

# The Business News

September 2006

A Monthly Publication of the Jersey County Business Association

Jerseyville, Illinois

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## Jersey County Business Association

209 North State Street  
Jerseyville, Illinois 62052  
618-639-JCBA (5222)

ann@jcba-il.us  
brent@jcba-il.us  
www.jcba-il.us

## COLLINS' COLUMN



A Message from Chris Collins, Chairperson

As long as trade has existed, associations have been created to bring together the traders for protection and to promote commerce. In 1599, the city council of Marseilles, France created the first chamber of commerce. This organization went as far as to finance a 74-gun ship called Le Commerce de Marseille to assist in the fight against the English. The first American Chamber of Commerce was created in 1768 in the State of New York to fight the Stamp Tax Act passed by parliament in 1765. Early Chambers also promoted the sale of goods, organized a marketplace for trade, created the rules of trade, and many times, even maintained their own trading floors. Consequently, membership was a requirement of being in business. As a result, local chambers began springing up in most of the large cities and marketplaces as businesses witnessed the value of coming together for a common goal.

The role of the Chamber has evolved through the years. Membership in today's Chamber of Commerce is voluntary, rather than a requirement to be in business. In addition, the Chambers came to the realization that civic and commercial development were critical to the industrial growth they desired. As a result, the Chamber of Commerce began striving for a more balanced role within the community. Besides its local involvement, the Chamber took the role of interpreter of government to local businesses; tracking legislative activities and educating local business on their impact.

Locally, the Jersey County Business Association fills the role of the Chamber of Commerce for Jersey County. As a local business, I feel that you can take pride in the achievements and efforts put forth by the JCBA. The week of September 11 has been designated in the State of Illinois as Chamber of Commerce Week. We ask that all of our members take this time to seek out a colleague that is not currently a member and persuade them to join. All local businesses have an obligation to promote our local business community and contribute to its prosperity. Ruth Benedict once said, *"The happiest excitement in life is to be convinced that one is fighting for all one is worth on behalf of some clearly seen and deeply felt good."* Help us by recruiting a colleague to join the fight!

## WELCOME NEW MEMBERS

**The Amish Shop**  
- Nikki Mooney  
804 Tripoint  
Jerseyville, IL 62052  
618/639-7849  
fax - 618/639-6056  
delflooring@gtec.com

**JCH Foundation**  
- Lynn Currie  
400 Maple Summit Drive  
Jerseyville, IL 62052  
618/498-8392  
fax - 618/8394  
lcurrie@jch.org  
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410 Fletcher  
Jerseyville, IL 62052  
618/498-6427  
lfranklin@petersenhealthcare.net  
www.petersenhealthcare.net

## JCBA Board of Directors on a Mission

The JCBA Board of Directors during the week of Monday, September 11 through Friday, September 15th, will be calling on prospective JCBA members in Jersey County. Their mission is to build a larger membership base for the Jersey County Business Association. Why is that important? Because the more businesses we have giving input into the organization, the better we will represent the business community of Jersey County.

JCBA is only one of two organizations in Jersey County that is in business to protect and improve the business climate it serves. JCBA is the watchdog and front-door of the Jersey County business community.

What are the benefits of being an investor in JCBA? There are many so I will simply name a few.

### Membership Benefits

1. New Business Contacts & Networking. Develop relationships with other members through numerous JCBA events.
2. Member Referral Service. JCBA receives phone calls and e-mails on a regular basis asking about various services/businesses in the area. If possible, we refer only JCBA members to the prospective customers.
3. Free Website Listing. As a member, your business is listed our website business directory available to all who search the JCBA website (www.jcba-il.us). We receive over 120 visitors a day to our website. If you have a website, we link directly to your site.
4. Participate in the "JCBA Gift Certificate" Program. This program is designed to keep money turning over in our business community and is specifically for JCBA members. We currently have 33 members involved and have kept over \$20,000 in two years in our business community and not being spent outside of Jersey County.
5. JCBA Business News Subscription (Monthly newsletter). A monthly publication allowing members to advertise their business inexpensively as well as find out what is happening the JCBA and business community.
6. Legislative Updates. Receive current updates on introductory and pending legislation that affects your business.

