

# The Business News

September 2004

A Monthly Publication of the Jersey County Business Association

Jerseyville, Illinois

## 2004

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## THE BEAR FACTS

A Message from Larry Bear, V. P.

Happy Birthday JCH!

There must have been a wonderful group of community activists in Jersey County in the early 50's. In fact, 1954 was a watershed year. Rotary was begun; Westlake Country Club opened; a decade of civic progress was underway. Many people still remember that we did not always have a hospital. Doctors and patients drove to Alton or Carrollton until in August of 1954, when the Jersey Community Hospital quietly opened its doors on Pine Street near the downtown district of Jerseyville.

It was a promising beginning. Today JCH employs 350 people and pumps \$21 million dollars a year into the economy. In the coming twelve months, 10,000 persons will be treated in the Emergency Room, 1800 people will have surgery and 200 babies will be born. The average inpatient census will be 21 and ambulances will make 14 runs per day. It's become a vital community resource.

The 20-acre campus houses the Hospital, two medical clinics, the Ambulance Service and the Wellness Center. Last year, in an effort to assist with the revitalization of the Jerseyville Mall, the JCH Dialysis Center opened adjacent to the old Walmart. That Center now serves 30 patients and has eased the burden of unnecessary travel for their families. The JCH Women's Center will open by the end of the year, adding a number of new services for women of all ages.

There is a unique sense of Community in Jersey County. Sure we squabble a bit, like any family; but in the last analysis, people here support each other. That local patriotism continues to support the advance of medical services "close to home." Maybe our children will look back some day and admire the progress this generation has made.

So, Happy 50th Birthday, Jersey Community Hospital! And thank you to the patients, trustees, physicians, volunteers and staff who make it such a community asset.



Superintendent of Schools Jim Whiteside introducing the 19 new teachers/administrators in Jersey CUSD #100 School System at the New Teacher's Luncheon August 16th.



## JCBA "Gift" Certificate Program

The Small Business/Ag Committee has been very busy investigating various programs designed to assist in keeping money circulating in Jersey County. They have looked at two programs that other Chambers of Commerce have used and have decided on one for our use in Jersey County.

It is a "Gift Certificate" program that is simplistic in design but yet has had very satisfying results for the Southwest Illinois Growth Association. It will involve the area merchants and local financial institutions.

JCBA is planning on rolling out this program around the first of November in time for Christmas and the holiday shopping season. The certificate can be given by businesses as a Christmas bonus for their employees or an individual can give a certificate as an individual Christmas gift. Actually the certificate can be used any time of the year, especially for birthdays as well as other holidays.

The participating JCBA members will have their names listed on the backs of the certificates as well as given a sticker to be placed on their doors signifying that they are participating merchants. The gift certificates can be handled like any other gift certificate.

JCBA will market the program completely and will act as a hotline to provide information about the program. We will periodically advertise the program in the JCBA Business News and other media outlets. JCBA will receive the certificates and reimburse the participating member merchants.

Be watching for further information in the coming 30 to 60 days.



# ECONOMICALLY SPEAKING

by Brent Thompson

I get asked on a fairly regular basis, "What is economic development?" In its purest definition, it is the creation of wealth in a given area by the utilization of land, labor, capital and entrepreneurial ability.

How is wealth created by economic development? The answer is by attracting and retaining employers that provide basic jobs. To economic developers, the world is a pretty simple place because there are only two types of jobs – basic and non-basic.

Basic employers manufacture goods or produce a service sold outside the community where it is produced, which imports money from economies in other communities or even countries. A good example of a basic employer in the Jersey County area is Hardwood International.

Hardwood International produces wooden flooring and other products that are exported to other countries primarily. This company brings in new money from Europe. Proceeds from the sale of their products flow back into the Jersey County area from outside the area. Their revenues fund basic jobs for people in our county and surrounding area.

Just as someone in your family must go outside the home to provide financial support for the survival of your family, a local economy must also have basic jobs that import money. Without imported dollars, a local economy would simply recirculate its internal money and eventually collapse because our local money would slowly be sent to other communities for the goods and services we consume that are made elsewhere.

