



Pike County
Economic Development Corporation
1301 E Washington
PO Box 214
Pittsfield, IL 62363
217-440-5101
www.pikeedc.org

Important Reminder!

Set up your Email Spam Filter to accept:

gsheurman@pikeedc.org

This will ensure timely delivery of any email correspondence you may receive from PCEDC.

2014-2015
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Craig Gengler
Kent Goewey
Lance Kendrick
Taylor Rakers
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Secretary: Karrie Spann
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Development Matters

Volume 3, Issue 6—July 2014

Welcome to the July 2014 edition of *Development Matters*, a monthly newsletter of the Pike County Economic Development Corporation. As a valued member and supporter of PCEDC, you will receive this monthly newsletter to help keep you informed of our activities and possible opportunities for businesses and area organizations. We hope that you will find the information useful and beneficial.

PCEDC is dedicated to our mission to support and expand business and employment by improving the quality of life, utilizing our human and natural resources, and by promoting communication and partnerships throughout Pike County.

Executive Director's Corner



Gina Sheurman,
Executive Director

It seems like every year, we get to the end of July and ask ourselves—"Where did the summer go?" It is hard to believe that we are already preparing for back to school, fall festivals, fall hunting and cooler weather.

The next few months are filled with great opportunities to get involved in the community and participate in our work through Pike County Economic Development Corporation. Pike County Economic Development Corporation, JWCC, and the Workforce Investment Board of Western Illinois, in conjunction with Workforce Development Week (August 24th through August 30th), will be hosting a Workforce Development Symposium/Job Fair on Tuesday, August 26th. In many discussions with various businesses throughout the area, it has been a consistent message that employers are looking for a qualified workforce and having, at times, difficulties in finding qualified individuals or keeping individuals in those positions. We are opening the invitation to your business to join us on August 26th to participate in this event, and more information can be found later in this newsletter.

We have many other activities scheduled throughout the fall. On September 9th, we will be hosting our Quarterly Business Education Roundtable from noon to 2pm at the Farm Bureau Auditorium. We will be giving an update on our Workforce Readiness Certificate Program, as well as diving further into discussions on mentoring in our area. In October, we are making plans for a series of workshops for Small Businesses, as well as hosting a Fall Rural Economic Development Roundtable for our members and key stakeholders in the community. The next few months will be filled with great opportunities for networking and building on the success that we have seen in the first part of 2014.

Pike County has been blessed with a prosperous time, seeing many businesses growing and new businesses coming to town. We encourage all of you to shop local, buy local and support these businesses that make up the framework of our business community. Visit the local festivals, support the local organizations and communities—this all is a critical part of economic development and community development as a whole.

We thank you for your support and dedication to the Pike County Economic Development Corporation, and we invite you, if you are not already, to join us as a member. There are many great opportunities and benefits that are included in your membership, and I truly welcome the opportunity to talk with you about the work we have done, continue to do and plan to do in the future.



5 Social-Media Tips to Enhance Your Marketing

John Rampton—Contributor to www.entrepreneur.com

Could your marketing campaign use a little flair in the [social-media department](#)? If so, here are five helpful tips to enhance your marketing via social media:

1. Share at the best times.

There may not be an exact best time to post, but data analytics firm [SumAll](#) found the optimum times to post on various platforms as follows: 9 a.m. to 11 a.m. EST for Google+, 1 p.m. to 3 p.m. for Twitter, 1 p.m. to 4 p.m. for Facebook, 7 p.m. to 10 p.m. for Tumblr, 5 p.m. to 6 p.m. for Instagram, and 8 p.m. to 11 p.m. for Pinterest. I've personally found that women tend to be online late on Facebook, Instagram and Pinterest. I typically wait until around 10 p.m. or 11 p.m. to post. When I'm working with an ecommerce site, the best time for me to post is Thursday night. My previous company Organize could sell almost three times the amount of products online on Thursday night as compared with any other night of the week.

2. Grow your email list.

Yes, email is still popular. In 2012, 91 percent of consumers reported checked their email everyday, according to a survey by [Exact Target](#), now part of Salesforce. Furthermore, it found that email is the preferred channel for customers. What does this have to do with social media? Since email can be a major asset in a marketing campaign, try to gain more email subscribers. Provide a sign-up form on your website or on Facebook through one of many apps, offer incentives for customers to join an email subscription list or run a contest.

3. Conduct A/B tests.

How can a company owner learn if a social-media campaign is reaching the intended audience or figure out which components customers liked? Run a simple [A/B test](#), also known as split testing. [GetResponse](#) can help a business test what works when contacting customers through email. [Optimizely](#) can aid a company with A/B testing of its website-landing pages and other pages.