These are six of 19 different benefits that

See "Membership" inside



# ECONOMICALLY SPEAKING

by Brent Thompson

Two things are important to an organization's life. One is the retention of its members and the other is the continual addition of new members. Retained members provide historical knowledge and new members bring forth new and different ideas. Both are important to the life of an organization. It is akin to a business who strives to keep loyal customers and to also attract new customers. Both analogies are vital to grow a business or any non-profit organization.

The week of September 11 - 15 is "Illinois Chamber of Commerce" Week. During that week, JCBA is planning on publicly thanking our existing members for their faith and loyalty to JCBA. This organization, under the old name of the Jerseyville Chamber of Commerce was chartered on May 31, 1956. Over the past 50 years, it has evolved to the point where today it serves on a county-wide basis with not only chamber of commerce services but also economic development.

Like any business or organization, I am sure it has had bumps in the road but overall has come through the process of evolution better and stronger. We are currently at a membership of over 250 members in various categories. From what limited research I have done, JCBA appears to be at an all-time high in membership.

The JCBA Board of Directors, how-

ever, understands the principles of growth and what it can do. The week of September 11th, they will begin a prospective membership blitz that will end on Friday, September 15th.

It is important to JCBA to continue its growth and evolution toward better support of the business community it serves. Through established and new members, JCBA hopes to continually improve its services and products for its members. JCBA is in business to support business. Whether it is to continue to provide educational programming for its members and their employees, to be a legislative watch-dog for pending business legislation, to assist in adding to its economic base through the creation of new jobs for existing and new business or to serve our business community as a clearinghouse for critical business information, JCBA will remain vigilant to the needs of our business community and will act through the vision of our members.

We need both types of members. Existing and new members are both critical to our leadership abilities in the business affairs of Jersey County. If your business neighbor is not a member, please give them an invitation to join with you as we work toward a more prosperous business climate. Every business deserves an opportunity to be a JCBA member!

## BUSINESS OF THE MONTH



### Bray Drug Store

The September, 2006 Business of the Month is **Bray Drug** located at 114 North State Street in Jerseyville. The retail pharmacy is owned by **Rupert Greeling** who began his employment there in the early 1960's. **John Bray** originally purchased the pharmacy business from **Reece Drug** in the early 60's. Rupert began working in the store in 1969 and then purchased the store from John Bray. The telephone number is 498-4513. Bray Drug has 8 full-time employees. Rupert is a member of the Metro East Pharmaceutical Association, the Illinois Pharmaceutical Association and the National Pharmacists Association.



The Jersey County Leadership in Action Committee met at Lockhaven Country Club for their August 24th meeting. Lockhaven Country Club is one of the newest members of JCBA and will be one of the sites for a JCLIA Program. From left to right, sitting is Jill Boomer, Sharon Sanford, Susan Hamilton and Larry Mead. Standing from left to right is Anita Driver, Dave Lewis, Chairperson Jennifer Russell, Ann Bilbruck, Brent Thompson and Trudi Allen. Not pictured are Cyndy Rice, Kevin Hamilton, Chris Collins and Jan DeSherlia.

## Membership

Continued from Front

you can receive by being a JCBA member. If you would like more information about being a member of the Jersey County Business Association or if you are a member and know of a business in our community that is not and should be, please contact the JCBA Office at 639-5222. We will be glad to contact them or bring you the information so that you may.

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## Final Workshop Scheduled in the "Talking Points" Series

The fourth of the four educational workshops in the *Talking Points* series will be held on Thursday, October 19th at the Jersey Community Hospital Classroom beginning at 9:30 am until 11:30 am.

The instructor will be Margie Sinclair-Parish from Lewis & Clark Community College. The synopsis of the workshop is *do you feel like you are always out of time, running late, overloaded? Do you need help with getting a handle on your daily duties? Would you like more time in your day for YOU? This seminar is designed to teach you ways to effectively manage your time, deadlines, responsibilities, and expectations and leave room for your dreams. Discussion will*

*include organizations skills you can use to help meet those deadlines and important dates, freeing up more time in each day.*

To enroll in the October 19th class, please mail your registration check to Lewis & Clark Tri-County CEC office at 100 North Lincoln in Jerseyville. You may also pay by MasterCard or Visa by calling their office at 498-2083. The enrollment fee is \$25 per person for JCBA members and \$35 per person for non-members. Deadline for advanced registration is the Monday before each seminar. There is an additional \$5 charge for enrollment at the door. Sponsors for the **Talking Points** series have 2 registrations at no charge for each workshop.

