

**ECONOMIC
DEVELOPMENT
& PLANNING
DEPARTMENT**



Business News

Volume 10, Issue 2

Spring 2017

Hildy Kingma

*Director of Economic
Development & Planning*
708.283.5622
hkingma@vopf.com

Sandra Zoellner

*Assistant Director of
Economic Development
& Planning*
708.283.5623
szoellner@vopf.com

Evelyn Sterling

*Community Relations
Coordinator*
708.283.5621
esterling@vopf.com

Monica DeLord

*Administrative Assistant II &
Business Licensing*
708.283.5617
mdlord@vopf.com

Inside this issue:

Zoellner Named Economic Development Leader of the Year	2
Women's Empower- ment Session Held in February	2
March is Resident Appreciation Month in Park Forest	3
Moore Receives 2016 Business Person of the Year	5
Welcome New Businesses!	5
SBAC Presents Equity Crowdfunding in January	5
Summertime Bingo Game Highlights Business	6
Save The Date ~ Networking Mix is April 19	6

Mayor's Message

People often ask, "What are you doing to attract more business to Park Forest?" It's an easy question to ask, but a much harder one to answer.

First of all, it's important to differentiate what the Village's elected officials do to attract new business, and what is done by the professional development staff. The elected officials have the obligation to determine policy, whereas the staff is responsible for putting that policy into action. It's not an easy task on either end.

As Mayor, it's my obligation to direct the development of policy by the Village Board. The Village Manager, on the other hand, has the task of overseeing the implementation of that policy. The Board establishes specific goals in a variety of areas – including economic development – and then the Manager and his staff develop action plans for putting in place the steps that lead to meeting those goals. On an annual basis, both the policies and the implementation plans are centered around the development of the budget, since that is the document that lays out what resources will be available in both regards.

"Policy" might be viewed as the philosophy that always is in the background while specific actions are being

undertaken. As regards economic development, our policies create a framework within which the staff can work. For example, the Board has recognized that a key way to attract new business is to have a trained workforce available since every business needs good, capable, employees. That's the philosophy, but the specific actions undertaken by the staff have included working more closely with Rich East High School, Prairie State College, and Governors State University to assure that training programs are in place that will be most successful in meeting the needs of the businesses we hope to attract.

proposals that have brought in federal dollars for OAI to operate our local makers' lab that allows for both business owners and employees to cultivate new ideas in the realm of manufacturing.

Workforce development is just one of the many steps currently underway to put effective policies into action with the end of fostering more business in Park Forest. Our staff also is working closely with both county and state officials to find avenues for reducing tax costs, exploring ways that opportunities for greater energy-efficiency can be available to businesses that locate in our town, and also promoting continual networking opportunities for local businesses.

An important tool used in attracting new business is regular attendance at trade shows where potential retail operators are encountered. Part of our sales pitch to those businesses is based on the kinds of things listed above, which are viewed as major assets for many businesses looking for new locations.

**Workforce
development is
just one of the
many steps
currently
underway to put
effective policies
into action...**

Also related to workforce development, the staff also has established a close working-relationship with OAI Inc., a highly regarded job-training operation that now has its offices in DownTown Park Forest. Staff successfully wrote a couple of grant



SEE **MAYOR**, Back Page

Zoellner Named Economic Development Leader of the Year



Sandra Zoellner and Phillip Perkins, EDAG Chair.

SANDRA ZOELLNER, Assistant Director of Economic Development & Planning, was honored as the 2016 Economic Development Leader of the Year on February 8 during the 15th Annual Summit Awards Breakfast given by the South Suburban Small Business Association. The Award breakfast was held at Idlewild Country Club in Flossmoor.

A total of four awards were handed out including the Training Excellence of the Year, Small Business of the Year and Creative Arts Award.

The Economic Development Leader Award acknowledges management ability, contribution to the community and region by working toward continued growth and viability of the region and efforts made to build good, strong relationships with business.

Zoellner holds a Masters degree in Public Administration from Wichita State University and served as the director of economic development in Russell County, Kansas for five years before joining the Village of Park Forest in 2005.



Pictured from left to right, Monica DeLord, EDP Admin & Business Licensing, Georgia O'Neill, Trustee, Tom Mick, Village Manager, Mayor Ostenburg, Sandra Zoellner, Asst. Director EDP, Kirk Zoellner, Hildy Kingma, Director of EDP, and Chuck Sabey, Cultural Arts Supervisor. Not pictured, Phillip Perkins, EDAG Chair, and Evelyn Sterling, Community Relations Coordinator.

During her nearly 12 years with the Village of Park Forest, Sandra has been instrumental in a number of important economic development activities. She was the project manager for the 211th Street Transit Oriented Development Plan (2008) and the Implementation Study (2012). Since completion and adoption of those plans, she has been deeply involved in marketing the area for new development. Sandra led her South Suburban colleagues in the creation of Select Chicago Southland, a regional retail marketing effort that has paid dividends for most of the municipalities involved. Currently, Sandra is working with State Rep. Anthony DeLuca to gain passage of State legislation to create a new property tax incentive to benefit industrial development of long vacant buildings. While this legislation was created to assist with marketing a particular building in Park Forest, upon adoption it will be available for any Illinois community with similar buildings.

