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VERMILION COUNTY



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Vermilion Advantage
ECONOMIC DEVELOPMENT | CHAMBER OF COMMERCE

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INSIDE

VERMILION COUNTY

Mike Marron
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On the Cover:

U of I Credit Union Partnership Program Team (back row, l-r) Kelly Odomes and Sheri Shannon; (front l-r) Liz Welch and Jade Campbell help area residents and businesses by addressing financial wellness head-on through its Partnership Program.

(Photo by Rossi Studios Photography)



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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

At almost two years into my tenure at Vermilion Advantage, I am really proud of what we have accomplished. We created a strategic plan and have started to accomplish many of the things on the “to do” list that will make that plan successful. We have taken over the trustee program for the County and implemented the demolition program to help communities with blight. We have implemented new computer programs and technologies so our organization can operate at a higher level. We assisted Tilton’s great initiative to get a rural healthcare clinic open. We initiated an industrial redevelopment plan for the East Voorhees Street corridor that will hopefully lead to the future revitalization of the east side of the City of Danville. We have started lobbying on behalf of Vermilion County in Springfield and Washington DC. We have started with The Trep School the Economic Empowerment Center Program and the CEJA Job Training Navigator Program. We have started building a social media following that we can utilize to finally start to change the narrative about Vermilion County. And finally, we have healed the old long-standing

wounds between Vermilion Advantage and our partners in Education, creating the VCWE program that is primed to build our workforce of tomorrow. We have been busy.

None of this could have been accomplished without the work of the wonderful staff here at Vermilion Advantage. Jodie Ingram was there from the first tense meetings with our education partners as we worked out old issues of disagreement between Vermilion Advantage and our County schools. She is now the VCWE Director and is ready to make this initiative the most successful workforce program in the area. Dana Rowland has built a strong Chamber of Commerce, pulling off great Chamber event after great Chamber event. She has headed up our marketing efforts and created a strong social media presence. Lisa Thompson has moved Vermilion Advantage into the 21st Century by implementing software platforms like QuickBooks to manage our finances and provide greater transparency for our board or Growth Zone a CRM that makes managing our membership records easier. Mike Levin is making great strides implementing changes in



the County Trustee Program that will bring added tax revenue to the County coffers in the future. He has also been the brains behind our advocacy efforts on a State and National level, putting Vermilion County and Danville back on the map. We are excited to welcome Sarah Haase on board as our new team member. She brings a lot to the table, including strong experience working at the Westville Village Hall.

We have been busy here at Vermilion Advantage. Stay tuned for more good stuff to come. We are just getting started.

Coffee Talk

**September 9:
Express Employment
3124 N Vermilion, Danville**

**October 14:
ServPo with Jeff Pence
817 Texas Ave, Danville**



Courtesy Ford to Showcase Illinois' Only 2025 Ford Mustang GTD in Danville

Vermilion County residents are in for a rare treat. Courtesy Ford was selected as the only Illinois location to display the new 2025 Ford Mustang GTD. This ultra-rare supercar, one of fewer than 100 being produced, arrived at the dealership's showroom on August 14 and remains through the end of the year.

Courtesy Ford, part of a group of six Ford dealerships, along with a Chrysler Dodge Jeep Ram dealership and Nissan dealership, owned by Ray "JR" Fregia Jr., employs over 400 people and maintains a stock of more than 1,000 vehicles. As a family-owned business with decades of service, the dealership has become a trusted and celebrated name in the region.

JR Fregia's selection for this honor was no accident. Ford Motor Company hand-picked him from among all Ford dealership owners nationwide, recognizing his exceptional dedication

to the brand and his dealership's long-standing legacy. "Every day the showroom is open will be a special event," says Fregia. "We invite the community to come by, take photos, and experience this remarkable vehicle up close. It's a celebration for everyone."

The decision to showcase the Mustang GTD in Danville holds personal significance. Fregia chose his original and longest-owned dealership for the display, reflecting his deep connection to the community and his pride in Courtesy Ford's history. "We're incredibly honored to bring this vehicle to our community, and we encourage everyone—whether you're a lifelong Ford fan or just curious—to come by and be part of this special moment in our dealership's history," Fregia adds.

For car enthusiasts and curious onlookers alike, the 2025 Ford Mustang GTD offers a unique opportunity to

witness cutting-edge automotive engineering and design. With its sleek styling, exceptional performance capabilities, and limited availability, it is destined to be a showstopper.

