

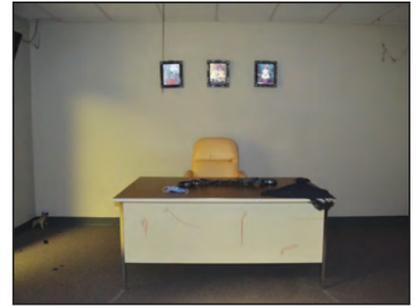
NOVEMBER 2015

Springfield business journal

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INSIDE THIS MONTH



Escape Springfield p. 7



Historic preservation p. 12



Casa Real p. 16



15 Under Fifteen Awards p. 18



The Grille at City Centre p. 26



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Danyel Pitts with microloan recipients Tammy and Lewis Calloway, owners of Boyd's New Generation.

PHOTO BY TERRY FARMER

Meet Danyel Pitts

Small business counselor

By Scott Faingold

On Sept. 14, Mayor Jim Langfelder announced the beginning of the Springfield Area Microloan Fund, a \$1.7 million program specifically aimed at aiding small businesses in town. The fund operates out of the Office of Planning and Economic Development and is facilitated by Justine Petersen, a company with offices in St. Louis and Granite City whose mission statement is “to connect institutional resources with the needs of low- to moderate-income families and individuals in order to build assets and create enduring change.” The Springfield program has been a resounding success right out of the gate, according to company spokesperson Galen Godolfi, who says that based on the first four weeks they are on track to facilitate more than 100 loans by next September.

The local face of the microloan program is lifelong Springfield resident Danyel Pitts, who works directly with area small businesses, helping them to navigate the often confusing financial waters of running a small business.

Justine Petersen the company is named after the late Justine M. Petersen, a social worker from the St. Louis area and a personal role model for Danyel. “Her legacy as a social worker was in helping low to moderate income families gain assets,” she explains, “and one of the actual products she started with was mortgages, helping people to become homeowners. My experience professionally fits right in perfectly with Justine Petersen.”

Danyel graduated from Eastern Illinois University with a degree in family and consumer sciences and for the past 14 years has worked with children and families with diverse backgrounds in the areas of mental health, social services, socioeconomics and education.

She enjoys gaining trust and building relationships with her clients. “I have come to realize that finances and money cause a lot of issues and problems.” She is married to Calvin Pitts, a small business owner in Springfield in the area of construction. “Along with my 14 years of experience

working in the social services field, I’ve had five years of helping manage and administrate my husband’s business. I was very excited to see what I could bring to Justine Petersen.”

Danyel was born and raised in Springfield, graduating from Southeast High School in 1994. As a youth she was very interested in track and field. “As early as sixth grade, I started to compete in running and that led to my receiving a scholarship to college, to run, which was a blessing.” She currently serves as assistant girls track coach at her former high school.

“I’ve always worked hard and put my all into everything I did,” she says. “I was also raised going to church, singing in a youth choir, and was involved in a lot of fundraisers.” Her mother and grandparents raised Danyel to be community-minded, making sure she stayed involved through youth groups, both religious and secular. “They made sure I was aware of issues like impoverishment and realizing what’s going on in our environment.” She credits the

Springfield Urban League with providing a platform to set the stage for her professional career.

In her work with the Springfield Area Microloan Fund, she finds great satisfaction in performing the service of helping fledgling small businesses move toward their goals. “Every case is different,” she says, remarking that her current position has many elements of social work but with the added benefit of practical, measurable results.

“I find that a lot of people are not reaching out to get educated in the right way,” she says, elaborating on her role in the microloan process. “They’re hearing things from Uncle Joe or Grandma Sue and not actual professionals or experts in [finance]. I’m there to help educate people on how to better their credit score and become financially viable. It’s uplifting to know that I’m in a position where I can help someone. It just feels really good.” □

Connect with Scott Faingold at scott@springfieldbusinessjournal.com.

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Patrick E. Halliday	Cassiday Schade LLP	217.572.1714	Med-Mal Defense; PI Defense: Generaleral
Esther J. Seitz	Donald M Craven PC	217.544.1777	Advertising/Media; Copyright & Trademark Law; Gov't/Muni/Lobby/Admin
Ashley D. DiFilippo	Feldman Wasser	217.544.3403	Civil Rights/Constitutional; Family
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Matthew R. Trapp	Giffin Winning Cohen & Bodewes PC	217.525.1571	Commercial Litigation; Gov't/Muni/Lobby/Admin
Michael P. Murphy	HeplerBroom LLC	217.528.3674	Insurance/Ins Cov/Reinsurance; PI Defense: Generaleral; Products Liability Defense
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Scott Troehler

PHOTOS BY JOB CONGER

Coterra brings co-working downtown

By Job Conger

Scott Troehler is president and executive producer for Monterrey Media LLC, which hosts Coterra, a new co-working space at 104 N. Sixth St. in downtown Springfield. Monterrey and Coterra have been the sole tenants of the third floor since January 2015, with about 2,750 square feet of approximately 3,600 taken up by Coterra, which Troehler describes as being ready for business.

Troehler explains that Coterra's version of a co-working space is aimed at people who work mostly from home and aren't looking for a permanent office. "Our clients can focus on business, away from the distractions endured in their hotel rooms or working from a table in a restaurant."

Tenants might include lobbyists, entrepreneurs, "solopreneurs" and sales representatives. Options include private offices, shared offices with two desks, and a communal room as well as a large conference room. Video conferencing capability is also planned for the future. Space can be rented by the month, or in six- or 12-month increments. Access is available on half days and single days, 9 a.m. to 5 p.m., Monday through Friday, excluding holidays. Renters do not have 24/7 access. "We are not a business incubator," Troehler said. At this point, renters utilizing Coterra are not able to establish a downtown address there. "That could be a possibility down the road," says Troehler. Metered parking is available streetside or in nearby parking lots.

Coterra also does not provide secretarial help, although there is a copier-scanner-fax machine available as well as wi-fi. "We don't offer phone service because everybody has their own phone," Troehler said. Special arrangements can be made for after-hours meetings and Troehler plans "get acquainted" networking events and seminars that serve Coterra clients' needs as well.

Highlander Properties, LLC, co-owned by Chris Nickell and Stan Komperda, purchased the building in the summer of 2014. "We are the proud second owners," Nickell clarifies. "The first owner was the Kerasotes movie theater family who completed its construction in 1926."

"My day job is with American Wind

Energy Management Corp. which occupies part of the second floor. Preserving properties like this (building) are part of my avocation," Nickell continued. "I enjoy old buildings, I'm a hands-on kind of guy." When Nickell and his wife moved downtown he kept seeing old buildings like this come up for sale. He wanted to do something to arrest the trend.



Chris Nickell

Monterey / Coterra's neighbors on the second floor are both attorneys, specifically John Taylor, Attorney at Law and Kyle C. Berry of national law firm Husch Blackwell. In mid-October the ground floor corner space was rented to Urban Sassafra, formerly located on Broadway and Adams next to the tracks. Owner Patsy Ostermeier took possession Nov. 1. The largest ground floor section, 2,400 square feet which once housed Fishman's sporting goods store remains unrented. Todd P. Smith Commercial Real Estate is marketing it for Nickell, who reports there have been "several nibbles."

Troehler began looking for a place that would work as a co-working environment years ago. Renovations to Coterra have been mostly cosmetic, including installing a new kitchen next to Coterra's large meeting room.

"My hope is that everyone here will be temporary, that they'll wind up in their own 24/7 place."

For more information about Coterra, visit www.coterraworks.com or call 585-0501. □

Job Conger can be reached at 544-6122 or writer@eosinc.com.

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The world of radio

By Eric Woods

Johnny Molson moved to Springfield in 1996, having already established himself in the radio industry.

He had already served as an on-air talent, producer, writer and program director over the years and has been with Midwest Family Broadcasting since his arrival. "It is a great community," he said of Springfield. "People genuinely care about one another, and it is a safe city. My kids are happy, and that is very important." The one drawback to living in this area for Molson is the lack of family he has in the area, as the closest are six hours away.

Growing up, Molson always wanted to be a radio personality and even created fake commercials in which he would make up silly voices. "It was always a fascination. We had great classic radio in Chicago," he said. Molson's first job right after high school was as a radio personality working the overnight shift. "It was a great place to make mistakes." Most of his career has been in radio, although Molson did once work overnights for a UPS facility doing data entry work.

Molson serves in a couple different capacities at Midwest Family Broadcasting. He is on the air for WMAY in the morning. As creative services director, his primary responsibility is to come up with strategies

for campaigns which go beyond just a commercial. "On a typical day I will meet with advertisers and dig into their business to see what can be done," he said. "They opened for a reason. I want to find their story and help to amplify and dramatize it so it is compelling to the listeners." Molson feels that anyone wanting to get into this industry should learn more about the people than the facts and figures.

Over the years, Molson has become fascinated and intrigued by how people acquire their entertainment. With the ever-growing boom in technology, he has noticed that many avenues such as newspapers, books and radio have blurred into each other. "Success in one has opened doors for others," he said. "It is interesting since the thing that is hot now may not exist in 18 months." Molson understands that it is difficult to determine what is only a fad and what will stick around.

Molson has begun working in the small businesses marketing industry as of late. "I just got on with Williams Marketing as a partner in their firm," he said. This new venture will be added to his current responsibilities, although he does see himself getting more entrenched in one-on-one marketing with small businesses over the next several years. "I can bring the extra

knowledge and data learned there over to the business here." Molson understands that small businesses cannot always afford large advertisements and are the most in need of help.

On Nov. 18, author Chuck Mefford will be coming to Springfield, and Molson is very excited about this opportunity for businesses to attend his workshop. "He understands how to turn a business into a household name," said Molson. "This is a good opportunity for small businesses to meet him and get educated."

Molson has attained much success over the years. One proud fact was getting into theater at an early age and sticking with it over the years. "It is not usually the path to radio, but I thought it would help," he said. "It has served me well." Molson is most proud of his two daughters. "They are good-natured and good-hearted. I marvel at them every day."

After spending 28 years in the radio industry, Molson enjoys that each day is a different experience. "I am not bored with it yet. I even see opportunities to expand it," he said. "Stay nimble. There is always going to be a surprise, so bend with it." □

Eric Woods can be reached at ericw93@aol.com.



Johnny Molson

Title: Creative services director and on-air personality, Midwest Family Broadcasting
Address: 1510 N. 3rd St., Riverton, IL 62561
Telephone: 217-836-7841
E-mail: johnny@johnnymolson.com
Family: Children – Emily and Annelise

Favorites –

Movie: 2001: A Space Odyssey
Book: To Kill a Mockingbird by Harper Lee
Sports Team: Chicago Cubs

Tidbits –

Avid community theatre actor
 Always enjoyed classes involving writing and performing
 Serves on the Board of Directors for the Hoogland Center for the Arts



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Escape Springfield is located at 2272 N. Grand Ave. E.



