

MEMBER MEETUP



[January 21st, 2026](#)

Agenda



1. Bagels & Coffee
2. Intros
3. Keeping up with ID
4. Upcoming Events & Offerings for Members
5. **ID Member Spotlight:** Shaiska Malca from Pura Vida Talk
6. **ID Member Problem Solving:** Jeannie McGregory from WGN

Keeping up with ID:



- Industry Cluster Today! **Consumer Goods and Services**
- Industry Cluster – **Female Founders (02/05/2026)**
- Midwest Innovation and Entrepreneurship Summit: **on February 26, 2026**
- Clean Energy Incubator Program:
 - Fill out the Connect Form
 - Connect with Ricardo Magallon
- O2CEO Recruitment
 - **Application Due Date:** 04/03/2026
 - **Program Start and End Date:** 04/14/2026 – 06/18/2026

Scan the QR code to keep up with the news:



Keeping up with ID:



NATIONAL CLEAN ENERGY DAY

WGN RADIO 720 TAKEOVER

MONDAY, JANUARY 26TH, 2026

FEATURING:

7:30 a.m. with **Bob Sirrot**

Arden Warner

Founder, Scientist, Natural Science

John Nelson

Co-founder, Natural Science

12:45 p.m. with **John Williams**

Dr. Muddassir Siddiqi

President, College of DuPage

Dr. Joseph Cassidy

President, Innovation DuPage

Vice President, College of DuPage

4:15 p.m. with **Lisa Dent**

Dr. Joseph Cassidy

President, Innovation DuPage

Vice President, College of DuPage

6:30 p.m. with **Jon Hansen**

Joe Sheehan

Founder, JoJo Superfast

Dan Facchini

Managing Director, Innovation DuPage



CEI and ID Member Event:



The 7 Secrets Every Fundable Startup Gets Right



Shubha K. Chakravarthy

Monday, January 26th, 2026

In-Person: 5:00 – 7:00 PM

- Learn the seven core conditions investors look for—from market clarity to profitability to right-fit capital.
- Build the business and financial acumen every fundable founder needs, especially for capital-intensive and first-of-a-kind technologies.
- Walk away with a practical framework to test your assumptions, gather 'receipts,' and de-risk your path to viability.

535 Duane St. Glen Ellyn, IL 60137



Register Today!



Upcoming event:



ID Workshops

Present with FOCUS:
A public speaking workshop for small business leaders

A circular portrait of Scott Hubbard, a man with a beard and short hair, smiling. A green curved line is on the right side of the circle.

Scott Hubbard

Wednesday, January 28th, 2026
In-Person: 5:30 – 7:00 PM

- Learn how to engage a group in person
- Project confidence to your clients, prospective investors, and your team
- Reduce nervousness and distracting behavior
- Modify your message for different audiences
- Gain buy-in through clarity and preparation

535 Duane St. Glen Ellyn, IL 60137

Hubbard Communication

Register Today!



Upcoming event:



Register Today!



Resources and Workshops



Additional Resources:



Strategic Business Advisor

Mike Varon



Entrepreneur-in-Residence

Elina Conley



Strategic Technology Advisor

Adam Jeffries



**Strategic Business
Advisor - CEI**

Ozge Guney



Program Manager - CEI

Ricardo Magallon

MEMBER MEETUP



ID Member Spotlight:

