

Cumberland County Development Corporation

Community News

Volume 5 Issue 2 Summer 2007 Issue



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DIRECTOR'S NOTE

Summer is in full swing and already winding down. Cumberland County is celebrating the huge success we experienced with the first annual Relay For Life event, gearing up for the Cumberland County Fair and students are already preparing to return to the classroom.

Cumberland County Development Corporation is working hard to ensure that this area remains the one of the most desirable places to live and raise families. As we entertain the prospect of new industry, support local business expansion, encourage agricultural investment, or work to coordinate programs to enhance the local business climate, CCDC is busy investing in the future of this amazing landscape we all call home.

Notice below that Cabela's started in someone's kitchen. I love this story of success because approximately 18% of business operating in Cumberland County today either operates as home based, or started in that capacity. Cumberland County is carried, not by the large factory or the massive industry that employs a huge portion of our population, but by the entrepreneurs that have chosen to call this area home and made a public commitment to this community by investing all they had, hoping to see a return.

There is so much to be said for the businessmen and women that sacrifice and dedicate their lives to our service. Please join me as I say "Thank You" to all of the local people who make our little community tick. Restaurants, flower shops, the press, industry, healthcare providers, etc.; any business owner/operator, Cumberland County would not be what it is without you.



Sara Layton, Director

Cabela's Celebrates 45th Anniversary

Cabela's, known as the World's Foremost Outfitter of hunting, fishing and outdoor gear, recently celebrated their 45th Anniversary in business. Jack Schultz wrote about Dick Cabela and his family in Boomtown USA-The 7 1/2 Keys to Big Success in Small Towns, in the chapter on Key #5: Encourage an Entrepreneurial Spirit.

Dick Cabela began the company at his kitchen table in 1962 in the remote west central community of Chappell, NE. The company began to grow, and today is headquartered in Sidney, NE (population 6,282) in a 240,000 SF facility, just 27 miles west of Chappell. In addition, Cabela's operates three distribution facilities, three customer relations offices, a return facility, and a bank that provides services exclusively for Cabela's Visa cardholders. Cabela's

also has an email newsletter, a magazine, a television show and an outdoor outfitters consulting agency, Cabela's Outdoor Adventures.

In addition, Cabela's produces 76 different catalogs each year, sending them to all 50 states and 120 countries. More than 120 million catalogs are mailed each year with demand continuing to grow.

Cabela's is a true entrepreneurial success story. From a kitchen-table based mail order business, it has expanded to become one of the premier retailers of outdoor gear. All one needs to do it see the vision and entrepreneurial spirit of its founders is visit one of their 19 stores (with 12 more schedule to open soon). You will want to go back time and time again. To learn more, visit www.cabelas.com

Access Illinois Outdoors

Access Illinois Outdoors is a program in which outdoor enthusiasts are matched with private landowners for whitetail deer hunting, turkey hunting, and other outdoor recreational experiences such as hiking, bird watching, fishing, camping, trail riding, biking, photography, etc. The program was started in 1994 and is managed by the Two Rivers Resource, Conservation and Development, Inc.

Illinois landowners wishing to enroll their land complete an application that outlines what their land has available. There is no fee for landowners to enroll in the program. People wanting to hunt, hike, camp, bird watch, take pictures, fish or pursue other outdoor activities complete an application and send it to Access Illinois Outdoors along with a \$25 membership fee. An Access employee will match the applicants with landowners. Landowners typically charge an access fee or trespass fee to access their property.

Since the program's inception in 1994, over 540 landowners have joined, representing 250,000 acres in 48 counties throughout Illinois. Over 2,800 visitors, from 39 states, Canada and Germany, have enrolled in the program. Landowners in the program earned over \$475,000 last year by charging visitors for access. The overall impact from the program was \$3 million in just one county.

Brenda Middendorf, Coordinator for the Access Illinois Outdoors Program, recently commented, "This has been a great economic tool for our landowners. Land values have increased exponentially in the past 30 years with the increased recreational value of private land. Illinois is 95% privately owned, so opening up this private land to public use has really helped the local landowners, many of whom are farmers trying to create added income from wooded property.

"The local economy benefits from visitors coming to town. The visitors need lodging, food, gas and hunting supplies. The state benefits by the extra hunting permits and fees that are collected. To our knowledge, no other state has a program like ours."

To learn more about Access Illinois Outdoors, visit www.accessil.org

Reprinted from www.boomtowninstitute.com

PRESIDENT'S MESSAGE



Cumberland County Development has been very busy these past several months. Sara has been working on several large projects for Cumberland county and the CCDC board is very excited about these prospects. We will continue to keep you, the public, informed about the progress.

