



"Professional Guidance for Business Growth"

May 26, 2015

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Spotlight on Success – Uncle Nick's Deli and Custom Community Creations, LLC

Uncle Nick's Deli opened for business on March 30, 2015, about nine months after the owner first met with **Giovanna Di Maggio May at the Illinois Small Business Development Center at Southern Illinois University Edwardsville**. The business germinated from a goal to provide better quality sandwiches than residents could find at the chain sandwich shops peppered throughout town.

Giovanna provided critical marketing advice including promoting walk-in traffic and Uncle Nick's delivery service. She said, "The deli looks great and the location is truly perfect." The **SBDC at SIU-E** continues to service Uncle Nick's as the business looks to expand. That shouldn't take long judging by their reviews. "LOVE LOVE LOVE!! Best sandwiches, soups, and salads in town. Kills all of the chain sub shops by a mile!" reads one. Another enthusiastic reviewer posted, "Uncle Nick knows good food!!! Yum!". Find Uncle Nick's Deli on Facebook at: <https://www.facebook.com/pages/Uncle-Nicks-Deli/284451088345860>

Custom Community Creations, LLC

Toni Greathouse is a local entrepreneur with the ability to see the big picture. This characteristic along with her passion and enthusiasm have positioned Toni's business at the forefront of a niche market. Her Bolingbrook business [Custom Community Creations, LLC](#), or as she often refers to it as 3C, takes a unique visual approach by creating caricature maps that are both engaging and informative.

She said, "What I most enjoy about being an entrepreneur is the flexibility to chart my own course. When a challenge presents itself, the adrenaline rush of applying my creative

muscle is like no other feeling in the world! Conceptualizing a caricatured promotion is central to the core of my being!"

As Toni explains, the past year has been quite a whirlwind for her business but the hard work is finally paying off. In March 2015, Custom Community Creations, LLC was recognized by the Bolingbrook Area Chamber of Commerce as the 2015 Best of Bolingbrook Business in the small business category. She also had an opportunity to meet Illinois Governor Bruce Rauner and share her recent business success with him.

Toni has developed a number of cartoon maps. She continues to create new and innovative ideas to increase her client list and grow her business. Toni recently collaborated with a caricature artist to develop one broad caricature map product for the Village of Bolingbrook's 50th Anniversary (2015) which resulted in a series in excess of 50 custom-tailored, mixed media caricatured map.

...Toni learned about the Illinois Small Business Development Center at Joliet Junior College back in 2012 while attending a Bolingbrook Chamber luncheon. The presentation was given by SBDC Business Advisor Joe Giunta who explained the valuable resources that are available to local entrepreneurs in need of assistance with the start-up or expansion of their business. Please [CLICK HERE TO READ THE FULL STORY](#).

SBDC's In The News – Illinois SBDC ITC at Governors State University

On May 18th the Illinois SBDC International Trade Center at Governors State University was recognized at a special ceremony at the White House in Washington DC with the very prestigious President's "E" Award. In the first photo below US Dept. of Commerce Secretary Penny Pritzker presents the award to Mary Ma, the director of the ITC, accepting the award on behalf of the SBDC ITC at GSU. All of the Illinois recipients are featured in the bottom photo. Special Congratulations go out to SBDC director Priscilla Cordero, Mary Ma and the entire team at Governors State University for this tremendous honor.

Out of the 48 award winners nationwide, four of them were from Illinois, including Garrett Popcorn, Sumac, MB Financial and of course the Illinois SBDC ITC at GSU. Again Congratulations to all of the Illinois recipients of the President's "E" Award.



Maximizing Neoserra – Add a Picture to Your Advisor Record

Open the following link to learn how to add a picture to your advisor record in

Neoserra: <http://support.outreachsystems.com/resources/help/neoserra/faq.jsp?id=n207>

Valued Resources – Class Additions to Global Classroom

Thirty Franklin Covey performance improvement classes are now available through Global Classroom. Find them at: www.ilsbdc.globalclassroomportal.com

IESBGA News – Annual Conference Wrap Up and Survey

Another fantastic IESBGA Annual Professional Development Conference wrapped up shortly after Noon on Friday, May 20th. During the past week we experienced 17 members of the Illinois SBDC Network completing GrowthWheel Business Advisor Certification Training; an interactive, fast-paced meeting of the Illinois SBDC Statewide Advisory Board Meeting; two fantastic keynote luncheon speakers; 24 extremely high quality, relevant professional development sessions; the presentation of three special Roger Luman Program Excellence Awards and a closing informative presentation by the Director of the Illinois Department of Commerce, Jim Schultz.

Huge thanks to ISU, the Conference Committee, our sponsors, our keynote speakers, the workshops presenters and everyone who helped make the 2015 Annual Conference a tremendous success !!!

An email with a survey link will be sent out to all of the IESBGA Conference attendees on Tuesday, May 27th. Please complete the survey as quickly as possible to provide the Conference Committee with your feedback to allow the 2016 Conference to be even stronger and more informative.

Network News and Moves – Major Events

If any member of the Illinois SBDC Network has any major events coming up in June please email the following information to Kirsti Carter at Kirsti.Carter@illinois.gov as quickly as possible. We will forward all major events to the DCEO Communications office and request inclusion on the Events Calendar on the DCEO homepage.

Please email Kirsti.Carter@illinois.gov the required information below on any major events your office has planned for next month, June 2015:

- Name of the Event
- Date(s)
- Location (City, State)
- URL/website link

America's SBDC Network Connect

Please [CLICK HERE](#) to access the latest issue of [America's SBDC Network Connect Newsletter](#).

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The **WEEKLY CONNECTION** is distributed by the Illinois SBDC and DCEO Office of Entrepreneurship, Innovation & Technology each Monday to members of the DCEO Illinois SBDC Network to provide the service delivery partners with regular updates on small business issues, opportunities and resources. You may send any information to share with the Illinois SBDC Network to Tom.Becker@illinois.gov. Please feel free to forward this update to other interested resource providers and key stakeholders.

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