FALL 2026

INSIDE VERMILION COUNTY

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INSIDE
VERMILION COUNTY

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On the Cover:

Celebrating Momentum. Advancing Together: Highlights from the Vermilion Advantage Annual Member Meeting.
(Photos by Rossi Studios Photography)



Inside This Issue — *Page*

The Work Behind the Momentum.....4
Honorary Vicki Haugen Way.....6
CIMG – Local Community Partner.....7
Creator Camp Connects Students to Careers.....8
Visitors Discover the Best of Vermilion County.....9
Welcome Home Amy Brown.....10
VA Golf Outing Update.....12
Tyler Zindars & Westwood Equity Partners.....13
Leadership Tomorrow.....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 **quarterly** publication created by Vermilion Advantage to showcase our members and share meaningful stories from across Vermilion County. Our transition to a quarterly format allows us to be more intentional in highlighting impact, celebrating successes, and providing thoughtful coverage of the initiatives shaping our region. Each issue is mailed to all Vermilion Advantage members, with more than 1,000 additional copies distributed throughout the county.

The Work Behind the Momentum

By Amy Brown, President & CEO, Vermilion Advantage



If you've read anything about my move back to Vermilion County, you already know the personal side of this story. What I want to tell you here is what's actually happening inside Vermilion Advantage — because the momentum you're hearing about didn't start with me walking through the door in June. It started with a board willing to do the harder work first.

Before I arrived, our board — led by Board Chair Gary Tucker — spent two full working sessions, one in December and one in January, doing something a lot of organizations put off indefinitely: an honest self-assessment. They ran a real SWOT analysis, and they didn't soften what it turned up. Our greatest strength, without question, is relationships — with members, with partners, with local and state officials. But the weaknesses were just as clear: several leadership transitions since 2020, a board structure that had outgrown itself, and no reliable data to back up the decisions being made on the county's behalf. That's not a comfortable thing for any board to put on paper. It's also exactly the right place to start.

Out of that work came something concrete: a new vision — to build community and create opportunity — a mission that puts words to the job itself, and five values the board chose deliberately: integrity, passion, innovation, collaboration, and impact. Innovation, to me, means having the courage to be creative — to try approaches this county hasn't tried before instead of defaulting to what's comfortable. Those values aren't decoration. They're the standard we're measuring ourselves against now, in public, on purpose.

The timing lined up in a way none of us could have planned. Right as that strategic work wrapped, Vermilion Advantage was named one of just eight organizations selected statewide for the Illinois Economic Development Corporation's Regional Research Pilot Program, known as R2P2. That partnership means our county now gets a steady stream of real information — labor force and demographic data, job posting trends, and a full cluster analysis showing where our economy is genuinely strong and where there's room to grow. Instead of debating from instinct, we get to sit down with facts. And because seven other Illinois organizations are going through this same process alongside us, we're not figuring it out in isolation.

Some of what excites me most about this data isn't just what it tells us about today — it's what it points to next. Early conversations tied to R2P2 are already surfacing opportunity in agriculture, in our manufacturing and logistics base, and in partnerships with the University of Illinois and Danville Area Community College. That's the kind of groundwork that turns a good pitch into a competitive one.

Here's what that actually changes for you, our members. We've defined tiered membership built around real value instead of size. We're tracking measurable KPIs monthly — retention, business visits, workforce participation, response time on site inquiries — instead of hoping things are working. We're building toward a complete site-and-building database, so when someone asks what's available in this county, we have a real answer. And we're strengthening workforce pathways connecting our schools and colleges directly to local employers.

None of this is about doing more just to look busy. It's about being able to prove, with numbers, that this organization is worth what our members invest in it.

Three to five years from now, I want a business, a local official, or a resident to think of Vermilion Advantage as the first call they make when they have a question about our economy — not out of habit, but because we've earned that trust with follow-through they can actually see.

I'll leave the rest of my story for elsewhere in this magazine. What I want you to take from this piece is simpler: the plan is real, the data is coming in, and the current board — along with the boards, business leaders, and volunteers who served before them — deserves real credit for doing the harder work first, before any of the exciting parts got announced.

That work is done. Now it's time to build on it. This county doesn't need to wait for someone else to bet on it — we're already betting on ourselves. That takes the courage to be creative, to try new approaches, and to keep showing up even when the work is unglamorous. Let's do this, Vermilion County.

Amy S. Brown
M.Ed., CFRM.