Remember we not only help new businesses, but also help existing businesses. If CCDC can be of any help; just call myself, (849-2000 work or 849-3365 home) or Sara Layton, CCDC Director, (849-2359 work or 849-4359 cell).

CCDC HONORS LOCAL BUSINESSES EACH MONTH!

Flowers By Debbie

Flowers by Debbie has been in existence since 1978. The business has been operating under the same name and ownership for over almost three decades. In the beginning, Debbie rented the business property but eventually purchased the building. Over the years, they have completely remodeled the inside to make it more "user friendly". The most recent improvement made was the face-lift given to the exterior of the building. The Creeks hired Dave Cox and Frank Dowd, who worked on the building interior and exterior remodel. Dittamores to redo the sidewalks and then had Hayden's Landscaping complete project with landscaping.

Debbie is supported by Melanie Laue, who helps in the mornings, Bob Stretch and Dorsie Thompson, who deliver through the week, husband Gene, who delivers on Saturdays, Aliya Miah, who help in the afternoons and keeps Debbie in-touch with the youth and area activities, and Darci Cather, who works though out the week. Debbie and her staff are never board and thoroughly enjoy what they do as they provide fresh flowers, blooming plants, silk arrangements, balloon bouquets, decorative containers, as well as, plush. With access to the computer and Internet, Flowers by Debbie is able to provide products purchased worldwide and can fill orders placed from miles away. Also, delivery service is available to Neoga and the surrounding communities of Mattoon, Charleston (with EIU being one of the largest areas of delivery), Effingham, Stew-Stras, Sullivan, Shelbyville and Toledo.

Flowers by Debbie works with families to provide services for weddings and funerals. Debbie stated that she feels like this is not just a job, she feels like she is providing a service to the community. At times when stress is high and families need something to depend on, Flowers by Debbie has worked for almost 30 years to fill that need.

Debbie wanted to make sure that the community knew how much she appreciated all of the support that they have given over the years. Although the business operates in a small building and employs only a few, Flowers by Debbie can be credited with creating jobs in this county and bringing color to the lives of those who need a little lifting up. Debbie takes pride in "going the extra mile" and avoiding short cuts in service. She has made improvements as far as buying roses direct to achieve better freshness, as well as, using a direct mix of solution to hydrate flowers and provide the proper preservatives.

Flowers by Debbie is located at 134 E 6th Street in Neoga (on the same block as First-Mid). Debbie and staff can be reached by calling 217-895-2822 Monday through Friday 9am to 5pm and Saturday 9am to 5pm or online at www.flowersbydebbie.com Flowers by Debbie is a member of 1-800-Flowers, Telefloral and FTD. Please take this opportunity to call or stop in and congratulate Debbie and the crew for their continued success.

Bolin's Body Shop & Towing

Frank Bolin, Owner, has been in business since 1974 and located in Toledo for over 25 years. *Another small busi-*

ness under same ownership for three decades. Over the years, the business has changed in several respects, just based on the changes in the industry, however; Cumberland County has become accustomed to calling on Frank and his staff for vehicle repair, custom paint work, auto insurance work and even lock-out and towing needs.

Ben Fletcher, who is noted to be Frank's "right-hand-man", Zach Bolin, Apprentice, and Shawnce Russell, Secretary, support Frank in his work. He and his team have been noted for their custom work for many years and are currently working on projects from all over the country.

Over the years, Bolin's has been involved in many projects, including custom work for the Clark County Dive Team, work on the Cumberland County D.A.R.E program vehicle, and Toledo emergency departments rescue truck. In addition to all of the notable custom work that Bolin's has been noted for, they are always willing and able to work with the average vehicle owner to repair and or modify what they drive.

For many years, Bolin's has been involved in local events and supportive of youth sports leagues, Cumberland School sports and activities, as well as, concerned for the overall atmosphere of the community in which we all live. In addition to this, Frank wanted the public to know just how much he appreciates the continued support that he receives from you. Frank stated, "There are a lot of good people in this community and Toledo has been very good to us. I look to be in business here for many, many years."

Please take this opportunity to stop by and visit Frank and his crew at 103 South Illinois St. or call 849-3001 to congratulate them for their many years of continued success.

Dillier's Hatchery

Dillier's Hatchery has been a fixture in Greenup for as long as this generation can remember. Although ownership has changed over the years and the services offered have moved with market demands, the business still operates successfully. Thirteen years ago, when Brad and Julie Gray purchased Dillier's, the business was primarily focused on hog production products and services.