## 2007 Board of Directors Nominating Committee to be Chosen

According to the JCBA Bylaws, at the September Board of Directors meeting, the Chairman of the Board will appoint a nominating committee of five members whose purpose is to select a slate of three (3) new board members to the existing board for approval. That nominating committee has to be made up of two (2) members of the existing board of directors, two (2) past board chairpersons and one (1) member from the general membership. The nominating committee shall place into nomination a sufficient number of names of active members to fill the vacancies occurring upon the current Board of Directors. This action will take place at the regular October Board of Directors meeting.

The list of candidates along with an election petition will be mailed to each JCBA member for the specific purpose of allowing the JCBA general membership to place into nomination any other JCBA member who is a member in good standing. The petition must be signed by any 15 active JCBA members and turned into the JCBA Office by the first Tuesday of November.

Should this happen, the Chairman of the Board will appoint an election committee composed of not less than three (3) nor more than five (5) members who shall prepare and send ballots by mail to the active members of JCBA, prepared in such a manner that the members may mark their ballots and return them to the election committee at the JCBA Office prior to the third Tuesday of November. The election committee shall have charge of all the details and shall certify the results of the election of the members of the Board of Directors.

Should the nominating committee only nominate a sufficient number to fill the vacancies occurring on the Board of Directors because of the expiration of the of term of office, and no additional nominations are made by petition during the period allotted for the purpose, the Board of Directors may declare the election of the nominees without mailing a ballot to the membership as provided above.



## JCBA Golf Tourney Scheduled September 22 at Westlake

Our Annual JCBA Golf Tourney has been scheduled for Friday, September 22nd at Westlake Country Club. By the time you read this, you should have received information regarding tee times, registration, etc.

If you have not, please feel free to contact the JCBA Office at 639-5222. Make plans to come out with us and enjoy an early fall Friday in September.

## Members in the News...

In the Wednesday, August 16 Issue of the **Jersey County Journal**, three of our JCBA members had guest articles. **Dr. Stephanie Houseman, Houseman Dental Office** wrote an article entitled, "What Not to Bring to Work." The article listed six items that should be left either at home or at the door as you enter your workplace. Dr. Houseman also is the creator of "7 Steps 2 a Balanced Life Program."

**Melissa Mustain** who owns **Outlines & Designs** submitted an article about "Branding Your Business." The article spoke about what kind of message your business sends to the public and how to get the most out of your business brand.

The third article was submitted by **Pat Hurley** of **LPL Financial**. Pat's article was entitled, "529 College Savings Plans Get Better Grades." Pat states that he feels that the "529 College Savings Plan" has some definite advantages to save for your children's college education.

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## SEPTEMBER IN JERSEY COUNTY

**September 11-15**  
Chamber of Commerce  
Week - Board Membership  
Drive

**September 12**  
Tues, Small Business/Ag  
Committee, 6:00 p.m.,  
JCBA Conference Room

**September 12**  
Tues, Jerseyville City  
Comm. Meeting, 6:00 p.m.,  
Jerseyville City Hall

**September 12**  
Tues, Grafton City Council,  
6:30 p.m., Grafton City Hall

**September 12**  
Tues, Jersey Co. Board  
Meeting, 7:00 p.m.,  
Admin. Building

**September 14**  
Thur, Women in Business  
Committee, JCH Classroom

**September 14**  
Thur, Jersey Co. Leadership  
in Action Committee, Noon,  
JCBA Office

**September 18**  
Mon, JCBA Ambassadors  
Coffee, 9:30 a.m.,  
Super 8 Motel

**September 19**  
Tues, JCBA Board Meeting,  
Noon, JCBA Office

**September 21**  
Thur, Business After Hours,  
5:00 p.m., Location TBD

**September 22**  
Fri, JCBA Golf Tourney,  
Westlake Country Club

JCBA  
GOLF  
TOURNEY



For more information call  
618/639-JCBA. See you 9/22!


**September 26**  
Tues, Jerseyville City Comm.  
Meeting, 6:00 p.m.,  
Jerseyville City Hall

**September 26**  
Tues, Grafton City Council,  
6:30 p.m., Grafton City Hall

**September 27**  
Wed, Jerseyville City  
Committee, Noon,  
Westlake Country Club

**September 28**  
Thur, Jersey County Leadership  
in Action, Noon, JCBA Office

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