

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
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



VOLUME 3, ISSUE 8—OCTOBER 2014

Welcome to the October 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

As we wrap up the Fall Festivals and Events, we reflect back on how much of an impact these events have on our county and communities. Whether it is a fall festival in one of our communities or the Countywide Color Drive, we sometimes underestimate the number of individuals that visit our county for these events. In talking with various businesses throughout the county, Color Drive weekend was one of their biggest weekends in sales. While that has a positive impact on our sales tax revenue and the vitality of our businesses, it also goes beyond that evident piece. That weekend allowed us to showcase the beauty, the history and the community atmosphere that we strive to emulate throughout the year.

As hard as it is to believe, in the next few weeks, we will be working on updating our membership tiers and begin working on our 2015 Work Plan for PCEDC, reflecting on our successes and planning for the future. Each of our committees will be working to set new goals and action items for 2015, and we invite you to be a part of this continued movement. Stop in and visit with me to discuss your ideas or concerns of the area or send me an email. No matter what your level of involvement may be, the mere fact that you are taking interest in Economic Development in Pike County is what counts! With that interest in mind, we ask each of you to get out and vote on Tuesday, for the future of Pike County and the future of our State. Regardless of your political affiliation, the important part is that you exercise your right to vote. I ask each of you to get involved...attend a city council meeting, a County Board Meeting, learn who your elected officials are and educate yourself on the issues that we are facing as a county and state.

I thank each one of you for your continued support of Pike County Economic Development Corporation and the work that we are doing...we couldn't do it without all of you!

CHART GOALS TO CREATE A ROAD MAP TO SUCCESS



Natalie Bounassar

Contributor

Entrepreneur.com

Many people suffer from being rational dreamers. They want to achieve a big dream but hold themselves back by being risk averse. They don't want to disrupt the status quo and play things safe.

To coax themselves out of their comfort zones, people learn to set goals. I consider the process of goal setting to be like arranging checkpoints along the way to a desired end. Setting and meeting small goals can serve as a thermometer check on progress, measuring advancement and indicating an overall plan's viability.

Approach goal setting like creating a customized road map to chart your success. Think about when you take a really long road trip with your friends. Most often, you start off knowing the destination, but since road trips can be fairly long, making pit stops along the way is necessary.

Before venturing out, you might decide to stop a quarter of the way along for food, then at the halfway point for gas, at the two-thirds mark to stretch and perhaps 100 miles beyond that for more gas.

You're meeting smaller, more immediate goals that build on your efforts to reach the final destination.

Create a personalized road map for arriving at your desired destination by setting the following types of goals: immediate, intermediate and stretch goals.

1. SET A STRETCH GOAL.

Start by developing a stretch goals, a long-term objective that will take years to accomplish. Determine your stretch goal first because this choice will influence the selection of intermediate and immediate goals.

A stretch goal should be big. Some stretch goals are more specific than others. One person's specific goal might be "to become the CEO of Google." Another individual's vaguer stretch goal would be "to produce a national television show." An extremely vague goal would be "to work in the fashion industry."

It's OK, though, to leave room for interpretation.

Be as specific as possible and allow yourself to adjust a goal. Once you establish a stretch goal, you can sketch out checkpoints along the way.

2. SET IMMEDIATE GOALS.

I like to create immediate goals that are small and assign a deadline that's very soon. I suggest setting up these goals as activities that can be accomplished in a week.

Ask yourself, What do I need to get done this week that will contribute to and move me along my desired trajectory? What small thing can I do this week that will move me an inch closer to my goal?

For writers, an immediate goal might to write six pages of a script or participate in a weekly writing class. It could also be to start reading a book about a field you'd like to enter. Be realistic. Accomplishing immediate goals should be like taking small baby steps: They contribute to your overall development and growth and set you up to complete intermediate goals.

3. PICK INTERMEDIATE GOALS.

Intermediate goals are broader than immediate goals and can have monthly or yearly time frames for their accomplishment.