4. Send the right message to the right platform.

Every social media platform serves a different purpose and draws a distinctive audience. Understanding this can make your marketing efforts go more smoothly. For example, you wouldn't want to promote a law firm on Instagram or Pinterest. Evan LePage, a writer for HootSuite, explains that Twitter users enjoy an [image that has been attached](#), Facebook users like pictures and [can't stand asking for likes](#) and Google+ followers are [passionate brand advocates](#). Test each platform to see how your audience responds. I've found that women tend to be on Pinterest, Instagram and Facebook, and men turn to Twitter and Google+ more. Here is [additional data](#) from Alex [Hillsberg](#) on how men and women use social media.

5. Don't just rely on organic strategies.

In a perfect world, [organic search-engine optimization](#) efforts would be enough for all your marketing needs. And best of all, it's free. But the world isn't perfect. Sometimes you have to [pay for a spike in traffic](#). A pay-per-click strategy is a great way to get immediate results. [Use Google Adwords](#) to advertise near specific searches of keywords and you'll only pay if someone clicks on your ad. And all the major social media platforms, including Facebook and Twitter, offer opportunities to purchase ads. Advertising is available on YouTube and Reddit. Consult Larry Kim's [guide](#) on this topic. When you pay for placements, you expand your outreach outside of your current community of contacts in a rapid and effective way. While organic strategies are great, it doesn't hurt to shell out money for ad placements on social media networks.



Workforce Development Week Activities

Pike County Economic Development Corporation, JWCC, and the Workforce Investment Board of Western Illinois, in conjunction with Workforce Development Week (August 24th through August 30th), will be hosting a Workforce Development Symposium/Job Fair on Tuesday, August 26th. In discussions with various businesses throughout the area, it has been a consistent message that employers are looking for a qualified workforce and having, at times, difficulties in finding qualified individuals or keeping individuals in those positions. We are opening the invitation for businesses to join us on August 26th to participate in this event at 11am for a job fair.

We are looking for employers that have or will have job openings through Thanksgiving, willing to give a brief presentation or have applications on hand, and participate in on-site interviews/screenings. We would like to use those businesses participating in marketing efforts as well. The tentative outline of the day is the following:

- 9AM—Welcome/Introduction
- 9:15AM – 11:00AM—Resume Review, Application Tips, Interview Tips
- 11:00AM—Job Fair portion opens to morning participants, with general public being welcome following

We are asking employers to be available during the 11am to 1pm time period for the actual Job Fair/Screening event. If you are interested in participating, please contact us by calling 217-440-5101 or emailing gshurman@pikeedc.org by Wednesday, August 6th. We will begin formulizing marketing to go out by Monday, August 11th. Thank you again for your dedication and support to Pike County and the surrounding area. We hope, in working together, that we can continue to address Workforce Needs.

Quarterly Business Education Roundtable Scheduled for September 9th

You are cordially invited to a Business/Education Roundtable luncheon. The event will be held Tuesday, September 9th, 2014, at the Pike County Farm Bureau Auditorium in Pittsfield from Noon to 2 pm with lunch being provided. The event is being sponsored by the Pike County Economic Development Corporation and the Workforce Investment Board of Western Illinois.

During this roundtable, we will be updating everyone on our *Workforce Readiness Program*, as well as facilitate discussions on future projects and the collaborative efforts of Pike County Businesses and Pike County Schools. The Workforce Investment Board of Western Illinois (WIB) has established as one of its priorities – to facilitate a stronger connection among the WIB, the business community, economic development, and secondary education. Throughout the nine counties the WIB is partnering with the economic development entities to host a dialogue among business and education leaders to address the “future” workforce and other related workforce matters. To plan accordingly for food and space, please RSVP by September 3rd via email at gshurman@pikeedc.org or by phone at 217-440-5101. We hope to see you there!





PCEDC Job Alerts

Local Computer/IT Firm seeking skilled technician

We are working with a local company to field resumes for potential interviews. A local computer/IT firm in need of skilled technician for Pittsfield and Jacksonville area IT needs. Candidate should possess CompTIA A+ certification and college bachelor's degree. Network+, Security+, Cisco, and Microsoft certifications a plus. 5 years plus experience with Windows desktop and server, Apple operating systems, Cisco networking equipment, and knowledge of DNS, wireless, printers, and internet technologies recommended. Excellent custom service skills required. Salary commensurate with experience and education, excellent benefits package available. PCEDC is assisting the local company by facilitating preliminary resume collection.

