



April 8, 2025

IN THIS EDITION OF WEEKLY NEWS
Upcoming Geneva Chamber Events

A Note from the Chamber About Planning Ahead
in a Changing Business Climate

Business Resources

Upcoming Events
(Click on flyer to register, if applicable)

CRAFTING YOUR UNIQUE VALUE PROPOSITION
Capture Attention & Build Loyalty

MULTI-CHAMBER EVENT
*Register now to transform the way you attract and retain customers!

- Do you use the most effective tools to attract and retain customers?
- Busy decision-makers care less about what you're selling and more about what it does for them. So, how do you grab their attention?

WITH A POWERFUL UNIQUE VALUE PROPOSITION!

Join us for an insightful session where we'll explore:

- ✓ What a UVP is and why it's essential
- ✓ How to craft a compelling UVP that sets you apart
- ✓ The best ways to use your UVP to build interest, loyalty and profits

Presented by SCORE Fox Valley Master Mentors, Chuck Turack & Larry Bussow

With years of experience mentoring hundreds of entrepreneurs and small business owners, Chuck and Larry will guide you through defining the real benefits you offer—making you the clear choice for your customers.

APRIL 10, 2025
11:30AM - 12:15PM
Q&A FOLLOWING

Register with your local Chamber!



Small Business Discussion Group

(Includes coffee)

Thursday, April 17
8 am

Inluro Warehouse
419 Stevens St., Suite B
Geneva

The first Quarter of 2025 is behind you. How did you do versus your PLAN?

Do you have a process in place to evaluate your Key Performance Indicators and decide where to make any changes in what you are doing?

Join your local peers in lively discussion facilitated by SCORE Small Business Mentors. You're not alone out there.

Our SCORE Fox Valley Mentors are Chuck Turack and Susanna Watson. Both have several years experience as Small Business Mentors and come from successful professional careers where they gained and honed the skills and experiences they will share in facilitating these Chamber sessions.



Fox Valley Executives Next Multi-Chamber Networking Event

Thursday, April 17th
11:30a - 1:15p

HOOPLA Networking

Eagle Brook Country Club
2288 Fargo Blvd., Geneva

Cost: \$55 (members)

Register with your chamber and register early. We only have 100 spots available.

Register by: April 10th.

Join us and connect through hoops! No hula hooping done during this speed networking event. Just good old fashioned networking.

Make sure to have your elevator speech ready. Bring business cards to share.

Thank you to Crumbl Cookie Geneva for sponsoring our delicious cookie treats!



APRIL 17TH

**NORTHERN ILLINOIS
FOOD BANK**
273 DEARBORN CT. | GENEVA

**NORTHERN
ILLINOIS
FOOD
BANK.**

**BUSINESS AFTER
HOURS**

5-6:30 PM



NO REGISTRATION REQUIRED



**BUSINESS TO BUSINESS
NETWORKING**
ENJOY LIGHT REFRESHMENTS, TOUR THE
FOOD BANK AND LEARN ABOUT
VOLUNTEERING AND EVENT OPPORTUNITIES

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Geneva Women in Business present:

Eat (& Drink) Your Heart Out

NOT YOUR MOM & DAD'S PROGRESSIVE DINNER

Tuesday, April 22

On the Menu

5:30 PM

Start



Geneva
History Museum

Geneva History Museum

Explore the rich restaurant history of Geneva
in the new "Eat Your Heart Out" exhibit
before heading out on the town

Ella's Italian Pub

Enjoy apps and a drink at one of the newer
additions to Geneva's culinary scene

Niche

Sample small plates and hear the
story of this Geneva foodie institution

123 on Third

Conclude the evening with cocktails
and networking at this beautiful
event space



123 on Third

End

Register

Cost: **Members - \$40**
Non-Members - \$45

Register by Friday, April 18 at
genevachamber.com/geneva-women-in-business

[f genevawomeninbusiness](https://www.facebook.com/genevawomeninbusiness)

[gwib_geneva](https://www.instagram.com/gwib_geneva)



WORKSHOP:

Tackling Issues in Business

Join us for a free workshop led by Rob Hinds, owner of
Raise YOUR Lid Consulting. Rob will lead a series of
small group discussions focusing on your choice of
business challenge.

