



EFFINGHAM BUSINESS REPORT

VOL. 18, NO. 4

CROSSROADS OF OPPORTUNITY

FALL 2008

Illinois Channel features Peerless of America

A new series called "Making It in Illinois" will premier on the Illinois Channel with a look at Effingham's Peerless of America. The series is designed in cooperation with the Illinois Manufacturer's Association to put a spotlight on the manufacturing sector in Illinois.



Illinois Channel Executive Director and series host Terry Martin hopes to show citizens of Illinois that several of the things they use on a regular basis are made in the state. Martin and his crew traveled to Effingham in late April to film Peerless for an 11-minute segment on the show.

Peerless was featured for their work with copper and aluminum tubing. The metals are manipulated into different applications, such as coils, for heating and air conditioning units. Peerless President Mike Warkins said products manufactured in the Effingham facility are seldom seen by consumers, but play a big role in their lives. Anything from automobiles to convenience store coolers contain pieces made at Peerless.

Martin hopes to produce 20 episodes of the series over the next 12 months. Viewers in 127 communities can tune into the non-profit Illinois Channel, although Effingham is not one of them. Episodes can also be watched online at the channel's web site, www.illinoischannel.org.

Harlan Bakeries Chooses Effingham

Harlan Bakeries recently acquired a modern manufacturing facility located in the Effingham Business Park and has been up and running for a few months. The Company is an



international wholesale supplier and distributor of products for in-store bakeries and private label baked goods.

Harlan Bakeries manufactures Harlan Bigger Better Bagels® and Harlan Giant

Gourmet Bagels® brands. The business supplies customers with bagels, pies (meringue, creme, fruit and specialty),

cakes, cookies, muffins, granola and breads. It also has expanded to include a frozen dough line and added

a production line for McDonald's bagels. In addition, Harlan is a contract manufacturer for some of the most well-known and trusted names in the baking

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ADM Alliance Nutrition planning expansion



ADM Alliance Nutrition, a wholly owned subsidiary of Archer Daniels Midland, is making a 60,000 square foot expansion to their location in the Effingham Industrial Park.

The livestock feed company moved to the 40,620 square foot Niccum Industrial Building last summer and has since outgrown the facility. The expansion will more than double the size of the building and provide

additional warehouse space.

Although ADM Alliance Nutrition's headquarters and research facilities are located in the Midwest, they serve livestock operations throughout the United States and Puerto Rico. ADM Alliance Nutrition was formed in 2002 when a group of established livestock companies were unified to form one feed company.

Effingham welcomes tourists and Corvette enthusiasts

The City of Effingham and Effingham County continue to see an increase in tourism, and the month of September was no exception when Corvette enthusiasts spent the weekend in Effingham for the 15th annual MidAmerica Motorworks Corvette Funfest.

Earlier in the year, the Illinois Bureau of Tourism noted Effingham County generated \$111 million for the economy from tourism in 2007, which was up 6.4 percent from 2006. And, the annual Corvette Funfest continues to play a role in

attracting visitors to the Effingham area.

This year, over 10,000 Corvettes and 30,000 Corvette enthusiasts from 44 states and several countries visited MidAmerica Motorworks during the festival, which began Sept. 19 and ended Sept. 21. Displays at this year's event included: Budweiser Clydesdales, Install Alley, Cars for Sale, a Ladies Zone, Field of Dreams choice awards, and a Saturday Night BBQ.

Local support was shown through the event with over 40 community members volunteering at the "Welcome to Effingham" booth, where visitors could

learn about the Effingham region, pick up visitor guides and maps of the area, and have a souvenirs picture taken with the MidAmerica Motorworks Funfest logo poster.

Other tourism events over the summer included: the Illinois High School Rodeo Association State Finals, the Effingham County Fair, Legacy-Harley Davidson's Birthday Bash, the annual Millroad Steam Show, Schuetzenfest, and Barnstorming Days. Also, the city welcomed several conventions to the community over the summer



months, including the Illinois Women in Corrections annual convention.

