

THE EDVOCATE



Your opportunity awaits...

The EDvocate is a quarterly publication of the Greater Livingston County Economic Development Council.

Strategic Plan and 2009-10 Work Plan Board of Directors Layout Plan for the GLCEDC

By Larry Vaupel, CEO

At the April 2009 Board of Directors meeting, the Board adopted a Strategic Plan recommended by the Executive Committee.

The Strategic Plan lays the groundwork for the organization's efforts to succeed in accomplishing its mission. The plan breaks the mission down into four main objectives. The objectives are: Retention and Expansion of Local Business, Attraction of New Business, Staff Supported Resource Inventory, and Workforce and Entrepreneurial Development.

Each of these objectives have several activities associated with it. The activities are transferred as

tasks to the 2009-10 Work Plan that was also adopted by the Board of Directors.

The Work Plan sets forth the specific tasks that will be accomplished by organization, assigns the task to a committee or staff, and sets a due date by which the task should be accomplished.

The highlight of the work plan is the creation of a new committee structure. The new committees are: Business Retention & Expansion, Business Recruitment, Marketing & Promotions, Membership & Finance, and Workforce & Entrepreneurial Development.

There are plenty of opportunities for investors to

participate in the committee activities. Most committees meet monthly, or more frequently if working on a specific task. The more members contributing towards the work of the committees, the less time that individual members have to dedicate to the tasks.

If you'd like to volunteer on one of the committees, please contact the office and we will put you in touch with the appropriate chairman to discuss how you can assist us in our mission.

Look for committee updates in this and subsequent issues of *The EDvocate*.

The GLCEDC Hires Professional Staff

Executive Committee Hires CEO and adds Peace Corps Fellow and part-time administrative assistant to accomplish the organization's mission.

By Mike Stoecklin, Chairman

In February, the Executive Committee voted to approve an employment contract with Larry Vaupel and named him the organization's first Chief Executive Officer.

Larry brings fourteen years of experience in economic development, city planning, and real estate to the GLCEDC. He has previously held economic development director positions at the Villages of Bartlett and Plainfield, as well as DuPage County. His other municipal experience was as a city planner for Peoria, IL, and development coordinator for the City of Naperville. He has also consulted with the Plano Economic Development Corporation and the Plainfield Economic Partnership, assisting those organizations in creating by-laws and adopting a strategic plan.

Larry received his BS Degree from Liberty University, his Masters of Public Administration from Northern Illinois University, and is currently pursuing his PhD in Political Science from NIU.

Mary Jane Levinson has been working with the GLCEDC since October 2008. She is the Executive Assistant for the

organization and works part-time. Mary Jane held similar positions in the digital and residential mortgage industry prior to joining the GLCEDC.

At the April 2009 Board Meeting, the Board of Directors approved an agreement with Illinois State University to host a Peace Corps Fellow for the 2009-10 academic year. Amy Deal was selected to work with the GLCEDC during this time. Amy started her fellowship on July 23 and will be with the GLCEDC through mid July 2010.

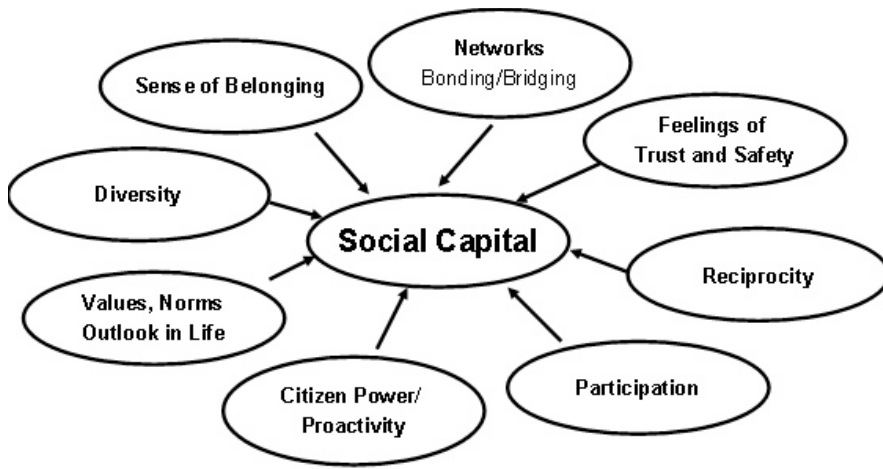
Amy's experience includes leading a neighborhood revitalization effort in Bloomington, writing newsletters, maintaining websites, grant writing, and facilitating community workshops. Her Peace Corps assignment was in Mongolia, where she taught children English and worked with a local women's organization to provide job training and political seminars.

I am confident that this group of professionals will help the GLCEDC accomplish our mission and provide leadership and guidance in our economic development initiatives.

