

NOVEMBER 2025 | Monthly Magazine

# INSIDE

VERMILION COUNTY

A professional portrait of Jessica Hogue, a woman with long, wavy blonde hair, smiling warmly. She is wearing a dark blue top with a gold chain detail across the chest. The background is a soft, textured blue.

*Jessica Hogue*  
FINANCIAL ADVISOR

Dick Van Dyke  
FischerFest set  
for Dec 6-7  
Page 5

PARTNER IN PROGRESS  
*Vermilion Advantage*  
ECONOMIC DEVELOPMENT | CHAMBER OF COMMERCE

Women, Wine  
and Wealth  
Page 11



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# INSIDE

VERMILION COUNTY

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## On the Cover:

Financial Advisor Jessica Hogue is sponsoring “Her Advantage,” a new Vermilion Advantage initiative designed to bring together and inspire professional women throughout the region.



## Inside This Issue

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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.



# A Season of Gratitude & Growth

also reminded us of how strong and resilient this organization truly is. Vermilion Advantage has always been about people—our dedicated team who work tirelessly behind the scenes, and our incredible network of members and community partners who share a common vision for Vermilion County's success.

In this season of thankfulness, we are especially grateful for your unwavering trust. That trust has allowed us to keep our focus where it belongs—on serving our members, advancing business growth, and building a stronger workforce for the future. Every challenge and setback we face becomes an opportunity to grow, adapt, and improve the value we deliver to the people and businesses who make this region thrive.

We have an exceptional internal team whose professionalism, commitment, and heart continue to move our mission forward each day. Their work ensures that the important projects and initiatives you rely on—business attraction and retention, workforce development, and community

collaboration—don't just continue but accelerate. The momentum of Vermilion Advantage is alive and well.

Thanksgiving is a time to pause and reflect on what truly matters—community, connection, and purpose. We are deeply thankful for each of you who continue to support and believe in Vermilion Advantage. Together, we are turning a moment of change into a season of opportunity.

As we look ahead, we do so with gratitude for where we've been and excitement for where we're going. With your continued partnership, we will emerge from this time stronger, more focused, and even more united in our mission to make Vermilion County a place where businesses, people, and possibilities grow.

From all of us at Vermilion Advantage—thank you for your trust, your partnership, and your belief in our shared future.

Gary Tucker  
Chairman, Board of Directors  
Vermilion Advantage

As we enter the Thanksgiving Season, I want to take a moment on behalf of the Board of Directors and the entire Vermilion Advantage team to express our heartfelt gratitude to our members, partners, and community. Your continued confidence, engagement, and encouragement mean more than words can express—especially during times of transition.

The recent leadership change has naturally brought reflection, but it has



## Coffee Talk

November 4:  
AWEBCO  
806 Sheridan St, Danville

December 14:  
City of Danville, Danville City Hall  
17 W. Main St., Danville

# Danville to Premiere Dick Van Dyke Documentary at FischerFest

One of Danville's favorite sons and America's most beloved entertainers is turning 100, and Danville is throwing a celebration worthy of the milestone. The Historic Fischer Theatre in downtown Danville will host the national premiere of the official documentary "Dick Van Dyke: 100<sup>th</sup> Celebration" as part of FischerFest: The Life and Legacy of Dick Van Dyke, presented by the Halloran Family Foundation, on December 6–7, 2025.