The City and the State of Illinois continue to focus on tourism as a means of promoting economic development.

"Illinois' tourism industry is a significant contributor to the state's economy. By continuing to make investments in the industry, we are creating good jobs and stimulating our economy," said Illinois Department of Commerce and Economic Opportunity Director Jack Lavin.

For more information on upcoming events, visit www.visiteffinghamil.com.

City of Effingham looks to draw retail development

Retail development continues to be a priority for the Effingham City Council, and it recently entered into an agreement with Buxton Company to aid in the development of marketing strategies that would attract new retailers to the City.

The Council has hired the Texas-based company to provide retail economic development strategies and to help the City identify and contact retail matches.

Buxton is in the third stage of the four-stage program to create a retail marketing strategy for the City, which the City will utilize to attract new retail industries to the community.

The City Council will receive a report from Buxton in the upcoming months.

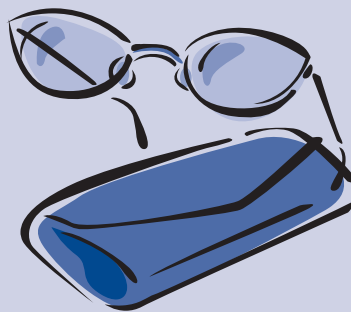
Photographer moves to downtown location

Waymo Photography is ready for a move. After six years in a renovated farmhouse, the studio is moving to Jefferson Avenue in downtown Effingham. Owners Waylon and Karla Waymoth are excited to be moving to a downtown location. They spent the summer looking into improvements that can be made to the building and have since applied for the Downtown Rehabilitation Program to install a new sign, replace windows and cover lighting and electrical work.

Waymo Photography is open Tuesday through Friday, and Saturday by appointment at 129 E. Jefferson St. in Effingham. They specialize in wedding, senior and family portraiture.

Optometrist planning a move to Keller Drive

Sehy & Jones Optometry will soon begin construction on a new facility at 301 N. Keller Drive in Effingham. Once construction is complete, they will move from their present location on Washington Avenue to the 6,623 square foot medical facility with entrances on Keller Drive and Rollin Hills Boulevard.



Entrepreneur Program Boosts Young Minds

Young innovators are getting a boost towards operating their own business with the start of the new Effingham County entrepreneurship program called “The CEO” class! Twenty-two students from area high schools – Effingham, Dieterich, Beecher City and St. Anthony – began their class sessions in August.

Instructor Craig Lindvahl established the meeting site for the first quarter at the Heartland Institute. According to Lindvahl, the students were eager to start and have been influenced by the environment, showing



up to class before class time and professionally dressed. “Heartland is a real wow factor for them; the kids are in awe of everything around them and feel extremely welcome.”

The non-traditional teaching environment blends with the non-traditional class style. Each student has a laptop computer, allowing all of the written work to be submitted electronically

and to facilitate constant communication.

The class members have varying degrees of business experience, with some who have already developed a business and others trying to determine the direction they want to take. It is apparent that the class is a place for everybody, a

place to share ideas and collaborate.

Within the first few weeks, the students have been concentrating on two skills: how to ask a question, and how to talk to people. Local businesspeople and educators have

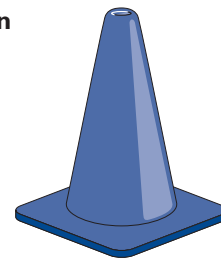
visited the class and were interviewed to give the students a chance to probe and understand how entrepreneurs think.

The CEO class is another example of the Effingham County vision that supports local business growth and expansion while encouraging local citizens of all ages to launch their own start-ups in a supportive environment.

New road leads to new Business Park

The construction of the first

permanent roadway leading into the new South Route 45 Business Park is currently underway.



This Avenue will provide permanent access to Schulte Building Systems and will open up approximately 23 acres for development. The property is located just north of Central Grade School along U.S. 45.

