

Cumberland County Development Corporation

Community News

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PRESIDENT'S NOTE

Hello everyone, this will be my last President's message. I would like to say that I have enjoyed being the President of Cumberland County Development for the last two years. It has really been an experience. But I have decided that it is time to let someone else take the seat as President. I will still be very involved with CCDC as the immediate Past President.



Billie Chambers, President

As a Board, we have accomplished quite a lot in the last two years. CCDC is now writing grants, which is something that we had to start doing to help support ourselves. Sara Layton, Director of CCDC has a 100% grant writing success rate. Every grant she has written has been funded.

CCDC has grown so much in the last two years. For example, during 2008 CCDC had a project going on in every community in the county at the same time. Sara was very busy during this time. Presently, CCDC is working on other projects throughout the county. The KICK-OFF of Community Cash in Neoga, Storm Sewer project for the Village of Jewett; the Community Center in Toledo; and CCI in Greenup. Also in Greenup CCDC was very involved in bringing in the plastics factory during 2008. As you can see CCDC was very busy!

(Continued on page 3)

SCORE

The Southeastern Illinois Chapter of SCORE was organized in 2005 as a branch of Decatur Illinois SCORE Chapter 296, located in Charleston, Illinois. SCORE is jointly sponsored by the Charleston Area Chamber of Commerce and Eastern Illinois University's Lumpkin College of Business & Applied Sciences, Center for Entrepreneurship & Innovation. SCORE's office is located in Room 3011 of Lumpkin Hall on EIU's campus in Charleston. The SCORE counselors of the Southeastern Illinois Chapter are skilled business owners and managers who volunteer their experience and knowledge to counsel small business owners and potential small business owners regarding business practices to help them achieve success.

The objective of our Chapter is to provide business consulting services support to entrepreneurs in Southeastern Illinois. The Chapter's skilled volunteer business counselors will assist busi-

nesses in defining and executing practices and procedures to promote establishment and growth of their business. The service may be made available through face-to-face contact or online using the internet. SCORE counselors provide counsel and guide the client's project analysis to develop actions and to implement the client's decisions. SCORE counselors can provide in-depth, industry-specific business assistance to help evaluate a business idea or plan, to stimulate business growth and to ensure long-term stability.

COMING UP!

How to Start a Business -The next class will be held Tuesday, January 27, 2009 at 6:00 - 9:00 pm in Charleston at the Charleston Public Library, Rotary Room, 712 6th Street, Charleston IL 61920. Please call 217-581-2913 for more information. Or contact SCORE directly by calling (217) 581-3522

YOU ARE INVITED!!

Cumberland County Development Corporation will host their 21st Annual Dinner and Award Ceremony on Saturday January 17th at Neoga Middle School. Please make plans now to attend!

You will enjoy a catered meal, special guest speaker, Trisha Mason (pictured to the left) and the presentation of the 2008 Community Development Person of the Year award and the 2008 Hall of Fame award.



East Central Illinois Development Corporation has appointed Trisha Mason to fill the newly created position of ECIDC Coordinator. Trisha is a long-time resident of Jasper County with an agricultural background. After completing her education in Marketing at Missouri Baptist University, St. Louis, she moved home to be close to family and friends. Trisha's passion for economic development stems from her work at Agracel, Inc. of Effingham where she marketed and coordinated Jack Schultz' speaking tour, researched and wrote publications regarding rural communities and headed

up special projects in conjunction with marketing and educating rural communities.

The addition of Trisha is one step in ECIDC's plan to move forward. She began her service by traveling within the nine county region and becoming acquainted with its communities and leaders. Her responsibilities stem from the Top ECIDC Priorities for 2008. She has been leading economic development efforts and projects for the ECIDC region, attending conferences and trainings provided by many economic development groups to strengthen ECIDC partnerships and generate fresh ideas, collaborating with partners to provide training in the ECIDC region, coordinating activities and routine operations, marketing and recruiting new members, developing region-based resources, and working toward the reconstruction of the ECIDC organization.

