
NEWS

**Macoupin Economic
Development Partnership**
“Come grow with us.”

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Coffee & Commerce Gets Perking

Business, government and professional leaders from Macoupin County met for the first Coffee and Commerce Business Leaders Breakfast on September 15 at the Staunton Country Club to hear guest speaker Tom Franzen of Litchfield’s Economic Development and to interact with one another.

Thirty-five leaders attended the exclusive breakfast. Macoupin Economic Development Partnership President, Sue Campbell welcomed guests while highlighting MEDP members in attendance. Staunton Alderman, Bruce Layher, also welcomed invitees to the Staunton area. Don Boeckenstedt, MEDP’s Business Recruitment and Retention Chairman and representative for the City of Staunton, shared lessons learned while climbing the leadership ladder and later introduced Franzen.

Franzen quickly engaged the crowd with an inspirational reference to basketball legend John Wooden. Wooden was the first man to be named as a member of the Basketball Hall of Fame as both a player and coach. His record for ten NCAA national championships in a 12 year period while at UCLA is still unmatched. Franzen told how Wooden never said go out and win, but simply said go and do the best you can. Advice Franzen felt could be applied to business development.

The tragic sinking of the USS Indianapolis was another analogy Franzen chose to dissect. USS Indianapolis had requested an escort to deliver critical parts for the first atomic bomb, but was denied. It was later torpedoed by a Japanese submarine and sank in 12 minutes causing the greatest single loss of life at sea in the history of the U.S. Navy. Franzen, an insurance salesman by trade, explained how lack of insurance; of knowing who’s steering your business development ship can also lead to disaster.

Coffee & Commerce is sponsored by MEDP’s Business Recruitment and Retention committee. “These types of meetings are important because it gives an opportunity to each community in Macoupin County to be represented. Further to that it allows for each of us to draw from the overall knowledge of everyone in the county,” said Boeckenstedt. “Ultimately this knowledge and partnership between communities will give Macoupin County some huge advantages in Economic Development for the future.”

MEDP’s mission is to drive economic growth in the county by conducting and sponsoring activities that help existing businesses prosper and grow, attract new businesses, and promote responsible development. To learn more about MEDP, visit www.macoupinpartners.com.

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