"Education Creation" is one of two rooms teams try to escape.

PHOTOS BY MARANDA POTTERF

Escape Springfield

By Roberta Codemo

Central Illinois now has access to the hottest game sensation sweeping the country. A longtime fan of escape room video games, Rebecca Henderson, founder of SMARTpath Education Services, first founded Escape Bloomington – a live interactive version of the popular video games – in Bloomington in 2014 as an offshoot of her company, before expanding into the Springfield market in September.

"Most are focused on entertainment," said Henderson, speaking from the business's second location, Escape Springfield, 2272 N. Grand Avenue E. "Ours is focused on team-building." Only open for two months, the business is already generating buzz through word of mouth and business is growing. Seventy players came through the venue on opening weekend.

Henderson said it made sense to open a location in Springfield as a lot of Springfield residents were traveling to Escape Bloomington. She plans to open additional Escapes in Peoria and Champaign.

"This is a new concept," said Henderson, referring to the use of Escape games for the purpose of team-building. It promotes communication, collaboration, critical thinking and creativity. Players are led "like lambs to the slaughter" to their room

and locked in. They then have one hour to solve a series of increasingly challenging puzzles to find the key to unlock the room. It encourages lateral thinking skills and forces them to depend on each other in order to get out and survive.

"Everyone can participate," said Henderson. "It requires brain power as opposed to physical challenges." After the session, team members go over what they learned and discuss what led to their success. Everyone learns more about one another and how to work together and can take this back to the workplace.

The Springfield location offers players their choice of two rooms – named "Dr. Tomy N. Pieces" and "Education Creation" – that are patterned after rooms at Escape Bloomington. A CSI room is planned, which will be unique to Escape Springfield.

Each room is designed around a theme. Because Henderson has found a lot of people don't like scary games, she tries to offer rooms that are geared towards families. "We would love to do a theme room around Springfield history," she said.

The rooms can accommodate up to 12 players and are recommended for ages 14 and up. "They're designed with adult brains in mind," said Henderson.



Meghan Bertoni, store manager

"Teams have no idea what they are getting themselves into," said Meghan Bertoni, store manager, who had never played escape room video games.

"We didn't know what to expect," said Kenny Morris, founder of K.M. Hair Works and Spa, 3201 Sherman St., who recently took a team of eight staffers. "We enjoyed ourselves very much. It was a great evening."

Staffers often don't have the opportunity to spend time together

outside the salon. One of Morris's staffers had visited a similar venue in St. Louis and told his daughter about it. She told him, "I know it's cheesy sounding but I think we ought to try this."

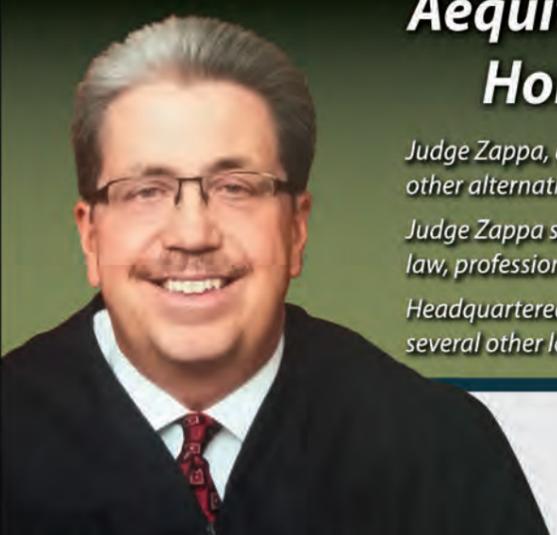
The K.M. Hair Works staff ranges in age from 25 to 62 and some have been with Morris for more than 40 years. "We work long hours," said Morris. "It was an opportunity to get to know them outside the salon. I saw some real leaders." He plans on taking another group.

The experience builds cohesion and brings people together. Different roles emerge. The experience forces people to express themselves in ways they normally wouldn't in any other situation. Teams find there are individuals who are good at math or who have leadership skills but don't express this in the workplace.

The business is looking ahead to expanding and is looking for a west side location to cater to more businesses. They would eventually like to offer six rooms.

"It's something different to do in Springfield," said Bertoni. □

Roberta Codemo is a full-time freelance writer. She can be reached at rcodemo@hotmail.com.



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Capturing the inner beauty of business

By Eric Woods

After growing up in Springfield, Josh Hester lived in Florida, Indiana and Chicago before moving back in 2003. "For me, there was a pre-college Springfield and a post-college Springfield. It was not always the plan to come back, but it turns out I am a Springfield person," he said. "I am privileged to do what I do for the community I grew up in and partner with great businesses in town."

Hester was never completely sure what he wanted to do as a career when he was younger, but music played a big role early on. He was also interested in making videos. "Often I would be the one to document our family's vacations with the video camera," he said. While in high school Hester and a friend ran a lawn mowing business. He feels he learned something valuable from every job he had. While in Chicago, Hester worked at a recording studio which shot various television shows and commercials. "I was the assistant to the assistant and worked for someone who thought that people in that job should be treated poorly. But that job made me go back to school and get my film degree." Along with his master's degree, Hester holds a bachelor's degree in film and video production along with an associate's degree in recording arts.

In March 2013, Hester and his wife

began The Storyteller Studios. The idea was to make videos for businesses in order to tell their stories. "We get endeavors of all shapes and sizes. The storyteller name characterizes our approach to real stories," said Hester. "I believe everyone has a story to tell and video is a compelling way to do it. We want to tell more about a business than just what they do at the office. People want to do business with those they are personally connected to." Hester noted that since most people now have mobile devices and can stream videos through them, businesses need to get their messages out in a way their customers will see it.

While based in Springfield, the company has done regional work in Missouri and Indiana. Hester has also twice traveled to Kenya with the group Bright Hope to tell the stories of the people. "I went by myself in 2009, and in 2013 my wife went as well. She painted a mural on their wall," said Hester. "The greatest aspect is that I get to travel and meet interesting people who are doing great work themselves and help tell their stories."

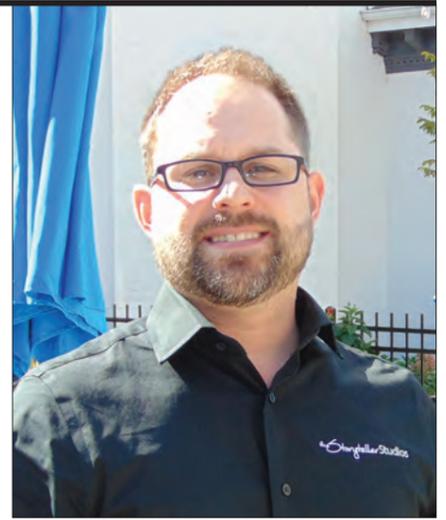
Hester's greatest personal achievement has not only been starting the business but still being in business three years later. "Small business owners know what I am talking about," he said. "My wife has an MBA and

helps with the business side of everything. I often joke when I get a project that it will keep us in business for another month. She believes it will last a lot longer than that."

Much of Hester's success can be attributed to his knowledge of what it takes to prosper in this unique industry. "Be patient. There are more resources out there today to learn about than there were years ago. Use it to your advantage," he said. Finding a mentor is another way to learn firsthand knowledge. "Find someone who is doing it well. Ask questions and emulate them. Remember that this craft is not about the filmmaker, but rather the subject." Hester truly feels that his job is to identify the story and tell it. Feeling personally connected to the work will help him make a positive impact.

Although Hester does not like to think about the future, he does feel good about it. "It is my responsibility to anticipate the future, but I am not in doubt of anything," he said. In 10 years he does not feel that his life will be much different than it is right now. "I will keep seeking out businesses, endeavors, and projects and help them be successful." □

Eric Woods can be reached at ericw93@aol.com.



Josh Hester

Title: Owner, The Storyteller Studios
 Address: 709 S. Douglas Ave., Springfield, IL 62704
 Education: M.A. in communication from University of Illinois Springfield
 Family: Wife - Andrea; Daughter - Adele

Favorites -

Author: Donald Miller
 Restaurant: Augie's Front Burner
 Sports team: Chicago Cubs and Chicago Bears

Tidbits -

Plays guitar and drums
 Wants to someday make a horror movie
 Loved music and film history classes in school



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SPRINGFIELD

Building a good reputation in Springfield

By Eric Woods



Jason Muller has spent his entire life in Springfield, and while politics and the traffic light situation are not among his favorite issues, he does love the small-town feel and the fact that his family is in the area. "I have roots here," he said. Muller would like to see fewer businesses closing and more commerce throughout MacArthur Blvd. "Get some more restaurants down there and fewer payday loan places. There are five of them in a small stretch."

Muller has been a lifelong baseball fan. Growing up, his favorite player was Ozzie Smith, and he even wanted to grow up to be a professional baseball player. He does still play softball during the summer months. Muller also played a lot of basketball growing up, and one of his greatest achievements was playing for a month in Australia when he was 18 years old as part of a Blue Chip team.

Muller's first job was working for his father. "My dad and grandfather were both carpenters, so it is a family thing. I would go to job sites with my dad when I was 10," he said. Muller has been a carpenter for the past

21 years. His least favorite job, though, was fast food. "I was a fry guy for two weeks. It was so greasy."

Since 2009, Muller has owned and operated Homeworx, LLC, which specializes in home remodeling, painting, room additions, kitchens, baths and basements. Doors, windows, porches and decks are also specialties. He began his business with one lead from his father. "There was a lady who needed work done on a house she was moving into," he said. "She passed my name along to several others. Word of mouth got out, and now I have a couple hundred good clients. Every year is bigger and better." Muller enjoys jobs in which he can restore homes to their original architecture and give them the look they had when originally built.

Summer is normally the busiest time for Muller, with December and January being the slowest. "I will take time off around the holidays for family vacations. I save up in the summer so I can even take off a month and have it not be a problem," he said. "I do not like downtime this time of year. There is too

much work to do."

Muller received a lot of good advice from his parents over the years, including good manners, which is useful in the construction business. "In this industry you should be punctual and do what you say you are going to do," he said. "I have a lot of customers who have told me about bad contractor experiences. All you really need to do is be on time, smile, and do what you say. If you do that you will have 50 percent of the workforce beat."

Muller has plans for the future which include, possibly, a larger family. "I always wanted to have a little boy, and now I do. I would like to have one more, maybe two," he said. Muller is also already looking forward to the idea of grandchildren. One thought Muller is contemplating involves buying an RV in order to travel more. "Some day we may sell everything and just travel and see the world. Hopefully we can do this by the time I am 60." □

Eric Woods can be reached at ericw93@aol.com.

