

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.

2015-2016
PCEDC Board of Directors

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

2015 PCEDC Officers
Chairman: Jim Brown
Vice-Chair: Lance Kendrick
Secretary: Karrie Spann
Treasurer: Jim Sheppard



VOLUME 4, ISSUE 1—MAY 2015

Welcome to the May 2015 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

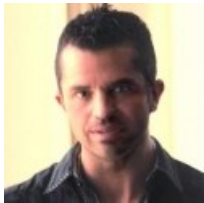
It is hard to believe that it is already May, and what a year 2015 has been so far! We recently held our 2015 Annual Meeting to celebrate the successes and accomplishments of the last year and to lay out plans for the future. Looking back over the past year, it is amazing to see what we have done as an organization and as a county.

Just a year ago, we awarded 21 Pike County Students with the first Workforce Readiness Certificates. These 21 students successfully met the criteria required to earn the certificate, which is an endorsement acknowledging that the individual is capable and prepared to successfully enter college, the military or the workforce—whatever their path may be. We rolled this program out to all four Pike County schools this past year, and we are anxiously awaiting the awarding of the 2015 Certificates this month. Workforce Development continues to be an ongoing issue in today's society, and programs such as this are critical in preparing our youth for life after high school. We thank those who have supported the program, and we thank the students, schools and parents for their participation.

Looking at the coming months, we have many great events planned. We continue to work on Business Workshops as part of our RMAP grant through USDA. We are also planning our 2015 Rural Economic Development Roundtable and our next Quarterly Elected Officials' Meeting, both scheduled for June 18th. Probably one of the most exciting things for this summer is the addition of an intern for the PCEDC Office. In the coming weeks, we will be welcoming Shannon Gates as our Summer Intern. She will be splitting her time between PCEDC and MECO Engineering, and we are excited to have her with us in a hands on capacity.

As always, I thank each and every one of you for your continued support of Pike County Economic Development—you are helping create a foundation for the future!

5 STEPS TO BECOMING A RECOGNIZED LEADER IN YOUR FIELD



Michael Simmons

Contributor
Entrepreneur.com

Author and
Co-Founder of
Authority Alchemy

As the old adage goes, “All other things being equal, people buy from people they know, like and trust.” This is where authority marketing comes into play.

Put simply, authority marketing is using your knowledge of the business world as a marketing technique to garner customers and sales.

As Dan S. Kennedy, known as the Godfather of direct marketing, succinctly put it: “If you aren’t deliberately, systematically, methodically—or rapidly and dramatically—establishing yourself as a celebrity, at least to your clientele and target market, you’re asleep at the wheel, ignoring what is fueling the entire economy around you, neglecting development of a measurably valuable asset.”

By being considered a reputable, trustworthy expert within your industry, you can help simultaneously help bring awareness to your business – and hopefully more sales.

Here are five ways you can become a leader in your industry:

1. Be the educator and advocate for your market

To position yourself as an expert in this field and thus increase your customer base, posting regular blogs on your company’s website that showcase your expertise is wise.

For example, if you wanted to position yourself as the leader in the lawn care world, you could blog about what types of plants should be introduced at what time of year or offer tips on how to naturally repel harmful bugs from shrubbery. This not only helps customers, but it also confirms your status as expert in your field – and potentially lead to more sales.

2. Give interviews

When possible, give interviews on local TV or radio stations. Or ask publications to reach out to you if they need someone to speak on a topic that you are an expert on. This will allow people who never knew you existed to have the chance to see what you are all about.

During your interview or talking point, share information pertaining to your business as this will make you seem helpful, knowledgeable and giving – all traits which will garner you more attention and respect.

3. Write a book

Just as you share tips and such with your customers on your blog, it is also a great idea to write a book, even if it’s short. You can even turn your existing blog posts into a Kindle book and publish on Amazon.

4. Speak at or hold a conference

Look for conferences that are in your field and reach out to see if you can be a panelist for one of the sessions. By getting in front of your peers or potential customers at a major event, you are positioning yourself as an authoritative figure in the industry.

If there is no way to garner a speaking spot at an already planned conference, consider hosting your own. By doing so, you also have the opportunity to advertise your business (through sponsorship and ads) while also being seen as a pro in your market.

5. Start a podcast

Podcasting is a wonderful tool to utilize in order to increase your outreach and confirm your position as an authority in your field. Use the podcast to share some useful tidbits about your business, along with advice that others can use. To do so, focus each episode on one specific problem you can solve for your target market.



The Quincy Herald-Whig is seeking nominations for its "20 under 40" awards that honor local business and community leaders.

The Herald-Whig is creating this special publication to honor people under the age of 40 in west-central Illinois and northeast Missouri who make differences in many ways. We are asking our readers to submit the names of people who have been successful in the business world while also being active leaders in our communities.

Please take a moment to fill out the form (<http://www.whig.com/category/271397/20-under-40-2014>) and tell us about someone under the age of 40 who you believe should be recognized in print and online by The Herald-Whig. The nomination form will be used in the selection process.

Candidates should have achieved measurable professional success. Also include the nominee's involvement in community service and volunteering.