Schulte Building System, which located in Effingham last year, purchased 12.38 acres of property in the southern business park from the City where it has constructed a 67,988-square-foot facility.

The industry, which is headquartered in Hockley, Texas, was the first to locate in the new business park, which encompasses approximately 36 acres. The remaining two-thirds of the land continues to be owned by the City.

Schulte Building Systems, which has been operating for over 50 years, manufactures metal buildings and components. The company also has plants in Texas and Alabama.

Nail salon opens in Effingham

Chamber ambassadors and employees recently participated in a ribbon cutting at the opening of KC Nails. The salon, owned by Khanh Nguyen, is open Tuesday through Sunday at 312 N. Keller Dr. in Effingham.



Water project featured at national conference

Holland Regional Water System was featured during the International Public Works Congress and Exposition in New Orleans, La., for successfully utilizing the Kaskaskia River as an alternate water source.

The presentation was designed to teach attendants how to identify opportunities to partner with businesses to develop a potential water supply. Partnering can reduce the development cost and enable both entities to implement a cost-effective solution to constructing a supplemental water supply.

Holland Regional Water Supply is made up of the City of Effingham, the City of Shelbyville, EJ Water Cooperative, Lincoln Prairie Water

Company and Lake Sara Area Water Cooperative. They worked with Holland Energy to create a regional supplemental water source. The project may draw up to 5 million gallons per day from the Kaskaskia River when needed, based on guidelines from the Illinois Department of Natural Resources.

Mayor John Lange, City Engineer Steve Miller, Economic Development Director Todd Hull and City Attorney Matt Hortenstine attended the New Orleans conference to answer questions related to the project. The conference, hosted by the American Public Works Association, is the only North America conference and trade show dedicated exclusively to public works.

Effingham recognized as being Art Friendly

The City of Effingham has officially been recognized for its efforts in promoting the arts with the Presidents' Choice Award for a small community for the 2008 Illinois Art Friendly Community Awards. The Illinois Art Alliance and the Illinois Municipal League selected 17 communities to receive these awards, with Effingham receiving one of two top awards.

The City of Effingham has strongly supported the Rosebud Theatre, the Artisan Fair, the Sculptures on the Avenues outdoor exhibition and F.A.C.E.'s dedication of delivering live theatre, orchestra and choral performances.

"It is a great honor for the City of Effingham to be recognized for its efforts in promoting the arts by the Illinois Art Alliance," said Mayor John Lange. "Our local artisans along with my staff and community committees have dedicated themselves to keeping the arts alive in our community.

"Our residents understand the importance of arts and that our City does support the arts," added Lange. "Whether it is a high school student working on a film for the festival or an elderly woman painting her final masterpiece, artists know Effingham is a place where they can proudly show their work and be appreciated for their talents."

Joining Effingham in being recognized, the Village of Arlington Heights captured the Presidents' Choice ward for a large community with a population over 20,000, and the 15 communities receiving Honorable Mentions are Aurora, Bartlett, Belvidere, Carol Stream, Danville,



| Elmwood Park, Hickory Hills, Highland Park, Hoffman Estates, Lombard, Orland Park, Palatine, Princeton, Tinley Park, Urbana, and Waukegan.

"As one of the state's leading industries, the arts enhance our quality of life, fuel creativity and innovation, and contribute to an overall culture of excellence in our neighborhoods and schools," said Ra Joy, executive director of Illinois Art Alliance. "It's a great honor to celebrate local communities that recognize the arts and creativity as central and indispensable to their residents. I hope the strong and consistent support for the arts demonstrated by our 2008 award winners will

serve as an inspiration to other communities in Illinois."

"By investing in the arts, we can inspire and strengthen our communities," said Al Larson, Village President of Schaumburg. "Each of these communities provides a

model for how mayors can collaborate with arts organizations and artists to improve the quality of life of all residents."

