

LET US TELL YOUR

Story



100 EAST MAIN ST. | DOWNTOWN DECATUR, IL





Behind every business is...



CASSIE YODER, OWNER

CASS@CASSCONCEPTS.COM  
217-254-4012

...a person who had a brilliant idea or solution to a problem.  
...a person who believed that even one business can impact a community.

Inside that person is a story that is waiting to unfold.

We believe people support people.  
We believe people buy into people.

We don't just help businesses sell products and services. We tell the story of the business owner that toils long hours because they know they are a part of a greater whole. We tell the story of how they are wearing so many hats with a smile on because of their dedication to their customers and community. Something magical happens in those moment and we are able to capture that.

Since 2005, Cass Concepts has been working with all-sized companies to help them find their one-of-a-kind message. We were born out of a strong desire to provide brands with the quality creative services they need in order to stay ahead — and we won't rest until we achieve those results.

We're not here to hustle. We're in it to *inspire.*



The background of the slide is a photograph of a children's store. Two women are visible: one with long red hair in a white shirt on the left, and another with dark hair in a dark shirt on the right. They are looking at various products on shelves. Visible items include 'GIMBALL MACHINE' boxes, 'CANDY SCIENCE' kits, 'Highlight' markers, 'ACTIVITY PADS', 'play:mats', and 'PAINT WITH WATER' kits. A large, semi-transparent yellow circle is centered over the image, containing the text.

# Our Approach

WHILE WE HAVE MANY TOOLS,  
PERHAPS OUR GREATEST IS  
CURIOSITY. WE ASK QUESTIONS. WE  
LISTEN. WE ASK MORE QUESTIONS. WE  
LISTEN SOME MORE. WE LEARN ABOUT  
YOU, YOUR BUSINESS, YOUR  
CUSTOMERS AND YOUR COMPETITORS.  
WE DO OUR HOMEWORK. AND THEN  
WE GET TO WORK.



# FULL-SERVICE CREATIVE AGENCY



AERIAL DRONE SERVICES



BRAND DEVELOPMENT



BUSINESS COACHING



COMMUNITY DEVELOPMENT



CONTENT MARKETING



DIGITAL MARKETING



EVENT PLANNING



GRAPHICS/PHOTOGRAPHY



PUBLIC RELATIONS



SOCIAL MEDIA SERVICES



VIDEO PRODUCTION



WEB DESIGN





WE PRIDE OURSELVES ON A CLIENT-FIRST APPROACH WHERE EVERY TEAM MEMBER GETS TO THOROUGHLY KNOW EACH CLIENT. THIS WAY, WE CAN BEST UTILIZE OUR WEALTH OF EXPERIENCE WITH CLIENTS OF ALL SIZES IN A VARIETY OF INDUSTRIES. AS A SMALL FIRM, WE CAN OFFER A LEVEL OF PERSONAL SERVICE NOT FOUND IN LARGER AGENCIES.

THIS HELPS US DEVELOP A CLOSE WORKING RELATIONSHIP WITH YOU, WHICH LEADS TO MORE EFFICIENT WORKFLOWS AND ON TARGET STRATEGIES.



# From Concepts to Execution...



OUR MARKETING FIRM LAUNCHED PRAIRIE COMMONS BUSINESS COLLECTIVE IN 2020 TO HELP SMALL BUSINESSES AND ENTREPRENEURS SHOWCASE THEIR PRODUCTS AND SERVICES WITHOUT THE OVERHEAD OF A BRICK AND MORTAR.







AT PRAIRIE COMMONS BUSINESS COLLECTIVE, WE UNDERSTAND THE IMPORTANCE OF SUPPORT IN AN ARTIST'S LIFE. OUR COMMUNITY SERVES AS AN EDUCATIONAL BRANCH AND SUPPORT SYSTEM FOR ALL CRAFTSMANSHIP. WE'RE DEDICATED TO OUR LOCAL BUSINESSES, CRAFTSMEN, ARTISTS, AND GROWING OUR RELATIONSHIPS WITH CLIENTS THAT ARE LOOKING FOR SOMETHING BEYOND CHEAP COMMERCIALIZED BOX STORE PRODUCTS.