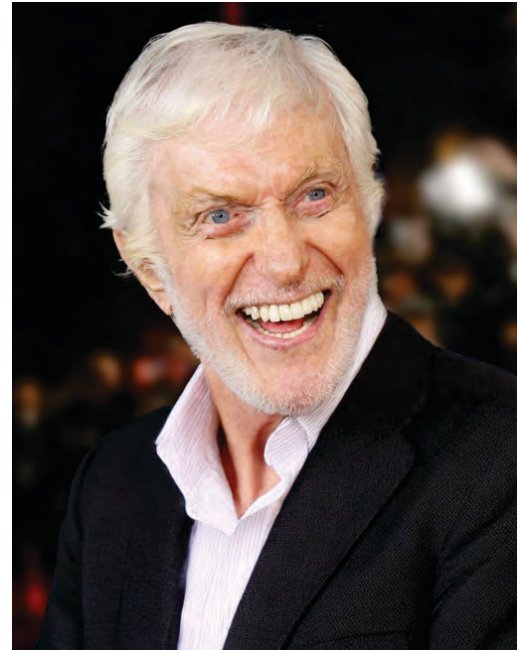
The feature-length film, created by Emmy-winning filmmakers Steve Boettcher and Michael Trinklein, honors the life and career of Dick Van Dyke - actor, singer, dancer, and comedian extraordinaire. It blends clips from his television and film work with heartfelt interviews featuring co-stars such as Mary Tyler Moore, Carl Reiner, Rose Marie, and Betty White. The film also includes touching scenes from Van Dyke's return to Danville, giving audiences a deeply personal look at the man behind the laughter. The documentary will be released nationwide in AMC Theatres beginning December 13.

"Being selected to host the national premiere may be the most exciting event since the theatre's reopening,"

said Fischer Theatre Director Ashton Greer. "We are deeply grateful to Mr. Van Dyke and filmmakers Steve Boettcher and Michael Trinklein for choosing to launch this film in Danville. As a community, we love Dick Van Dyke and all he's meant to people around the world. And we're thrilled to host a party to wish him the happiest of 100th birthdays!"

The two-day festival will include film screenings, live art, music, and special surprises. Saturday's red-carpet event will feature hors d'oeuvres catered by *The Local*, entertainment by members of the *Danville Symphony Orchestra*, a live art portrait by *Katie Weston*, surprise announcements, and the world premiere screening of *Dick Van Dyke: 100th Celebration*. Sunday will feature a full day of film favorites—*Bye Bye Birdie*, *The Comic*, and *Mary Poppins*—accompanied by commentary and Q&A sessions led by film critic *Chuck Koplinski* of *Reel Talk with Chuck & Pam*.

Throughout the weekend, guests can enjoy themed cocktails, memorabilia displays, original artwork, and a community "birthday card" banner for attendees to sign and send to Dick Van



Dyke himself. Custom t-shirts and other keepsakes will also be available for purchase.