Today, Dillier's carries a variety of animal health products for dogs, cats, pigs, horses, chickens, etc. Anything from bird feed to garden seed, show feed for cattle to lawn care products and weed control for the homeowner. Brad is quoted as saying, "We cater to the small consumer. I believe in treating people the way you want to be treated." This may mean custom mixing and grinding 200 lb. of feed or one ton of feed for a customer. Maybe this means providing advice to the homeowner, with the not so green thumb, that thinks they may have a pest infestation.

Brad Gray is supported by a staff of five employees, pictured above, which make his daily work a little more interesting. Business success in a small town is dependent on the support of the local community. Dillier's Hatchery would like to make sure that everyone knows

how much they appreciate the continued support and patronage you all have shown over the years. This appreciation can be noted as Dillier's Hatchery supports, contributes to and, is otherwise involved in, area events and organizations including, 4-H, Saddle Clubs, Cumberland School activities, Pirate Football announcing, etc.

Dillier's Hatchery, fondly referred to by patrons as "Gray's Feed & Seed", is located at 121 East Illinois St. in Greenup with business hours of 7 am to 5 pm Monday through Friday and 7 am to 12 noon Saturday. Please stop in to encourage and congratulate Brad and his team for their continued success.

Swengel-O'Dell Funeral Home

The original business was known as "Swengel Brothers", and advertised "Furniture, Musical Instruments and Sewing Machines-With Undertaking A Specialty" and was located at the corner of, what is now known as, Sixth Street and Chestnut Street. The first entry in their Funeral Record Ledger was in the year of 1894. At that time, Frank Swengel and his brother, In the early nineteen hundreds, Frank Swengel and his son, Fred B. Swengel, along with Fred's wife, Susie E. Swengel, operated the business as the "Swengel Funeral Home". Frank M. Swengel passed away on January 30, 1912, and Fred and Susie Swengel continued the business.

Fred and Susie purchased, and traded homes with L.K. Voris, Sr., and moved the funeral home to the present location at 520 Oak Avenue, located on Route 45. When Fred and Susie's son, Dean M. Swengel became a licensed Funeral Director in 1934, he came into the business with his father. After the death of Fred B. Swengel in April of 1959, Dean continued the business.

In June of 1959, Joe E. O'Dell and Judy S. O'Dell came to Neoga. After Joe's graduation from Worsham's College of Mortuary Science of Chicago, Illinois, Joe worked in the business with Dean Swengel until 1968, when they entered into partnership and the business became known as "Swengel-O'Dell Funeral Home". Joe and Judy O'Dell purchased Dean and Carol Swengel's interest in the business in 1971, and Dean retired. Joe and Judy continued the business as their two sons, William D. O'Dell and Timothy J. O'Dell, graduated from Indiana College of Mortuary Science of Indianapolis, Indiana in 1978, and returned to Neoga to be welcomed into the family business.

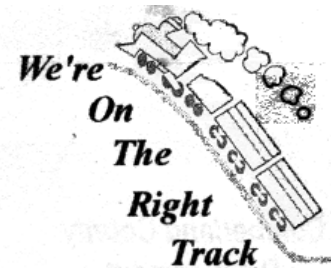
In 2007, Swengel-O'Dell Funeral Home exists as a five-generation, family business that has shown dedication to this community with their commitment to the future and their respect for the past. Swengel-O'Dell Funeral Home is a proud supporter of Neoga School activities and many other community events and programs. Judy O'Dell stated, "Our family appreciates the support we have received through the years from the community and surrounding area".

Please take this opportunity to join Cumberland County Development Corporation and congratulate Swengel-O'Dell for their continued success.

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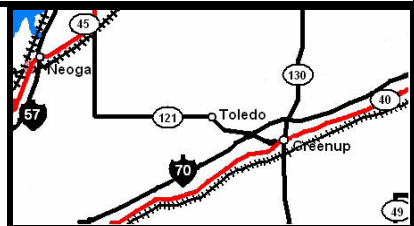
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**CUMBERLAND COUNTY DEVELOPMENT
CELEBRATES 20 YEARS!!**

CCDC will be having a membership drive at the Cumberland County Fair this year. Celebrating 20 years means drawings, give-a-ways and celebration.



Stop by the CCDC booth daily and sign up for the kids drawings of a free sheet of ride tickets and the adult drawings of a free individual, one year, membership. *Drawings will be held, in grandstand, prior to the end of last race.*

2008 Memberships call also be purchased at the fair as follows: Individual memberships of only \$25 per year, businesses employing less than 10 are \$50 and businesses employing more than 10 are \$100 annually (or 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 in the Bancshares building just outside of Toledo on Route 121. Everyone is welcome and thank you for your support!!