Residents can stay updated on the display by following Courtesy Ford on Facebook, where a video of the Mustang GTD's delivery was posted. More information is available at [courtesyfordofdanville.com](https://www.courtesyfordofdanville.com), by calling 217.442.1840, or stopping by the dealership at 3533 N. Vermilion Street in Danville.

"We're incredibly honored to bring this vehicle to our community, and we encourage everyone—whether you're a lifelong Ford fan or just curious—to come by and be part of this special moment in our dealership's history."



Thank You!

The 33rd Annual Vermilion Advantage Golf Outing was a huge success.
We could not have done it without our generous sponsors!

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Premium Location Sponsors

We tried something new this year and it was a huge hit! We offered premium locations for our sponsors and they sold out fast. Be on the lookout for this opportunity next year - we already have interested parties!



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Thank you to the 176 golfers that attended and to our amazing venue, **Danville Country Club!**



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McLane
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The Craft A Mane

The Winners of the day were:

Overall winning team: *Merrell Pest Solutions (Tim Merrell, Klayton Finley, Richie Ingram, Devon Fox)*
Closest to the Pin: *Klayton Finley*
Longest Drive Male: *Klayton Finley*
Longest Drive Female: *Emily Duncan*
Closest guess on number of tees: *Marcus Provost*
Trip to Jamaica: *Terri Cummings*
50/50 winner: *David Cronk*

The winner of the Best Exclusive Hole decorations will be announced soon!

Someone to Know: Jeanie Cooke

For more than four decades, Jeanie Cooke has been one of Danville's most passionate champions. This remarkable leader is someone who not only saw the community's potential but also dedicated her career and free time to helping it shine. Jeanie leaves behind a legacy of growth, connection, and community pride as she retires from her role as Executive Director of the Danville Area Visitors Bureau (DAVB).



Her journey began in the office of State Representative William “Bill” Black, where she learned firsthand the importance of civic engagement and the wealth of opportunities in Vermilion County. That experience sparked a deep appreciation for her hometown and laid the foundation for a career in tourism and community development. In 1989, she stepped into the leadership role at the Visitors Bureau, then just a tiny operation with one other staff member and a single room in a bank building.

“My first day on the job at DAVB, I got a call from Sybil Mervis,” remembers Jeanie. “She said, ‘Put on jeans, and I’ll pick you up in an hour.’ I told her it was my first day, and she said, ‘I know, but do it.’ She picked me up and took me to the property she and her husband, Lou (who was on the DAVB board at the time), owned in the Northern part of the county. We dropped a canoe in the river and took a scenic tour. I will never forget that.”

Her passion for the area has never waned. Over the years, Jeanie guided the bureau's transformation into an exciting, multi-room hub with a dedicated team and a track record of bringing major events to the area. She was instrumental in hosting the Farm Progress Show, attracting over 100,000 visitors; the Phases of the Moon music festival, which drew 110,000; and maintaining the NJCAA Division II Men's Basketball Tournament as a point of pride for the city.

Jeanie also played a defining role in preserving Danville's baseball tradition. In 1985, she and her business partner stepped in to save the historic Danville Stadium from demolition, launching the Danville Dans baseball team the following year. The team, part of the Prospect League, has since produced

35 major league alumni and countless community memories.

For Jeanie, baseball has always been personal—a connection to her late father and a way to bring people together. Her father died when she was 11, but she never lost their shared love of the game. “It was our thing together,” she says. “Later, I coached Little League and met Rick Kurth, who would become my business partner. He told me they were tearing down the old Danville Stadium and asked if we could work together to get baseball in Danville to save the stadium. That was 1985. We opened in 1986 and are still going strong.”

Her impact extends far beyond events and tourism numbers. Jeanie has inspired countless volunteers, colleagues, and community leaders, encouraging a spirit of teamwork that has become one of Danville's hallmarks. She calls it the “Volunteer City,” a place where residents rally together, often on short notice, to make big things happen.

In retirement, Jeanie looks forward to more travel, time with her husband, and visits with her two children and four grandchildren, who live near Carmel, Indiana and Elmhurst, Illinois. While she may be stepping away from her official role, her influence will continue for generations in the events, traditions, and volunteer spirit she helped build.