The Illinois Arts Friendly Community Awards serve to

recognize municipalities that support the arts to celebrate municipal leaders who use the arts to build healthy communities. Two Presidents' Awards are presented annually — one to a small community with a population of less than 20,000 and one to a larger community.

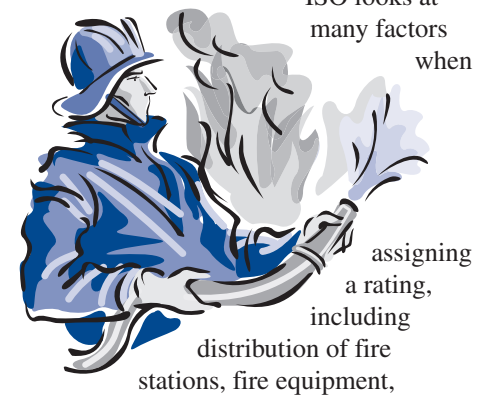
Visit for more information on the arts in Effingham, www.visiteffinghamil.com or call 800-772-0750 to request a culture guide.



New Fire Rating Means Safer Community and Savings

The City of Effingham has received notification from the Insurance Services Office, Inc. (ISO) stating that an analysis of the City's fire insurance rating has been completed. Starting November 1, 2008, the City of Effingham will be a Class 3 community placing it in the top 5% of fire departments in the nation. In Illinois, of the 2,453 communities, only 121 have a Class 3 rating.

In early 2008, ISO met with City Officials to address areas that could potentially lower Effingham's fire insurance rating from a Class 4 to a Class 3 (ratings are 1 thru 10 – 10 being the worst). Fire Insurance ratings issued by ISO are designed to grade a community's ability to reduce fire losses. Many insurance companies consider ISO scores as a factor in establishing fire insurance rates for property owners.



ISO looks at many factors when assigning a rating, including distribution of fire stations, fire equipment, number of firefighters, training of firefighters, water supply and communications capabilities. Since the City's last review in 1998, significant improvements within the fire department in the areas of training and upgrading of equipment, the purchase of several new pieces of fire apparatus, staffing changes and a complete overhaul of the City's fire response have played significant roles in reducing the City's fire rating.

Local property owners are encouraged to contact their insurance carrier advising them of the new Class 3 rating to potentially reduce their fire insurance premium.

Communityworks envisions a new regional perspective

Imagine the perfect life for your family, your business, your community and the environment. A place where there are good jobs, diverse childcare options and a healthy environment. This is what community leaders from the region spent four days thinking about during a recent leadership development initiative.

Community leaders from Effingham, Mattoon and Charleston completed four days of Pacific Institute's "Investment in Excellence" training sponsored by a grant from the Communityworks Endowment Fund. Communityworks is a joint project of the Effingham County Community Foundation and the Mattoon Area Community Foundation that focuses on

the areas of childcare, workforce development and land use and protection.

The goal of the Communityworks project is to enhance the region by developing a core group of collaborative leaders who have a vested interest in promoting the region; accessible, quality childcare that propels our children on a lifetime of learning and opportunity with sustainable employment options for parents; skilled workers and jobs that help our residents prosper in the community; and a healthy environment in which decisions about the use and protection of land makes the most sense for the well being of our entire community.

Downtown welcomes Mommy & Me

Nicki Davis, owner of Mommy & Me Boutique, Inc., is looking forward to assisting new and expectant moms with their breastfeeding needs. A Certified Lactation Counselor, Davis opened the Boutique primarily as a private practice for lactation consulting. She then decided to offer a variety of things for expectant moms.

Mommy & Me offers breastfeeding and pumping classes, baby weight checks and Pre-natal lactation consulting, Davis is also available to assist new moms at the hospital or after the babies are born if things are not going as planned.



The Boutique is operated by Davis with the help of two employees. They carry brand name maternity clothes and products, including "Bravado! Designs" maternity and nursing bras, Medela pumps, Bella Bands, Bebe AuLait nursing covers, Olian and Japanese Weekend maternity wear, Lansioh products and LilyPadz.

