

Pike County  
 Economic Development Corporation  
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 www.pikeedc.org

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## VOLUME 7, ISSUE 2—FALL 2018

Welcome to the Fall 2018 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.

### Interim EXECUTIVE DIRECTOR'S CORNER



Brenda Middendorf  
 Interim Exec. Director

Not only are we seeing a change of seasons, but we are also seeing a change in a lot of faces. I've enjoyed getting to work with Megan Newman, the new City of Pittsfield Economic Development Director, Charlie Hull, new Chamber of Commerce Director and Justin Krohn, the PCEDC intern. There is more information on Justin in this newsletter and I hope all of you get to meet him personally in the very near future. It's been great to work with all these individuals and share new ideas and perspectives.

Not only do faces change, but Economic Development changes also. I read in a site selection magazine that we've gone from the "if you build it, they will come" mentality to one that is driven by talent. In a nutshell, the plan we used to implement was Recruit Company, Attract People, Enhance Quality of life. Now, the new plan is Create Quality of Place, Recruit Talent, Attract Companies. Of course, the success of any good plan is sustaining it after you have created it.

The drivers of this change are a scarcity of talent and an abundance of data. People can readily research possible places to live. People have choices about where they live and where they work (in that order) and they are taking the prerogative to make those choices.

This makes it even more important for us to build a strategic plan to include talent strategies. We hope you join us at our next Business Education Roundtable to talk about ways we can build our talent pool.

PCEDC will be assisting the City of Pittsfield with their MAPPING program and we encourage others to make the commitment needed to help with this project also. We are all working towards the same goal.



## 2018-2019 WORK READY PROGRAMS

Every year, PCEDC conducts the Work Ready program throughout the high schools in Pike County. The purpose of the program is to provide recognition to students who successfully meet the criteria to earn a “Work Ready” certificate. The certificate will serve as an endorsement from the school, acknowledging that the student is ready for work or college. Students who complete the program will also receive a letter of reference from a school staff member which can be used when applying for jobs or college.



Students will have an opportunity to earn awards for each year that they are in high school. Students will be evaluated by anonymous staff members on attendance, tardiness, and disciplinary records, as well as organizational skills, respectfulness, team work, willingness to learn, attitude, work ethic, communication, and adherence to the dress code.

Students who complete the Work Ready program will be equipped with the soft skills that employers look for in successful applicants. In addition, students will have opportunities to practice filling out job applications, practice interviewing, and will have help building their resumes. Many businesses throughout the county are supporting this program. We look forward to joining together as a community to ensure our students are prepared for their future!

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## PCEDC WELCOMES NEW INTERN

PCEDC is hosting Justin Krohn as a Peace Corps Fellows and Americorps member intern from WIU for the next 11 months. Justin is pursuing his Master's degree from WIU in geography with post-baccalaureate certificates in Geographical Information Systems (GIS) and Community Development.

Justin served as a Peace Corps Volunteer in the country of Malawi for two years. He worked with locals on a variety of community development projects including sustainable forest management, beekeeping, permagardening, and HIV/AIDS prevention.

At PCEDC, Justin will help implement our strategic plan including assisting with the writing of business plans for new and existing businesses, business retention and expansion, and helping implement our Work Ready program throughout the high schools in the county.

Justin can be reached at [jkrohn@pikecedc.org](mailto:jkrohn@pikecedc.org) or at 217-440-5101



## **Are you looking to expand your existing business?** (taken in part from sba.gov)

Many entrepreneurs have a vision of where they would like their business to go but don't quite know how to get there. Taking that next step can be daunting, especially if you are unsure of where to go for help. Fortunately, there are many places to turn to for help with your small business! PCEDC works with The Small Business Development Center (SBDC) and is a great place to get started. The Illinois SBDC at WIU has advisors who will sit with you to discuss your plans, review your current business model, and provide guidance to get you where you'd like to go. PCEDC can arrange for a meeting for you in Pike County.