# Our Vision is Simple....



...TO PROVIDE AN INSPIRING MARKETING PARTNERSHIP WHICH GENERATES LEADS AND BUILDS BUSINESSES BY BECOMING A DIGITAL CHEERLEADER/INFLUENCER FOR YOUR COMPANY UNDER THE REGIONAL COLLECTIVE.

WE ARE THE ADDITIONAL COG IN YOUR BUSINESS THAT CONNECTS YOU WITH YOUR TARGET AUDIENCE.

BUT MARKETING COSTS ARE NOT CHEAP OR SIMPLE. GROWING AS A COLLECTIVE BUILDS STRONGER BRANDING, A DISTINCT COMMUNITY AND ALLOWS FOR A SMARTER STRATEGIC APPROACH TO MEDIA AD BUYS INSTEAD OF DOING IT ALL ON YOUR OWN.

We need to market with intention, *Collectively*





# Community over Competition

SINCE 2005, CASS CONCEPTS HAS HELPED COMPANIES AND SMALL BUSINESS VENTURES, JUST LIKE YOURS, STRATEGIZE AND IMPLEMENT CREATIVE VISIONS. WE ARE DRIVEN BY WORDS AND CONTENT THAT TRULY CONNECTS. WE ARE PASSIONATE STORYTELLERS WHO WORK CLOSELY WITH EACH BRAND TO CREATE STRATEGIES THAT PRODUCE UNPARALLELED RESULTS.

OUR MARKETING FIRM HAS LAUNCHED PRAIRIE COMMONS BUSINESS COLLECTIVE IN 2020 TO HELP SMALL BUSINESSES AND ENTREPRENEURS SHOWCASE THEIR PRODUCTS AND SERVICES WITHOUT THE OVERHEAD OF A BRICK AND MORTAR.



# Expand Your Network

LOCATED INSIDE THE CASS CONCEPTS  
MARKETING FIRM, PRAIRIE COMMONS  
BUSINESS COLLECTIVE IS A CREATIVE  
SPACE THAT CAN BE USED FOR EVENTS!

- CLASSES
- LUNCH & LEARNS
- EVENTS
- SESSIONS
- POP-UP MARKETS
- WORKSHOPS
- AND MORE!







POP UP BOUTIQUES | EVENTS | WORKSHOP

## EVENT MARKETING PACKAGE

# \$450

MONTHLY RETAINER

### INCLUDED IN THE PACKAGE

Clients have access to host one pop up boutique per quarter & includes 5 pieces of social media content & 2 Business Coaching sessions to promote event, plus onsite event videography/photography. Minimum 4 month retainer.



PARTIES | CLASSES | WORKSHOPS | EVENTS

## INDIVIDUAL RENTALS

# \$200

MONDAY-THURSDAY

# \$300

FRIDAY-SUNDAY

### INCLUDED IN THE PACKAGE

Client to select from the following time slots:

- 8am-Noon
- 1pm-5pm
- 6pm-10pm

Custom Time Slots Available Depending on Availability





JOIN  
THE  
MOVE  
MENT



# Community

OVER COMPETITION

UNIQUE.  
HANDMADE.  
CUSTOM.  
FURNITURE  
OUTDOOR/GARDEN  
LOCAL EATS  
ARTISTS  
BOUTIQUES  
CRAFTERS  
AMISH CABINETRY  
HOME DECOR  
JEWELRY  
CRYSTALS  
BAKERIES  
ART & COLLECTIBLES

*"Shop Local"*  
IS MORE THAN A TREND.



WE WORK SEAMLESSLY TOGETHER TO BRING YOUR CREATIVE VISIONS TO LIFE. WITH YOUR MARKETING PLAN, GOALS AND COMPETITION IN MIND, WE HELP YOU STAND APART AND GIVE YOUR ORGANIZATION A VOICE TO TELL YOUR STORY THROUGH WORDS AND VISUAL ELEMENTS.



A firm rooted in  
*Community & Communication*





**A few of our**  
*Favorite Projects*





AMISH CUSTOM CABINETS

# Plank and Sons Woodworking

FOR THE ENTIRE HOME



*We make dream homes  
a reality.*



*Dedicated to creating the highest quality custom cabinetry.*

Whether you have a very clear image of what you'd like your new cabinetry to look like or you're struggling to visualize the final product, we will guide you through the process.