Jeanie Cooke accomplished what most of us dream of – to leave Danville and Vermilion County better than we found it.



Check out the news, flyers, and events our members have to share for September on our website! Just scan the QR code!



If you'd like your flyer posted to our website, please email it to sarah@vermilionadvantage.com by the 25th of the month.

Dr. Randy Fletcher Brings Vision & Purpose to DACC Presidency



Danville Area Community College

Danville Area Community College has always been a place where lives are shaped, skills are developed, and futures begin. This summer, the college officially welcomed back a familiar face to lead the institution into its next chapter. Dr. Randy Fletcher, who began his academic career at DACC nearly three decades ago, has been named the College's 8th President.



Dr. Fletcher's journey to the presidency is rooted in a lifelong commitment to education and service. "The coming fall 2025 semester will mark my 29th year in higher education," he says. "I began my career at DACC as a tutor in the former Academic Skills Center." Since those early days, he's held leadership roles at institutions across Illinois and Florida, always with the goal of helping students succeed.

Now back in Vermilion County—where he grew up and graduated from Oakwood High School—Dr. Fletcher is focused on building a stronger DACC for today's learners and tomorrow's workforce. "My immediate priorities are to place the college on firm financial standing, improve marketing and recruiting efforts, and establish a strategic plan by spring 2026," he says.

Those goals are paired with a renewed focus on workforce readiness. This fall, DACC launches a new associate in applied science in Speech-Language Pathology, helping meet a critical regional demand for speech services. "The demand for speech-language services is significant—and growing," says Dr. Fletcher, citing long waitlists in both Vermilion and Champaign counties.

Beyond programming, the local leader is committed to community

engagement and partnerships. "DACC will conduct the locomotive of workforce education and economic development, so to speak, for the city and county now and into the future," he says. The College continues to collaborate with Vermilion Advantage, local schools, and employers to build educational pathways and apprenticeship opportunities.

Dr. Fletcher is committed to community engagement. Growing up in Vermilion County, graduating from Oakwood High School and starting my career in higher education at DACC, he understands the needs of the communities that the college serves. He plans to be involved civically by gaining membership on community boards and committees.

Despite his impressive career, Dr. Fletcher is grounded in service over self. "I am not at all concerned about legacy building at this point in my career," he says. "I care deeply about the health and well-being of the college and will work very hard to

make the institution reach its full potential for students and the community. I feel I have an obligation to the men and women who built Danville Area Community College into the proud and distinguished institution it is today to keep its reputation sound and true and its mission always focused on learning and student achievement."

He is married to Michelle, and the couple has three adult children.

With Dr. Fletcher at the helm, DACC's future looks bright. The College remains grounded in local values, guided by a tradition of excellence, and driven by a commitment to student achievement.

DACC by the NUMBERS

+8%
Credit Hours
+6% Headcount
(Fy25)

40+
Degrees & Certificates

20%
of Credit Hours Earned by High School Students

\$21M
Fy26 Budget

~3,275
Students (+70% Transfer Track)

60 FT
Faculty
130 Staff

Serving Vermilion County Since 1946

Vermilion Advantage Welcomes New Operations Assistant Sarah Haase

Behind every well-run organization is someone who keeps the wheels turning. For Vermilion Advantage, that someone is now Sarah Haase.

Vermilion Advantage is pleased to welcome Sarah as its new Operations Assistant. As a lifelong resident of Vermilion County, Haase brings a strong background in municipal utilities and banking operations, along with a genuine passion for serving the community she calls home.

In her new role, Haase will manage a wide range of tasks that support both the internal team and Vermilion Advantage members. Her responsibilities include organizing documents, updating the website, entering business information into the system, supporting events, answering calls, and managing the calendar “Every day is a little different,” she says, “but I enjoy roles where I can stay organized, support others, and contribute to bigger-picture goals, and this position felt like a great match.”

Haase was drawn to the organization because of its reputation for meaningful



impact and teamwork. “I was drawn to Vermilion Advantage because of its positive reputation, collaborative team environment, and meaningful impact on the local business community,” she says. Already, she's impressed by the behind-the-scenes effort that goes into strengthening the region's economic landscape. “The amount of collaboration and support within this network is impressive and inspiring.”

