



MEDP'S NewsFlash

NOVEMBER 2011

www.macoupinpartners.com



Photo provided by Lewis & Clark Community College, MEDP member.

Hatheway Cultural Center Rededication

On October 18, LCCC held a rededication ceremony for its Hatheway Cultural Center. The originally dedication was conducted on October 18, 1963 as Hatheway Hall.

Renovations include the addition of an elevator inside the facility, restroom facilities on both levels and emergency lighting and handrails inside the theatre. Other improvements to the building include new auditorium lighting, and an updated sound system; updates to the stage area, the addition of a new meeting room for college and community functions; the addition of food preparation and catering facilities for event; renovation of the gymnasium and other improvements.

Pictured left: MEDP members Bob Watson (right) and Dr. Dale T. Chapman.

ActOnEnergy® Program Upcoming Online Training Events

November Online Training Events

Topic: Boiler Best Practices for Energy Efficiency

Speaker: David Kilgore, Energy Program Engineer, SAIC an ActOnEnergy Partner
Date: Wednesday, November 9, 2011
Time: 8:30 a.m. to 9:30 a.m.

The free, one-hour webinar will cover the following topics:

- Boiler Preventative and Continuous Maintenance
- Steam Traps

- Flue Gas Analysis
- Linkageless, Oxygen Trim, and Boiler Reset Controls
- Economizers
- ActOnEnergy Incentives

To register for the Boiler Best Practices for Energy Efficiency training, visit www.actonenergy.com/for-my-business/education-training.

Topic: Energy-Efficient Lighting Options

Speaker: Andy Vaughn, Energy Advisor, SAIC an ActOnEnergy, *continued on page 2*

Tina Olroyd Country® Financial Rep at Your Service

Tina Olroyd of Country® Financial Insurance never envisioned herself spending her entire life in Macoupin County, but looking back now she thinks maybe that was God's plan for her after all.

"I love Macoupin; the small town mentality. (My clients) can ask questions, I'm available it's not someone who's been outsourced," said Olroyd. "People are nice here and word of mouth helps

us small businesses more so than in bigger cities."

Olroyd attempted several career avenues before falling into a part-time position selling insurance. She loved it so much, she decided this was the path for her. She has been in the insurance business some 20 years now, and with Country® Financial for 18 of those years. She became an independent representative in Gillespie in 1998.

Olroyd, continued on page 3

Energy, continued from page 1
tOnEnergy Partner

Date: Wednesday, November 16, 2011

Time: 8:30 a.m. to 9:30 a.m.

The free, one-hour webinar will cover the following topics:

- Best practices in lighting equipment and application
- Lighting incentives available through ActOnEnergy
- How to get started on your energy-efficient lighting project
- The ActOnEnergy Business Online Store

To register for the Energy-Efficient Lighting Options training, visit www.actonenergy.com/for-my-business/education-training.

December Online Training Events

Topic: Energy Efficiency Options for Grain Drying

Speaker: Jennifer Brinker, Analyst, GDS Associates, Inc. an ActOnEnergy Partner

Date: Wednesday, December 7, 2011

Time: 8:30 a.m. to 9:30 a.m.

The free, one-hour webinar will cover the following topics:

- Why dry grain?
- Components of a grain dry-

ing system

- Monetary cost of grain drying
 - Variety of grain dryers
 - Grain handling and storage
 - Energy efficiency options for drying, handling and storage
 - Case studies
 - Ameren incentive process
- To register for the Energy Efficiency Options for Grain Drying training visit www.actonenergy.com/for-my-business/education-training.

Topic: Best Practices for Compressed Air to Improve Industrial Efficiency

Speaker: Bill Scales, P.E., Scales Industrial Technologies, Inc.

Date: Wednesday, December 14, 2011

Time: 8:30 a.m. to 9:30 a.m.

In this presentation, we will discuss current trends in compressed air technologies and sequencing that can make your compressed air operations more energy efficient.

To register for the Best Practices for Compressed Air to Improve Industrial Efficiency training visit www.actonenergy.com/for-my-business/education-training.

Free Debit Cards that Support our Schools are Now Available from United Community Bank

Are you looking for a fun, easy way to help support your school? United Community Bank offers unique debit cards that can help raise money for local schools each time they are used.

UCB Loyalty Debit Cards act as a regular debit card to access your checking account and then .25% of each signature-based purchase goes toward the school featured on the card. It is that simple and there are no fees charged to customers using the cards.

Loyalty Debit Cards are available for the Gillespie Miners, the Carlinville Cavaliers and the Bunker Hill Minutemen at any UCB location. Visit UCBbank.com or contact your nearest branch for details. In Gillespie, call (217) 839-4000, in Carlinville, call (217) 854-4755 and in Bunker Hill, call (618) 585-3591.

Order your Loyalty Debit Card today and start supporting your local school every time you shop!

