

The Business News

March 2005

A Monthly Publication of the Jersey County Business Association

Jerseyville, Illinois

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THE BEAR FACTS

A Message from Larry Bear, Chairperson

If you took all of the business consultants in the country, and you lined them up, head to foot, they would probably criss-cross the continent a hundred times. America has long searched for the way to build a better business! Thousands of books and courses have been devoted to the subject, and you may have noticed that there is no shortage of free advice on the subject.

Well, as if you hadn't guessed, you're about to get some more.

Why would businesses pay Super Bowl prices for TV ads and then run the offbeat material they cook up? Clearly, they want access to the record viewing audience, but it's just as obvious that they know the American public is fed up with advertising. We've all developed "radar" that blocks out the dull and repetitive. Every business is struggling with how much to spend on advertising, where to put it, and what to say. It's a tough market out there.

For myself, I think we're actually returning more to our roots. Guys like Henry Ford just made good products and priced them for the populace. He said, "The market is never saturated with a good product, but it is very quickly saturated with a bad one." Today, I think our customers are looking more for good old fashioned value.

Clearly, our customers are less trusting than they used to be and for good reason, as that commodity has been badly abused. Mark Twain suggested that we should "...always do right; this will gratify some people and astonish the rest." Trust is hard to gain and easy to lose, but our customers are longing for someone they can count on.

And when they find a business that combines value with trust, what do they do? They tell people about it, and they come back when they need that product or service again. W. Edwards Deming said it well: "Profit in business comes from repeat customers, customers that boast about your project or service, and that bring friends back with them."

In Abraham Lincoln's time, it might take news a month to spread around an Illinois County. Today, on the Internet, the world can get the message overnight and the power of informed consumers will continue to grow. So let me part with two last (free) pieces of advice. From Lincoln: "Whatever you are, be a good one." And from author Jacob Braude, "Always behave like a duck—keep calm and unruffled on the surface, but paddle like the devil underneath!"



Senator Deanna Demuzio spoke about current and pending legislative bills at the State Capital in Springfield at the first "Eggs 'N Issues" Legislative Breakfast on Friday, February 18th at Lauren Abagails Tea Room. Twenty-eight JCBA members were in attendance.

Marquette and Joliet Interpretive Center being Discussed

An initial meeting was held on Thursday, February 3rd at the Grafton City Hall to open discussion related to the creation of a Marquette & Joliet Interpretive Center somewhere along the Illinois River in Jersey County.

The idea, which has been around for some time, had never been formally discussed although it had been talked about informally.

With the realization of the Lewis & Clark Interpretive Center in Hartford along the Great Rivers National Scenic Byway, the creation of the Marquette & Joliet Interpretive Center at the opposite end of the byway began to have more appeal.

The historical role that both Father Marquette and Joliet played in the early exploration of the central part of the United States is huge. With Jersey County being an integral part of that history and being the home of Pere Marquette State Park, it would seem to make perfect sense for a facility such this to be located in Jersey County.

The initial meeting made up of local and area business and education leaders as well as local, state and federal elected officials to discuss the concept. The consensus of opinion from this first meeting was to continue to move forward. The suggestion was to enlarge our initial group to include local historical experts, other state agencies and others to contribute to the early planning stages of this project. A second meeting has been planned and discussion will continue on such issues as location, project funding, etc.

WELCOME NEW JCBA MEMBER!

Imo's Pizza - David H. Adams
1600 South State Street, Suite B
Jerseyville, IL 62052
498-1900 498-1913 fax
email: jermadams@sbcglobal.net

An "Opening Under New Ownership" has been scheduled for Friday, March 4th at 10:00 a.m. at Imo's Pizza. JCBA Ambassadors have been invited but members may stop by as well and welcome the Adams' family to our business community.



Grafton Elementary School Tour

JCBA and the Grafton Chamber of Commerce will be co-sponsoring a tour of the new Grafton Elementary School on Thursday, March 24th from 5:00 – 7:00 pm. The tour is open to all JCBA and Grafton Chamber members.