Davis is passionate about educating mothers on breastfeeding and hopes to help society begin to view breastfeeding in a more acceptable light. Mommy & Me Boutique, Inc. is open Monday through Friday, and Saturday at 109 E. Jefferson Ave. in Effingham.

Law office opens in Effingham

Marilyn B. Resch and Martin W. Siemer

have opened Resch Siemer Law Office at 400 W. Jefferson, Suite B in Effingham. Attorneys Marilyn Resch



and Martin Siemer will work with clients on general practice as well as elder law, family law, estate planning, probate, trust administration, civil appeals and local government representation.

Resch has more than 30 years of experience in private practice, specializing in family and marital law. Siemer specializes in elder law, estate planning and civil appeals, and has 14 years private practice experience. Resch Siemer Law Office has an additional office in Casey.

Grant aids in road extension project

The City of Effingham recently accepted a \$1.2 million grant from U.S. Rep. John Shimkus and U.S. Economic Development Administration Director of Public Affairs Kelly O'Brien. The funds will be put toward extending Outer Belt West 2/3 of a mile from Fayette Avenue to US 40, opening access to the site of the FedEx Freight hub.

FedEx's interest in the Effingham area led the EDA to look into assistance for the project. The EDA was eager to work with the City to bring a major corporation to the community. A projected 250 jobs and \$18.5 million in private investments are expected to follow this initial grant.

Effingham was chosen as the location of the FedEx hub because of its proximity to interstates 57 and 70. FedEx Managing Director of Regional Operations, Mike Drapeau said the state-of-the-art facility will be an anchor for FedEx well into the future.

EHS creating new Hall of Fame

The Unit 40 Board of Education recently gave Drama Instructor and Guidance Counselor Shannon Hinkle permission to develop a unique hall of fame. Effingham High School will soon be home to a Fine Arts Hall of Fame honoring current and past students for their achievements.

Hinkle researched several schools in southern Illinois and learned that most of them do not currently have a Fine Arts Hall of Fame. This information reinforced her desire to showcase the work of students in band, chorus, theater and multimedia courses. The goal of the Fine Arts Hall of Fame is to recognize students who have given above average performances in their chosen activity.

Music program receives Home Town Award

The cooperative choral music program that began last year at Beecher City Junior-Senior High School is receiving attention from the Illinois Department of Commerce and Economic Opportunity. The program was named one of 49 winners of the 2008 Governor's Home Town Award.

Superintendent Steve Launius submitted the music program for the award. After the submission deadline, judges visited the junior-senior school to discuss the program. They judged entries based on need for the project in the community, community support and volunteer resources available.



This distinction also makes the choral program eligible for the Governor's Cup.

The Governor's Cup, a traveling silver trophy, is awarded for the project that best represents Illinois' spirit of volunteerism.

Eastern Illinois University, Samuel Music, Effingham County Community Foundation and Unit 20 have joined

forces to fund the music program. The program serves as a music lab for EIU students and a unique learning experience for Beecher City students. Future plans for the program include incorporating beginning instrumental music at the grade school.

Cont'd from pg 1

and food service industries. Harlan operates seven facilities comprising more than 1,000,000 square feet of production, warehousing and distribution space, including its production facility and corporate office in Avon, Ind. The Effingham facility comprises 187,538 square feet.

The stated mission of Harlan Bakeries is to produce quality bakery products cost effectively in an environment that is safe, clean and friendly for the employees and community. The integrity of the company is based on the principles of quality products, satisfied customers and consumers, conscientious employees and commitments to innovative growth and development.

Harlan Bakeries, Inc. (HBI) is a family owned business that produces and supplies premium quality Kosher bagels and bagel related products. Currently Harlan's products are found in most grocers' frozen food sections in many Midwestern states. Harlan also produces bagel chips, mini bagels, private label bagels, and health bars.

