers  
 Souza Financial Group  
 Sparklight  
 Staff Management  
 Steel Grip, Inc.

Synergy HomeCare of Central Illinois  
 T.H. Snyder Co.- Architectural Woodwork Div.  
 Teague, Tricia (The Trep School)  
 Tee Pak Credit Union  
 Terminix Services, Inc.  
 The Jumpoff  
 The Slotted Spoon  
 T-Mobile  
 TownePlace Suites  
 Toyota of Danville  
 Tridan International, Inc  
 Trillium Staffing  
 Tuggle & Lichtenberger, PC  
 Turtle Run Golf & Banquet Center  
 Two Roads Wellness Clinic  
 University of IL Community Credit Union  
 Venture Mechanical Contractors, Inc.  
 Vermilion Chevrolet  
 Vermilion County Conservation District  
 Vermilion County Title, Inc.  
 Vermilion Regional Airport Authority  
 Vermilion River Beer Company  
 Vermilion Valley Railroad  
 Veterans Affairs Illiana Health Care System  
 Village of Fithian  
 Visiting Angels Homecare Agency  
 Westville CUSD #2  
 WHPO 101 Country  
 WKZS/WSKL Radio  
 Wolf Creek Golf Club  
 Wright's Heating and Air  
 Zindars Property Management, LLC

### ADVANTAGE HONOR MEMBER

(Level \$300 - \$499)

Automation International, Inc.  
 AutoZone Distribution Center  
 Bismarck-Henning CUSD #1  
 CDS Office Technologies  
 Central Illinois Family Practice  
 Champaign County Regional Planning Comm.  
 Cooper East Lake Animal Hospital  
 Crose Insurance  
 Crowder CPA's, Ltd  
 Culver's – T/Kat, Inc.  
 Cunningham, Inc.  
 Danville Housing Authority  
 Danville NECA-IBEW Electrical JATC  
 David S. Palmer Arena  
 Douglas Discovery Garden  
 DP Supply, Inc. (formerly Danville Paper & Supply)  
 ERH Enterprises, Inc.  
 Fairchild Animal Hospital  
 Fancy That Bridal & Special Occasion  
 Fehr Graham  
 First Presbyterian Church  
 Georgetown Wood & Pallet Co., Inc.  
 Gibson Health of Hoopeston  
 Glesco Electric, Inc.  
 Hayley Siefert, Broker - Keller Williams Real Estate, TREC  
 Jameson Steel Fabrication  
 Jenna Wirth State Farm

## Members of Vermilion Advantage, NFP (continued)

Lakeview College of Nursing  
 Liberty Village  
 McDowell Builders, Inc.  
 McLaughlin Asset Management  
 Myers Carpet Weavers  
 Newell Township Supervisor  
 Oakwood CUSD No. 76  
 Olympic Hardware  
 Rosecrance  
 Servpro of Vermilion County  
 Shortz Family Farms, Inc.  
 Sleep Inn & Suites  
 Sleepy Creek Vineyards  
 Sunset Funeral Home, Memorial Park & Cremation Center  
 Teasdale Foods  
 The Myers Group at Morgan Stanley  
 Vermilion County Health Department  
 Vermilion Healthcare Foundation, Inc.  
 Vermilion House  
 Village of Bismarck  
 Village of Henning  
 Village of Potomac  
 WhiteSmith Marketing Group, Inc.

### **ADVANTAGE HOME BASED ADULTS, INDIVIDUAL PROFESSIONAL, NON/NOT FOR PROFIT (with annual budget under \$250,000), AND CLUBS: (Level \$150 - \$299)**

All Brands Appliance Repair Services  
 AMBUCS  
 American Legion Dornblaser Post #203  
 American Legion Post #210  
 Ancient Accepted Scottish Rite Bodies of the Valley of Danville  
 Arts In The Park, Inc.  
 Aunt Martha's Health & Wellness  
 Balloons Over Vermilion, NFP  
 Be Real Be Humble  
 Berzerker's Grill & Catering  
 Better Business Bureau – Central Illinois  
 Birth To Five, Illinois  
 Boys & Girls Club of Danville  
 Brown, Amy  
 C.O.R.E. Re-Entry, INC.  
 CASA of Vermilion County  
 Casey Toler Creative  
 Center Street Productions  
 Central Christian Church  
 Child Care Resource Service  
 Community Foundation of East Central IL  
 Corporate Supply, Inc  
 CRIS Healthy-Aging Center  
 CRIS Rural Mass Transit  
 Crosspoint Human Services  
 DACC Foundation  
 Danville Area Labor Management Council  
 Danville Area Living - Shannon Schroeder  
 Danville Area Visitors Bureau  
 Danville Art League  
 Danville Boat Club  
 Danville Family YMCA