Perhaps an intermediate goal might be to apply to an apprenticeship or training program. If a desired outcome requires your relocation, more schooling or quitting a job, set a timeline for taking one of these intermediate steps.

Meeting intermediate goals can help propel you forward along your trajectory. Achieving them might push you outside your comfort zone more than completing immediate goals and that's great. It's through discomfort that people grow and become who they want to be.

PCEDC JOB ALERTS

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

GIRLS NIGHT OUT IS COMING SOON!

Pike County Chamber of Commerce **GIRLS** *Pittsfield Main Street*
Night Out

5th Annual Girl's Night Out on the Square
November 6th, 4:30-7:30pm,
Wrap Up Party at FSB, 7:30-8:30pm

Find us on Facebook:
Girls Night on The Square

Registration and Goodie Bags, located on the 4 Corners of The Square

Stop at each location to receive a ticket for a chance to win door prizes. Prizes given away at the Wrap Up Party.

Enter to win our 50/50 drawing

PCEDC & PIKE COUNTY EVENT CALENDAR

November Events:

PCEDC on the WBBA Spotlight Show

Monday, November 3, 2014

9:00AM

FM97.5-WBBA and www.wbbaradio.com

Election Day

Tuesday, November 4th, 2014

Don't forget to get out and vote!

PCEDC Promotions/Marketing/Membership
Committee Meeting

Wednesday, November 5th, 2014

9:30am

Farm Bureau Conference Room

PCEDC Business Retention/Workforce Development
Committee Meeting

Thursday, November 6th, 2014

1:30pm

Farm Bureau Conference Room

Girls Night Out

Sponsored by Pittsfield Main Street &
The Pike County Chamber of Commerce

Thursday, November 6th, 2014

4:30pm—7:30pm

Wrap up Party at Farmers State Bank @ 7:30pm

PCEDC Small Business/Entrepreneurship
Committee Meeting

Friday, November 7th, 2014

1:00pm

Farm Bureau Conference Room

November Events (continued):

Findley Place Ribbon Cutting & Open House

Pittsfield, IL

Monday, November 10th, 2014

Open House 4pm—6pm

Ribbon Cutting @ 5pm

PCEDC Monthly Executive Meeting

Monday, November 24th, 2014

5:30pm

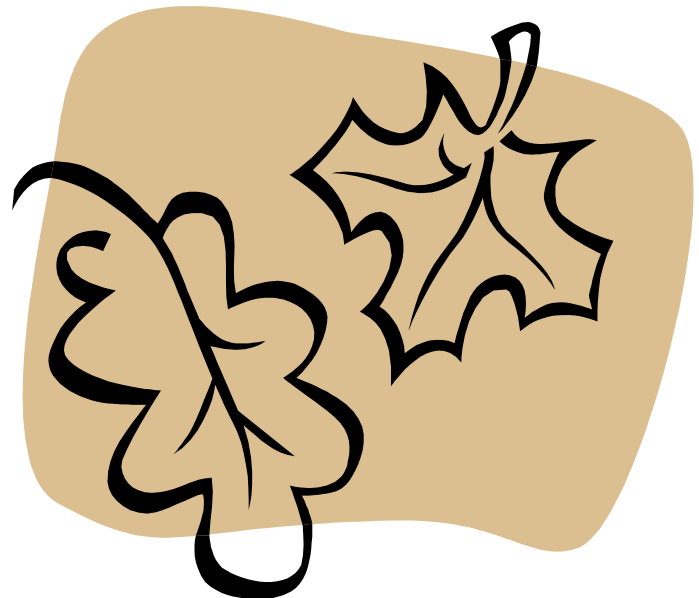
Farm Bureau Conference Room

Pike County Board Meeting

Monday, November 24th, 2014

7:00pm

Pike County Courthouse—Upper Courtroom





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:

___ 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!

Election Day—Tuesday, November 4th, 2014

Business Education Roundtable—Thursday, December 4th, 2014

2015 Inventor & Small Business Expo—February 28, 2015

Find us on Facebook and Follow us on Twitter!