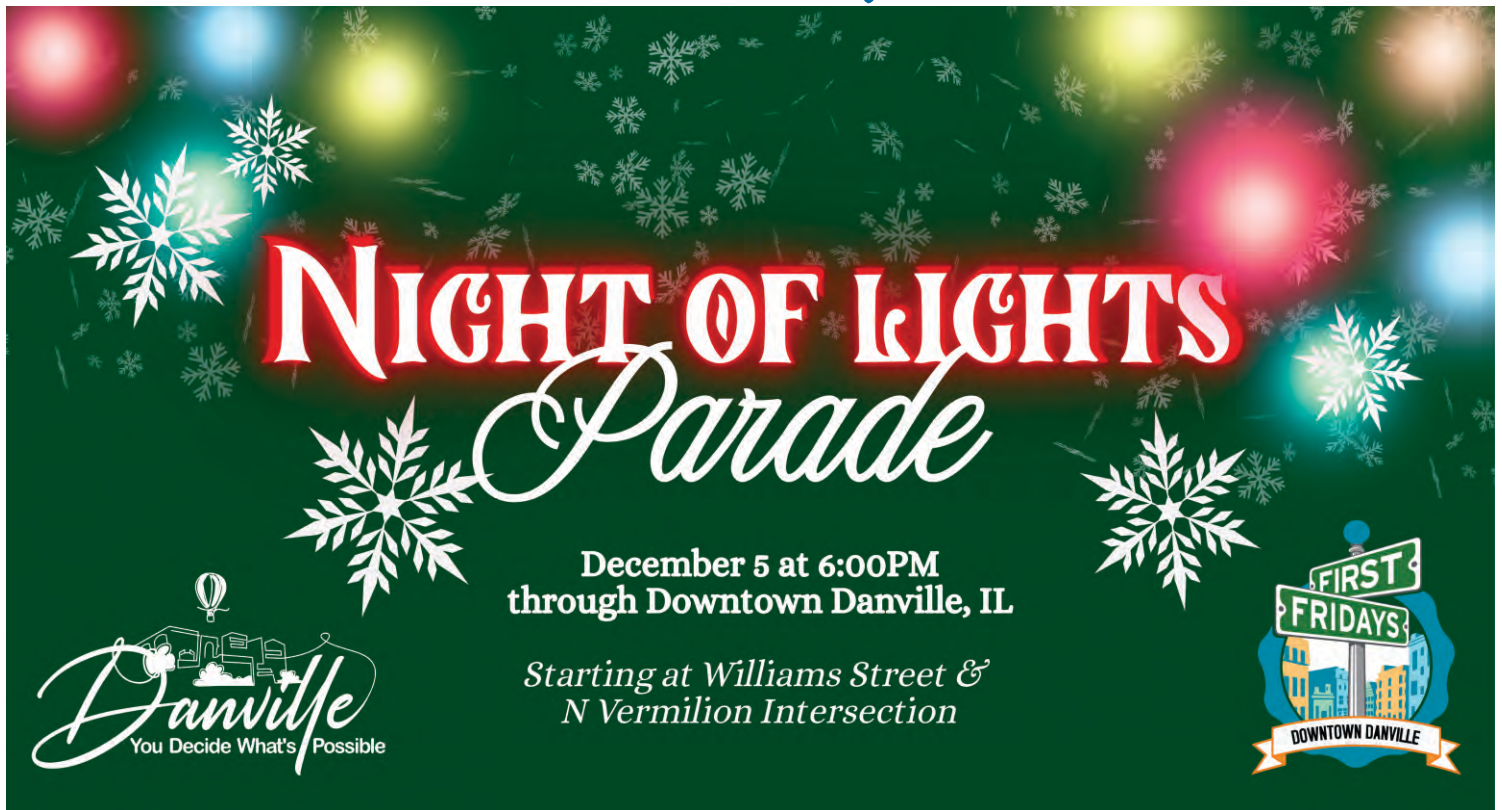
Adding to the excitement surrounding the downtown landmark, the Fischer recently received a \$280,000 state grant from the Illinois Department of Commerce and Economic Opportunity (DCEO) to restore its original backstage areas. The project will add dressing rooms, green rooms, and other modern amenities, expanding the theatre's ability to host touring performers and major productions.

As Greer says, "This project is a critical step in the continued revitalization of the Fischer Theatre... It's a win not only for the theatre, but for the entire Danville community."

With a national premiere, a calendar full of exciting events, and major renovations ahead, the Fischer Theatre continues to shine a light and offer a stage for more memorable moments in the area's entertainment future.

Tickets for FischerFest are available at [www.fischertheatre.com](http://www.fischertheatre.com).





**NIGHT OF LIGHTS**  
*Parade*

December 5 at 6:00PM  
through Downtown Danville, IL

Starting at Williams Street &  
N Vermilion Intersection

**Danville**  
You Decide What's Possible

**FIRST FRIDAYS**  
DOWNTOWN DANVILLE

## First Friday's Night of Lights Parade in Downtown Danville Set for December 5<sup>th</sup>

Downtown Danville will come alive with holiday sights and sounds on Friday, December 5, as the annual First Fridays Night of Lights Parade returns as one of the city's biggest holiday traditions. The parade begins at 6:00 p.m. at the intersection of Williams and Vermilion Streets. It travels south to Main Street, lighting up the heart of downtown Danville with a procession of dazzling floats and glowing holiday displays.

Families are invited to arrive early to enjoy free horse-drawn carriage rides stationed outside the Fischer Theatre on Harrison Street from 1 to 5 p.m. and warm up with hot cocoa before the parade begins. Visitors can stroll through festive and interactive light displays, listen to holiday music, and enjoy the magic of the season with friends and neighbors. "Join us in Downtown Danville for the Night of Lights Parade, one of the city's biggest holiday traditions!" says Lindsey Franz.