Jason Muller

Title: Owner, Homeworx, LLC
E-mail: homeworxil@gmail.com

Education: Athens High School; Licensed home inspector

Family: Wife - Kristi; Son - Miles

Favorites -

Hobby: Golfing and community theatre
Movie: *Field of Dreams*
Sports team: St. Louis Cardinals

Tidbits -

Active softball player
Would like to learn how to surf
Attends one Nascar race per year and collects lanyards from each event

Brick Solid...

When Ryan Scott purchased his home, he saw the potential in updating it's 70s décor and has been making major renovations. He took out the kitchen's pink countertops and transformed it into beautifully modernized space. While he still has a checklist of projects left to go, he is happy to have his son Logan, 6, eager to help.

Ryan is quite the handyman and that comes in handy when you own 10 rental units. As he acquired new properties, he knew he could trust the professionals at BrickKickers for a quality home inspection. He got to know the owner Bill Brittin well, since they work in similar industries and share a military background. Ryan remembers, "I tried getting Bill to hire me part time for years. I finally said, 'If you're not going to hire me, sell it to me.'"

With Ryan's offer, Bill decided to retire. Ryan majored in business management and was happy to carry on the trusted BrickKickers name. As a father and soon-to-be husband, he values making sure a home is safe for families and helping them protect their investment. What makes his inspection company stand out? Ryan does same day

reporting and free re-inspections. For more on the company, visit brickkicker.com.

Since Ryan prides his business on quality service, he appreciates having a bank like First Bankers Trust Company that shares his business ideals. He first came to First Bankers with his loan officer, Cynthia Mackenzie. "I liked Cynthia so much I moved everything. She has helped me with all my loans - she's gold! And now, Nancy Richards is just like Cynthia. I can't imagine working with anyone else. They make it so easy."

Living in Rochester, Ryan loves using the bank's mobile app and First Mobile Deposit. "I can deposit checks from home. That saves me time and saves me money." When he does get to the bank, he says, "I've banked a lot of places, and they are the only ones that know you when you walk in and Logan, too. They know what sucker he likes - who does that? They are just a great bunch of people, and they want to help you succeed in anyway they can."

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COMMERCE



Decatur's Midwest Inland Port

Midwest Inland Port

By Colin Patrick Brady

On Sept. 23 a group of journalists and other interested parties toured Decatur's Midwest Inland Port (MIP).

The tour, hosted by The Economic Development Corporation of Decatur & Macon County (EDC) was led by current EDC President Larry Altenbaumer. The goal of the tour was to promote current and future economic opportunities available via what is indeed a unique and critical bit of real estate which, though sitting in Decatur's city center, has influence and breadth of transmission truly global in reach.

According to Altenbaumer, both in a press release and again throughout the tour – "I continue to believe that the Midwest Inland Port is the most significant economic development opportunity this region has seen in the past 50 years. This [the MIP] will be a major benefit for all of central Illinois, and we have just scratched the surface of its full potential."

After a briefing on the history, development and future plans of the MIP hosted at Decatur's Richland Community College, a chartered bus shuttled visitors, including Decatur and Springfield business leaders, some members of the state and city government and various members of the press, on a tour of the immediate campus of the Midwest Inland Port. During the tour, attendees were treated to a rare view of the scope of the port as well as its reach. It was striking to realize just how unassuming and easy to overlook an enormous piece of infrastructure can be. Here is a vital global hub through which massive amounts of cargo pass daily but the uninitiated could be forgiven for passing it by without a second glance.

When the term "port" is bandied about, visions of bustling gantries in harbor cities such as Hong Kong, Singapore, New Orleans, New York, San Francisco, etc. come to mind.

However, just as important are inland ports such as those we find in modestly-sized and perhaps less exotic locales like Decatur.

Jennifer Bennett, of Archer Daniels Midland in Decatur, was the guide for a significant portion of the bus tour as guests were shuttled around the immediate vicinity of the MIP. Also providing commentary were Ryan McCready, the present president of Decatur's EDC, along with Altenbaumer.

The MIP's role is "to provide another arrow in the quiver of the central Illinois' infrastructure, and to utilize and existing service and set of structures in a regional effort to make the area more robust," said McCready, who began his tenure as EDC president in January of 2015.

"ADM has been my job for most of my adult life. I am very passionate about Decatur," said lifelong resident Bennett. She emphasizes, however, that the MIP is not expressly owned nor affiliated with ADM. Bennett describes it as a port connected to a seaport via rail and designed to speed the flow of cargo between supply and demand destinations.

Altenbaumer and Bennett describe Illinois as being second in the nation in terms of sheer length and volume of railroads, measuring in at what they estimate to be around 7,000 miles of track throughout the state and boasting a total of seven class one railroad systems. Class one systems, Bennett says, carry more freight than any other across the United States and Canada. They also said that Illinois hosts the nation's third largest number of public road miles including interstates, highways,



Ryan McCready PHOTO BY PAT YEAGLE



PHOTOS COURTESY OF ADM

business roads, etc. Furthermore, Illinois freight tonnage weighs in as the nation's third largest as well. Chicago alone, per Bennett, is the busiest rail hub in the whole of the United States and handles a quarter of the nation's freight and rail traffic. Bennett cites an estimate that over the next 30 years "demand for freight and rail service in Chicago alone is expected to double."

Bennett and Altenbaumer explained that rail access, interstate and highway access are all three easily accessed from the MIP. Once goods arrive, many options of logistical travel are readily accessible. Containers are filled and placed upon trains or semi-trucks. The rail-switching yard comprises something like 550 total acres, boasts 512 switches and can load or unload up to 52 total trains per day. Furthermore, an estimated 95 million consumers within a 500-mile radius of the MIP can be reached daily.

Two target markets are key customers of the traffic passing through the MIP, and these consist of local and regional business interests as well as international and domestic businesses. Non-local and international businesses require a mix of

imports and exports for a fluid match-back program. Bennett explains that "foreign consultants have been spoken to regarding the establishment of consolidated distribution centers as well as manufacturer warehouses along the way for the picking up and dropping up of goods."

Allison Fayfich, intermodal business manager at Archer Daniels Midland, spoke to the timely necessity of a localized facility like the MIP. According to Fayfich, "simplify trucking and things are made much easier," which she identified as the purpose and service provided by the Midwest Inland Port.

Illinois State Representative Sue Scherer, D-Decatur, sees the MIP as a real, in the moment piece of central Illinois infrastructure benefiting the region as well as the world at large. "The opportunity for economic growth because of the Inland Port and its existing and future potential is something that we cannot look away from."

To learn more about the Midwest Inland Port visit www.midwestinlandport.com. □

Colin Patrick Brady is a freelance writer from Decatur.



Aerial view of the new ramp at Decatur's Midwest Inland Port (MIP)

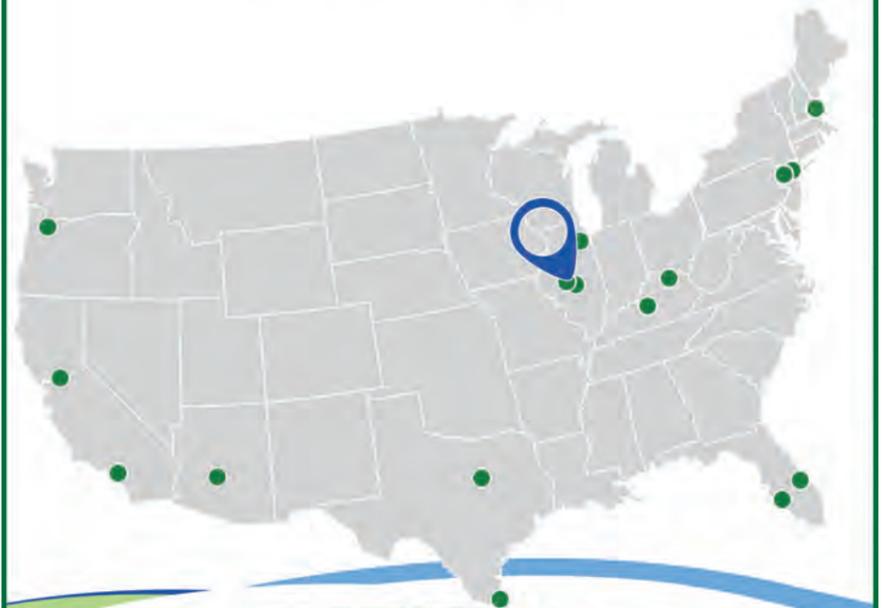
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The power of place

Is historic preservation the city's overlooked planning tool?

By Catherine O'Connor

In this multi-part series SBJ will examine some connections between cultural heritage resources and quality of life in the capital city. Issues such as tapping the past to create a thriving future for Springfield business, exploring the implications of downtown parking data on business vitality and walkability, as well as focusing on how business owners in Springfield can benefit from the federal historic tax credit incentives, will all be addressed in upcoming issues.

Learning from the past

A little more than 25 years ago, in celebration of the 25th anniversary of the 1966 Historic Preservation Act, 2000 preservationists gathered in San Francisco to discuss the important role that historic preservation can play in economic development in cities of all sizes. One important recommendation was that preservation of historic places must be integrated with future growth management as an important policy tool to ensure a good business climate.

A quarter-century later, we are now at the dawning of the 50th anniversary of our nation's preservation movement and Mike Jackson, Fellow of the American Institute of Architects (FAIA), has a vision for ways

that Springfield can better understand how historic preservation can be integrated into municipal and regional planning. A citizen of Springfield since 1983, Jackson recently accepted the prestigious Richard H. Driehaus Lifetime Achievement Award from Landmarks Illinois in Chicago, celebrating his nearly three decades of contributions as division chief at the Illinois Historic Preservation Agency, and as a visiting professor at UIUC, Chicago's Art Institute and EIU.

But even before becoming an architect, Jackson had experience with carpentry, building craftsmanship and fledgling efforts to revitalize "main street" districts in Galena and Greenville.

"When I started in the '70s, the 'Main Street' movement was only about design and recreating an historic appearance," he says. But as the National Trust for Historic Preservation's Main Street program evolved, a more holistic, four-point approach to downtown revitalization was developed to ensure business stimulation and economic sustainability.

Intrigued by this new direction of the preservation movement, and determined to gain more expertise in a larger context acknowledging the need for promotion and economic restructuring, Jackson went

on to earn a graduate degree in historic preservation from Columbia University in New York. There he learned about the often untapped potential of community resources.

Unbridled demolition, TIF and sprawl impact fees

In Jackson's view, the city of Springfield has had both the fortune and misfortune of having a Lincoln legacy and other internationally known resources like Route 66 and Frank Lloyd Wright's Dana-Thomas House. "Springfield's program got started for the preservation of a few isolated historic sites without understanding how that legacy can be translated to represent a community's values." He believes that misguided decision-making has been the result, with the "star power" of singular house museums overshadowing the community planning aspect of historic preservation.