If you think you are prepared to start requesting funding for your business, here are a few things to make sure you have before you apply for a loan:

- Provide a short statement with the total requested amount and the specific reasons for it.
- Ensure all your financial statements are in order. This includes your business revenue, expense, and profit reports as well as the current value of the business and future forecasts.
- Explore funding sources, and identify which one is right for you. Options may include loans, credit, or crowdfunding. If you are unable to secure a loan from the bank, consider an SBA-guaranteed loan or contact PCEDC to discuss the availability of utilizing low interest revolving loan funds.

If you aren't sure where to start, contact PCEDC for help.

## **Marketing your business** (taken in part from sba.gov)

Are you looking for a way of increasing revenue but aren't sure where to start? A good marketing campaign takes time, money, and preparation. Creating a marketing plan is a good place to start. These sections should be included in your marketing plan:

- **Target market:** This will describe your market's size, demographics, and trends in the market.
- **Competitive advantage:** This is where you want to describe what makes your product unique and what gives you an advantage over your competition.
- **Sales plan:** Describe how you sell your service or product. You can list what methods you use like retail, wholesale, or online.
- **Marketing and sales goals:** Describe your marketing and sales goals for the next year. Goals may include reaching a certain amount of email subscribers, increasing sales by a certain percent, or growing your market share.
- **Marketing action plan:** In this section you'll describe how you'll achieve the goals laid out in the last section. This will include listing the marketing channels you'll use and the customer support you'll offer.
- **Budget:** Make sure the costs of your marketing plan are broken down completely and are as accurate as possible. Once your plan is put into action, keep track of your costs to ensure you are sticking to your budget.

## PITTSFIELD MAPPING

Pittsfield is participating in the MAPPING the Future program with the Illinois Institute of Rural Affairs (IIRA). The MAPPING program is a strategic visioning, planning, and doing process whereby local residents of rural communities create an action plan for creating the community they envision.

This program was created in 1991 by IIRA, located at WIU and is supported by the Illinois Department of Commerce and Economic Opportunity (DCEO). The program accommodates up to eight rural communities a year. In addition to helping lead the MAPPING sessions, IIRA staff will continue to provide expertise and technical support after the Mapping sessions have finished.

As of May 2018, 133 rural Illinois communities have completed the MAPPING process. We are excited that Pittsfield is participating in this program. To learn more about the MAPPING process and how to get involved, contact Megan Newman at [mnewman@pittsfieldil.org](mailto:mnewman@pittsfieldil.org) or call her at 217-285-4484.



Megan Newman is the Economic Development Director in Pittsfield

## USDA OPENS TARIFF PROGRAM

USDA will offer three programs to assist agricultural producers impacted by trade tariffs on agriculture commodities.

The Market Facilitation Program will provide payments to eligible producers of corn, cotton, sorghum, soybeans, wheat, dairy, or hogs.

The Food Purchase and Distribution Program will purchase the unexpected surplus of affected commodities. The Trade Promotion Program will restore lost markets develop new export markets for our nation's farm products.

This support will help you and other producers nationwide manage disrupted markets, deal with surplus commodities, and expand and develop new markets at home and abroad. Read about the three new programs in the most recent USDA press release.

You can find all the information available at the following link to USDA: [www.farmers.gov/manage/mfp](http://www.farmers.gov/manage/mfp)

(Taken from The Farm Post eNews for September 7, 2018)



## AID PACKAGE AVAILABLE FOR PORK

The newly announced support program for farmers, introduced by the Trump administration in late July has a section to assist pork producers. The program contains these elements:

**Direct Payments for Pork Producers and Other Farmers:** Sign up will begin Sept. 4, 2018, at local Farm Service Agency offices throughout the country. To be eligible for payments, individuals must be pig owners, with an adjusted gross income less than \$900,000. Payments are capped at \$125,000 per person or legal entity. The rate of payment per pig is \$8.00. The program applies to animals owned on August 1 and the initial payment will be 50 percent of inventory.