The event, hosted by First Fridays in Downtown Danville, is made possible through the generous support by an

impressive list of local sponsors, including D102, The News-Gazette, OSF Health Care, Hyster-Yale Materials Handling, Education Personnel Credit Union, Christie Clinic, Watchfire, Thyssenkrupp Dynamic Components Danville LLC, Golden Nugget Danville, Carle, Landmark Credit Union, Kirchner Building Centers, and Schomberg & Schomberg Construction Inc., Farnsworth Group, Fisher National Bank, Iroquois Federal, Bunge, Vermilion Advantage, Aqua, Kelly Printing Company, Hall of Fame Plaques and Signs, Sunset Funeral Homes, and Faulstich Printing Company. There is no cost to attend, and everyone is encouraged to bring a chair and cozy blanket to settle in for the evening.

Organizers hope to see even more parade floats this year than in years past. Float registration is open through November 17 at [SignupGenius](https://signupgenius.com). For event details, visit [firstfridaysdanville.com](https://firstfridaysdanville.com) or follow along on Facebook.



**HORSE DRAWN CARRIAGE RIDES**

December 5, 1-5PM  
Stationed on Harrison Street by  
the Fischer Theatre

# 2025 Holiday Events in Vermilion County

Wednesday & Saturday in November & December

9am - noon

**Danville Art League**

320 N. Franklin St., Danville

November  
**15-19**

**Festival of Trees**

Palmer Arena  
100 W. Main St., Danville

November  
**30**

**Catlin Christmas Event**

10am - 8pm  
**Catlin Christmas Parade**  
6pm

December  
**TBD**

**Light Up McFerren Park**

Hoopston, IL  
Light display open daily - dusk to dawn

December  
**4 - 7**

**Christmas in the Barn**

Hooves of Hope  
7757 US Hwy 136, Potomac. IL

December  
**5**

**First Fridays Downtown Danville  
Nights of Lights Parade**

Downtown Danville

December  
**6**

**Rossville Christmas Parade**

6pm

December  
**6-31**

**Rossville Christmas Park  
Light Display** open daily at dusk

December  
**6**

**Village of Tilton  
Christmas Night of Lights Parade**

Thomas Park, Tilton, IL

December  
**7-31**

**Bunker Hill Holiday Open House**

Kennekuk County Park  
22296 Henning Rd., Danville

December  
**7**

**Danville Symphony Orchestra  
The Nutcracker**

Dick Van Dyke Auditorium  
DHS, 202 E Fairchild St., Danville

December  
**7**

5pm

**Bunker Hill Holiday Lights**

Kennekuk County Park  
22296 Henning Rd., Danville

December  
**7**

5:30pm

**Georgetown Christmas Parade**

Downtown/Main St., Georgetown, IL

December  
**13**

9am - 1pm

**Westville Bake Sale**

Historic Depot & Museum

December  
**13**

Noon - 3pm

**Santa Clause is Coming to Town**

Oakwood

# Christmas in the Barn: A Heartwarming Holiday Tradition in Potomac

The holiday season shines a little brighter in Potomac as Christmas in the Barn returns for its fifth year of festive fun. Hosted by Gateway Family Services of Illinois and Hooves of Hope, this heartwarming event transforms the barn at 7757 US Route 136 into a winter wonderland filled with lights, laughter, and Christmas cheer.

The celebration begins Wednesday, December 3, with a special Sponsor Evening, followed by guided tours on Thursday from 5 to 8 p.m., Friday from 5 to 9 p.m., and Saturday from 4 to 9 p.m. Families are also invited to the Special Sensory Sensitive Christmas on Saturday, December 7, from 11 a.m. to 2 p.m., designed to provide a calm and welcoming holiday experience for all.

Visitors can stroll through the beautifully decorated barn, where more than 60 Christmas trees tell their own unique stories. The scent of hot chocolate and cookies fills the air, carols play softly, and the gentle presence of therapy horses reminds everyone what the season is all about.

