

Cumberland County Development Corporation

Community News

Volume 5 Issue 3 Fall 2007 Issue



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PRESIDENT'S NOTE

The 2007-year has been a very productive year for Cumberland County Development. Sara Layton, Director has been very busy helping all the local communities. For example she was very instrumental in getting the Grant for the Lincoln Trail Motosports and she was very, very instrumental in getting the grant for the Village of Jewett for the storm sewer project. Everyone involved was, and is, very grateful to her and CCDC.



Billie Chambers, President

Sara has been working on getting a plastics recycling plant located in Cumberland County. This is still ongoing and hopefully the company will make an announcement soon. She has spent numerous hours on this project for the county. Hopefully we will continue going in the same direction in 2008.

Just a reminder our Annual Dinner is January 26, 2008 at the Toledo Christian Church. Ticket price is \$10.00 each or \$18.00 per couple. This is sure to be a very enjoyable time for all. Also remember to make nominations for Economic Development Person (or organization) of the

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Just How Much of America is Developed?

What would you guess is the percentage of the United States that is developed? Twenty-five? Fifty? How about 5.4 percent? That is what the Census Bureau Figures. The bureau says that an area is "developed" when it has 30 or more people per square mile - not exactly crowded.

Because most people live in developed areas, it is easy to get the impression that humans have trampled nature. However, you only need to take a cross-country flight and look down, to realize that our nation is mostly wide-open space. There is even evidence that Mother Nature is gaining ground. The U.S. Forest Service notes that the "total area of forests has been fairly stable

since about 1920." Agricultural innovations have a lot to do with this. Farmers can raise more on less land.

American houses are getting larger (averaging 2,260 square feet in 2000), but homeowners are using land more efficiently. Between 1970 and 2000, the average lot size shrank from 14,000 square feet to 10,000. Housing in this country takes up less space than most people realize. If the nation was divided into four-person households and each household had one acre, everyone would fit in an area one half the size of Texas.

So enjoy the wide-open spaces of your rural community! And welcome newcomers!!

How will our local employers recruit workers amid a rural labor shortage?

Over the last several months, area officials and citizens have been hearing about the issue of the impending Labor Shortage we are facing. We have heard presentations, read articles, books, even had Jim McShane, our Workforce Investment Board director come speak to us about how Cumberland County is being effected. It is a very real issue that we have to be prepared to handle as we look for the "Baby Boomers" to retire and as we educate and train the next generation of workers.

Here are some creative ways to recruit and keep workers in their rural communities:

--Amazon.com offers employees free shuttle rides from as far away as 75 miles away and a 90- minute commute. In addition to a free ride, chartered buses offers riders free coffee, baked goods and movies to make the daily commute more pleasant. To compensate commuters for the inconvenience, Amazon.com pays them \$12/hour compared to \$10/hr for workers living in town. Employees with perfect attendance are also eligible for a game show-style contest with a \$100,000 prize. The prize was a new car last year. Nancy Harbutte, Marketing Director for Staff Management, the recruiting firm for Amazon.com, comments, "Especially in rural communities where labor shortages exist, you have to be creative in how you bring people in. You have to be vigilant that you keep people there."

-- Newell Rubbermaid, Inc. has a manufacturing plant in Winfield, KS. When a Rubbermaid plant closed in Centerville, IA in June 2006, the company bused three busloads of Iowa employees and families to Winfield in an effort to convince them to relocate. The company successfully convinced 30 employees to move their families. Employment at Rubbermaid's Winfield plant is expected to reach 1,000 workers this year. The company has began actively recruiting Hispanic workers, and last year hired an interpreter to work with supervisors to help bridge the communication gap with workers who are not bilingual. Rubbermaid also offers financial incentives to workers who sign on to be a mentor to new hires as a way to reduce turnover.

--Another tactic commonly used to retain employees is huge raise increases. Cessna Aircraft has a manufacturing plant in Independence, KS. Cessna recently gave its workers throughout the nonunion plant average raises of \$3.50 to \$4 per hour. This prompted other firms in Independence to follow suit.

-- Economic development groups are also stepping in to address the rural labor shortage issue. Money has been invested in print, radio and television advertising targeting area labor markets, hoping to make workers aware of job opportunities and quality of life attributes in employment areas.