Our family builds the finest Amish kitchens and baths. We create custom cabinets to fit your space and lifestyle. We stand behind our work and deliver what we promise.

477 E. St. RT 133, Arthur, Illinois 61911  
217-268-3790 (Leave a Message) [plankandsons@privategarden.org](mailto:plankandsons@privategarden.org)





# Upcoming Events

## Full Moon Ritual

SAT., MARCH 4 - 10:00 AM

Learn about intention-setting and the energy of a full moon and leave with customized bath additives, crystals and candles in this workshop!



## Spring Pop-Up

SAT., MARCH 11 - 10:00 AM - 1:00PM

Free Kids Make & Take during the parade plus shop with Prairie Commons Collective Businesses Pop Up Shops!



## Irish Butter Candle Workshop

SAT., MARCH 4 - 10:00 AM

Join T Candles to try out this yummy TikTok trend and celebrate St. Patrick's Day!

## Sound Healing

SUN, MARCH 12 - 1:00 PM

Join T Candles to try out this yummy TikTok trend and celebrate St. Patrick's Day!



Located inside the  
Cass Concepts  
marketing firm,  
Prairie Commons  
Business Collective is  
a creative space that  
can be used for:

- Classes
- Lunch & Learns
- Events
- Sessions
- Pop-up Markets
- And more!



