

# Cumberland County Development Corporation

# Community News

Volume 5 Issue 4 Winter 2007 Issue



## INSIDE THIS ISSUE:

◆Feature	2
◆Director's Message	2
◆Cumberland County Businesses of the Month	3
◆Become a Member of CCDC	4

## 20TH ANNUAL DINNER

Registration began at 6:00 p.m. President Billie Chambers welcomed at those in attendance. The meeting was called to order, and CCDC Director Sara Layton led the group in the Pledge of Allegiance to the American Flag. Minister Bill Cox of the Toledo Christian Church gave the invocation.

Mike Saathoff of Saathoff's Catering in Greenup catered a wonderful meal. After dinner, the business meeting was held. The first order of business was the approval of the minutes of the 2006 Annual Dinner and Award Ceremony. Neoga Representative, and past CCDC President, Bill Steichmann made the motion to approve the minutes, Toledo Representative, Ron Shambaugh seconded the motion. The motion passed. Next, Jewett Representative, Wes Chambers made a motion to approve the Financial Report. Toledo Representative, Ron Shambaugh seconded the motion. The motion passed. Rick Hunt, Membership Chairperson, spoke about membership and the goals for the coming year. He stated that he would love to have as many members as possible to CCDC.

CCDC Director, Sara Layton gave her report. Layton thanked everyone for coming to the event. She stated that she loved the idea of celebrating community, family and business and that the picnic themed meal was the perfect accent to the tradition-rooted life we all lead as Cumberland County residents. Layton reported thirty-seven new businesses opened in Cumberland County in 2007. She informed those present of all the things that CCDC has helped with in the last year, such as grant writing, Revolving Loan Fund assistance, trainings and workshops, the Business of the Month profiles, small business development and assistance, and the Hometown Shopper campaign, among other community projects. Layton stated that she is so proud of the CCDC Board of Directors for their dedication and how much they support her as the one staff person. Layton ended her report by stating "We are celebrating 20 years tonight, but this is just the beginning for CCDC!"



Billie Chambers, President

(Continued on page 3)

## 20TH ANNUAL DINNER & AWARD CEREMONY PICTURES



## Top Ten Trends in 2008

1. **Millennials**-This generation, ages 10 to 27, dwarfs the Baby Boomers in size. These young people are going to be the most entrepreneurial in the history of the USA. I'm finding incredible examples of what these young people are already doing. You need to be recruiting and retaining the Millennials.
2. **Retirement as Strategy**-The oldest Baby Boomer turned 60 in 2006. Several communities are actively recruiting young retirees to them. These young retirees aren't going to be passive, they are going to be starting new businesses, volunteering and transforming the communities that are able to attract them.
3. **Education**-This isn't Kansas, Toto! The jobs of the 21st Century are increasingly going to go to the well educated. Towns that have world class primary and secondary schools are going to be the winners. Entrepreneurial education is going to increasingly be pushed down to Kindergarten. Community Colleges will be the key to the constant retraining of the work force due to the rapid changes taking place in our economy.
4. **Promises**-It started with Kalamazoo, MI which promised to pay the college education for anyone who attended its grade and high schools. Newton, IA, and El Dorado, AR have followed suit. Several others are looking to follow. Huge driver of where the Gen Xers and Millennials are going to decide to raise their families. Employers will follow.
5. **Water, Water, Water**-You can't have enough of it. Boomers are going to want to live on it, the west is starting to fight over it and those that have control of it will rule.
6. **New Urbanization**-Downtowns are hot! Boomers and young professionals don't want to drive for everything. The old walkable neighborhood is back.
7. **Enviropreneurs**-Green is increasingly growing in importance. Many local entrepreneurs are investing everything to get in on the front edge of this trend.
8. **Niche Ag**-Farmers are increasingly diversifying from a dependence upon traditional commodity crops to new niche products. Local food production is also driving this trend as is the growing interest in all things organic.
9. **Premiumization**-It started with coffee but has been embraced in many other products like honey, chocolate, vodka, cheese, breweries and others.
10. **Birds Beating Birdies**-The fastest growing spectator sport in the USA is bird watching. Geo-caching, biking, hiking and extreme water sports are also growing in importance. Golf will still be important for some, but won't be as dominant as in the 90s.