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Three Questions with Gary Tucker, Chair, Vermilion Advantage Board of Directors

What prompted the Vermilion Advantage planning process this year? The board recognized that Vermilion Advantage needed to be more focused and intentional about its purpose and direction. A clear vision and mission give the organization a framework for decision-making and help ensure our strategic plan, priorities, and actions align with the needs of our members and the broader community.

What does the new mission mean to you personally? To me, "building community and creating opportunity" means continuing to invest in a strong, connected community—one where businesses, organizations, and residents work hand in hand. By collaborating and leveraging new growth opportunities, we can revitalize Vermilion County and create possibilities for our community we may not have imagined before.

How is the board approaching economic development differently than in the past? With greater focus and intentionality. We are taking an honest assessment of Vermilion County's strengths, weaknesses, opportunities, and threats and using that insight to shape our strategic priorities. By identifying and inventorying our community assets, we can focus on what makes Vermilion County unique and leverage those strengths to attract investment, support local businesses, and create new economic development opportunities.

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(217) 918-7996

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Honorary Vicki Haugen Way

Honorary Vicki Haugen Way is now a permanent downtown Danville tribute to a transformational local leader. On Thursday, August 6, 2026, a large crowd of community leaders, family, and lifelong friends gathered inside the Robert E. Jones Municipal Building (Danville City Hall) to dedicate the downtown portion of Walnut Street in her honor.

The naming event culminated a grassroots movement years in the making. A dedicated team of close former co-workers and friends worked alongside city officials to officially establish “Honorary Vicki Haugen Way” at the intersection of North and Walnut streets, placing her name right outside the former location of the Vermilion Advantage offices where she spent decades changing local lives.

About Vicki

Vicki Haugen spent 38 remarkable years transforming Vermilion County. She began her career as an administrative assistant, but her fierce work ethic quickly led to her selection as Director before her 30th birthday. She faced a shifting local and global economy during the turbulent economic days of the 1970s and 80s. Through forward-thinking leadership and a strong partnership with Lou Mervis and other Vermilion County leaders, she turned likely decline into a legacy of survival and growth. In 2002, she became the founding President and CEO of Vermilion Advantage, merging the local Chamber of Commerce and the Economic Development Corporation into a unified powerhouse.

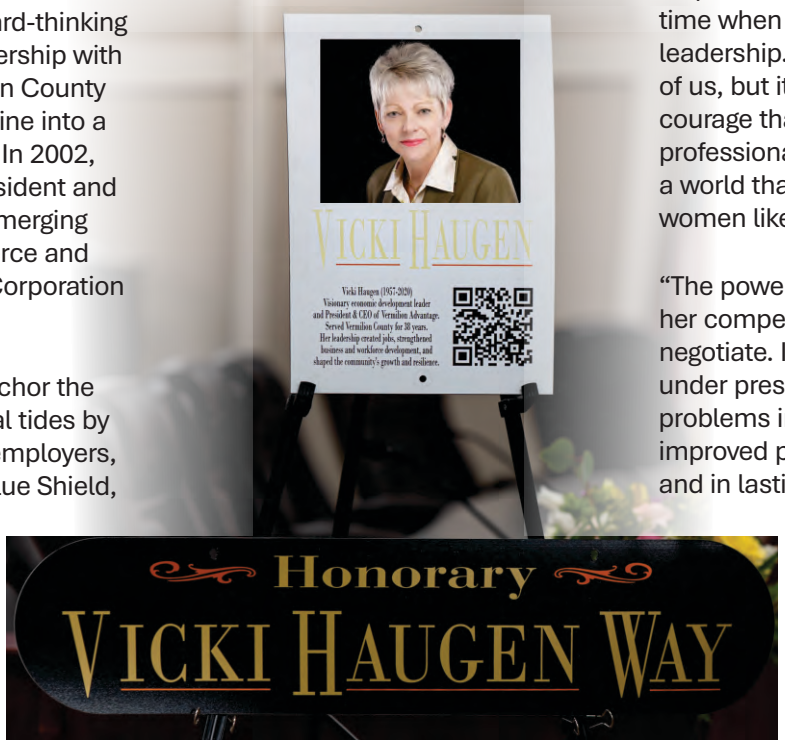
Her strategic vision helped anchor the county against changing global tides by directly securing major local employers, including Alcoa, Blue Cross Blue Shield, and thyssenkrupp. Over her first 25 years at the economic development corporation, her strategies helped create thousands of jobs in Vermilion County. Her work proved that active business retention is just as vital as recruitment, protecting the community from losing its core economic base.