A new highlight this year is a festive trolley ride offered Friday and Saturday evenings, whisking guests



from the barn to downtown Potomac to visit Santa at the clinic. The addition adds even more sparkle to an event already known for creating cherished family memories.

There is no cost to attend, and donations are appreciated to support the vital work of Gateway Family

Services and Hooves of Hope. It's an excellent way to celebrate the season while giving back to two organizations that bring hope and healing to the community.

For more details, visit [www.christmasinthebarn.org](http://www.christmasinthebarn.org) or find "Christmas in the Barn" on Facebook.

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# Festival of Trees Kicks Off the Holiday Season November 15-19

This year's 29th Annual Festival of Trees continues as the magical kickoff to the holiday season in Vermilion County. This beloved celebration brings families, friends, and neighbors together to experience the sights, sounds, and spirit of the holidays. Guests will be captivated by everything from seven-foot trees to showstopping wreaths to whimsical gingerbread houses, all beautifully decorated by local designers, school children, and families. Their creativity, combined with the generosity of sponsors, transforms the David S. Palmer Arena into a genuinely breathtaking winter wonderland that celebrates the very best of Vermilion County.

The Festival of Trees will be held November 15–19, 2025, at the David S. Palmer Arena, 100 W. Main Street in Danville, Illinois. Festival co-chairs Mark and Jana Goodwin lead a dedicated team of volunteers who help make the event possible.

Admission remains \$5 for adults and \$2 for children ages 3–12. Sunday is Family Day, when kids 10 and under are admitted free with a paid adult. Veterans are admitted free on Monday, and Wednesday is Senior Extravaganza Day,



offering free admission to guests 60 and older.

A highlight of the holiday calendar, the Festival offers something for everyone. Families can enjoy the Princess Tea, Prehistoric Pit Stop Breakfast with Santa, Story Time at the Festival, and the always-popular Children's Craft Area. Adults will find plenty of entertainment with the Gala for sponsors and designers, Glow Ho, Ho, Bingo, and the return of Bourbon, Bubbles & Brew, this year as a pre-gala event on Thursday, November 13. The Festival Stage will feature live performances from local and regional entertainers throughout the five-day celebration.

The Festival of Trees is presented by Balloons Over Vermilion, NFP, the same organization responsible for the area's summer hot air balloon event. The organization's motto, "It's for the Kids," reflects its mission, as 100% of the net proceeds from both events benefit local organizations serving children and their families.

Attending the Festival of Trees is more than a holiday outing. It's a way to celebrate the season, support the community, and help make a difference for local kids. For schedules, event details, and presale tickets, visit [www.FestivalofTreesDanville.com](http://www.FestivalofTreesDanville.com) or follow on Facebook and Instagram at "Danvillefestivaloftrees".



# Jessica Hogue: On a Mission to Help Women Succeed

Jessica Hogue, a Financial Advisor based in Central Illinois, has built her career around helping clients live with greater confidence and freedom. She has a well-deserved reputation for bringing clarity to financial decision-making and delivering individualized guidance on investment strategies, insurance solutions, retirement and education planning. Her approach combines trusted experience, optimism, and authenticity. She empowers individuals, particularly women, to take control of their financial futures.

“I want to be known for my relentless focus on solutions and my ability to simplify complex financial strategies,” Hogue says. “With my expertise paired with an approachable and energetic style, I strive to create personalized, collaborative experiences where clients can feel genuinely seen, understood, and supported.”

Born and raised in Vermilion County, Hogue is deeply committed to her community and to clients nationwide. She currently serves clients in thirty-three states. By combining a focus on relationships with access to advanced financial tools and resources through Northwestern Mutual, she helps clients design lives intentionally that align with their values and goals. Over the years, Hogue's career has evolved into something that reflects her personality and purpose. She has built a 100% female team and developed a practice that encourages high-performing women to live intentionally and lead boldly.

Her leadership extends beyond her own practice. Hogue is sponsoring the upcoming *Her Advantage* initiative through Vermilion Advantage, designed to connect and inspire professional women throughout the region. “I have a philosophy around pulling a seat up at the table for the next woman in line,” she says. “*Her Advantage* aims to do just that by providing an invaluable platform for women to collaborate and make new connections; share experiences, insights, and strategies for overcoming challenges and achieving success; and learn something new or interesting.”