**Pork Purchases:** In an effort to move product through the pork supply chain, USDA will purchase \$558.8 million of pork over several months. This is the largest "bonus" program of pork purchases in memory. The intent of this program is to partially offset the impact of tariffs and avoid shipping slowdowns during this period of increased supply.

(Taken from The Farm Post eNews for September 7, 2018)

## LOOKING FOR A JOB?

Pike County has a wide variety of employment opportunities. If you or someone you know is on the hunt for a new job, there is now a central location to find opportunities within the county. Located in the community center hallway, a rack displaying job applications and job opportunities is accessible 24/7. If you would like assistance with the job application process or need career advice, John Wood Community College Southeast Education Center offers career services for community members free of charge. You can call 217-285-5319 for information regarding scheduling of services.

Local Businesses are encouraged to contact PCEDC if they would like to use the rack display to advertise open positions.



## Tourism Numbers Up Again for Pike County

We are coming into our biggest tourism time. A recent press release from the Quincy Convention & Visitors Bureau revealed Adams, Hancock, and Pike Counties played a role in the state's added economic domestic growth, with \$157.95 million in travel expenditures (a \$1.17 million increase) and \$5.16 million in local tax revenue. More than 6,000 jobs were created across the state as a result of visitor spending, with 1,070 of them in Adams, Hancock and Pike. The numbers for Pike County indicate visitor expenditures at \$27.38 million (a 0.4% increase) and local tax revenue of \$1.39 million (a 0.6% increase) creating 110 jobs for Pike County. The report also indicated that every \$1 invested in Illinois tourism generated \$9 for economic impact for the state.

## 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](http://www.pikeedc.org)*

## Electronic Recycling Gets A Cover

Our Electronic Collection Site now has a cover thanks to funding from Area Disposal to Pike County. Thanks, also, to the City of Pittsfield for supplying the space at the Gas & Water Building and to Chris McDonald, Hollywood Appliance Repair for picking up and recycling the electronics brought to the site. You can find the site at 735 N. Monroe



between the hours of 7:00 a.m. to 4:00 pm on Monday through Friday. Electronics are no longer allowed at the landfill, so please remember to bring electronics to the collection site for recycling. No tube TV's, please!! Call 217-440-7482 for other questions about what you can recycle.



## THREE WAYS TO ENCOURAGE YOUR STAFF TO THINK LIKE ENTREPRENEURS BY MILES JENNINGS. WWW.ENTREPRENEUR.COM

### **CHALLENGE EVERYTHING .**

Entrepreneurs instinctively question processes and the status quo. They aren't being combative or belligerent. They just don't have the feature installed in their brains that prevents them from asking why. This feature can be uninstalled in the brains of your employees by simply giving them permission to ask why and making sure that your management team removes the corresponding defensiveness when a question is asked. Make sure it's clear that "that's how it's always been done" is acceptable as an answer, but only as the means to begin a conversation as opposed to a strategy to end it.

Encouraging this type of thinking -- "design thinking" that is focused on solutions and action as opposed to aimless brainstorming -- encourages more circulation of ideas from the bottom to the top, as opposed to traditional top-down only communication. If it's clear that anyone can simply ask why things are done a certain way without fear of reprisal, and even propose a potentially better way, employees will find their opinions and thoughts to be even more valuable.

### **NETWORK .**

Podcast host Jordan Harbinger has a simple strategy that turns what most people think of networking on its head. Each week he tries to introduce two people in his network who didn't know each other previously. The introduction could be related to business, but sometimes it's just two people who like a particular TV show or board game, or perhaps a vacation destination or sport. Many people associate networking with after-hours meetups where people essentially throw business cards at each other and pitch complete strangers on their latest projects. But networking doesn't need to be so transactional. In fact, you should encourage your employees to reprogram the concept of networking in their minds to exclude transactions completely.

Harbinger's phrase for a more sustainable way of networking is "always be giving." By encouraging your employees to network with each other and connect outside of work, not just socially, but in regards to side hustles or passion projects, you can help them build the rich interconnective tissue that most entrepreneurs have had to build by necessity, not just by choice. You can encourage your staff to take opportunities each week to introduce colleagues from the company to those in their own personal networks that share an interest or passion. Many entrepreneurs consider their networks one of the most valuable parts of their arsenal, and encouraging employees to network -- without counting the cost -- will give them that enduring and rewarding feeling of connecting others.

