

Welcome Back Home.

PCED UNDERTAKES CAPACITY-BUILDING VENTURES

RESIDENTS OF PULASKI County enjoy a standard of living of which many can only dream; clean environments, open spaces, and a relaxed atmosphere all contribute to our great quality of life. Still, there is always room for betterment. A community, like an individual, should continually seek growth and improvement. In his keynote at the 2014 Economic Development Summit, Dick Heupel emphasized the importance of quality of place to local development.

Most prospective residents and businesses want to stay in or to move to areas with amenities and infrastructure, so even with a favorable business climate, if the people filling jobs here don't care to live in Pulaski County, then we miss out on some of the biggest benefits of job creation. To be relevant to new and homegrown talent, it makes sense that we need to make our area attractive to these people. An outgrowth of the Summit has been a focus on capacity-building — investigating how to strengthen the foundations that make Pulaski County a great place in which to live, to play, and to work.

Entrepreneurship has long been the lifeblood of the Pulaski County economy; a significant number of Pulaski County citizens are employed by entrepreneurial ventures, are entrepreneurs

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DID YOU KNOW ...

that the Northwest Indiana Small Business Development Center, with a local representative in Knox, provides many free and low-cost services to entrepreneurs and small businesses?

Contact us to learn more!

Young-Entrepreneurship Programming Continues

Brandon Burgess's classroom at Winamac Community High School will for a third time play host to PCED's student-business-plan competition, in this fall's Business Management class. A series of guest speakers with expertise in business consulting (from the Indiana Small Business Development Center (ISBDC)), small-business lending, and marketing will join PCED Executive Director Nathan P. Origer in guiding Mr. Burgess's pupils from brainstorming to business plans over the course of four-plus months. PCED is still investigating the possibility of expanding the program to West Central.

If you have an interest in supporting this exciting entrepreneurship-education experience, then please contact Mr. Origer.

Workshop for Entrepreneurs Forthcoming

At a to-be-determined date, PCED will be sponsoring "A Sound and Proven Path Towards Launching Your Own Business", a business-ownership-basics workshop presented by ISBDC. A wonderful introduction to ISBDC, this two-hour session helps participants to identify personal objectives, skills, and resources; to understand the demands of being an entrepreneur; to learn how to flesh out a business idea; and honestly to discern the feasibility of an idea. If this workshop interests you, then please contact PCED Executive Director Nathan P. Origer.

CONGRATULATIONS TO ...

caterer Celebrations! on its ongoing expansions, financed by the Revolving Loan Fund — and assisted by the Northwest ISBDC!

CenturyLink — a supporter of PCED — on being named Company of the Year by the Indiana Telecommunications Association!

the Pulaski County Community Foundation on the roll-out of its new Website!

Business Profile: Gutwein Popcorn

The world looks a bit different from 2,000 feet above the ground. Soaring above the fields in a single-engine airplane lends itself to taking a step back from the frenetic life under your wingtip and evaluating what's important. What began as a simple interview ended with me in the copilot seat next to Harvey Gutwein in his Piper Dakota as we glided over the shining storage silos that mark Gutwein Popcorn from the air. We talked about farming, popcorn, and business, but the conversation inevitably turns to what's really important to Harvey: family. There's no question that family comes first for Harvey. Fifteen minutes into my visit to Gutwein Popcorn, I had already met Harvey's wife, Ellen; his sons, Tyler and Lance; Tyler's wife, Lacie; and Tyler and Lacie's newborn daughter: three generations all working (though the baby was asleep) under the same roof. Rarely does a family business take the moniker to heart as thoroughly as the Gutweins do.

The Gutwein family has been an integral part of the Francesville community since 1906, when Harvey's great-grandfather, Philip, moved his family from Europe and purchased a parcel of land to farm. Philip evidently instilled a strong entrepreneurial spirit in his children, as many of them went on to start businesses in the farm-equipment, fertilizer, and milling industries, shaping the landscape of Pulaski County for much of the twentieth century. In 1936, Harvey's grandfather joined the Gutwein entrepreneurial tradition by starting his own seed company, Fred Gutwein and Sons, Inc. Harvey grew up around the business, eventually becoming a stakeholder and taking part in its operation.

