

# The Business News

February 2006

A Monthly Publication of the Jersey County Business Association

Jerseyville, Illinois

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## COLLINS' COLUMN



A Message from Chris Collins, Chairperson

This year's annual banquet was well attended, with more than 100 people on hand. Those in attendance were rewarded with an excellent meal and an entertaining recap of the JCBA's past year of work by Outgoing Chairman Larry Bear. In addition, the 2006 Valda Beach Business of the Year Award went to Wells-Norris Inc. Larry Bear provided some insight into the history behind Wells-Norris, Inc's start-up and accomplishments throughout the years.

It is always interesting to hear the story of how today's successful businesses were formed. Over the years, we have heard many fascinating anecdotes about how several businesses were began and survived challenging times. Walt Disney once said of a business, "You don't build it for yourself. You know what the people want and you build it for them." That statement obviously holds true in Jersey County. Over the years, we have listened to the history of local businesses that include Rudolph's Inc (1997), Sinclair Food Mart (1998), Sunderland Motor Company (1999), Century 21 (2000), Rice Seed Company (2001), Mundy's Home Center (2002), Jersey County Motors (2003), and Brockman's Wholesale (2004). These companies were built on a foundation of hard work and integrity. In addition, they brought the ability to change and adapt to what the customer wanted. None of these businesses are operated the same way as when they started. In fact, many now offer expanded or different products and services. New generations brought new ideas and different goals for these companies. However, their success is still rooted in the hard work and integrity they brought to the community.

Small businesses today can still hang their hat on the personal relationships they build with the customer. Customers really haven't changed much over the years; they are still looking for value. Most businesses try to sell price, but the businesses that have succeeded over time sell value. Congratulations to Wells-Norris, Inc and the Norris Family for all the success they have achieved, and thank you for the commitment you have shown to Jersey County.

*Chris Collins*



Chris Collins - Chairman, and Larry Bear - Outgoing Chairman of the JCBA congratulate Patty and Mike Norris - third generation owner of Well's Norris on receiving the 2006 Valba Beach Business of the Year Award. Also pictured is their son Brian Allen - Parts Manager and his wife, Brenda.

## First "Talking Points" program in February

The first program in the "Talking Points" Series of educational programming for JCBA members is scheduled for Thursday, February 16th beginning at 11:30 am in the upstairs meeting room at 518 South Restaurant.

The program, entitled Capping Health Care Premiums, will cost \$20 which includes lunch. It is scheduled until 1:00 pm.

The program will be given by Gloria Guy from the Illinois State Chamber and Cheryl Larson from HPN WorldWide, Inc.

A synopsis of the program is as follows. *With health care premiums increasing in the new double digits each year, businesses are looking for solutions to help manage health care costs now. Participants of this workshop will learn how to help employees and family members improve care-decision skills and the use and quality of care, partner with their doctors for better results, adopt behaviors to prevent illness and injury, and better manage chronic conditions. You will also learn how to help your organization and employees manage health costs and rate increases, as well as reduce absenteeism and improve productivity.*

To register for the workshop, send your registration to Lewis & Clark Community College, 100 N. Lincoln, Jerseyville, 62052. You may also register by using MasterCard or Visa. Make the checks out to Lewis & Clark Community College. Seating is limited, so the program will be offered on a first come-first serve basis. This program can be beneficial for employers and employees alike.

## WELCOME NEW MEMBERS

**Piasa Winery** - Will Strang  
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**Piasa Pub** - Carl Klemaier  
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618/786-2713  
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## JCBA assists in creating Highway 67 Development Plan

A task force has been assembled by JCBA to work with Heneghan & Associates in creating a Highway 67 Development Plan in Jersey and Greene Counties. Members of both counties have been selected and have met one time in Carrollton.

The task force will provide information to Heneghan & Associates about best possible land uses from South Jersey County along the Jerseyville Bypass and into Greene County. Each county has made some initial choices into who might best serve on this committee from each county. It is divided up into both the public and private sectors. The members chosen so far to serve on the Task Force for Jersey County are Tom Klasner, County Highway Engineer; Brad Russell, Russell Engineering; Jerry McIntyre, McIntyre Contracting; Howard Landon, County Board Chairman; Andy Macias, Jerseyville City Commissioner; Brad Jun, Jun Construction; Yvonne Hartmann, Jerseyville Mayor; and Mike Prough, Director of the new GIS Program for Jersey County.