### **ENCOURAGE AUTONOMY .**

Southwest Airlines is well-known for its level of respect and collaboration between management and staff. That flows from a well-known policy of empowerment. Sometimes this leads to great publicity when someone tweets or writes about a story in which Southwest staff really made their travel special. But sometimes customers disagree, and there have been some cases in which the way Southwest handled a customer service situation was criticized. What has been key to the success of Southwest's policy of empowerment is backing up the words with actions. When the stories are good, Southwest doesn't try to take credit for the thoughtfulness of their employees, and if the stories are bad -- which happens much less often -- they don't throw their employees under the bus (or airplane) and may concede that the situation "could have been handled differently." But empowering employees means trusting them, and when people are given autonomy, they often rise to the occasion.

On a much smaller scale than an airline, Tim Ferriss documented in *The Four Hour Workweek* that he empowered his employees at a nutritional supplement company to make customer service decisions up to \$200 without approval from him. While Ferriss was looking to streamline his day and remove tasks from his to-do list, the more important effect was creating autonomous employees who were then able to offer tweaks to the business that could increase profitability and process with much less friction and process.

# PIKE COUNTY RETAIL TRADE SUMMARY



*Retail Trade Summary for*  
**Pike County, Illinois**

Created: 9/6/2018



**Table 1. Retail Sales, 2003-2017**

Calendar Year	Total Retail	Retail Sales Growth	Number of Sales Tax Paying Firms	Sales per Firm	Pike County, Illinois	
					Per Capita Sales	Pull Factor
2003	\$112,023,907	--	866	\$129,358	\$6,672	0.63
2004	\$114,431,706	2.1%	825	\$138,705	\$6,813	0.61
2005	\$119,231,384	4.2%	865	\$137,840	\$7,131	0.60
2006	\$133,004,947	11.6%	854	\$155,743	\$8,080	0.65
2007	\$136,049,222	2.3%	868	\$156,739	\$8,208	0.65
2008	\$135,681,383	-0.3%	760	\$178,528	\$8,278	0.65
2009	\$124,084,607	-8.5%	698	\$177,772	\$7,625	0.65
2010	\$135,534,982	9.2%	709	\$191,164	\$8,249	0.68
2011	\$132,145,959	-2.5%	732	\$180,527	\$8,059	0.64
2012	\$135,904,705	2.8%	793	\$171,380	\$8,334	0.65
2013	\$140,815,447	3.6%	800	\$176,019	\$8,719	0.68
2014	\$144,242,973	2.4%	845	\$170,702	\$9,003	0.69
2015	\$145,729,835	1.0%	852	\$171,044	\$9,114	0.71
2016	\$139,561,886	-4.2%	910	\$153,365	\$8,750	0.68
2017	\$138,256,353	-0.9%	970	\$142,532	\$8,739	0.67

Retail sales are calculated from the Illinois Department of Revenue's Standard Industrial Classification (SIC) Code Reporting, available at <https://www.revenue.state.il.us/app/kob/index.jsp>. The following is a brief description of the measures used.

Between 2003 and 2017, total retail sales in Pike County increased 23.4 percent. During the same time period, the Illinois' total retail sales increased by 31.5 percent and downstate Illinois increased by 24.3 percent. Downstate sales figures include all incorporated and unincorporated areas except those in Cook, DuPage, Kane, Lake, McHenry, and Will counties. These counties are affected by the Chicago economy.\*

Changes in sales are partially determined by the number of businesses in operation. In Pike County, businesses increased 12.0 percent compared to the 4.1 percent decline for the state of Illinois, between 2003 and 2017. Per capita sales (sales divided by local population according to Census Bureau's estimates) in Pike County were \$8,739 compared with \$14,298 for Illinois in 2017.