For those of you who have driven past in the last few weeks, I am sure you will agree that the new school is a very attractive building. You will not want to miss this early sneak-peek at the inside of this beautiful new educational facility for Jersey County students.

Business After Hours March 17th

Business After Hours in the month of March will be hosted by AgriSolutions. They are located on Delhi Road halfway between Brighton and Highway 67. BAH will begin at 5:00 p.m. until 7:00 p.m. The date is Thursday, March 17th. Mark your calendars.

The January Business After Hours, held on Thursday, January 27th was attended by approximately 100 JCBA members. It was held at the Super 8 Motel and sponsored by the Jersey County Journal.

Members in the News

Congratulations to **Jerseyville Discount Carpet** and owner **Dan Capps** on their soon to be opened new business facility located in the Beatty Business Park on Highway 67 and Crystal Lake Road. The new 25,000 square foot building is scheduled for completion around the end of March or first of April.

Jimmy Davis with **Country Insurance and Financial Services** recently completed a comprehensive certification program that will allow him to assist area farmers with special federal crop insurance programs.



A Ribbon Cutting for the "Garden Court" at Jerseyville Manor was held on Wednesday, January 26. Here Mayor Hartmann cuts the ribbon for the opening of the Garden Court. Owners and staff along with the JCBA Ambassadors were present.

Drug-Free Workplace Luncheon

Whether you are a large business with several employees or a small business with one or two employees, the problems of drugs in and around the workplace is constantly with you. No community, small or large, is free of the problems of drugs and the effect it has on the business or community environment.

On Thursday, March 17th, JCBA will host a Drug-Free Workplace Luncheon at the 518 South Restaurant from 11:30 a.m. to 1:00 p.m.

The presenters are Gloria Guy from the Illinois State Chamber and Mark Warpness who is a Special Agent from the United State Department of Justice, Drug Enforcement

Administration.

This luncheon will bring home some very eye opening facts about drugs in the workplace. For example:

- On average, 44% of all workers' compensation claims are related to substance abuse in the workplace.
- Substance abusers incur 300% higher medical costs than non-abusers.
- The highest rates of illicit drug use and heavy drinking by workers are in these industries: food preparation, construction, service occupations and transportation and material moving.

The cost of the luncheon will be \$12.00 per person. Mark your calendar and RSVP your attendance today. Those who understand the problems and enact some type of drug free workplace program may be rewarded by having a reduction in their workers' compensation modification factor. I have seen this presentation and it is very informative as well as thought provoking.

To RSVP, call the JCBA office at 639-JCBA.



The Music Festival Committee held its monthly meeting at the JCBA Conference Room on Thursday, February 17th. Planning is underway for the June 11th event.

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ECONOMICALLY SPEAKING

by Brent Thompson

I received an article regarding a very interesting subject. The crux of the article was about whether economic development incentives create long-term measurable results in local, or area economies.

The article went on to state that many federal, state, county and municipal governments hand out billions of dollars in inducements each year and the article claimed that the Government Accountability Office in Washington, D.C. has attempted to measure the impact of economic development programs using sophisticated econometric modeling. The article further stated that they have been unable to find any study from a reputable organization that established a strong causal linkage between a positive economic effect and an agency's economic development assistance.

The gist of the article, according to the author of the article, who is Arthur E. Foulkes, a research associate at the American Institute for Economic Research at Great Barrington, Massachusetts, is this.

Government economic development programs, no matter how well intended, operate counter to fundamental economic principles. The quote directly from the author, "Unsatisfying as it may be to the many proponents of economic development programs, government can best promote economic growth and prosperity by sticking to the basics: protecting private property rights, enforcing the law, providing basic services, and keeping taxes and regulations to the minimum. It should then do one final thing: Get out of the way and let the economy work."

My comments as an economic development practitioner concerning this article are that I could not agree more with the basic premise.