Her professional history includes work with the Village of Westville and in customer roles. Haase is excited about playing a role in advancing local businesses. She looks forward to helping streamline operations and improving member experiences. By staying organized and responsive, she hopes to ensure members can easily access the resources and connections they need.

Outside of work, Haase enjoys spending time with her close-knit family, relaxing outdoors, and staying active in community events. Whether she's coordinating calendars in the office or organizing at home, her attention to detail and commitment to service shine through.

“I'm just truly thankful for the opportunity to be part of this team,” Haase says. “Everyone has been so welcoming, and I'm excited to grow in this role and contribute wherever I can.”

Vermilion Advantage looks forward to the impact Sarah Haase will make in supporting both the team and the local business community.

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Connecting Talent & Opportunity

Whether you're hiring or job hunting, the Vermilion Advantage Job Board is your go-to resource. Visit www.vermilionadvantage.com to get started!

Professional Development Group

11:30AM-1:00PM

September 17, 2025

Resilience by Overcoming Setback -
Daniel Chappel
Palmer Arena

October 15, 2025

Mindfulness & Stress Management -
Jessica Nemezc
TBD

BUSINESS & NETWORKING LUNCHEON

11:30AM-1:00PM

September 24, 2025

Express Employment
at Palmer Arena

October 22, 2025

TBD

Check your email for invitations and to register!

UICCU's Partnership Program Is Changing the Game for Workforce Engagement

For today's business leaders, employee productivity, engagement, and retention are top priorities—but one of the most overlooked drivers of workplace performance is financial well-being. The University of Illinois Community Credit Union (UICCU) is addressing this challenge head-on through its Partnership Program, a no-cost financial wellness benefit that's already helping organizations across Central Illinois build more focused, confident, and resilient teams.

For over 90 years, UICCU has been a trusted financial partner, currently serving individuals and families across twelve Central Illinois counties—including Vermilion, Champaign, and McLean. UICCU is committed to making banking accessible to those living and working in the communities it serves. The Partnership Program takes that mission further—into the workplace—by helping employees gain control of their finances and futures.



AWARD WINNING PARTNERSHIP PROGRAM

“Financial wellness is not just about income—it's about confidence, stability, and empowerment,” says Sheri Shannon, AVP of Partnership Programs. “When employees feel secure in their finances, they bring their best selves to work.”

Financial stress is more than a personal issue—it's a business concern. With 78% of Americans living paycheck-to-paycheck, financial anxiety can erode

productivity, focus, and retention. UICCU's Partnership Program is designed to directly address this challenge by equipping employees with the tools, knowledge, and support they need to thrive.

Led by Sheri Shannon, alongside Kelly Odomes, Liz Welch, and Jade Campbell, the program delivers a robust suite of services at no cost to employers or employees—regardless of their banking relationship with UICCU—including certified financial coaching (available in-person or virtually), financial wellness assessments, on-demand financial resources, flexible workplace workshops, new employee orientation support, exclusive benefits for UICCU members, and branded communication materials to foster ongoing engagement.

Employers will benefit from a more focused and confident workforce. “What sets our program apart is its flexibility and ease of implementation,” adds Shannon. “We tailor each solution to the unique needs of our partner organizations. Our team handles all the heavy lifting, making it easy for HR and leadership teams to integrate the program into their existing culture without added administrative burden.”

Since its launch just four years ago, the Partnership Program has grown to include 23 partner organizations and continues to expand. These partners report meaningful outcomes, including reduced employee financial stress, increased focus and engagement on the job, stronger retention and morale, and a positive cultural shift driven by a visible investment in employee well-being.



Are you an employer looking to help your employees meet their financial needs?

Workplace Realities...Did you know?

78%

of Americans live paycheck-to-paycheck

73%

of employees are distracted at work when stressed about their finances

50%

of Americans can't come up with \$500 for an emergency

6 out of 10

employees would stay at their job if a financial wellness solution was offered

Feedback from partners has been overwhelmingly positive, with many praising the UICCU team for being knowledgeable, approachable, and easy to work with.

UICCU is committed to evolving the program based on partner feedback and employee needs. "We continue to deepen our understanding of partner goals and employee financial challenges to deliver even more

meaningful, customized resources," says Shannon.

Whether it's helping employees build credit, tackle debt, or plan for retirement, the Partnership Program offers a judgment-free space and expert guidance that makes a lasting difference.