The worst example of this, he believes, was the demolition of the Bunn Warehouse at 10th and Adams streets at precisely the time in the 1990s when throughout the country places like Chicago's "Printing House Row" were being transformed into booming adaptive reuse projects. A vacant lot in its place 25 years later speaks to what he laments



The historic Bunn Warehouse was demolished in 1991.

as an appalling lack of ingenuity in the capital city regarding how to create livable places and usable spaces in the environment.

Experts like Jackson have pointed out the importance of environmental stewardship and sustainability as important compliments to why we should care about our collective past and how it has shaped our communities. Nearly 40 years ago, the city celebrated the demolition of the grand President Lincoln Hotel which once stood at the prestigious corner of Fourth and Capitol, with the promise of new construction that would modernize

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Demolition of the President Lincoln Hotel at Fourth and Capitol.

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Mike Jackson FAIA, stands among the rubble of a recently demolished mid-century apartment building on South Fifth Street. He believes that misguided policies penalizing owners of vacant properties results in the loss of legacy building stock that could be rehabbed for new use. PHOTO BY CATHERINE O'CONNOR

Springfield's downtown. Conveniently staged on a Sunday for crowd appeal, hundreds gathered to watch as dynamite carefully obliterated all remnants of the once splendid, handcrafted walnut interiors, granite, marble and ornate masonry facade.

Adaptive reuse is key

Reusing buildings is where historic preservation can move from tourism to cultural ethic, according to Jackson. Studies have shown that along with downtown residential "infill" developments like Lincoln Square, people in all demographics have a preference for older, upper story living spaces and apartment units. However, although there seems to be a market for rehabbed downtown rentals in Springfield, there is a financial disadvantage for developers

because most of the city's neighborhoods offer such low-cost housing.

The successful mid-1980's German Settlers Row development in the Vinegar Hill Neighborhood was an effort primarily lead by the Preservation Association of Springfield and dedicated volunteers who were beginning to understand the potential of commercial adaptive reuse. That group disbanded in 2002 without ever having full support of government leaders and citizens at large.

"In cities like Chicago the high level of developer and builder expertise and successful use of incentive programs have resulted in such incredible success that the Loop is no longer distressed and government programs like tax increment financing (TIF) are no longer needed," Jackson says. However, he has also observed that Springfield has suffered from

impractical, unfriendly building codes and inconsistency in how it utilizes the TIF program. In his view, the city could follow the lead of others in Illinois, where there is better understanding of the rehabilitation "pro-forma," and establishment of uniform guidelines on how TIF funding will be applied equitably for all projects.

"Our city has not had political support for preservation and a professional planner, and it is reflected in not having effective tools that could help stimulate business growth," Jackson said.

While TIF has been used successfully for redevelopment projects like Hy-Vee in the MacArthur Blvd redevelopment zone, Springfield could also balance the expenditure of public funds with a program requiring impact fees for sprawl growth on its western boundaries to

support new infrastructure costs, Jackson suggested. □

For more information about Mike Jackson and preservation statewide, visit <http://landmarks.org/awards.htm>.

The website <http://bit.ly/203HndD> offers an interesting summary of citizen activism in Springfield historic preservation.

To find out more about the National Trust for Historic Preservation four point approach to successful Main Street revitalization, check out <http://bit.ly/1PLn14d>.

Catherine O'Connor, M.A. Public History, was the former Manager of Local Government Services at the Illinois Historic Preservation Agency.

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Villas at Vinegar Hill groundbreaking

By Teresa Paul

Ground was broken for the Villas at Vinegar Hill senior housing complex at 415 West Allen Street in Springfield, on Oct. 1, with construction to begin within one week of the ground breaking. The location was formerly the site of the Sankey High Rise, two 14-story buildings vacated in 2011 and demolished in 2013 after being deemed structurally unsound after a 2008 fire. The next phase will include design of a new four-story building housing 82 one-bedroom units and 10 two-bedroom units.

Each unit will have its own kitchen, living room, dining area, bedroom(s), bathroom and large storage closets. Some units will be dedicated as accessible units; however, all of the dwelling units will be designed so that Americans with Disabilities Act compliance is readily achievable. The building will also include two elevators, two management offices, cart storage, indoor mail room, vending machine area, beauty salon/barber, multipurpose room, laundry rooms on every floor, computer rooms, a fitness center and movie room.

Site amenities will include a sit-down area, gazebo, drop-off area, ample parking spaces and large walking spaces around the building. The mechanical components of the building will be designed with high-efficiency units, electrical components and plumbing fixtures.

The construction of the new senior housing complex is slated for completion in December 2016.

"It is all wood frame construction," said Brent Lance, architect with Hurst-Rosche Engineers and Design Architects Inc. "Our big focus is the appearance of the building to try to break it down visually so the apartments better relate to the neighborhood. Most of the neighborhood is single-family residences - we did not want to build a multistory building that did not relate to the neighbors. We used color and changes of scenery to make it look like a series of smaller buildings."

Based on Hurst-Rosche's qualifications and history with the Springfield Housing Authority, the firm has been working with the SHA on the housing project for seven years. "For a project this size, the Springfield Housing Authority had to jump through a



Illustration of the Villas at Vinegar Hill.

ILLUSTRATION COURTESY OF HURST-ROSCHÉ

lot of hoops to make the new villas happen," Lance said. The SHA is federally funded. The organization does receive third party capital dollars for improvements.

"The project for the Villas at Vinegar Hill is \$11 million, but including demolition and the environmental components, this is actually a \$20 million project," explained Jackie L. Newman, executive director of SHA. "When you have new construction with new development usually a tax credit is involved."

Newman said the construction and development project began with identifying and securing funds. Once that was all in place, the process involved satisfying the contractual documents required by federal

and state government.

"We have been working on it a while," Newman said, "clearing the landscape, taking care of environmental concerns prior to demolition, then the demolition and now the ground breaking. The Springfield Housing Authority must comply with the U.S. Department of Urban Housing and Development regulations, because we receive a nine percent tax credit," she continued. "We must comply with the Illinois Housing Development Authority regulations that govern finance and development of our organization as well as new construction and development."

"With the tax credit the investors and partners receive a return on their

investment," according to Newman. "The Department of Housing and Urban Development also has funds set aside to provide affordable housing which assists the Springfield Housing Authority."

The investors and partners for the Villas at Vinegar Hill are the Capitol City Coalition, PNC Bank, INB Bank, Federal Home Loan Bank of Chicago, Illinois Housing Development Authority and the U.S. Department of Housing and Urban Development.

"It is a balance in coming to agreement with all of the entities in the use of their funds," Newman said. □

Teresa Paul can be reached at teresadawn1970@yahoo.com.

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A stylish new option for men in Springfield

By Roberta Codemo

Busy executives no longer have to shop at department stores and haberdasheries. J.Hilburn, a Dallas-based custom men's clothier that was founded in 2007, brings the retail experience to them.

"I was looking for a new challenge," said Barbara Seidman. She works in the family business but wanted her own separate career.

She joined the company's nationwide network of more than 2,500 personal stylists in May after going through an intensive training program. "You can do whatever you decide you want to do," said Seidman.

When asked why she chose to go into men's fashion, she laughed and said "I thought men would be easier to work with than women."

This is a service that Springfield has not offered in the past. "It seemed like a good fit," said Seidman.

She was introduced to the brand three years ago by a family friend who had just started with the company. Her husband and son each bought a shirt and now own several pieces. After her husband wore his shirt to work, he came home and told her: "I've never worn a shirt that fits me."

Men are looking for quality clothing that fits them and looks nice. Most have trouble finding off-the-rack pieces that work for them let alone a variety of options to choose from. Seidman works one-on-one with clients to design a wardrobe that reflects their personality and can pair with different pieces, pulling out the style boards and fabric sample books that she uses when she meets with clients.

The initial fitting - she takes 16 different measurements - and consult usually lasts about 40 minutes, although it can run longer depending on how involved the client wants to be in the process. "I can design anything a client wants from casual wear to suits," said Seidman, who added her clients have fun getting creative, some of them designing their own clothes from the fit to the stitching of the button holes. "This is something they've never imagined doing."

Each piece is custom made to measure from fine Italian fabrics. The average client is between 30 and 50 years of age and generally has to dress every day. Prices



Barbara Seidman, personal stylist

range from \$99 to \$169 for a shirt to \$700 or more for a suit, depending on the fabric.

"There is a clientele in Springfield," said Seidman, who in the short time she has been with the company has grown her business from six to 54 clients, largely through referrals and word of mouth. Part of the services she provides is a closet edit, where she goes through a client's wardrobe to see what pieces he already has and what he needs, what works and what doesn't.

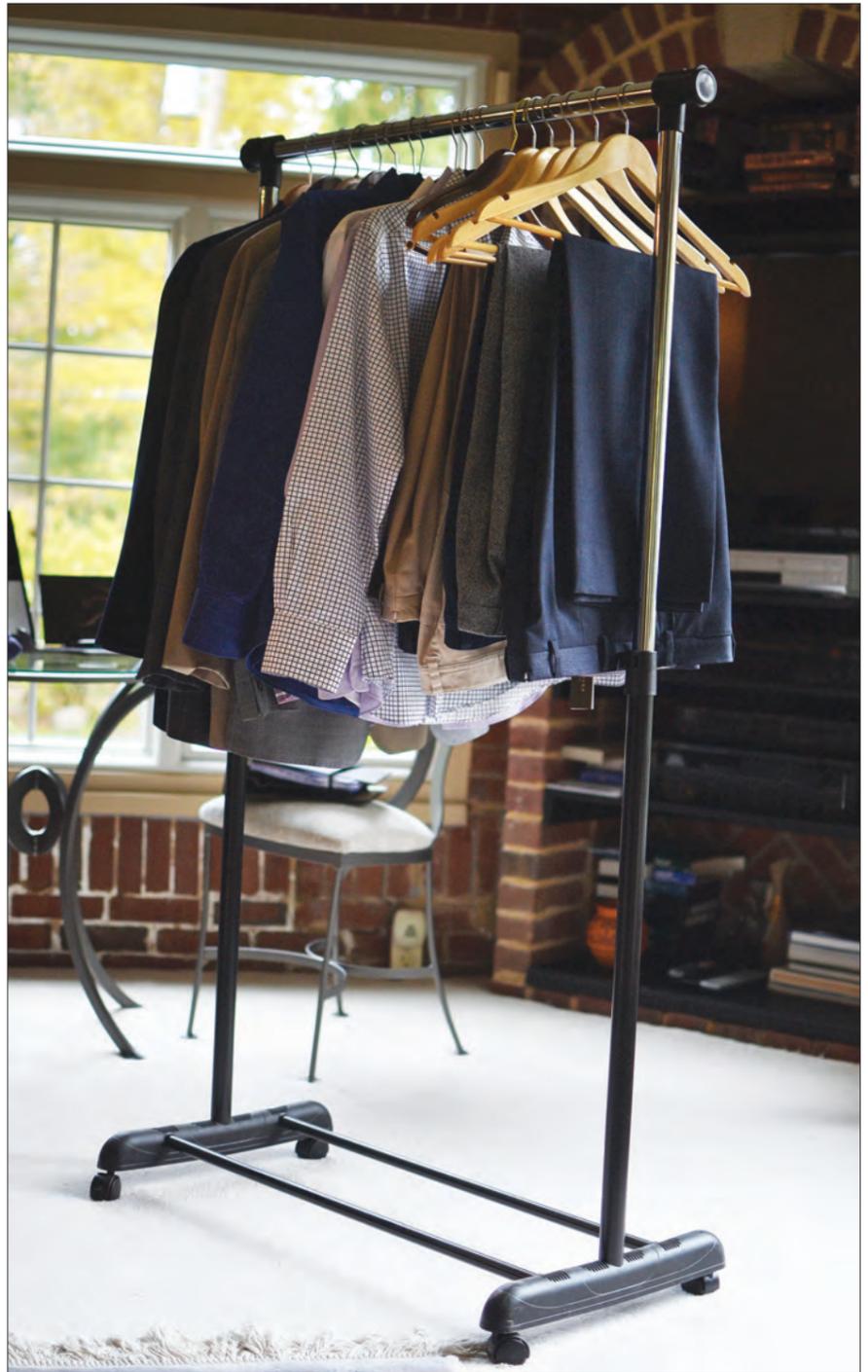
She has the first shirt or suit sent to her and she personally delivers it to the client. "I want to make sure it fits," said Seidman. Once a customer is in the system, they can order online or through her. She finds that her clients appreciate the personalized service she provides.

