

# Randolph Community Newsletter

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JULY 2009

## From the Director's Desk

In this time of recession, bailouts, and economic stimulus packages, it is heartwarming to read about individuals who understand what makes an economic stimulus work.

I think the best article on this subject is about an individual in Brewton, AL, pop. 5,498, that I recently read in the *Agurban* from *The Boomtown Institute*. That article is attached here:

A small-town pharmacist intrigued by the government's economic stimulus plan decided to launch his own version with \$16,000 in \$2 bills, and area stores have already felt the impact.

Danny Cottrell gave each of his full-time employees \$700 and part-timers \$300. He asked them to donate 15 percent to charity and spend the rest locally, particularly downtown, where store owners say that business has been lean.

"I wanted to do something for my employees, let them know our business is not in jeopardy, and for the local merchants," said Danny Cottrell, owner of The Medical Center Pharmacy with its main store in Brewton and a second in Atmore. "This seemed like a good way to do it."

Cottrell said he paid employees with \$2 bills so he and the rest of the Escambia County business community could see how the money circulates."

Before he explained the plan to his employees, Cottrell said, he couldn't resist creating a little suspense.

"Times are hard," he said, "and the downturn has hit us some. Employees start to worry if they'll even have a job. So I called a meeting of the staff. One employee broke out in hives from the nerves. My partner, Tom Henderson, said he heard some employees talking about the meeting. They were scared to death."

Cottrell said he began the meeting as usual, encouraging workers to answer phones faster and serve customers better. Then he began passing out envelopes.

When workers saw the cash, some were so excited that they wept, he said.

Workers are keeping a log of the stores that they visit, more than 65 at last count. Some have stopped in at stores they never tried before.

From the Winn-Dixie to the

By: Denise Olsen

Peebles department store, merchants said that \$2 bills have been noticed.

"I've had three customers this week come in and pay with \$2 bills," said Candy Smith, owner of a clothing boutique downtown.

"The \$2 bills make it easy to see where it's going, see how it turns over and generates tax revenue that helps our town and schools," said Sammy Weaver, whose store sells jewelry and clothing. "I plan to save up the bills that come in here and pay Danny (Cottrell) my bill with them."

Some of the \$2 bills have even circulated back to the pharmacy.

"It's not a huge amount of money," Cottrell said of his hometown stimulus package. "It would have a more noticeable impact if someone with more resources came up with a huge amount of money, but the times are tough."

Still, for the workers with the windfall, this is just more of their boss' big heart shining through, they said.

Source: [www.al.com](http://www.al.com), Mobile Press Register

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**"THIS NATION  
WILL REMAIN  
THE LAND OF  
THE FREE ONLY  
SO LONG AS IT  
IS THE HOME OF  
THE BRAVE."**

~ELMER DAVIS

## Reach These Startup Milestones

Whether you are a few years or a few decades into your business, you are always thinking about different milestones you would like to meet. Attached below are a few according to the June 2009 issue of *Entrepreneur Magazine* that you should be meeting:

*Planning for the success of your business not only gives you a map of how to get to your target destination, it also gives you the hope of knowing exactly what you're shooting for. Check out these startup milestones to help you get your business into the stratosphere.*

**Six months after startup:** *You should be defining your processes, who your customers are, what your company does and how you beat the competition. "By six months, you should be able to handle your business opera-*

*tionally," says business strategist Robert W. Bradford, co-author of Simplified Strategic Planning. "Although, it may still be a bit rocky because you're working the kinks out."*

**One year to 18 months after startup:** *Most new businesses will reach profitability at this point. You should at least be breaking even: Your spending to get new customers should equal the revenue they generate. Your operations should be smooth at this point, says Bradford, and "you should certainly understand what the key factors are in attaining and improving profitability by one year."*

**Three to five years after startup:** *At this point, you should be more effective and efficient in generating cus-*

*tomers. You're continually improving what you're doing, and now it's important to evaluate your strategic growth plans. Ask yourself: How do we beat or avoid competition? How can we play the bigger game? Says Bradford, "This is one of those dangerous points where a lot of entrepreneurial businesses are comfortable, and they never move beyond where they are."*

**Six to 10 years after startup:** *Is your business on autopilot? Can you go on vacation and return to smooth sailing? Think about expanding geographically or into new products or markets-you may also be thinking about exit strategies and succession planning at this point. Adds Bradford, "That's the point where you say, 'I know how to make this work. Now I move to the next level.'"*

## New Playground Equipment Going in at City Park

A year ago, it was decided that the Economic Development group would begin raising money for new playground equipment for Veteran's Memorial Park.

