

January 21, 2010

Southeast Kansas, Inc. Annual Report



*"Mobilizing Leadership and Resources
for Southeast Kansas' Regional Development"*

2009 In Review

Mid-America Certified Development Co.

Jitka Hamrsmidova Durman

Despite the changes in CDC staff and the economic downturn, we continued the growth of the local region utilizing local financial resources.

- The CDC completed 13 projects in 7 of the 12 counties it serves.
- Those projects resulted in \$7.4 million in financing, and over \$6.4 million invested in real estate and working capital.
- 75 jobs were retained or created.

We look forward to another good year and anticipate that we can show further growth in our region in the year 2010.

Southeast Kansas Prosperity Foundation

Bruce Fairbank

2009 loan projects resulted in the creation or retention of approximately 42 jobs and resulted in \$774,000 investment in real estate and equipment:

- Raised \$130,000 through tax credit transfers in 2009, \$914,468.50 raised since inception
- Revolving loan provided four loans totaling \$92,000
- Main Street Building Rehab program produced three projects totaling \$120,000

2010 activities will include:

- Promotion of new matching fund program designed to allocate tax credits to one or more counties for the creation of local funds to be used to job creation activity in conjunction with the Network Kansas E-Community program
- If approved a second grant from USDA Rural Development will allow expansion of the micro loan program
- Regional Leadership Academy will band together potential community leaders from throughout the region for training



Pat Jones, Kathryn Richard, Cheryl Penn and Marsha Wallace at work in the Kansas SBDC

Regional Leadership Academy

Kathryn Richard

2009 Accomplishments:

- Completed the third class with 16 participants representing seven Southeast Kansas counties.
- The class completed "First Impression" projects in Altamont, Arma, Humboldt and Louisburg.
- Began the fourth class with 12 participants representing seven Southeast Kansas counties (class will conclude in February 2010).
- The class will complete "First Impression" projects in Erie, Oswego and Pleasanton.

- Obtained funding from the Regional Prosperity Foundation to retain Ron Alexander, trained facilitator, to conduct both classes.
- Coordination of the third and fourth classes is a cooperative effort of Southeast Kansas, Inc. and the Business and Technology Institute at Pittsburg State University, in cooperation with the Regional Prosperity Foundation.

Economic Development Council

Carolyn Kennett

Regional economic development professionals enjoyed innovative and education programs

- David Lindeman of the Life Span Institute of Kansas
- Melissa Trussell & Patrick Shore of Inteli-Link - "Business Health Check"
- Wally Meyers, Director of Entrepreneurship at KU
- MAMTC sponsored Mark Chalfant of Growth Strategies who presented a hands-on Vision 20/20 finance simulation

Focused on legislative priorities

- Supported transportation initiatives of the Transportation Council
 - Encouraged reevaluation of state incentives and adoption of a Quality Jobs program resulting in the new PEAK legislation
- Broadened overall awareness of options for addressing pertinent topics such as:
- Entrepreneurship, workforce, infrastructure and housing

Legislative Council

Accomplishments:

- Assisted in organizing the "Southeast Kansas Day on the Hill" in February.
- Developed a legislative position statement of Southeast Kansas priorities with input from

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the various Southeast Kansas, Inc. Councils. Presented to legislators during the "Day on the Hill".

- Hosted a Legislative Wrap-up in June with a great attendance and a full table of legislators.

Manufacturers' Forum

Marsha Wallace

- Jim Holder, Partner, InvestLinc Private Capital, was well received in February with his presentation "The Economy: Moving Forward in Uncertain Times". After taking a look at how the economy reached such a state, Mr. Holder provided insight on how Middle America differs from the coasts and how the mass media can alter our reality. He then shared recommendations for taking advantage of the situation along with possible sources of revenue in tough times.
- Roger Buck, President, Emerging Solutions Now, LLC, gave attendees Four Steps to No/Low Cost Marketing during his presentation "Black-Tie Marketing on a Blue-Jean Budget". Roger pointed out several completely free opportunities for sharing your company's message that most of us completely overlook. He provided a worksheet to help in the creation of an action plan for getting started.
- For the second consecutive year, the Southeast Kansas, Inc. Manufacturers' Forum sponsored OSHA Training in June was sold out.

Transportation Council

Dean Mann

Transportation continues to be a vital segment of the region's efforts for enhanced prosperity. :

Highways

- Council Chair is member of the T-Link Task Force and various members attended KDOT's regional T-Link conferences in Pittsburg and Chanute, and the Interim Transportation Committee meeting held in Pittsburg
- Supports U.S. Highway 69 Association and U.S. Highway 400 Association positions along with secondary highway requests for improved safety and drivability

Rail

- Supports recommendations include increased funding in the existing short-line rail program to improve infrastructure to augment access, improve velocity, and improve customer service and safety
- Supports funding options to relocate rail customers from core urban areas congested due to lack of railroad capacity, or where service to railroad customers is impaired due to track issues

Air

- Supports KDOT's continued effort to make emergency air transportation available to all Kansans
- Encourages KDOT to work to upgrade instrument approaches and runways to more Kansas airports.

Workforce Development

Jim Maher

Workforce development is defined as collaboration between industry, government and education to prepare and enhance workers' skills to meet current and future market demands, enabling Southeast Kansas businesses to be competitive in local, national and international commerce. This requires a focus on the integration and coordination of workforce programs, as well as streamlined access to such resources and programs by employers, employees, and job seekers.

- Employment changes occurred during 2009 in SE Kansas with worker layoffs and slower than normally new job creation due to the national and regional recession
- Focus shifted to training/education for laid off employees through regional community colleges and technical schools.
- Worked with the Local Area's Workforce Investment Board to provide funding streams for the educational institutions and those seeking the training.

The Council plans to continue this effort as well as continue to provide vision for the future needs of SE Kansas's employers. We hope to build on our cooperative team effort and focus on current and future needs of our employers and their future employees.

"Don't be afraid to take a big step when one is indicated. You can't cross a chasm in two small steps."

- David Loyd George

Remarks from the Incoming President

Marsha Wallace

R.I. Fitzhenry is credited with saying "Uncertainty and mystery are energies of life. Don't let them scare you unduly for they keep boredom at bay and spark creativity."

Southeast Kansas, Inc. faced its share of uncertainty in 2009. Apprehension about the local, national, and world economies effectively doused all of our enthusiasm and curiosity.

Well, enough of that!

2010 is here and Southeast Kansas, Inc is going to take back control. Although not immune to the influence of the world around us, we are definitely in better condition than many areas of our country and it is time to take advantage of that.

Milton Friedman is known to have said, "There's no such thing as a free lunch.". Well, folks, that is all too true. If we are going to successfully revitalize this region, our communities, and this organization, we ALL have to pitch in. Your efforts as members of Southeast Kansas, Inc, members of the councils, and/or members of the board are essential to that success. So, plan to get more involved and be a factor in the rebirth of our regional prosperity.