The theme of the first event, *Women, Wine, and Wealth*, where Hogue will serve as the keynote speaker, reflects her belief in the power of honest dialogue that builds trust. “*Women, Wine and Wealth* perfectly captures the essence of what attendees can expect at the first event—a vibrant mix of meaningful connections, engaging conversations, and insightful discussions,” she says.

Hogue believes that creating dedicated spaces for women to talk openly about wealth, leadership and growth is essential. These environments help address real challenges, such as longer life expectancies, wage gaps, and career pauses, that can impact financial independence.

Membership in Vermilion Advantage has further strengthened Hogue's commitment to community leadership. She says the organization connects her with a network of professionals who share her passion for building a stronger, more supportive business environment for women in Vermilion County.

For Hogue, financial planning is about far more than numbers. It's



about empowerment. “It's not just about numbers; it's about designing a life with intention and purpose, enabling individuals to enjoy freedom and the moments that matter most.”

To learn more about Jessica Hogue's practice, visit [www.northwesternmutual.com/financial/advisor/jessica-hogue](http://www.northwesternmutual.com/financial/advisor/jessica-hogue), follow her team on Facebook at [facebook.com/jessicahogueNM](https://facebook.com/jessicahogueNM), or reach her directly at [jessica.hogue@nm.com](mailto:jessica.hogue@nm.com).



# Mark Your Calendar!

**Her Advantage Wednesday, November 12<sup>th</sup> 4 PM, Danville Boat Club**

Vermilion Advantage's Dana Rowland shared the details of how the new quarterly events, *Her Advantage*, came to be.

**What inspired the creation of *Her Advantage*?** Most chambers/communities have a Women in Business group, and Vermilion County does not. We've had several members ask for a resource like this, so we've been working with Jessica, formed a few focus groups and determined which topics would work best.

**Who should attend?** Any female! We plan to cover all aspects of being a woman in today's world. We aim to support women in all aspects of their lives, covering topics that range from financial management to hormone health, self-care, and staying current with technology in today's ever-evolving society. Members of Vermilion Advantage can register at a discounted price.

**How will *Her Advantage* support women at different stages in their careers?** We want to support and cheer you on at every stage of life. We heard from many women that there is a need to provide a place for successful, established women to connect with younger/less established women, offering a space for conversation, mentorship, and sharing knowledge



and experiences. We know it can be challenging to walk into a room full of influential women; we want everyone to feel welcome and comfortable, regardless of where you are in your career. We want to build each other up and have women leave feeling empowered.

**What kind of partnerships are helping make this program possible?** Jessica is our presenting sponsor. Each quarter, Vermilion Advantage and Jessica will partner with one of our members to cover a specific topic. The quarterly sponsor will be responsible

for covering the event's costs. We have some great events planned, and each one will take place at a different time of day (happy hour, breakfast, lunch, etc.) to meet all schedules.

**How can any Vermilion Advantage member get involved?** They can reach out to sponsor one of the quarterly events, whether that be providing food or a venue, or being the presenter. We have openings, as we have not finalized the calendar just yet. Spots will fill up quickly. The best way to support us is to share the information and encourage your female employees to attend.

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# 2025 Building & Construction Trades Expo Recap

by Jodie Ingram



The 2025 Building & Construction Trades Expo was a hit! With around 25 vendors, three food trucks, and hands-on equipment, the event drew over 150 high school and college students plus plenty of community members who came to ask questions and explore careers in the trades.

Students and visitors got to meet representatives from IBEW Local 538, Iron Workers Local 380, Sheet Metal Workers Local 218, Carpenters Local 243, International Union of Operating

Engineers Local 841, and more. Local businesses like Schomburg & Schomburg Construction, Atlas Total Home, Glesco Electric, and Illini Drilled Foundations were on site showcasing equipment and talking about career paths in the trades.