Beyond attracting major industries, she designed a workforce development model that became a blueprint for communities nationwide. She was also a driving force behind bringing the Golden Nugget Casino to Lynch Road.

In her final years with the organization, she worked to secure a massive $70 million investment for the Carle Health Danville campus, making certain the community would have top-tier healthcare for generations.

The Ceremony

The dedication ceremony included local speakers who knew Vicki well and brought her lasting impact to life. Mike Hulvey, President and CEO of the Radio Advertising Bureau, former board chair, and longtime friend, served as the emcee and reflected on her unrelenting spirit. “What stands out to me was her grit,” he said. “She always saw what was possible, knew giving up was never an option, and expected the same from those around her.”



Danville Mayor Rickey Williams, Jr., who strongly advocated for the honorary designation alongside the Danville City Council, shared his personal appreciation for what she accomplished. “Quite honestly, there are thousands of jobs that wouldn't be here, maybe 10,000-plus jobs, that wouldn't be here in Danville and Vermilion County without her. For that and so much more, we will be forever grateful.”

Todd Lee, former Chair of the Vermilion County Board and a former Vermilion Advantage staff member, painted a picture of a leader who poured everything into her home region. “Vicki was more than an economic developer,” said Lee. “She was the leading cheerleader for Danville and Vermilion County. But unlike a football or basketball cheerleader, she was also the coach, the quarterback, the point guard, the blind side tackle and the rebounder. She began her days around 4 a.m. and was often still sending messages to 'the troops' past 10 p.m.”

But it was her stepdaughter, Diana Stewart, who captured the essence of Vicki's influence on everyone who knew her. “Vicki was a woman ahead of her time,” she said. “She was self-made, a trailblazer, and a strategic leader who helped drive economic success at a time when there were very few women in leadership. Vicki forged a path for many of us, but it's easy to forget how much courage that required. She became a professional force to be reckoned with in a world that had not yet made room for women like her.”

“The power she modeled wasn't simply her competence or her ability to negotiate. It was her character. Her grace under pressure. Her ability to solve problems in ways that genuinely improved people's lives on a large scale and in lasting ways.”

Stewart concluded by reminding everyone that, above all, Vicki was simply an exceptional human being.

Central Illinois Multimedia Group Proud to Be a Local Partner

For generations, local radio has been woven into the fabric of Vermilion County. From breaking news and high school sports to community events and charitable campaigns, D102, KROCK, WDAN - Central Illinois Multimedia Group (CIMG) - has built its reputation by staying connected to the people and organizations it serves. While technology has transformed how audiences consume information, the company's commitment to the community has remained constant.

That dedication begins with being a true local partner. The team understands the businesses, nonprofits, schools, and families that make the region unique because they are part of the same community. Their goal has never been simply to sell advertising. Instead, they work alongside the area's many organizations to create customized marketing strategies that connect with the right audiences through the right mix of media. Whether that means radio, digital advertising, social media, podcasts, streaming, print, sponsored content, or VermilionCountyFirst.com, every campaign is designed around each client's goals and the ways today's consumers choose to engage.

“Local business is the foundation of a strong community,” says Cassie Keister, Senior Marketing Consultant for CIMG. “They create jobs, support local organizations, sponsor youth programs and events, and contribute to the overall health and growth of the communities we serve.”

As media habits continue to evolve, CIMG has evolved alongside them. The team recognizes that no single platform reaches everyone anymore. By combining trusted local radio with a powerful mix of other marketing strategies, they provide businesses with integrated solutions that help them stay visible in an increasingly competitive marketplace.

That flexibility reflects a philosophy centered on serving the audience first.

“We have always believed that our audience will determine how they want to receive information, and our responsibility is to meet them there,” shared Tom Barnes, Operations Manager/D102 Morning Host.

The company's hometown roots have grown stronger in recent years. Following the 2024 acquisition by Larry and Jody Perrotto, the focus on area journalism, community partnerships, and helping businesses navigate today's changing media landscape has expanded while preserving the hometown identity that listeners have trusted for decades. Team Members include Susan Gutterridge, Tom Barnes, Steve Brandy, Derek Davis, Garrett Fields, Bill Pickett, Alan Edwards and Cassie Keister.

