

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

## VOLUME 3, ISSUE 7—SEPTEMBER 2014

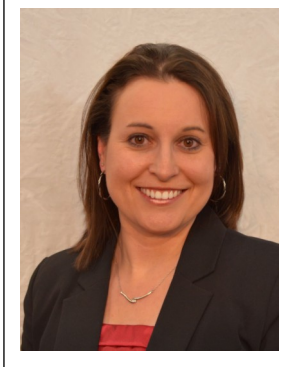
Welcome to the September 2014 edition of *Development Matters*, a monthly newsletter of the Pike County Economic Development Corporation. As a valued member and supporter of PCEDC, you will receive this monthly newsletter to help keep you informed of our activities and possible opportunities for businesses 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.

**Important Reminder!**  
 Set up your Email Spam Filter  
 to accept:  
[gsheurman@pikeedc.org](mailto: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



Gina Sheurman,  
 Executive Director

### EXECUTIVE DIRECTOR'S CORNER

We have had a lot of growth over the last few months, in membership and in action items and goals. When I took this position almost 2 ½ years ago, I made the commitment to train and educate myself to gain the most insight, most knowledge and resources for this county and our local communities. I set forth on a path to achieve professional certification as a Professional Community and Economic Developer through the Community Development Council. Last month, I sat for the national certification exam, which was a rigorous exam that consists of 2 parts and you must receive 70% on each part to pass. A few weeks ago, I received the news that I passed the exam and will now hold the credentials of a Professional Community & Economic Developer, one of only 25 in the state of Illinois and one of 200 in the Nation. While the credentials come with a nice certificate to display, it is the resources and knowledge gained that will be the most utilized by PCEDC.

The last few months have been full of activities, from businesses relocating and new businesses opening to multiple workshop opportunities. I encourage each business owner to take advantage of these opportunities and the many resources available in the community to grow and develop your own business. The next month looks to be just as busy as we finish up the many fall events and activities throughout the County. We invite our members to join us for a Fall Rural Economic Development Roundtable, scheduled for October 23rd, where we will have the opportunity to network and discuss issues that pertain to the County and Region. Be on the watch in your inbox for more information in the coming weeks.

As we come up on one of the busiest seasons in Pike County, I encourage each of you to support our local businesses and showcase what our county has to offer. Each year, we have many visitors come through our county and it is important to show them why Pike County is a great place to not only visit, but to live and work!



## SHEURMAN AWARDED PCED CERTIFICATION

Two Rivers RC&D, fiscal sponsor for the Pike County Economic Development Corporation, is pleased to announce Gina N. Sheurman, Executive Director of the Pike County Economic Development Corporation, has been awarded the certification of Professional Community and Economic Developer (PCED). The PCED certification is available to professional community developers who are engaged in the purposeful effort to enlist individuals in the community to collaboratively work to shape and guide the development and economic prosperity of their community, making full use of local and external resources. In order to receive this designation, applicants must have obtained a certain number of points from experience and education. They must also pass a rigorous exam. Ms. Sheurman is one of less than 200 individuals that currently hold the PCEDC designation, and one of 25 in the state of Illinois.

The Community Development Council, Inc. was organized in 1995 as a 501 (c) (6) corporation. Support for the Council's activities come from private and public sector sponsors and from fees generated by certification and accreditation services. The organization strives to increase the professional credentials and recognition of those employed as community developers. The Council is not a membership organization. Its purpose is to establish professional standards through certification and training that will be recognized as valuable to both the community development practitioner and those who employ their services. The Council maintains a registry of Professional Community and Economic Developers in good standing.

"Gina has attended classes the last three years in order to prepare for this exam, and we are very proud of her accomplishment, which will only serve to strengthen our organization and its' ability to assist businesses and increase the economic vitality of Pike County," said Brenda Middendorf, Executive Director of Two Rivers RC&D.

## PCEDC ROLLS OUT NEW LOGO

After months of working on a logo design with member business, Poole Communications, PCEDC formally approved and adopted a new logo at their Board Meeting on August 25th. PCEDC moved to their new location at 1301 E Washington in April of this year, and the new logo was part of a branding plan for the organization that coincided with the move. On Friday, September 12th, PCEDC opened their doors for a Ribbon Cutting and Open House for the new location, as well as to unveil the new logo and introduce the public to the new look.

