

Springfield business journal

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'Running' Springfield events

Organizers, volunteers set the pace

By Roberta Codemo,
Correspondent

Runners in Springfield have a multitude of events to fill their racing calendars, and they have race directors and volunteers to thank for that.

The Lincoln Presidential Half

Marathon, Springfield Marathon, Lincoln Memorial Gardens 8K trail run, Memorial Sports-Care Women's Biathlon, Stoneman sprint triathlon, Iron Abe Olympic triathlon, Route 66 half iron triathlon, and the Mad Mud Dash are running events that bring runners into the Springfield community.

Brian Reardon has been the race director for the Lincoln

Presidential Half Marathon since 2011. April 5, 2014 marks the 50th anniversary of the race.

"This is a unique destination race," said Reardon. "Runners get to run where Lincoln walked."

Runners like the USATF-certified course. Tim McCaughey, past race director, mapped out the course and Alan Avery, a certified course measurer, worked with him to ensure it was exactly

13.1 miles long.

Avery has been measuring courses since 1985. "I've measured several dozen," he said. He is the only certified course measurer in central Illinois. He has a Jones Counter on his bicycle, which is a gear assembly with a counter attached to it, attached

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Running Events*

Imagining a new urbanscape

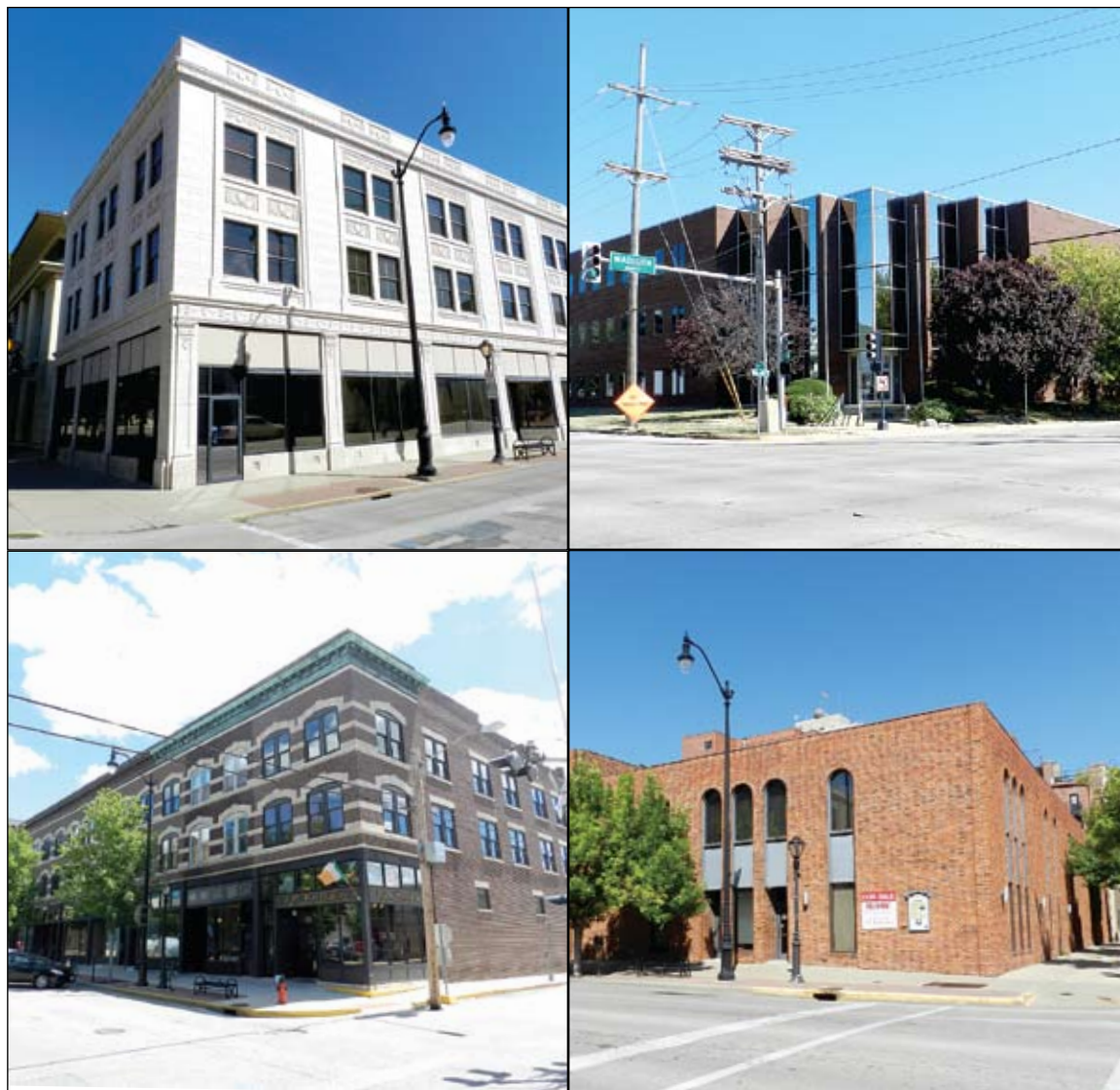
Local architects participate in SDAT with designs for downtown Springfield

By Gabe House,
Correspondent

Local architects are envisioning what locations in downtown Springfield could look like as they develop renderings of specific sites where there is an existing building or a parking lot to conceptualize how it could be used as housing.

The idea for the design initiative sprung from the work of the Sustainable Design Assessment Team (SDAT). It has been two years since The American Institute of Architects (AIA) approved Springfield's application for a professional assessment of how to better utilize the core of the city with its downtown area. The study of the city was conducted in May 2012, and the findings were reported in October the same year. Chief among the concerns was increasing "heads in the beds" as Springfield architect Chuck Pell put it.

"The thing we are focusing on first is housing and increasing the amount of people who live in the core of the community," said Pell, a co-chair of the SDAT Action Committee tasked with bringing the findings to life and making downtown Springfield



Local architects are envisioning new possibilities for downtown sites as part of an SDAT project. Clockwise from top left: northeast corner of Sixth St. and Washington (the Kerasotes building), the northeast corner of Second St. and Madison (the old Illinois State Lottery building), northwest corner of Seventh St. and Monroe and the 300 blocks of Adams and Monroe streets.

*Continued on Page 12,
Downtown Designs*

INSIDE

NEWS THIS MONTH

• 2013 •

UNITED COMMUNITY BANK'S

15
under
FIFTEEN
RECOGNIZING EXCELLENCE IN SMALL BUSINESS

For the 11th year United Community Bank recognizes 15 small businesses whose entrepreneurial spirit is vital to Springfield's business community.

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TOP DOGS

Legal assistant Linda Vohsen talks about her passion for her dogs, Spring and Shiner, as they contend in various AKC competitions.

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WEDDING CATERERS

Budget and taste influence wedding catering costs; while people have smaller invite list, they have a larger expectation of the caterer.

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DINING WITH SUCCESS

Columnist Courtney Westlake sat down to lunch this month with mother, co-business owner and philanthropist, Julie Zara.

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WRITE FOR MARKETING

Freelance writers seize opportunities for business writing as marketing projects are available.

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OUT OF THE OFFICE

Area businesses utilize trade shows, retreats, holiday parties and celebrations to enhance customer and employee bonds.

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ELEVEN TIPS

Columnist and attorney, Thomas C. Pavlik, Jr. offers small business owners some advice on how to stay out of court and focused on their business.

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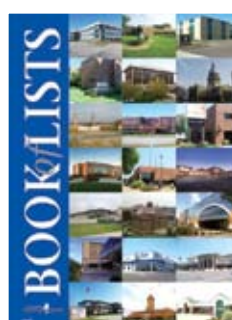
QUOTE OF THE MONTH – P. 49



"Over the next five years, Illinois will need \$63.5 billion on the low end and \$74.4 billion on the high end just to maintain our existing road and transit networks in a state of good repair."

Douglas L. Whitley, president and CEO of Illinois Chamber

COMING NEXT MONTH...



The most valued business resource in Springfield:

BOOK OF LISTS

A listing of major businesses by category including detailed information such as: company name, address, telephone, fax, e-mail, website, name of CEO, number of employees and industry related information.

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• the rookery

UIS enrollment tops 5,100

Fall 2013 enrollment at the University of Illinois Springfield is up by nearly 100 students compared to the previous fall semester. According to the official fall census, the total number of students enrolled at UIS after the first 10 days of classes is 5,137. This marks the fourth year enrollment has topped 5,000 students. Last fall's enrollment was 5,048.

"Growth is a priority for us and we are encouraged that more students are choosing the Springfield campus of the University of Illinois because of the quality educational experience they receive," said UIS Chancellor Susan J. Koch.

The number of freshmen students attending UIS increased by 20 percent this semester, making it the largest freshman class in UIS history.

The number of graduate students is also growing. There are 2,098 graduate students enrolled at UIS this semester, compared to 1,994 in fall 2012.

There are also more students living on the UIS campus this semester. A total of 1,047 students live on campus, which means campus housing is 94.4 percent occupied.

"One of our goals is to continue to enhance student life on campus and this is evidence that we are doing that," said Koch.

Overall, the diversity of the student body is also growing. International student enrollment increased to 7.4 percent (382) of the population compared to 4.8 percent (242) last year. African-American students increased to nearly 12 percent (612) of the population this year compared to 11.5 percent (578) last year and students who self-identify as Hispanic comprise 4.8 percent (247) of this year's student body.

Growth in online learning continues, with a total of 1,610 students enrolled in online degree or certificate programs, a 5.4 percent increase over fall 2012. This semester, online students reside in 48 of the 50 states, 79 counties in Illinois, and 12 foreign countries.

Festival of Trees looking for sponsorships, designers

Limited sponsorship and designer opportunities are still available for Memorial's 24th annual Festival of Trees.

The Festival will be held Nov. 23-Dec. 1 in the Orr Building on the Illinois State Fairgrounds. The theme is "Rejoice!"

Sponsorships are available starting at \$400. Sponsors receive one of the decorated items on display at the Festival, signage, advertising and complimentary tickets to Festival of Trees and Gala.

Designers are also needed to design 7-foot trees and wreaths. Designers receive recognition and complimentary tickets. More information, including a designer brochure and a designer contract, is available at MemorialsFestivalofTrees.com.

Proceeds from the 2013 Festival will support Memorial Medical Center. For more information, contact the Festival of Trees office at (217) 788-4301.

Ironbridge breaks ground

Jim Moughan, owner of Moughan Development and Moughan Builders held a ground breaking event for Ironbridge Estates, an upscale home development.

Following the ground breaking crews began building roads and developing the infrastructure. Home construction will begin in May.

The property is 62 acres and has 97 lots ranging in size from one-third acre to an acre and a half with 15 lots under one-third acre.

"This is the best piece of ground in Sangamon County that we have seen in our 23 plus years in the building business," said Moughan.

Private sector adds 5,900 jobs in August

Illinois added 5,900 private sector jobs in August and the unemployment rate was unchanged at 9.2 percent, according to data released by the U.S. Bureau of Labor Statistics and the Illinois Department of Employment Security.

"Job growth without a corresponding drop in the unemployment rate indicates employers are willing to hire if they find a qualified candidate," said IDES Director Jay Rowell. "Adding jobs without lowering the unemployment rate underscores the uneven nature of this economy and continue depending on how national and global events shape business plans and consumer confidence."

Employers posted 197,000 help-wanted ads in Illinois in August, according to the independent Conference Board. Seventy percent were full-time positions.

Leading growth sectors are professional and business services with 110,400; education and health services with 61,900; and trade, transportation and utilities with 49,500. Government has lost the most jobs since January 2010, down 34,200.

When compared to the previous month, Illinois recorded job growth in 32 months and job loss in 12. Unemployment fell in 24 months, increased in nine and was unchanged in 11.

The three-month moving average unemployment rate, which smoothes monthly volatility, was unchanged at 9.2 percent in August. The number of unemployed individuals decreased in August for the first time since May, down 2,500 to 602,000. Total unemployment has fallen 150,200 since early 2010 when the state unemployment rate peaked at 11.3 percent for the months of January and February.

LLCC ASAP information session set for Oct. 15

Lincoln Land Community College is holding an information session about its ASAP program, the accelerated associate degree program, on Tuesday, Oct. 15 at 5:30 p.m. The session will be held in the R.H. Stephens Room of Menard Hall at the LLCC-Springfield campus, 5250 Shepherd Road.

ASAP allows adult students to take classes to begin or complete a degree. Classes are held Tuesday evenings from 5:30 to 9:30 p.m. on the LLCC campus and are a blend of face-to-face and online instruction. Most classes are completed in five or eight weeks. The schedule allows students to plan ahead and balance work, family and education. If a student needs to stop out for a time, they may resume classes at a later date.

The next start date for the program is Jan. 14, 2014. Financial aid is available for those who qualify, along with a payment plan.

To register for the information session, visit <http://www.llcc.edu/asap>, call (217) 786-4694 or email holly.whisler@llcc.edu.

Horace Mann reports quarterly dividend

Horace Mann Educators Corporation board of directors announced a quarterly dividend of 19.5 cents per share payable on Sept. 30, 2013 to shareholders of record as of Sept. 17.



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The LLCC Foundation is a 501(c)(3) not-for-profit corporation providing financial support to the educational programs and services at Lincoln Land Community College.

LLCC Foundation
5250 Shepherd Road
Springfield, IL 62794
786.2784

f You

Five Reasons Why Dental Insurance Matters



1 | Employees appreciate dental insurance.

More than **70% of employees** think that dental coverage is an important part of a benefits package.¹



2 | Dental insurance encourages people to visit the dentist.

81% of people with dental benefits visit the dentist twice a year or more, while only 34% of uninsured people report seeing a dentist twice a year or more.²



3 | Good dental health contributes to overall health.

Many dental insurance plans **cover 100% of preventive care**, which can help identify problems early. It can also help detect medical conditions such as oral cancer, diabetes, heart disease and kidney disease.

4 | Poor oral health is an issue.

Gum disease affects **nearly 75%** of the United States population.³



5 | Dental insurance helps members save money.

Using in-network dentists **saves members 30% on average** off standard industry fees. Plus, the regular preventive care that dental coverage encourages can minimize the need for more costly treatments in the future.

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¹The Long Group and Delta Dental Plans Association, 2008.

²The Long Group Retail Dental Insurance Consumer Acceptance Study, June 2009.

³American Dental Hygienist Association.



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regular meetings •

Monday

- Springfield Luncheon Optimist Club, 11:45 a.m., (2nd & 4th weeks) MCL Cafeteria, 2151 Wabash Ave.
- Sertoma Club of Springfield, Noon, (1st & 3rd weeks) Hilton Springfield
- Noontime Toastmasters, Noon, Laurel United Methodist Church, Walnut & S. Grand Ave. West
- Rotary Club of Springfield, 6 p.m., Maldaner's Restaurant (upstairs), 222 S. 6th St.

Tuesday

- Jacksonville Sunrise Rotary Club, 7 a.m., Comfort Inn, 200 Comfort Dr., South Jacksonville
- Capital City Business Builders BNI, 7:30 a.m., Hickory Glen, 1700 West Washington St.
- Tuesday BNI, 11 a.m., Remax Building, 2475 West Monroe St.
- The Network Group, 11:45 a.m., The Sangamo Club, 227 E. Adams St.
- Rotary Club of Springfield-Mid-town, Noon, Inn at 835, 835 S. 2nd St.
- Kiwanis Club of Lincoln, Noon, Al's Main Event, 1230 Fifth St., Lincoln
- Springfield Noon Lions Club, Noon, Golden Corral, 1038 Le June Dr.
- Springfield Parkway Pointe Toastmasters, 12:05 p.m., AIG Building, 3501 Hollis Dr.
- Altrusa International of Springfield, 7 p.m., (1st & 3rd weeks) Laurel United Methodist Church, Walnut St. & S. Grand Ave. West

Wednesday

- Rotary Club of Springfield - Sunrise, 7 a.m., Hoogland Center for the Arts
- Central Illinois Referral Network, 7:45 a.m., The Real Estate Group, 3701 W. Wabash Ave.
- Westside BNI, 11:30 a.m. Scheels, 3801 S. MacArthur Blvd.
- Prospectors Referral Group, 11:30 a.m., (1st & 3rd weeks) American Harvest, 3241 W. Iles Ave.
- Rotary Club of Springfield-Westside, Noon, Brickhouse Grill & Pub, 3136 Iles Ave.
- Jacksonville American Business Club, Noon, Ponderosa Restaurant, Morton Ave., Jacksonville
- Kiwanis Club of Springfield-Downtown, Noon, Hilton Springfield, Manhattan Grille Room
- Capital City Toastmasters, Noon, IDOT Building, 2300 Dirksen Pkwy. Room 214 A & B
- Springfield Jaycees, 7 p.m., Jaycees Activity Center, 2525 S. 12th St.

Thursday

- Thursday Morning Business Builder BNI, 7:30 a.m., Coldwell Banker, 3201 Old Jacksonville Rd.
- Springfield Thursday Lunch BNI Chapter, 11:30 a.m., Lake Pointe Grill, 1386 Toronto Rd.
- Rotary Club of Springfield South - Noon, Centrum Coffee Cafe, 1370 Toronto Rd.
- Springfield American Business Club, Noon, Hilton Springfield, 29th Floor
- Kiwanis Club - Jacksonville, Noon, Hamilton's Catering, 110 N. East St., Jacksonville
- Lincoln Douglas Toastmasters, 6 p.m., Our Saviors Lutheran Church, 2645 Old Jacksonville Rd.
- Kiwanis Club of Chatham, 6:15 p.m., Chatham Library, 600 E. Spruce, Chatham

Friday

- Springfield Breakfast Optimist Club, 7 a.m., Atonement Lutheran Church, 2800 W. Jefferson St.
- Frontier International, Noon, Hilton Springfield, Manhattan Grille Room
- Jacksonville Noon Rotary Club, Noon, Hamilton's Downtown, 110 N. East St., Jacksonville

Do you have a regular business meeting to include?
Send your regular meeting to info@springfieldbusinessjournal.com

after hours •

Top dogs: Spring, Shiner, Spike

Linda Vohsen

Profession:
Legal Assistant,
Narmont and Pisula Law Office

Passion:
Competitive Dog Trainer

By Raegan Hennemann,
Senior Correspondent

If an agility course is considered a dog's playground, then Linda Vohsen's oldest dog, Spring, takes full advantage of recess.

Spring is an 11-year-old cairn terrier who Vohsen, a legal assistant for the Narmont and Pisula Law Office in Springfield, refers to as "my top dog."

The 15-pound dog has racked up a few accomplishments over the years. She has earned more than 25 American Kennel Club (AKC) titles, including three Master Agility Champion titles. In the agility world – that's big time. Vohsen recently learned that for the first half of 2013, Spring is the top ranked cairn terrier in the AKC agility program.

Vohsen started participating in what the AKC refers to as companion events in 1998. The four companion events include obedience, tracking, agility and rally.

"I like agility the best because it's always different, it's faster," she said. "I've done well at it. I think that contributes to it too."

It was Spike, another cairn terrier who is now deceased, who paved the way for Vohsen's future dogs. "He's the one that kind of opened up this whole other world," Vohsen said. She started off with obedience class and within a year Spike and Vohsen were navigating obstacles like weave poles, tunnels and a seesaw on an agility course.

"I'm a former horse trainer so training dogs seemed to be kind of second nature," she said.

Spike also competed in rally, a sport in which the dog and handler complete skills at designated stations; tracking, the competition form of canine search and rescue; and Earthdog, a performance event where the dog goes underground to locate a cage of rats.

Unfortunately Spike never stood out at competitions. "Spike wasn't real good at anything; he was just kind of the jack-of-all-trades," Vohsen remembers.

Speed definitely helps – the dog and the human – when it comes to agility competitions. In preparation for the 2013 North American Dog Agility Council (NADAC) Championships in Springfield at the end of September, Vohsen added more cardio exercise into her own life.

"Because we've been told that the courses are going to be longer than normal, I've been doing some interval training, running. Spring and I both. I think it's working for her. It's not working for me. I went to a work session where they set up long courses. She did fine. She wasn't out of air at all. I certainly was," Vohsen admitted.

The NADAC trial might have as many as 40 obstacles in one course. An AKC trial has a maximum of 20 obstacles, and the distance of the course is shorter.

Success did not come right away for Vohsen. It took time and a lot of work to develop the skills to guide her dogs through an agility course.

"When we started, Spike just ran along beside me. As long as I was pointing to things he did them. As long as I ran harder than him he was happy. I really didn't know a whole lot except here let's go, pointing to things and he would do them," she said. "It's like anything else, it evolves as you continue to learn and attend seminars and take classes. You're always learning. I still take classes because you work on more and more advanced skills. Maybe you want your dog to go out 20 feet and do some obstacles instead of being right next to you so you don't have to run quite so hard."

Vohsen's 7-year-old cairn, Shiner, also competes in companion events and Earthdog. Shiner is talented but he has not come close to matching Spring's success.

"But she's been at it longer and we have more of a connection," Vohsen said. "Spring reads my mind. Shiner, I have to try to read his. I think Shiner thinks too much. He worries about things. He worries about making a mistake."

Vohsen believes the bond between human and dog can be an advantage when competing. Building that relationship has not been a problem because Vohsen's dogs are with her 24/7. They even get to go to work with her.

Unfortunately such a strong bond can be both good and bad. "They know when you're happy. And that's the hardest thing in the world to hide from them is when you're not happy and it's usually because I've made the mistake and not them," she said, referring to performance during a competition.

While Vohsen enjoys competing in agility the most, she believes the dogs prefer Earthdog events.

"Because that's what they were bred to do. They were bred to hunt. If you turn them loose in a field they love it. They just go run until they find a hole and if they can find a hole that something went down they stand there and dig," she said.

Dog competitions take place throughout the year and Vohsen might find herself



Continued on Page 8, After Hours

Professional Women's Calendar of Events

You play a key role and we thank you for your contributions to our community.

Association for Women in Communications (AWC)

AWC's 2013 National Conference, "Worth Every Penny", will be held on October 18-19 in Springfield. The 2013 International Matrix Award Will Be Awarded To Bonnie St. John, "One of the most inspiring women in America"; Author and Media Personality Sarah Petty is Opening Keynote Speaker; 2013 AWC Headliner is Margery Krevsky, Owner and CEO of The Talent Shop.

Illinois Women in Leadership (IWIL)

Illinois Women in Leadership will hold its Monthly Luncheon from 11:30 am to 1:00 pm on Thursday, October 17th at the Sangamo Club - 227 East Adams St. in Springfield. Diane Newell, V.P. of HR at BUNN moderates a panel of "Goal Sisters". The topic of discussion is accountability.

Guests and potential new members are welcome to attend. The cost for members is \$18. Non-members and walk-ins are \$23. Reservation forms are available at www.iwil.biz.

Junior League of Springfield (JLS)

The Junior League of Springfield invites area children and their families to participate in their 2013 Literacy Fair, "Set Sail!", on Saturday, October 12, 2013, from 10 am to 2 pm in the Carnegie Room at Lincoln Library's Main Branch (326 S. Seventh St.).

Children of all ages are encouraged to attend and explore this year's sailing theme (in honor of Columbus Day weekend) while engaging in fun literacy activities. This event will include books, crafts, games, and water activity tips. This popular annual event is free and open to the public. For information about this event, please call (217) 544-5557, visit www.jlsil.org, or email admin@jlsil.org.

Women Entrepreneurs of Central Illinois (WE-CI)

Women Entrepreneurs of Central Illinois' monthly meeting will be held on Wednesday, October 10th from 11:30 am to 1:30 pm, at Indigo Restaurant, 3013 Lindbergh Blvd. in Springfield.

Program: Legal issues Affecting Small Businesses. The speaker will be Sarah Delano Pavlik of Delano Law Offices LLC. A growing business requires us to be even more aware of legal issues. Learn how you can help your business.

The cost for the meeting is \$17 for members, \$20 for guests, and \$25 for walk-ins. Reservations are non-refundable. Additional information is available by contacting Cherrill Lewis at 217-622-0189. Please make your reservations at: reservations@we-ci.org.



To have your event added to the Women's Calendar of Events, Please fax your information to (217) 726-8300 or e-mail to info@springfieldbusinessjournal.com





COMMUNITY BUSINESS REPORT

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October 2013



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Budget, taste influence wedding catering costs

Smaller invite list, larger expectation of the caterer

By Teresa Paul,
Correspondent

The cost to cater a wedding in Springfield varies based on two factors: budget and taste. The trend in the last decade is a smaller invite list with more expectation from their caterer in presentation and quality.

"There is no such thing as an average wedding," said Sharon Ehrat, co-owner of Augie's Front Burner and the restaurant's catering service, August Evenings, at 109 South Fifth Street in downtown Springfield.

"Everyone wants something different and everything is priced individually," Ehrat said. "The cost depends on what the couple wants."

"People are having smaller weddings these days," said Chip Kennedy, chef and co-owner of 5Flavors Catering at 300 North Street in Springfield.

Kennedy said the invite list for weddings today is smaller than they were ten years ago, but couples expect more with menus and presentation and are spending less.



Travis Schutte, owner and chef of Secret Recipes at 8086 Normandy Road in Springfield

"What I have seen over the last decade - and that is how long I have been catering in Springfield - the prices have gone up with inflation, but the expecta-

rant experience with restaurant type food."

Travis Schutte, owner and chef of Secret Recipes at 8086 Normandy Road in Springfield,

sandwiches and a buffet style opposed to steak and lobster. The price depends on the guests coming to the party. Adding alcohol to the menu increases the price," Ehrat said. "More people have cut back and are not doing as lavish as weddings as they used to with us."

Cost per plate is a consideration in wedding planning. "We customize for need and budget with a minimum of \$20 to \$30 per person," Moore said. "There are plenty of caterers and us included, that offer more budget friendly options."

Secret Recipes' lowest cost per plate for a wedding event is \$10.95. Although sky is the limit on the highest cost per plate, Schutte said the average range for a higher cost per plate with Secret Recipes is \$50.

"We cater more to the higher end," Ehrat said. "We have had a \$150 per plate catering event."

A plate with Conn's Catering can range as low as \$15 to as high as \$75 per plate.

"They can make quite an event out of it, from specialty linens with the room totally covered with fabric and up lighted," said Court Conn, co-owner with wife, Karen Conn, of Conn's Catering and the Inn at 835 at 835 South Second Street.



Chip Kennedy, chef and co-owner of 5Flavors Catering at 300 North Street in Springfield

"Although catering prices have doubled in the last ten years, there is more expectation," Kennedy said.

tion has changed," said Shaun Moore, CEO and chef of Arena Food Service. "The expectation is that there is more of a restaura-

said the cost of wedding catering has increased ten to fifteen percent in the past ten years.

"You can have barbecue

Continued on Page 9,
Second Front

• new businesses

• Back Pack Jones, 7728 Hunt Road, Springfield, 62712, Michael B. Wallace, (217) 971-3717.

• Blue Collar Construction & Powerwashing, 1612 N. 11th, Springfield, 62702, Allan D. Barger, (217) 415-8681.

• Charlotte House / Interior Design, 9820 Lost Forty Road, Pawnee, 62558, Charlotte House, (217) 498-9319.

• Dave Booker & Sons Trucking, 6235 Turkey Run Road, Sherman, 62684, David L. Booker, (217) 971-9124.