Register for free at www.genevachamber.com
and don't forget to **bring a friend!**

Event Information

WEDNESDAY, APRIL 23
8:00AM - 9:30AM

GENEVA PUBLIC LIBRARY
227 S 7th St, Geneva, IL, 60134

www.genevachamber.com



YOUNG EMERGING
YEP!
Geneva & Batavia
PROFESSIONALS

SPRING FLING

Are you looking for a great way to connect and network with other young professionals in the area? Then join Geneva and Batavia Chambers for a night of networking, fun, and connecting with likeminded professionals.

Wednesday, April 23rd	WHERE:  PRESERVATION
5:00-6:30PM	513 S. THIRD ST. GENEVA

Cost:
\$25 (Includes 1 Drink Ticket and Small Bites)

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massage

register with your local chamber

A Note to Our Geneva Chamber Members About Planning Ahead in a Changing Business Climate

As small business owners, many of our Chamber members operate on incredibly thin margins. Small local businesses are also typically very reluctant to raise their prices even when necessary to do so, understanding it is their friends and neighbors who spend their hard-earned money to purchase the products and services they offer the community. Small business owners should always be planning ahead, especially in an atmosphere of uncertainty and changing trade policy and supply chains.

A key component of the Chamber's mission is to "provide professional resources" for local businesses. Here are some tips and actionable items local businesses may want to consider, to ensure they're prepared in an unpredictable business environment.

- **Catalogue and analyze your inventory.** It is important to keep a log of how much of each item you have but sometimes record keeping gets lost in the daily operations. Whether your inventory is food in a cooler, items on a shelf, or parts and pieces in a stockroom, spend some time updating all the items and quantities you currently have on hand. Also think about where you buy those items and supplies, and whether they are ultimately imported (likely by the supplier you purchase from).
- **Stock up:** Theoretically, prices won't increase until suppliers are selling you the newest shipment of product that they actually paid tariffs on. If you have the capital and space to stock up, consider buying ahead the items you expect to increase in price, while your supplier still has an "old inventory" on hand.
- **Shop around:** It's easy to stay in a rut once you've found a good supplier or salesperson. Take this opportunity to compare suppliers and make sure you're getting the best price. If there's an option for an item that is made in the USA, this would not be subject to tariffs and may be a good time to switch.
- **Forecast:** Plan out when you think you'll need to restock, and what you think pricing may look like at that time. Compare this to the price you're currently charging and make sure you adjust as necessary. By forecasting this out (and changing as you have clearer data), you can ensure you aren't underpriced because higher supply prices sneak past you.
- **Communicate:** Let your customers know if you're comfortable doing so. In the social media age, we see businesses forming more candid relationships with their customers and the community, and consumers generally like this. If you ultimately must raise prices, drop a product, or make other changes giving them a peek behind the reasoning and the challenges you're facing may surprise you with the understanding and

support you receive.

• **Reach out:** If your business reaches a crisis point, the Chamber is always happy to hear concerns from our members and make helpful connections when possible. While many issues may be complicated, we work with many partners across the area, who may have access to resources and programs if your situation happens to fit.

We would like to take this opportunity to remind the community that now more than ever it is important to shop locally and support our friends and neighbors who operate and work at locally owned businesses. They are the foundation of our community with the products, services, support and opportunities they provide. If they make the difficult decision to raise prices, please know it was not made lightly.

Geneva Chamber of Commerce

Business Resources

- **City of Geneva:** Offers several services, programs, and resources to support businesses and encourage economic development.
- **County of Kane:** Provides various resources, programs, and support to help businesses thrive and contribute to the local economy.
- **SCORE Fox Valley:** Provides small businesses with FREE business resources and mentoring. The Geneva Chamber of Commerce hosts an event with SCORE monthly with various topics to share ideas and insights with fellow businesses.
- **The Illinois Department of Commerce and Economic Opportunity (DCEO):** Supports economic growth in Illinois by fostering business development, job creation, workforce training, and community investment. It provides resources, grants, and programs to help businesses, entrepreneurs, and local governments thrive.
- **SBDC (Small Business Development Centers):** Free consulting, training, and resources for entrepreneurs.
- **EDGE Tax Credit Program:** Incentives for job creation and investment.
- **Advantage Illinois:** Access to capital for small businesses.



Geneva Chamber of Commerce | genevachamber.com

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