DCEO Public Sector Energy Efficiency

Public Sector Natural Gas Boiler Tune-Up Special Offering Through February 29, 2012

The Tune-Up Sale provides cash incentives for projects that increase the energy efficiency of local governments, municipal corporations, public school districts, community college districts, public universities, and state/federal facilities located in the service territories of Ameren Illinois ("Ameren"), Nicor Gas ("Nicor"), Peoples Gas ("Peoples"), and/or North Shore Gas ("North Shore").

The Sale encourages the owners of Natural Gas Boilers to invest in a Boiler Tune-Up conducted by a qualified contractor. The Tune-Up should result, on average, in a 6 to 10% efficiency gain in the operation of the boiler resulting in payback periods in most cases of less than six months. While conducting the Boiler Tune-Up, the program encourages the contractors to look for further energy savings opportunities within the boiler system. Mechanical (pipe) insulation repair/installment and steam trap repair/replacements both qualify for incentives under this Sale. Other energy saving measures (not covered under this program offering), can also be identified by the contractors and incentives for these measures can be applied for separately through the DCEO Standard or Custom Programs.

For more information, contact:

Stefano Galiasso,

Energy Resources Center, University of Illinois at Chicago
(312) 996-8646 or boiler@uic.edu

Thinking about joining MEDP...

Contact our New Membership Chairman
Bill German, 618-339-1561



- Great Networking Opportunities
- Business Assistance at Every Phase
- Business Recruitment & Retention Program
- Macoupin Matters - Shop Local Effort
- Top 25, Under 45 Macoupin Made Young Leader Awards Program
- Lobby Day
- Legislative Reception
- Coffee & Commerce (Business Leader Breakfasts)
- Funding Forum
- Advertise commercial property for free

Come grow with the organization that seeks to nurture and build businesses in Macoupin County.

macoupinpartners.com

\$78 Million Initiative to Support Small and Start-Up Businesses

CHICAGO – October 5, 2011. Today launched the Advantage Illinois program that is designed to provide Illinois businesses and entrepreneurs with access to the capital they need to start new companies and expand existing business.

Advantage Illinois will leverage \$78 million in federal funding that will allow businesses to bring innovative ideas and new products to market and accelerate job creation and economic growth in Illinois.

The Advantage Illinois program is comprised of three program components to spur institutional lending, and one program to leverage private venture capital in start-ups and high-growth businesses:

Capital Access Program (CAP) assists businesses with various financing needs. It is designed to encourage financial institutions to make loans to small and new businesses that do not qualify under conventional lending policies.

Participation Loan Program (PLP) supports businesses with projects that create or retain jobs and/or modernize their businesses to improve competitiveness. One component of the program is devoted to Minority/Women/Disabled/Veteran-Owned businesses (MWDV PLP). The state purchases and subordinates part of the loan to help mitigate lender risk.

Collateral Support Program (CSP) establishes savings accounts or CDs that provide cash collateral support to lending institutions to enhance the equity and/or loan collateral levels of small business borrowers.

Invest Illinois Venture Fund Program (IIVF) is a new venture capital program to sup-

port young, innovative companies in Illinois that show high growth potential, can demonstrate their place in the market and already have other investors.

Starting today, the Department of Commerce and Economic Opportunity (DCEO) will be actively enrolling lending institutions that will, in turn, provide financing to businesses utilizing the CAP, PLP and CSP components of the program. Businesses will be able to begin accessing loans to use these funds when they have completed the appropriate paperwork with a participating lending institution. Program guidelines, including lender applications, and a regularly updated list of participating banks will be available at www.ildceo.net/AdvantageIllinois.

The Advantage Illinois initiative is expected to generate a minimum of at least \$10 in new private lending for small and medium-sized businesses for every \$1 of federal funding, resulting in around \$800 million of private sector investments and loans being pumped into the economy over the next few years. The Brookings Institution recently noted more than 95 percent of new jobs are derived from business expansions or start-up activity.

Funding for Advantage Illinois is being provided by the U.S. Treasury through the State Small Business Credit Initiative (SSBCI), which was created as part of the American Small Business Jobs Act. The program will be administered by the Illinois Department of Commerce and Economic Opportunity.

For more information, please visit www.ilbiz.biz.



Tina Olroyd with Service Assistant Mary Walden.

Olroyd, continued from page 1 Country® is a local insurance company, started in Illinois, with a home office still based in Illinois. They offer a variety of products and services including: life insurance, personal coverage, health insurance, commercial coverage, financial services, retirement planning, annuities, securities, and asset management. “I have had Country® since I was born. They are a conservative company that cares about their clients; what they want, need and can afford. We help them find the balance.”

Olroyd says that as an insurance provider she wants to offer more than just a smile, piece of paper and a promise. She wants to offer her clients an understanding of what they are truly purchasing. Olroyd takes the time to sit down with each of her clients to address what they want their insurance to be able to

do for them. That personal touch is what also led her to join Macoupin Economic Development Partnership in 2011.

“I love that MEDP promotes local businesses. It drives local businesses to grow, expand; they fight for us and this area.”