• Goeckner Electric, 311 E. Sycamore, Thayer, 62689, Paul Goeckner, (217) 381-3088.

• J C Construction & Services, 3017 Summerwood Drive, Springfield, 62712, Jeffrey B. Chunes, (217) 652-6867.

• Jennings Painting, 3709 Brandonshire, Springfield, 62704, Andrew R. Jennings, (217) 891-1581.

• Kidz Fitness-N-Fun, 2800 Via Rosso St., Unit 6, Springfield, 62703, Kathryn S. Ruby, Jan C. Ruby, (217) 801-8005.

• KKL Distributing Company, 3301 Terminal Ave., Springfield, 62707, Karen K. Luka, (217) 523-7960.

• Lincoln Landscaping, 2416 Westchester Blvd., Springfield, 62704, James A. Huff, (217) 670-2405.

• Mommy Leche, 90 Amherst Drive, Springfield, 62702, Joy Waitkus, (217) 553-0900.

• Moss Tree Service, 1135 N. Virginia Ave., Springfield, 62702, Nancy L. Moss, (217) 361-7917.

• Papa's Midwest Kettle Corn, 923 Mesa Drive, Chatham, 62629, Kevin Icenogle, (217) 331-2524.

• Schaefer Concrete, 1017 N.

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New Businesses

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competing three weekends a month. Many of the events are in Illinois, Missouri, Indiana and Iowa but she has also traveled to Pennsylvania, Virginia, North Carolina and even California for a trial.

Spring has qualified for the AKC National Agility Championship three times in the past four years. She has competed twice and unfortunately the results weren't overly impressive.

"We're not that caliber," Vohsen admitted. "The people that win at those are just amazing. And a lot of them, that's all they do is train dogs."

This month, Vohsen will have Spring and Shiner compete in the Capitol Canine Training Club's AKC agility trial at the Illinois State Fairgrounds. Each dog will compete twice a day during the three-day event.

"There are a lot of people who talk about run every run like it could be your last one because it might be. These dogs don't live nearly long enough," she said.

As for the future, Vohsen will continue competing with Spring and Shiner. But she has a new protégé, Sunny, a 12-week-old cairn terrier who will one day try to live up to the success of her siblings.

Raegan Hennemann is a senior correspondent for Springfield Business Journal. She can be reached at info@springfieldbusinessjournal.com

Building and Zoning Department - City of Springfield Building Permit Report

	August		January - August	
	2013	2012	2013	2012
New Single Family Residence				
Permit	3	10	48	61
Valuation	935,000	4,800,500	13,844,000	18,018,800
Revenue	993.68	4,432.32	14,549.89	19,673.99
Dwelling Units	3	10	48	61
New Two Family Residence				
Permit	1	3	16	22
Valuation	261,000	775,000	4,608,000	6,317,000
Revenue	362.64	1,230.82	6,407.14	9,041.00
Dwelling Units	2	6	32	44
New Multi-Family Residence				
Permit	0	0	0	0
Valuation	0	0	0	0
Revenue	0	0	0	0
Dwelling Units	0	0	0	0
New Commercial				
Permit	5	3	29	20
Valuation	3,467,657	13,292,758	62,027,657	45,274,204
Revenue	11,302.13	43,030.18	188,476.53	152,298.82
Total (New, Remodel, Addition & Misc.)				
Permit	337	305	2,229	2,485
Valuation	11,254,099	30,158,786	176,687,799	120,259,794
Revenue	35,740.95	88,835.34	576,468.75	380,364.23
Dwelling Units	5	16	82	105

Abraham Lincoln Capital Airport – Springfield, Ill. Total Monthly Enplanements and Deplanements

	August			Year-To-Date			
Airline Passengers Enplaning	2013	2012	Change	2013	2012	Change	
American Connection	1,771	1,531	15.68%	13,346	13,094	1.92%	
United Express	3,595	3,349	7.35%	23,814	25,720	-7.41%	
Direct Air	0	0	0	0	5,294	0	
Vision		480	0		2,496	0	
Allegiant Air	1,028	0	0	9,650	0	0	
Sun Country / Honor Flight	0	0	0	635	478	32.85%	
Sun Country / Riverside	0	76	0	454	76	0	
McClelland Aviation	5	3	66.67%	31	20	55.00%	
Charter - Other	0	24	0	0	218	0	
Sub-Total	6,399	5,463	17.13%	47,930	47,396	1.13%	
Airline Passengers Deplaning							
American Connection	1,878	1,720	9.19%	13,084	13,627	-3.98%	
United Express	3,759	3,450	8.96%	23,956	25,293	-5.29%	
Direct Air	0	0	0	0	4,990	0	
Vision	0	580	0	0	2,573	0	
Allegiant Air	1,239	0	0	10,107	0	0	
Sun Country / Honor Flight	0	0	0	635	478	32.85%	
Sun Country / Riverside	0	0	0	454	76	0	
McClelland Aviation	5	3	66.67%	31	20	55.00%	
Charter / Other	0	24	0	0	122	0	
Sub-Total	6,881	5,777	19.11%	48,267	47,179	2.31%	
*information provided by the Springfield Airport Authority	TOTAL	13,280	11,240	18.15%	96,197	94,575	1.72%

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Food prepared by Augie's Front Burner and the restaurant's catering service, August Evenings, at 109 South Fifth Street in downtown Springfield

Second Front,
Continued from Page 7

"We have done weddings up to \$100 per person and as low as \$25," Kennedy said.

"The couple can bring in large bands with orchestras," Conn said. "When cost per plate is mentioned, it depends on what we are doing that equips to a cost per plate."

When it comes to menu options, Moore said today's client knows what they want.

"Often a client will come to us with an overall vision," Moore said. "When it comes to the food aspect of an event, with food related television shows and the internet, people come to us with a streamlined needs list. Clients have exhibited a more upscale taste in the last ten years."

Many catering services customize their events and offer food items that are not on their menu.

"We can do anything as far as menu," Ehrat said. "I encourage that if there is something that you want that is not on our menu, tell me," Ehrat said. "We have done grandma's recipe, a cheese from a certain cheese shop in New York and wine from California. We will always accommodate and always say yes."

"I had a request for local strawberries for a wedding and I picked the strawberries myself," Ehrat said. "We do as much local as possible. We can serve your neighbor's deer. We have also butchered their beef and served it for the wedding reception. This is normal for August Evenings."

Kennedy is specially trained in international cooking and serves a wide variety of food items. He has been the chef and co-owner of 5Flavors with Josh Sonneborn for five years.

"(Clients) come to us because they care about their food," Kennedy said. "If they are looking to just feed the masses, we actually try to steer them in a different place."

"Our menu items are different from other caterers with different countries and ethnicities," he said. "I will actually create dishes for the couple. We serve American and international cuisine, pushing the envelope on presentation."

As with other caterers, Schutte said the menu is a starting guide, but Secret Recipes can modify food items for taste and budget. He said wedding menus have not necessarily been more extravagant as Secret Recipes has brought their grill to cook on site for wedding events.

"We have everything on our menu from Chicken Romano to prime rib and now offer gluten-free sauces," Schutte

said.

Conn said other clients have requested the menu because they need a starting point, and he has not seen menus more extravagant but more creative.

"We have brides bring us what they want; we would create something for them. We're not locked in to preset menus," Conn said. "The couple may have gone to a destination wedding trip with someone else or another wedding and want to do something similar because they had seen it at someone else's wedding."

Overall, business is good in the wedding caterers. 5Flavors began five years ago when the recession hit and despite the economy, Kennedy said their business has seen tremendous growth.

Business is good for both August Evening catering service and Augie's Front Burner, Ehrat said.

Moore said business for Arena Food Service and its catering division has been great.

"Catering is cyclical," Moore said. "We do a lot of corporate work as well as weddings. We are able to capture all the seasons, the wedding season and holiday party season in Springfield. We have been able to rebound with the economy and business has actually increased in the last three years."

"Even with the downturn of the economy, business had always been good," Conn said.

Teresa Paul is a freelance writer from Taylorville. She can be reached at info@springfieldbusinessjournal.com



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personality profile •

Cooking up a hot business

By Eric Woods, Correspondent

Springfield –

What is your favorite part about living in Springfield? “Springfield is a small big city,” said Muench. “We have everything you would want, and it is convenient. Everything is close by.”

What is the worst part about living in Springfield? Muench is not a fan of the local taxes. “We all choose where we live, though,” he said.

The biggest issue Springfield currently faces is... “Everyone is in debt,” said Muench. “How will the city raise money? What do you keep and what do you get rid of?”

Employment – “When I was 10, I wanted to be... a baseball player for the Cardinals.

First job?

Muench worked at Sangamo Electric right out of high school thanks to an acquaintance from his days in high school basketball. “He gave me the job for the summer if I promised to go back to school in the winter,” he said.

Worst job? Muench once worked for

a brick laying company pulling mortar from buildings. While the physical labor was bad, there was also nowhere to advance within the company.

Current job and responsibilities? Millie’s Chili makes chili bowls and bricks of chili which are distributed to grocery stores as well as bars that do not serve food and Dew Chili Food Truck on MacArthur. “I sell 10 ounce frozen chili bowls to 35 bars here in Sangamon County,” he said. “They do not serve food except for maybe frozen pizza, and they will serve our chili.” Muench bought the company two years ago from the original owner, and he promised her three things: he would not change the name, she would teach them how to make the chili, and she could stay on and help out.

Philosophical –

What do you want to know about the future? Muench is anxious to know how the government will get the country out of debt and also how the state of Illinois will get out of debt. “I would like for Il-

linois to do more to keep jobs here,” he said.

How do you envision your life in 10 years? Muench figures he will remain at his current position. “I would like to get this going so other people could run it,” he said. “I want to eventually be the trouble shooter.”

Muench wants to be in a position where he can go to Florida for the winters.

Something you learned early in life and still use? “Treat people fairly,” said Muench. “Be fair and treat the customer good, and they will stay with you.”

Advice –

Advice for someone seeking a career in your field? Muench believes that those wishing to get into food production should learn the market first. “Be experienced before you try something,” he said. “I sell to who will buy it.”

Best advice you have ever been given? “The only thing you really have is your word,” said Muench. “My dad said that.”

Achievements –

As a kid? Muench was a solid basketball player in New Berlin High School, making All State his senior year.

As an adult? Muench built a juice company from the ground up which was a big success. “I started with a couple cases in the back of my car and turned it into a \$7



million company,” he said.

Future –

Upcoming job news? The company does have some news that will be announced in the very near future.

Any vacation plans? Muench is heading back to Florida in next spring. “My grandson plays for the Lincoln Land Community College baseball team,” he said. “They will be there.”

I want to retire when I’m ... (age)? “I cannot see myself completely walking away from the business,” said Muench. “I will be somewhat involved as long as possible.”

Eric Woods is a freelance writer from Springfield. He can be reached at eric@springfieldbusinessjournal.com



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Downtown Designs, Continued from Page One

field an urban residential area by 2022. "That's the key to amenities, the key to seeing the livable, walkable community that the core of Springfield can become. We're looking forward to doing all that we can to facilitate that."

Lisa Clemmons Stott, the action committee's other co-chair, further explained it as something of a "chicken or the egg" scenario in which amenities are needed to bring new residents in, but new residents are needed to provide proof said amenities are actually warranted.

"The problem right now isn't that downtown isn't appealing; it's that there aren't enough apartments," Clemmons Stott said. "There are waiting lists for existing apartments."

With a number of vacant buildings

and lots downtown, the most cost-efficient way to bring in those new residents is to utilize the vacant space.

"One of the things we're doing is that we've asked each of the architects who are members of the committee and also at our local AIA meetings to basically imagine a particular site where there's an existing building or a parking lot to think about how it could become housing," Pell said.

"So at least half a dozen – if not more – architects or firms are working on this project, and we intend to follow that up with showing these sites to people and to developers (to show) that this could happen," Pell added.

The majority of the projects are positioned within, or extremely close to, the "heart" of downtown, an area determined through SDAT findings as being on Sixth St. between Adams and Monroe and Ad-

ams between Fifth and Sixth streets. Prioritizing development in this area, the SDAT findings posited, would help congregate pedestrians, residents and employees in a critical mass that would foster retail and restaurant development moving forward. Those dominos falling would lead to improved housing prospects as well.

Larry Quenette, an architect in Springfield since 1985, is leading an SDAT project that would seek to combine retail space and housing space on the corner of Sixth St. and Washington near the Old State Capitol, commonly known as the Kerasotes building.

"It's a three-story terra cotta building and we're looking at it with a local developer," Quenette said. "We would be refurbishing it so it would have useable retail space on the ground floor, and an option for apartments or office space on the second floor with apartments on the third floor. There's potential for also adding a fourth and fifth floor that would have apartments as well."

Pell, meanwhile, is looking slightly north of the heart of downtown and venturing into what's known as the medical district. The reasoning for this, he explained, is that there appears to be a need for housing for the ever-expanding medical community of Springfield.

Pell's project focuses on the old Illinois State Lottery building on the northeast corner of Second St. and Madison. Defunct and empty for a number of years after the state lottery became a subset of the Illinois Department of Revenue, the building has been well-maintained by its owner, Pell said.

"Because we understand the school of medicine doesn't have a lot of clinical research space, we see an opportunity for that on the ground level (of the building)," Pell explained. "And for that warehouse space in the back, we're envisioning apartment units and even more units on additional land. It's mixed use or what we refer to as live/work space."

David Parker of Melotte, Morse, Leonatti, Parker, LTD, is familiar with downtown Springfield, having rehabbed several buildings in the area and with his firm's office ensconced at 213 ½ S. Sixth St. His participation in an SDAT project was almost serendipitous in nature.

"About a year ago I was talking to a person who has done a lot of downtown development, and I had just come back from New Orleans where they have a lot of courtyard buildings," Parker said. "I was talking just to be talking and I said, 'Take the building at Seventh and Monroe. That's a perfect application. It's too big and square to be residential because you don't have windows where you need them. But if you cut a courtyard into the middle of it, all of a sudden there's all this possibility.'"

Not more than six months later, Parker said, the call for volunteer projects went out, and he jumped at the chance to work on the building he had mentioned by happenstance those few months prior.

Bruce Ferry, a Springfield-based architect for 30 years, is tackling two housing projects, both in the 300 blocks of Adams and Monroe. Each project, Ferry explained, will be unique. One building will feature loft-style apartments whereas the other will be two-story townhouse types of residences.

"It's giving the public an idea of what unit types could exist within the context of these old buildings," Ferry said. "Each building is different and lends itself to different plans. One shoe doesn't fit all, and the more you're able to respond to those existing architectural details, that's what makes it interesting to develop and ... I think we need to keep sight of that."

While most of the SDAT projects are focused on the adaptive reuse of build-

ings, Tim Smith of Evan Lloyd Associates has the distinction of working on new construction. Smith, who has been an architect with Evan Lloyd for 25 years, had actually been approached by a developer prior to the project phase of SDAT.

"I was working with a developer, and I got to know Lisa (Clemmons Stott), and she invited me to join the group because she thought the project fit well with what their mission had been," said Smith, whose project is a two-story apartment building off of Second St. and Reynolds with ground-level parking underneath the structure.

"Since land is kind of scarce downtown, this is a way to provide parking and elevate the structure," Smith said. "You're not parking on the streets. You'd have your own parking space and it would be a secured parking lot."

These architects – along with several other architects and firms currently working on plans of their own – will unveil their visions to the public later in October. Clemmons Stott said they are hoping to show them at the farmers markets held downtown on Oct. 19 and Oct. 26, where large boards will showcase the various drawings, renderings and modelings of the assorted projects, all of which are being planned for on a pro-bono basis.

An independent study is also underway to more properly assess the market demand for housing in the downtown area, Clemmons Stott said. While she and Pell are confident its findings will coincide with their beliefs about the desire for downtown living, developers often look for such concrete data before financing – and subsequent construction – is nailed down.

"Anecdotally, we have a lot of people interested in downtown living and hopefully this data will back that up," Clemmons Stott said.

Both Pell and Quenette said they felt not everyone was fully aware of all the opportunities the downtown space has to offer. Pell believes the driving reason for the participation from area architects extends beyond the potential of name recognition through realized projects and is more about strengthening the community through rebuilding and revitalization.

Parker felt much the same, saying in his time in Springfield he has seen a lot of growth and change – mostly for the good – in the past couple of decades downtown. He's just excited to continue to be a part of it.

"From my perspective – and I don't want to sound too altruistic, because I'd love to do (my) project – but whether or not I do it, as long as it's done and successful, it would be a great benefit to downtown," Parker said.

And perhaps through the combination of these plans and the market demand study, some perceptions about the downtown area – and its perceived residents – can be changed for the better.

"I think a lot of people who hear us champion downtown think it's just about young people and empty nesters living downtown when they're young and then moving outside to the subdivisions or the empty nesters doing the reverse, but it's going to be more than that," Pell said. "I don't think it's the same numbers moving around ... we're talking about new people, people who aren't here yet because the community is going to grow in size."



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Running Events, Continued from Page One

to the front wheel of his bike, counting the number of revolutions made as the wheel rotates.

Reardon said the race has outgrown its traditional finish at the Prairie Heart Institute. In 2014, the race will begin and end in front of the Old State Capitol.

The race was started to commemorate Abraham Lincoln's birthday and was originally held in February. It has evolved over time and in 2007 the race was relocated downtown to take runners past the Lincoln sites.

"It's important to plan well in advance," said Reardon. He begins working with the city in January to secure permits. "I love working with the city," he said. "They're great to work with."

He also works with the Lincoln Home

National Historic Site, the Springfield Park District and Oak Ridge cemetery. "I give everyone a heads up ahead of time," said Reardon. "I don't want anyone to be surprised."

Reardon has between 80 to 90 race marshals stationed at 100 main intersections on race day to control traffic. He also coordinates with the city, park and Leland Grove police departments.

He and his wife, Lori, who serves as the volunteer coordinator, began planning for the 2014 race the day following this year's race. "It takes a lot of people to put on an event this size," said Reardon. "You have to make sure you have enough people."

It takes more than 300 volunteers to put on the race. Reardon recruits volunteers from the Springfield Road Runners Club, the Springfield Air Guard, Springfield Running Center, St. John's Hospital,

Prairie Heart Institute, local high school sports teams and word of mouth.

Reardon continues to watch the race grow every year. When the course moved downtown, the number of entries doubled to 900. In 2013, 1,750 people registered for the race and 1,478 finished it.

"The Lincoln sites are the draw," said Reardon. This year racers came from 27 states and there were a handful of international runners from Belgium, France, Germany, Japan and Mexico.

This year Reardon designated Hospital Sisters Mission Outreach as the charity for the event. "It's a great fit for the race," he said.

Courtney Adams, public relations and development manager for Hospital Sisters Mission Outreach, said it was a natural partnership. "Both have an international focus," she said "The race brings together global participants who are running for their own health and we focus on global health."

Mission Outreach partners with hospitals and clinics in Illinois and Wisconsin to collect surplus medical supplies and equipment for hospitals and clinics in developing countries around the world.

This year will mark the running of the first Springfield Marathon. The USATF-certified 26.2 mile course will serve as a qualifier for the Boston Marathon and was certified by Avery.

Bill Stokes, race director, spoke with the organizers of the Illinois Marathon in Champaign-Urbana. That event draws 7,000 people. "It's a huge economic boost to Champaign-Urbana," he said.

Stokes has served on several half marathon race committees and has served as the race director for several 5Ks. "The only running event missing in Springfield was the marathon," said Stokes.

He started planning the race in October 2012. "My visibility in the running community made a huge difference," said Stokes. "The planning is much the same as it is for any other race. You have to be able to manage your time and budget."

It takes dozens of people to plan and coordinate a marathon. Local runners Scott Dahl will coordinate the marathon pace setting team and Emily Bernardes will coordinate the half marathon pace setting team. Maggie Gullo is responsible for the race expo and securing sponsorships, and Julie Pitchford will be working with the 26 ham radio operators manning the water stations.

Stokes is also working with the University of Illinois Springfield (UIS), the city, county and UIS campus police. Matt Panich, executive director of the Recreation and Athletic Center, helped lay out the campus section of the course.

In addition, Ace Sign Company is building and providing the mile markers and directional signs for the course. Ambulances will be stationed at the course.

Stokes said there are 1,100 racers from across the United States registered for the event. "It looks like we'll have around 1,500 for our first year," he said.

There will be between 250 and 300 volunteers on the course manning the water stations and serving as race marshals. Stokes recruited volunteers through the Springfield Marathon website.

Lance Cull and Susan Helm, co-race directors, organized the Lincoln Memorial Gardens 8K trail run this year. "Trail running is becoming more popular so I thought why not bring it to Springfield," said Cull. "It's different from a road race."

Planning is already underway for the May 2014 trail run. He partners with Lin-

coln Memorial Gardens and said there isn't as much work involved for this race because it's a closed course. "You don't need as many people," he said. Helm coordinated the 50 to 75 volunteers.

There were 200 runners registered for the trail run. "We were right at where I wanted to be," said Cull. "I didn't want the trails to be congested." He plans to cap the 2014 race at 250 runners.

"I wanted to introduce central Illinois to trail running," said Cull. "I wanted to get the maximum out of the acreage and showcase everything the Garden has to offer."

Runners came from as far away as Iowa and New Jersey. "The race drew more people because of the course," said Cull.

Frank Wade, race director for the 6th annual Memorial SportsCare Women's Biathlon and the manager of SportsCare, said this event is an opportunity to reach out and promote community wellness.

"We thought this was a neat way to bring biathlon to Springfield," said Wade. Planning for the event is a team effort. The 20-person committee is spread across 18 divisions. The committee begins planning for the following year's race after the current year's race ends.

Wade creates a central location on Share Drive which every committee member has access to. It lists the names of the committee members, duties and responsibilities and a timeline.

He meets with the city to secure permits and coordinates the course with the county police and the Springfield Park District. Memorial provides security and caters the post-race party. The YMCA lets them set up a health fair in the lobby.

Biathletes come from as far away as Chicago, St. Louis, and Ohio. Participation has leveled off. Wade is working to increase awareness about the event and to create buzz within the community. "We anticipate growth over the next couple of years," he said.

Wade maps out the course to determine where best to place volunteers. "We use between 50 and 75 volunteers," he said. He recruits volunteers from local schools that require students to complete a community service requirement as well as staff friends and families.

Steve O'Connor is the USAT-certified race director for the Stoneman sprint triathlon, Iron Abe Olympic triathlon and the Route 66 half iron triathlon. He has been involved in the race community for the past 12 years and has served as race director for the past three.

O'Connor added the long course triathlon this year because of demand. "The half iron is the fastest growing distance," he said. "There was a need for a quality long course triathlon in the Midwest."

The Route 66 half iron triathlon set a record in its first year for the largest first time first year event with the highest race turnout.

O'Connor works with a 12-member committee that he credits with the success of the event. His committee coordinates the event with four police departments, three fire departments, one rescue squad, one ambulance company and the Land of Lincoln Power Squadron. Knights Action Park provides the lifeguards for the event.


It's important to have good communication and logistics. "We're putting people on open roads," said O'Connor.

O'Connor billed this year's race as the race between two lakes. The course ran from Lake Springfield to Lake Sangchris.


Continued on Next Page

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Continued from Previous Page

"Route 66 was the hook," he said. Part of the bike course ran over the oldest remaining stretch of the Mother Road between Ball-Chatham school and the Glenarm overpass.

The course has to conform to USAT guidelines. "The USAT approves and signs off on the course," he said.

This year O'Connor coordinated with City Water Light & Power to allow swimmers to swim under the Vachel Lindsay Bridge. "The swimmers loved it," he said. "This was the first time many had swum under a bridge."

Lincoln portrayer to present the awards. Racers line up to get their picture taken with him.

Competitors came from 11 states. "This was the first time we broke into the Chicago market," said O'Connor. The draw was the half iron.

O'Connor has watched the long course explode. He thought it would take longer to pull off. "Once the decision was made, it only took seven to eight months to plan," he said. "It's overwhelming that it was so well-received."

He hoped to draw 100 competitors to the half iron. "I envision 200 to 300 next year," said O'Connor. "I was happy with

ating the cookie project. Every home on West Lake Drive will receive a half-dozen cookies as a spirit of good will for blocking the road.

Spartan Sports Park in Chatham will be the scene for central Illinois' first Mad Mud Dash, a mudder event for children.

Jen Dillman, whose background is in special events planning, is coordinating the event for genHkids, an organization committed to encouraging kids to "Eat Real. Move More."

Dillman said Spartan Sports Park is the perfect location for this event. She is working with Scot and Jennifer Ward, owners of Team Warriors Concepts, Inc. "They've been a huge blessing," she said. "I've never done anything like this."

The Wards have spent thousands of hours in building and planning obstacles. This year was the second installment of their Beast Mode Challenge, a 6K mud run obstacle course held on the Sangamon River.

"This is a good compliment to our race," said Jennifer Ward. The Wards are donating the obstacles for the event that have been altered to fit the kids.

The mile-long course will have five to seven obstacles, which will include hurdles through mud and sand, rope climb, mountain tops, spider web, tire climb and a few surprises.

Following the event, families will enjoy a meal prepared by local chefs using locally sourced food donated by local farmers. "Kids will be able to run around, get dirty and eat a good meal," said Dill-

man.

Online registration is approaching 100 and Dillman expects to eventually have a couple hundred registered. She has had registrations from all over central Illinois, including Decatur, Jacksonville, Hillsboro and Glenarm. genHkids has been tossing

the idea around since spring and decided to move forward in early summer. "There's nothing else like it in central Illinois," said Dillman.

Dr. Kemia Sarraf, president and founder of genHkids, was already familiar with tough mudder races. "She thought it would

be a great idea to do one for kids," said Dillman.

Dillman said a lot of people are involved with planning and coordinating this event. She worked with a 15-member volunteer committee.

"This is a volunteer driven event," said Dillman. On the day of the event, she will have 25 or more volunteers on the course. She will meet with the volunteers the week before the event to run through the course and each one's role.

There is a lot of excitement among parents. "Parents want to do this with their kids," said Dillman. "It's a great family event. It's something different to do with your kids on a Sunday afternoon."

"I envision 200 to 300 next year. I was happy with the feedback I received from the Mayor's office and the police. The city has really been

behind us."
Steve O'Connor is the USAT-certified race director for the Stoneman sprint triathlon, Iron Abe Olympic triathlon and the Route 66 half iron triathlon



Volunteers setting up start for the Lincoln Presidential Half Marathon

A total of 583 racers competed in the three events. The Stoneman sprint drew 205 competitors, the Iron Abe Olympic drew 144 competitors and the Route 66 half iron drew 234 competitors.

Each year Phil Williamson, a triathlete from Ohio, comes dressed as an Abraham

the feedback I received from the mayor's office and the police," added O'Connor. "The city has really been behind us." He received the Celebrity Citizens award from the mayor's office.

O'Connor plans on making changes to the course next year, including initi-

Roberta Codemo is a freelance writer from Springfield. She can be reached at info@springfieldbusiness.com.

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Evening session, 5-7:30 p.m.
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10-11:30 or 6-7:30 Exhibits, campus tours, refreshments



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business decisions •

A holistic leadership approach

Editor's Note: This new column by Courtney Westlake examines what drives successful business people. During a luncheon interview at Cafe Brio, Westlake will tackle issues like how they approach their business; how they make a tough decision; when do they decide to add staff; dealing with customers; interacting with competition; share successes and what missteps they have made and corrective actions. The column is to give insight into their thought process, and to demonstrate what concerns readers can learn or share with them.

