



Pike County Economic Development Corporation

Pike County
Economic Development Corporation
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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
PCEDC Board of Directors

Jim Brown
Craig Gengler
Kent Goewey
Lance Kendrick
Taylor Rakers
Steve Schaefer
Jim Sheppard
Karrie Spann
Robert Wood

2014 PCEDC Officers

Chairman: Jim Brown
Vice-Chair: Lance Kendrick
Secretary: Karrie Spann
Treasurer: Taylor Rakers



Development Matters

Volume 3, Issue 5—June 2014

Welcome to the June 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 always seems that this time of the year, you look down and see that it is the end of June, and wonder where did the last six months go? As we prepare for the second half of 2014, PCEDC is working on several initiatives through our committees and Board. We had a very successful first half of the year, and we hope to build off the momentum we have gained to finish the year strong and effective.

The committees are working hard on their action items and goals for 2014, several setting dates for events and projects.

The Small Business and Entrepreneurship Committee has taken the time to re-evaluate the 2014 Inventor & Product Fair, and we are excited to announce some changes to the event, beginning with the name and purpose. Beginning in 2015, what was formerly known as the Inventor & Product Fair will now be The Inventor & Small Business Expo. We have secured a date of Saturday, February 28th, and I encourage each of you to watch for updates as we go along in the planning process. We hope to attract more small businesses with these changes and offer more resources and presentations for all levels of business and expertise. We also had a very successful Rural Economic Development Roundtable, and our Board has decided to continue this series of Roundtables. We will tentatively schedule our next Rural Economic Development Roundtable for October, and we will be passing along more information in the coming weeks and months.

One of our biggest accomplishments out of this first six months of 2014 was the awarding of our first round of Workforce Readiness Certificates to area High School seniors. Twenty-one students from throughout Pike County achieved this certificate, and we are excited about the future of the program and how this could impact employers in our area and beyond. As many of you know, we were fortunate to receive funding for the first year of the program from the Tracy Family Foundation, and we thank them for all of their support. If you would like to learn more about how you can help with the future of this program, please contact me and we can set a time to meet and discuss...the saying that it takes a village to raise our children could not be more true in this instance!

Thank you again for your support and dedication to the Pike County Economic Development Corporation...we couldn't do our work without you!



20 Reasons to Start Your Own Business

Mike Templeman, Contributor to Entrepreneur.com

If you're an entrepreneur you have heard the million reasons not to go into business: It's too risky, you might go into debt, you'll probably lose sleep, your social life is kaput, and the list goes on. But even with all these uncertainties, people are still attracted to the startup world. There are just as many, if not more reasons to take the leap and go into business for yourself. Here are just a few:

- 1. Spare time.** This one can take some time. Initially you'll work longer hours for less pay. But if you do it right, you could start to master your schedule and the freedom that being an entrepreneur provides is awesome.
- 2. A story to tell.** Whenever I tell someone I run my own business, they always want to know what I do, how I do it and how it's going. I always am able to provide a tale or two, and the best part is that I get to determine the story's chapters. (When working for a corporation, people most likely have less input.)
- 3. Tax benefits.** For entrepreneurs (freelancers included), they have the opportunity to take advantage of some nice tax perks. Many can write off expenses like travel, food, phone bills, portions of car payments, and the list goes on. Also, certain startups qualify for government incentives. Make sure to ask your accountant about what tax benefits you may be eligible for.
- 4. Pride.** When you build something successful, it's a great feeling. You had a vision, were able to execute it and not can reap the benefits of saying "I did this." On the other hand, it's tough to be proud of the zillionth request for proposal you fill out for your employer.
- 5. Your posterity.** If you're a doctor, plumber or bus driver it's hard to imagine you passing your career on to your loved ones. But if you own your own business, that's something you can pass on to the next generation. And be proud of it, because you created it.
- 6. Job security.** Have you ever been laid off, downsized, or fired? If you have, you get this. With entrepreneurship the security lies in the fact you are your own boss. You run the show and don't have to worry about getting let go.
- 7. Networking.** Entrepreneurs are communal creatures. We love to meet each other, swap stories, and learn from each other's experiences. Your circle of friends and acquaintances always grows when you become an entrepreneur, as many founders need others to lean on to survive and talk about the challenges only known to them.
- 8. Doing good.** While this isn't exclusive to entrepreneurs, it's definitely a perk. You control where your company profits go and if you choose, you can give allocate your financial gains to others. You can sponsor a charity, a non-profit or just personally give back to the community. This is quite honestly one of the best parts of being an entrepreneur.
- 9. Novelty.** We, as humans, love new experiences but rarely can you experience a host of new things from inside your cubicle. This all changes when you are running the show. Starting your own business will ensure you'll always be facing new challenge and experiencing something new.
- 10. Mentorship.** Having had mentors and getting to be a mentor have been some of the best experiences of my life. Learning from the masters and getting to help those less experienced than you gives you such a sense of satisfaction. From my experience (and other's stories) the entrepreneurial community is very willing to give back and lend a helping hand.