CIMG is proud to support fundraising campaigns, promote local businesses, cover community milestones, and help residents stay informed during severe weather.

“Our mission is not simply to deliver advertising messages, but to help strengthen the connections that make our communities thrive,” stated Susan Gutterridge, General Sales Manager.

No matter how the media landscape changes, CIMG remains committed to what has mattered from the very beginning: being a trusted local partner that informs, connects, and strengthens the communities it serves while helping businesses reach customers wherever they are.



l-r: Tom Barnes, Alan Edwards, Susan Gutterridge, Steve Brandy, Derek Davis, Garrett Fields, Cassie Keister, Bill Pickett.

Lights. Camera. Careers. Creator Camp Connects Students to Careers Close to Home

The next generation of Vermilion County's workforce isn't just exploring career opportunities. This summer, they picked up cameras, created content, and showed their peers what a future close to home can look like.

Creator Camp, a new initiative born out of Leadership Tomorrow and supported by Vermilion Advantage and Monyok Leadership, put local high school students behind the camera and the keyboard as storytellers, creators, and community ambassadors. This summer's inaugural group produced authentic social media content that highlights the careers, workplaces, and possibilities waiting for them right here at home.

"Young people spend countless hours online every day, yet most of the career content they consume showcases opportunities somewhere else. We wanted to change that," says Annie Monyok, Founder of Monyok Leadership and coordinator of Creator Camp.

The program immersed incoming high school juniors, seniors, and recent graduates in every stage of the creative process. Working with local businesses as real clients,



participants brainstormed ideas, interviewed employees, filmed on location, edited videos, wrote captions, and prepared content for Facebook, Instagram, TikTok, and YouTube. Along the way, they received mentoring from professionals with Monyok Leadership, The Vortex, and Rios Video.

The finished products have a real audience and a lasting purpose. Together, students created a year's worth of workforce-focused content that will continue introducing young people to local careers long after camp has ended.

For Jodie Ingram, Workforce Education Director for Vermilion Advantage, the program is about much more than producing videos. It is about helping students envision a future in the community they already call home.

"Students are far more likely to build a future here if they can actually picture themselves succeeding in Vermilion County," she says. "Creator Camp puts local careers directly in front of them, in the same social spaces where they already spend their time."

The experience also helped students develop the skills employers value most. They learned to communicate professionally, manage deadlines, solve problems, adapt when plans change, and work as a team, all while creating content with a real audience and lasting impact.

By investing in students' creativity and confidence, Creator Camp is strengthening the pipeline between education and employment. In the process, it's helping more young people see that the future they're searching for may already be waiting right here in Vermilion County.

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Visitors Discover the Best of Vermilion County

Whether they're paddling the Middle Fork, following Abraham Lincoln's footsteps through downtown Danville or cheering from the sidelines at a youth or Danville Dans sporting event, visitors discover there's no shortage of reasons to spend time in Vermilion County.

The unique mix of local experiences helps attract travelers from throughout Illinois and the Midwest. This translates to critical support for local businesses and showcases the community's unique charm. Rhonda Ellis, executive director of the Danville Area Visitors Bureau, has spent the past 12 years helping promote the region and stepped into the organization's top leadership role one year ago.

Ellis says destination traffic is as diverse as the many attractions, with outdoor enthusiasts, history buffs, youth sports teams and senior motorcoach tours all making Vermilion County part of their travel plans. Popular stops include the Vermilion County Museum in the Fithian Home, Vermilion County War Museum and more than 16,000 acres of parks, including Kickapoo State Recreation Area, Kennekuk County Park and the Middle Fork National Scenic River.

Most visitors travel from within a 40- to 200-mile radius, bringing valuable economic benefits to local businesses. Spending on lodging, restaurants, and shopping helps support hotels, independent retailers, and locally owned restaurants while strengthening the county's economy. Ellis says visitors are often impressed by the area's unique combination of history and natural beauty, “the richness of Danville's historical ties (especially Abraham Lincoln's law career) and the sheer scale of our parks and trails.”