100 EAST MAIN ST. | DOWNTOWN DECATUR, IL





EVENT PLANNING | DRONE, VIDEOGRAPHY, PHOTOGRAPHY | DIGITAL MARKETING | PUBLIC RELATIONS | COLLATERAL



# RESUME AND RECRUITMENT *coaching sessions*

RESUME PROOFING | LINKEDIN ASSISTANCE | HEADSHOT SERVICES



SUNDAY MARCH 5: 2PM - 5PM

OR

SUNDAY MARCH 12: 3PM - 6PM



100 EAST MAIN ST. | DOWNTOWN DECATUR, IL

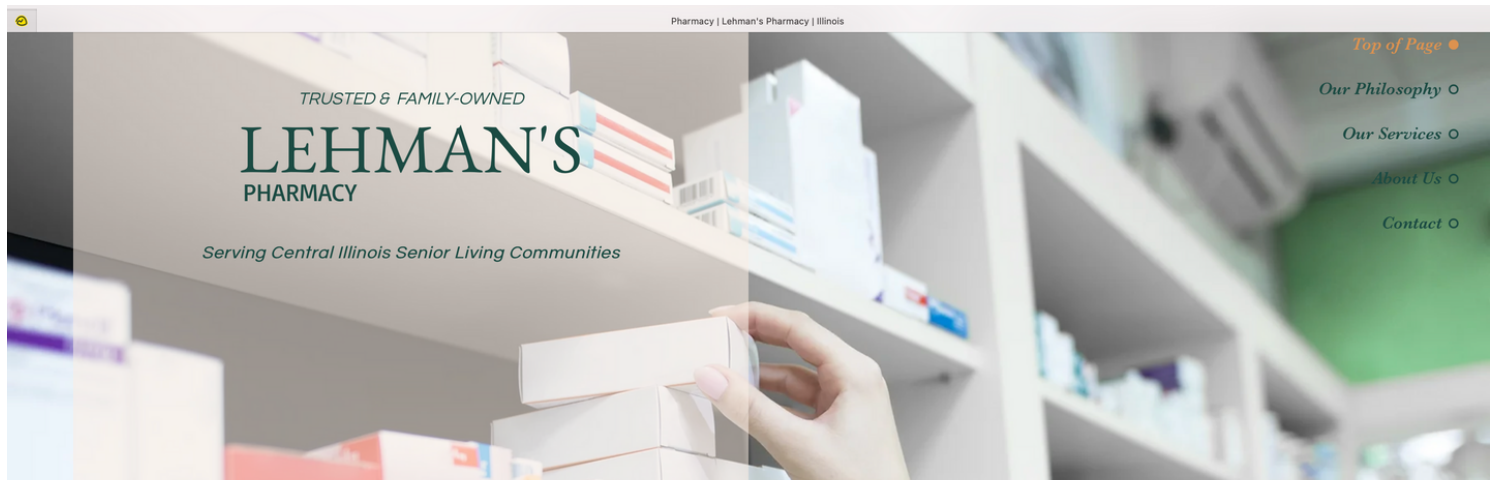
BUSINESS COACHING | PUBLIC RELATIONS



# LEHMAN'S PHARMACY

TODD LEHMAN, OWNER

716 S. RANDOLPH ST. SUITE A  
CHAMPAIGN, ILLINOIS 61820  
217-454-8191  
TWLEHMAN@GMAIL.COM



## OUR PHILOSOPHY

At Lehman's Pharmacy, we serve Senior Living communities in Central Illinois and we strive to act as a conduit between the resident and physician as well as the prescription insurance company to assist with formulary and drug prior approval issues and also notify resident/POA concerning high dollar cost and



Let's Chat!










## RENT PORTABLE RESTROOMS ALL SEASON LONG!

- SERVICES:
- Restrooms
  - Camper Pumping
  - Holding Tank Pumping
  - Sinks
  - Showers
  - Luxury Restrooms



 4.2 ★★★★★ (56 Ratings & Reviews)

© Nolen Services | Portable Toilet Rentals Decatur IL

Request a Quote

Call Now



[Home](#) [Portable Restrooms](#) [Construction Restrooms](#) [Luxury Restrooms](#) [Septic/Sewer](#) [Plumbing, Heating, AC](#) [Reviews](#) [About](#) [Request a Quote](#) [Contact](#)

## One-Stop Shop for Portable Restrooms

(217) 792-  
6902

Hours: **Closed** • Opens 8:00 am

### Serving Central Illinois for Over 60 Years

At Nolen Services, Inc. we are a family owned and operated restroom rental and septic service company servicing clients in Central Illinois. We pride ourselves on offering the best quality portable restrooms and luxury restroom trailers, for any size or type of event or construction site. We're here to provide you with superior service, and we guarantee personalized support from our team of experienced professionals.



BRAND DEVELOPMENT | WEB DESIGN | GRAPHIC DESIGN | DIGITAL  
MARKETING | CONTENT MARKETING | BUSINESS COACHING | DRONE & VIDEO



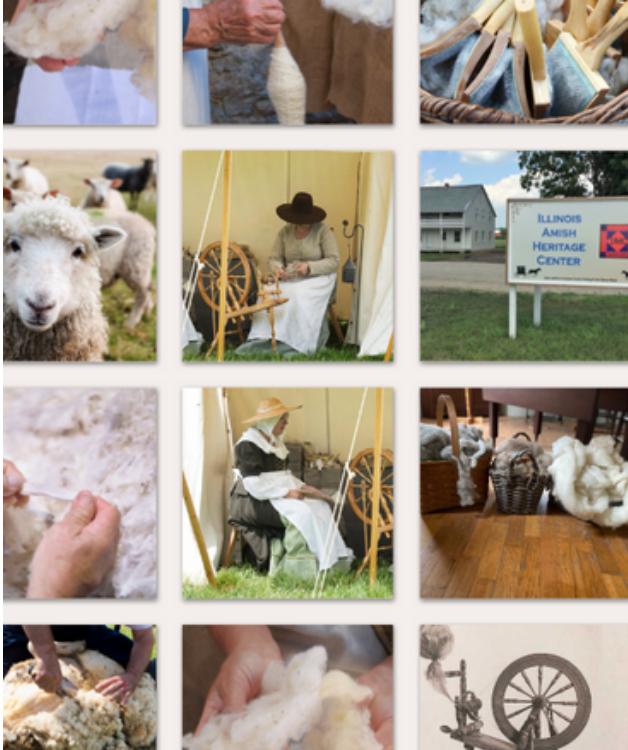
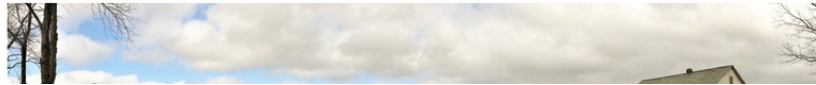