Danville Farmer's Market  
 Danville Library Foundation  
 Danville Lions Club  
 Danville Noon Rotary  
 Danville Public Library  
 Danville Public School Foundation  
 Danville Rescue  
 Danville Sunrise Rotary  
 Danville Symphony Orchestra  
 Danville Technology Services  
 Danville Tennis Center  
 Davis Bookkeeping  
 Deer Creek Manor  
 Diamonds Amongst the Rough  
 Dicken, Josef "Joe Voiceover"  
 DLO Musical Theatre (formerly Danville Light Opera)  
 Downtown Danville, Inc.  
 East Park Church of Christ  
 Eastern Illinois Foodbank  
 Edward J. Ryan, CPA  
 Erich Hannah  
 Erickson, Gary C.  
 Fair Hope Children's Ministry  
 Fellowship of Christian Athletes  
 Festival of Trees  
 First Church of the Nazarene  
 Fischer Theatre  
 Friends of Kickapoo Rail Trail  
 GAO Grotto / Denmark Park Corporation  
 Gateway Family Services of Illinois  
 Georgetown Fair  
 Georgetown Ladies Community Club  
 Gregory's Academy of the Arts  
 Habitat for Humanity of Danville, Inc.  
 Help Ministries d/b/a Women's Care Clinic  
 Highland Gutters  
 Hoopeston Area Women Making a Difference  
 Hoopeston Multi Agency Service Center  
 Hoopeston Public Library  
 Hope Unlimited Church  
 Illiana Home Inspection, LLC  
 Immanuel Lutheran Church  
 Immanuel Manor, Inc. – Senior Residences  
 Informed Decisions  
 Ireland Financial Partners  
 Ireland Insurance & Accounting Group  
 Iroquois Economic Development Association  
 Jessica Hogue - Northwestern Mutual  
 Julie's Specialty Shop  
 Keep Vermilion Co. Beautiful, Inc.  
 Kiwanis Club of Danville  
 Kruger Tuckpointing  
 Land of Lincoln Goodwill Industries, Inc.  
 Laura Lee Fellowship House Association  
 Law Office of Bethany D. Hager  
 MASH-C Farms Livestock, LLC  
 Midwest Print & Sign Specialists, LLC  
 Monyok Leadership Coaching  
 Mpower Counseling  
 Muehl, Phil  
 Mustard Seed Christian Daycare  
 New Directions Treatment Center

NuPush Weight Loss Clinic  
 Oakwood Area Food Pantry, Inc.  
 Oakwood Public Library District  
 Olympic Hardware  
 Patriot Pure Water Conditioning  
 Prairielands Council – Boy Scouts of America  
 Project Success of Vermilion Co., Inc.  
 Red Mask Players, Inc.  
 River Bottom Farms Topsoil  
 Rob Lancaster - Lancaster Construction  
 Roland Lim Photography  
 Rossi Photo Studios  
 Rossville Alvin CUSD #7  
 Salvation Army  
 Save the Lorraine Foundation  
 Schlarman Academy  
 Spotlight Performing Arts  
 SpotOn  
 Spring Hill Cemetery  
 St. James United Methodist Church  
 STEP Recovery Center  
 Stone Imagery  
 Super Penguin Books  
 Survivor Resource Center  
 Tarquini's  
 The Dwelling Place  
 The Vortex  
 Transformation Health Coach  
 Trinity Lutheran School  
 United Way of Danville Area  
 University of IL Extension., Vermilion Co. Unit  
 URE Home Daycare  
 V.F.W. Jewell Whyte Post 728  
 Vermilion Co. Conservation Dist. Foundation  
 Vermilion Co. Fair and Expo  
 Vermilion Co. Farm Bureau  
 Vermilion Co. Museum Society  
 Vermilion Co. War Museum  
 Vermilion Voles Vintage Baseball Club  
 Visit Downtown Hoopeston  
 Westville American Legion Post 51  
 WorkSource Enterprises  
 Worthy + Wyld Wellness

### **ADVANTAGE, FULL-TIME STUDENTS, OR RETIREES: (Level \$100-\$149)**

Anderson, Jim  
 Beynon, Mark  
 Drude, Charles (Bott's Locksmith)  
 Fields, David L.  
 Franklin, Susan (Franklin's Farm Blooms & Heirlooms)  
 Lee, Todd  
 Mulvaney, Jeanne  
 Nicholls, Bill  
 Resh, Gary (Resh Frame Shop)  
 Rokosch, Donald (Retired M.D.)  
 Spezia, John (Reach 1 Coach 1)  
 Swires, Bob  
 Ward, Jacqueline  
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