Organizations interested in joining the program or learning more can contact

the Partnership Program Team—Kelly Odomes, Sheri Shannon, Liz Welch, and Jade Campbell at Partnership@uoficreditunion.org or visit uoficreditunion.org/uiccu-partnership-program.



Member of the Month – August 2025

Congratulations to Autumn Fields our Member of the Month!

Autumn Fields provides an active, independent home-like atmosphere for seniors, with individualized care and personal assistance with activities of daily living as needed. At Autumn Fields, top priority is the quality of living for residents. Their focus is to offer an active lifestyle while promoting social, spiritual, and physical health for each resident. They have locations in Tilton, Hoopeston and Savoy.

For more information contact them at www.autumnfieldstilton.com, (217)655-2255 or find them on Facebook at <https://www.facebook.com/profile.php?id=100046276815706>

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.

Perks of Being Member of the Month:

- A featured spotlight on our social media and website
- Recognition in our newsletter
- A creative consultation with Tyler Burress, of BRBH Media to highlight your
- A guest spot on WITY Radio to share more about your services.
- One event pass for a networking event!

New Member Snapshot: The Craft | A Mane Artery

Owner: Montana Schmidt

About: Currently, we have four artists. We offer a range of services, including hair extensions (our exclusive line, created by our owner, Montana), hair color, haircuts, special occasion hair, gel x nails and manis, spray tans, eyebrow and lip waxing, lash lifts, and brow lamination and tints. In the past, we have offered Botox and lip injections, facials and esthetics, tattoos, and permanent makeup.

Location and Years in Business: We are located at 1017 N Vermilion St in Danville. We've been open for almost four years. We opened on Halloween of 2021.

Goals: To help those who reside in our building to open their own space eventually. In the beauty industry, that isn't common. Most salons want your goal to be to grow within and stay there as long as possible. Our mission is to help our artists outgrow the space to be ready to take the plunge on becoming business owners themselves.

What Makes The Craft Unique: To us, it's all about serving the people of Vermilion County with a more high-end experience and offering trends



that hit the bigger cities before a small town. We offer more than your traditional hour-long hair appointment, with something more intimate, instead of feeling rushed. We also offer high-end products for your at-home care.

Favorites: Our favorite services would have to be extensions. We've had clients cry over their transformations, whether it be from having such bad chemical damage that their hair is thin and fragile, to those in remission from cancer that are ready for thick, luscious locks again. It's a luxury

service that completely changes how a client feels.


Best Part of Doing Business Locally: What I see in Vermilion County is a smaller area that wants small businesses to thrive. Even though the county is still struggling, I see huge potential for growth within the community.

More Information: We are on Facebook (The Craft A Mane Artery), Instagram @thecraftama, and TikTok @thecraftama. We also have a website, www.thecraftama.com.

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New Member Snapshot: Amplified HR

CEO + Chief HR Advisor: Amber Rhoton,

with clients in Vermilion County for three years.

County clients grow their businesses to support the community and add more meaningful jobs.

About the Business: Amplified HR offers an outsourced HR department for small businesses, so they don't have to hire a full-time HR manager. They benefit from a team of experts to help with every aspect of employment.

What Makes Amplified HR Unique: We customize our VIP, white-glove support to our clients' specific industries and cultures. Our goal is for it to feel like we are part of their company, just down the hall.

Great Client Story: Sometimes it takes some time for a client to fully trust us with their HR function. We recently had a client purchase a branded coffee mug from our Swag Shop after realizing that relying on their Amplified HR team for all employee issues was the way to go. They sent us a photo of the mug and told us they are "all in."

Location: Our office is located in Champaign at the University of Illinois Research Park, and we have worked

Best Part of Working in Vermilion County: We are excited to work with more small businesses in Vermilion County! We love helping our Vermilion



Vermilion County's Strengths: There is a genuine desire to help other business owners and excitement to see their growth and success.

Learn More:

youtube.com/@amplifiedhr,
linkedin.com/in/amberrhoton,
amplifiedhr.com,
amber@amplifiedhr.com.



New Member Snapshot: KW Locksmith, LLC

Owner/Licensed Locksmith: Kenny Walag

Getting Started: I have worked 28 years in the locksmith field. I decided it would be a change of pace and allow flexibility in life by starting my own business.