This fall, the 82nd National Sweetcorn Festival in Hoopeston brought residents and visitors together, while the 51st Annual Vermilion River Fall Festival will draw



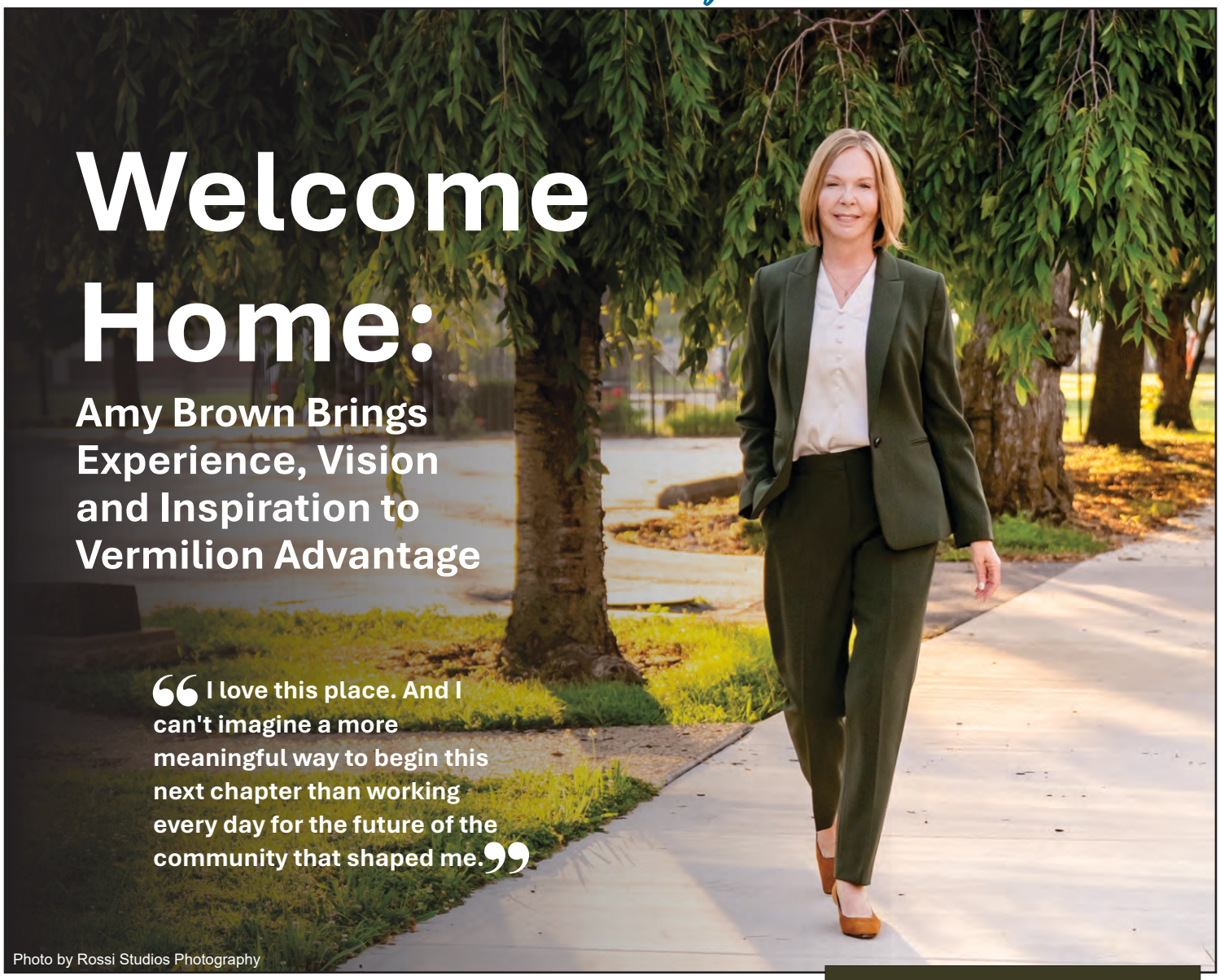
I-r: Tracey Fentem, Rhonda Ellis, Michael Gast, Sherree Cockrell.

residents and visitors alike to support local businesses and celebrate community pride. Visitors can also enjoy kayaking, hiking through colorful fall foliage, historic walking tours, local craft beverages, and live music. “Anyone who hasn't visited recently should experience the vibrant fall colors along Lake Vermilion and throughout our parks, grab a craft beverage at the Vermilion River Beer Co, maybe listen to some live music, and take a historic walking tour of the downtown Walldog murals,” she adds.

Looking ahead, Ellis is optimistic about the future. “Stay tuned,” she says. “There is a lot of positive movement going on behind the scenes in Vermilion County. This community continues to step up and invest to ensure that Vermilion County remains a competitive, accessible destination for the years to come.”