Please pass this information along to anyone that may be interested and direct all resumes to the attention of:

PCEDC

Job #2014-01

PO Box 214

Pittsfield, IL 62363

LODGE COORDINATOR (Michael, IL)

compensation: **To be determined**

We are looking for an ambitious, handy, outdoors person with people skills. Must have computer knowledge, be very organized with a high attention to detail to run a lodge and help with farm chores. Living arrangements could be available. Please submit resume and a cover letter telling us about yourself and your long term goals to: jonahwhite48@yahoo.com and info@billybobproducts.com

We are an equal opportunity employer

Pike County Farm Bureau to host meeting regarding “Ditch the Rule”

“Waters of the U.S.” Ditch The Rule

- ★ What's the EPA water rule all about?
- ★ What's at stake for farmers, homeowners, businesses, and local governments?
- ★ What can you do to Ditch the Rule?

6:00 p.m.; Wednesday, August 6, 2014
Pike County Farm Bureau Auditorium
1301 East Washington St, Pittsfield

RSVP for Light Supper at 217-285-2233 or 217-742-3351



PCEDC & Pike County Event Calendar

August Events:

PCEDC Renewable Energy/Telecommunications
Committee Meeting
Friday, August 1st, 2014
10:00AM
Farm Bureau Conference Room

PCEDC on the WBBA Spotlight Show
Monday, August 4th, 2014
9:00AM
FM97.5-WBBA and www.wbbaradio.com

PCEDC Promotions/Marketing/Membership
Committee Meeting
Wednesday, August 6th, 2014
9:30AM
Farm Bureau Conference Room

Pike County Farm Bureau “Ditch the Rule” Meeting
Wednesday, August 6th, 2014
6pm
Farm Bureau Auditorium

Pittsfield Main Street Movies in the Park
Thursday, August 7th, 2014
Pittsfield Courthouse Square
“Lego Movie”
Activities start at

Baylis High Point Glory Days Festival
Friday, August 8th—Saturday, August 9th, 2014
Parade @ 2pm on Saturday

East Pike Lending Library Ribbon Cutting & Fundraiser
Saturday, August 9th, 2014
3:30PM—Ribbon Cutting
4:00PM—Fundraiser Begins
East Pike Lending Library—Detroit, IL

August Events (continued):

Pittsfield Main Street Movies in the Park
“No Reservations”
Thursday, August 14th, 2014
Pittsfield Courthouse Square
Activities start at

Nebo Vin Fiz Festival Parade
Saturday, August 16th, 2014
11AM

86th Annual Hull Town Picnic
Friday, August 15th-Saturday, August 16th, 2014
Parade @ 1:30PM on Saturday

Pittsfield Main Street Movies in the Park
“Toy Story 3”
Thursday, August 21st, 2014
Pittsfield Courthouse Square
Activities start at

Perry Pioneer Days
Friday, August 22nd-Saturday, August 23rd, 2014
Parade @ 2PM on Saturday

PCEDC Monthly Executive Meeting
Monday, August 25th, 2014
5:30pm
Farm Bureau Conference Room

Pike County Board Meeting
Monday, August 25th, 2014
7:00PM
Upper Courtroom of the Pike County Courthouse

PCEDC Workforce Development Event
Tuesday, August 26th, 2014
Pike County Farm Bureau



Not a member of PCEDC...join us today!

It is because of the generosity of business and community partners that we are able to fulfill our mission to enhance the economic future and quality of life in Pike County by expanding employment opportunities through promoting the expansion and retention of business and industry, coordinating local and state resources to existing businesses, and by uniting Pike County community by coordinating economic development activities and cultivating partnerships. We are fortunate to have many great partnerships in the area that have helped us to promote economic development. If you are not part of our growing network, we invite you to become a member of PCEDC by simply filling out the information below and mail the form and payment to : **Pike County Economic Development Corporation, PO Box 214, Pittsfield, IL 62363**. We thank you for your continued support to the growth and development of Pike County!

Individual / Company Name: _____

Contact Person: _____ Title: _____

Mailing Address: _____

Phone: _____ Fax: _____ Email: _____

Website (if applicable): _____

Please add me to the mailing list for future correspondence

Membership Level:

Contributor (\$1—\$99) Associate (\$100-\$499) Voting (\$500 +)

Local Government (Based on Per capita-Please contact office for more information)

More information on membership benefits is available by visiting www.pikeedc.org

A Few Reminders!!

Don't forget to tune in to 97.5FM WBBA Radio on the first Monday of every month at 9am to hear PCEDC on the Spotlight Show!

Upcoming Events—Please Save the Date!

PCEDC Monthly Meeting—August 25th

Business Education Roundtable—September 9th, 2014

Fall Rural Economic Development Roundtable—Tentatively set for October 23rd

2015 Inventor & Small Business Expo—February 28, 2015

Find us on Facebook and Follow us on Twitter!