Pura Vida Talk
Shaiska Malca

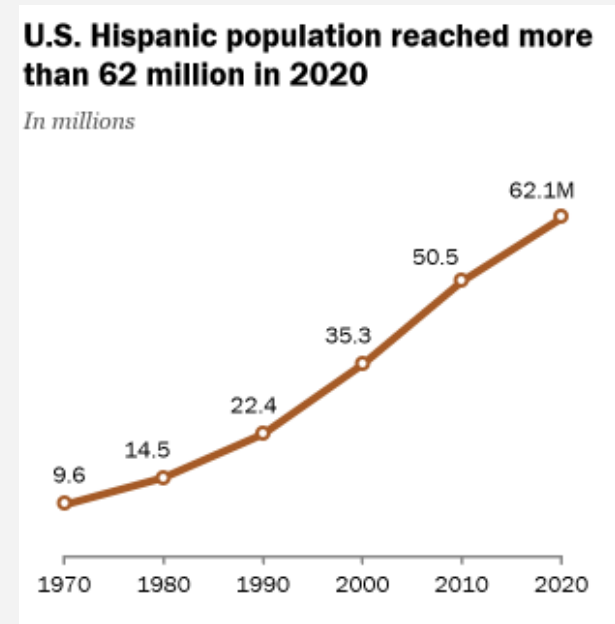
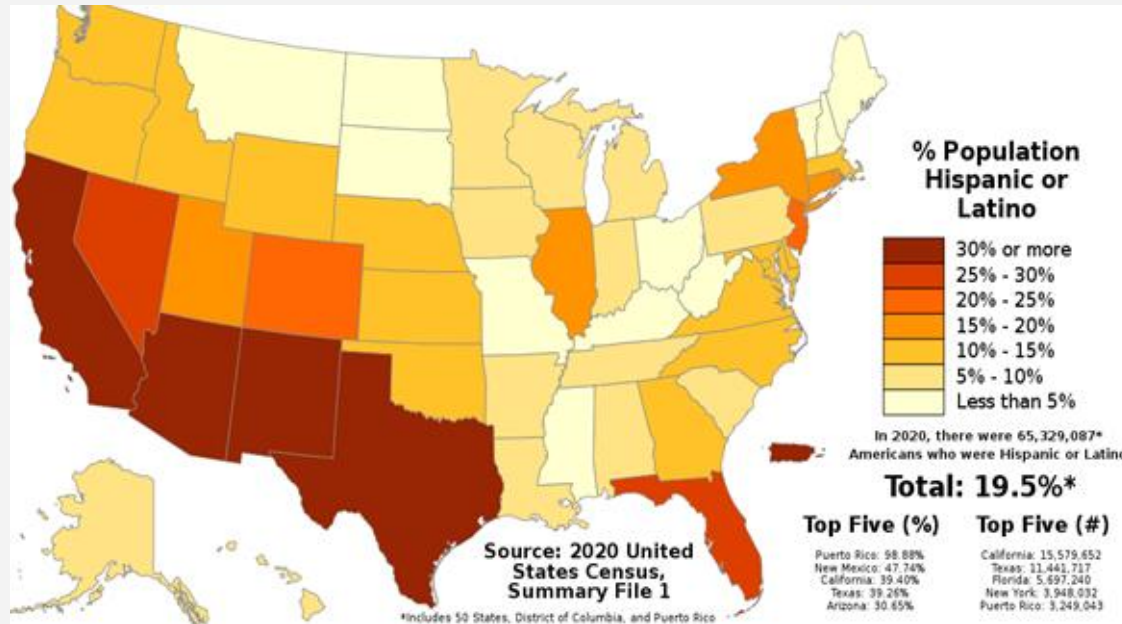


Online Spanish Program for Kids

www.puravidatalk.com

FACTS

- HISPANICS ARE THE FASTEST GROWING POPULATION IN THE U.S.
- 75% OF THE U.S. POPULATION ARE MONOLINGUAL
- 1 OF EVERY 4 CHILDREN UNDER AGE IS HISPANIC



How Pura Vida Talk Began

My story
Since 2022

Our mission is to make learning Spanish a dynamic and enriching experience, enabling children to not only grasp the language but also connect with its cultural richness



300+ Virtual Classes - Designed for Children -
Proprietary Curriculum revised by an Educational Psychologist
- Native Spanish Teachers



Immediate Challenges

Model was difficult to sustain without scale

- Scheduling students by level of proficiency was complex
- Coordinating instructors required consistent enrollment volume
- Group classes depended heavily on steady demand
- Enrollment interest did not match the operational effort required
- Online trend declined

300+ Virtual Classes - Designed for Children - Proprietary Curriculum revised by an
Educational Psychologist - Native Spanish Teachers



Key Learnings from Pura Vida Talk

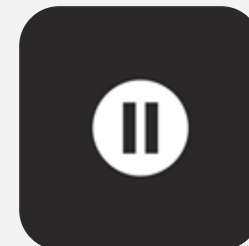
Building Pura Vida Talk taught me that strong curriculum alone is not enough.