What made this expo really special was the teamwork behind it. DACC, Vermilion Advantage, VVEDS, local industry partners, and area school districts all came together to give students and the community a front-

row seat to the amazing opportunities in construction and skilled trades. It was all about connecting people, building skills, and strengthening our local workforce—and having a little fun along the way! A special shout-out goes to Ami Siefert and Kellie McBride for all their hard work making this event such a success!

The expo showed just how exciting careers in the trades can be and how strong partnerships can make a real difference for the community.



4:30PM-6:30PM

December 3, 2025  
Holiday After Hours  
Danville Country Club



11:30AM-1:00PM

November 12, 2025  
Friendsgiving  
Bremer Center, DACC



11:30AM-1:00PM

November 19, 2025  
Environ  
Masonic Temple

December 17, 2025  
Vermilion Advantage - Pip's Party  
Palmer Arena

**Check your email for invitations and to register!**

# Someone to Know: Todd Lee

For lifelong Vermilion County resident Todd Lee, celebrating 200 years of county history is both a personal passion and a tribute to the generations who helped build the place he calls home. “Vermilion County has always been my home. Danville is my birthplace,” he says. “The stories of these earliest settlers are much like the story of many American families. They were young people looking for a better future for their families.”

As Co-Chair of the Vermilion County Bicentennial Celebration with Sue Richter, Lee is proud to help lead a committee of community members committed to honoring the county's rich past and bright future. “Celebrating and telling the Vermilion County story is important to me because I believe history can teach us valuable lessons to help us make future decisions,” he says. The year-long celebration will bring history to life through parades, historical reenactments, museum programs,

guided tours, promotion of the area's many scheduled events, and educational displays across schools and libraries.

Lee's love for history began early. His father and grandmother sparked his curiosity with stories and family genealogy, inspiring a lifelong fascination with how the past shapes the present. His own local roots have a meaningful history. He and his wife, Sonna, have made their home in Pilot Township since 1995, where they raised their two children, Katie and Brodie. Lee is also the proud son of Vermilion County natives Ron and Janice Lee and brother to Tim Lee, who lives nearby.

Through decades of service on local boards and in leadership roles across the region, Lee's heart for community has never wavered. He believes that “an individual's impact on the community begins with civic responsibility that may include



participating on church and school boards, holding a public office, involvement with service groups and volunteering.”

Lee treasures the landscape and the people who make Vermilion County special, and like many county residents, enjoys everything from fishing the reclaimed lakes to walking the county's trails. “The people are the heart and soul of every community,” he adds. “Vermilion County, I'm proud to say, is my home where my roots are deep.”

## Member of the Month - October 2025

### Congratulations to Rossi Studios our Member of the Month!

Rossi Photo Studios serves Central Illinois and beyond, specializing in professional headshots and personal branding, school portraits, and event photography services. Angela is known for capturing high-quality images that represent your unique identity and vision. Rossi Studios will use visual media to bring your organization, people and products to life. They also offer the “Saucy Selfie Photo Booth” for business events or weddings.

For more information contact them at [info@rossiphotostudios.com](mailto:info@rossiphotostudios.com), [rossiphotostudios.com/](http://rossiphotostudios.com/), (217) 274-9740 or find them on Facebook at [facebook.com/Rossistudios/](https://facebook.com/Rossistudios/)

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:

- 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!



Vermilion Advantage is partnering with the Employers' Coalition for Healthcare, Inc. (ECHI) and the Illinois State Chamber of Commerce to participate in the **ECHI Health Program powered by the Illinois State Chamber of Commerce**, a new health benefits solution designed exclusively for chamber members. This Program launched with October 1, 2025, effective dates, and brings with it significant savings and flexibility for small to mid-sized employers.

Your membership with Vermilion Advantage gives you exclusive access to the program, offering UHC's Level-Funded health plan with significant savings and flexibility. Highlights include:

- **Exclusive 5% Chamber Discount** – groups quoted through the ECHI Health Program receive a 5% discount below UHC's base rates, with savings increasing up to 10% when dental and vision are bundled.