In my opinion, Julie Zara really summed up success with a particular comment she made to me a few weeks ago: "We're all leaders. People think if you're not the boss, you're not a leader, but you are. You're the leader of your own life."

Over an insightful conversation that felt like it could have lasted all afternoon while dining at Café Brio, Julie and I touched on everything from business practices to raising children, and the admiration that I initially had for her grew tremendously the more I got to learn about her.

Julie and her husband Brad have displayed exemplary leadership as they have built Zara's Collision Center from the ground up and have served as community volunteers, and it's not simply because they are "at the top" as business owners and board presidents (of Contact Ministries for Julie and Big Brothers Big Sisters for Brad.)

It's because they continually strive to better themselves personally and professionally and to instill the value for education and integrity in their daughters, their employees and the needy of the community.

I have gotten to know Brad and Julie through the Young Philanthropists group of the Community Foundation for the Land of Lincoln, and specifically because Julie and I serve on the steering committee together. Julie's enthusiasm for the community is infectious, and her involved and passionate approach to life is one that I find invigorating.

The couple started Zara's Collision Center when they were young and newly married as a one-man shop and now it is one of the leading local automotive companies with 25 employees. Julie described Zara's operation as a "Process-Centered Environment," an innovative approach to the automotive industry that eliminates wait time for customers. But taking a closer look, Zara's is actually a people-centered environment, where customer convenience is a top priority and where employee education and self-improvement is strongly encouraged with quarterly auto workshops, leadership conferences and more.

"I think it all works together – you have to be happy at home to be happy at work," Julie explained. "We want our employees to learn how to do that, and to learn things like how to work with different personality styles."

At the center of that people-centered approach are the Zaras, who have worked hard to find a balance in their work and their marriage (celebrating 28 years on

Dining with Success

Courtney Westlake

Oct. 5) to achieve the success they have had and to help others in the process. We discussed the pressure of moms to "do it all," and Julie, mother to three daughters, offered an honest insight: "As women, we try to do everything and be everything. We have to know our limitations and what we're capable of, and be OK with that."

As evidence of this in her own life, Julie gave up her day-to-day role at Zara's last year in order to pursue other interests and passions. While she says she's "not at Zara's anymore" (though still a co-owner with Brad), she continues to represent Zara's through organizations like Illinois Women in Leadership, and she continues to carry out a main focus that Zara's has had from the beginning of giving back to the community.

Fourteen years ago, Zara's began donating a car to a local young mom in need of a vehicle through their Benevolence Program and has since given away 27 cars, with the help of local donations and other service companies. This program later connected Julie with Contact Ministries and inspired her to begin attending Hope Church, which awakened a passion for homelessness, and women and children.

To hear Julie speak about her work at Contact Ministries is to witness a true love of serving God. Through a class she helps run each week, Julie has been able to take her background in education (she was a teacher in Springfield and Williamsville for many years as a newlywed and young mom) and apply it to her love of helping young single moms at Contact Ministries by teaching them what they have never learned: how to be a mother.

"It's heart-breaking, but to see them be empowered and have self-worth for the first time..." she trails off, and we both know the impact she is making and seeing. "And I love that I can talk about my faith – it's a Christian organization – because this gives them hope and a sense of direction."

Achieving business and community success is dependent on finding your role within your family, your job and your volunteer positions. Balance is a hot topic in our society, and Julie and I agreed that balance and success are a decision we make every day through our actions and attitudes.

With her defining roles as a mother, business owner and homeless advocate, it's safe to say that Julie Zara has made some good decisions.

By the way, I had Café Brio's chipotle shrimp quesadilla, and it was divine.

Courtney Westlake is a freelance writer from Springfield. She can be reached at info@springfieldbusinessjournal.com



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11th ANNUAL 15 UNDER FIFTEEN

Andrews Landscapes

Capitol Chiropractic
Health Center

Country Market, Inc.

Craig Ladage
Builders, Inc.

Dick's Shoe Repair

Gorham's, Inc.

Hoogland Center
for the Arts

Lee O'Keefe
Insurance Agency

Life Safety Resources

Marriott Real Estate
Services

Paul Tree Farms

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Eleventh annual small business awards: 2013 15 Under Fifteen

A Message From The Publisher



No matter how much profit we make, no matter how fast our small businesses grow ... nothing says it quite as well as peer recognition of our achievements. And that is what 15 Under Fifteen is all about.

The mission of this awards program is to recognize, celebrate and reward the entrepreneurial spirit that is a part of central Illinois' and this country's heritage, as it continues today.

Initiated in 2003, 15 Under Fifteen is an awards program recognizing small business and its supporters locally.

The program is defined by its title. To be eligible for recognition, the business must employ 15 employees or fewer (and have been in business for more than two years).

Equally important is the fact that to be eligible to be selected for this award, no restrictions are required. All businesses in the Springfield-metropolitan area are welcome to participate. This open-nomination process allows more than 6,000 businesses throughout our community the opportunity to be recognized.

Nomination forms were included in the August and September editions of Springfield Business Journal, available at United Community Bank branches and

through the Business Journal and United Community Bank websites.

We were pleased to receive and consider more than 100 nominations for these 15 selections this year. As indicated by its title the selection process allows for 15 businesses to be named annually. These small businesses are a reflection of our community as a whole and are being recognized for their hard work and dedication to excellence.

We especially appreciate our sponsor, United Community Bank, who has a vested interest and a philosophy that supports the local entrepreneurial spirit required for small business to succeed.

The fifteen awards will be presented at a reception at the Montvale branch of United Community Bank.

The keynote speaker for the event will be Mayor Houston. Please see his included biography.

Celebrating the success of local businesses plays an important role in sending a message regionally and state-wide that the Springfield-metropolitan area is a great place to do business. Congratulations to the selectees and thank you to our sponsor, United Community Bank.

Brant Mackey,
Publisher
Springfield Business Journal

Keynote Speaker, Mayor J. Michael Houston



J. Michael Houston became the 23rd Mayor of the City of Springfield on April 29, 2011. He has previously held the positions of chairman, president, and CEO of Town & Country Bank of Springfield. In February 2009 he retired from the bank and was named Chairman Emeritus.

Prior to that Mr. Houston served for approximately 16 years at Bank One, Illinois NA as a senior vice-president and was responsible for the Investment Management Group in central Illinois. He served as the Mayor of Springfield from 1979 to 1987.

Mr. Houston is presently the chairman

of the Western Illinois University Board of Trustees, having been appointed to the board in May 1997.

A Springfield native, Mayor Houston is the former chairman of the board of St. John's Hospital and former chairman of the board of the Greater Springfield Chamber of Commerce. He serves on the board of directors of Downtown Springfield, Inc., the Quantum Growth Partnership, the Heritage Foundation, and the Abraham Lincoln Council of the Boy Scouts of America.

Mr. Houston received his bachelor's degree from Illinois State University and his MBA from the University of Illinois at Urbana.



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• 15 Under Fifteen Selectees •

<i>Andrews Landscapes</i>	19
<i>Capitol Chiropractic Health Center</i>	19
<i>Country Market Inc.</i>	19
<i>Craig Ladage Builders Inc.</i>	20
<i>Dick's Shoe Repair</i>	20
<i>Gorham's Inc.</i>	20
<i>Hoogland Center for the Arts</i>	21
<i>Lee O'Keefe Insurance Agency</i>	21
<i>Life Safety Resources</i>	21
<i>Marriott Real Estate Services</i>	22
<i>Paul Tree Farms</i>	22
<i>PhysioTherapy Professionals LLC</i>	22
<i>Robert's Seafood Market</i>	23
<i>Thirdwave Data/Comm Inc.</i>	23
<i>Velo Mine</i>	23

ANDREWS LANDSCAPES

18170 State Route 4 • Auburn
andrewslandscape.com



SNAPSHOT

- **established:**
2008
- **owner(s):**
Eric Andrews
- **employees:**
8
- **services:**
Landscaping
- **e-mail:**
andrewslandscapes@yahoo.com

PROFILE

• **company:**

Andrews Landscapes is a company aimed at perfection – whether it is a complete landscape design/installation, a paver patio, retaining wall, or custom outdoor grilling station.

Andrews takes pride in its workmanship as if it were their own. They employ a group of talented individuals who possess years of experience in the field. This allows their company to stand out when it comes to creativity and quality. Therefore, you will not find a cookie-cutter landscape design. Andrews creates an individual look to each and every design plan and takes the time to explain to their customers the details of construction.

Andrews Landscapes currently serves the greater Springfield area including Sangamon, Christian, Macoupin, and Montgomery counties.

CAPITOL CHIROPRACTIC HEALTH CENTER

3631 S. 6th St., Suite B • Springfield
capitolchiropractic.net



SNAPSHOT

- **established:**
1983
- **owner(s):**
Kevin W. Imhoff, D.C.
- **employees:**
5
- **services:**
Chiropractic
- **e-mail:**
cchc2@capitolchiropractic.net

PROFILE

• **company:**

Founded in 1983, Capitol Chiropractic Health Center aims to provide the highest quality health care to anyone in need and to educate their patients about the benefits of chiropractic care.

Many different treatment options are utilized including chiropractic adjustments, physical therapy modalities, applied kinesiology, acupuncture, clinical nutrition and rehabilitative exercises. These treatment options not only prevent problems from recurring but also promote overall wellness.

In an effort to further provide for its patients, Capitol Chiropractic Health Center is currently planning to add a fourth doctor to its staff in summer of 2014.

COUNTRY MARKET INC.

1610 Wabash Ave. • Springfield
countrymarketspringfield.com



SNAPSHOT

- **established:**
1967
- **owner(s):**
George Dawson, Greg Dawson & Liz Havens
- **employees:**
7
- **services:**
Grocer
- **e-mail:**
havenz5@comcast.net

PROFILE

• **company:**

Country Market has been owned and operated by George Dawson and his family since 1967. After three moves and one tornado, Country Market is now located at 1610 Wabash Ave.

Country Market is a family owned, local grocery store specializing in selling locally grown, harvested and sourced items. They stock regional brands such as Kathy's Kitchen jelly and pickles, Onofrio's sauces, Lonzerotti's salad dressing, Zillion's and Booker's chili seasoning, Plank's fruit butters, Opal's taffy and Oakland noodles. They also carry fresh, Amish baked goods from around Illinois.

You can shop locally for the freshest, finest produced fruits and vegetables in central Illinois at Country Market. Whether you like conventional, Amish or local, Country Market carries what you are looking for.

CRAIG LADAGE BUILDERS INC.

14915 Kennedy Rd. • Auburn
craigladagebuildersandstorage.com



SNAPSHOT

- **established:**
1977
- **owner(s):**
Craig Ladage
- **employees:**
9
- **services:**
Home Builder & Remodeler
- **e-mail:**
clbuilders@royell.org

PROFILE

• **company:**
Craig Ladage Builders, Inc. has been a custom home builder and remodeler in central Illinois for over 30 years. They have a dedicated and knowledgeable staff that provide customers with excellent service. They take pride in satisfying their customers – everyone is treated with the upmost respect and they take on every project as if it were their own. No job is too small. As a member of the Springfield Area Homebuilders Association it is their goal to give each customer a professional, honest and trustworthy experience. Their workmanship is unique and different because they take pride in every special detail.

DICK'S SHOE REPAIR

314 W. Laurel St. • Springfield



SNAPSHOT

- **established:**
1957 (briefly closed in 2012 but reopened due to customer demand)
- **owner(s):**
Mark Yeates
- **employees:**
1
- **services:**
Shoe Repair
- **e-mail:**
yeatesmark24@yahoo.com

PROFILE

• **company:**
In 1957, Vern Bails opened Vern's Shoe Repair and operated it until 1974 when Richard Yeates bought the business and changed the name to Dick's Shoe Repair. Mark Yeates ran the business for his parents, Richard and Loretta, for nine years then bought it from them in 1992. He ran it until July 2012, when the loss of his mother and an extended vacation prompted an attempt at retirement. In the interest of customer and trade demand, Mark Yeates reopened Dick's in December 2012 and plans to stay in business for the foreseeable future.

GORHAM'S INC.

1615 South 5th St. • Springfield
gorhams.com



SNAPSHOT

- **established:**
1958
- **owner(s):**
Rita Zink-Bushkill & Mark Zink
- **employees:**
5
- **services:**
Specialty Advertising
- **e-mail:**
rita@gorhams.com & mark@gorhams.com

PROFILE

• **company:**
Gorham's, Inc. is a second generation, family owned business in Springfield. They have served the specialty advertising needs of their local clients, as well as clients from coast to coast and Canada, for over 50 years. Gorham's is proud to call Springfield home and provides unique promotional items to large corporations, associations, colleges and universities, insurance companies, banking institutions, and the medical field, as well as an array of small businesses. At Gorham's you can select from an assortment of products, as well as obtain custom embroidery, screen printing, design and layout. They are honored to continue the tradition of service and commitment that began all those years ago here in Springfield.

HOOGLAND CENTER FOR THE ARTS

420 S. 6th St. • Springfield
hcfta.org



SNAPSHOT

- **established:**
2003
- **owner(s):**
Gus Gordon, (executive director)
- **employees:**
5 full-time, 10 part-time
- **services:**
Community Arts Center; Facility Rental
- **e-mail:**
info@hcfta.org

PROFILE

• company:

Since established in 2003, the Hoogland Center for the Arts has become the “heart of the arts” in central Illinois. With 17 arts and community organizations under one roof, the HCFTA provides opportunities for people of all ages to participate in activities that enrich their lives. It is the training ground for young performers and artists and the perfect place to enjoy year-round entertainment.

In addition to events and performances by its resident organizations, the HCFTA offers rental space that is used by more than 200 community organizations. HCFTA also produces a Performance Series each year featuring local and national talent, and has recently established the Hoogland Kids, Hoogland Teens and Hoogland Juniors, three new groups that provide training and performance opportunities for young artists from around the area.

More than 10,000 people attend events at the HCFTA every month, bringing visitors into the heart of the downtown Springfield business district on a daily basis.

LEE O'KEEFE INSURANCE AGENCY

2501 Old Chatham Rd. • Springfield
leeokeefe.com



SNAPSHOT

- **established:**
1979
- **owner(s):**
William Collins, Brian Blough & Glenda Richards
- **employees:**
9
- **services:**
Insurance
- **e-mail:**
bblough@leeokeefe.com

PROFILE

• company:

The mission at Lee O'Keefe Insurance Agency is to provide clients with a professional risk management analysis of their insurance needs. They strive to provide a range of coverage at the most competitive cost.

Lee O'Keefe was originally founded as two agencies back in 1934 by Kenneth W. Lee (Lee Insurance Agency) and Dwight H. O'Keefe (O'Keefe Insurance Agency). In 1979 Ronald Lee and William Collins purchased and merged the agencies. Ronald Lee retired in 2000 and two employees, Brian Blough and Glenda Richards, were brought into the ownership.

The agency has grown to be a successful multi-line agency concentrating on insurance products for commercial risks primarily in central Illinois. They have extensive expertise insuring non-profit organizations and public school districts. They serve approximately 3,000 customers in the state of Illinois and surrounding states.

LIFE SAFETY RESOURCES

12341 Irish Rd. • New Berlin
lsroffices.com



SNAPSHOT

- **established:**
2003
- **owner(s):**
Doug Danenberger
- **employees:**
3
- **services:**
Life Safety & Building Code Compliance
- **e-mail:**
ddanenberger@lsroffices.com

PROFILE

• company:

Life Safety Resources is dedicated to ensuring that life safety systems are designed, installed, tested and commissioned to function properly – on time, within budget and code compliant. Whether the project is a new high-rise or an addition to a hospital complex.

If you're an owner, developer, or contractor, the last thing you need on a construction project is a smoke control system that doesn't function properly. Or a fire sprinkler system that's not up to code.

Life Safety Resources is owned by Doug Danenberger, a 20-year veteran of construction sites with an impeccable record of performance.

Danenberger uses teams of specialists including architects, fire protection engineers, code consultants and construction management experts. These teams bring their technical skills together under a unified agenda established with the client. They have a single focus: to make the client look good.

MARRIOTT REAL ESTATE SERVICES

3701 Wabash Ave. • Springfield
marriottproperties.com



SNAPSHOT

- **established:**
2004
- **owner(s):**
Bill Marriot, Jr.
- **employees:**
12 (9 are seasonal)
- **services:**
Commerical and Residential Real Estate Services
- **e-mail:**
marriottjr@comcast.net

PROFILE

• **company:**
Marriott Real Estate Services is comprised of three divisions; Bill Marriot, Jr. broker/partner with The Real Estate Group, Land of Lincoln Property Management and JR Cutters Inc. These companies provide commercial property sales, leasing and management; residential real estate sales and purchasing; and landscape maintenance including snow removal and lawn care services. Marriott Real Estate Services can also set up the following services: property inspections; arrangements for general maintenance and repairs; response to emergencies and mobilization of response teams; provision of income/expense statements and associated reports for operating accounts; payment of invoices; monitor expenses for best value from vendors; marketing of vacant space and reports to your tax adviser. Their goal is to provide unmatched services in the Springfield and the surrounding areas.

PAUL TREE FARMS

12430 State Route 125 • Pleasant Plains
paultreefarms.net



SNAPSHOT

- **established:**
2000
- **owner(s):**
Danny & Sherri Paul
- **employees:**
15
- **services:**
Tree Farm
- **e-mail:**
paultreefarmsllc@yahoo.com

PROFILE

• **company:**
Paul Tree Farms is a 125 acre tree farm that is family friendly and open to the public. It is 10 miles west of Springfield and one mile east of Pleasant Plains. The tree farm is a labor of love for owners Danny and Sherri Paul. With Danny's bachelor degree in horticulture and business, he runs his farm with knowledge and tender loving care. All trees on his farm were started in the greenhouse 13 years ago. They are now 15 to 20 foot tall trees installed across the state of Illinois. Visitors are more than welcome and the knowledgeable staff will take you on a tour through the trees and over a pond in a four-seated Polaris. The kids can even feed the ducks.

PHYSIOTHERAPY PROFESSIONALS LLC

2921 Greenbriar Dr. • Springfield
physiotherapyprofessionals.com



SNAPSHOT

- **established:**
2007
- **owner(s):**
Leah Boente-Hulcher, Brigitte Cutler & Kirsten Transue
- **employees:**
11
- **services:**
Physical Therapy
- **e-mail:**
info@physiotherapyprofessionals.com

PROFILE

• **company:**
PhysioTherapy Professionals, LLC distinguishes themselves as a patient centered, physical therapist owned private practice. They are focused on spending time with the patient during the evaluation, and providing individualized care every visit. They emphasize education and empower the patient to participate in their own rehab and wellbeing. PhysioTherapy Professionals brings a global spectrum of physical therapy techniques including sports medicine, manual therapy for spine and extremities, dry needling, woman's health and work conditioning. The five physical therapists and two physical therapy assistants strive to see patients within 24-72 hours of referral in order the treat the injury in its acute stage. This is an option that has been difficult for patients to obtain in the central Illinois market. PhysioTherapy Professionals sees patients from ages 5 to 105 years old and takes most private insurance and Medicare.

ROBERT'S SEAFOOD MARKET

1615 W. Jefferson St. • Springfield
robertsseafoodmarket.com



SNAPSHOT

- **established:**
1916
- **owner(s):**
Dean "Robbie" Robert, Jr.
- **employees:**
10
- **services:**
Seafood Market
- **e-mail:**
baiello@robertsseafoodmarket.com

PROFILE

• company:

Robert's Seafood was founded by Henry Robert, Sr. in 1916 in downtown Springfield. Four generations and almost 100 years later they still take pride in being locally and independently owned while providing quality seafood.

Robert's goal is to provide the freshest and largest variety of seafood from all over the world. Their suppliers and fisheries understand Robert's strict requirements and use fishing techniques that are friendly to the environment. Robert's can trace the original source and date that all of their seafood was harvested and transported. They receive deliveries every day they are open to ensure freshness and special orders can be acquired within 24 hours.

Robert's also offers fresh, 21 day aged beef, Boar's Head deli products, a variety of European meats & cheeses, organic produce, fresh baked bread, beer and wine.

They have recently expanded their choices of organic, gluten free, and low-sodium products to offer even more healthy choices for their customers.

THIRDWAVE DATA/COMM INC.

550 North St., Ste. 3 • Springfield
thirdwavedata.com



SNAPSHOT

- **established:**
2002
- **owner(s):**
Brian McLean, Chris Oury & Jeff Reazer
- **employees:**
6
- **services:**
Telephone, Surveillance, Network, Audio/Video System Integrator & Communications Cable Installer
- **e-mail:**
sales@thirdwavedata.com

PROFILE

• company:

Integrated communications are a vital role in the day-to-day operation of your business. You need a company that is qualified and able to foresee the ongoing advancements in the technology industry.

Thirdwave Data/Comm Inc. specializes in the installation and service of network/cabling, telephone, surveillance, & audio/video systems. They can provide your business with the equipment, service and solutions to meet the day-to-day challenges and future demands that integrated communications will have on your company. Let Thirdwave Data/Comm, Inc. help your business save time and money now and in the future by meeting the demands for all your integrated communication needs.

They also provide service and installation for residential applications.

VELO MINE

301 W. Madison • Springfield
velomine.com



SNAPSHOT

- **established:**
2009
- **owner(s):**
Ben Cole
- **employees:**
5
- **services:**
Bicycles
- **e-mail:**
ben@velomine.com

PROFILE

• company:

The wheels for VELOMINE.COM actually began to turn five summers ago, when Ben Cole (owner) was involved in a fluke bicycle accident on a rural road northwest of Springfield. As opposed to being a "Debbie Downer" in the face of this adversity, he turned this lemon of a situation into a business success story as sweet as State Fair lemonade, using the recovery time to start an online bicycle shop with a world wide client base and a warehouse nearly the size of Skateland south.

In the first months of operation, Cole (who moved his family to Springfield from Shelbyville a decade ago) made online listings of vintage bicycles and hard to find components. Velo Mine has since evolved into one of the larger distributors of high end race bikes and urban and commuting bikes in the country. Much of it has to do with staying current with the trends of the Brooklyn, N.Y. and Portland, Ore. hipster, along with desired products amongst bicycle racing circles.

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-----2012-----

The Barkmeier Group, Inc.
Campo Realty, Inc.
Capital Area Association of Realtors®
Central Illinois Foodbank
Creasey Construction of Illinois, Inc.

Emerson Press
Flowers by Mary Lou
Harmony Limousine & Luxury Coaches
Long Bridge Golf Course
Martin Engineering Company of Illinois

Modern Mailing & Printing Services, LLC
Perrino & Associates, PC, CPAS
Rolling Meadows Brewery
Signature Event Rental
Walton & Associates Architects, PC

-----2011-----

AppleBarn
BLH Computers
Capitol Storage
Chadito's Mexican American Grill
D. Lance Taylor, D.M.D., M.S., P.C.

Denney Jewelers
Donnie B's Comedy Club
FWAI Architects Inc.
GoWeb1
Heartland Publications Inc.

Macy Construction
Mike Carter's Westside Automotive
Nickorobbs Home Decor
R. R. Ross, D.D.S.
Springfield Autobody & Towing

-----2010-----

Benchmark Auto Sound & Security
Box & Go
Chatham Collision
Check Point Tire
Davis Cleaners

Delano Law Offices
Luker Dental Care
Ken's Appliance Service
Melissa Dowson Vorreyer / Remax
Micropower Computer

Midstate Meats
R & M Cyclery
Star Graphics and Media
Sunsup Kafe
Yanni's Gyros

-----2009-----

11 Acre Studio
Airmasters, Inc.
Cajun Lawn Care
Cummins Engineering Corporation
Fitness Together

Formea Insurance Group
Frontline Public Strategies
Global Printing
Humphrey's Market
Illinois Times

The Pizzeria and The Bakery
Premiere Audio-Visual, Inc.
The Rock Shop
Siebert and Sipes Podiatry
Springfield Trolley Tours

-----2008-----

Affordable Shred
B&R Builders
Beatty Televisual
Capitol Blueprint Inc.
Fox Audio Visual

Hot Dog Design
Incredibly Delicious
Inn at 835 / Conn's Catering
Jay Rebman, CMY
Jim Herron Ltd.

Prairie Dental Group
Pure News USA
Robertson Lawn Care Inc.
Trim
Work Space Solutions

-----2007-----

Baskin Robbins
Beggs Barber Shop
Bella Boutique
Boyd's New Generation
Capital City Speakers Bureau

ID Signs
Kitty Hawk Travel
Nation Dental Lab
Omni Communications Group
PJP Auto Enterprises

Recycled Records
Sarah Petty Photography
Spinner Plastics
The Studio on 6th
Tinsley Dry Goods

-----2006-----

Appearances Skin & Body Centre
BikeTek Inc.
Charles Electronics
China Towne
Churchill's Eurosport Inc.

The Corkscrew Wine Emporium
Cullen Communication
Draperies Unique
Dycus & Orr Insurance Agency
Jewelry Service Center

Iris & Ivy
Melotte Morse Leonatti Ltd.
Mid-America Advertising Midwest
Party Creations Inc.
Springfield Overhead Doors by Hart

-----2005-----

A&B Printing Services Inc
Cook's Spice Rack & Chili Co.
Dellert's Paint & Wallpaper
Ed Clark Photography & Music
Goldman's Gourmet Inc

Distinctive Designs
Max Karpman Furs
Microchip Computer Solutions
Pampered Pet Center Inc.
Rezin Insurance Group Inc.

Ryan Homes & Development
Sandler Sales
John Shafer & Associates Inc.
Trendsetters Design Inc.
The Wardrobe

-----2004-----

709 Cut Rate Package Liquors
Arizona Tile
The Boat Dock
Boy Scouts of America
Capital Square Grill

The Enrichment Group
Garrison Group
Glenn Brunk Stationers
Grady Realtors
Kennedy Kitchens

The Kids Closet
Laketown Animal Hospital
Rudin Printing
Steve Dove and Associates
United Way of Central Illinois

-----2003-----

Corso Jewelers
Cyberedge
Davis Financial Group
Flora Scape
Hip Advertising

IL Movers & Warehousemen's Assn.
Imperial Designs
Jim Staff Carpet
Periwinkles
Pittman Enterprises

Prime Panels
Terry Farmer Photography
Tjelmeland Laketown Automotive
University Of Spa & Cosmetology Arts
Windsor Homes

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• marketing, media & meeting planning

Freelance writers seize opportunities

Business writing, marketing projects available

By Ashley Caldwell,
Correspondent

A city the size of Springfield is not necessarily known for offering a large publications market, especially when compared to publishing hotspots like Chicago. However, for motivated writers, there are various opportunities available.



Bridget Ingebrigtsen, longtime local writer and communications professional

From freelance writers to journalists to marketing consultants, professional communicators can look to the dozens of businesses and associations in Springfield



Kaleigh Friend, a local communications professional who also does additional free-lance writing in her spare time

pieces of writing for her clients and keeping up with trends in technology.

From articles to business proposals, and most recently social media posts, business and marketing writers like Ingebrigtsen can be called on to produce any number of items for their clients.

"The need is out there, but I think a lot of people don't realize it," Ingebrigtsen said. "I would hear quite often 'I didn't know there were people like you!'"