Along with MEDP, Olroyd is very active in her community and church. She is a member of the Coal Country Chamber of Commerce, Benld Rotary, National Association of Insurance Financial Advisors. She teaches Sunday school and Engage for the Youth at Emmanuel Baptist Church in Carlinville. She and her husband, Jim, reside in Carlinville with their four children. Tina Olroyd, Country® Financial Representative’s office is located at 801 Staunton Road, Gillespie, 217-839-4385, www.countryfinancial.com/tina.olroyd.



*Give the Gift that Keeps on Giving
Shop Macoupin For the Holidays*

Shopping Locally Nurtures the Community:

Local businesses contribute more to charities and give a town a unique character.

For a list of Macoupin County businesses visit macoupinpartners.com and click ‘Business Directory’

How selling a small town business is like selling a home

If you have ever sold a home, you can sell your business.

Owning a business in a small town has many benefits, but one of the drawbacks is the difficulty of finding a buyer for your business when you decide it is time to move on. The pool of potential acquirers is smaller and capital for buyers is harder to find. But if you understand the process of selling a business, then you can take steps to minimize the barriers to selling your company.

Selling a home and selling a business are remarkably similar tasks. If you've ever felt intimidated or confused about the process of selling your company, just think of the transaction in the same way you would if you were selling your home.

Step 1: Staging

When you decide to sell a home, the first thing you do is make sure it shows well. You de-clutter cupboards, replace light bulbs, paint and perhaps rearrange some furniture to project the look or feel you think buyers want.

Staging your business is much the same:

Organize: Arrange your customer records so a prospective buyer has a sense of who your customers are, how often they buy and how much they like what you sell. If you have contracts, standardize and organize them into a neat binder or easy-to-search electronic file.

Fix what's broken: Take an

"outside in" look at your business and fix whatever is obviously broken. If your receptionist uses a phone with duct tape holding the cord into the receiver, buy a new phone. If a key piece of machinery needs maintenance, have it refurbished.

De-clutter: If you rarely offer certain products or services, get them out of sight. Remove them from customer-facing communications and eliminate any signs of stuff you no longer sell. The extra clutter will dilute buyers' attention and distract them from the core of what makes you successful.

Put on a fresh coat of paint: Take a look at your external communications—your signage, website, logo and brochure—and make sure it is all consistently branded. A buyer will likely want to tour your office/shop/plant, so make sure your physical location is smart and tidy. Give employees a half-day away from their regular tasks to de-clutter their work area.

As you're "staging" your business, remember the old saying: people buy with emotion and justify with logic. Staging your business is about seducing as many prospective buyers as possible to fall enough in love with your business to engage in a negotiation.

For more tips to selling a business visit smallbizsurvival.com

Source: Small Biz Survival

How to Promote Holiday Sales Using Social Media

Social media sites can be incredibly effective tools for small business owners. Not only do they offer a great way to communicate with customers, but they also serve as a cost effective marketing channel.

With only a couple months left until the holidays, its time to get inventory out the door before the new year. Here are a few ways to promote your holiday sales using social media:

Create an exclusive

"Make sure to have social media-only sales," said Amanda L. Sage, owner of Gong Gong Communications, a small business marketing consultancy based in Columbus, OH. "Even if you are a brick and mortar store, give discounts specifically to your social media followers. It will encourage them to engage online."

"Create a coupon and post it to your Twitter and Facebook page. You'll be surprised with the positive reaction."

Cross promote

"Try partnering with a non-competing company to form a social media campaign," said Neal Schaffer, president of Windmills Marketing, a social media strategic consultancy based in Newport Beach, Calif. "You can publicize a joint physical event or even offer a virtual event where followers can ask experts questions in real time. Either way, it will attract new followers to your site and increase awareness of your service or product."

Tip off customers

"Give your social media followers a sneak peak of a sale," Sage advised. "Even if you are offering the same sale to everyone, tell your followers exactly what will be offered a few days before the event. That way, people will want to keep coming back to your social media site to learn more."

Post a list

"Create a blog post or Facebook post detailing which of your products are hot for this season," Schaffer said. "Make up your own top 10 list. Tell them about the top 10 best sellers of the year. Or gear the list to something relevant to this season such as new year's resolutions -- maybe a top 10 of gifts to help someone stick with their new year's resolutions. People love lists. They create awareness of a product without being pushy."

Create a contest

"If you create a sense of urgency with your social media followers, you are sure to land more sales," said Tommy Swanson, social media specialist for KMA Direct Communications, a marketing agency for non-profits based in Plano, TX. "Make up a contest and then incentivise participation. You can also incentivise referrals by indicating that if a referre wins, the referrer wins as well."

Source: Katie Morell Contributor, OPEN Forum Editors, openforum.com



MEDP'S NewsFlash

For more information about
Macoupin Economic Development Partnership
or newsletter submissions
contact:
shari@macoupinpartners.com
courtney@macoupinpartners.com