The company offers a 100 percent fit guarantee. "If you don't like it, you can send it back," said Seidman, who is the only personal stylist for the company in the Springfield area. She sees the need for more personal stylists and would like to add additional team members.

J.Hilburn is growing and is expanding its ready-to-wear line, which runs the gamut from outerwear to accessories. It adds new pieces to its collection every year. The goal is to be a gentlemen's one-stop shop.

"I make the process easy," said Seidman. For further information go to jhilburn.com/partnerlocator. □

Roberta Codemo can be reached at rcodeomo@hotmail.com.



J.Hilburn offers custom crafted clothing for men.

PHOTOS BY MARANDA POTTERF

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BUSINESS NEWS



PHOTOS BY GINNY LEE

Casa Real opens second location on Wabash

By Ginny Lee

Jose Lopez, Jr. moved to Springfield from Jacksonville four years ago and opened Casa Real at 301 North Grand Ave. W. in the building that once housed longtime Springfield eatery Wayne's Red Coach Inn. The popular Mexican restaurant has earned a faithful following since then.

More recently, Lopez, 28, bought the building which housed former Ginger Asian Bistro restaurant at the corner of Wabash and West White Oaks Dr. to add a second Casa Real in Springfield. He began gutting the interior in February 2015, and the west side location is set to open in November.

The new restaurant will have 7,200 square feet. Lopez relocated the bar, which has 18 stools plus booth seating. He added two banquet rooms for business meetings and receptions, each accommodating up to 100 guests. One banquet room has a mural by a Guadalaran artist depicting events in Mexican history.

"We wanted the design to be a modern Mexican hacienda," Lopez said. "It's about having a unique Mexican experience with good food, service and ambiance."

Lopez was born in the small town of Jesus Maria in the state of Jalisco, Mexico. Guadalajara is the capitol. "It is a remote, high elevation region with many tequila distilleries," Lopez said. The family relocated to Illinois when he was a boy and he grew up helping his father at the Los Rancheros restaurant in Jacksonville.

Much of the décor has been imported from Guadalajara. A colorful blown-glass collage hangs on a wall in the main dining room, which has a fountain in the center. The center of the restaurant simulates a downtown Mexican plaza. Tall glass mosaic pottery vessels accent the dining room. A distinctive fiberglass Mexican mask hangs in the bar area.

"We wanted a warm, earthy feeling with stone and brick," Lopez said. Floors are wood

and ceramic tile. An original wood wagon wheel from Mexico has been transformed into a light fixture at the entrance.

The new Casa Real has a bold ochre and red stucco exterior with its signature logo – a royal white horse with a crown. On the west exterior wall is a head-turning sculpture of a white stallion stampede that Lopez found in a metal shop in Guadalajara. The clay tiles on the roof are also from Guadalajara.

The outdoor patio facing Wabash is furnished with poured metal tables and chairs with a sunflower motif. Ace Signs created the restaurant's distinctive sign, and E. L. Pruitt did the plumbing, HVAC and mechanicals.

"We are doing a menu change, for both restaurants," Lopez said. New to the menu will be moles, soups and salads. A tableside guacamole cart like the one at the North Grand location will be featured.

Casa Real employs 18 workers at its original location and Lopez expects to double that number at the new restaurant. Both will be open for lunch and dinner seven days a week.

In 2013, two years after he opened Casa Real on North Grand, Lopez opened a second restaurant in Lombard, where he has relatives, making the new restaurant on Wabash his third enterprise.

"The Springfield area is a great place to raise a family and to have a business," said Lopez, who lives in Chatham with his family. "We have a loyal clientele on North Grand. Thanks to all our customers who helped me create this dream and create jobs in Springfield. It is a wonderful life experience to do this."

"Springfield has a steadily growing economy, and I want to be part of it," he said. □

Ginny Lee is a frequent contributor to the Springfield Business Journal as a writer and photographer.



Jose Lopez, Jr.



The existing Noll Café can be found in the Noll Medical Pavilion on South Sixth St.

PHOTO COURTESY OF THEHOPEINSTITUTE.US

Hope School to open new café with grant

By Colin Patrick Brady

Clint Paul is the current president and CEO of the Hope Institute for Children and Families, a mainstay of opportunities for families and children with autism spectrum disorders and other developmental disabilities, which has been located in Springfield since 1957. Paul has an exceptional reason for excitement owing to a recent grant – allowing Hope Institute to expand its on-the-job work training facilities by one within the next year if all goes as planned. “We’ve started the process of looking for space in which we can serve breakfast and lunch, probably in a facility downtown between the old and new State Capitols,” Paul says of the location for what is to be a café similar to the existing Noll Café, a mainstay on Springfield’s South Side since 2010.

A significant grant was received from the Noll Foundation as well as several private donors to make the new café site a reality and to likewise “provide another opportunity to serve kids with developmental disabilities and autism spectrum issues,” in Paul’s words. He says that funding in total for the new facility “came to around \$225,000, mostly covered through grants and private donors.” The existing Noll Café can be found on the Noll Medical Pavilion on the S. Sixth St. Frontage Road. “Like the forthcoming downtown café, it is part of the Noll vocational and educational program,” Paul adds.

The existing Noll Café is staffed by around seven students and three to four staff members who oversee training, according to Paul. The employees come from a population of developmentally disabled individuals ranging in age between 15 and 22. According to Paul, 90 percent of the employees at the Café have a diagnosis on the autism spectrum while other student employees possess varied disabilities. The students are from the Hope School Learning Center, also in Springfield, which educates students ranging from 8 to 22 years of age, most of whom have some autism spectrum

diagnosis. These students learn academic and vocational skills useful for working in a food service environment.

Many jobs are available within the Noll Café, says Paul. “Baking, cash register, cleaning up and janitorial services, as well as others. All this translates to skills that are useful when applying for jobs in, say, restaurants and banks once our students have graduated from the program.”

One very important takeaway skill Paul hopes the students will carry out into the community is a sense of integration. “We always look forward to integrating and getting kids out into the community. We don’t want them segregated, but rather want them mixing in with the community at large.”

Paul also sees the idea of the café as a springboard to get graduates noticed by community business leaders. “Other business owners see this and hopefully are thinking ‘One day these kids could come work for me or our organization,’ just for an example.”

Paul states that it will take another three to five months before the new café is up and running due to locking down a location and dealing with licensure, food inspection and other technical matters. The staff will be around four or five, with a total of six or seven students on hand throughout the day. “Probably three students in the morning hours and three students in the afternoon hours,” Paul speculates, with hours of operation ranging between 7 a.m. and 2 p.m., making it a breakfast-brunch destination much like the current Noll Café.

“We’ve been wanting a new site for a long time now,” Paul says. “The Noll Café is a hidden gem in Springfield and we wish to bring it greater exposure to the busier parts of the downtown area.” For more information on the Hope School and the Noll Café visit <http://www.thehopeinstitute.us/noll-cafe>. □

Colin Patrick Brady is a freelance writer from Decatur.



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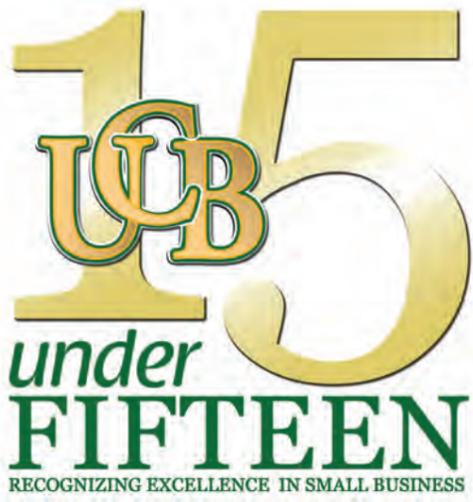
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15 Under Fifteen Awards Event

Each year, United Community Bank partners with *Springfield Business Journal* to recognize outstanding small businesses in the area. Fifteen businesses with 15 or fewer employees are selected for this award, based on nominations received from the community. They must be located in Sangamon or Morgan County and have been in business for at least two years.

UCB hosted a reception on Oct. 7 at its Montvale branch

for the selectees, their guests, and members of the local business community. Marita Zuraitis, CEO of Horace Mann Educators Corporation, was the guest speaker. She presented awards to each of this year's recipients, along with Todd Wise, president and CEO of UCB. For a complete list of all previous winners or to make a nomination for next year's 15 Under Fifteen, go to www.springfieldbusinessjournal.com and click on the "awards" tab.