Effingham County is delighted to welcome Harlan Bakeries to the community.

New owner plans to bring new stores to mall

Businessman Mike Kohan recently purchased Village Square Mall on Effingham's South Side with intentions of filling empty stores. He created a corporation called Village Square Mall Realty Management and will operate the mall under this name. Through more incentives for existing and prospective tenants, Kohan hopes to improve traffic to the mall and revitalize the location.

Of the 40 retail spaces at the mall, 15 are currently available for new stores. Kohan plans to fill those locations with a variety of businesses. He hopes to attract national stores as well as a restaurant that will have an exterior entrance, allowing it to remain open past mall hours. He would also like to see a fitness center and an arcade fill existing space at the mall.

Kohan currently owns two malls in Illinois and has plans to purchase three more in Illinois, Indiana and Wisconsin. Along with two other investors, Kohan locates malls that are in need of a boost and works toward making them more successful.

Teutopolis takes part in community swap

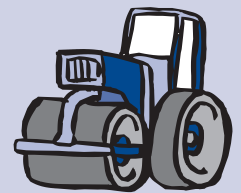
As part of an ongoing effort to make positive changes in the community, five Teutopolis residents participated in a community swap with Gilman, Ill. Members of the Gilman community also visited Teutopolis as part of the exchange.

The swap was sponsored by Teutopolis Community for Progress and the University of Illinois Extension office. Participants are able to get a new perspective on their towns by taking a closer look at other similar communities. Gilman was chosen as a swap destination because the towns are similar in size and are both near interstates. The exchange gives each town an objective appraisal of their strengths and weakness. It also allows participants to develop ideas on how to tackle the possible challenges they face in their communities.

TCFP has been working with the Extension office to facilitate a positive change for the residents of Teutopolis. They have already identified community development themes, including education, employment and infrastructure, and are creating a comprehensive plan to guide the community in reaching their goals over the next 20 years.

Roadwork begins on Keller Drive

Improvements recently began on Keller Drive north of the interstates to south of Ford Avenue in



Effingham. The project includes patching and resurfacing pavement. A single lane will be open for traffic. IDOT plans to avoid working on weekends and during the day, with all work being done from 8 p.m. to 6 a.m.

Multimedia students take talents on the road

Whether they were attending a film workshop in Chicago or a United Nations conference in Paris, France, students in the Effingham High School and Teutopolis High School multimedia class showcased their work in a variety of venues.

Matt Devall, Brody Braunecker and Josh Loy spent six weeks at the MediaBridge summer program and Youth-Fest Film Festival in Chicago. The program is supported by the Governor's International Exchange Program of the Illinois Arts Council.

The three Effingham students were

among 18 participants from the Chicago area, western and downstate Illinois, as well as international students from Mexico, Russia, India, Portugal and Sri Lanka. The group began by reviewing films submitted for the Chicago International Children's Film Festival. Participants also worked together to create scripts for 10-minute screenplays that were critiqued and acted out by professional actors. Those that qualified were sent on to film schools and will be considered for production.

Two other multimedia students, along with teachers Joe Fatheree and Craig

Lindvahl, attended the 61st Annual Department of Public Information/Non-Governmental Organization Conference in Paris to present a film made during the class.

Joe Buhnerkempe and Cody Johnson represented the EHS/THS class that worked with eighth graders in Los Angeles to create a short documentary film about the Dream Project. Johnson presented the film about an effort to reach eight millennium goals by 2015. Buhnerkempe plans to make a film about the Paris trip.

Musikgarten offered in Effingham

Classes designed to teach early music and movement education are now available at Samuel Music in Effingham.