*Preserving our Amish Heritage*

# ILLINOIS AMISH HERITAGE CENTER

JOIN THE IAHC NEWSLETTER LIST

DONATE



## SHEEP<sup>to</sup> CLOTHING<sup>to</sup> QUILTS

- EVENTS -

SHEEP SHEARING  
WOOL WASHING  
WOOL DYEING - EXTRACTING  
ORGANIC DYES  
SPINNING WHEELS  
LOOM WEAVING  
QUILT PIECING AND  
QUILTING LECTURE ON  
PIONEER CLOTHING  
SANDWICHES AND DRINKS  
AVAILABLE

SATURDAY, MAY 14, 2022  
9AM TO 4PM







## Tonight's Program

October 27, 2022

### WELCOME AND INTRODUCTIONS

Wilmer Otto, IAHC Board President

### OPENING REMARKS

Cassie Yoder, Owner of Cass Concepts

### PRAYER

Bruce Weiman, IAHC Secretary and Retired Arthur Methodist Minister

### DINNER

### INTRODUCTION OF IAHC BOARD MEMBERS

Wilmer Otto, IAHC Board President

### INTRODUCTION OF SPEAKERS

Cassie Yoder, Owner of Cass Concepts

### RUBEN MILLER

Great Grandson of Christian P. Herschberger

### DR. VICKI MEGGINSON

IAHC Philanthropy Management Consultant

### DAVID KING

IAHC Capital Campaign Consultant

### CLOSING REMARKS

Wilmer Otto, IAHC Board President











May Your Day be  
filled with  
**Giggles**



A Whimsical & Wacky World  
**Gift Shop**  
**Toys**  
**Bakery**  
**Personalized Items**

**www.GigglesOnMerchant.com**

112 N. Merchant St. Decatur | 217-475-1099

Home | Gigglesonmerchant  
MAY YOUR DAY BE FILLED WITH  
**Giggles**

Home Shop Events-Media About Us Testimonials Contact Us



## ABOUT Giggles

Giggles is a wacky and fun gift shop & bakery, located on Merchant Street in historic downtown Decatur.

WEB DESIGN | GRAPHIC DESIGN | DIGITAL MARKETING | PRODUCT PHOTOGRAPHY | CONTENT MARKETING | BUSINESS COACHING | VIDEO





Live edge furniture | Thirteen Stripes Live Edge Furniture | Sherman



AMERICAN MADE LIVE EDGE FURNITURE  
Handcrafting Dreams Since 2020

Get a Custom Quote  
(217) 273-8601



HOME PROJECTS ABOUT GALLERY VIDEO OUR STORY CONTACT



## About

Welcome to our hand crafted, family business, located in the heart of central Illinois. We produce live edge furniture made from slabs of milled, kiln dried, varieties of wood with their natural edges. In most cases we use epoxy to create what's called a "river

Let's Chat!

BRAND DEVELOPMENT | WEB DESIGN | GRAPHIC DESIGN | DIGITAL MARKETING  
CONTENT MARKETING | BUSINESS COACHING | VIDEO & PHOTOGRAPHY





HOME | ForsythParkPlace

**PARK PLACE**  
FORSYTH, ILLINOIS

HOME

INFORMATION

RESIDENTS



## HELLO AND WELCOME!

Forsyth Park Place is a charming, engaging community, home to some of the best neighbors you will ever encounter.



**Located in Forsyth, Illinois,** this 54 unit development consists of 30 single ranch homes, eight duplexes and two quadplexes. Residency is restricted to persons at least 50 years of age and can only be occupied as private dwellings. The leasing of properties is not permitted.

Our community is connected to several safe and well-lit paths for biking and walking.

BRAND DEVELOPMENT | WEB DESIGN | GRAPHIC DESIGN  
BUSINESS COACHING | DRONE & VIDEO



# Make & Take

KID'S KEEPSAKE TRAY CLASS

SUNDAY, JANUARY 8  
1:00 P.M.



  
**Prairie Commons**  
BUSINESS COLLECTIVE

100 EAST MAIN ST. | DOWNTOWN DECATUR, IL















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*Hotel & Suites*



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GREEN MILL VILLAGE

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Working and Living...Simply.