- **Eligibility** – groups of 2+ employees may qualify, with underwriting determining final rates.
- **Significant Savings** – healthy groups can achieve double-digit discounts compared to fully insured ACA rates.
- **Shared Savings** – employers with good performance over the course of the plan year can receive 50% of unused claim dollars back.
- **Flexibility** – access to over 100 plan design options, from lean HSA-compatible plans to richer copay models, all with UHC's broad national network.

The Program gives VA members access to UnitedHealthcare's low-cost health plan option in Illinois. While maintaining strong benefits and expansive provider access.

If you are a Broker Partner and interested in quoting instructions, enrollment, and additional resources, please reach out our office or

[info@360benefitsgroup.org](mailto:info@360benefitsgroup.org) for more information.

If you are an employer interested in this product and would like to be connected to a broker for a quote, please contact Dana Rowland at [drowland@VermilionAdvantage.com](mailto:drowland@VermilionAdvantage.com) and we will connect you.

**Ancillary Benefits Option:** In addition to medical coverage, members also have access to an exclusive ancillary benefits platform through Companion Life. This program uses a defined contribution model (starting as low as \$25 per employee per month) that allows employers to set a fixed budget while giving employees the freedom to choose from a menu of guarantee-issue benefits – including dental, vision, life, disability, accident, critical illness, and hospital indemnity. All products come with a three-year rate guarantee and are integrated into a single, streamlined enrollment and billing platform. Please work with your broker or benefit advisor to learn more.



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**NOVEMBER 15 5:30 PM**

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# New Member Snapshot: Clarity Design

**Founder & CEO:** Ashton Greer



**The Inspiration:** Throughout my career, I have consistently been the one hired to initiate new programs, establish departments, launch new products, or launch event series. I realized quickly that I was what you call an "entrepreneurial employee" - the one you hire to get things off the ground, to get them started, and to give legs to a concept or idea. I organize. I build a framework. I create a sturdy foundation. I bring clarity and plans to make dreams take flight - and then I am bored! And so I decided to do this full-time as a business - to help entrepreneurs and nonprofits build a sturdy foundation and bring clarity to where they are headed. My purpose statement is: Together, we will gain clarity and success through having courage and doing the work.

**Services:** I founded the company in 2024 when I started working as a Fractional COO & Business Consultant. My work includes Fractional COO Services, Nonprofit Consulting & Fundraising Assistance, Small Business and Entrepreneur Consulting, and Executive Coaching.

**Clients:** I am drawn to working with small business owners and nonprofits, and tackling really big challenges that others are afraid to take on. I have great heart and courage, and I believe that most things that are worthwhile are not easy.

**Recent Project:** I recently accepted a contracted position as the interim director of the Fischer Theatre. I am so proud of this work because I have poured countless hours and my heart and soul into the organization, and we have found stabilization and a clear path forward. Since May, we have been able to reduce our operating budget by 33%, significantly increase our cash reserves (four times what we had in May), and begin building an operational structure for the future that is sustainable. We're also about to start some major capital improvement projects. Helping this organization stabilize so that it remains here for generations to come—for my kids and their kids—is truly meaningful to me. The Fischer is so important to the city's culture, community pride, and economic viability.

**Difference Makers:** I really do have so much heart and tenacity. I have over a

decade of experience in business and nonprofit leadership, as well as a master's degree in Organizational Leadership. I am a natural encourager, and I am not afraid to do hard things, so I really come alongside my clients and dive in with them. I walk beside them and get into the mess with them as a true business partner. Also, my niche and passion lie with nonprofits, so I have several nonprofit clients. I am currently working alongside four nonprofits through 2026. I take a limited number of clients so I can be fully present and immerse myself completely with each client's business and challenges.



**Client Story:** I have had the best time in 2025 working alongside a startup company in Danville and Champaign County, helping them find their purpose and values to guide their decisions moving forward. My favorite thing to do with entrepreneurs is help them find the language to describe who they are, what they do, why they do it, and what values guide their actions.

**Learn More:** Website: [claritydesignco.net](http://claritydesignco.net)  
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