The drawing power of a city or county is reflected by a Pull Factor calculated as the ratio of local per capita retail sales divided by downstate (or collar) per capita retail sales. A Pull Factor greater than one reflects the strength of the local retail sector; the area is selling more per capita than comparable areas. A pull factor less than one indicates the residents are shopping elsewhere.

As noted earlier, Pike County had per capita retail sales of \$8,739 in 2017. Downstate's per capita retail sales was \$13,040 in 2017. This resulted in a weak pull factor of 0.67, indicating that Pike County has lost sales to competing communities when compared with other areas. Table 2 shows Pull Factors by specific category. More detail on types of business by category is available at: [www.revenue.state.il.us/app/kob/terms.jsp](http://www.revenue.state.il.us/app/kob/terms.jsp).

**Table 2. Taxable Retail Sales by Category, 2003 and 2017\*\***

Category	2003			Pike County, Illinois 2017		
	Actual Sales	Percent of Total Sales	Pull Factor	Actual Sales	Percent of Total Sales	Pull Factor
General Merchandise	\$17,972,596	16.0%	0.63	\$17,264,106	12.5%	0.61
Food	\$15,790,520	14.1%	0.67	\$21,744,371	15.7%	0.75
Drinking and Eating Places	\$8,937,889	8.0%	0.57	\$9,957,282	7.2%	0.45
Apparel	\$291,637	0.3%	0.10	\$162,036	0.1%	0.04
Furniture, Household, and Radio	\$1,500,603	1.3%	0.21	\$842,680	0.6%	0.15
Lumber, Building, and Hardware	\$6,165,126	5.5%	0.50	\$11,932,678	8.6%	0.90
Automotive and Filling Stations	\$34,169,684	30.5%	0.84	\$37,647,793	27.2%	0.75
Drugs and Miscellaneous Retail	\$8,957,434	8.0%	0.46	\$21,385,575	15.5%	0.78
Manufacturers	\$1,571,922	1.4%	0.41	\$455,530	0.3%	0.11
Agriculture and All Other	\$16,666,496	14.9%	0.68	\$16,864,302	12.2%	0.75

\*When a community is located in multiple counties, if one of the counties is considered a Chicago collar region county, then the community is assigned the collar region coding.

\*\*Blank categories have less than four taxpayers; therefore no data is shown to protect the confidentiality of individual taxpayers. The total listed in Table 1 includes censored data. Businesses may not report themselves in the same category from year to year, resulting in some fluctuation of sales by category.



**Retail Trade Summary: Pike County, Illinois**

**Table 3. Inflation Adjusted Retail Sales by Category, 2017=100** Pike County, Illinois

Category	Real Dollars		Real Change 2003-2017	Downstate	
	2003	2017		Real Retail Sales Growth	Real Retail Sales Growth
Total Retail Sales	\$149,235,327	\$138,256,353	-\$10,978,974	-7.4%	-6.7%
General Merchandise	\$23,942,624	\$17,264,106	-\$6,678,518	-27.9%	-19.1%
Food	\$21,035,719	\$21,744,371	\$708,652	3.4%	-1.0%
Drinking and Eating Places	\$11,906,823	\$9,957,282	-\$1,949,541	-16.4%	13.8%
Apparel	\$388,511	\$162,036	-\$226,475	-58.3%	-0.7%
Furniture, Household, and Radio	\$1,999,064	\$842,680	-\$1,156,384	-57.8%	-38.7%
Lumber, Building, and Hardware	\$8,213,020	\$11,932,678	\$3,719,658	45.3%	-12.8%
Automotive and Filling Stations	\$45,519,962	\$37,647,793	-\$7,872,169	-17.3%	-0.7%
Drugs and Miscellaneous Retail	\$11,932,860	\$21,385,575	\$9,452,715	79.2%	13.4%
Manufacturers	\$2,094,073	\$455,530	-\$1,638,543	-78.2%	-14.6%
Agriculture and All Other	\$22,202,671	\$16,864,302	-\$5,338,369	-24.0%	-25.5%
Consumer Price Index (CPI)	75.1	100.0	33.2%	--	--

Table 3 illustrates the effects of inflation on retail sales. Based on the Consumer Price Index, published by the Bureau of Labor Statistics, U.S. Department of Labor, it cost \$75.07 in 2003 to purchase the same goods and services that cost \$100 in 2017. When the effects of inflation are taken into consideration, total retail sales for Pike County declined by 7.4 percent over the time period examined. The comparable downstate Illinois change was a 6.7 percent decline in inflation-adjusted dollars. The different categories of sales vary according to the real change.