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Welcome Home:

Amy Brown Brings Experience, Vision and Inspiration to Vermilion Advantage

> "I love this place. And I can't imagine a more meaningful way to begin this next chapter than working every day for the future of the community that shaped me."

Photo by Rossi Studios Photography

There is something powerful about a leader who chooses to come home.

Amy Brown has spent decades building organizations, securing funding, creating partnerships, and quietly changing lives and communities along the way. Now, she is bringing that proven track record back to the area that shaped her as the new President and CEO of Vermilion Advantage.

Her arrival comes at an exciting moment. Vermilion Advantage has completed an organizational restructuring, adopted a strategic plan, strengthened partnerships throughout the county, and is positioned to build on significant momentum. Brown's leadership adds another important piece to that foundation.

For Brown, this opportunity is about far more than a new position.

When the Vermilion Advantage opportunity emerged, it wasn't a surprise so much as a homecoming already in motion. Her sisters, her father and stepmother, and her closest friends all live in the county, and she and her husband Kent had already begun house hunting here before any conversation about the CEO position began.

PROVEN TRACK RECORD

- **Founding Executive Director, Project Success of Vermilion County.**
- **CEO (20+ Years), CRIS Healthy-Aging Center, scaling it into a premier, state-recognized agency.**
- **Statewide Leader, Illinois Department on Aging, navigating complex state infrastructure.**
- **CEO, Don Moyer Boys & Girls Club in Champaign-Urbana.**

DELIVERING RESULTS

Throughout her career, one theme has remained constant. She builds organizations that deliver measurable results.

That focus on measurable progress will guide her work at Vermilion Advantage.

Rather than relying on assumptions or perceptions, Brown believes successful economic development begins with facts.

> ***"Real progress takes the courage to look honestly at the data, take stock of our real assets, and move forward with intention, not wishful thinking, but a clear-eyed plan built on the truth of where we are and what we have to work with."***

PARTNERSHIP WITH THE STATE OF ILLINOIS

That philosophy aligns perfectly with Vermilion Advantage's participation in the Illinois Economic Development Corporation's Regional Research Pilot Program, known as R2P2. The initiative provides communities with in-depth economic research and analysis - labor force and demographic data, job posting trends, and a cluster analysis showing where the regional economy is genuinely strong and where there is room to grow. This program, along with Brown's experience working in state government, positions the organization well to pursue grants, attract investment, and compete for future growth.

Data alone, however, does not create opportunity.

COMMUNITY PARTNERS

Brown believes communities succeed when people work together around a shared vision. She points to Vermilion Advantage's relaunch of the Mayors' Roundtable, stronger school partnerships, workforce organizations, municipalities, and businesses, and an engaged board that has already laid the groundwork for future success.

Her leadership style emphasizes collaboration, accountability, and a healthy dose of celebrating progress along the way.

VERMILION COUNTY'S FUTURE

The vision extends well beyond attracting new employers. Brown and her team are laser-focused on creating conditions that allow families, businesses, students, and retirees to flourish.

As a leader with deep county roots, Brown knows something she wants to share with the world. Vermilion County already possesses many of the assets that people across the country are seeking.

She is quick to champion the area's immense advantages, including affordable living, thousands of acres of green space, leading-edge educational opportunities, skilled workers, healthcare resources, proven manufacturing strength, logistics, agriculture, small business opportunities, and the power of small-town living. Rather than trying to become something it is not, Brown believes the county should confidently tell its authentic story.

> ***"We must own our narrative. Nobody else is going to tell our story with the pride and the accuracy it deserves."***

That message reflects a growing confidence throughout the region.

Brown sees an opportunity to capitalize on the progress and momentum by preparing shovel-ready sites, expanding housing options, supporting existing employers, attracting new investment, and helping residents recognize the strengths that already exist throughout the county.

Just as important, she wants success to be visible and measurable.

She speaks openly about setting ambitious goals while being transparent about progress, allowing the community to celebrate victories as they occur and continue moving forward together.

> ***"We have the plan, the data, the partners, and the momentum. What we need is each other, the whole county, moving in the same direction, with the courage to believe in what we're building. I do. Come build it with us."***

That practical optimism is rooted in experience. Brown understands that lasting economic development takes time, persistence, and cooperation. She has led organizations through challenges before, and she knows meaningful change is built one step at a time.