Candidates must reside within The Herald-Whig's circulation area (Adams, Hancock, Brown and Pike in Illinois; Lewis, Clark, Marion, Knox, Shelby, Scotland, Pike and Ralls in Missouri).

Nominees must be 39 years of age or younger as of Sept. 27, 2015.

Information collected is confidential and will not be released without prior approval.

All nominations must be made by 8 a.m. on Wednesday, July 15.

THE BEST AND WORST PLACES TO GROW UP: HOW YOUR AREA COMPARES

TAKEN FROM THE NY TIMES ARTICLE BY
DAVID LEONHARDT, AMANDA COX AND CLAIRE CAIN MILLER

Pike County is very good for income mobility for children in poor families. It is better than about 84 percent of counties.

Location matters – enormously. If you’re poor and live in the Quincy area, it’s better to be in Lewis County than in Adams County or Marion County. Not only that, the younger you are when you move to Lewis, the better you will do on average. Children who move at earlier ages are less likely to become single parents, more likely to go to college and more likely to earn more.

Every year a poor child spends in Lewis County adds about \$180 to his or her annual household income at age 26, compared with a childhood spent in the average American county. Over the course of a full childhood, which is up to age 20 for the purposes of this analysis, the difference adds up to about \$3,600, or 14 percent, more in average income as a young adult.

These findings, particularly those that show how much each additional year matters, are from a new study by Raj Chetty and Nathaniel Hendren that has huge consequences on how we think about poverty and mobility in the United States. The pair, economists at Harvard, have long been known for their work on income mobility, but the latest findings go further. Now, the researchers are no longer confined to talking about which counties merely correlate well with income mobility; new data suggests some places actually cause it.

Consider Pike County, Ill., the focus of this article. It’s among the best counties in the U.S. in helping poor children up the income ladder. It ranks 2,071st out of 2,478 counties, better than about 84 percent of counties.

Here are the estimates for how much 20 years of childhood in Pike County adds or takes away from a child’s income (compared with an average county), along with the national percentile ranking for each.

What a Childhood in Pike County Does to Future Income

For Poor Kids			For Average Income Kids			For Rich Kids			For Kids in the Top 1%		
Group	Income chg.	Nat. pct.	Group	Income chg.	Nat. pct.	Group	Income chg.	Nat. pct.	Group	Income chg.	Nat. pct.
All kids	+\$3,210	84%	All kids	+\$2,990	85%	All kids	+\$2,990	85%	All kids	+\$1,830	71%
Boys	+\$2,870	78%	Boys	+\$2,250	75%	Boys	+\$2,250	75%	Boys	+\$530	49%
Girls	+\$3,530	88%	Girls	+\$3,890	90%	Girls	+\$3,890	90%	Girls	+\$3,620	82%

Across the country, the researchers found five factors associated with strong upward mobility: less segregation by income and race, lower levels of income inequality, better schools, lower rates of violent crime, and a larger share of two-parent households. In general, the effects of place are sharper for boys than for girls, and for lower-income children than for rich.

“The broader lesson of our analysis,” Mr. Chetty and Mr. Hendren write, “is that social mobility should be tackled at a local level.” Here’s where Pike County stands among its neighbors.

How Pike County ranks among places in the Quincy area

County	Poor boys	Poor girls	Average boys	Average girls	Rich boys	Rich girls	Richest boys	Richest girls	Median rent
Lewis	1st	1st	2nd	2nd	3rd	4th	5th	5th	\$304
Pike	2nd	2nd	1st	1st	2nd	1st	2nd	2nd	\$313
Pike	3rd	4th	3rd	5th	1st	5th	1st	4th	\$347
Adams	4th	3rd	4th	3rd	4th	3rd	4th	3rd	\$419
Marion	5th	5th	5th	4th	5th	2nd	3rd	1st	\$377

In some places, the new estimates of mobility conflict with earlier estimates. For example, [previous estimates](#) suggested that New York City was a good place for lower-income children to grow up: Children raised in lower-income families in New York had above-average outcomes in adulthood.

But New York appeared above average in part because it has a large number of immigrants, who have good rates of upward mobility no matter where they live: Nothing about New York in particular caused these children to do better.

To remove variation that was simply caused by different types of people living in different areas, Mr. Chetty and Mr. Hendren based the latest estimates on the incomes of more than five million children who moved between areas when they were growing up in the 1980s and 1990s. These estimates are causal: They suggest moving a given child to a new area would in fact cause him or her to do better or worse.

In the new estimates, Manhattan ranks among the worst counties in the country for girls from lower-income families.

Here, better or worse is measured by the household incomes of children in early adulthood. This makes New York look worse than it would if individual incomes were used, because it, along with Northern California, has some of the lowest marriage rates in the country. Manhattan is actually better than most of the country at raising the *individual* incomes of poor girls. Marriage rates, too, are strongly affected by where children grow up.

For a family with a parent in his or her 40s, the 25th percentile corresponds to an annual income of about \$30,000; the 50th percentile \$60,000; the 75th percentile to about \$100,000; and the top 1 percent to more than \$500,000. Estimates are based on children born in 1980 and 1986, and their neighborhoods in the 1980s and 1990s. Median rent is for 2000, in 2012 dollars. At the 25th percentile, the margin of error for each of the county estimates is around \$1,100.