I strongly concur that in the perfect economic development world, incentives, inducements, tax breaks, etc., nor matter how well intended, should not be offered.

If a location for a business makes sense in terms of being located close to its customers or to its source of raw product and all the other variables are good, such as cost of labor, utilities, etc. are within the margins of profitability for the company to make a finished product, then there is a good reason for the business to locate or expand.

However, as long as there are incentives and one locality, county, region, area or state uses them, then everyone is forced to use them in order to level the playing field. The only method I know of to right the field without using any of these inducements tools is to legislate them out of existence for all.

I believe, if you asked any economic development professional how they feel about using these well-intended programs, a huge majority would tell you that they would prefer not to use them either.

These programs can be a deterrent to creating a solid business-friendly environment. You can use them to cover a multitude of omissions in a business community. You can make up some of the difference in tax credits or low-interest loans to cover up community blemishes.

I truly believe that all of us would rather see government get out of the way of the law of supply and demand and let the economy work on its own volition. But as long as these programs are not legislated away by the federal government, it will continue to be the way the game is played and all of our local economies are too fragile not to use them.

BUSINESS OF THE MONTH



The Prescription Shop

The March, 2005 Business of the Month is the **Prescription Shop** owned by **Randy Newberry**. It is located at 221 South State Street in Jerseyville. **The Prescription Shop** is a pharmacy that also sells other health-care products. The pharmacy employs 15 people. Randy became a pharmacist for the business in 1985 but purchased the business in 1998. You may also pick up your prescriptions at the drive-up window located on south side of the building. You may contact the pharmacy by calling 498-2323 or e-mailing rxshop@rxshop.net. The Prescription Shop's website address is www.rxshop.net. Randy is also a member of the Jerseyville Rotary Club, chairman of the board for Sunshine Kids Daycare and very active in church related activities.



The Employers' Round Table which met on Friday, January 21st at Farmers State Bank is shown here listening to a speaker from one of the various state agencies who provide services for Illinois businesses.

The Redcoats are Coming

John Fell

The JCBA Ambassadors took an eagle watching tour on February 7th. We have added a tour of the new Hershey's Distribution Warehouse in Gateway Center later in the year. Please watch for further news regarding this trip. On Thursday, March 17th, the JCBA Ambassadors will be taking a tour of the Melvin Price Lock & Dam as well as the River Museum in Alton. After the tour, they will be having lunch at the Rose Garden Café. Everyone is to meet at McDonalds in Jerseyville at 10:00 am to leave on the 17th. More information will follow.

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MARCH 2005 IN JERSEY COUNTY

March 1-4
Tues-Fri, Illinois
Legislature in Session

March 1
Tues, Jerseyville City
Commission Meeting, 6:00
p.m., City Hall

March 7
Mon, Jersey County –
A Hidden Treasure Comm.
Meeting, 4:00 p.m., Lauren
Abigail's Tea Room

March 8-10
Tue - Thur, Illinois
Legislature in Session

March 8
Tues, Small Business/Ag
Comm. Meeting, Noon,
JCBA Office

March 8
Tues, Grafton City Council,
6:30 p.m., Grafton City Hall

March 8
Tues, Jersey County Board
Meeting, 7:00p.m., County
Admin. Building

March 15-18
Tues-Thur, Illinois
Legislature in Session

March 15
Tues, JCBA Board Meeting,
Noon, JCBA Office

March 15
Tues, Jville City Commission
Meeting, 6:00 p.m., City Hall

March 17
Drug-Free Workplace Luncheon,
518 South Restaurant, 11:30 a.m.

March 17
Thu, Business After Hours,
5:00 p.m., AgriSolutions

March 22
Tues, JCBA Membership Comm.
Meeting, Noon, JCBA Office

March 22
Tues, Grafton City Council, 6:30
p.m., Grafton City Hall

March 24
Thur, Feb. 24, Education/Health
Care Comm. Meeting, Noon,
JCBA Office

March 29
Tues, Jville City Commission
Meeting, 6:00 p.m., City Hall



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