GLCEDC Working Hard to Accomplish 2009-10 Work Plan

Here is a sample of the work that has been done since February 2009.

- Created and Approved a Strategic Plan
- Established goals and objectives for 2009-10 in a Work Plan
- Held monthly Executive Committee meetings
- Held quarterly Board of Directors Meetings
- Met with the Livingston County Mayor's Association
- Gave a presentation to the Livingston County Township Officials Association
- Joined the International Economic Development Council
- Joined the Illinois Development Council
- Joined the Central Illinois Development Partnership
- Contracted for website development and launched www.glcedc.org
- CEO toured the following municipalities with the Mayor or Staff: Cullom, Dwight, Pontiac, Saunemin, Emington, Fairbury & Forrest. Self toured all other municipalities.
- Met with numerous County Board Members
- Met with Superintendents of Dwight, Pontiac and Prairie Central school districts.
- Met with the Workforce Development Board
- CEO made contact with each of the 83 members of the GLCEDC
- Assisted Saunemin in requesting road funding
- Met with the Dwight Economic Development Committee
- Gave a presentation to the Fairbury City Council
- Hosted a Realtor's Breakfast
- Gave presentation to the Pontiac Kiwanis Club
- Attended the Rotary meetings in Pontiac and Fairbury
- Gave a tour of the Futures building to a developer/builder
- Provided employment data for a national shoe retailer
- Met with a prospective operator of a significant highway commercial facility
- Met with wind farm operator to discuss placement of a maintenance operation in Livingston County
- Met with management of Interlake, Selig, Caterpillar, OSF St. James, and R.R. Donnelley-Dwight



“To maximize our social capital position, we need to embrace the reality that we are competing for economic benefits in a global market. We will make little progress if we are competing with ourselves.”

Economic Development Success Requires Broad Participation and Support

By Glen Ludwig, Creative Ag Solutions-Executive Committee Member

Economic development has various meanings to citizens across Livingston County. As a large rural county, economic development is exceptionally important to our area. If you haven't noticed, the efficiency of production agriculture requires fewer people every year. Thus, the employment opportunities in rural farming counties tend to shrink, without economic growth initiatives. However, being a rural area can be an advantage in social capital. If you want to learn how read on.

As a community, county, or region gets more proactive in pursuing economic development a typical activity is developing an inventory of the assets that the area brings to the table. The list often includes the infrastructure, financial resources, and human capital unique to the area.

An article I recently read suggests that many areas fail to recognize and inventory another important resource called "social capital." The definition of social capital may be a bit different depending on whom you ask. One source quoted in the article said social capital represents "authority relationships, relations of trust, and allocations of rights and involvement." Another way to define social capital is a mixture of healthy trust, cooperation, and coordination within and across a group.

A community, such as Greater Livingston County, could be viewed as having abundant social capital as an economic development asset, when there is a strong coordination of action and efforts linked to trusting networks reaching across the cities, villages, urban and rural populations, including businesses, industry, and the educational community. When an area seeking to stimulate economic growth truly has healthy

and robust social capital, it likely has an edge when it comes to attracting economic growth opportunities.

To provide an example, let's assume an energy technology company based in the Pacific Rim has interest in locating a plant in the Midwest. The decision makers are likely to favor an area that is represented by an organization that speaks with a united, highly credible and single voice regarding the benefits and assets that an area can offer. Large corporations have little time, interest, or willingness to be bogged down in local political or historic issues. They don't care where the county seat is, that there is a long standing high school sports rivalry between two towns, or in which area of the county the last major economic growth occurred.

Thus the challenge, and yes, the opportunity for the member investors in GLCEDC is to foster a high level of social capital across Greater Livingston County. This requires broad participation and cooperation across our entire area by citizens, communities, and businesses: All working together in a unified way to capture important economic growth.

Economic development is exciting and interesting to me, because it's about the future. The future is common to all of us, as this is where we all will spend the balance of our lives. To maximize our social capital position, we need to embrace the reality that we are competing for economic benefits in a global market. We will make little progress if we are competing with ourselves. Our efforts will be greatly hindered if we allow local issues and history to diminish the value of our important social capital advantage.



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Data Center	Communities	Quality of Life	Sites & Buildings	Calendar	
					for Entrepreneurs
					for Members
					for Residents
					for Site Selectors

Welcome to Livingston County, Illinois. Livingston County combines an outstanding quality of life with a pro-business attitude to produce an excellent place to start or expand your business. The Greater Livingston County Economic Development Council (GLCEDC) is here to help businesses grow and to provide our employers a highly trained and competent workforce. Be sure to check out our assistance programs for new and existing businesses. *Your opportunity awaits...*



Business Assistance

Sites & Buildings



[Featured Members](#)

The GLCEDC Joins the World Wide Web www.glcdec.org to be launched August 3

By Larry Vaupel, CEO

It is said in economic development circles that site consultants and prospective businesses will visit a website up to six times before making a personal contact.