Source: Raj Chetty and Nathaniel Hendren, [“The Impacts of Neighborhoods on Intergenerational Mobility”](#)

By GREGOR AISCH, ERIC BUTH, MATTHEW BLOCH, AMANDA COX and KEVIN QUEALY

PCEDC CELEBRATES SUCCESS AND LOOKS TO THE FUTURE

The Pike County Economic Development Corporation held its 2015 Annual Meeting on Thursday, April 9, 2015, at The Dome on Madison. The Farmers Bank of Liberty sponsored a Social Hour prior to the Annual Meeting, providing appetizers and drinks for those in attendance. The Annual Meeting program was called to order at 6:30pm with Chairman Jim Brown welcoming those in attendance.

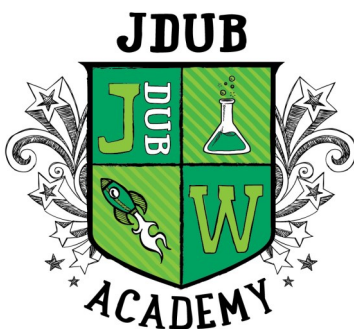
Board of Directors elected to serve three year terms are Kent Goewey with the City of Griggsville, Karrie Spann with the Village of Milton, and Robert Wood with the City of Pittsfield. Officers elected for the 2015-2016 year are Jim Brown-Chair, Lance Kendrick-Vice-Chair, Karrie Spann-Secretary, and Jim Sheppard-Treasurer.

PCEDC Director, Gina Sheurman, provided a recap of the past year, highlighting accomplishments and successes of the corporation and area. The 2014 Work Plan Goals and Action Items were reviewed and the 2015 Work Plan was introduced.

The evening concluded with a membership challenge drawing with gift certificates for County Market and Gianni's provided by Cass Communications. Rachel Shonhart of Pike County Happenings was the winner of a County Market Gift Certificate and Greg Dolbeare of SIMCO was the winner of a Gianni's Gift Certificate.

Thank you to all of our members and guests for attending our Annual Meeting, and a special thank you to our sponsors of activities for the night—Farmers Bank of Liberty and Cass Communications!

JOHN WOOD PRESENTS JDUB ACADEMY



JDUB Academy (formerly known as Children's College) is teaching the students of the future.

For more information or to register your child, visit <https://www.jwcc.edu/community/jdub-academy/>

Classes are available in Quincy, Mt. Sterling and Pittsfield

PCEDC & PIKE COUNTY EVENT CALENDAR

May 2015

Tuesday, May 12, 2015

PCEDC Small Business / Entrepreneurship

Committee Meeting

1:00pm

Pike County Farm Bureau Conference Room

Saturday, May 16, 2015

Two Rivers RC&D Wine Tour

For more information, contact:

Two Rivers RC&D @ 217-285-2464

Saturday, May 16, 2015

Two Rivers Jeep Club

4X4 Safari

Saturday, May 23, 2015

Wounded Warrior Fundraiser

Sunset Lodge—Harpole's Heartland Lodge

Nebo, IL

Monday, May 25, 2015

PCEDC Office Closed in Observance of Memorial Day

Tuesday, May 26, 2015

PCEDC Executive Meeting

5:30pm

Pike County Farm Bureau

Tuesday, May 26, 2015

Pike County Board Meeting

7:00pm

Upper Courtroom of Pike County Courthouse

June 2015

Monday, June 1, 2015

PCEDC on WBBA Spotlight Show

9:00am

FM97.5 and www.wbbaradio.com

Wednesday, June 3, 2015

PCEDC Community Needs / Municipal Issues

Committee Meeting

9:30am

Pike County Farm Bureau Conference Room

Saturday, June 6, 2015—Sunday, June 7, 2015

Lincoln Days Civil War Reenactment

Pittsfield Lake

www.pikelincoln.com

Thursday, June 11, 2015

PCEDC Promotions / Marketing / Membership

Committee Meeting

9:30am

Pike County Farm Bureau Conference Room

Thursday, June 11, 2015

PCEDC Business Retention/Workforce Development

Committee Meeting

1:00pm

Pike County Farm Bureau Conference Room

Saturday, June 13, 2015

1st Annual Wendy Hartlieb Race for the Crown 5K

8:00am

Pine Lakes



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

Individual / Company Name: _____

Contact Person: _____ Title: _____

Mailing Address: _____

Phone: _____ Fax: _____ Email: _____

Website (if applicable): _____

Membership Level:

Individual Contributor (\$1-\$99) Associate Member (\$100-\$499)

Voting Member (\$500-\$999) Municipal Member (\$1 per capita: _____)

Sustaining Member (\$1000-\$1999) Premier Member (\$2000+)

Reciprocal (with approval) _____

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!

PCEDC Rural Economic Development Roundtable—June 18, 2015

PCEDC Elected Officials' Quarterly Meeting—June 18, 2015

Find us on Facebook and Follow us on Twitter!