Several playground equipment companies were contacted for estimates and a Peter Kiewit grant was applied for. Thus the ball was rolling.

To get the project off the ground, Ed Huwaldt Auction made the first donation. We were on our way to getting the money raised for the equipment.

Once the initial donation was received, other avenues of raising money needed to be pursued. A \$5000 Peter Kiewit challenge grant

was received, an alumni letter was sent out, area businesses were ap-

proached, a pancake feed and walking taco feed were held, as well as donations from those who just wanted to help with getting the new playground equipment.

will then be installed by Premier Recreation Products, the playground equipment company, and volunteers. It has been a long journey to get to this point, but once the equipment is installed, it will not only be a wonderful addition to the park, but children will be able to enjoy it for years to come.

*"In the truest sense, freedom cannot be bestowed; it must be achieved."  
~Franklin D. Roosevelt*

After a lot of hard work, the money was finally raised, and the park equipment was ordered. It is due to be delivered to Randolph by June 30, 2009. The equipment



## Business Highlight-Sellon's Machine Shop

My business highlight for this month is Sellon's Machine Shop. It is owned and operated by Bob Sellon.

In January 1920, Harry Sellon bought a building 30' x 50' which was used to store feed for a stock yard located on the south end of the same block as its present location. He renovated the building and established Sellon's Machine Shop.

Harry, being raised south of town on a farm and being trained as an automotive mechanic was fascinated by the relatively new process of joining metals, a process called "welding."

In 1920, wood was beginning to give way to iron and steel. The industrial age was taking place. As the years passed, more and more iron began replacing the wooden machinery. When the iron would fail, replacement was difficult and many things required repairing in order to place the machine back into service.

Soon after the building was remodeled many of the tools needed were made by Harry to fit the need.

The first electric welder for Sellon's Machine Shop was purchased in 1923 from the Chicago Boiler Works, and manufactured by the Lincoln Electric Company. The machine was two years old when purchased and was replaced in 1976 with a newer, more compact, and more powerful welder.

In 1923, a new turning lathe was purchased for \$1500 and was used until 1976. As the years passed, parts became difficult to obtain for the lathe, so Harry would make the necessary parts to replace the worn parts. Soon after he purchased the lathe, he also made a large screw press. It took three days to machine 2 1/2" by 36" long screw and a six inch long nut to fit the screw.

Surviving the depression and the years of the thirties was difficult in the shop as well as most businesses. Things were picking up by 1940 and Harry usually had one employee working for him. When WWII began, repair parts were nearly impossible to get so the days were long repairing the broken farm machinery. Harry conducted several night schools to train men to be welders as the demand for welding in the defense industry was badly

needed. Repair shops were issued priority numbers in order to get the needed steel for repairing agriculture equipment.

As the years

Harry still spent much of his time at the shop and in 1962, died at the age of 72. Bob continues to operate the business and through the years has replaced most of the equipment with new. One of the handiest machines, an ironworker, cuts iron and punches different sized holes in iron up to one-half inch thick. The original building was remodeled inside and out in 1966. The renovation included an office, new floor, and lighting throughout. In 1953, natural gas can to Randolph and the coal stove went out.

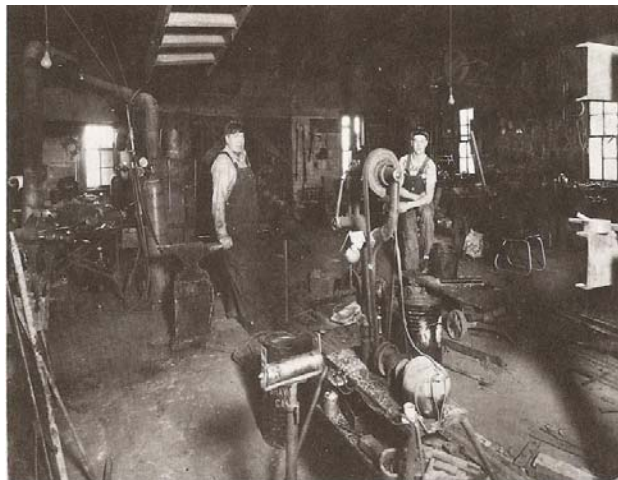
Eighty-nine years has seen many changes take place in the business community and in the type and method of repair work. With each job being different, automation will probably never come to the small shop. However, many tools and much equipment are available to make the job easier and faster, but like most everything else, it takes lots of money.