Caution should be used when comparing category items over the years, since businesses may not report themselves in the same category from year to year, which results in some fluctuation of sales by category. Table 3 does not take into consideration population changes or technology changes that effect industrial efficiencies. Blank categories have less than four taxpayers, therefore no data is shown to protect the confidentiality of individual taxpayers. Total retail sales amount includes the information censored from the category breakdown.



**Table 4. Surplus or Leakages from Retail Trade, 2003-2017** Pike County, Illinois

Calendar Year	Potential Sales	Actual Sales	Surplus or Leakage	Surplus or Leakage as % of Potential	Potential sales are an estimate of the sales level that a local area should achieve, based on average downstate (or collar region) sales. Comparing potential sales to actual sales allows a measurement of retail surplus (positive number) or leakage (negative number).
2003	\$147,147,961	\$112,023,907	-\$35,124,054	-23.9%	
2004	\$154,562,615	\$114,431,706	-\$40,130,909	-26.0%	
2005	\$162,359,319	\$119,231,384	-\$43,127,935	-26.6%	
2006	\$167,255,573	\$133,004,947	-\$34,250,626	-20.5%	
2007	\$171,527,448	\$136,049,222	-\$35,478,226	-20.7%	
2008	\$172,309,406	\$135,681,383	-\$36,628,023	-21.3%	
2010	\$169,114,563	\$124,084,607	-\$45,029,956	-26.6%	
2011	\$164,994,291	\$135,534,982	-\$29,459,309	-17.9%	
2012	\$169,177,915	\$132,145,959	-\$37,031,956	-21.9%	
2013	\$170,511,019	\$135,904,705	-\$34,606,314	-20.3%	
2014	\$175,554,779	\$140,815,447	-\$34,739,332	-19.8%	
2015	\$179,452,036	\$144,242,973	-\$35,209,063	-19.6%	
2016	\$165,878,593	\$145,729,835	-\$20,148,758	-12.1%	
2017	\$168,041,920	\$139,561,886	-\$28,480,034	-16.9%	

Potential sales are a product of downstate per capita sales, local population, and the index of income being multiplied together. The index of income is a ratio of local to downstate per capita income. The index of income attempts to measure the relative wealth of the local area compared to the downstate region. The index of income for Pike County is 0.82, which indicates that the local per capita income\* is below the downstate average by 18.4 percent. In 2017, potential sales were \$168,329,552 and actual sales were \$138,256,353, resulting in a leakage of \$30,073,199. A leakage indicates that the local area has lost customers to the surrounding area.

\*Starting in 2009 calculations, local personal income data from the American Community Survey from the U.S. Census Bureau was used. Between 2000 and 2008.

Last Update: July 21th, 2017.

	<p><b>Illinois Institute for Rural Affairs</b>                  518 Stipes, Western Illinois University                  One University Circle                  Macomb, IL 61455                  Phone: (800) 528-9943 Fax: (309) 298-2576                  E-mail: WL-Westerhold@wiu.edu URL: www.iira.org</p>	
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## BUSINESS/EDUCATION ROUNDTABLE



You are cordially invited to a **Business/Education Roundtable** luncheon **Monday, October 15, 2018**, at the **Pike-Scott County Farm Bureau Auditorium** in Pittsfield from **Noon to 2 pm** with lunch being provided.