In 1992, Harvey decided to set out on his own, selling his share of Gutwein and Sons to his brothers and starting his own farming operation. Though he started out growing traditional crops like grain-corn and soybeans, Harvey transitioned to planting popcorn in more and more of his fields due to Pulaski County's close proximity to large popcorn distributors like Orville Redenbacher's and Pop Weaver. Over time, the farm's capacity for growing and processing popcorn became so great that Harvey

decided to cut out the middle-man to become his own distributor. In 1998, Harvey formed Gutwein Popcorn, adding his name to the long list of Gutwein entrepreneurs.

Popcorn, unbeknownst to much of the general public, is a different subspecies of maize from the ubiquitous corn grown for grain in many Indiana fields. Because of its distinct makeup, cultivation of popcorn requires some specialization on the part of the farmer. Unlike its more common cousin, it is neither Roundup Ready nor genetically modified to be heartier or to increase yield, so more time, attention, and equipment are needed to produce it successfully.

Gutwein Popcorn is capable of growing 2,000 acres' worth of high-quality popcorn on average each year while contracting with independent growers to add another 3,500 acres to the operation. Those acres are capable of producing between 12,000 and 15,000 tons of popcorn, depending on cooperation from the weather. Once harvested, the popcorn makes its

way to the Gutweins' new processing facility, which came online in the middle of last year. The corn enters through the previously mentioned storage silos and is subjected to numerous processes for drying, cleaning, and particulate removal. During my tour of the facility, I was amazed by the efficiency of these processes, as well as the accuracy that enables Gutwein Popcorn to put out high-quality popcorn in large quantities. These highly effective processes are a major factor in the

success of Gutwein Popcorn, along with the hard work, quality service, and attention to detail that characterize a family operation like the Gutweins.

The bulk of that popcorn is distributed to outside labels, and Harvey confided in me that much of their popcorn ends up in premium packaging because of its outstanding quality. Luckily, Gutwein Popcorn also packages a portion of their yield under their own label, Gutwein Gourmet Popping Corn, which can be purchased at <http://www.gpopcorn.com/> or at the company's offices at 3215 South 1450 West, just north of Francesville.

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Programming focuses on building community capacity

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themselves, or both. With this in mind, it is a primary objective of PCED to encourage entrepreneurship. Our latest effort toward building entrepreneurial capacity is participation in the Community Entrepreneurship Initiative (CEI), a program developed by the Office of Community and Rural Affairs in conjunction with the Indiana Small Business Development Center (ISBDC).

A community assessment, attended by invited guests and facilitated by an ISBDC consultant, will kick off the Pulaski County CEI. The facilitator will guide participants through a strengths/challenges analysis of Pulaski County, help to convert the fruits of the conversation into a workable plan for effective and efficient encouragement of entrepreneurial development, and provide feedback and consultation to maximize the long-term benefits of the session.

Invitations to the assessment will go out to many community stakeholders across a variety of sectors. Lenders, public officials, attorneys, accountants, business and civic leaders, and successful entrepreneurs will all be offered seats at the table. According to the ISBDC, the results of this program “will provide measurable next steps to cultivate a more vibrant entrepreneurial community based on a shared vision developed by stakeholders.”

Another goal of PCED is to help to improve Pulaski County’s non-profit sector. Non-profits play a vital role in improving quality of life by creating happier residents, a better consumer environment, better schools, and a better workforce, so PCED and the non-profit sector have a mutual interest.

PC-CARE rail-served–development study moving forward

In June, Bob Aloï and Mike Lewallen, of Territorial Engineering (TE), reported to PCED on the first two properties studied as part of this project, explicating some of the study’s implications for future development. A site north of Francesville offers direct highway access, while one south of Medaryville abuts a county road; both adjoin the CSX line. According to TE, development of either site should take place on a case-by-case basis, allowing for flexibility in order to meet the needs of prospective businesses while spreading out investment in site improvements.

