

Clinton Regional Development Corp.

Summer Greetings!

June 2, 2009

In This Issue...

[CRDC Stimulus Funding](#)

[Building Morale Workshop](#)

[2009 SMART Conference](#)

[BREI Conference](#)

[HUB Zone Workshop](#)

[PDI Conference](#)

[Straight Ahead! Award](#)

[Activity Score Card](#)

Quick Links...

[Our Website](#)

[News & Events](#)

[About Us](#)

[CRDC Staff](#)

[Contact Us](#)

CRDC Stimulus Funding

Steven G Ames - President & CEO:

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On February 7, 2009, President Obama signed the American Recovery and Reinvestment Act (ARRA) to provide funding for projects that will create and sustain high quality jobs and boost the nation's economy. Out of the billions allocated, only \$5 million in ARRA funds was made available to the state, through the Iowa Department of Transportation (IDOT) Office of Rail Transportation, to apply toward rail projects across the state.

The competition for funding was fierce, with almost 40 applications received by IDOT for various rail-related projects. On Tuesday, May 12, 2009, IDOT publicized four (4) projects that would receive ARRA funding. CRDC was awarded \$2 million to assist in funding construction of the lead rail siding that will serve the Lincolnway Railport. Council Bluffs received the same amount for the Iowa Interstate Railroad Intermodal Facility. The D & W Railroad was awarded \$764,200 for system upgrades, and the City of Keokuk got \$235,800 to upgrade electrical components on the 1913 railroad bridge that serves the city.

The state's investment will be paid back many times as new high-wage jobs are created by business and industry requiring rail and barge to import raw materials and ship out finished goods. We are building a world-class industrial park with operational and logistical advantages unparalleled in the Midwest. This award moves us one step closer to that end.

"Building Morale ..."

Sylvia Banes - Business Relations Manager:

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Times are tough everywhere, but difficulty always presents opportunity. The Business Training and Seminar Committee of the Clinton Area Chamber of Commerce (CACC) and the Clinton Regional Development Corporation (CRDC) are hosting a special presentation by employee-morale expert, Tom Terez.

"Building Morale in a Broken Economy"

Friday, June 12, 2009 - 8:00 to 11:30 AM

Clinton Community College Technology Center

1951 Manufacturing Drive, Clinton, IA

\$10 Cost Includes Continental Breakfast!

R.S.V.P. by June 5, 2009 to

CACC Office @ 563-242-5702 or

chamber@clintonia.com

Tom Terez takes on the conventional wisdom and shows how these "worst of times" can be the "best of times" for strengthening workplace morale. He brings hope, humor, and fresh thinking. You will leave with substantial ideas you can put to work right away! He will discuss concerns, issues, and questions such as:

- Are you doing all you can?
- Are you communicating in the right way?
- Has your organization laid people off, or are layoffs on the horizon?
- Are you good at juggling?
- Are you working on a tight budget?

Tom Terez is the author of the book *22 Keys to Creating a Meaningful Workplace*, founder of the Web-sites BetterWorkplaceNow.com and InnerBest.com, and author of the *Employee Morale Survival Guide*. His e-letters have subscribers from 126 countries; he has led talks and workshops for Boeing, Fidelity Investments, and more than 80 other companies, conferences, and business groups. He has an MBA from Duke University (1989) and a journalism degree from Northwestern University (1985) and is based in Columbus, Ohio.

All participants will receive a User ID and Password for full access to the "Better Workplace Now Online Desk Reference." This Web-based resource includes the full text of the book, *22 Keys to Creating a Meaningful Workplace*, plus a suite of ready-to-download assessment tools and articles.

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2009 SMART Conference

Mary B. Paul - Administrative Assistant:

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CRDC staff members Karen Mooney and Mary B. Paul, along with CRDC Board Chair Tom Determann, attended the 24th Annual SMART Economic Development Conference held at the Polk County Convention Complex in Des Moines, Iowa on May 7, 2009. This one-day conference, sponsored by THE IOWA UTILITY ASSOCIATION and THE IOWA DEPARTMENT OF ECONOMIC DEVELOPMENT, offered valuable information and resources for those interested in economic development, business and industry retention and expansion, and community development.

The focus this year was on **sustainability**--how to preserve, maintain, and prolong the world we live in. The morning key-note speaker, Donovan Rypkema, Principal with PlaceEconomics, talked about tomorrow's economy, its risks and trends, and how we need to rethink our local economy by making it sustainable. Rypkema stated it is up to us to create a sustainable economy; and this can be accomplished by working together and accepting our environmental, economic, and cultural responsibilities.