Sellon's Machine Shop has been an important part of the Randolph community. The shop's handiwork and iron work here and there, will be around for years to come.

*"It is the love of country that has lighted and that keeps growing the holy fire of patriotism."*

*~ J. Horace McFarland*

passed, Harry's son, Bob, began working at the shop part-time until he graduated from Randolph High School in 1949. At this time he began working full time at the shop learning the business from Harry. In 1955, Bob purchased the shop from his father.



July 2009

# What's Happening

@ the Lied Randolph Public Library by Peggy Leiting



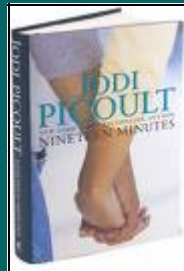
## Onions, Peppers, Tomatoes, Oh My!

We are trying something new at the library this summer with a free produce exchange. We encourage anyone that has extra items from their garden to bring it into the library to share or exchange. We will also have a list of people who are looking for certain items or perhaps have unusual or pick your own items.

We are also planning to have a perennial exchange in mid September.



**Book Discussion**  
Wed. July 22nd @  
Noon or 6:00 p.m.



“Nineteen Minutes”  
by Jodi Picoult

A startling poignant story about the devastating aftermath of a small-town tragedy.

**Sheltered Reality**  
a choreographed drum line which provides fun and invigorating entertainment will perform at 7:30 at the City Auditorium parking lot on **Friday July 10th.**

This will appeal to all ages and is in conjunction with our annual Lunch for the Library event. Don't forget to bring your lawn chairs & blankets for this 60 minute show.

The grill will be going from 5:00-7:30 on this same evening with hamburgers and hotdogs to be served with homemade bars, chips and drink.

Activities will also kick off at 5:00 with registration for the Kiddie Tractor Pull, craft activities, cake walk and more. The tractor pull will begin at 5:30. All of these events are sponsored by the Friends of the **Library.**



**Movie Day**  
**Saturday July 25th @ 1:30**

Join us at the library for the newly released movie

“**Coraline**”


Rated PG run time: 100 minutes.



July Activities	
Summer Reading Program	Tuesday July 7th
Bangladeshi Cultures & Traditions program for all ages	Tuesday July 21st @ 10:00
“Nineteen Minutes” book discussion	Wed. July 22nd noon or 6:00
“Movie Day “Coraline”	Sat. July 25th @ 1:30
Humanities Speaker	August 13th @ 6:30

Lied Randolph Public Library  
109 N. Douglas  
Box 307  
Randolph, NE 68771  
phone: 402-337-0046  
librarian@rlibrary.org  
www.rlibrary.org

# July 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 8:00-1:30 pm Driver's Ed.  6:30 pm City Council Meeting	2 Heartland PT Program for Girls <b>7:30-8:30 am</b> (grades 9-12) <b>8:30-9:30 am</b> (grades 6-8)  8:00-1:30 pm Driver's Ed.	3 <b>CITY OFFICE CLOSED</b>	4   <b>4TH OF JULY</b>
5	6	7 Heartland PT Program for Girls <b>7:30-8:30 am</b> (grades 9-12) <b>8:30-9:30 am</b> (grades 6-8)	8	9 Heartland PT Program for Girls <b>7:30-8:30 am</b> (grades 9-12) <b>8:30-9:30 am</b> (grades 6-8)	10  <b>Randolph Community Fair</b>	11
12  <b>Randolph Community Fair</b>	13	14	15  <b>*****CEDAR COUNTY FAIR*****</b>	16 2:30-6:30 Siouxland Comm. Blood Bank @ Senior Center  Vermillion Foot- ball Camp (grades 9-12)	17 10:00 am Community Coffee @  Vermillion Foot- ball Camp (grades 9-12)	18 Vermillion Football Camp (grades 9-12)
19  <b>CEDAR COUNTY FAIR</b>	20	21	22	23	24	25
26	27	28	29	30	31	