These are just three rural communities with populations of approximately 11,000 (Cumberland County boasts 11,357) and what their employers are doing to recruit and retain workers. What are our local employers doing to keep pace with labor shortages? What is your local economic development group doing? What can you do?

DIRECTOR'S MESSAGE



We are winding up another year....Can you believe it? 2007 is almost over and CCDC, as a group, is preparing to celebrate it's 20th year of success in Cumberland County! I have been able to keep myself busy over the last three months working on grant writing, finding and administering projects, among other things. Our office has received notification of two grant writing successes this last quarter and we are actively working to secure additional funding for our county businesses, organizations, governments and groups. Because the CCDC office is operated by a single staff person, our board of directors has taken steps to secure a part-time intern to support the work of the organization and keep the office from becoming bogged down as we become more invested in County Wide progress. As I prepare for our Annual Dinner and Award Ceremony in January, I am excited to report that Cumberland County continues to flourish and grow. Over the last three years, since I have been in this position, I have yet to find time to twiddle my thumbs and become board with my job. I still love what I do and can't wait for the next project and opportunity to come across my desk.

CCDC HONORS LOCAL BUSINESSES EACH MONTH!

Gail's Country Cuts

Gail Shaon, Owner, is honored to have been nominated for, and selected as, Business of the Month. Gail graduated from Dorothy Chrysler School of Cosmetology. She originally went into business with a girl that graduated with her and they opened "Styles Unlimited" in Casey, IL. Then, in January 1988, Gail came to Greenup and worked at Lynn's Hair Parlor, owned by Lynn Graves. While at Lynn's, Gail worked at the beauty shop in Cumberland Nursing Center and provided services to their female residents. Gail worked at Lynn's Hair Parlor for over 14 years.

On November 4th, 2002, Gail opened a salon of her own at the current location. Gail's Country Cuts was established in a new building on the family's property in rural Jewett. Gail stated, "With two young children in school, the time was just right for me to be close to home". Gail's Country Cuts is a full service, Family Styling Salon and provides cuts, color, highlighting, lowlighting, perms, shampoo/sets, as well as, waxing services for men, women and children. Gail offers formal styling for weddings, prom, pageant contestants, etc. She uses Chi Color, Matrix perms and offers Vavoom, Matrix, Big Sexy Hair and Crew for men products for sale.

Over the years, Gail has contributed to and supported many local and area events and activities. Given the business she is in, she takes special interest in supporting local pageant contestants and contributing to the continued success of the events. Gail said, "I would like to thank my clientele that stayed with me when I moved and the new clients I have gained since that time. I am busier now then I have ever been. Thank you all".

Gail's Country Cuts is located at 306 Co Rd 1125 E in Jewett, IL. Hours of operation are Tuesday through Thursday 8:30am to 6pm, Friday 8:30am to 4pm and by appointment only on Saturday. You can reach Gail by calling 849-3103 for an appointment. Please take this opportunity to join Cumberland County Development Corporation and congratulate Gail's Country Cuts for continued success.

Hill Top Market & Garden Center

Hill Top Market, located @ 956 Co Rd 500 E (12 miles South of Mattoon on IL RT 121) in Toledo has been in business since spring of 2002. Jim Ward, Owner, retired after more than 30 years in the construction business and realized that a life of leisure and relaxation wasn't for him. Jim and Nancie Ward

bought the property just South of the old Pioneer School in the fall of 2001 and soon opened their doors selling fresh produce and a few concrete statues.

The following year Jim grew and sold his own fresh produce and then found that there was a market for seeds, garden plants and more statuary. Since that time, Hill Top has become this area's largest dealer of concrete statuary and seen a huge surge in the sale of landscaping items, such as gravel, decorative rock, flagstone, etc. Because Jim Ward grows all of his own vegetables and many of the flowers and perennials that Hill Top Market sells, this small business in rural Cumberland County has served as a one-stop shop for the homeowner with a green thumb.