Basic jobs are the lifeblood of a local economy because the money they import creates non-basic jobs. The salaries and wages from basic jobs, when spent at local businesses such as the grocery stores, gas stations, car dealerships and restaurants, create non-basic jobs. These "non-basic" employers ultimately create the quality of life so critical to the long-term success of any local economy. In any healthy economy, a synergy exists between basic and non-basic jobs. Basic jobs create wealth and non-basic jobs create the quality of life that shopping, dining, entertainment and culture represent.

While the wealth-creating mission of economic developers sounds simple, certain dynamics of every local economy make the task more complex. Research has revealed that a typical community can expect to lose between six and eight percent of its total employment base each year to three unavoidable factors.

Product obsolescence is the first reason a local economy loses jobs regardless of economic conditions. Secondly, increased automation from technological advancements caused job losses. The third factor in the equation is competition from other communities.

With approximately 10,000 economic development organizations competing for 1,200 to 1,500 significant new projects in any given year, competition is intense. Some of those new projects are considering an expansion here or elsewhere. Decisions to expand elsewhere could result in the closure of local operations, illustrating why economic development professionals must play defensive at times.

Proper economic development tools, area dynamics, and pure luck go into each areas basic job building. Every community has assets to sell to new businesses, as do we. We will continue to aggressively strive to get new businesses to look at us.

# BUSINESS OF THE MONTH



## Prairie Land Power

Prairie Land Power, located on West Highway 16 at the corner of Maple Summit, is the implement dealer featuring Massey Ferguson, Gleaner, New Idea, White Planters, Gehl, Coyote Tractors and other farm equipment. Prairie Land Power also handles Simplicity riding lawn mowers for residential use and Ferry and Grasshopper for commercial and heavier mowing needs. Prairie Land Power has been in business since 1948 when it was owned by Harry Krause. Charlie Gerson and his wife purchased the business in 1998. Prairie Land Power employs 9 people.

## JCBA Committee Reports

### Legislative Committee:

Sponsored the Congressman Shimkus Luncheon on August 13th. There were 43 members in attendance.

### Education & Health Care Committee:

Sponsored the "New Teacher/Administrators Luncheon" on Monday, August 16th. There are a total of 19 new teachers/administrators who are new to the school system this year. A total of 16 JCBA member businesses sponsored the event at the JCH Wellness Center.

### Small Business/Ag Committee:

Working on a "Gift Certificate" Program that will emphasize spending at home. It will begin around November 1, 2004. Initiation of a "Front-Line Customer Service Training" Program for members and their employees to improve upon customer skills. The schedule will soon be announced.

### Membership Committee:

Continues to recruit new businesses into the JCBA. To date, the committee has recruited 13 new members since July 1st.

Business After Hours – Scheduled for Thursday, October 21st, from 5:00 to 7:00 p.m. at DeSherlia Landing in Grafton.

Chamber of Commerce Week – Activities being planned for Chamber of Commerce Week which begins the week of Monday, September 13th.

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# WELCOME NEW MEMBERS

The Membership Committee has been very active the last 30 days. Please welcome these businesses as new members of the JCBA. Remember, when doing business, think of your fellow JCBA members first.

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|--|---|---|---|--|---|
| <b>Rod Brangenberg</b><br>Brangenberg Construction<br>3133 Nottoway Drive<br>Godfrey, IL 62035<br>618/466-8599 | <b>Dave Cronin</b><br>Cronin Refrigeration,<br>Heating and A/C<br>17 Sugarbend Drive<br>Jerseyville, IL 62052<br>618/498-7604 | <b>Charlie R. Davis</b><br>Buzz Body Shop<br>22880 St. Hwy 109<br>Jerseyville, IL 62052 | <b>Clifford C. Emons</b><br>Attorney-At-Law<br>123 W. Pearl,<br>P.O. Box 290<br>Jerseyville, IL 62052<br>618/498-2168 | <b>Greg Ringhausen</b><br>German Insurance<br>850 S. State Street<br>Jerseyville, IL 62052<br>618/498-6123 | <b>David Loellke/<br/>Lori Weishaupt</b><br>Loellke Plumbing<br>22974 E. County Road<br>Jerseyville, IL 62052<br>618/498-5185 |
|--|---|---|---|--|---|

## Bailey Brother Circus coming to town September 13th

Jersey County Business Association will be sponsoring the Bailey Brothers Circus on Monday, September 13th at the Jersey County Fairgrounds. There will be two performances. The first will begin at 5:00 p.m. and the second performance will begin at 7:00 p.m.

