

Cumberland County Development Corporation

Community News

Volume 6 Issue 1 Spring 2008 Issue



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PRESIDENT'S NOTE

Hello Everyone!

I'm so glad spring has finally arrived. CCDC has a very busy agenda for this year. We held our First Annual Fundraiser and Auction in February and it was a huge success. Over \$5,000.00 was raised. We really appreciate all of the individuals and businesses that donated to this worthy cause. Again, THANK YOU!

In May we will be having our first ever Cumberland County Jeopardy, to be held Saturday afternoon at the Spring Festival, May 17th 2008. If you would like to participate, just come to the table that will be set up by the stage and receive your free ticket. Hopefully your number will be called to participate in the FIRST EVER CUMBERLAND COUNTY JEOPARDY. We are going to try to play at least three games. The prizes will be merchant money from each community.

Just a reminder: Our office has moved to the Cumberland County Farm Bureau building, located at 402 E. Main St in Toledo. Our hours of operation are still 8:30 am to 4:30 pm and we can still be reached by calling 849-2359. We would like to thank First Neighbor Bank for letting us occupy their building for so many years.



Billie Chambers, President

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Broadband in the United States

According to Telecommunications Industry News, broadband penetration in the U.S. has grown by more than 300% in the past six years. This is according to a recent report by Scarborough Research.

Approximately 49% of American adults now have a high-speed internet connection in their households, up from just 12% in 2002. DSL represents the majority of this expansion, with DSL penetration increasing by 575% over the past six years.

Broadband has made it easier for Americans to live where they choose to live. Technology will connect them with the rest of the world. Broadband has also helped many people become entrepreneurs out of their own homes. With a worldwide audience, people are able to sell their wares all over the world.

Obviously there is more work to be done and there are still some areas that lack adequate broadband coverage. If you live in a community that does not, this is a good time to check into options that may work for your area. The future is now and Cumberland County is participating in the SIBER initiative to move this process forward in our region of the State.

Giving Back - In a Big Way!

THIS IS ONE OF THE BEST "FEEL GOOD" STORIES WE HAVE COME ACROSS IN A WHILE.

GENERATIONS OF NORMAN ASBJORNSON'S FAMILY HAD LIVED IN WINIFRED, MT, AND CONTINUE TO MAKE IT THEIR HOME TODAY. NORMAN GREW UP IN WINIFRED AND STARTED HIS FIRST BUSINESS AT THE AGE OF 10, HAULING GARBAGE FOR THE MAJORITY OF THE RESIDENTS. LIKE MANY HIGH SCHOOL SENIORS, HE WAS READY TO LEAVE HIS SMALL TOWN BEHIND AFTER GRADUATION. AFTER A STINT IN THE ARMY, HE GRADUATED FROM MONTANA STATE UNIVERSITY (MSU) AND WORKED FOR DECADES FOR A HEATING AND AIR-CONDITIONING MANUFACTURER. THEN HE FOUNDED HIS OWN COMPANY, AAON, IN 1988. THE COMPANY WAS LISTED BY FORBES MAGAZINE AS ONE OF THE FASTEST GROWING COMPANIES IN AMERICA, GROSSING ABOUT \$150 MILLION IN ANNUAL SALES. IT ALSO MADE FORBES MAGAZINE'S 2007 LIST OF BEST SMALL COMPANIES.

BUT NORMAN REALIZED THAT EVEN WITH ALL HIS SUCCESSES, HE NEEDED MORE. LUCKY FOR WINIFRED!

NORMAN REALIZED THAT WINIFRED MOLDED HIS CHARACTER, AND HE WANTED TO PRESERVE THAT LIFESTYLE FOR OTHERS. HE VISITED THE COMMUNITY NUMEROUS TIMES, AND OVER THE PAST FEW YEARS, THANKS TO NORMAN, THIS TOWN OF 150 PEOPLE HAS A NEW CITY HALL, LIBRARY, MUSEUM AND COMMUNITY CENTER. IN ADDITION, STUDENTS RECEIVE SCHOLARSHIPS TO ATTEND MSU.

IN 2003, NORMAN CREATED A \$1 MILLION SCHOLARSHIP FOR GRADUATES OF MONTANA SCHOOLS WITH 100 OR FEWER STUDENTS. "I'M GETTING A CHANCE TO INFLUENCE THE LIVES OF GENERATIONS OF CHILDREN," HE COMMENTED.

"I'M RUNNING A LITTLE SOCIAL EXPERIMENT WITH MY OLD TOWN," THE 71-YEAR-OLD SAID. "I'M TRYING TO SEE WHAT IT'LL TAKE TO TURN AROUND SOME OF THESE FAILING OLD TOWNS."

