

Pike County  
 Economic Development Corporation  
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## VOLUME 4, ISSUE 2—SUMMER 2015

Welcome to the Summer 2015 edition of *Development Matters*, a newsletter of the Pike County Economic Development Corporation. As a valued member and supporter of PCEDC, you will receive this 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

*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
- Steve Schaefer
- Jim Sheppard
- Karrie Spann
- Robert Wood

2015 PCEDC Officers

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



Gina Sheurman,  
 Executive Director

### EXECUTIVE DIRECTOR'S CORNER

It is hard to believe that summer is almost over, kids are headed back to school and we are headed into our busy fall activities throughout the county.

We have had a busy summer at PCEDC working on several Grant Applications, our Rural Economic Development Roundtable, and weathering through some bouts of rain and storms throughout the county. Part of our county suffered a great deal during storms in July, causing power interruptions, gas leaks and debris filtering the streets. It makes you proud to be from a small, rural community, though, when everyone pulls together to help with cleanup and make sure neighbors are ok and safe. It is also times like these that remind us the importance, from a city/municipal standpoint, to document damage that may occur throughout the year. We encourage our officials throughout the county to document any damage and keep on file, as we have seen in the past that funding sometimes becomes available years down the road.

This summer also brought us our first intern. We want to thank Shannon Gates for being a part of our team this summer. She hit the ground running, assisting us with parts of our Grant Applications, as well as Site Selection materials and preparing our Workforce Readiness Certificates. We wish her the best of luck as she heads back to the University of Evansville!

As we approach one of the busiest times of the year for Pike County, I encourage all of you to shop local and support the many businesses that make up the framework of our communities. Support our schools, the festivals, and the people that make things function day to day in our communities. We thank you for your support of the Pike County Economic Development Corporation, and we invite you to join us as a member if you are not already. All of us working together will continue to make Pike County a place where people desire to live, work and play!



# HOW TO OVERCOME THE “SMALL TOWN” TALENT SHORTAGE

*More than one-third (36%) of hiring managers across all industries are reporting talent shortages right now, according to ManpowerGroup’s annual report on the nation’s employment trends. That’s the highest it’s been in seven years.*

For organizations in small cities and towns, the talent shortage can seem even more acute, as they are targeting the same shallow talent pool as those in major metropolitan areas. If you’re in Port Jervis, New York or Palmyra, Pennsylvania, you might think you can’t compete effectively against places like New York and Los Angeles, but you would be wrong: your town has strengths that big cities don’t.

Here are three ways you can emphasize your finer points and win the best employees.

**1. Leverage your city’s benefits and brand your organization accordingly.** Focus on the authentic benefits of living in your city, and build a corporate culture that celebrates those advantages. One of Battalia Winston’s clients—based in Ferndale, Washington—has done this quite effectively. The Ferndale area, and Washington state as a whole, is known for outdoor recreation and healthy living. This company’s employees can often be found fly-fishing, rock-climbing, and enjoying the myriad of outdoor activities in the area. As a result, the company has created a culture that is focused on wellness, work-life balance, and community involvement. A lively internal culture that reflects the culture of the city will attract talented professionals who want to opt-out of big city living.

Does your town have a scenic bicycle path, free Friday night movies at the beach, or the best hot wings in the county? Take a look around and you’ll find plenty of benefits to emphasize.

**2. Target the right candidate profile.** Recruiting top talent is an exercise in marketing—you must identify your target audience and tailor your messaging to them. It’s unlikely that you’ll convince a candidate whose heart is set on living in Chicago to move to rural Illinois, so focus instead on professionals who may be more inclined to small city living, and be creative in your efforts. For instance, how about advertising at a local fishing competition, or placing an ad on a hiking website or in church bulletins? Boomerangs—candidates who attended college or grew up in your town and may want to move back—are smart targets, as are candidates from mid-sized cities, who, since they’re not accustomed to big cities, won’t experience culture shock after their relocation.

Posted by:  
**Dale Winston**  
and  
**Terry Gallagher**  
from

[www.chiefexecutive.net](http://www.chiefexecutive.net)

Dale Winston is Chairwoman and Chief Executive Officer of **Battalia Winston**, one of the largest woman-owned executive search firms in the United States. Dale’s career in executive search spans over 25 years. She has successfully recruited board members and high profile CEO’s, CFO’s and senior management to many of the top publicly and privately held companies throughout North America and abroad.