Located in Arcola, IL  
217-254-4012

Heroes' Day Festival Info

Home

Lot Availability

Location

Best Western Plus

Carriage Crossing Senior Living

Contact

Community Partnerships The Best of the Prairie Expo

## We're More than Open Acres... We Are Opportunity

Great Location | Established Community | Tax Increment Financing

See Our Gallery

Heroes' Day Festival Info

### Flexible. Available.

The gateway to Central Illinois' Amish Country, Arcola's Green Mill Village is a mixed-use development that will bring together destination and regional travelers with the





A photograph of an older couple walking together on a lush green golf course. The woman is wearing a bright yellow sweater and dark blue jeans, while the man is wearing a light blue button-down shirt and olive green cargo pants. They are both smiling and holding hands. The background is filled with out-of-focus trees with vibrant autumn foliage in shades of yellow, orange, and red. The scene is bathed in warm, golden light, suggesting a late afternoon or early morning setting.

**WE'RE MORE THAN OPEN ACRES...  
WE ARE OPPORTUNITY.**

**GREAT LOCATION**

**ESTABLISHED  
COMMUNITY**

**TAX INCREMENT  
FINANCING**





**Alex Ruggieri**  
217-398-1111  
alex.ruggieri@svn.com



**Cassie Yoder**  
217-254-4012  
cassie@agri-fab.com

The Green Mill Village Development Team has a vision in developing Green Mill Village as a regional destination for travelers and a sanctuary on the prairie for homeowners. Visitors not only purchase the goods and services that are made here, but they experience them. We believe Green Mill Village Development would create an immersive customer experience for your business!

When you walk down our brick streets lined with unique shops filled with hand crafted items and Amish baked goods, you understand we take pride in the art of craftsmanship, sustainability and business growth.

Green Mill Village is set in a rural setting of gentle rolling prairie and tall grasses. Visitors here find an appreciation of nature and art as they slip into a time gone by. We hope you find a community rich in heritage, full of opportunity, easily accessible to a large regional population and the rest of the country, where your endeavor can continue its story and next generation, right here at Green Mill Village.

We would like to invite you for a tour. Come take a stroll with us.

Sincerely,  
Alex and Cassie



# BE PART OF THE VITALITY AND TRADITION OF GREEN MILL VILLAGE ... THE GATEWAY TO ILLINOIS AMISH COUNTRY

## Flexible. Available.

The gateway to Central Illinois' Amish Country, Arcola's Green Mill Village is a mixed-use development that will bring together destination and regional travelers with the community in a vibrant future. Perfect for restaurants, retail, offices, medical, salons and more!

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## Ideal Location.

Set on the I-57 corridor and Illinois Highway 133, Green Mill Village Development's 65 acres provides an established daily retail base with its surrounding industrial park employees, local residents, staff and visitors. Tourist attractions in Arcola, Illinois Amish Country and nearby cities like Champaign, Mattoon and Charleston also benefit businesses who choose to locate here. Green Mill Village lets you tap into travelers from Illinois, Missouri, Indiana, and beyond.

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A close-up photograph of a hand holding a black pencil, pointing at a specific lot on a map. The lot is highlighted in green. The map shows various other lots with numbers like 526, 643, 642, and 641. The background is slightly blurred, showing more of the map and the hand.

**Green Mill Village provides an established dialy retail base with its surrounding industrial park employees, local residents, staff and visitors. Growth is not just for the residents of Arcola, it is also for the hundred of thousands of visitors that pull their vehicles, busses and trucks off interstate 57 and Illinois Rt. 133 each year.**

Our community features high traffic and excellent visibility from Interstate 57 and Highway 133 and is a great location for any number of businesses.

- Amish-owned artisan shops and regional retailers / service providers
- Restaurants
- Medical facilities / pharmacies
- Physical therapy / fitness centers
- Banks / insurance agencies
- Office spaces
- Medical spas / salons

# LOT AVAILABILITY

**KEY LOCATION | ESTABLISHED TRAFFIC BASE | TIF AVAILABLE**





Because we are locally owned, we have extreme flexibility when it comes to plat, building options, leasing and the many local and state resources and options available to developers and builders.