Sustainable language programs require:

- Clear audience identification
- Strategic marketing
- The right technology
- Operational capacity aligned with financial reality



vs.





www.puravidatalk.com

Strategic Focus

Instead of assuming solutions, I am intentionally

- Asking strategic questions
- Learning directly from educators and families
- Understanding existing digital tools and subscriptions students already use

Community Leadership and Network (Leverage)



- Entrepreneurial community
- Office space
- Mentorship and professional connections within DuPage County



- Youth Programing
- Taught Spanish in Continuing Education for 2 years



- Built strong relationships with school leaders
- Participated in leadership and planning conversations
- Collaborated with organizations such as municipalities, museums, and the Morton Arboretum



Growth - Exposure - Learning



Hispanic Adventures coloring book brings culture to life

The author of Hispanic Adventures joined Good Day Chic...



Dan Facchini, of Innovation DuPage and Founder of Pura Vida Talk Shaiska Malca join Jon Hansen in Studio (WGN Radio)
by Iridian Fierro

Teaching Role at COD



INTER-DEPARTMENT EVALUATION FORM
NOTED OUT ENTIRE LINE WHEN RECEIVED AND RE-USE UNTIL ALL LINES ARE USED
DEPARTMENT
SENT BY

CE25FA Course Evaluation—STUDENT
Course Title Conversational Spanish 3 Instructor Name Shanika Marica
We greatly appreciate your feedback about your experience and insights as to how it can be improved. Thank you.

How would you rate your overall experience in this class?
() Exceeded my expectations
() Met my expectations
() Needs improvement

	Disagree	Agree	Strongly Agree
Instructor was prepared	()	()	X
Instructor was knowledgeable	()	()	X
Course material was excellent	()	()	X
I would recommend this instructor	()	()	X
I would recommend this course	()	()	X

	Disagree	No opinion	Agree
Length of course suited content	()	()	X
Staff was friendly	()	()	X
This fee for this course fit my budget	()	()	X
I value the printed schedule (catalog)	()	()	X

What were the strengths of this course? SHANIKA IS A GREAT TEACHER. LOVED HER ENERGY + ENTHUSIASM. ALSO LOVED THE IDEAS + THE REVISIONS.
In what ways may this course be improved? YES PLEASE I REALLY ENJOYED IT!
Are there any new classes you would like us to offer? GOING TO START WITH SPANISH FOR ADULTS!
Please use this space to communicate anything about the program, specifically or in general: LOOKING FORWARD TO CONVERSATIONAL SPANISH 2!
Thank you for participating in Continuing Education!

CE25FA Course Evaluation—STUDENT
Course Title Spanish 3 Instructor Name Shanika Marica
We greatly appreciate your feedback about your experience and insights as to how it can be improved. Thank you.

How would you rate your overall experience in this class?
() Exceeded my expectations
() Met my expectations
() Needs improvement

	Disagree	Agree	Strongly Agree
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	Disagree	No opinion	Agree
Length of course suited content	()	()	X
Staff was friendly	()	()	X
This fee for this course fit my budget	()	()	X
I value the printed schedule (catalog)	()	()	X

What were the strengths of this course? The teacher is wonderful.
In what ways may this course be improved? More days
Are there any new classes you would like us to offer? Spanish 4
Please use this space to communicate anything about the program, specifically or in general:
Thank you for participating in Continuing Education!

New Perspective - Understanding Audience

- Parents perspective:

Spanish often becomes secondary not because it lacks value, but because families are balancing time, performance expectations, and outcomes.

- Understanding Real Learners Needs
- Audience and Cultural Complexity:
 - Language learning in the U.S. is nuanced:
 - Heritage families connect Spanish to identity and culture
 - Non-heritage learners seek structure and measurable outcomes



My

Findings

- Debating on positioning Pura Vida as a supplement, rather than a full program
 - ◆ Reduces expectations of immediate fluency
- Families are comfortable experimenting with tools that support learning, especially when they are tangible and **easy** to use
- Fits naturally into existing routines (homework time, weekend activities, travel, playtime)
- Parents regularly invest in workbooks, flashcards, reading kits, and enrichment materials

Strategic Crossroads: Where I'm Seeking Feedback

OPTION A

Expand the Product Line

- Spanish Adventures with Paco
- Phonics-based Spanish mini-books
- Decodable readers for early learners
- Supplemental classroom materials aligned with dual-language programs
- Potential partnerships with larger education companies

OPTION B

Revive Pura Vida Talk as a Program

- Technology platform / app
- Seek partnerships with schools or districts
- Strong emphasis on interaction, which research supports as essential for language acquisition

Spanish enrichment is sometimes seen as
“nice to have”
rather than essential, impacting
conversion rates.