The South Suburban Small Business Association is an Illinois non-profit regional organization dedicated to the concerns and issues affecting small and minority businesses located in our service area. Park Forest businesses interested in joining SSBA can contact them at 708.596.2000 ext. 3260. ■

Women's Empowerment Session Held in February



Alisha Clark with a fellow attendee..

LEE ANN PIANO, *Fine Tuning For Success*, conducted the Women's Empowerment Event ~ Go For It!, on Friday, February 3 at Dining on the Green Banquet Hall in DownTown Park Forest with twenty-eight enthusiastic women in attendance!

This session took the attendees through the process of planning for their success by determining their vision whether it be in their career, finance, health, personal or spiritual relationships. The guidelines for determining one's vision have to be personal, positive and in the present tense.

Learning how to deal with personality styles was addressed to assist the participants in their personal and professional relationships, so that long-lasting cooperation and collaboration could be established. Understanding how to overcome challenges that are encountered along the way as well as mastering one's fears was also discussed.

Lee Ann is a John Maxwell certified speaker, trainer and leadership coach. She has delivered over 600 seminars nationally and internationally. For more information about her upcoming seminars or if interested in an individual session, you can reach her via phone (708) 218-2266, email leeann.piano@gmail.com or website leeannpiano.com. ■



There were several breakout sessions during the event.

Resident Appreciation Month

March 2017

See What's Happening
This Month

1-4

Chance to WIN
\$150 OFF your
next **Water Bill!**

**ENTER
TO WIN!**

10



Coffee & Pictures with the Mayor

17

24 & 25

Candle Making
& Mozart
Candle Holder
Decorating
class



Jazz
and
Tizers

31

All events are **FREE** and first come, first serve basis.
RSVP by calling Evelyn 708.283.5621. More details on the back.

March 1-4

Stop at Village Hall and enter your household for your chance to win \$150 off your next water bill. Hurry in today! 3 lucky households will be selected. Winner will be drawn and contacted on Monday, March 6th. Proof of residency will be required to collect the prize.



March 10



Stop at Village Hall and spin for your chance to win a raffle prize! You may win money, a gift card or Village "SWAG". You will never know until you come in and give it a spin. The 1st spin will begin at 10a in the Lobby and will continue until exhausted or end of the business day at 5p.

Come on out and enjoy St. Patrick's Day with your Mayor John Ostenburg and Staff at Village Hall in the Boardroom. Sip a cup of coffee, hot chocolate, or tea while you munch on a festive cookie or cupcake. Bring your questions or just come and mingle with your neighbors in the community and take a photo! We look forward to seeing you!

March 17



March 24&25

If you joined us last year, you know what to expect with the candle making class, but we added more. Join us on Friday, March 24, 6-9pm, to make another or your first candle and then Saturday, March 25, 9a-1p, to decorate the candle holder with art and with a little Mozart twist to it. You will enjoy our instructors while they bring that artsy side out in you. Seats limited! Call in and RSVP today. Dining on the Green, 349 Main Street.



March 31



Need I say more! Join us for a night of LIVE Jazz, Dancing and Appetizers. Dining on the Green, 349 Main Street, 7-10pm.

Patricia Moore Receives 2016 Business Person of the Year

PATRICIA MOORE, of Patricia Moore Studio and co-manager and curator of Salon Artist Gallery, received this year's honor of the Sam Montella 2016 Park Forest Business Person of the Year. The presentation took place at the November 28 Village Board Meeting.

Phillip Perkins, Economic Development Advisory Group Chair, bestowed Moore with the award noting her steadfast commitment to Park Forest through her special gift for teaching, especially the young art enthusiasts, supporter of the arts, and all things Park Forest. Pat always seems to find the time and energy to volunteer to numerous organizations in and out of Park Forest.

Past recipients of the Sam Montella Business Person of the Year award are: Janet Fiorenzo, *Tower Cleaners*; Alan Franklin, *Muzicnet Performing Arts Center*; Jim McDannel, *Lifetime Automotive Repair*; Mike Jordan, *State Farm Insurance*; Earl and Alia Davis, *Quality Classic Health and Fitness Center*; Bree Breedlove, *State Farm Insurance*, and Yvette Jones, *Real Estate Broker*.

The Sam Montella Business Person of the Year award is an annual award to recognize Park Forest business owners for their contributions to the community through charitable work, service and making a difference. EDAG members are: Phillip Perkins, Chair; Shelia Friday, Vice Chair; Andre Ahouissoussi, Bree Breedlove, Mike Jordan, Maurae Gilbert McCants, Bettie McReynolds and Zerex Veal. The Trustee Liaison is Georgia O'Neill and Sandra Zoellner is staff liaison. ■



Patricia Moore, Patricia Moore Studio, and Phillip Perkins, EDAG Chair.