Looking ahead, she envisions a Vermilion County where businesses choose to invest, families choose to stay, young professionals return after college, and every generation can find opportunity close to home.

As she begins this new chapter, Brown extends an invitation to every resident, business owner, educator, and community leader: get involved, hold us to what we have promised, and help build what comes next.

Thank You!

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Winners of the Day

Winning team: *Darren Powell, JW Potter, Trent Wiley, Chris Shepherd*
Closest to the Pin: *Justin Fredricks*
Longest Drive Male: *Logan Cronk*
Longest Drive Female: *Angie Ridge*
Closest guess on number of tees: *JW Potter*
50/50 winner: *Aaron Martin*
Best Exclusive Hole Decorations: *Fisher National Bank*

Tyler Zindars and Westwood Equity Partners: Building More Than Businesses


Alexis & Tyler Zindars

Walk through Tyler Zindars' growing list of ventures and a common thread emerges. Whether he is renovating apartments, expanding equipment rentals, or creating new places for families to gather, every investment is rooted in one belief: Vermilion County is worth believing in.

As CEO of Westwood Equity Partners, Zindars has become one of the area's most active developers and entrepreneurs, leading businesses that span real estate development, property management, construction equipment rental, and entertainment. The industries may be different, but the mission is consistent: create opportunities, improve quality of life, and invest in the future of the community that shaped him.

Zindars learned early that building something that lasts starts with hard work and a willingness to take risks. His father, Steve Zindars, owned several successful small businesses over the years, providing an example of entrepreneurship that continues to influence him today. Tyler's wife, Alexis, doubles as his partner and sounding board in every project.

Just as important, those experiences and his Vermilion County roots instilled a deep appreciation for the place he calls home. Rather than focusing on what Vermilion County once was, Zindars believes its greatest opportunities are still ahead.

“I have a strong belief that we need to stop looking at the past, that we define our own future and what we want to accomplish,” he says. “We also have an obligation to make our home and community a better place for our children who are watching everything we do!”

That philosophy guides every project his companies undertake.

One of the clearest examples is the transformation of Magnolia Manor, formerly Georgian Heights. When Westwood Equity Partners acquired the property, occupancy had fallen to just 20 percent, and several buildings sat vacant with an uncertain future. Over the next three years, the company renovated approximately 65 apartment homes, introduced modern amenities, and restored the property into quality, affordable housing for residents.

It's the kind of investment Zindars believes helps strengthen an entire community. Safe, attractive housing gives families stability, helps employers recruit workers, and encourages people to put down roots.

Looking ahead, he believes housing will play an even bigger role in Vermilion County's future. “I think our housing stock and Lake Vermilion are two very undeveloped resources that we need to address over the next 10 years,” he says.

With housing inventory at historic lows and affordability becoming an increasing concern, Zindars sees opportunities for new residential development that can attract families, professionals, and employers alike. He also envisions Lake Vermilion becoming an even greater regional destination through expanded recreation, improved access, quality developments, and long-term planning.

His commitment to improving everyday life extends beyond housing.

Professional Equipment Rental

Ready Rental, his professional equipment rental business on South Bowman Avenue in Danville, gives contractors, businesses, farmers, DIYers, and homeowners easier access to specialized equipment near home, saving time while supporting local construction and remodeling projects. Zindars has invested over $1 million in new equipment, including everything from lifts, excavators and telehandlers to skid steers, generators and dumpsters.

WESTWOOD
EQUITY PARTNERS

EPiC Project Coming Soon

The company's newest venture promises to be its most exciting yet. EPiC Action Park, located at the corner of Fairchild and Gilbert Streets in Danville, will create an area destination for people of all ages. The project will transform the 47,000 sq ft of indoor space along with another 5,000 sq ft of exterior space in the former Carle building and will represent a new chapter in local entertainment and hospitality. The entertainment complex will include an action park for kids, a social area with activities for adults, and a restaurant partnership with Tapville Social. EPiC meets another community need: creating a place where families and friends can spend time together year-round.

For Zindars, these businesses are about far more than growth. They are investments in the people who live here and in the experiences that make a community stronger.

He believes Vermilion County offers opportunities for entrepreneurs willing to take the leap, build relationships, and stay committed to their vision. “I think the biggest thing is to take that first step and find your why!” he advises. “Find things that you are good at and pursue them relentlessly. There are so many opportunities here.”

That contagious optimism may just be Zindars' greatest investment.