Challenges

OPTION A

Expand the Product Line

- Breaking through requires sustained marketing investment and very clear differentiation in value, age range, and outcomes.
- Competing With “Free” and Digital Content
- Behavior Change at Home
 - Choose the product
 - Integrate it into routines
 - Maintain consistency
 - Distribution and Visibility
- Limitations

OPTION B

Revive Pura Vida Talk as a Program

- High development and maintenance costs
- Uncertainty around paid conversions
- Very High marketing costs
- Growth can be slow



Gracias!

Questions?

www.puravidatalk.com

Shaiska Malca
Founder & Owner
info@puravidatalk.com

MEMBER MEETUP



ID Member Resource:

WGN

Jeannie McGregory

Innovation DuPage & WGN Radio Partnership Spotlight 2026



Nice to Meet You!

***What year did WGN Radio 720 first
go on the air?***



WGN Radio 720: Chicago's Very Own

1 WGN: A legacy news & talk radio station with a century of local credibility

- WGN's 50,000-watt signal delivers broad reach beyond Chicagoland and into neighboring states, making it a powerful platform to deliver your message.
- WGN blends news and sports coverage, lively talk, and local interest programming to a highly engaged, affluent and educated audience.

2 Personality driven content live and local everyday.

- Well-known local hosts create authentic connections that extend credibility to advertisers
- Real-time, community-focused content captures attention and keeps listeners invested.
- Ads feel more natural and memorable when integrated into content audiences care about.

3 WGN Radio Programming delivers what matters!

- Breaking news, in-depth discussions and real-time updates focused on Chicago and the surrounding areas.
- Up-to-the-minute reporting covering – News, Weather, Traffic, Business, Ag and Sports throughout the day.
- Live Sports – Chicago Blackhawks hockey, NU Football, Basketball & more
- Content covering money, health, home, travel, food & everyday life
- Stories, voices and issues that reflect the people, neighborhoods & spirit of Chicago and its surrounding communities

4 WGN Radio is part of Nexstar Media.

This gives your brand the opportunity to be integrated into Radio, Digital, TV, Events, Podcasts, and much more!



nexstar
DIGITAL



TRIVIA TIME!!

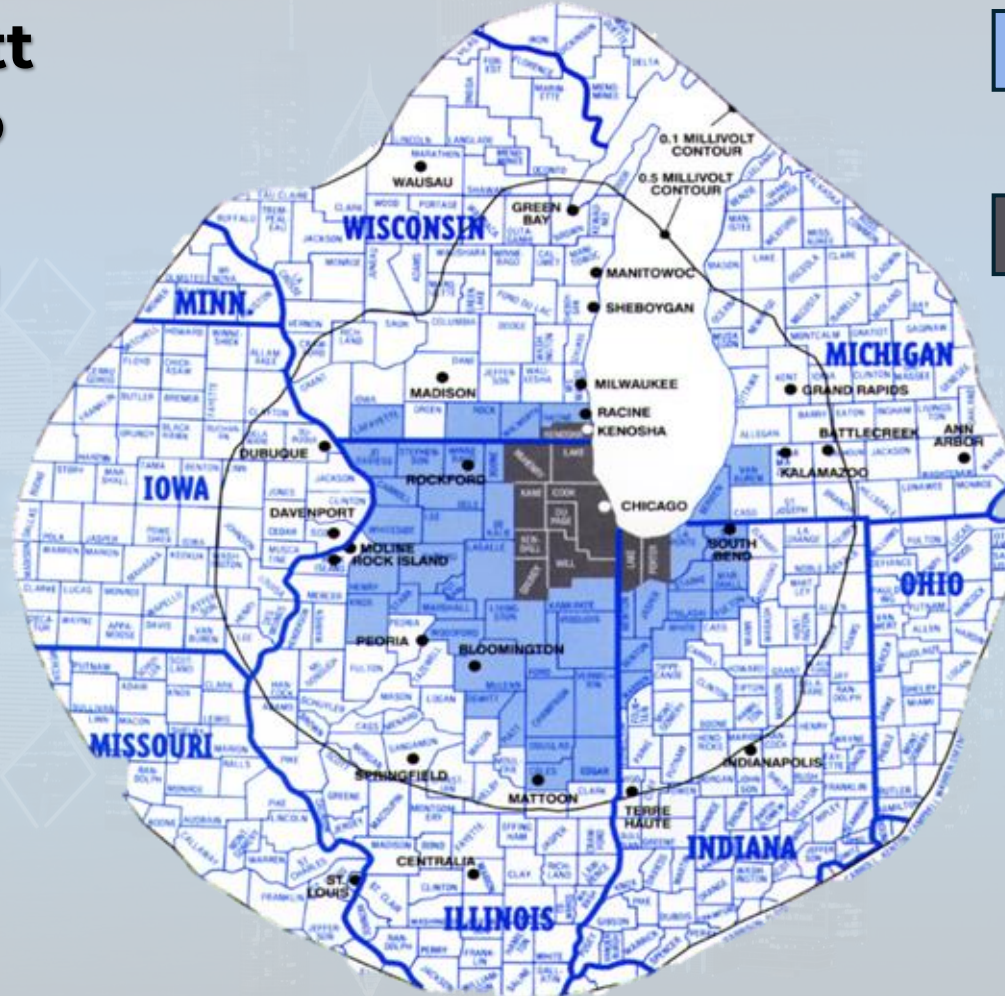
38!