Terence M. Gallagher is President of **Battalia Winston**. He has more than 20 years of broad-gauged experience in executive search and focuses primarily in recruiting Board Directors, CEO’s, General Managers and all C Suite executives for a broad range of industries including: Business and Professional Services, Industrial Products, Insurance/Financial Services and Technology.

**3. Establish a formal process for familiarizing candidates with your city.** Potential candidates rely on preconceived notions about your locale (or over-generalized judgments of small cities in general) when they evaluate your company. It's important to show them a more accurate representation. This can be done at a variety of investment levels—from messaging about the city on your website (including employee testimonials about the area and its lifestyle) to an in-person guided tour. Furthermore, it's critical to remember that securing the candidate's buy-in is only half the battle: their spouse and/or children need to be on board. For candidates in the final rounds of the selection process, consider inviting their family along for the interview, encouraging them to explore the city and make a first-hand judgment.

Battalia Winston has seen a number of firms in small cities succeed with these strategies. However, we advise executives and hiring managers to beware of candidates who use a feigned willingness to relocate to disguise an alternative agenda. Some candidates may hope that, once the hiring manager falls in love with their personality and skill set, they'll be able to work remotely and avoid a major move. It's essential that employers be up-front about the requirement to relocate and weed out unwilling candidates early in the process.

Overall, employers in smaller cities should focus on creating a stimulating, welcoming internal culture, aligning their corporate brand with the strengths of their city, and targeting candidates who have a potential affinity for small city life.



Don't forget to vote in the Special Election on  
September 10th for the  
18th Congressional District!

## ILLINOIS OFFICE OF TOURISM ANNOUNCES 4TH CONSECUTIVE YEAR OF RECORD-BREAKING TRAVEL INDUSTRY NUMBERS

The Illinois Department of Commerce and Economic Opportunity, Office of Tourism is celebrating a 4th consecutive year of record-breaking tourism industry numbers as part of a four day, 12-stop tour around Illinois in July. Tourism officials provided updates on local visitor data, job creation, revenue growth and new tourism initiatives during a special presentation at The History Museum at 332 Maine Street in Quincy, IL.

In 2014, the state's tourism industry hosted more than 109.4 million visitors, an increase of 3.5 percent over 2013, generating more than \$36.3 billion in travel expenditures. Visitors spent \$152.65 Million in Adams, Pike, and Hancock Counties in 2014, an increase of 4.9 percent. These visitor expenditures directly supported 1,020 jobs and generated \$4.61 million in local tax revenues.

"The ongoing increase in visitors to Illinois demonstrates that both leisure and business travelers are considering Illinois a premier travel destination, providing a direct economic benefit for communities across the state," said Cory Jobe, Director of the Illinois Office of Tourism. "These numbers are a true testament that the industry's efforts to support and promote travel to Illinois are paying off, year after year.

Jobe highlighted two new marketing initiatives to promote Illinois' unique travel offerings—the launch of *Enjoy*, a newly formatted, bi-annual Illinois leisure travel magazine designed to inspire travel with featured content and unique experiences; and the Illinois Made program. Illinois is full of inventors, artists, performers, innovators, pioneers and makers. Illinois Made will showcase and celebrate these makers, their passion for what they do and the positive impact they've made on the people and culture of the state.

"As numbers continue to rise significantly in our three-county service area, it drives home the fact that tourism is a formidable economic force for our portion of Illinois, as well as a revenue generator, and a solid labor base for our communities," says Holly Cain, Executive Director of the Quincy Area Convention & Visitors Bureau.

Leisure visitors to the Quincy surrounds are on the rise, as they are influenced to enjoy the area's growing acclaim to excellent culinary and cultural experiences. The Quincy CVB launched a new and mobile-friendly website in spring of 2015, which includes downloadable versions of a variety of guides. The most popular guides include the Local Fix Culinary, Mississippi Valley Wine Trail, and the Self-Guided Architectural Driving Tour, encompassing fifteen distinct areas of the city.

For more information about planning an Illinois getaway and to order a free copy of the 2015 Illinois Travel Guide, please visit [www.EnjoyIllinois.com](http://www.EnjoyIllinois.com).