Other local writers agreed with Ingebrigtsen: there is plenty of work to go around, and it is up to each writer to plot their own course in the field. Some begin as journalists and move into the marketing end of the spectrum. Others like Tess Fyalka begin in marketing and make the move into more of a communications role.

With more than two decades of experience in marketing and public relations, Fyalka decided to strike out on her own and began Angle Communications in 2000. Shortly after starting her company, Fyalka developed a client base that has stayed with her in subsequent years.

She has put her marketing experience to work for her clients by not only providing writing services, such as crafting articles and informational whitepapers, but offering communications training for small businesses as well. Currently, a good deal of Fyalka's business writing is done for a management company in California that has been a client for a number of years, but she has retained her local clients and continues to work with them on a regular basis.

Since starting Angle Communications, Fyalka has not followed the path that she would generally recommend to her own clients regarding advertising and promotion—such as establishing a website, and creating a presence in social media.

"I break all my own rules," Fyalka said, noting that she has done very little outside advertising and that most of her client base has come from word-of-mouth advertising. "I have been very fortunate that my client base has been very solid."

For writers who are still fairly new to the writing profession, like Kaleigh Friend, a local communications professional who also does additional freelance writing in her spare time, word-of-mouth advertising can make a major impact. Friend began her writing career by taking a writing internship while attending University of Illinois Springfield.

As her affinity for the craft grew, she began reaching out to other communications professionals in the area looking for projects and guidance. In the nearly three years since she entered the writing workforce, Friend has worked on a variety of projects—from newspaper articles to social media posts and email marketing.

Like Fyalka she has chosen to rely on her own contacts and person-to-person promotion to find projects that work for her and fit into her busy schedule as public relations manager at the Central Illinois Foodbank. "It's mostly been just connections as they happen," Friend said.

Professional writers in the Springfield area can mold their careers into whatever they want them to be. From full-time writing and consulting work, to part-time freelance work, the opportunity for work is there, if they are willing to put in the time and effort to find it.

Ashley Caldwell is a freelance writer from Springfield. She can be reached at info@springfieldbusinessjournal.com

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Della Thomas – P. 32

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Ad Agencies – P. 27

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Hotels – P. 34

to find the type of work they are looking for.

"I feel like everyone out there has their own niche," said Bridget Ingebrigtsen, longtime local writer and communications professional. "I always felt that there was enough work to go around for everyone."

Though she has recently moved on to a full time marketing and communications position with O'Shea Builders in Springfield, Ingebrigtsen previously spent more than 20 years as a professional writer and editor. She owned and operated her own company, Write on Command, for well over a decade and throughout her career she has focused on providing well-crafted

Radio Stations

(Listed Alphabetically)

	Station Name Address City, State, ZIP Code	Telephone (-) Fax (=)	Web Site (www.) E-Mail	Owner	General Manager	Programming	Watts	Year Established
1	KISS 99.7 FM 3055 S. Fourth St., Springfield IL 62703	217-528-3033 217-528=5348	997kissfm.com	Neuhoff Communications	Kevin O'Dea	Contemporary Hits	50,000	2001
2	WABZ 93.9 FM 3501 E. Sangamon Ave., Springfield IL 62707	217-753-5400 217-753=7902	abefm.com blake@wdbr.com	Capitol Radio Group	Alan Beck	Jack Format	25,000	1990
3	WCVS 96.7 FM 3055 S. Fourth St., Springfield IL 62703	217-528-3033 217-528=5348	wcvb.com	Neuhoff Communications	Kevin O'Dea	Classic Rock	6,000	1982
4	WDJR 103.7 FM 3501 E. Sangamon Ave., Springfield IL 62707	217-753-5400 217-753=7902	wdbr.com blake@wdbr.com	Capitol Radio Group	Alan Beck	Adult Contemporary Hits	50,000	1982
5	WFMB 1450 AM 3055 S. Fourth St., Springfield IL 62703	217-528-3033 217-528=5348	sportsradio1450.com sportsradio1450@sportsradio1450.com	Neuhoff Communications	Kevin O'Dea	Sports / Talk	1,000	1926
6	WFMB 104.5 FM 3055 S. Fourth St., Springfield IL 62703	217-528-3033 217-528=5348	wfmb.com 1045@wfmb.com	Neuhoff Communications	Kevin O'Dea	Country	50,000	1965
7	WLCE 97.7 FM P.O. Box 460, Springfield IL 62705	217-629-7077 217-629=7952	alice.fm eeo@alice.fm	Midwest Family Broadcasting	Mark Birtch	Adult Alternative	6,000	2007
8	WLJ 89.7 FM 600 W. Mason St., Springfield IL 62702	217-528-2300 217-528=2400	wlj.org comments@wlj.org	Cornerstone Community Radio	Richard Van Zandt; John McBride, Station Manager	Christian	20,000	1987
9	WMAY 970 AM P.O. Box 460, Springfield IL 62705	217-629-7077 217-629=7952	wmay.com eeo@wmay.com	Midwest Family Broadcasting	Mark Birtch	Local News / Talk	1,000	1950
10	WNNS 98.7 FM P.O. Box 460, Springfield IL 62705	217-629-7077 217-629=7952	wnns.com eeo@wnns.com	Midwest Family Broadcasting	Mark Birtch	80s, 90s & Now	50,000	1980
11	WQLZ 92.7 FM P.O. Box 460, Springfield IL 62705	217-629-7077 217-629=7952	wqlz.com eeo@wqlz.com	Midwest Family Broadcasting	Mark Birtch	Active Rock	25,000	1990
12	WQNA 88.3 FM 2201 Toronto Road, Springfield IL 62712	217-529-5431 x164 217-529=7861	wqna.org info@wqna.org	Capital Area Career Center	Paul LaMantia	Student / Community Radio	250	1979
13	WQQL 101.9 FM 3501 E. Sangamon Ave., Springfield IL 62707	217-753-5400 217-753=7902	cool1019.com anelson@capitolradiogroup.com	Capitol Radio Group	Alan Beck	Oldies	50,000	1980
14	WTAX 1240 AM 3501 E. Sangamon Ave., Springfield IL 62707	217-753-5400 217-753=7902	wtax.com adegman@wtax.com	Capitol Radio Group	Alan Beck	News / Talk	1,000	1930
15	WUIS 91.9 FM WUIS130 - 1 University Plaza, Springfield IL 62703	217-206-9847 217-206=6527	wuis.org wuis@uis.edu	University of Illinois Springfield	Randy Eccles	News / Information / Eclectic	50,000	1975
16	WYMG 100.5 FM 3501 E. Sangamon Ave., Springfield IL 62707	217-753-5400 217-753=7902	wymg.com jcochran@capitolradiogroup.com	Capitol Radio Group	Alan Beck	Classic Rock	50,000	1986

Sources: The Radio Stations.

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These are volunteer positions that will help you interact positively with some of the best small business experts on the planet! Nationwide, we are 11,000 volunteers in 320 local chapters. SCORE is a resource partner of the SBA (Small Business Administration).



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Low Cost Business Workshops

	Agency Name Address City, State, ZIP Code	Telephone (-) Fax (=)	Web Site (www.) E-Mail	Number of Full-Time Employees	Owner	Major Clients							Year Established
							Digital Media	Direct Mail Marketing	In-House Photo/Vid Production	Promotion/Event Mktg	Public Relations	Traditional Advertising	
1	HPR Marketing & Consulting Group 4481 Ash Grove Drive Springfield IL 62711	217-698-2023 217-698=2024 hprmarketing.com info@hprmarketing.com		12	Wally Hamlin	AMBUCS, Brahler Tire & Auto, Brandt Consolidated, Bridge Care Suites, Buraski Builders, DeKalb Sycamore Chevrolet, Edgewood Golf Club, Fritsch Custom Finishes, Growth Corp, Halverson Construction, Midwest Garage Door Co., Mike Williams Plumbing, Nelsons Catering, Nicoud Insurance, Nudo Products, Prairie State Bank & Trust, The Real Estate Group, Ryan Electrical Solutions, Springfield Area Home Builders Association, Springfield Plastics Inc., Tobin Jewelers, Village of Chatham	✓	✓	✓	✓	✓	✓	2001
2	HIP Advertising 2809 Mansion Road, Suite A Springfield IL 62711	217-789-4447 217-789=4441 hipadvertising.com mhoffman@hipadvertising.com		10	Myra L. Hoffman	American Lung Association (Ill. Tobacco Quitline), BJ Grand Salon & Spa, BOS, Burrus Hybrids, Butler Funeral Homes, Central Illinois Builders Association, CES, Colorific, KEB, LLCC, Orthopedic Group at Springfield Clinic, Renken Dentistry, Robert's Automotive, St. Agnes School / Parish, Tom Lange Co., USCA, Vision Care Associates, Wiley Office Furniture, Zara's Collision Center	✓	✓	✓	✓	✓	✓	1993
3	Illinois Press Advertising Service 900 Community Drive Springfield IL 62703	217-241-1700 217-241=1701 illinoispress.org jholman@illinoispress.org		6*	Illinois Newspapers	Ameren, American Lung Association, Coventry Healthcare, Illinois Department of Public Aid, Illinois EPA, Illinois Secretary of State, Illinois State Bar Association	✓					✓	1865
4	Omni Communications Group, Inc. P.O. Box 9620 Springfield IL 62791	217-523-0503 217-697=0499 omniideas.com info@omniideas.com		4	Jill Schuller-Kinnett	IL Dept. of Employment Services, Garrison Group, Peterman Financial Group - Money Concepts, Springfield Art Association, Sagamo Chapter Credit Union, Various clients: Social Media, Advertising & Collateral, Website Design & Development	✓	✓		✓	✓	✓	1992
5	Encore Consulting 3309 Robbins Road, PMB 204 Springfield IL 62704	217-816-5415 encoreconsulting@gmail.com		2	Terri Noel	Bella Milano, Bundy Office Machines, PJP Auto, Prairie Capital Convention Center, Coonrod Financial Group, Deb Sarsany - Agent for Re/Max, Don Smith Paint Co., Hold the Dream Production Co, Max Karpman Furs & Fashion, Nuva Direct-Mail Design & Printing, Various clients: Social Media, Print Advertising and Collateral, Website Design	✓	✓	✓	✓	✓	✓	2003
6	Corbin Design 16963 Vaneman St. Petersburg IL 62675	217-636-8947 217-636=8943 deana@corbindesign.net		1	Deana Corbin	Animal Protective League, Illinois Association of School Boards, Illinois Ventures for Community Action, Looking for Lincoln Heritage Coalition, Modern Mailing and Printing Services, St. John's Hospital		✓				✓	2002
	GM Anderson & Associates 3309 Robbins Road, #135 Springfield IL 62704	217-525-1600 217-525=1616 gmaaa.net info@gmaaa.net		1	Patrick J. Anderson	Abraham Lincoln Capital Airport, Broadcast Electronics, Goodwill Industries, Illinois Health Care Association, IBEW Local 701, CWLP Energy Services Office, various political campaigns	✓	✓	✓	✓	✓	✓	1986

Source: The advertising agencies.

* - Does not include entire employee count, only reflects those directly working with comprehensive marketing and media services.



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personality profile •

Back to where he started

By Eric Woods, Correspondent

Springfield –

What is your favorite part about living in the Springfield area? The familiarity and comfort of the area have helped to keep Lytle in central Illinois. His family also lives in the area, which is important. “I have a great support system in place,” he said.

What is the worst part about living in the Springfield area? Lytle would like to see Springfield bring organized baseball back to town. “We need a decent ball diamond,” he said. Lytle often travels up to Peoria to see their team and wonders why we do not have one here.

The biggest issue Springfield currently faces is...? “There is a growing concern over pensions,” said Lytle, who wonders how the state is going to come up with the money. “There is also a trust issue, especially with things like ‘shredgate’ happening.” With the distrust toward city government, Lytle wonders why we are already hearing about potential 2015 mayoral candidates.

Ray Lytle

Title: Talk Show Host, NewsRadio WTAX (Capitol Radio Group)
Address: 3501 East Sangamon Ave., Springfield, Ill. 62707
Telephone: (217) 753-1240
E-mail: rlytle@capitolradiogroup.com

Born: Oct. 25, 1966, Chicago, Ill.
Education: A.A.S. in Radio Broadcasting from Lewis and Clark Community College
Family: Wife – Deidra; Daughter – Bella

Favorites –

Hobby: Baseball
Sports team: Chicago Cubs
Band: The Beatles

Tidbits –

Lead singer for Ray Lytle & the Itchy Pickles
Wants to interview a sitting President of the United States
Loves superhero movies

Employment –

“When I was 10, I wanted to be...” a talk show host

First job? When he was 14 years old, Lytle worked for his father’s restaurant in Auburn as a breakfast cook and dishwasher.

Worst job? Lytle once worked for the street department in Gillespie shoveling blacktop. However, he was often loaned out to the sewer department where he had to spray the sewer tanks. “It was 200 degrees and the smell,” he said.

Current job and responsibilities? Lytle has been in the Springfield radio scene since 1987 when he first worked overnights for WYMG, a Capitol Radio Group station. The same company runs WTAX, where his new show currently airs. The Ray Lytle

Show began on May 28 and runs from 3 p.m. to 6 p.m. every Monday through Friday. Lytle works alongside his producer Barb Ferguson-Fees as well as Alex Degman and Kirk Farrah to go over the news before the show each day. Lytle listens to a lot of audio and does quite a bit of read-

ing in preparation, and once they decide on the content, the show is scheduled. He also does research on guests who will be on the show in order to gauge the types of questions to ask. “It takes about three hours a day to plan a three hour show.”

Philosophical –

What do you want to know about the future? Lytle believes the future of the industry is a multi-format delivery. Lytle can be heard on both AM and FM radio as well as online and through podcasts. “What is the next step?” he said. “We may do video at some point. They will eventually find new ways to get us out there.”

How do you envision your life in 10 years? Lytle has enjoyed broadcasting for years and plans to continue. He has no plans to move away from Springfield, either. “I might want to do this from home at some point,” he said.

Advice –

Advice for someone seeking a career in your field? Broadcasters must have solid content or nobody will listen, according to Lytle. He also warns people not to get sucked into the pandering. “Do not pander to a certain audience,” he said. “Don’t be the next ‘somebody.’ Be the first you.”

Best advice you have ever been given? A colleague in Chicago once told Lytle to just be himself. “He said that no mat-



ter what, there will always be people out there who like you,” he said.

Achievements –

As a kid? Lytle received a scholarship to college in order to follow his dream.

As an adult? “I have been married for 21 years and have an amazing child,” said Lytle.

Future –

Upcoming job news? “The show is still finding its groove and its voice,” said Lytle. There will be more opportunities for advertisers, as advertising will move toward a format where more live commercials will be aired.

I want to retire when I’m ... (age)? Lytle would like to someday broadcast full time from home even if he is not working for a company. “I will always broadcast,” he said. “I need to broadcast.”

Eric Woods is a freelance writer from Springfield. He can be reached at eric@springfieldbusinessjournal.com

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Out of the office

Area businesses utilize trade shows, retreats to enhance customer and employee bonds

By Roberta Codemo,
Correspondent

With the push to do more with less, today's companies strive to create a "nose to the grindstone" work environment that precludes marginal work related activities while employees are on the clock.

Yet, for those companies who still see the value of attending trade shows, setting aside time for a retreat or celebrating together, it creates an environment that brings employees together and builds ties between the company and its customers.

Trade shows

Hanson Professional Services, Inc. attends approximately 23 nationwide industry-specific trade shows each year. Brenda Elliott, business development, said the company has participated in trade shows for years.

Several individuals serve as point persons who coordinate the show logistics. "You must be able to multitask, be detail-oriented and be able to work well under pressure," said Elliott.

Business development and marketing staff complete a trade show form. The form lists the location, booth selection, industry, staff needs, booth configuration and promotional needs. Someone in business development and technical staff attend the show and help set up the booth.

Administrative staff handles the hotel reservations, travel arrangements and booth shipment. "We have a trade show calendar that allows us to keep track of all the conferences for the current year," said Elliott.

Elliott handles trade show analysis, pre-show marketing, booth location logistics, booth needs, client dinner planning and post-show client follow-up, while marketing designs the booth, marketing pieces, orders the promotional items and inventories the items.

The company will purchase a booth one to two years in advance to guarantee a prime spot depending on the show. Business development and marketing plan the theme for the booth and design a custom booth around the theme.

Marketing designs different booth configurations for different shows. A booth may be a full pop-up display, a table-top display, banners or a combination of a display and banners. Elliott said the company analyzes each show to see if it can re-purpose items from past shows; if not, the marketing department designs it.

"Follow-up afterward is important," said Elliott. "Projects are often talked about and new relationships are developed which end up paying off in the long run."

Lara Donovan, project manager for GoWeb1, worked as an event coordinator at the Prairie Capital Convention Center prior to joining GoWeb1. "I had an aerial view of how a trade show worked," she said. "Now I sit in the booth."

Over the past two years, the company has attended four or five trade shows. Planning the booth, attending the event and cleaning up is a collaborative effort between Donovan; Katelyn Stone, graphic designer; and Mark Roberts, owner.

The company attended the Greater Springfield Chamber of Commerce 2011 Business Connections show. "The first show was the hardest one to do," said

Donovan. During the show, a designer built a customized website for a client and they had a margarita station. "It gave people an incentive to come by, relax and hang out," she said.

Donovan said they're in the beginning stages of planning for the October Business Blast at Erin's Pavilion. The show has a Halloween theme. "We always tie the business into the theme of the show," said Donovan. "We don't want people coming by and saying 'not another tech company.'"

Donovan said she is the glue that keeps everyone organized and on track. "It's my job to make sure everything is on

schedule," she said. She makes sure everyone is on task and has all the materials they need.

She collects business cards at trade shows. "I'll write a note on the back of each one about the conversation I had with that person," said Donovan. "I can pick up the phone and make a second connection with that person."

Alan Baum, vice president of marketing for Springfield Electric, sees the value in attending trade shows. Customers can feel, touch, hold and ask questions about the product line.

The core product group attends the Greater Springfield Home and Build-

ers show every year at the Illinois State Fairgrounds. Susan Mason, the lighting design sales manager, plans and coordinates the logistics. She designs the theme for the 10 x 10 sq. ft. booth and chooses which products to display.

Caitlin Dungan, marketing communications coordinator, said last year's theme was exterior lighting. She worked with Susan to create a theme for the booth. Star Graphics designed the posters, banners and booth signage.

There are always two or three associ-

*Continued on Page 31,
Meeting Planning*

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— Susan Helm, Marketing Director, Department of Surgery,
SIU School of Medicine

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Local Print Shops

(Ranked by Number of Employees)

	Company Name Address City, State, ZIP Code	Telephone (-) Fax (=) Web Site (www.) E-Mail	Owner(s)	Number of Employees	Union Shop	Areas of Specialty	Year Established
1	Frye-Williamson Press, Inc. 901 N. MacArthur Blvd. Springfield IL 62702	217-522-7744 217-522=7785 fryewilliamson.com info@fryewilliamson.com	Richard Serena Lynn Serena	24	Yes	Publications, Direct Mail, Advertising, Literature, Pocket Folders, Corporate Identity Packages, Large Format Digital Output	1968
2	Capitol Blueprint, Inc. 1313 S. First St. Springfield IL 62704	217-523-1003 217-523=7770 capitolblueprint.com jobs@capitolblueprint.com	Rick Reed	19	No	Xerox & Color Copying, Digital Copying, Blueprinting, Large-Format Color Copying, Finishing Services, Magnets, Business Cards, Brochures, Canvas Prints, Newsletters, Notepads	1954
3	A & B Printing Service, Inc. 2122 N. Republic Springfield IL 62702	217-789-9034 217-789=9170 anbprinting.com anbprinting@sbcglobal.net	Joe Bruso, Randy Bruso, Elmer J. Bruso, Charlotte Bruso	12	Yes	Offset Printing, Digital Color Reproductions, Direct Mail Services, Carbonless Forms, Business Cards, Signs / Banners, Custom Decals, Advertising Specialties	1993
	Color World of Printing 612 S. Dirksen Parkway Springfield IL 62703	217-753-1049 217-528=5407 colorworldofprinting.com sshaw@cdsot.com	Jerome Watson	12	No	Letterhead, Envelopes, Brochures, Publications, 1-4 Color, All Types of Finishing, Digital Color Copies, High-Speed Copies, Graphic Design	1971
5	ISI Printing 5119 Old Route 36 East Springfield IL 62707	217-523-8422 217-523=2484 isiprinting.com customerservice@isiprinting.com	Jim Palazzolo	10	No	Full Color Printing, Business Forms, Wide Format Banners/Vinyl Lettering, Foil Stamping, Mailing Services, Color Copies, Embroidery	1979
	Modern Mailing & Printing Services, LLC 150 Forrest Ave. Springfield IL 62702	217-522-2780 217-522=2883 modernmailingandprinting.com ron@modernmailingandprinting.com	Larry Sweat Charley Woods	10	No	Direct Mail, Mailing Lists, Letterhead, Envelopes, Brochures, Booklets, Carbonless Forms, Newsletters, Mailers, Digital Color Copying, Commercial Offset Printing	1974
7	Rudin Printing Company, Inc. 927 E. Jackson St. Springfield IL 62701	217-528-5111 217-528=7699 rudinprinting.com info@rudinprinting.com	Carl P. Rudin Chris Rudin, Manager	8	No	Premium Quality Color Printing, Booklets, Newsletters, Graphic Design, Brochures, Letterheads, Envelopes, Business Cards	1956
	Solution Printing, Inc. 3135 S. 14th St. Springfield IL 62703	217-529-9700 217-529=1433 solutionprint.com steve@solutionprint.com	Steve Shelton	8	No	Financial, Educational, Non-Profit, Manufacturing, Healthcare, Religious Institutions, Sports Entertainment, Offset and Digital Print, 1-4 Color, Wide Format, Artwork Setup	2003
9	Emerson Press 103 W. Dodds St. Divernon IL 62530	217-628-3441 217-628=3606 emersonpress.net emersonpress@comcast.net	Leonard & Jane Emerson	7	No	Any kind of business material, Banners, Signs, Canvasing, Letterhead, Business Cards, Carbonless Forms, Envelopes, Foil Stamping, Die-Cutting	1968
	Star Graphics & Media 621 E. Monroe St. Springfield IL 62701	217-744-7225 217-744=7227 stargraphicsmedia.com contact@stargraphicsmedia.com	Robert Koch	7	Yes	Large Reprographics, Trade Show Displays, Digital Printing, Vehicle Graphics, Banners, CD/DVD Duplication, Screen Printing, Embroidery, Jeweled Shirts, Heat Press Products, Engraving	1998
11	GM Services 2785 S. 11th St. Springfield IL 62703	217-744-8700 217-744=8740 gm-serv.com info@gm-serv.com	Jim Good Dave Magowan	6	No	Color Copies, Business Cards, B&W Copying - Manuals, Spiral Binding, Paper Sales - Ream/Case - Wide Variety On Hand	2005
12	J. Gooch and Associates 140 W. Lenox Ave. Springfield IL 62704	217-522-7575 217-522=9355 goochandassociates@gmail.com	Jim & Sherry Feagans	5	No	Books, Brochures, Newsletters, Full Color, Business Forms, Magazines, Digital Copying - Color / Black & White	1972
	Springfield Reprographics, Inc. 1620 S. Fifth St. Springfield IL 62703	217-523-4632 217-544=6570 springfieldrepro.com service@springfieldrepro.com	Steve Wakefield	5	No	Digital Blueprinting - Large/Small Format, Digital Color Printing - Large/Small Format, Digital B&W, Printer Repair - HP/Lexmark, HP Plotter Repair	1920
14	Tailored Printing, Inc. 4855 Sage Road Rochester IL 62563	217-498-1057 217-498=1157 tailoredprinting.com kevin@tailoredprinting.com	Kevin J. Slot Evelyn K. Slot	3	No	Online Print Shop for Full Color & Large Format. Online Company Stores for Buying or Selling Print, Promotional Products and Apparel, Single Source Brand Management	1994

Sources: The Individual Print Shops.

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• marketing, media & meeting planning

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ates, a manager and Mason manning the booth. "The booth was set up like a home," said Dungan. "Customers were able to walk through the booth and experience lighting." The home theme was designed to showcase new dimming levels in light fixtures.

Planning for the Expo begins in early December. "It requires an extreme amount of coordination," said Baum. "The products we show and sell are always changing."

"It's all about developing relationships. Trade shows show who we are and what we do. They perk a customer's interest in coming into the showroom and experiencing the entire experience," Baum said.

HD Smith attends between 40 and 45 national trade shows/conferences a year and will send a booth to between 15 and 20 of them. Kristen Chenoweth, communications and marketing associate, serves as the point person.

"There are several steps involved in the planning process," said Dana DeMarco, executive assistant to chairman and CEO Dale Smith.

Planning for next year's trade shows begin in the fall. Megan Golden, executive assistant, creates a spreadsheet that lists the name of the show, the dates, where it is held, historical attendees, new attendees and additional information.

The executive team will go down the list show by show and approve or decline. Melissa Campbell, executive assistant to president and COO Chris Smith, said the executive team looks at the value the company gained from attending a trade show. "You have to look at the purpose of the trade show," she said.

Chenoweth said two to four months out from the show she will work with Golden to order the booth and set up the registration. "We'll go over what is needed," she said.

Golden handles registration and will contact the booth manufacturer. She works with various executive assistants throughout the company to determine who is going to what dinner and who is meeting with what customer.

The company has three different-sized trade show booths. It contracts out with Skyline, a company that builds, stores, ships and installs trade show booths. "We

can switch out elements between them," said Chenoweth.

Everyone meets after the show to discuss if the goals of the trade show were accomplished, and, if not, what can be done better next time. "If it's a worthwhile experience, the company may continue to participate," said Chenoweth.

Andrea Hester, Internet and marketing manager for Design Ideas, said the company participates in six to seven domestic and three to four international trade shows twice a year. She is the point person on the sales and marketing team.

"Trade shows are the main way we interact with our customers," said Hester. "It's an expensive amount of work for the level of participation."

The planning process involves team members in operations, design, customer service and sales and marketing. "Our developers work with our overseas factories to ensure we have enough product," said Hester.

The company thinks big in terms of scale. "We have a large number of products to display," said Hester. "We need space. We will physically build walls, fixtures and special lighting."

The company uses different booth sizes, depending on the show. For smaller shows, they may use a 20 x 20 booth while for larger shows, like the New York Now trade show, they may have a 40 x 60 booth.

Booth design is a collaborative process between the sales and marketing team and the design team. The booths change frequently. "Our products are always changing," said Hester.

Hester said the team will build a booth from scratch for larger shows. The company has renovated a warehouse and the team will construct a sample

booth and do a test run.

Planning is involved. The company has process guidelines. "We know when key events have to happen," said Hester. "Everything needs to happen in succession. We try to plan ahead so we don't have to scramble at the last minute."

There are two trade show seasons. "It's an ongoing cycle," said Hester. The winter season begins in January and the summer season begins in July and August.

The company attends the New York Now show and the Atlanta International

Staff Retreats

Springfield Electric holds a series of retreats that are designed to focus on sales opportunities the company wants to focus on in the coming year. Anywhere from 35 to 75 attend.

The managers planning meeting is held in mid-to-late September or October. "This meeting starts the planning process," said Alan Baum.