NORMAN'S EFFORT HAS INSPIRED OTHERS IN TOWN TO FIX UP THEIR PROPERTIES.

"HE HAS JUST MADE IT HIS PERSONAL GOAL TO GIVE BACK TO HIS HOMETOWN," TWILA LUNDE, CITY CLERK, SAID. "THANK HEAVENS IT'S WINIFRED."

SOURCE: *GREAT FALLS TRIBUNE*

DIRECTOR'S MESSAGE



What a great little story! But, do you know what the most wonderful part is? That I am sure there are a few names running through your mind at this moment, of individuals who have come home to Cumberland County and make similar efforts. The truth is, Cumberland County residents live in the most wonderful place around, and those of us who have spent time living elsewhere, no just how lucky we are to call this area home. We have a solid economy, average unemployment rates (based on the national average), a steady housing market, education systems that are performing at, or above, expectations, lending Institutions that have remained conservative enough to avoid the backlash of national trends, merchants that know the value of investing locally, employers that work with their staff to create environments conducive to longevity and employee commitment, and elected officials who are approachable and take pride in making the best decisions for, and leading their, communities into the future. I realize how privileged we are, do you?

CCDC HONORS LOCAL BUSINESSES EACH MONTH!

D & D Flower Shop

Brenda Pruemmer, Owner, was delighted to hear that her business had been selected as the January profile. D & D Flower Shop has been in existence since 1963, and Brenda stated, "It's believed to be the oldest flower shop in Cumberland County". Don and Doris Peters originally owned the shop. Doris dealt with the flowers, while Don opened the barbershop next door. In 1979, Kenny and Thelma Miller (Brenda's parents) bought the shop with both buildings. Brenda worked for her parents as a young woman, and so; became a part of the family business.

Then in 1998, Brenda and her husband, Don, purchased D & D Flower Shop. Located at 109 West Cumberland Street in Greenup, D & D handles fresh flowers, plants, decorative bushes, etc., as well as, balloons, silk products, Russell Stover candy, concrete garden statuary, greeting cards and a nice selection of angel themed merchandise. Brenda recently coupled with a new wholesaler, and can now have most tropical and other unique items the next day.

D & D Flower Shop puts together great products and arrangements for prom and homecoming events, Cumberland County Queen pageants, Greenup Fall Festival, area funerals, including stone saddles for cemeteries that can be seasonally refilled at a discounted price, home décor items, including hanging baskets, weddings, and just about anything else one could think of. Brenda is a proud supporter of area queen pageants, Greenup Fall Festival, and several other causes that may arise throughout the year. D & D Flower Shop offers area delivery and is here to serve the floral needs of the community that has been supporting the business for the past 45 years.

D & D Flower Shop participates in 1-800 Flowers, Teleflora, and FTD and is open Monday through Friday from 9 am to 4:30 pm and Saturday 9 am to 12 noon. Brenda Pruemmer can be reached by calling 923-3751 or by stopping in during business hours. Please take this opportunity to visit and congratulate D & D Flower Shop for their success.

Heartland Christian Village

Heartland Christian Village has been located in Neoga since 1989, when First Christian Church sparked the idea of bringing facility to town. The community approached the corporate office and then

raised over \$100,000.00 in support of the idea. Because of that support, Heartland built a set of 8 independent retirement apartments (six 2-bedroom & two 1-bedroom), and then in 1992, the main nursing home opened.

Heartland is a 71-bed, skilled nursing facility that is public aid and Medicare certified. They also offer physical and occupational speech services to their residents. John Letizia, Facility Administrator, said, "We are a small facility where staff and residents get to know each other. We are like a community inside of the community." John continues, "Over the years we have built a very good reputation in the area. We have had six perfect inspections, and that is almost unheard of." John also mentioned that he feels the reason they don't have to advertise is because the word-of-mouth recommendations are so powerful.

One of the qualities of Heartland Christian Village that has been attributed to their success is that they have such committed employees. "Longevity of staff leads to continuity of care and this is something that makes families feel more comfortable when making the decision to place their loved one with us."

John gives credit to the group of committed employees and volunteers when talking about the success of Heartland Christian Village. He said, "Our people believe they are here to take care of the residents. And if it weren't for the community at-large, area hospitals, doctors and just the general public, we couldn't do what we do." John continued, "We are supported financially by independent Christian churches, churches of Christ and other churches that have found what we do an important part of their mission, but we are also blessed to have over 200 volunteers each month that come in from area churches, organizations, etc. and help us do what it takes to care for our residents."

