



Providing Professional Guidance for Business Growth

September 28, 2015

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Spotlight on Success – D'Angelo Natural Spring Water

Gary & Diana McNeil first met with **Sybil Ege at the Illinois Small Business Development at Elgin Community College** in March 2015. Sybil was impressed with their efforts and suggested they enter the Poised for Growth Business Plan Contest. They were one of the finalists and continue to work with Sybil to develop a digital marketing campaign aimed at health conscious consumers.

The McNeil's own D'Angelo Natural Spring Water which was started by Mr. McNeil's grandfather in 1928. The company has always been operated by a family member. Anthony D'Angelo found a spring on land he bought in East Dundee and initially just served the water at Sunday dinners. Soon friends brought their own bottles to fill leading Mr. D'Angelo built a fountain that stands today.

Today, D'Angelo Natural Spring Water remains a small local business, dedicated to their employees and loyal customers, and bottling water from that same natural spring discovered so many years ago. Still distributed in 5-gallon, 3-gallon, and 1-gallon bottles, the water is delivered to commercial and residential customers in 50 local communities.

D'Angelo now serves third generation customers, whose parents and grandparents also enjoyed the "naturally delicious" water flowing from the spring on the hill in East Dundee.

Learn more at: <http://www.dangelowater.com/>

SBDC's In The News – Illinois SBDC at SIU-C

Please [CLICK ON THIS LINK](#) to see a great story in the Southern Illinoisan Business Journal about a client of the Illinois SBDC at SIU-C, Sudzy Bath and Biscuits in Anna.

Important – Neoserra Updates

All Illinois SBDCs, Illinois SBDC International Trade Centers, Illinois SBDC with TIES and Illinois PTACs,

As you know September 30, 2015 marks the end of Federal Fiscal Year 2015, the end of the 3rd Quarter for Illinois SBDC Performance Year 2015, the completion of the 3 months for the Illinois Fiscal Year and the Illinois PTAC Program Year. It is vital that each center compile ALL of its outstanding client information and make sure it is **ALL entered into Neoserra by close of business (COB), Tuesday, October 13th, 2015**. These are very important reporting periods for our State and Federal stakeholders. It is extremely important that all of the center performance information is entered into Neoserra.

The information that needs to be entered into Neoserra ASAP includes all new client profiles and client advising activity, all outstanding business advisor notes, all client milestones and any outstanding economic impact information, the required narrative reports and success story profiles. Please be sure to follow up with your clients and secure any outstanding economic impact verifications and attributions to ensure you receive credit for your efforts. Also, please don't forget to enter all of your program costs for Jan-September 2015 into the Grantee Reporting system (GRS). Thank you for giving this important notice your utmost attention.

Maximizing Neoserra – Manual Signature Tracking

Ideally all clients agree to your terms and conditions electronically, either via the new client sign-up form on eCenter Direct or via an electronic survey. However, some clients may still submit paper application forms. You can now update the eCenter Signature date for those clients whose paper contracts you receive as discussed in this

FAQ: <https://support.outreachsystems.com/resources/help/neoserra/faq.jsp?id=n234>

Valued Resources – Email Marketing Templates

It may not be the latest marketing craze, but email marketing can be effective. Open the link below to find 12 templates for email marketing.

<https://econsultancy.com/blog/65529-12-free-email-marketing-templates-for-small-businesses/>

Network News and Moves

America's SBDCs Marketing Meet-Up Huge Success at Annual Conference - The America's SBDCs Marketing & Communications Committee held their Marketing Meet-Up at the 2015 Annual Conference. The session included a lively roundtable discussion on Social Media, Legislative Outreach, PR/Media, Branding and Special Interest Group Targeting. In addition the Committee released its 2015 Marketing Toolkit. Login to the AmericaSBDC.org [Members page](#) to access all the great marketing resources they put together. (LOGIN INFO: username - americassbdc, password - sbdcstar)

America's SBDC Network Connect

The latest edition of the [America's SBDC Network Connect Newsletter](#) can be found by [CLICKING HERE](#).

America's SBDC Network Announces the 2015-2016 America's SBDC Board of Directors!

Mark Petrilli, *Board Chair*, State Director Illinois
Christian Conroy, *Vice-Chair*, State Director Pennsylvania
Michele Abraham, *Secretary*, State Director South Carolina
Greg Panichello, *Treasurer*, State Director Kansas
Mike Myhre, State Director Florida
Kristina Oliver, State Director West Virginia
Georgianna Parkin, State Director Massachusetts
Katie Sewell, State Director Idaho
Janice Washington, State Director Arizona

Mary Peters, *Associate State Director Representative*, Associate Director Operations, South-West Texas Border SBDC

We encourage you to take a few minutes to check out their head shots and bios to get know your new Board. [Click here](#).

This week's [America's SBDC Network Connection Newsletter](#) is packed with news and opportunities exclusively for our network. Check it all out by [CLICKING HERE](#). Enjoy!

America's SBDCs Conference Newsletter

Please [CLICK HERE](#) to access the special wrap-up issue of [America's SBDCs Conference Newsletter](#). In this edition you will excellent informaiton about the recent America's SBDCs Annual Conference, "Gateway to Small Business Success". Check out some of the highlights and photos from the conference by clicking on the link above.

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



Illinois
Department of Commerce

& Economic Opportunity

OFFICE OF ENTREPRENEURSHIP,
INNOVATION & TECHNOLOGY

Bruce Rauner, Governor



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