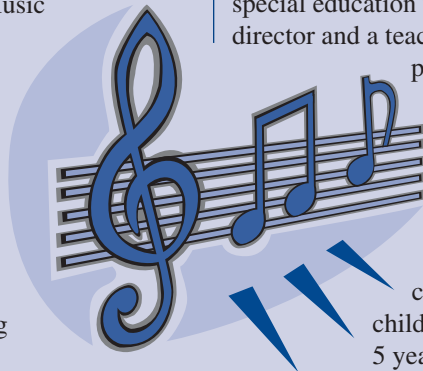
Musikgarten is a sequential music and development program for children age birth to 9 years. Christy Dietzen and Jill Dust, certified Musikgarten instructors, are leading the classes.

Both women are involved with King's Kids Pre-K program at Sacred Heart. Dietzen has been a member of the

teaching team for three years and is also a certified elementary education and special education teacher. Dust is the director and a teacher at the Pre-K

program. She maintained a home daycare and preschool for 11 years before starting King's Kids Pre-K.

Fall Musikgarten classes are open to children ages 18 months to 5 years. Dietzen and Dust anticipate future growth as the children progress through the classes.



Ball field ready for games

The girl's softball team broke in a third ball field in Beecher City for the fall season.

According to Kevin Schultz, Beecher City High School athletic director, the third baseball field is already paying off.

The field allows more games to be played at home, meaning the school district spends less on fuel for away games. Schultz said scheduling has also been easier because he does not have to worry about double booking a field or putting a time limit on games.



Construction Updates

St. Anthony School

As construction continues on Phase One of the new 48,000 square foot grade school, St. Anthony Parish looks forward to opening for the 2009-2010 school year.



FedEx

Work progresses on the FedEx Freight facility. The regional hub is expected to receive between 75 and 100 trucks on a daily basis.

Sponsor Spotlight - St. Anthony's Memorial Hospital

Early detection is the best protection when it comes to any disease, but especially when it is cancer. One of the latest steps St. Anthony's Memorial Hospital has undertaken to provide area residents with the weapons they need to fight this disease is acquiring truly digital mammography technology.

Digital mammography is able to detect breast cancer lesions at an earlier stage than traditional film mammography by taking an electronic (digital) image of the breast and sending it directly to a computer monitor to be viewed by a radiologist. The radiologist can immediately enhance and manipulate the image for a clearer view of the breast tissue. This process reduces the number of call-backs for other views.

St. Anthony's has made a major commitment to enhancing their Women's Wellness and Breast Care Services by making improvements in the process experienced by women having screening and diagnostic mammography. In the past, a woman could spend several sleepless nights awaiting diagnosis or

instructions for the next step in breast cancer treatment. With the support of surgeons, radiologists, oncologists, and mammography technicians, St. Anthony's has streamlined the process so that the woman receives a diagnosis or treatment plan within 14 days of her first visit to St. Anthony's.

St. Anthony's is hiring a nurse navigator to assist women who are having a diagnostic mammogram. The nurse navigator will assist the patient with all aspects of breast care services from diagnostic mammogram to definitive diagnosis and will also serve as St. Anthony's expert in breast care by providing education to its employees and to the general public at various events.

Since 1875, St. Anthony's has been committed to providing quality healthcare with a compassionate touch to the residents of Effingham and the surrounding region. To learn more about St. Anthony's digital mammography, contact the Diagnostic Imaging department at 217-347-1349 or online at www.stanthonyshospital.org.

Share your success!

Feature your business or organization's latest achievements to a national audience and support your community's positive efforts at the same time. When you sponsor an issue of the Effingham Business Report, we will provide space on the back cover of your sponsored issue for your story. If you wish, we will even help you write it! Sponsorship is only \$500 an issue and features your logo and web address in addition to your story.

Each quarter, 1,750 copies of the Business Report are mailed to people in 36 states. Another 750 copies are distributed to racks located in 20 area businesses, such as banks, retail businesses, industries, the library, county offices and the hospital. The City of Effingham also distributes 5,000 copies to residents of the city. The City of Effingham and Effingham County have renewed their support for the publication, citing it as an excellent economic development publication. Contact the Chamber today for more details!

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