11. Becoming an expert. This point goes along with mentorship. Regardless of what you do as an entrepreneur, if you stick with it, you'll probably become very good at it. And this gives you a sort of soapbox, so use it. You'll have the chance to be interviewed for your expertise, write about it and get to spread your message.

12. Skills. People ask me how I learned about SEO, social media, pay-per-click, PR and all the other marketing techniques I utilize. I tell them that I was forced to learn them, otherwise I wouldn't survive. The same way I was forced to learn how to build a spreadsheet, how to balance a budget, how to negotiate leases and countless other skills I picked up because I was the only resource I had. While developing new skills can be tough and takes times, it can pay off in spades. These skills will be invaluable throughout your life.

13. Determination. Everything I've done as an entrepreneur has affected me in my personal life. I used to be poor at committing to changes. But having been an entrepreneur for over a decade has forced me to become dedicated and determined to causes. (Now I can stick to an exercise plan much easier.) I'm also better at being a father and husband because of that determination I learned.

14. Recognition. There are literally thousands of local, regional and national awards that recognize entrepreneurs in every field and industry. This shouldn't be your only reason to start your business, but it certainly is a great feeling when you receive this recognition.

15. Financial independence. Let's be honest, this is probably the biggest reason people get into business for themselves. And that's a good thing! You should want financial independence. However you define financial independence – retirement stockpile, unlimited cash potential or having the money to buy what you want -- entrepreneurship can allow you to achieve it. Trust me, money doesn't buy happiness, but it does make finding happiness much easier.

16. Reinvention. I've started and sold several companies over my career. And every time I sell a company, I'm presented with an opportunity to reinvent myself all over again. On the flip side, if I had received my law degree, I'd be a lawyer (not a lot of room to recreate myself). But as an entrepreneur, I get to be whatever I want to be.

17. Change the world. Everyone jokes that every entrepreneur says they're going to change the world. It's difficult to imagine how a cell phone accessory kiosk in the mall is going to change the world. But there are those that do succeed. Take a look at Elon Musk, Bill Gates, Sergey Brin, and the countless other entrepreneurs who really have changed the world in some small (or major) way.

18. Create jobs. There's nothing like the satisfaction of knowing you're responsible for the success of your employees. Your ideas provided them the opportunity to earn a living, provide for their family and fulfill their own dreams.

19. Your brand. Being known for something is awfully enjoyable. People may start referring to you as the marketing guy, or the retail maven or the software guru. Whatever it is you're recognized as, it's fun to build that brand and earn that recognition.

20. Your reason. I've given you a list of why I think you should get into business. But all that really matters is your reason to start your own business. So, what is it? Tweet out this story and add your reason. Comment below and share with us why you did it. I know it will be a good one.

CHILDREN'S COLLEGE

PITTSFIELD
YOUNG
ENTREPRENEUR

for children grades 3-7



July 14 - 25

Monday-Thursday, 9:30 am to 11:30 am

Be your own boss. Identify, develop, market and launch your own business. Make that lemonade stand, art bracelet, snow shoveling or any other great idea into a successful business, even at a young age.

Learning Objectives:

1. What makes a business idea worth pursuing
2. Understanding what profit and loss are and what affects them
3. Basics of advertising and marketing
4. What it's really like to be the boss

Register by phone at **217.641.4905**.



JOHN WOOD
COMMUNITY COLLEGE

Pittsfield Education Center
1308 West Washington
217.285.5319

"Each child will

come away from the
experience with a better
idea of what makes
a business work and
the responsibilities
that come with being
a business owner.

Towards that end we
will work on designing
and running our own
businesses where the
kids will make their
own business plans
and decisions."

-Gordon Forbes
instructor



PCEDC & Pike County Event Calendar

June Events:

Illini Hospital Groundbreaking
Monday, June 30th, 2014
10am
Pittsfield, IL

PCEDC Business Retention/Workforce Development
Committee Meeting
Monday, June 30th, 2014
1:30pm
Farm Bureau Conference Room

July Events:

PCEDC Promotions/Marketing/Membership
Committee Meeting
Wednesday, July 2nd, 2014
9:30am
Farm Bureau Conference Room

PCEDC Office Closed in Observance of Independence Day
Friday, July 4th, 2014

PCEDC on WBBA Spotlight Show
Monday, July 7th, 2014
9am
97.5FM-WBBA Radio

Pike County Pig Days
July 11th-12th, 2014
Pittsfield, IL

July Events (continued):

JWCC Children's College
Pittsfield Yong Entrepreneur
July 14th-25th, 2014
Pittsfield Education Center—Pittsfield, IL

Pike County Fair
July 17th-20th, 2014
Pike County Fairgrounds
Pleasant Hill, IL

PCEDC Monthly Executive Meeting
Monday, July 28th, 2014
5:30pm
Farm Bureau Conference Room

Pike County Board Meeting
Monday, July 28th, 2014
7:00pm
Upper Courtroom of the Pike County Courthouse
Pittsfield, IL





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—July 28th

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!