"The design and creation process, which saw us going through 17 various logos before the final selection was identified, has resulted in a logo that emulates what our organization's mission is, as well as highlights our assets as a community, showcasing the rivers, which border the county on the east and west side, and highlights our agriculture and business community," said Gina Sheurman, PCEDC Executive Director. "We are excited to move forward with this branding process, and I thank the Promotions Committee, consisting of Max Middendorf, Jim Sheppard, Casey French, Shawn Rennecker, and Jane Ann Petty, for all of their hard work and dedication to seeing the logo redesign through to the end.

Be on the lookout for more branding improvements and signage changes at the office and in the community!



PCEDC Logo in Grayscale



PCEDC Logo in Full Color

## THE 4 HABITS YOU NEED TO BE SUCCESSFUL

The most successful people in this world maintain and master good habits. They realize what they do on a daily basis and where they direct their energy deeply matters when it comes to reaching their goals. The habits you have picked up over the past couple of years is a reflection of where you are right this moment.

The sad news is that most people don't have very good habits. The great news is if you are unhappy where you are at in your life you can gradually change the trajectory by altering what you do daily. To achieve high levels of success, you must start to develop the habits of the highly successful. Below you will find four habits that will help you maximize the results you have been producing and live the life of your dreams.

**1. Focus your energy.** Learning how to direct your energy towards your most rewarding tasks is crucial for achieving high levels of success. One of the biggest mistakes that many people make is directing their energy towards low-valued tasks. Take a look at everything you have going on right now in your life. Pay close attention and ask yourself what the high-valued tasks are – the ones that have the potential to bring the most reward to you and your business.

**2. Ability to prioritize.** Think of what is your most important goal right this moment. If you had to pick one goal that would make everything else in your life tick, this is it. High achievers never lose sight of what their major goal is. Every day, do something that will inch you closer to the achievement of your main goal.

**3. Can project and complete tasks.** Being able to start something and follow through until it's completed is a key to long-term success.

Picture yourself completely finishing your projects and tasks. Take note of how you feel visualizing yourself getting the job done. The more you can picture yourself following through and completing important tasks, the more determined you will be to actually do so.

**4. Having a PMA.** To be successful, you need to have a positive mental attitude, or PMA. If you do nothing about negative thoughts, chances are you will be settling for average. Instead, you need to continually feed your mind with positive thoughts.

A great percentage of successful people have all experienced some sort of setback or failure. They could have just stopped their journey right there and called it quits. Instead, they had a positive mental attitude about themselves and their abilities, which gave them the power needed to continue along and reach their goals. Creating this sort of attitude could be one of your most important habits that you end up incorporating on a daily basis.

No matter where you are in life, there is always more to reach for. When you constantly strive to become a better person, refine your skill set and invest in your future daily, you become more as an individual. When you become more as an individual, your value increases. The more your value increases, the more successful you will become – and it all starts with your habits.



MATT MAYBERRY  
Contributor to  
Entrepreneur.com

Matt Mayberry is an internationally-acclaimed speaker and maximum performance strategist. He is the CEO of Matt Mayberry Enterprises, a company that specializes in helping individuals and organizations escape mediocrity and claim their greatness. He is also a former NFL linebacker for the Chicago Bears.

# 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

# PIKE COUNTY CHAMBER OF COMMERCE WORKSHOPS

## Leadership for Young Professionals

### Leadership Lunch & Learn Series

University of Illinois Extension and the Pike County Chamber of Commerce have developed a 4-part Leadership Series for young professionals.

#### Dates & Topics

Thursday, October 9<sup>th</sup>, 11 a.m. – 1 p.m.  
To be held at the Farm Bureau.

Real Colors® is a dynamic workshop experience providing participants with the skills to:

- understand human behavior
- uncover motivators specific to each temperament
- improve communication with others

Thursday, October 16<sup>th</sup>, 11:30 a.m. – 1 p.m.  
To be held at the Farm Bureau.