Heartland Christian Village is a business, which employs about 100 full/part-time people. John Letizia mentioned that Heartland is "employee based" and that he believes, "If you are kind to employees, in turn, they will be kind to you. We have a low turnover rate because we work as a *team* verses separate departments. One of the things we do is provide monthly meals to other departments. We also encourage continued education, offer an employee assistance program, and perfect attendance and safety awards, for example."

Although nursing homes are the most regulated business in the United States, referring to Heartland residents John stated, "The nice thing is that these people are REAL! They will tell you how it is." If you enjoy listening to stories of times past, learning more about local history, or just have a love and respect for the leaders and citizens before you, please take this opportunity to visit someone special in a

nursing home and congratulate Heartland Christian Village for a job well done!

Smitty's Auction Service

Marty Smith, and wife Donna, have been the proud owners of Smitty's Auction Service in Jewett since 2001. Marty said, "When I was in high school, I dreamed about being an auctioneer. My dad tried to get me to go to auctioneer school, but life took me down different roads. I worked as a wring man and a bid catcher for some of the best auctioneers around. That experience kept the desire alive for me." Finally, in 2000, he went to school at Missouri Auctioneer School and took the state test to become licensed.

Today Smitty's Auction Service operates with the support of Marty and Donna's daughter, Stacy.

Marty said, "She is a big part of the business. She works in the office or anywhere we need her. She can do it all: Set up, wring sales, clerk, fold up the wagon, etc.". Marty continued, "I have the greatest staff involved in our business! I want to say a special Thank You to my wife, Donna, for backing me in all my ventures over the years. On May 5th, we will be celebrating 30 years of marriage. She is the office manager and takes care of all the behind the scenes for the auction service." Finally, Marty mentioned, "We have the best wring help on our team: Tracy and Jean Taylor (from Arthur), Gayla Pauly (from Mattoon, who also takes care of the website), Mike Fischer (from Yale), Lavern Shaffer (from St. Peter) and Jason Russell (from Greenup).

Smitty's Auction Service would like to say a special Thank You to Toledo Democrat, and to Billie and Misty, for all of their work with their sale bills and advertising. Marty said, "They have been a big part of our business from the beginning." Smitty's motto: "Put us to work for you" is a clear indicator of their make-it-happen attitude. Marty stated that he is willing to help people trying to decide whether it makes sense to have an auction, if there are enough items to make up a full sale, those looking for the value of items, etc.

Smitty's Auction Service is proud to be in a position to help area groups and organizations. In the past Smitty's has donated their services to Effingham and Jasper County 4-H Auctions and in February 2008, they provided their services to Cumberland County Development for their first ever County Connection Dinner Celebration.

Please join us at Cumberland County Development Corporation as we celebrate the success of Smitty's Auction Service in Jewett. You can visit them at 284 Co Rd 950E, Jewett or call 849-3004 or 217-259-8219 or visit them on the web at www.smittysauctions.com

PRESIDENT'S NOTE

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We are also having our Second Annual Property Tax Raffle. Tickets are only \$5 and you can WIN up to \$500 to pay you property taxes (e.g. If your taxes are \$300, you will receive \$300, but if your taxes are \$1,000, you will receive \$500. Again, make sure you purchase your tickets from any CCDC board member. The drawing will be held Saturday night at the Cumberland County Fair.

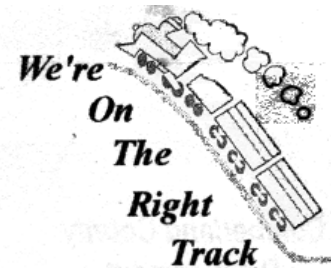
Again, we are going to be very busy this year and good things are going to happen!

**Billie Chambers,
CCDC President**

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**CCDC STILL CELEBRATING AFTER
20 YEARS!!**

The Cumberland County Development Corporation needs your help in assuring a bright future for this county.

Whether your business is in the service or industrial sector, an increased effort in economic development will have a positive impact on your business and in this community. More jobs and tourism means more residents and traffic through Cumberland County resulting in more demand for your support services and industrial products.

With a small contribution, you can become a member of CCDC and participate in the successes of Cumberland County. Individual memberships are only \$25 per year, businesses employing less than 10 are \$50 and businesses employing more than 10 are \$100 annually (checks can be sent to PO Box 531, Toledo, IL 62468). By becoming active in CCDC, you will make this county a better place to live, work and play. CCDC meetings are held the first Thursday of each month @ 7:00 am at the Annex building on the square in Toledo. Everyone is welcome and thank you for your support!!