Source: Boomtown Institute (Jake Schultz)

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## DIRECTOR'S MESSAGE



I am very interested in the above list of top 10 trends to expect in 2008. As I work in the community, I continue to become more and more aware of the tendencies of our local culture. Cumberland County may be unique in its make up, although not much different from many other small, rural areas throughout America. We are all trying to earn a stable salary, raise our children with solid values and strong ethics and prepare ourselves for the future while setting a good example for the next generation. We own homes, businesses and vehicles. We work every day to get to the place where we can help our children through college, weddings and babies. Families plan ahead so they can boast a debt-free retirement and move on from this world without becoming a burden to the generation that will be left behind. I am talking about Cumberland County, IL. but could be referring to any rural county in the USA with a similar population base and history. If you are proud to be a part of this community, as I am, please join me as we celebrate who, and why, we are! Spring is approaching and we are all ready to get outdoors for a breath of fresh air. See you there!!!

## CCDC HONORS LOCAL BUSINESSES EACH MONTH!

### Brown Seed Enterprises

Agricultural research and development and hybrid seed development and growth are the mainstays of Brown Seed Enterprises, a Cumberland County business for 24 years. The family owned business started in 1983 and employs 16 people in addition to the family. Brown Seed takes pride in the fact that they do not practice layoffs. They strive to keep jobs local to improve the economy of the local employment base.

The company just completed an expansion project and erected an additional warehouse and has increased their research facility all using as much local labor and as many local resources as possible. Brown Seed uses E-85 fuel in most of their company vehicles and bio-diesel or 50% ethanol in all others. The seeds that aren't utilized for retail are recycled for other market use. Local farming conditions dictate Brown Seed's research and development methods. Their seed genetics are specific to Cumberland County and Southern Illinois farmers.

Dennis Brown, Owner and developer of ARISE® seed products, mentioned that Brown Seed is the largest seed wheat producer in the state of Illinois and continues to grow in the corn and soybean market. Retail sales of their Arise product is much of what Brown Seed does, serving the Southern ½ of the state of Illinois, but Brown Seed also provides other industry services to multinational or independent breeders.

Brown Seed is competing in the multinational market place against companies that are held accountable by their shareholders. What makes Brown Seed different? Brown Seed is held accountable by their customers and by personal integrity. Dennis Brown should be proud to have his name attached to a company whose reputation now speaks for itself.

Special Olympics, school projects and sports teams are just a few of the local and area events in which Brown Seed Enterprises participates. Dennis Brown and his team can be contacted by calling 217-895-2335 or 888-895-2335 or by visiting the office at 289 County Road 550 N in Neoga.

### Creative Images

Greg and Angie McElravy, Owners, are honored to have been nominated for, and selected as, Business of the Month. Angie, Salon Opera-

tor, graduated from Lake Land School of Cosmetology and went to work as a hair designer nine years ago. Angie worked at Designs Hair Studio in Casey for two years before opening Creative Images in Jewett to be closer to home and family.

In July 2005, Angie and husband Greg went into business together as they opened the salon as a way of making it possible for Angie to care for their two young children and still continue doing what she loves for a living. Angie said, "With two small children at home, I feel so blessed to be able to balance my career and family this way. My clients know that when they come in for service, they will have a visit with my son, too".

Creative Images offers full service, family hair care by providing cuts, color, highlighting, low lighting, color correction and perms, as well as, waxing services for men, women and children. Creative Images offers formal styling for weddings, prom, pageant contestants and special events. Angie mentioned that she takes special interest in creating new styles for the girls to wear and uses Iso and Rusk products while offering Kenra and Rusk products for sale.

Greg and Angie McElravy are proud to be able to contribute to and support many local and area events and activities through the salon. Angie takes special interest in supporting local pageant contestants, Cumberland Post Prom and school sports programs.

Angie said, "I want to make sure my Cumberland County clients know how much I appreciate their support over the last two years."

Creative Images is located at 1000 Cumberland Road in Jewett, IL. Hours of operation are Monday through Wednesday from 9 am and by appointment only on Saturday. You can reach Angie by calling 849-2850 for an appointment. Please take this opportunity to join Cumberland County Development Corporation and congratulate Creative Images for continued success.