Pictured from left to right, Janet Fiorenzo (2009), Tower Cleaners, Mike Jordan (2012), State Farm, Patricia Moore (2016), Patricia Moore Studio, Sandra Zoellner, Assistant Director, EDP, Bree Breedlove (2014), State Farm, Phillip Perkins, EDAG Chair, and Alia Davis (2013), Quality Classic Health & Fitness.

Welcome New Businesses!

Rhonda Bulliner's Home Daycare
Home Daycare
(708) 595-4976

Cook County Southland Juvenile Justice Council
Administration Office for CCSJJC
336 Forest Blvd., (708) 441-2515

Get Fit for God
Christian Blog with Fitness Tips
getfitforgod.us

Intellectual-Tech, Inc.
Custom Business Management Software
(312) 620-2444
intellectual-tech.com

Nefertem Naturals LLC
Homemade Soap & Body Butter
(970) 305-2419, nefertemnaturals.com

PK's Christian Learning Site, Inc.
Commercial Daycare
9 North St., (708) 748-1000
pklearning.com

T and J Gov Parts & Logistic LLC
Logistics Agency
234 Main St., (602) 668-5455

Women of Love Ministries
Women Empowerment Group
(708) 985-6368
Facebook ~ @WomenofLoveMinistry

Shop Local First!

SBAC Presents Equity Crowdfunding in January



Elliott Richardson and Dwayne Hirsch, pictured to the left, during his Q&A.

INTRASTATE EQUITY CROWDFUNDING was the topic for the January Business Connection held on January 18 at Dining on the Green Banquet Hall in DownTown Park Forest.

Elliott Richardson, founder and CEO of the *Small Business Advocacy Council*, presented a general introduction to the crowdfunding process and wrapped up with an extensive question and answer period that really got into the particulars.

Richardson also brought Dwayne Hirsch, *BSN Media Network LTD & Coldwell Banker*, who shared his experiences on crowdfunding from the perspective of someone who had gone through the process himself.

If you are interested in additional information on equity crowdfunding, you can reach Elliott Richardson at (312) 548-8608, elliott@sbacil.org or website www.sbacil.org. ■



VILLAGE OF PARK FOREST

Economic Development & Planning Department

350 Victory Drive
Park Forest, IL 60466

Phone: 708.283.5617
Fax: 708.748.4355

Visit us on the web!
www.villageofparkforest.com

Village of Park Forest

**Economic
Development
Advisory Group**

Phillip Perkins
Chair
Shelia Friday
Vice Chair

Andre Ahouissousi
Bree Breedlove
Mike Jordan
Maurae Gilbert McCants
Bettie McReynolds
Zerex Veal

Trustee Georgia O'Neill
Board Liaison

Sandra Zoellner
Staff Liaison

EDAG is Looking for Members

Discusses Economic
Development Issues in
the Village.

Meets on the 2nd Wednesday
of the month at 7:00 p.m. in
Village Board Conference Rm

The Public is Welcome!

**Omission in
Last Issue...**

In our last issue, we unintentionally omitted **Patricia Moore Studio** as a 2016 MidSummer Madness Sponsor. Thanks, Pat, for your continued support of this event!

Summertime Bingo Game Highlights Business

THERE'S A NEW GAME IN TOWN and it's called **Park Forest Summertime Bingo Game!** Residents and nonresidents will be able to have fun exploring Park Forest this summer by completing 5 tasks across, down or diagonal for a Bingo. Once the card is completed, they will submit their Bingo card to our office with proof of completion and will then be entered for a chance to win a \$50 VISA Card.

Game starts June 1 through July 31, 2017. The winners will be announced during the last Main Street Nights event on August 9. Four winners will be chosen.



Details will be mailed out to Park Forest businesses in early May noting the different tasks and activities involved in the event. Tasks will involve visiting businesses and places of interest in Park Forest.

The Bingo cards with complete details will be available in Village Hall and on the Village website. Any questions in the meantime, please contact Monica DeLord at (708) 283-5617 or mdelord@vopf.com. ■

Save The Date ~ Networking Mix is April 19

MARK YOUR CALENDAR for Wednesday, April 19 from 7:45 a.m. to 9:30 a.m. The next Park Forest Business Networking Mix will be held at Dining on the Green Banquet Hall located at 349 Main Street in DownTown Park Forest, which will include a complimentary breakfast buffet.

If you haven't attended one of our speed networking events in the past, please consider doing so this year. They are always lots of fun and we guarantee, you'll meet some great people. Additional details will be forthcoming. ■

CONTINUED FROM PAGE 1

MAYOR

Finally, the Village of Park Forest also makes use of citizen volunteers who assist assessing what are the needs of the community and what types of businesses best would meet those needs. The Economic Development Advisory Group (EDAG) meets monthly and the deliberations of that group not only focus on attracting new business, but also on retaining businesses that already are here.

So, as I said, the question is easy. But there's a whole lot more involved in providing the answer. ■

Mayor John A. Ostenburg