The task force will meet through the month of February and will provide Heneghan & Associates with the recommendations at the end of February. Heneghan & Associates will then formalize these recommendations and bring them back to the public for further input. A final document will be presented by Heneghan & Associates to West Central Development Council in the early spring.

## LEADERSHIP JERSEY COUNTY PROGRAM ANNOUNCED

New JCBA Chair Chris Collins announced to the membership at the 2006 Annual Meeting that beginning in 2007, a new leadership program will be initiated. For now, it is being called Leadership Jersey County.

The purpose of the program is to identify, encourage and educate prospective leaders in Jersey County. With the growth of Jersey County comes new challenges that need to be addressed on the boards of such organizations as the JCBA, United Way and other non-profits, city councils, county board, and board of education.

Programs such as government, tourism, business, agriculture, legislative, education, health care and others will be addressed in the education component of this Leadership Jersey County Program.

The organizing task force is currently being formed that will drive the program into the first year.

This type of program is being offered by many chambers across the United States and is meeting with phenomenal success. The program will be open to all residents of Jersey County. Still to be determined is the schedule of meetings, cost, method of delivery and the various locations of each separate program.

If you are interested in participating in assisting JCBA organize such a program, call the JCBA office at 639-5222 or call Jennifer Russell, Task Force Chair at 498-2913 to volunteer and learn more about Leadership Jersey County.

## 52<sup>nd</sup> ST. LOUIS BOAT & SPORTSHOW

JCBA along with Grafton Chamber of Commerce, Alton Regional Convention & Visitors Bureau and individual businesses will set up a booth at the St. Louis Boat & Travel Show which is held annually in the Edward Jones Dome in St. Louis. The dates for the 2006 show are February 7 through February 12.

This is the fourth year that the partners have manned a booth in the show and talked to show attendees about the tourism benefits of Grafton, Jerseyville and Jersey County.

The booth has been one of the favorite booths in the show thanks primarily to the updates each year on the Grafton Marina. This year, Joe and Jan DeSherlia will actually be in a position to offer slips for rent. The other events that have been popular are the festivals that are held annually in Jersey County.

New Jersey County attractions this year will be the availability and sale of three new condo developments offered in Grafton.

January Business After Hours was sponsored by Century 21 - House Center Plus. The event was also held in their office at 201 S. Jefferson.



The Grand Opening for the new JCH Women's Center on Monday, January 23rd. Mayor Yvonne Hartmann cuts the ribbon on the new facility while Senator Deanna Demuzio, Representative Jim Watson, Mayor Hartmann, JCH Administrator Larry Bear, JCH staff and the JCBA Ambassadors.



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# ECONOMICALLY SPEAKING

by Brent Thompson

## COUNTY EXECUTIVE IDEA VERY SOUND FOR THE FUTURE OF JERSEY COUNTY

The January 18th edition of the Jersey County Journal contained an editorial written by Dan Moore, a current county board member, providing a very interesting idea. He maintains that somewhere in the not too distant future Jersey County and its elected officials and the constituents of Jersey County need to consider the employment of a full or part-time trained paid head staff person to manage the day-to-day operations of the county.

He mentioned that we have had some very good county board chairs that have filled the position of running the day-to-day workings of the county and he is right. We have been very fortunate to be able to have an elected official who has had the time and the ability to adequately work their way through the business of Jersey County.

He believes that the time is coming that Jersey County should begin to seriously think about the employment of a non-political person who is trained in all phases of operating a public sector entity like a municipality or county. I could not agree with him more. Jersey County is getting larger and more complex. Most communities the size of 26,000+ people requires a person who can manage this size of operation with complex issues and can maintain a non-political position. Businesses that operate with a multi-million dollar budget and an employment base as large as the county always have a full-time trained person on staff. Someone is needed who can work for the entity and look at issues with a business approach and not a political approach.

Mr. Moore states that the elected officials should continue to be the policy making group that they are now. That is what they are elected for. That concept should never change. He is 100% on the mark. With the growth we are experiencing and I believe will continue to experience, we cannot expect someone on a part-time basis or someone on borrowed time to take charge of employment, budget, state and federal mandates, long-range planning, grants, etc. Mr. Moore is correct when he says at some point there will come a time when someone currently on the board will not be able to effectively operate the business of the county because of other time commitments or constraints.