At this meeting, the team identifies and prioritizes by region targeted account prospects. It looks at opportunities for the company to supply products or services through the sales group or inventory group to new customers.

During the Springfield Electric sales conference in December, there is a concurrent two-day managers retreat. This is an opportunity to bring together sales and marketing teams.

At the retreat, the team members go over the target account prospects and prioritize the top five to 10 action items. Following the retreat, planning reviews the list.

The final meeting is held in January. At this meeting everything is solidified and documented. "It's easier if we're all on the same page to move forward into the new year," said Baum. "The challenge is to stay ahead of the curve and not fall behind."

Dana DeMarco organizes the annual HD Smith corporate retreat for 20 to 30 vice presidents and higher. The strategic meeting promotes networking, brain storming and team building.

The goal of the retreat is to take top-level executives off-site where they have the privacy to set the company's five- and 10-year goals. Dale Smith and the executive team puts the agenda together. The executives look at where the industry is going, where the company fits in and plan towards it.

DeMarco looks for a venue that creates an atmosphere of a true retreat. In 2012, it was held at Big Cedar in Branson, Mo.

"I was looking for a secluded place where everyone could stay together and that was within driving distance of Springfield," she said. Once DeMarco picks a venue, she builds off that. The venue changes every year.

DeMarco knows what Chris Smith and Dale Smith expect. "This is their baby and their time," she said.

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Meeting Planning*



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personality profile •

The one-stop event shop

By Eric Woods, Correspondent

Springfield –

What is your favorite part about living in Springfield? “It is a small town atmosphere but in a bigger city,” said Thomas. “It is the biggest small town in the world. We still have access to everything.”

What is the worst part about living in Springfield? Thomas is not a fan of the local political scene. “It is an embarrassment,” she said.

The biggest issue Springfield currently faces is... Thomas has seen local businesses coming to town but struggle. “The economy is horrible,” she said. “Not enough money is generated, so small businesses are going out of business.”

Employment –
“When I was 10, I wanted to be... a criminal lawyer.

First job? Thomas worked as an office assistant for a landscaping company when she was 18 years old. “I would set up the work crews and send them out on jobs,” she said.

Worst job? Working as a waitress was

not a job Thomas considered her favorite. “I love working with people, but that was physically draining,” she said. “It takes a lot out of you.”

Current job and responsibilities? Thomas handles all events for Camelot, from giving tours and showing the facility to booking the events. She also acts as wedding coordinator when people need assistance. “I do all the decorating, set-up, and cleanup,” she said. Camelot has been in business for eight years, located right next to Knights Action Park in the building formerly occupied by B & G Corvette. Thomas had always wanted to open a facility that would be a one-stop shop, as she was often asked by others to work on their weddings. “I wanted to have a place that would do everything for them.” There were a few glitches early on, but eventually everything turned around. The months of May through October is the busiest time for Camelot, with September and October being big wedding months.

Della Thomas

Title: Event Coordinator,
Camelot Banquet Center
Address: 1550 Recreation Dr.,
Springfield, Ill., 62711
Telephone: (217) 726-5292
E-mail: None

Born: Dec. 30, 1965, Springfield, Ill.
Education: Certified shorthand reporter and paralegal, Brown’s Business College
Family: Children – Nicole and Shane

Favorites –
Hobby: Decorating
Restaurant: Chesapeake Seafood House

Tidbits –
Worked at the House of Representatives for 15 years
Licensed barber
Favorite vacation spot is Las Vegas
Hopes to someday go deep sea diving

Philosophical –
What do you want to know about the future? “What does the future hold for the world and for everything?” said Thomas.

How do you envision your life in 10 years? Thomas hopes to one day be remarried and enjoying her grandchildren. She also sees herself still in her current field.

Something you learned early in life and still use? “Live your life honestly, and treat people how you want to be treated,” said Thomas. “I am a strong believer in karma.”

Advice –
Advice for someone seeking a career in your field? Thomas feels that hers is a very difficult industry to get into. “There is not enough business generated for it to be a full time job. It is a hard field to break into,” she said. Good people skills are also crucial for this industry. “Treat every client as if they are your own son or daughter getting married. Do not let anything slide. For most people this is a once in a lifetime event, so you have one shot to get it right.”

Who was your biggest influence? Thomas had a grandmother who made wedding cakes for a living. “I learned all my decorating techniques from her,” she said.



Achievements –

As a kid? Thomas was always proud to have received good grades in school.

As an adult? Raising her children has been a wonderful achievement for Thomas. Also, getting through college and graduating while raising her children was a proud moment.

Future –

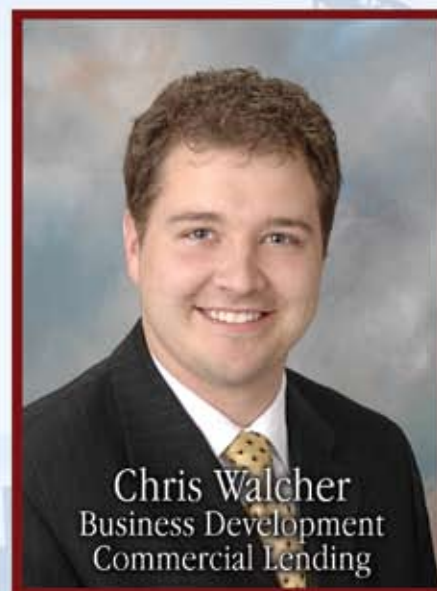
Upcoming job news? It is business as usual for Thomas and Camelot, as she continues to book, plan, and carry out events at the banquet center.

Any vacation plans? “You do not get to vacation much in the business,” said Thomas.

I want to retire when I’m ... (age)? While she is not completely sure just yet, Thomas hopes to be retired by age 60.

Eric Woods is a freelance writer from Springfield. He can be reached at eric@springfieldbusinessjournal.com

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Gift Show at Americas Mart. These are the largest domestic trade shows. They also attend Maison-Object in Paris and Ambiente in Frankfurt. The company has also opened a showroom in Las Vegas.

Once the season ends, the teams meet and discuss the past season. Hester said they go over what went well and what didn't. "We use that to plan next year's shows," she said.

Hester said it's not glamorous work. "It's a lot of fun. It's a great feeling to see

The company also held two customer forums. Hester designed a survey for that as well. The survey was structured as a drawing, with the winners winning an all-expense paid trip to the New York Now trade show.

The customer surveys asked about their store, how often they attend trade shows as well as details about their buyers. Respondents were asked to rate the company's products based on uniqueness, price and quality compared to comparable products.

Hester said, "It was fun watching customers interacting with each other. We

Holiday parties and celebrations

Melissa Campbell has been the lead planner for the annual HD Smith holiday party for the past three years. She books the venue a year in advance. "The hardest part is finding a venue large enough to accommodate everyone," said Campbell.

This year it will be at the downtown Hilton. "We try to change locations every couple of years," said Campbell. She will find a new location next year.

"I try to do something different every year," said Campbell. She hires a photographer every couple of years to take pictures. "It's nice to provide people with a photo," she said.

When selecting a venue, Campbell considers several factors, including food quality, ambiance, location and parking. If the party is not held at a hotel, she looks for a venue near one so guests can stay overnight if they choose. She negotiates a special room rate with the hotel.

Campbell works with the venue when planning the menu. "I select a beef, chicken, fish and vegetarian option," she said.

She also works with marketing to create a reservation site where associates can leave their name, their guest's name, their meal choice and their guest's meal choice. The venue needs a final headcount two weeks prior to the event. The evening event includes dinner, cocktails and hors d'oeuvres. This year there will be a DJ.

Campbell said the company believes in local first. "We try to patronize local businesses," she said. "We want to help out the community where we started."

Kathy Watson, Hanson Professional Services, Inc., provides support to the executive team and has been the lead for the annual open house since 2008. She also coordinates the employee recognition luncheon and holiday party.

Watson and a six-person committee begin planning the November invitation-only open house a month before the event. Committee members include Andrea Kane, office assistant; Andy Gordon, facilities and fleet coordinator; Brenda Elliott, business development; Darrel Berry, manager of marketing communications; Julie Hermes, administrative assistant; and Sheila McCutchan, receptionist.

"The community thinks of the open house as the kickoff to the holiday season," added Watson. "It's our largest client event in Springfield." Mariah's Restaurant is the caterer, David Blanchette is the photographer and Party Creations supplies the tables and tablecloths.

Watson works with pretty much the same group of individuals when planning and coordinating the annual employee recognition luncheon. Todd Denton, graphic designer, coordinates the background music and Ryan Sponsler, graphic artist, books the trolley that transports employees to the event.

The employee recognition luncheon was moved to the Governor's Mansion this year.

The luncheon recognizes employees celebrating incremental five-year service anniversaries. "It's a time for co-workers to celebrate with their peers," said Watson. "It fosters a family atmosphere."

Planning for the luncheon begins in mid-September. Watson works with each supervisor to develop the script. It has the names of the employees being recognized and their service anniversary. Sergio "Satch" Pecori, president and CEO, reads this at the luncheon.

Watson and the same committee also plan and coordinate the employee holiday party, which is held at the Abraham Lincoln Hotel. Anita Bybee began planning this year's party before she retired and Watson took over. Bybee had reserved the space a year in advance.

"If it works, don't change it," said Watson.

it all come together."

Design Ideas started holding focus groups in conjunction with the New York Now trade show. "We invited sales reps from six different groups from different areas of the country to come to New York for a day long retreat," said Hester.

She designed a survey and asked each sales rep to complete it beforehand. Hester said the survey asked about how they do their job, things that would make their job easier and how they represent different product lines. "We wanted to get their perspective," said Hester.

Reps were invited to come and engage in in-depth discussions. Hester said, "We used their feedback to create action plans that we shared with other parts of the company," Hester said. "We looked at areas we do well and areas where we need improvement." She set the agenda based on the completed surveys.

learned a lot."

When she looked at her notes later, she was surprised at how useful the day had been for them. "We took them out of their setting and placed them in an outside setting where they were not in direct competition with their competitors. It was valuable for them."

Communication afterward was just as important. "We took the time to follow up and share the results of the surveys and actions plans with everyone," said Hester. "It made them feel valued and understood. When we went into this, we didn't know what to expect."

Roberta Codemo is a freelance writer from Springfield. She can be reached at info@springfieldbusiness.com.



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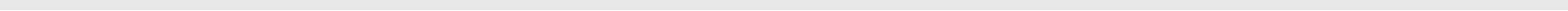
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2	President Abraham Lincoln Springfield A DoubleTree by Hilton 701 E. Adams St., Springfield IL 62701	217-544-8800 217-544=9607 doubletree.com	310	17	\$89 - \$169	Jeff McLinden	Lindsay's Restaurant and Globe Tavern, complimentary wi-fi in guestrooms, all guestrooms completely renovated, indoor pool, health club, hot tub, sauna, coffee maker, mp3 alarm clock, Bath & Body Works amenities, suite shop, business center
3	Crowne Plaza Hotel 3000 S. Dirksen Parkway Springfield IL 62703	217-529-7777 217-529=6666 crowneplazaspringfield.com	288	25	\$89 - \$175	Troy Benavides	Coffee makers, bathroom phones, indoor pool, fitness center, rooftop patio, iron, hair dryer, business center, bar, restaurant and coffee bar, gift shop
4	Holiday Inn Express 3050 S. Dirksen Parkway Springfield IL 62703	217-529-7771 217-529=1777 hiexpress.com	140	4	\$89 - \$165 (2 suites)	Denise Kruger	Free high-speed internet access, fitness center, free local calls, guest laundry, complimentary hot breakfast bar, next-door to the Crowne Plaza Hotel, Crowne Plaza pool access
5	The Statehouse Inn - An Asend Hotel 101 E. Adams St. Springfield IL 62701	217-528-5100 217-528=4358 thestatehouseinn.com	125	6	\$89 - \$139	Ian Moore	Complimentary full hot breakfast buffet, business center, fitness center, lounge, complimentary on-site parking, complimentary in-room wi-fi, 3 blocks from Amtrak, 6,500 sq. ft. of meeting space
6	Hampton Inn 3185 S. Dirksen Parkway Springfield IL 62703	217-529-1100 217-529=1105 hamptoninn.com	124	3	\$99 - \$149	Christina Harper	Complimentary hot deluxe breakfast, free wireless internet, indoor pool and fitness center, easy interstate access, great location
7	Drury Inn & Suites 3180 S. Dirksen Parkway Springfield IL 62703	217-529-3900 877-732=0594 druryhotels.com	117	1	\$119.99 - \$149.99	Chris Fultz	Free hot quickstart breakfast, manager's reception, hot foods, indoor pool/jacuzzi, exercise room, guest laundry room, micro/fridge combos, in-room coffee, wired & wireless internet, business center, free long distance
8	Hilton Garden Inn Springfield 3100 S. Dirksen Parkway Springfield IL 62703	217-529-7171 217-529=7172 springfieldil.gardeninn.com	117	7	\$95 - \$199 (13 suites)	Stacy Hamlin	Indoor pool, whirlpool, exercise room, free wired / wireless high-speed internet, restaurant and lounge open daily, free local calls, free business center with wireless printing from the rooms, refrigerator and microwave in every room, complimentary parking, Fit Club passes
9	Route 66 Hotel and Conference Center 625 E. Saint Joseph St. Springfield IL 62703	217-529-6626 217-529=4666 r66hotel.com	114	7	\$72 - \$150 (8 suites)	Joseph Vala	Outdoor swimming pool, restaurant on-site, wireless internet service, fitness center pass for the Fit Club, in-room coffee maker, iron & hair dryer, on-site guest laundry, two-room suites available, free parking, bar on-site
10	Candlewood Suites 2501 Sunrise Drive Springfield IL 62703	217-522-5100 217-522=5101 candlewoodsuites.com	110	1	\$89.99 - \$129.99	Janie Deheve	Complimentary wireless high-speed Internet and full kitchens in spacious guest rooms for longer visits. Free laundry facilities, unlimited access to a state-of-the-art business center, an exercise room and the Candlewood Cupboard convenience store for meals and snacks., Green Certified hotel
11	Residence Inn Springfield South 2915 E. Stanford Avenue Springfield IL 62704	217-527-1100 217-527=1101 marriott.com/residenceinn	108	1	\$149.99 - \$199.99	Darin Dame	Studios, 1-2 bedroom suites (w/ full kitchens, separate living space, work areas, sleeping areas), evening reception/social hour Tue-Thu, onsite exercise room, indoor pool, whirlpool, laundry facility, coffee in lobby, coffee/tea in-room, complimentary continental/grab-n-go/hot breakfast, phone calls: toll-free, safe deposit boxes at front desk, pets allowed - contact hotel for details
12	Northfield Inn, Suites & Conference Center 3280 Northfield Drive Springfield IL 62702	217-523-7900 217-523=7273 northfieldinn.com	107	8	\$89 - \$149	Marianne Zarndt	Free high-speed internet in Guestrooms and Conference Center. 13,000 sq. ft. of meeting space, fitness center & business center. Free extended Continental Breakfast. In-room coffee makers, refrigerators, and microwaves. Jacuzzi Suites, Standard, and Accessible Rooms available. Free parking and indoor pool
13	Motel 6 6011 S. Sixth St. Road Springfield IL 62712	217-529-1633 217-585=1271 motel6.com	104	0	\$39.99 - \$45.99	Subhash Bhatia	Kids under 18 Stay Free (With Parents), Pets Welcome, Outdoor Pool, Free morning Coffee, Free Local Calls, WIFI, Guest Laundry, Cable with two HBO Channels and three ESPN Channels
14	Ramada Springfield North 3281 Northfield Drive Springfield IL 62702	217-523-4000 217-523=4080 springfieldramada.com	97	2	\$89 - \$149	Marianne Zarndt	Complimentary Deluxe Continental Breakfast, Free Wi-Fi, All non-smoking hotel, Indoor Pool, Fitness Center, Refrigerator/Microwave in all rooms, Business Center, Jacuzzi Rooms, 32" flat screen TVs, guest laundry facilities
15	The Travelodge of Springfield 3751 S. Sixth St. Springfield IL 62703	217-529-5511 217-529=1541 travelodge.com	94	0	\$52.99, \$57.99	Min Costa	Microwave and mini-fridge in every room. Guest laundry facilities (brand new). Banquet room available
16	Comfort Suites 2620 S. Dirksen Parkway Springfield IL 62703	217-753-4000 217-753=4166 comfortsuites.com	92	1	\$90 - \$100	Sherri White	All rooms equipped with wet bar, refrigerator, microwave, whirlpool tubs, pull-out sofa bed, remote TV w/ DVD, free high-speed wireless internet access, separate work / leisure areas
17	Rodeway Inn 3675 S. Sixth St. Springfield IL 62703	217-529-8898 217-529=4354 rodewayinn.com	90	1	\$55 - \$100 (2 suites)	Nima Patel	Free continental breakfast, free HBO, patio suites, jacuzzi suites, meeting room, free wi-fi, free long distance
18	Hampton Inn & Suites 2300 Chuckwagon Drive Springfield IL 62707	217-793-7670 217-793=6522 hamptoninn.com	83	2	\$129 - \$160	Darrin Thurman	Complimentary hot breakfast, indoor pool, 24-hr. fitness center, free high-speed internet, wireless internet, business center, 2-room suites, microwaves and refrigerators, van shuttle, manager's reception
19	Staybridge Suites 4231 Schooner Drive Springfield IL 62711	217-793-6700 217-793=6694 staybridge.com	82	1	\$124 - \$179 (all suite hotel)	Bruce Hertz	Complimentary hot & cold breakfast, free wireless & hard wired internet, free local calls, direct phone line w/ voice mail, indoor pool w/ jacuzzi, 24-hr. fitness ctr., convenience store, business center, complimentary evening social (m-th w/ soda, beer, wine & food), pets welcome
20	Howard Johnson Inn & Suites 1701 J. David Jones Parkway Springfield IL 62702	217-541-8762 217-541=8774 hojo.com	79	3	\$69, \$89	Shailesh Parekh	Complimentary continental breakfast, free local calls, outdoor pool, 24 suites, truck parking, free wireless
21	Courtyard By Marriott 3462 Freedom Drive Springfield IL 62704	217-793-5300 217-793=5300 marriott.com	78	1	\$109.99 - \$179.99	Nathan Biermann	All non-smoking hotel, heated indoor pool, spa, exercise room, lounge, in-room coffee, iron, free high-speed wireless internet, restaurant - The Bistro, Starbuck's coffee, HD-TV in all rooms
22	Baymont Inn & Suites 5871 S. Sixth St. Road Springfield IL 62703	217-529-6655 217-529=6510 baymontinn.com/hotel/17908	75	1	\$69.99 - 149.99 (8 suites)	Mihir Tals	100% smoke-free hotel, indoor / outdoor heated pool & hot tub, free hot breakfast, free wi-fi, fitness room, close to many major restaurants, all rooms have microwave and refrigerator, free hot breakfast, 32" flat-screen plasma TV's in every room
23	Microtel Inn & Suites 2636 Sunrise Drive Springfield IL 62703	217-753-2636 217-753=9636 microtelinn.com	64	1	\$89 - \$99 \$99 (suites)	Bob Ippert	Completely nonsmoking hotel, free high-speed wireless internet as well as free local and long distance phone, continental breakfast, guest laundry facilities, passes to Fit Club, indoor pool, 32 inch flat screen TV
24	Carpenter Street Hotel 525 N. Sixth St. Springfield IL 62702	217-789-9100 217-789=9387 carpenterstreethotel.com	55	0	\$74 - \$109	Rebecca Siltman	Completely renovated 2010, complimentary hot breakfast, complimentary wireless internet, 32" flat panel TV's, fitness center - True cardio equipment & free weights, coin-operated laundry, complimentary shuttle service, walking distance to Lincoln Presidential Museum and many downtown restaurants and tourist attractions

Sources: The hotels.





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before



after

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after

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Alan Jackson/David Nail/Casey James
Bret Michaels
Carnival of Madness
Carrie Underwood
Chris Tomlin
Chris Young
Dierks Bentley/Eli Young Band/Jarrod Neumann
Dwight Yoakam
Easton Corbin
Francesca Battistelli
Judas Priest/Black Label Society/Thin Lizzy
Kansas/King's X
KISS
Martina McBride
Robert Cray/Kenny Wayne Shepherd
Shinedown & Bush
Tate Stevens
Third Day
T-Pain
Weird Al

Events:

2011 Taste of Home Cooking Show
AAU Wrestling Freshman/Sophomore State Championships
Advisory Group Meeting
Advocacy Day 2013
AFSCME Council 31
American Family Insurance
American Legion State Convention
ANA-Illinois Student Nurse Political Action Day
Annual ESOP Stockholders Meeting & Luncheon
Ansar Shrine Circus
Assemblies of God Momentum Convention
Associated Press Media Editors NewsTrain
Association of Illinois Electric Cooperatives Youth Day
Baptist General State Congress
Barbershop Harmony Society Competition
Benedictine University at Springfield
Boys Basketball City Tournament
Boys High School AAA Supersectional Basketball
Business Connections
Capital City Cage Wars
Central Illinois Fellowship of Christian Athletes
Central Midwest Auto Recyclers Convention
Cirque du Soleil - Quidam
City of Springfield Police Exam
ComEd
Conference on Illinois History

Court Reporting Services
Dare to Care Fashion Show
Dave Ramsey Simulcast
Deer & Turkey Expo ILLINDIS
Devotional Associates of the Yogeshwar
District 186 High School Graduations
Everything Weddings
FCCLA Convention
Federation of Genealogical Societies
Fire Exam
Girl Scout Day at the Capitol
Great Lakes Valley Conference Basketball Tournament
Hanson Professional Services, Inc.
Harlem Globetrotters
High Speed Rail Meeting
Horace Mann Annual Employee Meeting
IDEA Dome Shift
Illinois AEYC Conference
Illinois After School Network
Illinois Asphalt Pavement Association Meeting
Illinois Baptist State Assoc. Youth Convention
Illinois Centers for Independent Living
Illinois Cheerleading Coaches Association Cheer Competition
Illinois Christian Teen Association Convention
Illinois Coin Machine Operators Association
Illinois Committee of Blind Vendors
Illinois Council of Teachers of Mathematics Conference

Illinois Criminal Justice Information Authority
Illinois FFA Convention - In The Spotlight
Illinois Firefighters Memorial Foundation
Illinois Highway Commissioners
Illinois History Expo
Illinois Kids Wrestling Federation
Illinois Lumber & Material Dealers Association
Illinois Nurses Association
Illinois Principals Association
Illinois Reading Council Conference
Illinois State Rifle Association
Illinois Sheriff's Association
Illinois Skills USA
Illinois State Police Applicant Testing
Illinois Youth Ministries Convention
Kids Fest
Lessen Helmkamp Wedding Reception
Lincoln Day Dinner
Lincoln's Challenge Program Graduation
LLCC Graduation
Masonic Grand Lodge Convention
Medicare Seminar
Motorcycle Show and Swap Meet
National Association of Social Workers Illinois Chapter
National Service Recognition Day
NWCA National Dual Meet Championships
Order of the Eastern Star Convention

Police Benevolent & Protective Association
Prairie State Gaming Pool & Dart Tournament
Proper Conference
Salvation Army Civic Dinner
Sangamon County Election Office
Sangamon County Sheriff's Office
Skills USA Competitions
Sons of Union Veterans of the Civil War
Sports Radio 1450 Basketball Shootout
Springfield Area Home & Builders Association
Springfield RV & Camper Show
Springfield Summit of Hope
St. Louis Cardinals Caravan
Staff Development for Educators
The National Guard Association of Illinois
The State Journal Register Reception/Seminar
TNA Wrestling
Township Officials of Illinois
Triple Star Pool & Dart Tournament
Troxell Financial Advisers
UIS Graduation
Veterans of Foreign Wars Convention
Vision Quest
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business lunch •

Brio: Love of food

By Tom Collins

When I asked to review Café Brio, my editor had some concerns since it hadn't been all that long since the Business Journal last visited. I explained that I felt, décor and name aside, that another visit was justified given that, under Brio's new owners, it's pretty much a new restaurant. I'm glad my editor relented.

Café Brio is located downtown at Sixth St. and Monroe in the Ferguson Building. Observant diners will note that the façade of the Ferguson Building recently underwent a face lift as part of an anticipated restoration of that building. My guest commented on the fact that Brio itself underwent just such a face lift, albeit at

mango sauce, fried onions on a baguette with fries - \$9).

True to its heritage, Brio still starts diners out with chips and salsa. We were appreciative of having something to immediately nosh on as we sat down and ended up going through two baskets.

After perusing the menu, my guest and I decided to start out with a cup of the smoked chicken black bean chili (\$3). This was more of a black bean soup than chili – but that's just semantics. It was good stuff. Our only complaints were that it was a bit too salty and that we couldn't detect the cilantro that was advertised as an ingredient. We particularly appreciated the smoked chicken served on the top – very flavorful.

Cafe Brio

Overall Rating: ★★★★★

Atomosphere: ★★★
Service: ★★★★★
Food: ★★★★★
Price: ★★★★★
Suitability for Business Lunch: ★★★★★

Address: 5248 E. Monroe,
Springfield, Ill. 62701
Website: cafebrio-springfield.com
Phone: (217) 544-0574
Hours: Sun. and Mon., 11a.m.–3p.m.;
Tues.–Thurs., 11a.m. – 3p.m. and
5p.m. – 9p.m.; Fri. and Sat., 11a.m. –
3p.m. and 5p.m. – 10p.m.
Credit Cards: Yes
Wheelchair access: Yes
*Menu listings and prices subject to change



WHAT THE STARS MEAN:
(None) Poor to satisfactory
★ Average
★★ Good
★★★ Very Good
★★★★ Excellent
★★★★★ Extraordinary

a deeper level.

Physically, things haven't changed much with Café Brio. Sure, the artwork on the walls has changed, but there's still the same color palette and Southwestern feel. High top tables front the Monroe street side while a long bar offers diners views of the Federal Court on 6th Street. Thanks to the large windows, there's plenty of light.

Tables, especially those along the wall, are quite close together. My guest commented that he would have felt uncomfortable having a business conversation had diners occupied the adjacent table. The techno-pop playing in the background, however, might provide some cover.

One interesting note – Brio offers a delivery option to the downtown area as far south as South Grand and as far north as Carpenter. The full coverage area is on Brio's website. Only the lunch menu is available and there's a \$2 delivery fee and a \$15 minimum order.

We arrived at Café Brio around 11:30 a.m. to find it mostly empty. However, by 12:15 p.m. it was about two-thirds filled. Our fellow diners included a healthy smattering of what we assumed to be tourists rounded out by the downtown business crowd.

There were a few holdovers on Brio's menu from its past incarnation, and, in most instances, those items have been tweaked just a bit. The rest of the menu, however, appears to be brand new.

There are plenty of options for anyone's palate, including a small vegetarian section. Items that caught our collective eye included the fish and chips (Rolling Meadow Lincoln Lager batter dipped cod, slaw, pickled aioli and fries - \$10.00); the Orange Chicken (tempura chicken, bells peppers, crispy peas, sweet chili-orange sauce and egg fried rice - \$9), and the 18-hour smoked chicken (shredded smoked chicken, mango salsa, queso fresco, chili

We also decided to try an order of the sweet potato chips (\$3.95). I'm not a sweet potato fan, but these things were addictive. They were thinly sliced and perfectly fried. I felt that a dipping sauce or two might have added another dimension to the dish, but my guest felt they were strong enough to stand on their own. To each his own, I guess – but you're still wrong!