During this roundtable, we will be discussing how we can create Work Ready Reboot program to try to catch students who might be on the edge of not qualifying for a Work Ready certificate by mid- November. Another topic of discussion at this Business Education Roundtable will be the need for real world experience training. Do we need to be working with our schools and businesses to

create work based learning opportunities to ensure workers complete meaningful job tasks in a work environment where they can develop knowledge and skills that support entry or advancement in a particular career field?

Work based learning could provide on the job opportunities and real world experience that open career advancement pathways for low income and lower skilled workers who might lack equitable access to high quality training and work experiences. Real world experiences and project based learning are crucial for students and help develop the lifelong skills they need to succeed, especially when it comes to adaptability.

Work creates the opportunity to increase a sense of belonging and purpose, as well as develop confidence in one's identify- all important aspects of healthy human development. Giving students a chance to test their abilities before leaving school is optimum. Designing a new library space or building a small robot – these are skills that students can take with them as they work toward a college degree or even a career. Are there business people who could be speakers and offer expert help or places outside the classroom where students can observe and learn? Or is there simulation based learning that we could provide?

We will also be sharing training programs we can provide to the schools, as well as hearing updates from all partners.

The event is being sponsored by the Pike County Economic Development Corporation and the Workforce Innovation Board of Western Illinois. The Workforce Innovation Board of Western Illinois (WIB) has established as one of its priorities – to facilitate a stronger connection among the WIB, the business community, economic development, and secondary education. Throughout the nine counties the WIB is partnering with the economic development entities to host a dialogue among business and education leaders to address the “future” workforce and other related workforce matters.

To plan accordingly for food and space, please **RSVP** by **Thursday, October 11th, 2018**, via email at [bmiddendorf@2riversrcd.org](mailto:bmiddendorf@2riversrcd.org) or by phone at 217-491-2401. We hope to see you there!

# QUICKBOOKS CLASSES AVAILABLE

If you need additional help with QuickBooks, here is your chance for free training! Both beginner and advanced sessions are available. Harrison Business Services is partnering with PCEDC and JWCC to make these sessions available for you free of charge. Sessions will last 60 to 90 minutes with a question and answer session included. The Basic session will be offered Oct 15th from 4:00 pm to 5:30 pm and the Advanced Session will be offered the following night, Oct. 16th from 4:00 pm to 5:30 pm. Both sessions will be held at JWCC Southeast Education Center, 39637 260<sup>th</sup> Ave. | Pittsfield, IL. Sign up for one or both. Space is limited so register now at [jkrohn@pikeedc.org](mailto:jkrohn@pikeedc.org)



## Description of QuickBooks classes:

### **October 15<sup>th</sup>: Basic:**

Choose this QuickBooks class if you are new to QuickBooks or if you only need to use the basic features. Both QuickBooks Desktop and QuickBooks Online will be covered. Topics will include: installation, setting up chart of accounts, setting up billable items, handling inventory and sales tax, setting up customers, setting up vendors, using write checks vs enter bills/pay bills, cash vs accrual financial statements, etc. A Q&A session will allow current users to ask questions they have encountered.

### **October 16<sup>th</sup>: Advanced:**

If you are already familiar with QuickBooks and need to learn to use some of the advanced features, then this is the right QuickBooks course for you. This session will go into greater depth of the above topics and will include exporting data to Excel and Word, creating reports, creating graphs, printing financial statements, cash & accrual basis.

## **About Your Instructors from Noble D. Harrison II, P.C.:**

### **N.D. Harrison**

Education: William Jewell College, University of Missouri-Columbia (Bachelor's in Accounting), University of Illinois-Urbana/Champaign (Master of Accounting Science)  
Other: Certified Public Accountant, former QuickBooks Professional Advisor (Desktop version), taxation of individuals, corporations, S corporations, partnerships and trusts.

### **Michael Jennings**

Education: John Wood Community College (Associates Degree in Business), Southern Illinois University at Edwardsville (Bachelor's Degree in Accounting, Kaplan University (Masters Degree in Accounting with Tax Specialization)  
Other: Current QuickBooks Online Professional Advisor, QuickBooks experience