Chatham Dental employees and Robert Narmont

PHOTOS BY GINNY LEE



Merrill and Leroy McDaniels of L & M Gymnastics

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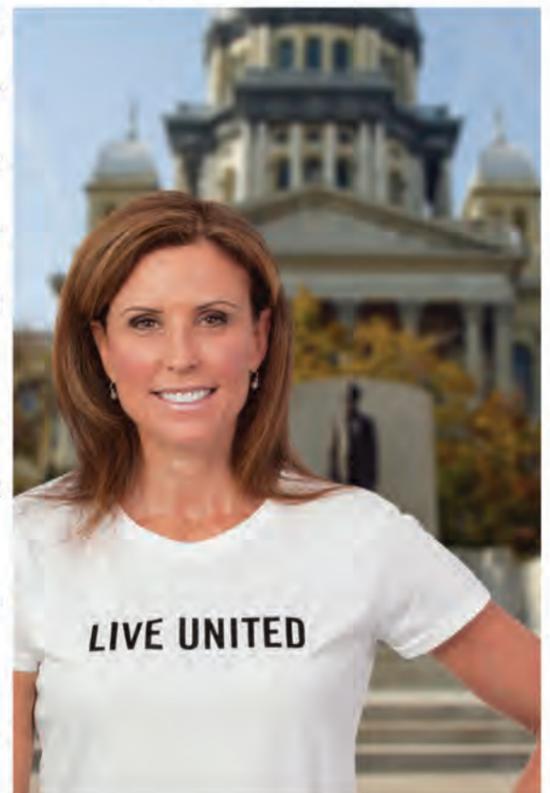
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Sangamon CEO students with instructor Nabih Elhaj



Jean Walter, Amber Hughes and Aban Kaculi



Michelle Higginbotham and Pamela Frazier



Todd Wise, Dr. Donald Staten and Marita Zuraitis



Karen Davis and Melody Lamar



Todd Wise, Nicolas Paz of Az-T-Ca and Marita Zuraitis



Tom and Nancy Curry of Curry's Family Pharmacy



Todd Wise, Denise Hlad of CherryBerry Springfield and Marita Zuraitis



David Farrell, Phyllis and Carol Kneeder and Laurie Farrell



Guests enjoy a reception prior to the awards ceremony

Picturing a creative career

By Eric Woods



Janelle Gurnsey lives in the small, historic town of Petersburg and loves the area. "It is a beautiful town with quaint little shops," she said. "Our whole immediate family lives there. We know everyone in town." The only issue Gurnsey has with Petersburg is the commute, as they have to drive almost everywhere they go. She would love to be able to walk everywhere.

Growing up, Gurnsey wanted to be an artist. Her first job was giving swimming lessons in her backyard starting at age 11, a job which lasted 10 years. The hardest job she ever had was at a restaurant. "It was a fine Italian restaurant in Champaign, and it was intense," said Gurnsey.

An active child growing up, Gurnsey was involved in a number of activities including cheerleading, running track and acting as class president. At age 10 she won a dress design contest and her design was showcased on a runway in St. Louis. "Anything creative has been my jam," she said. As an adult, Gurnsey was the top student in her master's degree cohort at UIS while pregnant and working full time. "I always balanced it."

In 2012, Gurnsey began her own photography business and she admits that she really just fell into it. "I used to be the

photographer for Springfield Clinic taking headshots for the doctors. When I got pregnant, I wanted to take pictures of my child, so I decided to learn the craft," she said. "I posted shots on Facebook, and when people saw them they would ask me to take their pictures. It took off from there."

Gurnsey makes contact with her clients and goes through an initial consultation in order to see what they want. Many people want an outdoor scenario, although there are some done in the studio. "I go to the field and shoot. Then I upload, do the initial sort, pick the ones that are client-worthy and show them." Clients get electronic copies along with a release to print them off at whatever print lab they choose.

Owning a business runs in Gurnsey's family as her parents had a custom framing shop. "I learned a good work ethic from them. They knew how to work and take care of their clients," she said. Gurnsey herself worked there when she was 15. "Retail taught me how to work hard and earn it."

Anyone hoping to get into photography as more than just a hobby should treat it as a business, according to Gurnsey. "You have to practice. There is a lot to know and learn. No matter where you are, there is more to

learn," she said. "Shoot early, often, and every day. Learn to use your camera." Gurnsey knows that people are willing to share what they use, especially in the digital age, so photographers should seek out people who can assist.

Fall is a busy time for a photographer, according to Gurnsey. "So many people want fall foliage to use on their Christmas cards. People always want the leaves," she said. The last two weekends in October are always booked heavily. "Every family is unique. That is the beauty of it. You get one-of-a-kind interactions, and it is fun to be able to do that."

Gurnsey does not see her immediate future being much different than it is right now except for the fact that her children will be a little older. "All I want to know is that I will be a good mom to older children and that they are healthy, happy and safe," she said. As for her business, Gurnsey will never stop taking pictures. "I love carving out a moment in someone's existence in order to catch their story in one frame. It is very beautiful." □

Eric Woods can be reached at ericw93@aol.com.

Janelle Gurnsey

Title: Owner, Janelle Gurnsey Photography
 Address: Petersburg, IL
 Telephone: 217-415-3039
 E-mail: gurnseydesign@gmail.com

Education: M.A. in communication from University of Illinois Springfield
 Family: Husband - Neil; Children - Willa and Gwyneth

Favorites -
 Hobby: Photography
 Movie: *You've Got Mail*
 Book: *The Immortal Life of Henrietta Lacks* by Rebecca Skloot

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Richa Pandey Kochar, MD, Joins Springfield Clinic Nephrology

Springfield Clinic welcomed a new physician to the nephrology department on Oct. 14. Dr. Richa Pandey Kochar is trained in the study of kidney function, kidney problems and renal replacement therapy. Dr. Kochar completed medical school at D.Y. Patil University and completed her internal medicine residency at University of Arkansas Medical Sciences College of Medicine. She attended Washington University School of Medicine for her fellowship in nephrology. Her office at Springfield Clinic Carpenter is located at 350 W. Carpenter. She welcomes new patients of all ages. Appointments can be made by calling 528-7541.



Dr. Richa Pandey Kochar

attended the University of Illinois in Urbana-Champaign, where she earned a bachelor's degree in molecular and cellular biology; Tyler Fulks, a fourth-year medical student and the son of Rick and Ronda Fulks of Chatham. Fulks graduated from Glenwood High School and attended the University of Missouri-Columbia, where he earned a bachelor's degree in biochemistry; BreeAnna Murphy, a third-year medical student, spouse of Mitch Murphy and daughter of Bill and Teena Groves of Springfield. She graduated from Glenwood High School and attended the University of Illinois in Urbana-Champaign, where she earned a bachelor's degree in integrative biology; and Max Nutt, a third-year medical student and the son of Mike and Andrea Nutt of Springfield. He graduated from Glenwood High School and attended Southeast Missouri State University, where he earned a bachelor's degree in biomedical sciences.

Memorial Medical Center implants stent to speed healing, reduce risk

Memorial Medical Center is the first hospital in central Illinois to implant a drug-eluting heart stent that promotes faster healing for patients and reduces the risk of long-term complications from previous stents. The first stent was implanted Oct. 16 at the nonprofit hospital. This new version of a drug-eluting stent uses an absorbable polymer that dissolves after the drug is

released. The Synergy stent from Boston Scientific was approved by the Food and Drug Administration last month. "Bringing the most advanced medical technologies to our community directly supports Memorial's vision to be a national leader in patient care," said Mitch Rogers, cardiovascular administrator at Memorial Medical Center. "Early adoption of the Synergy stent, which is the first and only absorbable polymer drug-eluting stent in the nation, reinforces our commitment to deliver advanced treatment to the people and communities we serve." Stents are small scaffolding-like tubes designed to keep a clogged artery open after insertion. A drug-eluting stent has a polymer coating that releases a drug over time to prevent the blockage from returning. In earlier stents, the polymer remains on the mesh stent after the drug has dissolved. Long-term exposure to polymer can cause inflammation, which delays healing in the artery. With this new stent, the polymer is absorbed into the body after the drug is released, which reduces the risk of complications from long-term exposure to polymer and promotes faster healing for patients, Rogers said.

HSHS St. John's certified as level two pediatric trauma center

The Illinois Department of Public Health certified HSHS St. John's Hospital as a level

two pediatric trauma center. HSHS St. John's Regional Trauma Center is the only level one trauma center in the region to achieve this certification. "As the region's only comprehensive trauma program, St. John's Hospital is able to care for critically injured patients of all ages from across central and southern Illinois," said Charles L. Lucore, MD, MBA, President and CEO of St. John's Hospital. "We are dedicated to providing care to the whole family, close to home, and are committed to elevating health care in Springfield and across the region." HSHS St. John's Regional Trauma Center is a member of EMS region three in Illinois, and is staffed by experienced, on-site surgeons, 24 hours a day, seven days a week. The surgeons care for pediatric and adult trauma patients in the hospital's advanced surgery center that offers the latest technology and modern amenities designed with the comfort of patients and their families in mind. "Our team is specialized in trauma care and prepared to meet the needs of every patient," said Dr. Kari Jerge, Medical Director of HSHS St. John's Regional Trauma Center. "If your family needs us, we're always ready." Along with HSHS St. John's Children's Hospital, St. John's Hospital has the resources and expertise to meet the specialized health care needs of patients from more than 40 downstate Illinois counties. □

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LEGACY AWARDS EVENT - SEPT 24, 2015

The Legacy Awards is the most recent annual award program from the *Springfield Business Journal*. The first annual event was held on Sept. 24 at Edwards Place, and awards were presented to Eck, Schafer & Punke, Springfield Electric, and R.W. Troxell for longevity and community service. In addition, Paul O'Shea was recognized with a lifetime achievement award for Preservation Advocate of the Year. The Legacy Awards served as a fundraiser for the Historic Preservation Fund. In lieu of purchasing tickets, guests were asked to make a contribution to the fund.



Paul O'Shea and Bob Gray

PHOTOS BY GINNY LEE



Erika Holst



Frank Butterfield and Erin Svendsen



Albert and Nancy Eck



Justin Blandford, Richard Hart, John Stremsterfer and Sue Massie



Chris Leming and Kevin Timoney

The Heel Shop is alive and well

by Job Conger

For a few months this year, it seemed that the Heel Shop – that familiar landmark shoe repair shop at 900 S. Walnut – was no longer in business. For one thing, the sign had disappeared from the premises. When a large new sign unexpectedly appeared, it seemed that a new owner may have resurrected the business. Appearances can be deceiving.

Dave Updegraff, longtime Heel Shop owner, was still holding court from his bench at the site of the previous Standard Oil gas station. The new sign is certainly more visible than the old one had been and was a byproduct of an event earlier this year wherein the car of a visiting customer knocked down the old one. Fresh signage set the stage for other renovations, including a repainted exterior and permanently closing the front door to make more space inside. Updegraff obtained bids from several area sign makers and selected Fuhrman Signs & Graphics in Jacksonville. The sign went up on June 13.

Jacksonville native Updegraff began his trade in that city in 1999 and in 2005, began commuting to the 900 S. Walnut shop where shoe repairs had been offered since 1976. “I had wanted to expand my business,” he said. “I started calling shoe repair shops around Springfield to see if anyone was getting ready to retire, and eventually Ron Hallihan called me and told me he was ready.” When he first opened on Walnut he specialized in

heel repair, hence the name. Today he does everything, which the new sign makes clear. A handy “menu” of services and costs is taped to the shop’s countertop.

Five years ago, shoe repair work ended at the Jacksonville location, but the business presence remains with help from Mrs. Updegraff. Foot gear may be dropped off and picked up there with repairs all done in Springfield.