Staff attended breakout sessions on topics including TIF and economic development financing; showcasing Iowa's communities; site selection; existing industry programs; local economic development boards; working with utilities; and the Federal Economic Stimulus Package. Many ideas were presented on attaining sustainable energy, sustainable technology, sustainable development, sustainable economy, and sustainable communities.

The luncheon key-note speaker was Marci Rossell, former Chief Economist with CNBC and formerly with Deloitte and Touche and Federal Reserve Bank of Dallas. Ms. Rossell engaged the audience with

humor and common sense on the connection of economics, politics and the media. She discussed the pattern of financial crisis and the aspects of economic recovery. Despite the devastating effects of the down economy, Rossell left the audience with a positive message and hope for the future, a sustainable future.

The 2009 SMART Conference was informative, exciting, and well worth the long drive. If you have never been to a SMAFT Conference, you may be missing out on an experience that could make a positive difference in your business and community. CRDC staff attends every year in May, so please think about joining us in 2010.

BREI Conference

Karen Mooney - Marketing/Research Specialist:

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May 13 and 14, Karen Mooney attended the Business Retention Expansion International (BREI) Annual Conference in Des Moines. BREI is an association of ED professionals working to advance business retention and expansion as an economic development strategy. The annual conference provides continuing education opportunities for Certified ED professionals and also the chance to network and share best practices among peers from all over North America.

The "buzz word" for this conference, and many others we have attended recently, is **sustainability**--meaning sustainability of staffing, productivity, use of resources, and services to customers--essentially, sustainability of all aspects of doing business. From a growth and retention stand point, a sustainable company is more financially successful and has much better potential for weathering the current economic storm. In addition, it will be well positioned to survive and thrive while meeting future demands such as customers' expectations for leaner and greener operations and a shortage of qualified labor due to the impending retirement of the "baby boomer" generation of workers.

An especially informative session focused on Menasha Packaging in Muscatine, IA. We learned how that company has met the demands of their customers and become more profitable by making their operations more efficient, reducing their inventory, and "greening" their operations by reducing waste and conserving resources. They accomplished this with the assistance of a joint "Lean and Green" planning venture by the ISU Center for Industrial Research and Science (CIRAS) and the Iowa Department of Natural Resources.

In addition to making industry more sustainable, communities are also becoming more sustainable. The City of West Union, IA (pop. 2,549) is a Green Pilot Community. This pilot project will create best practices and allow the city to serve as a model for other communities to become more environmentally friendly. West Union will receive technical assistance, training, and financial incentives from IDED to complete a new, environmentally responsible and innovative streetscape. Their plan includes several projects with a goal to make their community more environmentally responsible, energy efficient, walkable and bikeable, while adding an attractive and "green" streetscape to their down town. More details on the West Union Project can be found at: <http://www.westunion.com/iowa/green-pilot-community-project-overview.html>.

Overall, BREI offered some thought-provoking programs, many of which could be implemented by our local business and industry. We look forward to sharing these ideas with you. Please feel free to contact us, if we don't contact you first. As always, we are happy connect our stakeholders with resources to make you more successful.

HUB Zone Workshop

Sylvia Banes - Business Relations Manager:

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On May 21, local companies learned how to register for government contracting. Dave Bogaczyk, Manager of CIRAS (Center for Industrial Research and Science) Procurement Assistance with the Iowa State University Extension, presented the steps and procedures for doing business with the federal government.

The group learned there is a process to follow and local assistance is available to insure accuracy and success. The first step is to register with ORCA (Office of Rural Community Affairs, website: www.orca.state.tx.us). Next is the process of learning how to fill out the forms, gaining access to the right contracts, and how to network and be connected with lead federal contractors. Procurement assistance offices are located at the Scott County Extension Service, for companies in Iowa, and Black Hawk College for those located in Illinois. All basic counseling is available at no cost to the company.

Businesses in Clinton and Jackson Counties are designated a HUB Zone, defined as an economically distressed area, determined by the Small Business Administration, using income data from the census and unemployment information. With this designation, businesses in those counties have an advantage in contracting with the federal government. The purpose of a HUB Zone is to increase employment opportunities, investments, and economic development. If you would like contact information or more details about government procurement, please contact CRDC @ 563-242-4536.