## HEARTLAND LODGE OPENS NEW OHV PARK

*Excerpt from Heartland Lodge Resort Blogger, Lori Biehl*

ATV riding has always been a popular activity at [Heartland Lodge](#) in Nebo, IL. If you have been a guest of the lodge and have enjoyed the ATV trails at Heartland, then you will be super-excited to know that we will be opening a **NEW** Off Highway Vehicle (OHV) park by the end of June 2015! That's right – a new ATV park will be available for riding in just a few short weeks!

An additional 452 acres, located adjacent to our [Sunset Valley Lodge](#) (which opened in April of last year), has been designated for this new park and will increase the acreage available for ATV riding at the lodge to approximately 1200 acres! This park will make the OHV park at Heartland Lodge the largest in Illinois!

So what does this mean for you? New trails, gorgeous bluff views and trails large enough for side by side vehicles (UTV's)! The new acreage will provide roughly 30 miles of trails in addition to the 30+ miles of trails available at the existing ATV park, which is located next to [The Original](#) and [Prairie Ridge](#) lodges – providing 60+ miles of ATV trails! That's right! 60+ miles of trails all for your riding pleasure!

Now that you're pumped – and you should be – how do you go about enjoying this new park? The hours for the new ATV park will be from 9:00 a.m. – 5:00 p.m. daily (7 days a week). Please call in advance to let us know of your arrival – we can also answer any additional questions you have regarding the park at that time. The park will require a state OHV sticker which can be obtained from Heartland Lodge. The trails at the new park are ideal for ATV's and dirt bikes – and most are wide enough for UTV's – so no matter what your vehicle of choice is, you'll be able to enjoy the trails and beauty of this new park.

Heartland Lodge is known for some of the most breathtaking views of the Mississippi River valley...and the trails available at the new park will not disappoint. In fact, there are a few of us who think you'll see some of the most amazing views yet! And if the views are gorgeous in the spring, can you imagine what they'll look like dressed in vibrant fall colors? Obviously, I'll be making several trips through the trails this year – we need photos for your viewing pleasure and I'll be glad to take them!

What if you prefer to keep both feet on the ground? Then the additional ATV park will provide you those opportunities as well. There are many nice hiking trails available along with not one, but TWO, nice fishing ponds. You are welcome to bring your poles and fish in either one of these ponds. Please note that the ponds are stocked for catch and release fishing and we prefer that you use barbless hooks. Take your pick of hiking or fishing, but either way, you'll be enjoying the rolling hills and countryside that makes the lodge so popular.

I mentioned the hours of operation for the ATV park earlier and certainly, you can come and enjoy the trails for just the day. But why not load up a group of family or friends and take a mini-vacation? With all the acreage and miles of trails adjoining the lodge and resort property, you can stay, eat and ride – all right on the property. Once you've unloaded your ATV's, that's the only transportation you'll need to have a great time! Reservations for the lodge can be booked with or without the meal plan so if you book your room at Sunset Valley, you can also prepare your own meals in the fully-equipped kitchen that is available.

One of my first blogs – back in the summer of 2012 – was titled “[Hit the ATV Riding Trails This Summer!](#)” Obviously, ATV riding at the lodge was very popular three years ago – and things haven't changed. In fact, I think it's becoming more popular! Take the opportunity to experience what everyone's been talking about and be one of the first to ride the trails of the new park. Whether you are a beginner or more advanced rider, someone who enjoys a quiet ride or someone who likes to get dirty, the park has trails for riders of all skill levels. I know the original trails have some mud holes that generate loads of fun – I'm sure the new park will have their own mud holes to brag about. So bring your own ATV or rent one from the lodge and come celebrate our excitement with us! Ride with family or ride with friends. Who knows? You may even make some new friends while you're here!

What are you waiting for? Get those bikes and ATV's loaded up and head to Nebo! Stay tuned to the ATV Riding section of our web site or “Like” our Facebook page at Harpole's Heartland Lodge for any updates.



The Illinois Office of Tourism is proud to announce Illinois Made, a new program featuring the people and places that create, craft and invent in Illinois. We hope you'll participate in its crafting by helping us find and recommend unique makers and local businesses throughout the state.