Hours: Open 7 AM-7 PM, Tuesday-Sunday

Company Information: Mobile Locksmith Services for Danville, East Central Illinois, West Central Indiana.

Services: Lockout Services for auto, truck, van, semi, farm equipment, office, home, business, storage, and padlock. We rekey existing locks and replace or install new locks for both homes and businesses. We also offer lock repair services. Senior Citizen discount.

County Connection: I was raised in Vermilion County and have seen a lot of changes. I have met a lot of good people while working in the county.



More Information: Visit [Kwlocksmithllc.com](https://kwlocksmithllc.com), follow the company on Facebook: KW-Locksmith-LLC, or search their Google Profile: KW Locksmith.

New Member Snapshot: CiHRG

Chapter President: Liz Borman

Organization Information: The Central Illinois Human Resources Group (CiHRG) is the official SHRM affiliate serving East Central Illinois. Since our founding in August 1976 as the Champaign-Urbana Personnel Association (CUPA), we've been dedicated to supporting HR professionals and allies in the workplace. Our mission is to provide a local starting point for networking, information, professional development, and continued support of excellence in HR. Additionally, the goal is to raise the standards, visibility, and recognition of the human resources profession.

We currently serve nearly 160 members and are led by a volunteer board of 10 directors. SHRM recently recognized our chapter with a Platinum Excel Award for our strategic initiatives, innovative programming, and commitment to the HR profession. We are also approved recertification providers by SHRM and HRCI.

Location and Meetings: CiHRG serves a multi-county region, including Champaign, Vermilion, and surrounding areas. We have been connected to Vermilion County since

our early years and are working to reestablish a stronger presence.

Our meetings are held on the second Tuesday of each month in a hybrid format: in-person at OSF HealthCare Heart of Mary Medical Center in Urbana and virtually via Microsoft Teams.

September Event: We are excited to reintroduce ourselves to Vermilion County with the HR Recharge Conference on September 25 at Turtle Run Golf Club.

What makes CiHRG Unique: At CiHRG, we believe that HR is for everyone, whether it's your full-time job or a hat you wear occasionally. That's why we welcome professionals in HR, payroll, management, and any role involving people strategy.

What sets us apart is the generosity of our members. We have a deep bench of experienced professionals who are always willing to share, mentor, and support others. Whether you're trying to write interview questions, navigate new employment laws, or build a better team, there's someone here who has been in your shoes and wants to help.

Best Part of Working in Vermilion County: Vermilion County is full of

heart. We see a strong spirit of connection, collaboration, and a desire to build better workplaces together.

More Information: We'd love to connect with you! Here's where to find us:

Website: cihrg.com

Facebook: facebook.com/CiHRG

LinkedIn:

linkedin.com/groups/14520888/

Email: cihrg1@gmail.com

Get Involved: One of our strategic goals is to launch a Vermilion County cohort in 2026. This local sub-chapter will provide HR and business professionals with in-person luncheons connected via live video to our Urbana meetings, local professional development programs and networking events, and opportunities to connect with peers without traveling long distances. We are actively seeking a Vermilion County Director to serve on our volunteer board of directors. If you're passionate about supporting and connecting local professionals, we'd love to talk!



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New Member Snapshot: Star City Media

Account Executive: Bart Miller

Company Information: We are the local ABC, NBC, and METV providers for Tippecanoe and Benton County, Indiana, as well as Z.96.5 WAZY, Bob FM, MeTV Radio, and The Patriot Radio stations.

Getting Started: Star City Broadcasting started as a combination of our radio and TV stations. By picking up the local ABC, NBC and FOX stations, we were able to provide the local community another option for local news. We have combined the history of our WAZY radio station with the local broadcast television stations to give the community a new local source of news and entertainment.

Services: We offer multiple advertising opportunities across our four television and four radio stations, as well as a vast library of digital options for our clients.

Events and Promotional Opportunities: As the home of Purdue Football on WAZY, we offer multiple sponsorships. We also have NFL packages for the 2025 season that include the AFC and NFC playoffs as well as the Super Bowl in 2026 on NBC.

Community Response: We have had a great outpouring of support from our community. We enjoy being out and covering local events as well as helping local businesses grow.

Best Part of Doing Business in Vermilion County? The friendly response we have had. We really enjoy working with the Danville area businesses on marketing campaigns and helping them reach their goals.