We will be working with the Grafton Chamber of Commerce on advanced ticket sales. The Grafton Chamber will handle the Grafton area and JCBA will handle the rest of the county. More information pertaining to ticket sales will be forthcoming.

Make plans to attend the Bailey Brothers Circus on the evening of Monday, September 13th at the Fairgrounds at either 5:00 p.m. or 7:00 p.m.

## Clifton Taulbert, Pulitzer Prize winner, to address Principia College

The membership of the Jersey County Business Association has been invited at no cost to hear Clifton Taulbert, internationally acclaimed author, lecturer, and leader in the field of community building at Principia College in the Cox Auditorium at 7:30 p.m. on Monday, September 20th.

Taulbert is founder and president of the Building Community Institute. The institute is based on the principles outlined in his book *Eight Habits of the Heart*, which was chosen in 1997 by USA Today as their "year end book to enrich our minds and lives." According to Taulbert, "By building a powerful, effective and caring community, we can transform our environment into one that values collaboration, commitment and character while welcoming diversity in all the areas of our lives."

A few of Taulbert's audiences include: The United States Supreme Court and Library of Congress, the FDIC, State Farm Insurance, and the Ford-Mazda Auto Alliance.

Taulbert has served as a guest professor at Harvard's Principal Center and on the University of Tulsa board of trustees. Among his many awards are an NAACP Image Award for outstanding contribution to literature, the Arthritis Foundation Volunteer of the year, the National Jewish Medical and Research Humanitarian Award and the Richard Wright Literary Excellence Award.

There will be a book signing following the address and several of Taulbert's books will be available for purchase before and after the presentation.

## Chamber of Commerce Week in September

Governor Blagojevich signed a proclamation declaring Monday, September 13th through Friday, September 17th, Illinois Chamber of Commerce Week. Many Chambers of Commerce throughout Illinois will celebrate that week with special events. The Jersey County Business Association will be one of those organizations who will plan special activities to educate businesses and the public about the important mission of a chamber of commerce and how we specifically function for the Jersey County business community.

Watch for upcoming news about special events and activities we have planned during the week of September 13th. We hope you will join us in celebrating the importance of Chamber of Commerce Week.

## JCBA Business After Hours

If any JCBA member is interested in hosting or co-hosting a "Business After Hours," please call 639-JCBA for more information. A JCBA member may host by themselves or co-host, if they prefer with another member. We have a "BAH" planned currently for Thursday, October 21st at DeSherlia Landing in Grafton. It will be hosted by Kellers Too and the Grafton Harbor/Marina from 5:00 p.m. to 7:00 p.m.

## Business & Event Brochures

We have many people who come in looking for services or things to do in the area and we would be glad to display your information. We also mail many of these brochures out in "Tourist" packets or prospective "New Move-Ins" to Jersey County. This is a free service we provide to you for your membership to the Jersey County Business Association.

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# THIS MONTH

## SEPTEMBER 2004 IN JERSEY COUNTY

**SEPTEMBER 8th** -  
Wednesday, Visioning  
Meeting, 7pm, SF/HG  
Church (Gym)

**SEPTEMBER 9th** -  
Thursday, Chamber Board  
Meeting, 12:00 Noon,  
JCBA Conference Room

**SEPTEMBER  
13th-17th** - Chamber of  
Commerce Week

**SEPTEMBER 13th**  
- Monday, Bailey Brothers  
Circus, 5pm - 7pm,  
Jersey Co. Fairgrounds

**SEPTEMBER 21st**  
- Tuesday, JCBA Board  
Meeting, Noon, JCBA  
Conference Room

**SEPTEMBER 21st**  
- Small Business/Ag  
Committee Meeting, 3pm,  
JCBA Conference Room

**SEPTEMBER 23rd**  
- Thursday, Education/  
Health Care Committee  
Meeting, 3:00 p.m.,  
JCBA Conference Room

**SEPTEMBER 28th**  
- Membership Committee  
Meeting, 3pm, JCBA  
Conference Room

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