Illinois is full of inventors, artists, artisans, performers, innovators, pioneers and makers. Their passion for what they do and how they do it has made a positive impact on the people and culture of Illinois. The same way Illinois has made an impact on them. They do it here for a reason. They've been inspired here for a reason. They thrive off the culture of Illinois, as well as help shape it.

*Illinois Made* will help showcase those makers and businesses that are helping to craft Illinois, inspiring visitors and fellow Illinoisans to discover more about our state.

The series will consist of short films about individual makers and businesses that are creating, designing, building or serving up something that is uniquely Illinois. The films will be features on the *Illinois Made* website, which will tell the bigger story of how Illinois artisans, makers and doers are impacting Illinois culture and reshaping perceptions of our state.

Visit [IllinoisTourism.org/IllinoisMade](http://IllinoisTourism.org/IllinoisMade) for program criteria and guidelines. If you know a maker or local business that's perfect—simply fill out the form and submit.

## ILLINI OPENS WALK-IN CLINIC ON SQUARE

**Illini XPress**  
**Walk-In Medical Care When You Need It**


**Opens August 10th**    **Just \$75 per visit**    **Opens August 10th**  
**Most insurance accepted**

**Mon-Sat 7:00 a.m. - 7:00 p.m.**  
**101 E. Washington - Pittsfield, IL**

Allergies - Athlete's foot - Bladder infections (females, 12 years and older)  
 Camp Physicals - Cold & flu symptoms - Cold Sores - Ear infections  
 Impetigo - Insect bites - Laryngitis - Minor burns and rashes - Minor Sprains & Strains  
 Minor sunburn - Mononucleosis - Monospots - Pharyngitis - Poison ivy - Pregnancy Test  
 Rapid Strep - Ringworm - Sinus infections - Sore throats- Sports physicals  
 Swimmer's ear - Upper respiratory infections - Urinalysis

No appointments  
 Patients must be 18 months or older

**ILLINI X PRESS**



## PCEDC & PIKE COUNTY EVENT CALENDAR

### August 2015

Wednesday, August 19, 2015

Illini Xpress Ribbon Cutting

1:30pm

101 E Washington—Pittsfield, IL

Thursday, August 20, 2015

PCEDC Business Retention/Workforce Development  
Committee Meeting

12:00pm

Pike County Farm Bureau Conference Room

Friday, August 21, 2015

Pike County Senior Citizens Resource Expo 2015

10:00am—1:00pm

Crossroads Center—Pittsfield, IL

Saturday, August 22, 2015

Perry Pioneer Days

Perry, IL

Monday, August 24, 2015

PCEDC Renewable Energy / Telecommunications  
Committee Meeting

10:00am

Pike County Farm Bureau Conference Room

Monday, August 24, 2015

PCEDC Monthly Executive Meeting

5:30pm

Pike County Farm Bureau Conference Room

Monday, August 24, 2015

Pike County Board Meeting

7:00pm

Upper Courtroom—Pike County Courthouse

### August 2015 (continued)

Friday, August 28, 2015

Western IL Fair UPA Truck & Tractor Pull

6:00pm

Western IL Fairgrounds—Griggsville, IL

Saturday, August 29, 2015

Western IL Fair Tuff Truck & Demo Derby  
4pm

Western IL Fairgrounds—Griggsville, IL

### September 2015

Wednesday, September 2, 2015

PCEDC/JWCC/Workforce Investment Board  
Resume Review

4:00pm—6:00pm

JWCC Pittsfield Campus—Pittsfield, IL

Thursday, September 3—Saturday, September 5, 2015

Pittsfield Fall Festival

Pittsfield, IL

Thursday, September 10, 2015

18th Congressional District Special Election

Friday, September 11, 2015

PCEDC Small Business / Entrepreneurship  
Committee Meeting

1:00pm

Pike County Farm Bureau Conference Room

Friday, September 18—Saturday, September 19, 2015

Griggsville Apple Festival

Griggsville, IL

Friday, September 25—Saturday, September 26, 2015

Milton Corn Carnival

Milton, 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

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.pikecdc.org](http://www.pikecdc.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!**

**Resume Review, hosted by PCEDC/JWCC/Workforce Investment Board of Western Illinois  
Wednesday, September 2, 2015—4:00pm to 6:00pm—JWCC Pittsfield Facility**

**Our office will be closed on Monday, September 7, 2015, in observance of Labor Day**

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