For entrees we started with the Caesar Salad (\$7.50) with chipotle shrimp added for an additional \$5. Fish (\$5) or chicken (\$3.50) can also be added. For our final selection, we ordered the grilled fish sandwich (grilled cod, greens, mango salsa, pickled aioli, tomato and onion on brioche, with fries - \$9.95) but with a baguette substituted for the brioche.

My guest and I could both tell that the chef that day liked cooking – everything was beautifully presented and, most amazingly, the shrimp and cod were perfectly cooked (i.e. not overcooked) and well seasoned. The Caesar dressing was reported as not too heavy but still packed with flavor. The fish sandwich was as good a lunch dish as I've ever had. These dishes were on the higher end of of the Springfield lunch spectrum. My only complaint was that the fries were a bit limp.

Service was attentive, if a bit chatty – but still incredibly friendly and helpful. Our drinks were well monitored and our special requests were met without any pushback.

Brio's website proclaims "there is no love more sincere than the love of food." My guest and I concluded that its menu, and its offerings, reflected this sentiment.

Tom Collins is a freelance writer from Springfield

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• monthly drive

Mini Countryman S All4: Distinctive in a small package

By Jane Driver

On the same trip to St. Louis with my son, John Driver to test drive the Range Rover Sport we visited Mini of St. Louis; or at least we tried. They had recently moved and Google maps had not caught up yet. We finally figured out their new address after calling, which we should have done first, we realized they were just around the corner.

With over three-dozen cars on the lot, each one was unique. Mini prides itself on the number of options available, creating a myriad number of final appearances. In fact, miniusa.com says it is loading 10 million options once you click on "build your own." As with many car companies, you can choose interior and exterior colors, but with mini, you can choose racing strips, turn signal colors, door panel colors and many other features. So it's no wonder that we couldn't find any two alike.

Karen Fortune, our sales representative, explained why this happens. Mini customers don't wander into the dealership as if it's one of several in a row. Mini of St. Louis is across the street from a BMW dealership, but otherwise distant from other car dealerships.

She asked us which one we'd like to drive and we chose the Mini Countryman S All4, Cosmic blue with Carbon Black



2014 Mini Countryman S All4

leatherette interior. Priced at \$32,100, this mini has four doors and is considered a station wagon by mini standards. Before we left on our test drive, Fortune went over some of the Countryman's features, especially the sport mode, for that "Go-cart ride feeling," she said. After she attached a license plate we were off to see what the mini could do.

Mini's distinctiveness rides all the way through this car. While it is a small, it is extraordinarily spacious inside with few if any blind spots. You feel transported back in time to the 1940s with the over-sized dials and the enormous speedometer in the middle of the dashboard. Oddly though the tachometer was difficult to see, but that might have been due to my

placement of the steering wheel.

The low ceiling wasn't claustrophobic due to the two sunroofs and large, square windows. The small side view mirrors are proportional to the car, so you will have to get used to them.

Punching the gas produced good acceleration with a

moderately pitched, but rather loud engine to go along with it, almost like a go-cart, John Driver said. But it was a well-tuned go-cart as it shifted gears smoothly and powerfully. This is definitely a car I'd rather drive as a manual. It would add to the fun and experience tenfold.

We switched to the Sport mode and understood what Fortune was saying. Sport mode stiffens the ride so you feel every bump and swerve that much more. I don't remember if

I was in Sport mode when I swerved the wheel to test the Countryman's stability, but it swerved more than I thought it would – John Driver bumped his head on the window. Ouch. But overall, the Mini felt amazingly stable, by its wheels being pushed to the far corners of the frame, widening its stance. This car felt and acted much better than the Smart Car I drove a few years ago.

As a "station wagon," you can store a lot of stuff (relatively) in the Countryman, with tiny storage spaces all over and a decent-sized cargo area in the rear. But the lumbar support was not so great, so I would have difficulty on a long road trip in the Mini. And on this typical summer day, the air conditioning wasn't cold or powerful enough for me.

Turning on a dime is another of the Mini's reputations along with its overall maneuverability and it certainly holds true to this. It would have been fun to whip it into a parking spot along the street, but for the lack of my driving ability, not the Mini's.

Unfortunately, we had to turn the car in and we chatted with Fortune some more. She has customers come in from all areas of the Midwest, coming in for the particular configurations Mini of St. Louis has on their lot. "I have customers where every family member has a mini and each one is as distinctive as the driver," she said.

One downside to the Mini Cooper is traveling to St. Louis to purchase, however, since the Mini is manufactured by BMW, Isringhausen Imports in Springfield can perform service.

Jane Driver is a freelance writer from Springfield. She can be reached at jane@springfieldbusinessjournal.com

2014 Mini Countryman S All4

Driven at:

Mini of St. Louis
40 Sunnen Dr.
St. Louis, MO 63143
314-644-6464
miniofstlouis.com



Sticker price as driven: \$32,100
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Go-cart feel on swerve; Road noise

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Three decades of showing the way

By Eric Woods, Correspondent

Springfield –

What is your favorite part about living in Springfield? “Springfield is a close-knit community,” said Curry. “There are great people here.”

What is the worst part about living in Springfield? Curry has no issues with living in Springfield. He has spent the majority of his life here, with the exception of two years when he was in Chicago going to college.

The biggest issue Springfield currently faces is... Curry would like to see improvements in the services available to people with disabilities. “We are on the right track,” said Curry.

Employment –

“When I was 10, I wanted to be...” a state trooper.

First job? Curry first worked for his father at Laketown Animal Clinic. “I was a kennel boy,” he said. “I cleaned the cages.”

Worst job? “I haven’t really had a bad job,” said Curry.

Current job and responsibilities? Curry

has been the executive director of Mary Bryant Home for the past 13 years after spending 18 years as a volunteer. He is in charge of the more than 40 residents who live at the facility. He also handles the everyday operations of the home as

well as fundraising events. “We need to keep the name in the public view,” said Curry. “We have run for 67 years without state funding. All money is raised through fundraising.” On his first day at work, Curry was told by the board of directors that the home would close in three months unless some major money could be raised. The home is still running 13 years later.

Philosophical – What do you want to know about the future? “I

just want well wishes to my family and friends,” said Curry. He is also hopeful for the continued security of the Mary Bryant Home.

How do you envision your life in 10 years? Curry foresees a number of events surrounding his children. “I will probably be having two daughters with weddings and will be paying for college for three

kids,” he said.

Something you learned early in life and still use? Having a good work ethic was something Curry’s father taught him at a young age. “My dad worked seven days a week,” he said. “To be successful, you have to work hard.”

Advice –

Advice for someone seeking a career in your field? Curry wants anyone hoping to get into not-for-profits to understand that they will not get rich. “Your heart has to be in it,” he said. Knowing the needs of an organization is also helpful, as volunteering for 18 years assisted Curry when he took over as executive director. “You must have a passion for it.”

Best advice you have ever been given? “My parents taught me that you must not do anything to ruin your name,” said Curry.

Achievements –

As a kid? Curry was proud of his ability to make friends. “I am blessed to have a lot of friends,” he said.

As an adult? Curry has been a scout master for 33 years and is proud of the more than 30 Eagle Scouts he has had. He is also pleased with the Mary Bryant Home and how he has assisted in keeping it open. One of Curry’s proudest achievements, though, is his 17 year marriage.



Future –

Upcoming job news? The Mary Bryant Home has a couple things coming up in the near future. The annual Chili Supper is slated for Oct. 18, and a new addition to the building is also in the works. “We are fundraising for a new educational center at the home,” said Curry. “It will help the blind community get additional training to help them find employment. More than 70 percent of the blind community is unemployed. This is a nice goal to help them.”

I want to retire when I’m ... (age)? “I don’t see retirement,” said Curry. “I will always be doing something.” While Curry may retire from employment, he will still remain involved in charitable organizations.

Eric Woods is a freelance writer from Springfield. He can be reached at eric@springfieldbusinessjournal.com

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• philanthropy

BJ Salon hosts 'Beautiful Bras'

United Way announces campaign, community volunteer initiative

United Way of Central Illinois held its Kickoff Breakfast to start the organization's 2013 fundraising campaign. In addition to the campaign kickoff, United Way introduced a volunteer initiative launched in partnership with **U.S. Bank**, to better connect a community of volunteers with the nonprofits that need help.

United Way's board of directors were joined by more than 350 guests including donors, business and community leaders, volunteers and nonprofit leadership.

Dan Rayhill, controller/assistant vice president at **Hanson Professional Services, Inc.** and United Way's 2013 campaign chair said, "We believe that all of us should strive for the day in which volunteers charged with making funding decisions are not challenged with requests that exceed available funds."

Last year, United Way funded 39 local programs providing food, shelter, health-care, victim services and educational initiatives. Yet, strained budgets led to funding requests which exceeded available United Way funds by more \$1 million.

This year's campaign received a boost from United Way's Pacesetter companies. These 11 businesses together with United Way leadership and member agencies set the pace by running early and aggressive workplace campaigns, resulting in a Pacesetter campaign total of \$674,000.

This year's Pacesetter companies include **Bank of Springfield; Kerber, Eck and Braeckel; Greater Springfield Chamber of Commerce; Memorial Medical Center; Hanson Professional Services; Scheels; Illini Bank; Sikich; Illinois National Bank; Springfield Electric; and Town and Country Bank.**

United Way also introduced a new volunteer web application and community initiative sponsored by U.S. Bank. The web application, Get Connected, provides a platform for nonprofit organizations to post volunteer opportunities, in-kind gift requests, employment opportunities and upcoming events. The community may view agency profiles, needs and upcoming events; sign up for volunteer opportunities online; follow their favorite organizations; receive notifications of newly posted needs; and track service hours.

United Way announced three community incentives totaling \$2,000 to support local charities as a part of the sponsorship. One individual and one group/company who volunteers using Get Connected prior to March 7, 2014 will earn \$500 each to be donated to the charity of their choice. One nonprofit 501c(3) organization will receive a \$1,000 donation based on the website activity and volunteer engagement.

BJ Salon hosts Beautiful Bras

BJ Grand Salon & Spa is hosting the fifth annual "Beautiful Bras" fundraiser to benefit "Look Good Feel Better," an organization dedicated to improving the self-esteem and quality of life of people undergoing cancer treatment.

The "Look Good Feel Better" program is administered by the American Cancer Society. All donations will remain local.

Bras may be viewed and voted on at any BJ Grand Salon & Spa location. Online voting is also available at bjgrandsalon.com/beautifulbras. A vote costs \$5.

Prizes will be awarded to two bra designers per salon location. An award will go to the designer that raises the most

Giving Back

Jean Jones

money at each salon. A second award will go to the "Grand Design," the bra considered by a panel of professionals to be the best and most creatively designed bra at each salon location.

Voters also have a chance to win in a random drawing to be held at each salon and online.

Mad Mud Dash set for Oct. 6

GenHkids will host the Mad Mud Dash, a Mudder event for children on Sunday, Oct. 6 at Spartan Park in Chatham.

The event will feature a one mile obstacle course for children ages 3 and older and their parents. Contestants will hurtle themselves over walls, slither through the mud, and leap through tires to get to the finish line.

The event will motivate kids of all ages to get active and dirty. The course, designed to be challenging, will offer alternate activities at each obstacle so everyone will be able to play and compete.

Participants receive a t-shirt, and there is an option to stay afterward for music, additional competition opportunities and a healthy, from-scratch dinner prepared using locally sourced ingredients by some local chefs.

All participants must preregister and meal plans must also be purchased in advance. Registration, dinner pricing details and sponsorship information are available on the genHkids website, genhkids.org/madmud.

Sojourn to hold 5K

The first annual Heroes for Sojourn 5K Run/Walk will be held on Saturday, Oct. 5 at 9:00 a.m. at the Commodities Pavilion at the Illinois State Fairgrounds. Proceeds from the event will benefit Sojourn Shelter and Services.

Participants are encouraged to dress up as their favorite hero or in purple outfits. Additional events will include a Kids' Fun Run and a free brunch for event participants provided by McCormick's Smokehouse Restaurant. Awards will be given for the best performers in each age category, best overall male/female, and best costumes. All participants will receive a shirt and a finisher's medal.

United Way funds UCP

United Way of Central Illinois approved \$6,450 in emergency relief funding to United Cerebral Palsy Land of Lincoln following the loss of a group home to fire.

United Way and UCP Land of Lincoln staff have worked together to assess the organizations emergency needs, mobilize in-kind gifts and assess organization losses. The \$6,450 in emergency assistance was funded from United Way's Emergency Relief Fund established to provide funding to agencies during times of crisis.

United Way emergency funding will be used to offset insurance deductibles, losses not covered through insurance, household goods, furnishings and personal care items including clothing.

Jean Jones is a freelance writer from Springfield.

If your organization has an item that you would like Jean to include, email information and details to her at info@springfieldbusinessjournal.com

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business reading •

Taking the stairs

Back in May, the Missel family was wrapping up the school year and heading out on vacation. The destination was Florida's Atlantic Coast via Savannah, Ga., to stop for a tour of the home of Girl Scout Founder Juliette Gordon Low. About the time we stepped off the back porch on the tour, I noticed the rain clouds starting to look angry. Tuning into the Weather Channel, it was clear that Tropical Storm Beryl was right on top of the Missel Family vacation. Despite our planning, Mother Nature had thrown us a curve ball.



Looking for a easy way out, the nearest sunshine on the Atlantic Coast was 350 miles to our south in Miami. I was searching for a quick fix and there wasn't one on the horizon. So we endured.

We trucked over to Disney and purchased overpriced Donald Duck rain ponchos to try to stay slightly dry. Looking back I can honestly say I am glad we committed to making the best of our week – it has been the catalyst for family jokes since.

Similar to our washed-out vacation, Rory Vaden's book "Take the Stairs" is a challenge to business leaders to persist in the face of adversity. In a world of quick fixes, shortcuts and distractions that Vaden calls an "escalator world", it is easy to procrastinate, compromise and fall into mediocrity. "Take The Stairs" is about self-discipline and doing things you don't want to do in the short term to bring success in the long term.

In the first part of the book Vaden shares the statistical "tropical storms" that we encounter every day. Sixty-five percent of adults in the United States are overweight and 31 percent are obese. The divorce rate for first marriages is 41 percent, while the rate increases to 60 percent for second marriages. In the recent economic downturn, more than 800,000 of us filed for personal bankruptcy. The list goes on. Vaden's point is that we rarely finish things we start, particularly when those things take self-discipline and commitment. Every one is searching for a short cut. "Why would I take the stairs when I could just take the escalator?"

You read on for Vaden's insights about success and self-discipline. He writes how Michael Jordan and Payton Manning attribute their success to having the self-discipline to work harder and push further in practice rather than rely on native talent. He sets up his seven steps by discussing his premise called the "Rent Axiom." This states that success is never owned; it is only rented and rent is due every day.

Finally Vaden shares his seven steps to achieving true success, each chapter discusses these principles:

In the first chapter, Vaden focuses on the principle of sacrifice. This chapter has the most impact in terms of relating to his point about taking the stairs. Vaden relates self-discipline to cows and buffalo. When a storm approaches, the cows response is predictable. They know the storm is coming from the west, so they run east. Vaden indicates that eventually the storm overtakes them and by running

Book Review

Todd Missel

with the storm, the cow actually maximizes his exposure to it.

On the other hand, what the buffalo do is unique. They wait for the storm and as it arrives they turn and charge directly into it. By running into the storm, they minimize the pain they experience. Vaden's premise is problems that are procrastinated are amplified and we are the ones who pay the price. He summarizes his point with the following: "Surprisingly, success in life rarely comes from making big, grandiose decisions. Rather, success is the aggregate sum total of small, seemingly insignificant choices that when compounded over time create the trajectory of our lives. Success is really

as simple as choosing between taking the escalator (easy way) and taking the stairs."

Another principle is commitment. In this chapter, Vaden simply states that the "more we have invested in something, the less

likely we are to let it fail." I know this to be true; any parent understands the reason that our children's t-ball and soccer games are so colorful. As Vaden puts it, "Success is a matter of choice."

In the focus chapter, Vaden illustrates a piece of paper on asphalt pavement on a hot, humid day. When we hold a magnifying glass between the paper and the sun, we illustrate intense focus as the paper catches on fire. Similarly, using water to cut through steel, Vaden argues that focus is power, and when we have diluted focus, we get diluted results.

The integrity chapter is one that makes a point. Vaden writes about tearing down your own integrity when you say bad things about other people. "Saying whatever we feel and think without first filtering it through the lens of how it might impact people around us is not transparency; it's indulgence." Vaden goes on to talk about how to preserve and harness your integrity via the following checklist:

1. Think before you speak;
2. Choose your words carefully;
3. Do what you say you will;
4. Be where you promise you will;
5. Resist emotionally charged, untamed language;
6. Assume the microphone is always on;
7. Use empowering language speaking about yourself and others.

Vaden closes the chapter on integrity with, "Integrity is one of those only things that you take with you everywhere you go. You are in charge of creating the world around you. You think it, you speak it, you act, it happens."

If nothing else, this book is a fun read mixed with interesting stories and facts. I recommend picking up a copy and adding it to your leadership toolbox. I will be the guy resisting the urge to take the escalator right along with you – see you on the stairs.

Todd Missel is a construction professional and an avid reader from Springfield.

Bamboo: Not just for Pandas

“Sustainability” has become a buzzword of the 21st Century. Organizations are reducing their footprint

with recycling policies and encouraging employees to carpool or use public transportation. Today it is de rigueur to receive an email with part of the signature line including a demand to “think before you print!” Legislation and regulations are brimming with encouragement, in some cases, and mandates, in others, to build as cleanly as possible with energy efficient materials. A number of projects in and around Springfield have bragged about the achievement of LEEDs Certification for their new buildings in recent years. (Before you hit Google, LEED stands for Leadership in Energy and Environmental Design.)

The sustainability market is growing in leaps and bounds largely because of the demand for products that enable individuals and businesses to become more energy efficient and more environmentally friendly. For years, you may have schlepped your recyclables to the curb early one morning each week hoping to take up less landfill and also, perhaps, to contribute to the growing market of post-consumer products. Recently, a major fiberglass insulation company reported that demand for its post-consumer, recycled product has become so popular that it is having a difficult time sourcing enough recycled glass to fulfill orders.

A company in Springfield is at the



Going Green

David A. Kelm

leading edge of introducing a sustainable raw material – bamboo – to the market with diverse applications and enormous growth potential. Lamboo, Inc. started with the intent of developing a product that satisfies the need for sustainability in the 21st Century while also providing a material that spans a range of applications and exceeds expectations of more traditional materials.

When people hear or read about bamboo, they think flooring. Lamboo, Inc. does not produce bamboo flooring. They get a lot of calls asking about flooring. Please understand Lamboo, Inc. is not a bamboo flooring company.

By way of introduction, bamboo holds the promise of being the sustainability wunderkind of the 21st Century when compared with traditional materials such as wood, steel and aluminum for the following reasons. Bamboo produces approximately 14 tons of fiber per acre every six to eight years or six times that of timber, which takes 25-30 years to mature. Bamboo can be harvested without replanting and the silica content makes the plant resistant to insect infestation. Bamboo sequesters about 35 percent more carbon than timber, has natural anti-microbial properties and a root structure that helps to eliminate soil erosion.

Lamboo, Inc. has developed and brought to market a new bamboo product – Laminated Veneer Bamboo (LBV).

“We are truly leading an industrial ma-

terials revolution,” said Luke D. Schuette, President & Founder, Laboo, Inc. As an architecture student at Southern Illinois University, Schuette became interested in and began testing various materials for strength, flexibility and sustainability.

“I ended up paying for my own testing at a St. Louis lab in order to determine if the product was going to be sufficient,” Schuette said, explaining the start-up process for Lamboo, Inc.

Laminated bamboo veneer was an idea so ahead of the curve that an American Society for Testing and Materials (ASTM) category or standards did not exist prior to 2007. Schuette and his team presented LBV to ASTM in 2007 and were awarded a new category and standards to compare LBV to other construction and design materials. Since Lamboo, Inc. has achieved the certification, the company has grown to a worldwide presence receiving a 2013 Governor's Export Award for increasing their export market 63 percent from 2011 to 2012.

Lamboo, Inc. has four broad market categories that it intends to exploit – Architectural/Structural/High Performance Buildings, Aviation/Maritime/Automotive, Design and Industrial. “Lamboo, Inc. makes a laminated veneer product that is lighter and stronger than many traditional products,” Schuette noted. “Lamboo, Inc. is not designing office desks or guitars or commercial beams. We are partnering with companies around the world who desire a sustainable material.”

Products that Lamboo has been involved with include laminated structural beams, architectural elements such as

louvers and awnings and window and door systems. Important for designers, architects and builders, no other raw material receives as many LEED points as LBV. Given LBV's strength and light weight properties it is also a good fit for veneer applications for plane, yacht and car finishes. A tour around the Laboo office also identified some partnerships in the form of a prototype electric guitar, rifle stock and chandelier parts.

Schuette located Lamboo, Inc. in Springfield purposefully. The high quality of life and low cost of living played a large role in looking at Springfield. “Although we have partners around the world and we travel quite a bit, much of our business is conducted via email and Skype,” Schuette said. In fact, the company has brought partners to the Capitol City to experience what Springfield has to offer in hopes of generating further synergy for Lamboo's products and business plan.

Sustainability in our daily lives is here for the long haul. Buildings and products will continue to seek new and innovative materials that retain and enhance the role traditional materials but with an edge on energy efficiency and environmental stewardship. Lamboo, Inc. is leading a revolution in sustainable materials from its perch overlooking the Old State Capitol. Luke Schuette and Lamboo, Inc. have made great strides and have plans for continued growth in Springfield, Central Illinois and the world.

David A. Kelm is an attorney from Chatham with experience in environmental law



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Eleven tips to keep your business out of court

Own- ing or operating a business to- day involves much more than just selling a product or service and keeping customers happy. Management is spending increasing amounts of time complying with new governmental regula- tions. The last thing any business needs on top of the already burdensome require- ments imposed by gov- ernment fiat is to find itself a defendant in a lawsuit. Here are some tips for staying out of the courthouse so that you can con- centrate on the business of growing your business.



1. Get it in Writing: Litigation involv- ing “he said, she said” allegations is dif- ficult and expensive. Do yourself a favor - if it's important, get it in writing. Often a simple email confirming an agreement can avoid litigation.

2. Be Informed: Business owners need to stay informed on the latest regulatory issues and changes in the law that affect their business. There are a multitude of webinars and internet resources out there for just about every industry. Remember, ignorance of the law is not a legitimate defense.

3. Early Action/Consult Counsel: Most problems, if ignored, will not just go away. Rather they continue to fester and get worse. Don't let little problems become big, and expensive, problems. Be proactive and take action before things get out of control. Often, it's necessary to consult legal counsel. Consult your law- yer before it's too late. It's usually money well spent.

4. Shareholder Agreements: Many businesses have investors or more than one owner. As we all learned on the play- ground during childhood, people don't always get along. Minority sharehold-

Law

Thomas C. Pavlik, Jr.

ers may not like how the company is being run and might file suit to enforce their minority rights. An angry co-owner might sell his or her interest to your com- petitor or worst enemy. The best way to avoid these problems is with shareholder agreements or buy-sell agreements. These agreements can include rights of first re- fusal that allow you to keep out undesir- able new investors or owners. They can also include pre-determined buy-out prices – either set by formula or through stipulated sums. The permutations and possibilities are almost endless. Take the time to address these issues now rather than leaving them for a judge or jury to decide.

5. Soliciting Investors: More often than not, businesses are started or grown through management pounding the streets to raise money. Failure to strictly observe state and federal securities law, however, may give disgruntled investors an enormous advantage in any future dis- pute, and may also give them an incen- tive to file an otherwise marginal lawsuit. Therefore, consult legal counsel familiar with this area of the law before soliciting money from potential investors – even if they are family or close friends. Chances are that applicable regulations are not at all onerous. However, it's best to do it right from the start rather than refunding all the money you received plus more.

6. Trade Names: Just because you in- corporate your business or file for an as- sumed name does not necessarily mean that you have the right to use that perfect name for your business. Indeed, just re- cently, Gallagher's Restaurant was forced to change its name because another, out of state, restaurant operated under the same name and had the foresight to pro-

tect its name. Spend the time to make sure that your trade name is available or risk the chance that the time and effort spent in promoting that name will be wasted when you are successfully sued for infringement. The easiest way to do this is with a trademark search. Again, consult with a lawyer experienced in this area.

7. Unhappy Employees: The most

Stay out of court:

1. Get it in Writing
2. Be Informed
3. Early Action/Consult Counsel
4. Shareholder Agreements
5. Soliciting Investors
6. Trade Names
7. Unhappy Employees
8. Form Contracts
9. Don't Over-Promise
10. Be Reasonable
11. Emotions

likely lawsuit you will face will be from your own employees. Reduce the chances of these lawsuits by becoming familiar with basic human resource law. Obvi- ous areas of concern include discrimina- tion and sexual harassment. It should go without saying that these should be strictly avoided. However, for those who grew up in a different era, be warned that previously acceptable conduct is now ac- tionable. Spend a day and attend one of the many seminars that are periodically put on for business owners on this topic. Also, familiarize yourself with the grow- ing number of state and federal statutes that govern the employment relation- ship. Finally, take the time and prepare an employee handbook that sets out all of the major employment issues. If you strictly comply with a well written hand- book, you should gain the upper hand in any suit filed by an employee or former employee.

8. Form Contracts: Many businesses use written contracts regarding the serv- ices or products it sells. However, use stan- dard or form contracts with caution. Each business is unique, and few (if any) “stan- dard” documents provide the desired level of protection for your business. For example, a well written purchase order can substantially increase your chances of collecting on a bad account without re- sorting to a lawsuit or avoiding a lawsuit from a disgruntled buyer. What warran- ties do you provide or exclude? Do your contracts provide for payment of legal fees if successful in a lawsuit? What are the terms of payment? Who bears the risk of loss if goods are damaged in transit? What might be right for the “generic” business might not be right for you.

9. Don't Over-Promise: Keep in mind that overstating what you can provide or deliver will almost certainly result in liti- gation. Unfulfilled promises, especially when in writing, will come back to haunt you.

10. Be Reasonable: Businesses exist to make money, not to litigate to “prove a point” or because of the “principle.” Of course there will be times when, if sued, a business must fully and completely de- fend itself. However, if a reasonable set- tlement can be reached, that is often the best solution. Settlement offers finality on terms acceptable to you, rather than as determined by a judge or jury. Don't es- chew settlement simply to prove a point.

11. Emotions: Don't let emotion take over. Anger, fear, humiliation, etc. should not dictate your reaction to legal prob- lems. Step back and realize that whatever the issue, it is simply another business de- cision. Approach it rationally and calmly. Along these lines, avoid “email rage.”

Thomas C. Pavlik, Jr. is an attorney from Springfield

legal filings •

The following information was obtained from the Sangamon County Circuit Clerk, and has not otherwise been verified by Springfield Business Journal.

This list of recent filings does not represent all matters filed with the Seventh Judicial Cir- cuit Court for Sangamon County for the given time period, but instead represents those filings Springfield Business Journal, independently of the Sangamon County Circuit Clerk, believes will be of interest to its business readers.