PDI Conference

Sylvia Banes - Business Relations Manager:

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Steve Ames and Sylvia Banes attended the PDI (Professional Developers of Iowa) Spring Conference in Sioux City on May 27-29. There were a variety of topics presented that were quite pertinent in this economic downturn. The topics included Site Development Visualization, which provided some excellent ideas how the CRDC could develop a marketing plan around the creation of the Railport; new survey tools used by Workforce Development to learn more about workforce skills; and how universities are responding to grow and assist industry in the State of Iowa.

The most important presentation this year was Mike Tramontina, Director of the Iowa Department of Economic Development (IDED). He outlined the changes for the next fiscal year for IDED. There has been a 12% cut for the entire department. This includes a 10% cut for the Iowa Values Fund. The rest of the cuts are across every program the department administers.

Tourism is the only area that will not see cuts. This is because gaming monies are used for marketing, and the revenue has increased for this use.

There will be a cap of \$85M on use of tax credits for all projects. In FY08, there was \$360M awarded, with most of the credits going to the bio fuel industry. According to Mike, in normal years the proposed amount has been sufficient. There will be new rules for the use of the Values Fund. These guidelines have not been completed at this time.

IDED had to show the Legislature the number of shovel-ready projects across the state in order to access stimulus funding. Many communities filled out applications, which proved there were many projects that could use stimulus monies in Iowa. Now, the application process is being developed. The final submission of projects may be very similar to what is currently done with Vision Iowa Funds. Mike did indicate that

applicants must be able to prove the economic impact and increase in jobs for their community. In addition, the site must be controlled by the entity developing the project with permanent plans in place at the time of application. Watch for further details of the application process.

Companies will need to comply with the job growth component that was identified on projects prior to the economic downturn. IDED will work out a plan if those numbers have not been achieved within the allotted time. In some cases, an extension has been allowed. Director Tramontina is confident IDED can work with the new perimeters of economic development. Staff will not see layoffs and plans continue to be made for the continued growth of Iowa.

"Straight Ahead!" Chamber Award

Mary B. Paul -

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The 137th Clinton Area Chamber of Commerce Annual Meeting and Awards Dinner, held at the new Clinton Riverfront Marina, was attended by CRDC staff members Karen Mooney and Mary B. Paul on May 28, 2008. Among the several Chamber awards presented was the **"Hugh LaMont 'Straight Ahead!' Recognition Award."**

This award was established at last year's Chamber Annual Meeting, and the first recipient of the award was given at the awards dinner this year. The award pays tribute to our dear friend and colleague, Hugh LaMont, who was President of CRDC for many years. After retirement, Hugh continued to give support and guidance to CRDC until his death on December 3, 2007.

The "Hugh LaMont 'Straight Ahead!' Recognition Award" is given to an individual who meets the following criteria:

- Perseveres and stays on track, working toward project and community goals, to advance the interests of this Region.
- Promotes and provides outstanding leadership, yet cares more about the results than who gets the credit.
- Brings something positive to the table where ever he or she goes.
- Makes a difference in the lives of those who know him or her.

This year's winner was good friends with Hugh; they spoke highly of each other because there were so similar in many ways. She always strived for the best, made everyone her friend, and never quit until the best had been achieved. She was the ultimate ambassador of good will, the perfection of positive attitude, and the queen of kindness.

The Chamber's "Hugh LaMont 'Straight Ahead!' Recognition Award" winner was Barb Faulkner, former Sales and Marketing Director for the Best Western Frontier Inn & Restaurant in Clinton, Iowa. Sadly, Barb passed away September 2008. Mr. Craig Faulkner, Barb's husband, accepted the award, which was presented to him by Hugh's widow, Carol LaMont. Barb was also recognized as a retiring Chamber Board Member and that award was presented to her husband by Julie Allesee, Chamber President.

Pictured above are Carol LaMont and Craig Faulkner at the Chamber Annual Meeting & Awards Dinner, May 28, 2009.

Activity Score Card



Since 1953, the Clinton Regional Development Corp. has offered professional, client-driven site selection services. Our goals are to enhance the regional business climate, attract new investment, expand existing industry, and encourage quality new jobs.

A "scorecard" tracking our sales and marketing activities is available to our investor on our website: www.clintondevelopment.com

User ID: crdcnbr

Password: crdcweb

Investors who would like more details about our current project mix, please contact Steve Ames at 563-242-4536 or

sames@clintondevelopment.com

[See the Scorecard...](#)

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