Perhaps surprisingly to some, shoes aren’t made as well today as they used to be, and that’s creating new business. “Soles are separating from shoes faster,” he said.

The cozy Walnut shop includes a sewing room, stretching room, display room and major work room. Two years ago he purchased a more modern, reconditioned stitching machine that dominates the major work area.

“Many shoes made today are not intended to be repaired,” he said. “Years ago, those shoes would have been discarded. Today, heels and soles can be replaced thanks to new materials and techniques involving sanding and gluing.

“The new sign has made a difference,” Updegraff continued. “Customers come in frequently, and the regulars are still regular.”

There are only two other businesses in Springfield not affiliated with retail footwear sales offering repair services: Dick’s Shoe Repair, 314 W. Laurel; and Metro Mario’s



Tailoring, 127 South Grand Ave. W.

Mark Yeates bought Dick’s – originally a neighborhood grocery store – from his father in 1992. “I stay busy,” he said. Mario Ingolia of Metro Mario’s specializes in leather work of all types and says he adds custom touches to high fashion shoes as well as altering women’s dress boots. “Women

love the boots they’ve worn over the years and as they get older, their lower leg muscles (calves) grow. I install inserts which expand the boots’ size without significantly changing their style,” he said. □

Job Conger can be reached at writer@eosinc.com.

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Professional Women's Calendar of Events

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Association for Women in Communications (AWC)

AWC will meet on Wednesday, November 11th from 11:30 a.m.-1 p.m. at the Sangamo Club. Donna Rogers, owner of a human resources consulting firm and a college instructor on human resources, will present “Getting What You Want in the Workplace.” She will address management, asking for a raise, building policy, and earning respect. Make reservations and pay online at www.awcpringfield.com.

Women Entrepreneurs of Central Illinois

WE-CI will meet on Tuesday, November 10th, from 5:30-7:30 p.m. at Brandt Consolidated, 2935 South Koke Mill Road, Springfield. The program will be a holiday social and silent auction. Enjoy catching up with members and getting a head start on holiday shopping. The silent auction proceeds cover member scholarships for seminars, workshops, or business enhancement courses. Cost is \$20 for members, \$10 for guests, and \$25 for walk-ins. Make reservations at www.we-ci.org.

Illinois Women in Leadership (IWIL)

IWIL will meet for lunch on Thursday, November 19 at 11:30 a.m. at the Sangamo Club. Dr. Barbara Farley, president of Illinois College, will be the guest speaker. The cost for members is \$18 for early registration, non-members and walk-ins are \$23. Reservations are available at www.iwil.biz.



To have your event added to the Women's Calendar of Events, please fax your information to (217) 753-2281 or e-mail to info@springfieldbusinessjournal.com





PHOTO BY ARMANDO L. SANCHEZ/CHICAGO TRIBUNE/TNS

Balls, strikes and cash: the post season comes to Springfield

By David A. Kelm

As of this writing, the Cubs were still in it. The Cards had a helluva run into October, as well. But the true winners in Springfield appear to be the restaurants, bars and liquor stores. The baseball post season brings out fans and their open wallets. "I personally have not had more fun than during the first game of the Cards-Cubs series," said owner Doug Kent, who refers to himself as "director of paper products" (read: paper towels and toilet paper) at the Burger Bar on South Sixth. The Burger Bar and many other small businesses are reaping the benefits of playoff baseball that includes "local" teams.

First, let's just get this out of the way. I am a White Sox fan. Born and bred. When my parents brought me home for the hospital to their Hyde Park apartment near the Museum of Science and Industry on Chicago's Southside, my maternal grandmother had a Sox hat waiting in my crib. I spent years and years and years basking in the sun and breathing the cigar smoke at the original Comiskey Park during the "businessmen's special" afternoon games. I suffered through the transition to the new Comiskey Park (I refuse to call the place where the Sox play by its corporate name) and celebrated when the

Sox won the World Series in 2005.

It's true the Sox won the series in 2005. You probably missed it. Most of America did. Hell, most of America was surprised to hear Chicago had a baseball team other than those "luhvvable loooooosers," the Cubs.

Other than the half dozen or so White Sox fans in Springfield, this city has been, is and will forevermore be split between the St. Louis Cardinals and the Chicago Cubs. The place probably leans a bit more towards the Redbirds than the Cubbies but the rivalry is truly felt, perhaps more than anyplace else, here in central Illinois.

Of course, the Cardinals have won the World Series 5,000 times and been in post season play every year, on average. The Cubs, on the other hand, have not won a World Series since the paleo diet was actually practiced by paleolithians and they have not played in the series since World War II. Cubs fans have managed, though, to come up with excuse after lame excuse that range from an old Greek guy with a goat to a small young man with unfortunate headphones. Really. A hundred-plus years of crappy baseball because of a goat and that guy who listens to the radio broadcast of the game because being there live isn't enough.

But not this year. No, sir. This was the year for the Cubs. They beat the Cards in four games. Facebook and Twitter are crackling with those who believe. And in an effort to "end the curse" Cubs fans ate a 40-pound goat.

Ate a goat. Let that settle in.

If the Burger Bar is the standard by which to go in the Springfield area, restaurants, bars, pubs and taverns have it pretty good this post season. Under the flapping Cubs and Cardinals banners, Kent said the business has seen a five-fold increase this October. He credits the jump in revenue to the Cubs and Cardinals series. "It was a historic series, but selfishly, having the Cubs in the playoffs is a great thing," Kent continued. "Their fans are chomping at the bit and savoring the run." Kent and his wife operate two other bars, Always After Five and Sunset, which are also doing brisk business.

If you drive through any neighborhood, you might spy the "W" banners flying in front of many homes. Clearly, Springfield baseball fans are also hosting home viewing parties. While it is distinctly possible that Republican and Democratic presidential debate watch parties are generating the increase in liquor sales, Gerry Gardner, owner of the renowned

709 Cut Rate Liquor on East Clear Lake credits the baseball playoffs to a 40 percent jump in sales. "The store typically does \$6,000-\$7,000 a week in credit card sales. My receipts for the Cards-Cubs week topped \$10,000," Gardner said. While the Cardinals have been in the playoffs and in the series a number of times recently, having the Cubs play into October has driven the revenue increase. "When the Cubs were there in 2003, my sales were up 40-45 percent," Gardner recalled. "And, then the Bartman thing happened and the floor dropped out." Again, poor Bartman. The thing about the post season is that house parties are going upscale this year. "We aren't just seeing more people on game nights," Gardner said. "We are selling cases of quality beer, kegs of Blue Moon and handles of the good stuff."

October baseball that anyone in Springfield cares about is a spectacular thing for area business owners and sales tax receipts. And, I would not be shocked to see a goat burger or a paleo goat salad on area menus before this is all over. □

David A. Kelm is a Springfield-area attorney. He can be reached at DavidAKelm@gmail.com.

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Business Owner: Ebonie Dixon

Yule Be Bright Holiday Lighting
350 Ramblewood Lane, Sherman
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Business Owner: Brian Long

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59 Danbury Dr.
741-1120
Business Owner: Paige Hill

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741-6353
Business Owner: Julie Brennan

Beauty by T.C.
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816-6749
Business Owner: Toby Cummings

ORAMA
1550 W. Cook St.
553-3871
Business Owner: Johnathan Orama

Sullivan Tree Service
6181 Wesley Chapel Rd, Chatham
971-5502
Business Owner: Brian Sullivan

Urban Yoga
135 Jennifer Court, Chatham
312-953-9905
Business Owner: Therese C. Matheny

Kilby Home Services
23 Powell, Riverton
638-6191
Business Owner: Nathaniel H Kilby

Lifetime Photography Springfield
4016 Pickfair Rd.
529-4696
Business Owner: Catherine L. Rich

The Sanctuary
802 E. Edwards
220-0212
Business Owner: Nathanael Saint

Garrett & Company
390 Sandpiper Court, Chatham
722-8161
Business Owner: Garrett M. West

CRU Enterprises
1207 S. Martin Luther King Dr.
381-7750
Business Owner: David G. Hamilton Jr.

Unique's Kitchen
1420 East Cook St.
572-0885
Business Owner: Debra Pool

The Knife Guy
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Business Owners: Lucinda M. Allard,
Eric L. Allard

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Partners, Inc.



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RESTAURANT REVIEW



The Grille at City Centre

By Thomas C. Pavlik, Jr.

The Grille at City Centre occupies the former Bennigan's space in the downtown Hilton hotel building on the first floor. I'm always suspicious of places that use "fancy" spelling for good old plain American words so the Grille at City Centre was already behind the eightball. Thankfully, other than a few glitches, The Grille was able to overcome the hurdle.

Our server advised us that The Grille had only been open for about a month. Perhaps that explains why its interior incorporates so much of what Bennigan's left behind. That being said, the interior is bright and airy and the walls are decorated with a variety of art (much of it Irish- or beer-themed) and knickknacks.

Entrance to The Grille is either off of Adams Street or direct from the hotel. There's a rather substantial bar area (complete with the requisite video gaming) that includes bar or high-top seating but we opted to dine in the more traditional seating area that's spread out over its rather large footprint.

My guest and I arrived shortly after noon. We noted that the bar area was more crowded than the dining area. It appeared that The Grille was about one-quarter filled. Fellow diners appeared to be largely hotel patrons or out-of-town visitors. The Grille was playing an eclectic music selection the day we visited.

Our server quickly appeared at the table and took our drink orders. She pointed out that the Grille has a frequent diner program. We asked for the cards, and were tickled that the Grille didn't demand your life history and email address in return. Basically the card gets you escalating amounts off your bill the more you dine, culminating with \$10 off your bill for your seventh visit. I hope they keep the program.