Lawsuits

- 08/21/13 – Cquest America Inc., Plaintiff, Vs. Yahasoftware Inc., Defendant, Contract.
- 09/06/13 – H. D. Smith Wholesale Drug Company, Plaintiff, Vs. SouthMed LLC, dba Medicap Pharmacy, Charles Timberlake, Lisa Timberlake, Defendants, Contract.
- 09/11/13 – Lead It Corporation, Plain- tiff, Vs. Hevar Systems Inc., Nitesh Tamta, Defendants, Contract.

Chancery

- 08/19/13 – Marine Bank, Plaintiff, Vs. Mark A. Loeffelholz, Defendant, Fore- closure.
- 08/19/13 – PNC Bank, Plaintiff, Vs. Jill B. Copp, H. D. Jasmon, OneMain Financial Services Inc., Successor in Interest to CitiFi- nancial, CitiBank (South Dakota), Midland Funding LLC, Trevi Gardens Homeowners Association, Defendants, Foreclosure.
- 08/20/13 – Everbank, Plaintiff, Vs. Michael E. Mayfield, Illinois Housing De-

velopment Authority, Unknown Owners and Non Record Claimants, Defendants, Foreclosure.

- 08/20/13 – JP Morgan Chase Bank, Plaintiff, Vs. Jesse Higgason, Amber Hig- gason, Unknown Owners and Non Record Claimants, Defendants, Foreclosure.
- 08/20/13 – Roundpoint Mortgage Servicing, Plaintiff, Vs. Mary L. Moore, Unknown Owners and Non Record Claim- ants, Defendants, Foreclosure.
- 08/20/13 – The Bank of New York Mellon, Plaintiff, Vs. Monica J. Cimarossa, Countrywide Home Loans Inc., Unknown Owners and Non Record Claimants, Defen- dants, Foreclosure.
- 08/20/13 – US Bank National Asso- ciation, Plaintiff, Vs. Curvie Fitzpatrick, Beverly Fitzpatrick, Unknown Owners and Non Record Claimants, Defendants, Foreclosure.
- 08/21/13 – US Bank National As- sociation, Plaintiff, Vs. Central Concrete Products Company, Thomas A. Luka, Karen K. Luka, KKL Distributing Company, CCP Acquisition Corporation, United States of America, State of Illinois, Unknown Owners and Non Record Claimants, Defendants, Foreclosure.
- 08/22/13 – PNC Bank National As- sociation, Plaintiff, Vs. Scott M. Funsch, Unknown Owners and Non Record Claim- ants, Defendants, Foreclosure.
- 08/23/13 – Fifth Third Mortgage Com- pany, Plaintiff, Vs. Jeffrey D. Alexander, Shearl A. Alexander, Unknown Owners and Non Record Claimants, Defendants,

Foreclosure.

- 08/26/13 – JP Morgan Chase Bank, Plaintiff, Vs. Douglas B. Tinch, Wood Lake Association Inc., Westernaire Con- dominium Association, Unknown Owners and Non Record Claimants, Defendants, Foreclosure.
- 08/26/13 – PNC Bank National As- sociation, Plaintiff, Vs. Sharon M. Luttrell, The City of Springfield, Unknown Owners and Non Record Claimants, Defendants, Foreclosure.
- 08/26/13 – US Bank National Associa- tion, Plaintiff, Vs. Kyle J. Allen, Unknown Owners and Non Record Claimants, De- fendants, Foreclosure.
- 08/27/13 – US Bank National As- sociation, Plaintiff, Vs. Central Concrete Products Company, Thomas A. Luka, Karen K. Luka, KKL Distributing Company, United States of America, State of Illinois, Unknown Owners and Non Record Claim- ants, Defendants, Foreclosure.
- 08/22/13 – PNC Bank National As- sociation, Plaintiff, Vs. Scott M. Funsch, Unknown Owners and Non Record Claim- ants, Defendants, Foreclosure.
- 08/27/13 – Wells Fargo Bank NA, Plaintiff, Vs. Tracy L. Greer, Foreclosure.
- 08/28/13 – Flagstar Bank, Plaintiff, Vs. John F. Whartenby, Theresa M. Whartenby, Village of Chatham, Unknown Owners and Non Record Claimants, Defendants, Foreclosure.
- 08/29/13 – Green Tree Servicing LLC, Plaintiff, Vs. Steve A. Brennan, Unknown Owners and Non Record Claimants, De-

fendants, Foreclosure.

- 08/30/13 – Ann M. Verderber, Plain- tiff, Vs. Mykhaylo S. Popyk, Defendant, Injunction.
- 08/30/13 – People of the State of Illinois, Plaintiff, Vs. Optic Internet Pro- tocol Inc., Gregory Allpow, Defendants, Injunction.
- 08/30/13 – US Bank National As- sociation, Plaintiff, Vs. June E. Goodall, Unknown Owners and Non Record Claim- ants, Defendants, Foreclosure.
- 08/30/13 – United Community Bank, Plaintiff, Vs. Kathleen S. Tuck, Defendant, Foreclosure.
- 08/30/13 – United Community Bank, Plaintiff, Vs. Sarah E. Ston, Administrators of the Estate, Unknown Heirs and Devisees, Unknown Claimants and Lienholders, David Ston, Foreclosure.
- 09/03/13 – Flagstar Bank FSB, Plain- tiff, Vs. Sara J. Florence, Unknown Owners and Non Record Claimants, Defendants, Foreclosure.
- 09/03/13 – PNC Bank National As- sociation, Plaintiff, Vs. Jason M. Norris, Defendant, Foreclosure.
- 09/05/13 – Wells Fargo Bank, Plaintiff, Vs. Jason M. Negri, OneMain Financial Services Inc., Unknown Owners and Non Record Claimants, Defendants, Foreclo- sure.
- 09/06/13 – JP Morgan Chase Bank, Plaintiff, Vs. Delores D. Watkins, JP Morgan Chase Bank, Michelle Scube, Unknown

Continued on Page 44,
Legal Filings

One Year Later... STILL STRONG AS STEEL.



Oct. 25, 2012. While hundreds of supporters gathered in celebration of PINK STEEL, a breast cancer awareness event on the site of Springfield Clinic's newest medical office building, Sue Hartl was waging her own battle against the disease. She was far too ill last October to join the PINK STEEL ceremonies, but her daughter-in-law, Jen Hartl, made certain Sue was included by leaving a special message of encouragement on the pink steel beams. Jen knew Sue had the strength to beat her cancer, and as you can see, she did! One year later, Sue is cancer-free and back to her life as a busy grandma!

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New Businesses, Continued from Page 5

Patton Ave., Springfield, 62702, Thomas A. Schaefer, (217) 891-4146.

- Simply Fair, 2357 W. Monroe, Springfield, 62704, Simply, LLC, (217) 891-1680.

- Snap Your Fingers Courier, 1400 S. Glenwood Ave., Springfield, 62704, David M. Tyner, (217) 725-6387.

- Starr Security, 2517 S. Fifth St., Springfield, 62703, Mark F. Stieren, (217) 725-0734.

- Stop Snitching Stop Lying, 2317 Old Jacksonville Road, Apt. G, Springfield, 62704, Steven Thomas, (217) 481-1141.

- Studio on 6th, 215 S. Sixth St., Springfield, 62701, Alicia A. Bibb, (217) 522-8006.

- Tangeray's Studio, 427 E. Monroe, Springfield, 62703, Corey Hoskins, (217) 553-5198.

- Waterfront Recording Studio, 45 West Hazel Dell, Springfield, 62703, Cameron S. Yates, (217) 816-2559.

legal filings •

Legal Filings, Continued from Page 42

Heirs and Legatees, Unknown Owners and Non Record Claimants, Defendants, Foreclosure.

- 09/06/13 – JP Morgan Chase Bank, Plaintiff, Vs. Sandra J. Bollinger, CitiFinancial Services Inc., Unknown Owners and Non Record Claimants, Defendants, Foreclosure.

- 09/06/13 – PNC Bank, Plaintiff, Vs. Mary L. Atterberry, Michelle R. Kessler, James P. Johnson, Anthony D. Johnson, Kevin Johnson, Gary Atterberry, Unknown Heirs and Legatees, Unknown Owners and Non Record Claimants, Defendants, Foreclosure.

- 09/09/13 – CitiMortgage Inc., Vs. Cindy K. Bland, Charles M. Bland, Heartland Credit Union, Unknown Tenants, Unknown Owners and Non Record Claimants, Defendants, Foreclosure.

- 09/09/13 – Nationstar Mortgage LLC, Plaintiff, Vs. Steven E. Kincaid, Security Bank, Unknown Owners and Non Record Claimants, Defendants, Foreclosure.

- 09/10/13 – Bank of Springfield, Plaintiff, Vs. Stephen Owusu Ansah, Unknown Owners and Non Record Claimants, Defendants, Foreclosure.

- 09/11/13 – CitiMortgage Inc., Plaintiff, Vs. Christopher C. Kutchma, Unknown Owners and Non Record Claimants, Defendants, Foreclosure.

- 09/11/13 – JP Morgan Chase Bank, Plaintiff, Vs. Jodi L. Harper, Nickolas A. Rector, Unknown Owners and Non Record Claimants, Defendants, Foreclosure.

- 09/11/13 – Wells Fargo Bank, Plaintiff, Vs. Charles A. Rayborn, Green Tree Servicing LLC, Unknown Owners and Non Record Claimants, Defendants, Foreclosure.

- 09/12/13 – State Bank of Niantic, Plaintiff, Vs. James C. Pygott, Nancy K. Pygott, Defendants, Foreclosure.

- 09/12/13 – The Poolman Inc., Vs. SNOF Services Inc., United Bank, Unknown Necessary Parties, Non Record Claimants, Defendants, Mechanics Lien.

- 09/13/13 – Dippa Inc., Plaintiff, Vs. Steven Harden, Beth Harden, Defendants, Specific Performance.

- 09/13/13 – Flagstar Bank, Plaintiff, Vs. Pammy S. McGee, James M. Smallwood, Illinois Housing Development Authority, Unknown Owners and Non Record Claimants, Defendants, Foreclosure.

- 09/13/13 – United Community Bank, Plaintiff, Vs. Sandra S. Oshea, David Lewis, Capital One Bank, Wells Fargo Bank National Association, Barclay Bank Delaware, Glenwood Lakes Estates Homeowners, Portfolio Recovery Association, Midland Funding LLC, Defendants, Foreclosure.

Coombe, Austin celebrate anniversaries at Hanson

John Coombe, P.E., S.E., ExecEng, executive vice president and chief operating officer at Hanson Professional Services Inc., celebrated 35 years of service with the company.

Coombe joined Hanson in 1978 as a design engineer.

During his career, he has been involved in the renovation of Memorial Stadium at the University of Illinois in Urbana-Champaign, the relocation of a railroad segment in Springfield and the South Suburban Airport project in Will County Illinois. He became a partner in the firm in 1987 and a vice president in 1989. He was named COO in 1998.

Coombe received a bachelor's degree in civil engineering in 1975 from the University of Notre Dame and a master's degree in civil engineering in 1978 from UIUC. He is a licensed professional engineer in eight states.

He is a member of the American Council of Engineering Companies, and has received the ACEC College of Fellows' Community Service Award, Executive Engineer designation, President's Award and Community Leader Award from the association. He is a member of the Illinois Society of Professional Engineers, the American Railway Engineering and Maintenance-of-Way Association, American Society of Civil Engineers, Illinois Association of Highway Engineers and National Society of Professional Engineers.

In 2008, he was named a Patriotic Employer by the U.S. Department of Defense and the National Committee for Employer Support of the Guard and Reserve.

Jimmie Austin Jr., technician, celebrated 30 years of service at Hanson Professional Services Inc.

Austin joined the company in 1983. Serving the infrastructure market, his responsibilities include

computer-aided drafting and design and surveying for civil, transportation and site-development projects. He also leads the organization of the public-involvement program for Springfield's rail improvements project. He has also worked on a railroad relocation and the MacArthur Boulevard expansion.

Austin has been an Illinois Department of Transportation approved fee negotiator since 2009. He is a founding member of Young Springfield Professionals Network and is also a graduate of the Greater Springfield Chamber of Commerce's Leadership Springfield.

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HeplerBroom attorneys named Super Lawyers

Beth A. Bauer and Catherine Coyne Reiter, partners with HeplerBroom LLC, have been named 2013 Illinois Super Lawyers in the category of top women attorneys. Super Lawyers magazine is published by Minneapolis-based Law & Politics.

In selecting attorneys for Super Lawyers, Law & Politics uses peer nominations and evaluations combined with third party research. Each candidate is evaluated on 12 indicators of peer recognition and professional achievement.

Bauer focuses her practice in the area of civil litigation defense. Bauer gradu-



Bauer

ated cum laude from Saint Louis University School of Law with her Juris Doctorate degree. Bauer is the assistant editor and a Supreme Court Watch columnist for the IDC Quarterly. She is also a member of the Illinois Association of Defense Trial Counsel, Illinois Appellate Lawyers Association and the Christian Legal Society. Her bar associations include the Madison County Bar Association and the State Bar of Missouri. She is licensed in Illinois and Missouri.

Reiter focuses her practice in the area of medical malpractice defense. Prior to becoming an attorney, Reiter was a registered nurse. She graduated cum laude with a Bachelor of Science-Nursing degree from the University of Michigan before receiving her Juris Doctorate degree from DePaul University College of Law.

Reiter is a member of the Illinois Society of Trial Lawyers, American College of Trial Lawyers and the American Board of Trial Advocates. She is also a member of the Chicago Bar Association and the Women's Bar Association of Illinois. She is licensed in Illinois.

Five Heyl Royster partners named "Best Lawyers"

Five Heyl Royster partners are listed in the 2014 Best Lawyers in America Business Edition – four partners who were previously listed, and one partner who is a new Best Lawyer. Best Lawyers is a peer-review directory in the legal profession and it rates attorneys in a range of practice areas internationally.

This year, partner Lisa LaConte was named a Best Lawyer in the area of Mass Tort Litigation/Class Actions – Defendants.

The firm's partners who were again named to Best Lawyers are: Timothy Bertschy for Commercial Litigation (since 2010); Stephen Heine for Railroad Law (since 2013); Brad Ingram for Employment Law – Management (since 2010); and Christopher Larson for Mass Tort Litigation/Class Actions – Defendants (since 2008).

Billingsley joins Altorfer

Altorfer Inc. announced Chris Billingsley as the new equipment sales representative for western Illinois. Billingsley will represent the Challenger and LEXION product lines in Henderson, Warren, Knox, Peoria, Hancock, McDonough, Fulton, Schuyler and Brown counties.

Billingsley is a 2007 graduate of Illinois College where he earned a Bachelor of Science in Sociology.

Springfield Public Schools Foundation announces officer appointments, board members

The Springfield Public Schools Foundation has elected the following as officers for 2013-2014: Terri Benson, President; Christopher Leming, Vice President and; Brent Borah, Treasurer/Secretary.

Other Board members are Lori Butler, Patti Camille, Kim Carter-Parker, Rick Duffy, Jan Fuller-Johnson, Veronica Hal-loway, Kathleen Holley, Jennifer Miller, Mae Noll, Steven Rosen, Diane Rutledge, Linda Shanklin, Mark Vasconcelles, Mike Waldinger, Nina Walthall, Paul Wappel

and Susan Wilham.

Ex Officio members are Robert A. Leming and Julie Hammers.

Beatty promotes Claycomb

Curt Claycomb of Beatty Televisual has been promoted to head the production department.

Claycomb joined Beatty Televisual in 1997 and moved to WICS in 2002 where he served as chief photographer and assignment editor.

He rejoined Beatty Televisual in 2008. As production department head he will direct all activities for production, rental and video duplication services.

Horace Mann announces officer appointments, retirement, anniversaries

Horace Mann Educators Corporation announced the appointments of Sandra Figurski and Adam Wendling.

Figurski has been appointed chief technology officer. She will be responsible for delivering technology solutions

to Horace Mann's IT infrastructure enabling Horace Mann to provide a better customer experience for educator clients, agents and employees.

Figurski brings seven years of experience as an IT executive and 15 years of management experience from Allstate. She recently served as vice president and divisional chief information officer of investment technology for Allstate Investment.

Wendling has been appointed assistant vice president and actuary for the ALG

product management, annuity, life and group division. Wendling will be responsible for the design and pricing of new life insurance and annuity products. He will also review and update existing products to ensure their ongoing viability.

Wendling has 17 years of experience in the insurance industry. He has most recently served as manager and actuary at Allstate, with responsibility for developing universal life and other permanent

life products. He is a fellow of the Society of Actuaries and holds a master's degree in mathematics from Illinois State University.

In addition to the officer appointments, Horace Mann also announced the retirement of Mary (Quisenberry) Hays at the end of September.

Hays has 15 years of service with Horace Mann as a program analyst, most recently serving as a senior programmer analyst in information technology.

Also Marcia Mrakava of Springfield, care center service representative, retired on after 21 years with the company. She started



Claycomb



Figurski



Wendling



Hays



Mrakava

Continued on Next Page

Continued from Previous Page

working for Horace Mann in August 1992 as a customer service representative.

Four Horace Mann Educators Corporation employees marked service anniversaries and one is celebrating retirement.

Hollie Whitlock, care center consultant for property and casualty client services marked 25 years with Horace Mann. Patricia Vardeman, alternate contact support technician for property and casualty client services also celebrated 25 years with the company.

Vickie Bertetto and Katherine Kelly each celebrated 35 years. Bertetto is a manager in the marketing access program in the marketing division. Kelly is a care center data entry representative for property casualty client services.

Johnson joins Marine Bank

Bridget K. Johnson has joined Marine Bank as a trust officer.



Johnson

Johnson is an attorney who specializes in wealth, tax and estate planning. She earned a bachelor's degree from the University of Illinois at Urbana-Champaign and her juris doctor degree from the Washington University School of Law. Originally from Springfield, Johnson practiced for ten years in St. Louis.

Stefano joins Bank of Springfield

Bank of Springfield announced that Frank Stefano has joined BOS as a mortgage banker. His focus will be on refinanc-

ing mortgages for improved terms, as well as networking with local Realtors on VA, FHA and conventional purchase loans. He will operate out of the BOS branch located at Wabash Avenue and Koke Mill.

Caldwell joins McGladrey

McGladrey LLP has added Ryan Caldwell, assurance senior associate, to the firm.

Caldwell graduated with a Master of Science degree in accountancy and a Bachelor of Science degree in accountancy from Southern Illinois University Edwardsville. He is a certified public accountant and member of the Illinois CPA Society.

Ingebrigtsen joins O'Shea

Harold O'Shea Builders announced the addition of Bridget Ingebrigtsen as the company's marketing and communications leader.



Ingebrigtsen

Ingebrigtsen brings 20 years of communication experience to the company. A graduate of Chicago's Columbia College, she started her career as a reporter for a Chicago newspaper chain and then joined the staff at the National Safety Council in Itasca, where she served as an editor of several safety-related publications.

For 15 years, Ingebrigtsen owned a business, Write On Command, which provided marketing and editorial services to a wide variety of clients. During that time, she also served as the editor of Springfield Business Journal and as an as-

sociate editor of Prevention Forum, published by Prevention First.

Sprout joins Sikich

Sikich has added Danielle Sprout as a staff accountant in the firm's Springfield office. Previously, she was a semi-senior accountant at Scheffel & Co. in Edwardsville. Sprout holds both a master's and bachelor's degree in accountancy from Southern Illinois University at Edwardsville.

Stone joins Habitat

Habitat for Humanity of Sangamon County announced that Colleen Stone joined the staff as the organization's executive director. Stone is responsible for working with the board to lead the organization.

Stone has served as the CEO at the Illinois Capital Area Chapter of the American Red Cross since 2010 and has served in other positions since 2003. She is the immediate past president of the United Way Executive Directors Council and is active in Mid-Town Rotary and Illinois Women in Leadership.

Sarah Mackey, former Executive Director of Habitat for Humanity of Sangamon County, has taken a job at Habitat for Humanity International as an Organization Development Consultant. She will be working from Springfield, IL consulting with Habitat affiliates throughout the country.

Hill named Sliders GM

The Springfield Sliders Owner Shane Martin announced that Bill Hill has been named the organization's new general manager.

Hill previously served as the team's director of community relations this past season.

Hill plans to continue to be involved with the community and to bring more community events to Robin Roberts Stadium, where the Sliders have called home since 2008.

The Sliders have not made any announcements or decisions regarding future front office additions.

Does your company have an announcement, new hire, employee promotion and/or award?
Springfield Business Journal invites you to share it with our readers.
Send your announcement to
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Schedule of Springfield Area Low Cost Business Workshops October thru March

Building a Better Business Plan	Wednesday Oct 16 10 am to 12 pm	No vision? No future. Business plans do work!
Facebook for Business	Wednesday Nov 13 10 am to 12 pm	Put your Facebook page and Facebook marketing on steroids. Connect & engage.
Online Marketing with Google AdWords and AdWords Express	Tuesday Nov 19 5:30 pm to 8:30 pm	Using Google AdWords and AdWords Express to generate leads and acquire customers
Online Marketing with Facebook Ads and LinkedIn Ads	Thursday Dec 19 5:30 pm to 8:30 pm	Using Facebook Ads and LinkedIn Ads to generate leads and acquire customers
Simple Steps to Starting Your Business Session #1	Wednesday Jan 8 5:30 pm to 8:30 pm	RU Ready to be an Entrepreneur? Find out in this workshop.
Simple Steps to Starting Your Business Session #2	Wednesday Jan 29 5:30 pm to 8:30 pm	Business concepts, form of business, legal and insurance questions are presented here.
Simple Steps to Starting Your Business Session #3	Wednesday Feb 5 5:30 pm to 8:30 pm	Competitive analysis and the Marketing plan. "Marketing is everything, and everything is Marketing"!
Simple Steps to Starting Your Business Session #4	Wednesday Feb 19 5:30 pm to 8:30 pm	Using the SCORE Business Financial Model to develop your Balance Sheet, Profit Statement, Cash Flow and Breakeven point.
Simple Steps to Starting Your Business Session #5	Wednesday Mar 5 5:30 pm to 8:30 pm	Where's the money, and how do I get it?
Get Your Business Found Locally on Google & Bing, and get more local web site traffic and business!	Wednesday Mar 26 5:30 pm to 8:30 pm	If you have a local business, Google Maps, Google Places, and Bing Local can put you at the top of local listings. Find out how in this workshop.

SAVE This Schedule!!

For details on workshops, and to enroll: Visit
<http://springfieldil.score.org> or 217-793-5020

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community business •

Tier 1 EIS for high-speed rail project, Hanson engineer receive awards

Hanson Professional Services Inc.'s work on a Tier 1 Environmental Impact Statement for high-speed rail and Matthew Dawson, P.E., PTOE, a transportation engineer at Hanson's Peoria office, were recognized by the American Society of Civil Engineers' Central Illinois Section.

The Tier 1 EIS for the Illinois High-Speed Rail Chicago-to-St. Louis program was honored with the Outstanding Civil Engineering Achievement Award, which recognizes a project that best illustrates civil engineering skills.

The Federal Railroad Administration and the Illinois Department of Transportation's Division of Public and Intermodal Transportation selected Hanson and Parsons Corp. to conduct the EIS for corridors that will mix high-speed passenger rail with freight. The team studied how high-speed rail could improve safety throughout the corridor, relieve traffic congestion, enhance quality of life for communities along the corridor and stimulate economic development. The project recently received a National Recognition Award from the American Council of Engineering Companies and an Honor Award from ACEC of Illinois during ACEC's annual Engineering Excellence Awards.

Dawson received the Young Civil Engineer of the Year Award, which recognizes civil engineers who are 35 years old or younger for demonstrated leadership potential and significant engineering contributions. He has been on the executive board of ASCE's Illinois Valley Branch since 2000 and membership chair since 2008.

Award winners were recognized at the 89th Annual ASCE Central Illinois Meeting and Banquet in Peoria.

Hanson named on 'Hot Firm List' by ZweigWhite

Hanson Professional Services Inc. has been named on The Zweig Letter's "Hot Firm List," a list of the top 100 fastest-growing architecture, engineering, planning and environmental consulting firms in the U.S. and Canada.

Hanson was ranked 92nd on the "Hot Firm List," which recognizes consulting firms that have outperformed the economy and competitors. The rankings are based on each firm's percentage revenue growth and dollar revenue growth over a three-year period compared to the other entrants. In 2012, Hanson was ranked 96th.

CARR: August home sales at 40-month high

Unit home sales for single-family homes increased while the median home sale price declined in the Capital Area during August 2013, according to the Capital Area Association of REALTORS.

For the month of August 2013, the median home sale price was \$111,500, reflecting a decrease of 8.5 percent from the August 2012 price of \$121,000. The year-to-date median sale price through August 2013 was \$119,900, reflecting a decrease of 0.9 percent from the \$121,000 price during same period in 2012.

According to CAAR, there were a total of 413 homes sold in August 2013 as compared to 353 homes sold in August

2012, reflecting an increase of 17.0 percent. Year-to-date home sales through August of 2013 totaled 2,525, reflecting an 8.1 percent increase over the 2,335 sales during the same time in 2012.

The 43 foreclosure sales in August of 2013 represent 10.4 percent of all sales. This is down from the 52 foreclosure sales in July of this year and nearly unchanged from the 44 foreclosure sales during the prior August. Year-to-date through August 2013 there have been 407 foreclosure sales, an increase of 50 percent over the 271 sales during the same period in the prior year.

The average cumulative days on market for all home sales was 100 in August, up from the 88 days in July of this year and 95 days in August 2012.

Total housing inventory at the end of August rose to 1,841 listings, reflecting an increase of 3.4 percent from the 1,780 listings the end of August 2012. The listings available at the end of August 2013 represent a 6.1 month supply at the current sales pace, up from 5.3 months in July.

The Federal Home Loan Mortgage Corp. reported that the national average commitment rate for 30-year, conventional, fixed-rate mortgages was 4.46 percent in August 2013, up from the 3.60 average rate during August of 2012.

Inland Home Mortgage opens origination center

Inland Home Mortgage, a subsidiary of Inland Bank & Trust, has opened a mortgage origination office at 3000 Professional Drive in Springfield. The office will serve the greater central Illinois area and offer a variety of loan programs, including FHA / VA, conventional, Down Payment Assistance Programs, Rural Development loans and jumbo loans.

The new center is managed by Rod Luckhart, an Inland Home Mortgage senior vice president. Also joining the Springfield office as sales manager is Jerry Boster, who, in addition to being a lifelong resident of central Illinois, was formerly Chase Bank's top producer in the district and Cheryl Levertson who joins as senior loan officer. Levertson, also a lifelong central Illinois resident, was a top mortgage producer for State Bank of Lincoln.

SATS releases TIP draft

The Springfield Area Transportation Study has prepared the Draft Fiscal Years 2014-2017 Transportation Improvement Program of road, bicycle, pedestrian, and mass transit projects in the Metropolitan Planning Area. Projects slated for implementation during each year are indicated along with the sources of funding. An Illustrative Projects List is also included to identify projects that are priorities for future transportation dollars made available to the area.

The draft plan is available for public review until Oct. 7 on the SATS website, <http://www.sscrpc.com> (under Transportation); at the Springfield Sangamon County Regional Planning Commission office, 200 S. 9th St. Room 212; Springfield Mass Transit District office, 928 S. 9th St.; Lincoln Library in the Sangamon Valley Collection; at the Springfield Urban League, 100 N. 11th St.; and Chatham Area Public Library.