Our presence on the internet is a valuable marketing tool and informational resource for our organization. We want to be sure that prospects can obtain all the information they need with the least amount of interference and distraction. It is important that they be able to quickly find us via a search engine and easily navigate to our site. Once there, they need to be able to find the particular information pertinent to them with as few clicks as possible.

With this design criteria in mind, the GLCEDC contracted to have our website designed. The design (see homepage

above) of the site meets these criteria and more. We also make it easy for members, existing businesses, residents and those thinking of starting a business to find the information they need.

Please take some time to visit the website and discover what it has to offer. We continue to add content and additional links to make the site more complete. If you have any suggestions, please let us know. We value any feedback that can be provided.

The GLCEDC is also on Facebook. Join our social networking group on Facebook and receive meeting notices and gain the ability to network socially with other GLCEDC members.

Your opportunity awaits...

The Marketing and Promotions Committee created a new slogan and tag-line to be used in communicating to prospective businesses and new entrepreneurs. The committee believes these three words adequately summarizes the business climate in Livingston County.

Committees Begin to Focus Their Efforts

Working Committees Meet and Organize

By Larry Vaupel, CEO

Nearly before the ink was dry on the recently adopted Strategic Plan, the newly created working Committees were busy organizing their work and setting their goals.

The following summarizes their recent activities and outlines some of their objectives for the next twelve months.

Membership & Finance

Led by Dave Ochs of OSF St. James, the committee is responsible for recruiting new members and preparing the GLCEDC budget. The Strategic Plan set a goal of increasing the membership to 100.

The committee met and decided to divide the county into five sectors and host an after work reception in each of the geographical sectors. The committee's first two receptions have been scheduled. The first will be held in Fairbury on August 12. The second will be held in Dwight on September 3. The committee plans to host a reception each month through the end of the year.

Workforce & Entrepreneurial Development

Mike McCoy of McCoy Construction is the Chairman of this committee. Mike understands that unless the county has a skilled and competent workforce, business attraction and retention will be limited. The Pontiac school districts and Pontiac Chamber of Commerce are also involved in this critical task. The committee is going to prepare survey questions for the Retention and Expansion Committee to use during their site visits with existing businesses. This will help to identify the strengths and weaknesses of our workforce.

The committee is also responsible for providing assistance to entrepreneurs and business owners by educating them on business start-up issues and financing alternatives.

Business Retention & Expansion

Patti Damm of Caterpillar leads this group of members as they develop a business visitation program for the GLCEDC. Information obtained by interviewing existing businesses is critical to understanding the areas on which the GLCEDC needs to focus. The committee has created their list of businesses that they would like to interview over the next twelve months.

Marketing & Promotions

Our Chairman, Mike Stoecklin, heads this committee which is responsible for website development, tag-line creation, and supporting other committees with creative ads and other marketing materials. The committee has created the slogan, *Your opportunity awaits...* and is working to launch the website on August 1.

Business Recruitment

Scott Bauknecht of FREESTAR Bank chairs the committee responsible for recruiting new businesses to the area. The committee will be working to create a list of targeted industries that will be the focus of our recruitment efforts.

There is always room for more members on the committees. Please contact me, or the committee chairperson to learn more about the opportunities to work on the front line of economic development.



Executive Committee

Mike Stoecklin, Chairman
Dave Ochs, OSF St. James - Vice Chair
Kevin McNamara, Village of Dwight - Secretary/
Treasurer
Patti Damm, Caterpillar
Mike McCoy, McCoy Construction
Glen Ludwig, Creative Ag Solutions
Mike Cohlman, Champion Fitness
Terry Sullivan, Sullivan Realty
Scott Bauknecht, FREESTAR Bank
Ron Minnaert, State Bank of Graymont
Mayor Jim Gulliford, Village of Forrest

Board of Directors

Paula Corrigan, OSF- St. Francis, Inc.
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Joe Mikulecky, Farnsworth & Wylie
Jerald Sherman, Big R
Oscar Weathersby, Livingston County Custodial
Sandy Erschen, Manpower
Courtney Farrell, Pontiac RV
Joan Bullard, Joan Bullard Realty
Mark Brummel, Barrett Realty
Don Beavers, Livingston County Board of Realtors
Bill Kauffman, Bank of Pontiac
Bill Fairfield, Livingston County Board
Leo Johnson, Pontiac School District #90
Beth Dunahee, Futures Unlimited
Tom Tock
David Hamilton, Printing Craftsmen



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