Age Matters is an introduction to generations. Participants will discover the life influences, values, and motivators that define the people from each generation. In addition, we will discuss effective ways to communicate with people from different generations and ways to motivate employees from different age groups.

Thursday, October 23<sup>rd</sup>, 11:00 a.m. – 12:30 p.m.  
To be held at the Pittsfield Community Center.  
Data when used properly can greatly improve informed decision making. Data for Decision Makers is intended to provide participants with resources that will help in data collection and use. This will be a hands-on tutorial.

Thursday, October 30<sup>th</sup>, 11 a.m. – 1 p.m.  
To be held at the Farm Bureau.  
The Community Action Poverty Simulation (CAPS) is a unique tool that community action agencies are able to use to educate everyone, from policy makers to local community leaders, about the day to day realities of life with a shortage of money and an abundance of stress. CAPS is a copyrighted tool made available by the Missouri Association for Community Action to organizations that want to promote a greater understanding of poverty.

"THE POVERTY SIMULATION WAS A BRIEF BUT VERY POIGNANT DEMONSTRATION THAT THOSE LIVING IN POVERTY ARE OFTEN NOT IN CONTROL OF THEIR OWN LIVES. IT MADE US THINK ABOUT LIFE PROBLEM THAT MANY OF US DON'T OFTEN (PERHAPS NEVER) CONSIDER WHEN WE DEAL WITH THOSE LESS FORTUNATE THAN WE ARE. IT WAS AN OUTSTANDING DEMONSTRATION!"

BILL DURALL, PITTSFIELD

Cost is \$50 per person and includes lunch and materials for all sessions.

To Register visit:  
<http://web.extension.illinois.edu/abhps/>



Contact:  
Shelby Crow (sschoon@illinois.edu)  
Kaye Iftner (info@pikeil.org)



## PCEDC & PIKE COUNTY EVENT CALENDAR

### September Events:

Pike County Endowment “Fun”D Golf Outing  
Friday, September 26, 2014  
Old Orchard Country Club  
Call Chamber for info: 217-285-2971

Milton Corn Carnival  
Friday, September 26-27, 2014  
Milton, IL  
Parade on Saturday @ 1:30pm

Shrimp Boil at Hopewell Winery  
Saturday, September 27, 2014  
12pm—5pm  
[www.hopewellwinery.com](http://www.hopewellwinery.com)

PCEDC Community Needs/Municipal Issues  
Committee Meeting  
Monday, September 29th, 2014  
9:30AM  
Farm Bureau Conference Room

### October Events:

Barry Apple Festival  
Thursday, October 2nd—Sunday, October 5th, 2014  
Barry, IL  
Parade on Saturday @ 1pm

PCEDC on the WBBA Spotlight Show  
Monday, October 6, 2014  
9:00AM  
FM97.5-WBBA and [www.wbbaradio.com](http://www.wbbaradio.com)

### October Events (continued):

PCEDC Business Retention/Workforce Development  
Committee Meeting  
Thursday, October 9, 2014  
1:30pm  
Farm Bureau Conference Room

PCEDC Small Business/Entrepreneurship  
Committee Meeting  
Friday, October 10, 2014  
1:00pm  
Farm Bureau Conference Room

PCEDC Promotions/Marketing/Membership  
Committee Meeting  
Wednesday, October 15, 2014  
9AM  
Farm Bureau Conference Room

PCEDC Renewable Energy Committee Meeting  
Monday, October 20, 2014  
10AM  
Farm Bureau Conference Room

PCEDC Fall Rural Economic Development Roundtable  
Thursday, October 23, 2014  
1pm-4pm  
Farm Bureau Auditorium

PCEDC Quarterly Elected Officials Meeting  
Thursday, October 23, 2014  
6pm-8pm  
Farm Bureau Auditorium



### 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](http://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!**

Fall Rural Economic Development Roundtable—October 23, 2014

PCEDC Quarterly Elected Officials Meeting—October 23, 2014

2015 Inventor & Small Business Expo—February 28, 2015

**Find us on Facebook and Follow us on Twitter!**