Hill Top Market & Garden Center handles a variety of garden fresh fruits and vegetables, seasonal squash and melon (including pumpkins in the fall), over 30 varieties of Weeks Roses, fall mums, concrete statuary, trees, landscape plants, decorative garden items, Amish jams, jellies & noodles, and an amazingly friendly atmosphere to visit. *Coming this fall: 8X8 and 8X12 "mini barn" buildings will be available for purchase.*

Jim and Nancie Ward have made a life here in Cumberland County and have enjoyed turning their passions into a business that we can all patronize. Jim said, "Even if I wasn't doing this to make a living, I would probably be out here anyway because I enjoy it". Local folks, and those from far away, make time to come visit with Jim, Nancie and Pete the parrot, some even stay for a cup of fresh coffee.

Hill Top Market & Garden Center is currently open Monday through Saturday from 9 am to 6 pm and Sunday from 10 am to 5 pm (March through December). Please stop by for a visit or reach Jim and Nancie by calling 895-2087 and take this opportunity to join us as we congratulate Hill Top Market for their continued success. Don't forget to say, "Hi" to Pete.

Janet's Café

Janet's Café is located along Cumberland St in Greenup and is open seven days a week from 5am to 2pm. Janet Hewing and her crew work to serve home cooked breakfast and meals for their visitors. The sometimes-unique atmosphere (many of Janet's regulars can relate and also contribute to the unique atmosphere) also makes for an enjoyable family like setting. Prior to the 5am open, Linda, Jill, Annie, or Big Tonya get the biscuits going and start making sausage gravy from scratch so, when customers

start coming in, the biscuits and gravy are ready to go. Unlike many restaurants these days, Janet and the crew make nearly everything just like folks do at home, not from a bag or box of quick mix.

Everyday for lunch there is a daily special; regardless of what it is, it will be served up with your choice of two sides for on "special" price. Also, ask about the "Weaver Burger" or the "Weaver Breakfast Sandwich". Everyone knows Mark Weaver, many however, do not know his abilities in developing exceptional sandwich combinations, and, if you have something special you'd like, Janet says, "Just let her know" and she will do her best to provide it for you.

Out front are Gille, Lorrie, Ciera, Little Tonya and Amber all offering a bit different approach when serving customers. Then you throw Larry, Janet's father, into the mix to keep everyone lined out and each day is a bit different! Janet is very grateful to all her customers, her employees (and a couple of employees who work but don't get paid, namely her father, Larry and Bob Marti who covers for Janet when she over sleeps, which is almost daily! and Jordan Haga and Stephen Smith who help with the weekend dish washing duties).

Janet also believes in supporting local merchants and area community activities whenever possible. Greenup has many great businesses and for the Greenup area to thrive, they must support each other, when possible. In addition, Janet's Café sponsors as many youth projects as they can afford, whether it be a queen pageant, a softball team, 4-H, post prom, school activities or donations to young hunters, Janet tries to give back to the community as much as possible. Janet and her crew also offer catering services, so if you have an event planned, give her a call. Janet again wants to say, "THANKS and I appreciate all the area has done to support the café." You may call ahead for a to-go order 923-5172.

This Fall, Janet is going to host a Big Buck contest for young bow hunters. If you are a bow hunter still in high school, middle school or grade school, stop by Janet's Café and sign up for the contest. They will be giving away a bow from Greenup Archery, taxidermy work by Trails End, and free breakfast at Janet's Café to successful hunters that harvest a deer bigger they the one Janet gets.....That almost sounds like a challenge!

PRESIDENT'S NOTE

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Year and don't forget about the Hall of Fame award, too. All nominations are to be turned in by December 7, 2007. Forms are available at all the First Neighbor Bank locations in Cumberland County (Greenup, Neoga, Toledo), First Mid in Neoga, and Toledo Banking Center-CSB.

Remember CCDC is here for everyone and every business in Cumberland County. If you need have a need, just call CCDC at 849-2359 and Sara will do her best to help you.

Lastly, keep your eyes out for the Save-the-Date for the "BIG EVENT" in February 2008. If you received this newsletter by mail, you will be the first to be invited!! See you next year!!!

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CCDC CELEBRATES 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 in the Bancshares building just outside of Toledo on Route 121. Everyone is welcome and thank you for your support!!