**Why is this number important to
WGN Radio?**



















WGN Radio Coverage

With a 50,000-watt signal, WGN Radio 720 can extend your reach among customers!



Total Survey Area (TSA)

11 County Metro Area

	MON	TUE	WED	THU	FRI	SAT	SUN
4-5 AM	WGN Early Morning News					WGN Showcase	 WOLFMAN JACK RADIO SHOW
5-6						Outside the Loop Mike Stephen	Great Outdoors Charlie Potter 5-5:30 Pet World Steve Dale 5:30-6:30
6-7						 HouseSmarts with Lou Manfredini	The Lutheran Hour 6:30-7
7-8	 Bob Sirott						Alpha Wealth Hour
8-9							The Workers' Mic
9-10							Dean Richards' Sunday Morning
10-11	 John Williams					with David Hochberg	
11-12							
12-1 PM							
	Noon Business Lunch with John Williams						
1-2	John Williams					Let's Get Legal with Jon Hansen	Steve Dale
2-3	 Lisa Dent					Dave Plier	Karen Conti
3-4							
4-5							
5-6	 John Landecker					 Eye on Travel with Peter Greenberg	Rick Kogan
6-7						 On the Map with Dave Plier	 THE WGN RADIO THEATRE WITH CAROL SPAY
7-8						 Dave Plier	Steve King & Johnnie Putman
8-9	Rollye James						Bill Cunningham
9-10							
10-11							
11-12	The Other Side of Midnight					 WOLFMAN JACK RADIO SHOW	The Other Side of Midnight
12-1 AM							
1-2							
2-3							
3-4							

Official Broadcast Partners



The Hamp & O'B Show

- before & after Bears games

Power of Personality Endorsements on WGN

Radio personalities are a familiar voice.

Over 50%

Of adults feel a connection with radio.

61%

Of A18+ listen to AM/FM radio because of the DJs, hosts, or shows.

50%

Of radio listeners have a favorite radio personality they've been listening to for 8 years on average.

57%

Of listeners strongly endorse radio's unique ability to capture local culture & community.

On-air personalities create lasting bonds with their audience.

84%

Would follow them to another station



80%

Trust and value their favorite personality's opinion



77%

Would try a brand or product recommended by their favorite radio personality



87%

Know personal details about their favorite radio personalities and follow them on social media



44%

Favorite radio host makes them feel less alone



Audio & Streaming are Better Together

Consumers can tune into broadcast Radio through a smart device with a tap, which is why streaming and AM/FM Radio are the perfect combination!

1

88% of Americans tune into the radio every day, making it a top-reach medium.

2

Today, an estimated **192 million** Americans stream radio online each month.

3

35% of Americans own a smart speaker, and these smart speaker owners are also big radio listeners.

4

70% of people listened to online audio each week.

5

Streaming audio listeners skew younger, while AM/FM on-air reaches a more established audience.

WGN RADIO
720

WGN Radio's Multi-Platform Reach

SOCIAL & DIGITAL per month



+3M
Stream Connections



93K
Facebook



+600K
Page Views



54.9K
X / Twitter



+352K
App Sessions



16.3K
Instagram



WGNRadio.com



@WGNRadio



@WGNRadio



@WGNRadio



Content Integration Opportunities

—YOUR—
MONEY
MATTERS

on the
MAP
WGN RADIO 720

HOME SWEET HOME
Chicago
WGN RADIO 720
LISTEN, LAUGH & LEARN

**LET'S
GET
LEGAL**
ILLINOIS STATE
BAR ASSOCIATION
WGN RADIO 720



HS HouseSmarts
with Lou Manfredini

Greetings From
YOUR HOMETOWN
WGN RADIO 720

**THE
WORKERS'
MIC**
POWERED BY
MCL
WGN RADIO 720

WGN RADIO
720

TRIVIA TIME AGAIN!