Comments on the plan should be submitted by Oct. 7 via: delivered or mailed to the SSCRPC 200 S. 9th St. Room 212 Springfield, IL 62701; emailed to LindaW@co.sangamon.il.us; or via phone at (217) 535-3110.

The SATS Technical Committee will hold a Public Information Meeting on the TIP during their regular monthly meeting

on Thursday, Oct. 3 at 8:30 a.m. to accept public comments as well.

The SATS Policy Committee is scheduled to take final action on the TIP on Thursday, Oct. 10 at noon.

Members of the Springfield Area Transportation Study are the City of Springfield, Sangamon County, the Village of Chatham, the Springfield Mass Transit District, the Illinois Department of Transportation District 6 and the Springfield Sangamon County Regional Planning Commission.

LLCC plans Campus Visit Day Oct. 14

Lincoln Land Community College invites high school students, adult learners and family members to Campus Visit Day Monday, Oct. 14. The free event begins in the Trutter Center.

Campus Visit Day is a campus visitation event that provides prospective students with information about programs and services available at the college. The theme for this year's event is "See for Yourself!" The morning session runs from 9 to 11:30 a.m., and the evening session runs from 5 to 7:30 p.m. Participants may choose either session.

Both sessions include a 30-minute presentation on admissions and the enrollment process, financial aid and student success. Guests then have the opportunity to visit exhibits and speak one-on-one with LLCC representatives of academic programs and student services. Tours will be offered of Menard and Sangamon Halls, the Workforce Careers Center, and health professions labs and classrooms.

Refreshments at both sessions will be prepared by LLCC's Culinary Arts and Hospitality programs. To register for Campus Visit Day, visit www.llcc.edu or call (217) 786-2577.

LLCC Foundation launches "Grow Beyond" endowment fund campaign

The Lincoln Land Community College Foundation, a non-profit organization that provides financial support to LLCC students and programs, launched a \$2.5-million endowment fund campaign called "Grow Beyond."

The endowment principal is never spent, creating financial stability and allowing LLCC to be less dependent on revenue sources. The endowment fund earnings are used for the greatest needs of the college, including scholarships, curriculum, programs, supportive activities and even capital construction in some instances.

To reach the \$2.5-million goal, the Foundation has developed a strategic marketing plan to connect with current and past donors, community leaders, alumni and friends of the college. A campaign website has been established at www.growbeyond-llcc.org for online giving opportunities. The campaign is expected to run for three years.

LLCC named "Military Friendly"

Lincoln Land Community College has been named a "Military Friendly School" by Victory Media for the fifth year in a row.

According to an announcement of this year's list, "The 2014 Military Friendly Schools list honors the top 20 percent of colleges, universities and trade schools in the country that are doing the most to embrace America's military service members, veterans and spouses as students and ensure their success on campus."

LLCC maintains a Veteran Affairs Of-

fice within the Financial Aid department. Veterans are offered advising services, tutoring, counseling, military transcript evaluation and online educational offerings and services. The LLCC Veterans Club, open to all student veterans, established the Brian McMillen Veterans Scholarship to assist veterans at the college, and holds an annual 5K run/walk to build and sustain the scholarship.

Economic Outlook Survey being conducted

The University of Illinois Springfield Survey Research Office has started its biannual Sangamon County Economic Outlook Survey.

The survey, conducted in collaboration with The Greater Springfield Chamber of Commerce, the University of Illinois Springfield Chancellor's Office and the UIS Center for State Policy & Leadership, is sent to Sangamon County businesses and non-profit organizations in order to examine the local area economic perceptions, expectations, and evaluations.

The results from the survey will be announced on Nov. 12 at the Chamber's Economic Outlook Breakfast at UIS from 7:30 a.m. to 9 a.m. The event is sponsored by JPMorgan Chase Bank, N.A.

Speaking at the event will be James E. Glassman, managing director and head economist for Commercial Banking. Glassman provides market insights to help clients understand the changing economy and its impact on their business. He also works with the firm's Corporate Sector, including the Chief Investment Office and Investor Relations, as well as the Investment Bank and Government Relations groups, providing financial analysis and research.

Area professionals are invited to learn more about the latest macro-economic trends affecting the business environment. Copies of the survey results will be available at the breakfast, and online at The Chamber's website.

SSCRPC releases Web application

The Springfield-Sangamon County Regional Planning Commission released the Sangamon County Natural Areas Inventory Web application.

The application makes available to the public an online version of the Natural Areas Inventory through an interactive Web map on the commission's website, <http://www.sscrpc.com>.

The electronic version of the inventory allows the public and development community to see areas of Springfield and Sangamon County that have been identified as environmentally sensitive due to the vegetation located there. It also provides grades for each area that identify the degree to which the area has been disturbed in the past, as well as the nature of the vegetable growth in the areas across 27 categories.

Selecting a particular area allows the user to identify the area classification, its quality and the page of the printed inventory in which additional detail about the area can be found. Users are able to review or download the entire printed version of the inventory on the site.

SSCRPC Executive Director Norm Sims said that the application is in keeping with the Planning Commission's goal to provide additional information about the area to the public in an interactive form.

Principal Planner for Land Development at the SSCRPC Steve Keegan worked to develop the application.



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Memorial Home Services open house

Memorial Home Services' retail store in Springfield will hold an open house Oct. 5 from 11 a.m. until 1 p.m. to celebrate its remodeled facility and expanded product lineup.

Lori Valentine, director of durable medical equipment for Memorial Home Services said, "Our remodeled store offers improved product displays and expanded selections, including products for women's health, compression management and pain management."

The first 50 attendees will receive an Omni massage roller. Everyone who visits will receive a free gift bag and a \$10 coupon good toward a minimum purchase of \$50 or more on cash-and-carry items.

Free consultations will be available for leg health, sleep therapy, women's health and pain management. Light snacks and refreshments will be available.

The store is located at 644 N. Second St.

Memorial earns accreditation

Memorial Medical Center's diabetes education program received a four-year accreditation from the American Association of Diabetes Educators.

AADE-accredited programs are recognized for offering quality, comprehensive diabetes education and care. The nonprofit hospital is one of only three healthcare facilities in central Illinois to earn accreditation.

The hospital's diabetes education program, known as Memorial Diabetes Services, helps individuals manage their diabetes. The program covers topics such as healthy eating, exercise, medication education, coping skills, preventing long-term complications, problem solving and monitoring glucose, blood pressure and cholesterol.

"Anything we can do to help someone get their blood glucose under control helps not only them but benefits our society," said Kathy Levin, a registered dietitian and certified diabetes educator, who leads Memorial Medical Center's program.

An estimated 26 million people in the United States have diabetes, and another 79 million are prediabetics, Levin said. By 2050, as many as one out of three people could have diabetes, she said.

Memorial Diabetes Services works with patients with diabetes or prediabetes who are newly diagnosed, have struggled with managing their diabetes or need a diabetes education update. Enrollment requires a physician referral.

The program offers a weekly class that meets for four sessions and one-on-one diabetes and nutrition education sessions. The goal is to provide patients with self-management skills to help them control their diabetes, Levin said.

Viswanathan accepting patients

Avinash Viswanathan, MD, has established an internal medicine practice with Memorial Physician Services – Koke Mill and is accepting new patients.

Viswanathan earned his medical degree from Ross University School of Medicine in Dominica, West Indies. He completed his internal medicine residency at West Penn Allegheny Health System in Pittsburgh and is board prepared in internal medicine.

For insurance questions or to schedule an appointment with Viswanathan, call (217) 862-0800. Hours are 7:30 a.m. to

4:30 p.m., Monday through Friday.

Simmons Cancer Institute offering genetic counseling

Celebrities such as Angelina Jolie and Christina Applegate who have tested positive for the breast cancer gene, commonly known as BRCA, have increased awareness about hereditary cancers and genetic counseling. To help individuals interested in their cancer risk, three board-certified genetic counselors are seeing patients at Simmons Cancer Institute at Southern Illinois University School of Medicine.

Genetic counseling can help patients take control by providing knowledge about appropriate cancer screening guidelines, genetic testing and preventative surgeries in some cases.

Heather Glessner, Ellen Thomas and Dan Groepper make up the genetic counseling team at SCI.

"A patient doesn't necessarily have to have a cancer diagnosis to meet and discuss their family medical history with a genetic counselor," Glessner said. Any physician can refer a patient if there is a history of cancer in the family or if a close relative, such as a sibling, is diagnosed.

The team provides cancer risk counseling services at SCI and also counsel for prenatal and reproductive risks and for personal or family history of a known genetic condition.

Genetic counseling "can help dispel family myths," Groepper said. "A person may be at risk for cancer based on family history, but cancer is not inevitable."

Taking a genetic history is similar to constructing a family tree, according to Glessner. "During a cancer consultation, we inquire about patient's relatives, including the type and age of onset of their cancer and age at death. We assess their risk for hereditary cancer syndromes with this information, consider genetic testing and discuss how possible outcomes may impact their future medical decisions," Glessner said. The team also helps patients determine if their insurance provider will cover the cost of testing.

Patients must have a referral from their physician for genetic counseling services. To make an appointment with a genetic counselor, call (217) 545-8000.

SIU receives awards

The Association for Medical Education in Europe has recognized Southern Illinois University School of Medicine for its medical education programs. SIU was the only medical school to be recognized in all three areas by AMEE.

AMEE is a worldwide organization with members in 90 countries on five continents. Members include educators, researchers, administrators, curriculum developers, assessors and students in medicine and the health-care professions. The awards given were part of the ASPIRE program, which, "aims to recognize and promote performance and excellence in teaching and learning in medicine, taking into account the school's mission and the difficulties and contexts in which a school is operating."

SIU received awards for outstanding efforts in the areas of student assessment, student engagement and social accountability.

"These awards are gratifying because it is a professional peer review of our programs," said Debra Klamen, MD, associate dean for education and curriculum.

SIU Assistant Professor of Medical Education Anna Cianciolo, Ph.D., accepted

the award at the international meeting in Prague.

According to the Association of American Medical Colleges' annual questionnaire, more than 92 percent of SIU School of Medicine fourth-year medical students have reported that they are satisfied with the quality of their education.

SIU HealthCare opens Decatur gastroenterology clinic

Southern Illinois University School of Medicine's internal medicine department now offers gastroenterology services in Decatur. The clinic is a partnership with St. Mary's Hospital in Decatur.

General GI care, as well as advanced procedures, is available. General GI clinics will be held on Thursdays. Procedures will be scheduled on various days. SIUHealthCare will provide care for a variety of GI conditions, including upper/lower GI disease, gastroesophageal reflux disease and colon cancer.

Associate professor Dr. Mei Chris Huang, Ph.D., assistant professor Dr. Madalina Butnariu and assistant professor Dr. Aman Ali will provide patient care, along with nurse practitioners Chris Mogren and Rhonda Dolen-Hooker.

"The clinic provides a supportive, collaborative and collegial relationship between SIU Division of Gastroenterology and the GI physicians at St. Mary's Hospital," said Huang, interim chief of SIU's gastroenterology division.

The office is located at 1750 E. Lake Shore Dr., Suite LL-2 in Decatur. Patients can make appointments for SIU Gastroenterology in Springfield and Decatur by calling (217) 545-8000.

SIU ranked 13th in study

Southern Illinois University School of Medicine ranked 13th out of 161 institutions nationwide in the graduate-level training of primary care physicians, according to a study published in the September issue of Academic Medicine.

The study evaluated outcome measures of social accountability for residency and fellowship training programs. These measures included the percentage of graduates who entered primary care practices and the percentage of graduates who practiced in medically underserved settings. The primary care definition included practices dedicated to family medicine, general internal medicine, and general pediatrics. Results were reported for sponsoring institutions that produced more than 200 residency and fellowship graduates between 2006 and 2008.

During that period, SIU's residency programs graduated 268 resident physicians and fellows, 98 of whom chose to pursue practices in primary care. SIU's residency programs, located in Springfield, Carbondale, Quincy and Decatur, produced 81 family physicians, nine general internists and eight general pediatricians during that three-year period.

"Health is improved when care is longitudinally coordinated by a primary care physician," said Dr. J. Kevin Dorsey, dean and provost. "SIU School of Medicine is proud to train primary care physicians."

Mason District Hospital receives national award

The National Rural Health Resource Center recognized Mason District Hospital for their programs aimed at improving population health, establishing a method for evaluating patient satisfaction and incorporating data into project planning.

"Receiving the Critical Access Hospital Recognition award is an honor and a testament to the commitment we have to leadership in healthcare and patient care at Mason District Hospital," said Harry Wolin, hospital administrator and CEO.

The Critical Access Hospital Recognition award was established by The National Rural Health Resource Center and the Federal Office of Rural Health Policy to recognize work in critical access hospitals throughout the country. The recognition promotes excellence and innovation and honors the achievements and results of critical access hospitals. Sixteen critical access hospitals from around the country were nominated for recognition.

"This year's recipients embody both commitment to their communities and meaningful innovation," said Terry Hill, executive director of The National Rural Health Resource Center. "They demonstrate that rural hospitals can lead the way in the changing health care industry."

"Our health and wellness programs, medical partnerships, leading-edge diagnostics, and patient quality systems put us in a position to respond proactively to our community members, and provide the highest quality care and innovative services in our rural facility," said Wolin.

Nursing care improving in Illinois

Drawing on data collected since the program was first launched, the Illinois Health Care Association released an analysis of the federal Five-Star Quality Rating System showing the number of Illinois skilled nursing centers achieving the highest rankings of quality increased, while those centers receiving the lowest rankings were down. Specifically, Illinois saw its proportion of Four- and Five-Star centers rise 52.1 percent since the Centers for Medicare and Medicaid Services launched the program in 2008, while the proportion of One- and Two-Star centers fell 33.3 percent during the same timeframe.

"We're proud of the progress that Illinois long-term and post-acute care providers have made with respect to these national scores on quality," said David Voepel, executive director of IHCA. "We need to continue pushing forward on achieving greater quality outcomes by working with the Illinois Department of Public Health and nationally with CMS to ensure quality improvement."

A Five-Star rating is a composite ranking based on scores in three domains – Staffing, Quality Measures and findings from health inspections conducted by the state government – with a score of five being the best. All Five-Star composite scores and results are reported on the CMS website, Nursing Home Compare.

When the federal Five-Star system was launched in December 2008, 32.3 percent of all Illinois skilled nursing centers were scored with either a 4- or 5-Star ranking. As of July 2013, 49.1 percent of centers were in the top two categories. Further, in 2008, 47.1 percent of centers in Illinois were rated 1- or 2-Star. Today, 31.4 percent fewer centers fall in those categories.

Comparing Illinois to national trends, program data showed that, for the same five-year timeframe, the profession saw an increase in the proportion of skilled nursing centers receiving 4- and 5-Star rankings, and a decline in the number of 1- and 2-Star centers.

OPINION

Occupational hazard

Recently ex-Bear and Hall of Fame running back Gale Sayers withdrew his lawsuit against the NFL for failing



Brant Mackey

PUBLISHING

to prevent repeated head injuries suffered while playing football. Sayer's case was more of a media circus. While he met with attorneys, he later indicated that he never intended to sue and that he only had a half of a concussion in his seven year career which was shortened by knee injuries.

I enjoy watching football. Traditionally I have been a college football guy, but recently I entered a NFL fantasy football league.

The NFL has reached a \$765 million settlement with some 4,500 former players who claimed they were not informed of the long term effects of head injuries.

This lawsuit and changes to rules to protect players have me conflicted. I certainly don't want anyone hurt just for my viewing pleasure. However, football comes with inherent danger. What do you expect when a 250 lb. angry linebacker goes head on with a 200 lb. running back at speeds of a four second 40? The outcome seems obvious.

Of course there is the god almighty dollar. The NFL player annual league minimum is more than I will have in my IRA when I retire. Many players make millions of dollars, a hefty sum compared to fisherman or logging workers who earn on average only \$30 to \$40 thousand a year and suffer more long term and career ending injuries and fatalities.

I am okay with the NFL distributing some of its billions of dollars back to the players with health issues related to work and trying to avoid vicious and overly violent hits on the field. But at the end of Monday night we need to realize that it is the players' decision to enter into this career. They have weighed the risks and rewards and elected to play the sport of their own choice.

For me, well, I am only 5' 7", 175 lbs. and run and jump like a snail so the NFL was never an option, nor was high school football. Community journalism has been a much better fit although it comes with its share of occupational hazards.

Mostly, any mistake we make is etched in ink and paper for everyone to read. That is probably why we take accuracy and integrity as seriously as a 300 lb. defensive end chasing down the quarterback.

Brant Mackey is publisher and editor of Springfield Business Journal. He can be emailed at: brant@springfieldbusinessjournal.com



"Speak now, or forever hold your Orange Dreamcicle Mousse in a chocolate shot glass."

EDITORIAL

SDAT Initiative

It will be worth a trip to the Farmers Market on Oct. 19 and Oct. 26 to see the architectural rendering of what housing in the downtown could look like.

As a result of the Sustainable Design Assessment Team (SDAT) initiative, a group of local architects putting their ideas on paper on how an existing building or a parking lot become housing.

"The thing we are focusing on first is housing and increasing the amount of people who live in the core of the community," said Chuck Pell, a co-chair of the SDAT Action Committee, tasked with bringing the findings to life and making downtown Springfield an urban residen-

tial area by 2022.

The biggest challenge to living downtown is parking. That is an issue that needs to be addressed if the downtown area is ever to become a healthy residential area. How that is addressed – with parking ramps close to living spaces – is important to drawing people downtown.

The area the architects are focusing on are 6th Street between Adams and Monroe, and Adams between 5th and 6th Streets. The designs the architects will be unveiling will hopefully kick downtown development sooner than later. We look forward to seeing what they come up with.

Letter to the editor

Crime Stoppers... 30 Years of Fighting Crime! Crime Stoppers of Sangamon and Menard Counties continues to make our streets and communities safer. The ongoing support you, the public, have provided has been critical to this success. Together, we have made a difference in our communities!

Since its inception, Crime Stoppers of Sangamon and Menard Counties has led to over 4,306 arrests, closed 7,173 cases, recovered more than \$7,553,9448.00 in stolen property and drugs, and has paid out \$551,575.00 in reward tips.

Please join us for our Annual Community Unity fundraiser on Thursday, October 10, 2013, at the Northfield Inn, Suites and Conference Center (3280 Northfield Drive, Springfield) as we raise additional funds for our mission and celebrate 30 years of partnering with law enforcement, citizens and media in the fight against crime.

Community Unity will feature food, live and silent auctions, a wall of wine,

entertainment and much more. In addition to attending the event, we encourage you to consider making a donation. There are several options available, all of which will further demonstrate your commitment to this vital cause and the opportunity to showcase your product/service. As a non-profit organization under section 501(c)(3) of the Internal Revenue Code all donations to Crime Stoppers are tax deductible. Completed forms and donations must be received by September 20, 2013 to ensure inclusion in pre-printed event materials.

Proceeds from Community Unity will allow us to continue our efforts to keep criminals off the street. Thanks to your generosity, we have made great strides since 1983. We are sincerely grateful for that support and look forward to working with you the next 30 years.

Many thanks for your consideration,
Crime Stoppers Fundraising Committee

LETTERS TO THE EDITOR

Springfield Business Journal welcomes all letters to the editor. We look forward to providing an open forum for you to express your views. Please include your name, address and telephone number for verification. Please send them to: Editor, Springfield Business Journal, P.O. Box 9798, Springfield IL 62791 or e-mail them to info@springfieldbusinessjournal.com. Letters may be edited for clarity, space or libel.

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Office of the President and Vice President: The White House, 1600 Pennsylvania Ave., Washington, D.C., 20500; main telephone number: (202) 456-1414; comment line: (202) 456-1111; e-mail: president@whitehouse.gov

Who are you?

Oh, bother. The other day I overheard a couple of co-workers trying to bring up to speed a person in the office



Joe Natale

WORKING BLUE

programmer.

In case you are a programmer, or never heard about Tigger, the orange tiger bounced on the scene in Pooh's tree trunk home in the middle of the night searching for something to eat. Eeyore, who is a bit of a loner, eats thistles.

The aforementioned conversation continued with the observation that a person is either a Tigger or an Eeyore. In a nutshell, Tigger considers the glass half full; Eeyore considers the glass half empty. Then the conversation took a hair-raising turn when I overheard someone say, "Joe is an Eeyore."

As for Eeyore, you should not confuse being pessimistic with being realistic. As for Tigger, you should not confuse being optimistic with being obnoxious.

Tigger is enthusiastic and has endearing qualities, but if Tigger acts on the job like he does in the Hundred Acres Woods, he would be disciplined for creating a hostile work environment. His constant bouncing could be considered disruptive, and it was Tigger, after all, who – unprovoked – bounced Eeyore into a river.

Tigger and Eeyore do have something in common: they think highly of themselves. Tigger is self-confident to the point that he exaggerates his capabilities, often to his own detriment. He can climb up a tree, but he can't get down without a little help from his friends.

Eeyore is generally unimpressed by the other animals in the woods. "No brains at all, some of them," he believes. "Only grey fluff that's blown in their heads by mistake." Don't say something like that out loud in the office.

Limiting people in the workplace to two personality traits like a Tigger and an Eeyore is, in my estimation, too limiting; especially when you have a winsome Pooh, a pontificating Owl, a bureaucratic Rabbit and a timid, yet brave, Piglet, running around the office with their hair on fire. In my case, it wouldn't burn for very long.

Joe Natale is a freelance writer from Springfield.

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Time to invest in Illinois' transit hub

Illinois is the transportation hub of America where waterways, interstates, railroads, pipelines, fiber optic networks and global air travel converge. The foundation of Illinois' economy is built on transportation.



Douglas L. Whitley

OPINION

The quality, reliability and reach of Illinois' transportation infrastructure is in jeopardy as both the state and federal government programs to fund capital construction projects will expire next year. The "Illinois Jobs Now" program approved in 2009 ends in July. The federal funding "MAP 21" ends simultaneously with the federal fiscal year on Oct. 1, 2014.

In Illinois, it is projected that road and bridge funding will collapse by \$2 billion. The impact will be a reduction in the number of annual construction projects by two-thirds and is expected to reduce construction related employment by nearly 20,000 jobs.

Neither of the last two federal surface transportation bills have had sufficient funding to fulfill the nation's construction needs. The Congress has found it necessary to shore up the US Department of Transportation's Highway Trust Fund with transfers from the general funds because the 18.4 cents per gallon federal tax on gasoline and 24.4 cents per gallon federal tax on diesel fuel in effect since 1993 have demonstrated no sustained revenue growth and there have been no revenue increases to bolster the fund.

As in many other areas of national importance, Congress has failed to offer a deliberate and stable approach to meeting the nation's needs. Clearly, the message to state and local officials is that they should no longer look to the federal government to finance the majority of their infrastructure programs.

Waiting for Congress has proven to be a failed strategy. Today, Illinois Jobs Now! is reaching the end of its life. In Illinois, the typical funding cycle for publicly funded transportation construction work

begins again every five to six years. That moment has arrived.

A new state capital plan is needed, one that doesn't rely on uncertain tax revenue from video poker or other gimmicks. Both Illinois' gas tax and the federal gas tax have been unchanged for more than 20 years. The lack of growth in road fund taxes is insufficient to meet the needs for state and local roads and transit systems.

Today's vehicles are far more fuel efficient than those operating 20 years ago. Today's motorists are paying a far smaller percentage of the price of fuel for road work than was paid in the early 1990s, while the costs of materials, equipment, and labor have only increased. The anticipated growth of hybrid, electric and other alternative fuels vehicles will further suppress the impact on construction funds from traditional highway user fees.

Over the next five years, Illinois will need \$63.5 billion on the low end and \$74.4 billion on the high end just to maintain our existing road and transit networks in a state of good repair. Despite the need, taxpayers will not support that level of funding, but some reasonable amount must be raised to sustain our fiduciary responsibilities to sustain the systems our predecessors have provided for us.

The good news with all of this is that we have the ability to improve our transportation infrastructure. In May, legislators introduced legislation that would eliminate the flat rate per gallon tax on gasoline and replace it with a 9.5 percent tax on the wholesale price of fuel. While this approach is more volatile and harder to predict receipts, the wholesale approach is expected to guarantee an increase in tax revenue, while reflecting market pricing that has consistently grown over the years.

A new state capital bill needs to do more than just increase funding. Even

though the amount of money diverted continues to shrink, we need stronger protections to prevent future diversions and ensure that motorist's user fees intended for transportation are actually spent on transportation.

The next state transportation program also needs to include a pay-as-you-go component to ensure that ongoing maintenance and repair programs have a steady stream of investment.

Without pay-as-you-go provisions,

“Over the next five years, Illinois will need \$63.5 billion on the low end and \$74.4 billion on the high end just to maintain our existing road and transit networks in a state of good repair.”

regular maintenance and repair is not only delayed but results in higher costs when they are performed. According to the American Association of State Highway Officials, one dollar spent to repair a highway while it's in fair condition prevents

costs of \$6 to \$14 to rebuild the same highway once it has reached poor condition.

Investing in infrastructure creates jobs, and not just for engineers and construction workers. Businesses rely on transportation. Warehousing, logistics, manufacturing, and service industries alike locate in Illinois because of our infrastructure.

However, all of these things rely on certainty. The certainty that an employee can arrive and leave from work at the same time each day along with the certainty that a truck can make it across the region in the same amount of time are strong economic contributors to Illinois' economy.

Maybe because highways and trains aren't sexy and thus are frequently taken for granted they appear to get little attention from policymakers until they collapse or gridlock brings commerce to a halt. If we lose our edge in transportation, the state will squander one of its greatest competitive advantages.

Douglas L. Whitley is president and CEO of the Illinois Chamber of Commerce

ROSES and THORNS

A Rose – To this year's and all of the previous years' 15 Under Fifteen selectees. Keep up the hard work because small businesses are the future of the American and local economy.

A Rose – To Sheryl Daugherty and Theresa Boley, co-chairs of the successful IWIL symposium; "Empowerment" this past September.

A Rose – To organizers and volunteers who dedicate their time and effort for running events in Springfield.

A Rose – To a local flavor of nostalgia and history returning to Springfield ... Dew Chilli.

A Rose – To companies who take the time and money to host retreats, celebrations and holiday parties with and for their employees and customers.

LOOKING BACK

5 years ago in the Business Journal (October 2008) ...

- Business Journal staff traveled to Sparks, Nev. to preview a grand opening of Scheels.

- My Friends Discovery Center, a day care center was announced for Pine Creek subdivision in 2009.

- Chatham's Village President Tom Gray talked about the major growth they were experiencing, among other topics.

- Local not-for-profits discussed how funding woes were creating dire financial times for social service agencies.

- LRS discussed the benefits of providing its employee wellness program.

- Caitie Girl's was the business lunch review for the month.

BOOK OF LISTS

In each issue of the Business Journal, we publish at least one or more lists of local businesses by major business categories. In the month prior to publication, we announce which lists will be published the following month. If your business is included in our monthly and annual lists, take a moment each month to check our upcoming list(s). If you have changes, additions, deletions, etc., e-mail us at: info@springfieldbusinessjournal.com. NEXT MONTH: Book of Lists

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