Vermilion County's greatest strengths: Vermilion County has so much to offer, such as great local businesses, diverse outdoor activities, and an amazing arts scene.

More Information: Email Bart Miller at bart@starcitymediagroup.com. Our websites are wazy.com and starcitytv.com.



Reach Businesses and Residents in Vermilion County!

Why Advertise With Us?

- **Targeted Local Reach:** Get your business in front of over 1000+ key decision makers and area residents as well as community newcomers as part of a welcome packet.
- **Get Seen Online:** Featured on Vermilion Advantage social media with 4000+ followers with an average post reach of 18,000 and also at vermilionadvantage.com.
- **Affordable Rates:** Options to fit every budget.

Contact info@whitesmith.us today to learn more about advertising opportunities and rates!



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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.
Carle.Carle Medical Supply
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.
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
City of Hoopston
CliftonLarsonAllen, LLP
Curry Construction
Double S Liquid Feed Service, Inc.
Fisher National Bank
Genpact
Great Lakes Credit Union
Greenwood, Inc.
Illini Media Group
Invenergy
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
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
Russell Leigh & Associates, CPA
SIHF Healthcare
Star City Broadcasting
Sygma 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
 Advantage Therapy & Rehabilitation
 Alexander Concession & Catering
 All Source
 Allied Capital Title
 Amplified HR, Inc
 Anthem Chevrolet
 Anytime Fitness - Tilton
 Arrow Ambulance
 Autumn Fields Adult Community of Hoopeston
 Autumn Fields Adult Community of Tilton
 Autumn Fields Adult Community of Savoy
 AWEBCO
 Bexms, Clancy, & Associates, P.C.
 Boxcar Books & Vinyl
 Brett Crandell Ins. & Financial Serv. - State Farm
 Bricks and Ivy Sports
 Built 2 Last Construction
 Burtco. Photography
 Ceader's Collision
 Cedar & Smoke
 Central Illinois Human Resource Group
 Central States Distribution Service
 Champaign County Regional Planning Commission
 City of Georgetown
 Clanin Marketing
 Classic Homes Realty
 C-N Custom Steel Work, Inc.
 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
 D.I. Fire & Safety
 Danville Area Board of Realtors
 Danville Dans
 Danville Gardens, Inc.
 Danville Hospitality
 Danville Public Building Commission
 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
 Gibsons 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
 ImpactLife
 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
 Park Electric Motor Service, Inc.
 Portal Entertainment Group
 Raber Storage Barns
 Randal Ashton, DDS
 Ray O'Herron Company
 RE/Max Ultimate
 Rector Solar & Roofing
 Reds Resale
 Revel Bakery & Play Café
 Ridge Plumbing Contractor
 Robinson Chiropractic, Ltd. – Danville, Hoopeston, Westville
 Rustic Charm/RC Boutique
 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 Craft A Mane Artery
 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
 Village of Rossville
 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
 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

Members of Vermilion Advantage, NFP (continued)

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
 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)

A-10 Excavation
 A-Just Your Vision
 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
 Berzker's Grill & Catering
 Better Business Bureau – Central Illinois
 Birth To Five, Illinois
 Boys & Girls Club of Danville
 Brooks Sustainability Foundation NFP
 Brown, Amy
 CASA of Vermilion County
 Casey Toler Creative
 Center Street Productions
 Central Christian Church
 Central Illinois Human Resources Group
 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
 KW Locksmith, LLC
 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
 Rokosch, Donald (Retired M.D.)
 Roland Lim Photography
 Rossi Photo Studios
 Rossville Alvin CUSD #7
 Salvation Army
 Save the Lorraine Foundation
 Schlarman Academy
 Spotlight Performing Arts
 Spring Hill Cemetery
 St. James United Methodist Church
 STEP Recovery Center
 Step Up Vermilion County
 Survivor Resource Center
 Tarquini's
 TASC
 The Dwelling Place
 The Van Hyfte Grant Lab
 The Vortex
 Transformation Health Coach
 Trinity Lutheran School
 United Way of Danville Area
 University of IL Extension., Vermilion Co. Unit
 URE Home Daycare
 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
 Woodbury Falls Venue
 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)
 Spezia, John (Reach 1 Coach 1)
 Swires, Bob
 Ward, Jacqueline
 Witzel, Don & Deanna
 Wood, Jim

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