- Enterprise Zone Incentives (state and local incentives available)
- Electric Choice Program
- Illinois CDAP Program
- Employer Training Incentive Program (ETIP through the Illinois Department of Commerce & Economic Opportunity)
- Illinois EDGE (tax abatement)
- Smart Energy Design Assistance program (SEDA)

Our architects are ready to help you meet your needs regarding size, unique layouts, and specifications.

# GROWTH BEYOND MEASURE



# BRINGING TO LIFE A VIBRANT RETAIL AND BUSINESS ENVIRONMENT WITH THE NATURAL BEAUTY OF CENTRAL ILLINOIS.

## About Arcola, Illinois.

With a population of 3,000, Arcola may seem like a sleepy town, but its residents are some of the most hospitable in the state, welcoming hundreds of thousand tourists to the quaint community each year. Events like the renowned Broom Corn Festival draw visitors from throughout the Midwest. Tourist attractions like Aikman's Wildlife Sanctuary & Illinois Amish Heritage Center draw visitors year-round. With a central location only three hours from St. Louis, Indianapolis and Chicago, Arcola marks the entrance to Illinois Amish Country. Just 30 minutes north, is Champaign, Illinois, home to the University of Illinois, with a population of more than 80,000 that swells in size during popular Fighting Illini sporting events and gatherings.







# STRATEGIC LOCATION



## Significant Daily Traffic Count

- Over 300 industrial park employees just steps away across the street
- Residential and youth traffic from throughout the area will consider Green Mill Village an easy stop and a regular destination
- Parcel is visible to Interstate traffic
- Full access from Highway 133 with two curb cuts
- Cross traffic from within Green Mill Village: hotel, assisted-living facility and other retail locations

## Destination Traffic

- Tourists exiting Interstate 57 to visit the community's local attractions will find Green Mill Village their first stop
- This location will offer an opportunity for a 50-90 ft. tower sign to prepare travelers to exit
- With the University of Illinois, Eastern Illinois University, Lake Land College, Parkland College and Millikin University located nearby, the hotel provides overflow for sporting events, parent weekends, graduation and other official events





Green Mill Village works in partnership with the Arcola Community and Economic Development organization, plus the State of Illinois & federal government to provide economic opportunities for businesses, entrepreneurs, and residents.

Part of the Illinois Department of Commerce & Economic Opportunity's mission is focused on "increasing Illinois' competitiveness, advancing minority empowerment, modernizing Illinois' workforce, and elevating our state's promotional efforts." With help from the City Administration, we can help to connect you with incentive opportunities



Destination Traffic  
Within 100 Miles of Green Mill Village:  
Population: 2,480,152  
Median Age: 38

REGIONAL IMPACT





# CARRIAGE CROSSING

SENIOR LIVING

Setting the standard for senior living, Carriage Crossing Senior Living provides gracious private living where friendships flourish, recreation abounds and your personal care and well-being are second to none.

Combine your desire for independence and lifestyle with a helping hand.

## OUR ASSISTED LIVING & MEMORY CARE AMENITIES:

- Beautiful Apartments, Common Areas, and Outdoor Courtyard
- Restaurant-style Dining
- Pet-Friendly Community
- Community focused activities and social events
- Beauty Salon and Spa Services
- Chauffeured transportation
- Personal laundry and housekeeping services
- Medical professionals & caring staff providing personal care assistance 24/7
- On-site Physical Therapy
- Respite Care



**SCHEDULE A TOUR:**

CARRIAGECROSSINGSL.COM  
909 GREEN MILL ROAD | ARCOLA, IL 61910





# TOURISM & COMMUNITY

At Green Mill Village, we partner with the Arcola Chamber of Commerce and other regional attractions to build a tourism base for the businesses we serve. Tourism grows with community events that connect our residents and travelers to keep old traditions alive, while making new ones as well. Our events also help attract new visitors, by showing off what makes Arcola and our region so unique, which simultaneously builds a strong sense of pride for the community.



Heroes' Day + Touch-a-Truck Experience honors our everyday heroes: Police, Fire, EMS, 911 Dispatchers, Veterans, Military, and more! Food vendors, inflatables, live music and FREE admission!

# HEROES FESTIVAL





WE'RE MORE THAN OPEN ACRES...

**WE ARE  
OPPORTUNITY**