His projects reshape buildings, neighborhoods, and businesses, but his larger goal is to help shape a community where families choose to stay, companies choose to invest, and the next generation believes their future can be built right here in Vermilion County.

Leadership Tomorrow Builds the Leaders Behind a Stronger Vermilion County

Strong communities don't happen by chance. For nearly four decades, Leadership Tomorrow has been preparing the leaders who are helping move Vermilion County forward.

The program has grown into the area's most valuable community leadership experience since its founding in 1989 as Leadership Danville. Through hands-on learning, community projects, and relationship building, participants gain a deeper understanding of the people, organizations, and industries that make the county unique.

"Leadership Tomorrow is Vermilion County's premier community leadership program and is now in its 37th class," says Annie Monyok, Founder of Monyok Leadership and Coordinator of Leadership Tomorrow. "The program was created to develop leaders who understand not only how to lead within their organizations, but how to lead within their communities."

Throughout the program, participants explore topics ranging from workforce development and education to healthcare, government, nonprofit services, and economic development. They also tackle real community challenges through collaborative projects designed to create lasting impact.

"We kick things off with a design sprint, which is always one of my favorite parts of the year," says Jodie Ingram, Workforce Education Director at Vermilion Advantage, who leads Leadership Tomorrow. "Participants get split into two groups and handed a real community issue to dig into."

This year's class focused on workforce development and community perception, researching each issue before developing projects intended to make a meaningful difference. Along the way, participants build connections with fellow leaders while discovering opportunities to become more engaged in the community.

Leadership Tomorrow also gives participants the chance to experience Vermilion County in unique ways. One signature event is the Amazing Race, which introduces teams to local businesses, nonprofits, historic sites, and community treasures across the county. This year's class shared a real-world opportunity to put flexible leadership skills into practice due to severe storm damage the night before the race. Participants quickly shifted from site visits to serving the community by helping neighbors recover from the storm damage.

"Instead of focusing on what they couldn't do, they immediately looked for ways to help," says Monyok. "That willingness to serve others without being asked perfectly reflects the purpose of Leadership Tomorrow."

For Ingram, one of the program's greatest successes is seeing graduates continue their commitment long after the class ends.

"Graduation is really just the starting line," says Jodie. "Our alumni stay involved by volunteering, sitting on boards, staying connected to the network they built, and some even go on to run for public office."

Leadership Tomorrow's legacy has also been shaped by dedicated community leaders who have invested their time year after year. Among them is Vermilion County Sheriff Pat Hartshorn, a member of the program's very first Leadership Danville class and the only person to have participated every year throughout its history. For more than 35 years, he has coordinated Criminal Justice Day, giving participants an inside look at law enforcement through tours, demonstrations, ride-alongs, and hands-on experiences. His decades of service have helped hundreds of future leaders better understand the responsibilities and challenges of public safety while demonstrating the lasting impact of community leadership across generations.

That lasting commitment is exactly what Leadership Tomorrow is designed to inspire. Participants leave with a broader understanding of Vermilion County, stronger relationships, and a renewed desire to make a difference.

As Monyok puts it, "Leadership Tomorrow has remained successful for nearly four decades because it isn't simply a leadership class. It's a community commitment."

CHAMBER EVENTS 2026

Check out upcoming Chamber events including Business Networking Luncheon, Coffee Talk, Professional Development Group and more! Scan the QR code for information and to register.

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Member of the Month

Congratulations to our Member of the Month Recipients:

- ✳ ***May - Advantage Therapy & Rehabilitation***
- ✳ ***June - Express Employment***
- ✳ ***July - Palmer Arena***
- ✳ ***August - Step Recovery***

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.

Member of the Month Perks:

✓ **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 business**

✓ **A guest spot on WITY Radio to share more about your services**

✓ **One event pass for a networking event**

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Members of Vermilion Advantage, NFP

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W&T Enterprises LP
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Members of Vermilion Advantage, NFP (continued)

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Advantage Therapy & Rehabilitation
All Source
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Arrow Ambulance
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AutoZone Distribution
Automation International, Inc.
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Turtle Run Golf Club & Banquet Center
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Danville Area Labor Management Council
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Sovereign Lending
Spotlight Performing Arts
St. James United Methodist Church
Step Up Vermilion County
Such Seeds
Survivor Resource Center
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The Dwelling Place
The Fellowship of Christian Athletes
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URE Home Daycare
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