The menu is about what you would expect – appetizers, soups and salads,

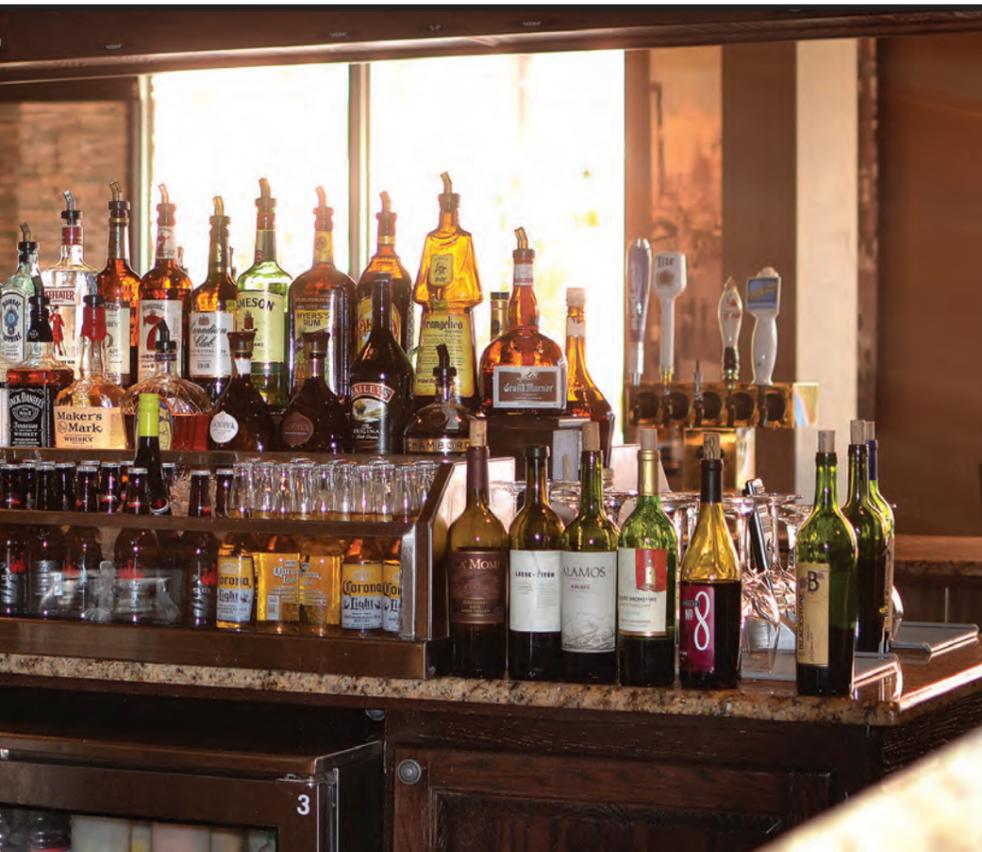
sandwiches and burgers. There is no separate lunch menu but we did note the combination lunch (\$8), which included a half salad or sandwich together with a bowl of soup. We also noted that the Grille had a depth of soup selections, including French onion, Texas-style beef chili, and fiesta chicken soup. We also liked the "build your own grilled cheese" option (\$8) which allows one to pick up to four items (including bacon, turkey, spinach and portabella mushrooms) along with a selection of bread. All sandwiches come with the choice of homemade chips, fries or potato salad.

We opted for the classic club (\$9) and the Grille burger (\$10). We also decided to take an order of the asiago, roasted pepper and broccoli dip (\$9, served with pretzel bread) back to the office to get some more feedback.

I asked for no ham and mayo on the side for the club. Those requests were handled, but unfortunately it appeared without the bacon (serious foul) and avocado. Basically, I had a turkey sandwich. Although it took a few minutes to locate our server, she could not have been more helpful. I opted for her to bring out some bacon and avocado and to fix the problem myself. But what I particularly appreciated was that the sandwich did not appear on the bill – nicely done.

The burger, which my guest ordered with a toasted pretzel bun, came out medium rare as ordered. She liked the fact that the beef wasn't too lean and that there was a sufficient fat component to lend great flavor to the burger. However, she also opined that the cheese was short when it came to the beef-to-bun-to-cheese ratio. Nonetheless, she commented that she'd be back because the burger tasted like a burger should.

Each of our sandwiches came with a



PHOTOS BY MARANDA POTTER



generous helping of potatoes. Although I preferred the homemade chips to the fries (my guest preferred her fries), they suffered from a surfeit of salt. Toward that end we both appreciated that the bottle of ketchup at our table wasn't empty – something that we've both experienced way too many times at other Springfield eateries.

The dip was a hit back at the office. The staff quickly devoured the pretzel bread and resorted to Saltines for the rest. One taste-tester commented that the salt from the crackers was a nice addition to the dish.

Our service was friendly and efficient – so hats off to The Grille. Hopefully some of the glitches will work themselves out and the downtown crowd will start adding The Grille to their lunch rotation. We have. □

Thomas C. Pavlik is an attorney with Delano Law Offices, LLC, in Springfield.

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Wheelchair Access: Yes

Credit Cards: Yes

Atmosphere: ★★★1/2 (we know you're new, but get online already)

Service: ★★★★★1/2 (great job)

Food: ★★★1/2 (hard to reward a bacon failure)

Price: ★★★★★

Suitability for Business Lunch: ★★★★★

OVERALL: 4.0

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We really can learn something from the Kardashians

By Sarah Delano Pavlik

If you watch TV, look at the magazines in the checkout of the grocery store or just live in America, you are probably (painfully) aware of the Kardashians, the family that is famous for being famous. Khloé Kardashian, the third daughter, is married to Lamar Odom. Lamar Odom was at the time of this writing, in a coma in Las Vegas. So, what can we learn from this, other than don't take drugs?

Despite a long, televised breakup, Khloé and Lamar are still legally married. (They signed divorce papers in July, but the California courts are so backed up the divorce hasn't been finalized.) This means she has all the rights of any spouse and is apparently making the decisions regarding his health care while he remains unconscious. Is this what he would want? Maybe. His two children are minors and his mother passed away when he was 12. His grandmother who raised him is also deceased. So, this may be the best choice for him.

However, most of us would not want our estranged spouse making medical or financial decisions for us. We also would not want our estranged spouse to receive our property at our death. There are steps you can take to avoid this.

First, after consulting your attorney, terminate any joint accounts. Assets held as joint tenants with rights of survivorship automatically pass to the surviving owner(s) if one owner dies.

Next, amend your will and/or trust agreement or sign a new one. Most people will want to delete any gifts to a spouse and remove the spouse as executor and trustee. Some people choose to leave the spouse as the trustee for any minor children. This will depend on the situation. If you want to protect your estate as much as possible, create and fund a "living trust." A living trust is a revocable trust agreement that becomes irrevocable at death and generally replaces a will. If assets are in your name at death and pass under your will, your spouse can "renounce" your will and take one third of your probate estate. A spouse cannot renounce a trust agreement.

Third, review your beneficiary designations on all assets, particularly life insurance and retirement plans. If you named your spouse, change the beneficiary. If you have any employer-sponsored plans,



Khloé Kardashian

PHOTO BY EVA RINALDI



Lamar Odom

PHOTO BY DAVID SHANKBONE

such as a 401(k), you will not be able to name a beneficiary other than your spouse without your spouse's consent. For these plans, make sure to change the beneficiaries as soon as the divorce is final.

Fourth, sign health care documents and a power of attorney for property. Health care documents should include a power of attorney at minimum. A health care power of attorney allows your agent to make decisions for you up to and including the termination of life support (if you authorize termination). It is broader than a living will which addresses only the issue of life support.

If you do not have a health care power of attorney, a guardian of the person, appointed by the court, can make medical decisions for you. If you do not have a power of attorney or a guardian, the Illinois Health Care Surrogate Act provides that certain people have priority in making

your medical decisions. They are: (1) the patient's spouse; (2) any adult son or daughter of the patient; (3) either parent of the patient; (4) any adult brother or sister of the patient; (5) any adult grandchild of the patient; (6) a close friend of the patient; (7) the patient's guardian of the estate.

A HIPAA (Health Insurance Portability and Accountability Act) authorization works with the medical power of attorney. It allows medical providers to release otherwise confidential information. If you have an authorization naming an estranged spouse, you will likely want to revoke it.

A power of attorney for property covers financial matters. Every adult should have a property power of attorney, as there is no such thing as a "property surrogate act." One spouse cannot simply transfer the property of the other. A power of attorney and/or a trust agreement will generally address any issues. If not, a guardian of the estate will

need to be appointed by the court.

Every adult should have powers of attorney, whether single, happily married, going through a divorce or otherwise. They can be particularly important for couples who are not married. If a couple is not married, one partner can only make medical decisions for the other as a "close friend" who comes after adult children, parents, adult siblings, etc.

The bottom line is that you need to update or create your estate planning documents when you are faced with a major life change. This includes divorce but also includes marriage, the birth of a child, the death of a family member, etc. If not, you could be at the mercy of someone you are divorcing, a former partner or an estranged family member. □

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Appropriation or innovation?

By Scott Faingold, associate editor



Another Halloween has come and gone, with its usual panoply of spooky and/or "sexy" costuming reflecting the gruesome, absurd, celebrity-fixated and/or nostalgic preoccupations of the culture at large. The quest for fun holiday disguises can also, occasionally, take a turn for the culturally offensive, especially when it comes to the burlesquing of ethnic stereotypes. A poster campaign featuring the tagline "we're a culture not a costume" has over the past several years drawn attention to the sometimes hurtful practice of playing dress-up as simplistic or grotesque versions of Mexicans, Arabs, Hasidic Jews, urban African-American "gangstas" and the like. Such a campaign is fine: a little cultural sensitivity can't hurt, right?

These concerns about callous Halloween costumes play into a broader discussion, more and more common recently, about cultural appropriation – defined by Wikipedia as "a sociological concept which views the adoption or use of elements of one culture by members of a different culture as a largely negative phenomenon," going on to point out that the general assumption is "that the culture being borrowed from is also being oppressed by the culture doing the borrowing." Examples of this include Japanese religious symbols incorporated

as decorative elements in tattoos or t-shirt designs or wearing Native American headdress as fashion accessories (which seems kind of extreme, but Google it, it seems to be "a thing.")

However, in a society like the United States, built and populated by an eclectic immigrant population, it is important, I think, to ask: when is something "appropriation" and therefore offensive – and when is it cross-pollination, creating something fresh, interesting or innovative? Is your business model, footwear or music-choice thoughtlessly ripping off another culture or is it juxtaposing already existing elements for their utility and beauty? In a "melting pot" society like ours, it doesn't take a lot of detective work to find positive examples, from various "fusion" cuisines (such as Tex Mex and many Asian hybrids); Native American-inspired jewelry; yogic exercise; comfy kimonos; heck, nearly all modern popular music of the past half-century or more, from rock to hip-hop, pulls from various regional, international and ethnic sources to create fresh sounds. If British people hadn't tried their hand at "appropriating" American rock 'n' roll, The Beatles would never have happened. Similarly, if US DJs had not copied the Jamaican practice of talking over the grooves of records, there would have

been no rap music. (Whether these last two examples are positive or not probably depends upon the individual reader's own cultural orientation).

The question of which appropriations amount to hurtful cultural thievery and which are desirable innovations is likely to never be truly settled. A recent *New York Times Magazine* piece by literary critic Parul Seghal bluntly stated that "all cultures are mongrel." I would go a step further and say that this is a good thing. Cross-pollination of cultures creates what animal husbandry experts refer to as "hybrid vigor" where the best elements of disparate sources combine to create something powerful and distinctive.

It truly seems like a fool's errand to attempt to police all instances of cultures bleeding into each other, especially in a multivalent, constantly changing society like ours. It seems to me that the various genies are out of their various bottles and the unpredictable ways they mix with each other is part of what makes life – cultural and otherwise – so exciting and unpredictable.

Next Halloween though, you might think twice before going as a geisha or a hillbilly. Some things are just not right. Come on. □



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