Yes, there is a cost associated with this concept. However, I believe that there is also a large return on investment. How much longer can we expect someone who is retired or semi-retired to give of their time? The elected officials should have considerable input. They should also continue to be in a position of making final decisions on the business of the county. But day-to-day operations should be turned over to someone who is trained and is expected to manage the county affairs like a private sector business.

How much longer can we expect to attract good candidates for elected office and demand of them to give so much of their time for so little return?

# BUSINESS OF THE MONTH



## Scheffel & Company

The February Business of the Month is Scheffel & Company. They are located at 106 County Road in Jerseyville. Scheffel & Company recently celebrated their 50th Anniversary in business. They prepare tax reports as well as auditing, financial counseling, and bookkeeping. Their Jerseyville operation employs seven people and corporately they employ approximately 75. The Jerseyville operation is one of five in the St. Louis Metro region and they are the 10th largest firm in the region. They are a member of the AICPA and the Illinois CPA Society. You can reach them by calling 498-6841 and e-mailing them at kloy@scheffelpc.com. Their website is www.scheffel.com. They have been in business since 1955.

## Transportation Committee to meet at St. Louis Regional Airport

At the December 9, 2005 Transportation Committee Meeting, it was suggested that we meet for our next Transportation Committee at the St. Louis Regional Airport in Bethalto.

That meeting is scheduled for Friday, February 3rd beginning at 11:30 am. Lunch will be provided as well as a tour of the airport. The St. Louis Regional Airport plays a large role in our area's economic development strategy. It is a quiet giant. Not only is it able to handle large aircraft as well as service these planes but it also is a growing facilitator of jobs. The airport is home to several aeronautical related firms that adds highly skilled jobs and income to our area's economy.

A tour of the airport will also be provided to those who attend the committee meeting. It is a very interesting and eye opening tour. If you would like to attend, please call the JCBA office and register.

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## FEBRUARY IN JERSEY COUNTY


- February 1-2**  
Wed-Thur, IL Senate in Session
- February 1-3**  
Wed-Fri, IL House in Session
- February 1**  
Wed, Highway 67  
Task Force Meeting
- February 2**  
Thur, Membership (Amb.)  
Meeting, 9:30 a.m.  
JCBA Conf. Room
- February 3**  
Fri, Transportation Committee  
Meeting, 11:30 a.m., St. Louis  
Regional Airport, Bethalto
- February 6-9**  
Mon-Thu, IL House in Session

- February 7-9**  
Tues-Thu, IL Senate in Session
- February 7-12**  
Tues-Sun, St. Louis Boat and  
Travel Show, Edw. Jones Dome
- February 14-17**  
Tues-Fri, IL House and  
Senate in Session
- February 14**  
Tues, Small Biz/Ag. Comm. Mtg,  
Noon, JCBA Conf. Room
- February 14**  
Tues, J'ville City Council Mtg,  
6:00 p.m., City Hall
- February 14**  
Tues, Grafton City Council Mtg,  
6:30 p.m., Grafton City Hall

- February 14**  
Tues, Jersey Co. Board Mtg,  
7:00 p.m., Co. Admin. Bldg.
- February 16**  
Thu, Capping Your Health Ins.  
Premiums Program, 11:30 a.m.,  
518 South Restaurant
- February 16**  
Thu, Biz After Hours, 5:00 p.m., TBD
- February 20**  
Mon, Ambassadors Mtg, 9:30 a.m.,  
Jerseyville Super 8 Motel
- February 21-24**  
Tues-Fri, IL House in Session
- February 21**  
Tues, JCBA Board Meeting, Noon,  
JCBA Conf. Room

- February 22-24**  
Wed-Fri, IL Senate in Session
- February 22**  
Wed, Economic Development  
Committee Meeting, 11:30 a.m.,  
Westlake Country Club
- February 27-28**  
Mon-Tues, Illinois House in Session
- February 28**  
Tues, J'ville City Council Meeting,  
6:00 p.m., Jerseyville City Hall
- February 28**  
Tues, Grafton City Council Mtg,  
6:30 p.m., Grafton City Hall

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