Jon Hansen wears many hats! What other professional roles does he take on when he's not hosting Your Money Matters on WGN?

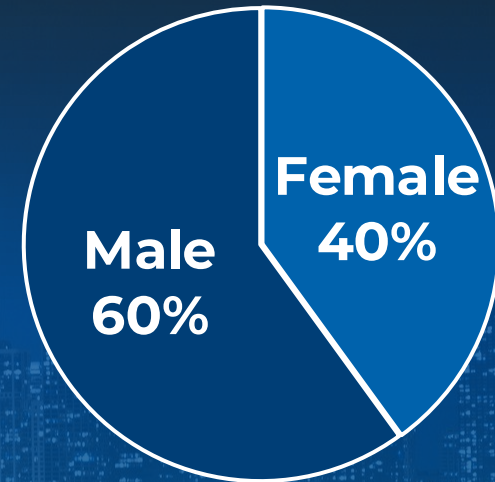


Your Money Matters with Jon Hansen



Mon-Thurs 6pm-7pm

Your Money Matters features topics including the basics of personal finance, investing and wealth management, financial security, financial literacy, and retirement planning. Listeners hear sharp, engaging conversations with personalities and experts in the world of finance and a fresh take on complex issues presented in an approachable and fun way.



Innovation DuPage & WGN Radio's Partnership

Since 2022, Innovation DuPage and WGN Radio have partnered to let Chicagoland know about Innovation DuPage and the member partners they serve.

- The partnership is anchored around WGN's popular PM Drive Show, Your Money Matters, hosted by Jon Hansen.
- Innovation DuPage contributes to the show with a monthly on-air segment, sharing their mission and spotlighting a member they've supported.
- **The partnership elevates member businesses, products and ideas on a platform that reaches across Chicagoland and beyond!**



Member Benefits

Member Benefits with Innovation DuPage & Your Money Matters

As a member, you'll gain exclusive exposure and promotional opportunities designed to showcase your business and expertise:

- Live Appearance on *Your Money Matters*:**

Connect with our audience during a live segment where you can tell your story and drive new business. Includes a pre-interview call to meet the host and discuss key points before going on-air.

- Promotional Support:**

Receive mentions on-air and across social media teasing your upcoming appearance, building anticipation and awareness.

- Customized On-Air Commercials:**

You'll record personalized on-air commercials highlighting how Innovation DuPage has supported your business. These commercials air across WGN Radio and are voiced by you, giving your message a personal touch.

- Online & Social Sharing:**

Your live segment will be featured on WGNRadio.com under *Your Money Matters* and shared/boosted on WGN's social media channels. You'll also have the ability to share the segment directly on your own social platforms.



Ideal Partners

What Makes an Ideal Partner:

Businesses featured on *Your Money Matters* should be a strong fit for the show's content and audience.

Ideal partners are:

- Broadly Relevant:** Topics should be accessible to a wide audience rather than narrowly focused or highly niche.
- Audience-Centric:** Consider what your message offers the audience—how it informs, educates, or adds value.
- Aligned with Innovation DuPage:** Showcase how your business benefits from innovation, demonstrating success and growth. Partnering with Innovation DuPage and *Your Money Matters* is a unique opportunity to connect with listeners, expand your reach, and highlight your business in a trusted media environment.



2025 Partnership Highlights



Safety Design is creating safer, smarter and more unified workplaces



Innovation DuPage continues to help small businesses grow



The Chicago Toy and Game Fair & City Tree Delivery



Local Glass Studio & Farr and Swit have great gift options for Father's Day



Become a CEO with Innovation DuPage

ONE LAST TRIVIA QUESTION!

13.4M+

***Why is this number significant for
Innovation DuPage & WGN?***

**Thank you for your time today! We look
forward to working with you.
Jeannie & Joe**





Catch the next Meetup on 02/04/2026

Collaborate • Scale • Succeed



INNOVATION
DUPAGE