We are privileged to have her as our guest at the 21st Annual Dinner and Award Ceremony on Saturday January 17th. For more information, you may contact Trisha with any questions by calling (217) 234-5402 or by emailing tmason16617@lakeland.cc.il.us

Please call 849-2359 to reserve your meal before Monday 1-12-2009

DIRECTOR'S MESSAGE



Another year is now gone and I can't believe how fast the time has flown by. We are preparing for our 21st Annual Dinner and Award Ceremony and it seems like just yesterday we all gathered together to see Keith Haddrill, the hilarious comedian that entertained us. In 2009, as the year begins, we are facing a struggling economy. We are reacting to, and preparing to, walk beside businesses and individuals who will be pinching every penny to make ends meet. It's our responsibility to be good stewards of our resources and, during this "economic slow-down", that means spending our money responsibly. We must make choices about where we buy our groceries and what it costs us to drive there to buy them, what restaurants we go to when we eat out and how often we can afford to go, what items we can buy locally and what we can order online (so our communities collect the sales tax dollars). But most importantly, we must make definitive decisions about **what** our family's essential expenses are and what things can be weaned out as we all tighten our financial belts. While we do this, however, it's most important to remember that our local businesses have a history of supporting what we do in Cumberland County and will continue to do so if we commit to spending our money with them.

TOP 10 THINGS EVERY TOWN SHOULD DO

Community Foundation - A Community Foundation allows a community, whether it be a single town, county or even a region, to marshal small donations and funds into the efficiency of a large foundation, altering the fabric of that community for the long term. Indiana has been the leader in setting these up in every one of their counties, because of the leadership of the Lilly Foundation.

Brain Bank - Many of our small towns have seen a tremendous brain drain of their best and brightest. However, that drain could be converted into a tremendous asset and several towns have started to cultivate those ex-residents into ambassadors for their communities. North Dakota is doing it in a state-wide initiative.

Entrepreneurial Education - The new paradigm in economic development is to cultivate your own entrepreneurs. Just as the best high school sports teams start to develop their talent in grade school, those towns that want to be part of the new economy are developing entrepreneurial educational initiatives into their high schools and grade schools. Generation E Institute in Battle Creek, Michigan, is the best that I've seen.

Young Professional Organizations - Gen X and Gen Y needs to be nurtured. They are the leaders of the future and those leadership skills need to be developed now. The best I've seen are YPIowa in Iowa and YBNext in my hometown of Effingham, IL.

Arts - Quality of life issues are going to be more important in the decision of where to live and develop a career. Baby boomers went to where the jobs were. Gen X & Y young people are more focused upon quality of life for that decision. All arts are becoming more important for them in that decision. Make it easy for them to choose your town by emphasizing your art assets. Paducah, Kentucky, has done it best.

Tourism - Find the inexpensive ways to promote visits to your town. Use videos on your cable system, motel keys with info and very inexpensive ezines to let people know why they should come, visit and stay.

Downtowns - They are going through resurgence with the upstairs being fixed up into apartments and condos. Having people living in the downtown area encourages more restaurants,

bars, coffee shops, etc. That in turn encourages more to live downtown and the cycle continues upward. Oxford, Mississippi, is the best I've seen.

Mentoring - Two models stick out for me. One that I saw in Carroll, Iowa, has developed a mentoring program for their college students, pairing them up with local jobs and CEOs during the summer. The other is aimed toward at-risk grade schoolers, putting local volunteers in one-on-one mentoring. We're up to 130 mentors in Effingham.

Downtown Signs - You can't have enough signs that show visitors how to get to your downtown. If they can't find it, how are they going to shop there? Jackson, Michigan, has the best I've seen. From every direction signs route visitors to the downtown area.

Angel Investor Network - Local banks can help to provide most of the start-up funds for new businesses, but having an angel investor network provide the equity to help get the new entrepreneurs into operation.

Copied from The Agurban January 2009

PRESIDENT'S NOTE

(Continued from page 1)

I wish the new Board all the success in 2009. I would also like to thank everyone who supported me during my two years as President. Again, thank you very much.

REMINDER: Get your tickets for the annual dinner for CCDC on January 17, 2009. See you in 2009.

Billie Chambers
CCDC President

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**CCDC STILL SUCCESSFUL AFTER
21 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!!