The presentation focused on transportation access and utility infrastructure, weighing the costs and benefits of each site. The Francesville-area location has a slight edge vis-à-vis rail service, allowing more options for getting locomotives into

A common issue with the non-profit sector is that organizations tend to function in silos, carrying out their missions with limited awareness of what other organizations may be doing. While not the fault of any one organization, this lack of communication can result in missed opportunities for collaboration and in overlapping services. To address this, PCED will be partnering with the Purdue Center for Regional Development (PCRD) to hold a non-profit summit this fall. This convocation will facilitate communication among organizations with hopes of increasing the efficiency with which they provide services, building partnerships, and eradicating unnecessary redundancies and gaps.

At the summit, PCRD will conduct its Strategic Doing workshop, which focuses on breaking down the walls of the silos that impede efficient collaboration. According to PCRD, “Strategic Doing enables people in loosely joined, open networks to think and act strategically. Instead of broad visions, they pursue measurable strategic outcomes. Instead of focusing on problems and deficits, they define new opportunities by connecting their assets. Instead of looking for a visionary leader, they recognize that leadership in open networks is a shared responsibility.”

Further exploring community capacity-building opportunities, PCED likely will apply later this summer to participate in the Indiana Community Conversations program. For more information about any of these programs, please contact PCED Executive Director Nathan P. Origer.

and out of a greater range of areas, whereas the Medaryville site is constrained by its shape; highway access presents little obstacle for either location. The Medaryville site’s proximity to the town provides a sizable advantage over its counterpart, which is significantly farther away from Francesville’s utilities. Although TE offers options for mitigating the costs for the latter site, the longer distance necessarily creates more uncertainty in terms of feasibility, creating more risk.

Overall, the study is a comprehensive, informative, and crucial step toward initiating development along this important, underutilized corridor; TE is currently assessing a third property, to the south of Francesville, and a fourth property, near Medaryville, may also be studied.

PULASKI COUNTY, HOME TO ...

- Moss Creek and Pond View Golf Courses.
- Shadyhill Speedway.
- Acorn Oaks, Broken Arrow, Rising Sun, and Small Acres USA Horseman's Campgrounds.

**PULASKI COUNTY:
WELCOME BACK HOME.**

Lodgings still being pursued for Winamac

Although the project has been moving at a snail's pace, hope endures for a hotel in Pulaski County. A third-party market-research study indicates that plenty of room exists in the local market for a smaller establishment, a number of properties in Winamac remain under consideration, and Cobblestone is eager to become part of the community.

All that remains is to find serious investors who wish to invest locally; Cobblestone is interested less in owning a hotel here than in cultivating local ownership. For those residents excited by the prospect of new accommodations, but unable to invest at equity levels, an alternative smaller-contribution option may be available thanks to exciting new changes to Indiana law in favor of crowdfunding.

Whether you want to make a serious equity investment in this project, or just to do your small part to facilitate this development opportunity, please contact PCED Executive Director Nathan P. Origer for more information.

THE PULASKI ONLINE JOB BANK

*IF YOU'RE AN EMPLOYER IN PULASKI COUNTY
LOOKING FOR QUALIFIED LOCAL WORKERS,
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WHY PULASKI COUNTY?

THE WINAMAC INDUSTRIAL PARK, WINAMAC,
AND PARTS OF OTHER TOWNS HAVE FIBER-
OPTIC CONNECTIVITY READY TO SERVE YOU.



CONTACT PCED @ 574-946-3869, OR VISIT
[HTTP://WWW.PULASKIONLINE.ORG/](http://www.pulaskionline.org/)

Our Mission

Pulaski County Economic Development's mission is to promote and to improve the quality of economic development throughout Pulaski County in pursuit of excellence through the following endeavors:

- *Supporting the expansion and continued investment of Pulaski County businesses.
- *Recruiting new business and industry into Pulaski County.
- *Promoting tourism and the increase of transient spending in Pulaski County.
- *Developing and supporting business services such as workforce development, infrastructure, planning, financial programs, technology initiatives, and entrepreneurial programs.
- *Conducting charitable and educational activities.

**Pulaski County
Community Development Commission/
Economic Development
2014-2015 Leadership**

President: Bill Champion, Fratco
Vice-President: Lawrence Loehmer, Loehmer's
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Executive Director: Nathan P. Origer
nporiger@pulaskionline.org
Assistant to the Director: Terry L. Howard II
cdcasst@pulaskionline.org

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