### Mane Street Hair Design & Tanning Salon

Pam Donsbach, Owner, first opened Mane Street Hair Design in her family home 18 years ago. Pam had young children and was able to continue working with a flexible schedule for many years. Then in 1999, her business had grown to drastically that she said, "I realized it was time to make it or break it. People were asking for tanning services and other things that I didn't have the space for in my home salon."

To better serve the community, Pam, and husband Bob, found an old house on Main Street that was for sale and purchased it. After renovations, the building became the Mane Street Hair Design and Tanning Salon that we know today. Pam said, "I keep adding services and offering items in my shop so that local people don't have to leave town to get what they need and want." Currently, Mane Street is offering a line of purses and jewelry items.

Mane Street has grown from a one-woman salon to having four stylists, including a nail tech and massage therapist. Pam has been doing hair for 30 years and works hard to keep up on the latest styles, including color and foiling, which she especially enjoys. Angie, formerly of Heather's Hair Studio and Cumberland Nursing Center, has been in the business for 15 years and lives in Toledo with her husband Dave and two children Samantha and Kody. Teresa does nails and hair at Mane Street. Michelle works as a stylist. Brandi Koneig does massage therapy, including hot stone, raindrop, and reflexology for men and women.

Mane Street Hair Design and Tanning Salon is a full service, family hair salon serving men, women and children. Mane Street carries a variety of lotions for tanning, and Scruples, Graham Webb, CHI and Beverly Hills (expected this month) products for hair. This local business offers gift certificates and accepts Toledo Merchant Dollars for any product or service.

The ladies of Mane Street Hair Design and Tanning Salon would like to thank their clientele for being so patient over the years and the community for the continued support. Balancing a career, family and community involvement takes a concerted effort and Pam and her staff have shown that it's possible over the years. A special thank you is reserved for Bob Donsbach for always being the "man behind the women" and working hard to keep the atmosphere at Mane Street a current one and always making sure the trashcans have been emptied.

Please take this opportunity to stop in and congratulate Pam and her staff on their accomplishments and continued success. Mane Street has hours available Monday through Saturday starting at 8:30am and by appointment. Visit 207 East Main St, Toledo or call 849-2602.

(Continued from page 1)

Next, Bill Steichmann asked for a motion to approve the slate of officers for 2008. Toledo Representative, Misty Bauguss made the motion to accept the officers as nominated. Bill Steichmann seconded the motion. The motion was approved.

Next President Chambers asked Director Layton to present the 2007 Economic Development Person of the Year. Layton briefly touched on the highlights of the nomination letter before emotionally presenting the award to a very deserving Wes Chambers. President Chambers then announced the recipients of the 2007 Hall of Fame Awards. She briefly touched upon the highlights of each nomination letter before presenting the Hall of Fame Awards to Gene Nichols, Nancy Sowers, and Donna Whitaker. Next Director Layton presented a Proclamation to First Neighbor Bank for their dedication and continued support of Cumberland County Development Corporation. Scott Bland, Vice President, accepted the plaque on behalf of First Neighbor Bank.

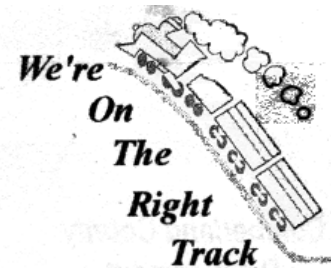
Keith and Company provided entertainment. Keith's comedic style and ventriloquist antics kept the audience on their toes. His "Grandpa" skit was very funny, almost becoming a roast of Gene Nichols. In his interactive skit, he brought up five community members: Sara Layton, Billie Chambers, Wes Chambers, Brad Fitch, and Chuck Layton. They were living dolls that he was the ventriloquist for. They did a rendition of "Old MacDonald."

Lastly, President Chambers and Director Layton handed out the door prizes with help from Liberty Dunaway. President Chambers gave the closing comments. The meeting adjourned at 8:30 p.m.

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Rick Hunt  
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Jerry Sherwood  
Bill Steichmann  
Dave Shupe  
Misty Bauguss  
Glenda Fritschle  
**Director**  
Sara Layton

**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 at the Annex building on the square in Toledo. Everyone is welcome and thank you for your support!!

