

Illinois Lincoln Highway Coalition News



February 2010

Hello, Good-Bye, Atta Girl...and so the Story Continues....

Well, we have news to share and wanted to let you all know about some changes happening within in the ILHC. First of all, we are saying good-bye to **Diane Rossiter**, our long-time Associate Director. Diane is leaving us at the end of February to devote time to family issues. We owe her an immense debt of gratitude for taking us to a new level. When she first started we were just enhancing our website and taking our visitor guide from a map format into a comprehensive guide...and believe me, the Gazebos and Interpretive Murals were just pages in our Master Plan. Look at us today. ***So Diane, thank-you for all you have done for us.***

And with Diane's departure, we have had to do some restructuring internally, so **Sue Hronik**, our Program Director, will be taking on increased responsibilities. Sue transitioned from part-time to full-time back in August 2009, and was immediately given the task of creating the Interpretive Panels for our Gazebos, in fact her first day as full-time was the first meeting for the actual production with the chosen vendor, who knew where that meeting with Horizon Displays would lead. So, in the future, Sue will be the prime contact for the mural project, our new exhibit and did I mention we're re-editing the documentary for use on our website...so if you have any questions, contact her. Atta Girl Sue, way to go...and you can reach her at sue@drivelincolnhighway.com

Now for the Hello, please join us in welcoming **Mary Jo Coleman** as our part-time Byway Coordinator. As mentioned, we did some restructuring here, so Mary Jo will be the point person for the website, all admin-related duties including the partner communication, fulfillment, marketing and everything else. And as soon as she gets comfortable, we'll work her into the murals. So send her an email and introduce yourself, Mary Jo is at maryjo@drivelincolnhighway.com

So, Hello, Atta Girl and Good-Bye...the ILHC is transition, but remaining focused in our commitment to deliver a high-quality product to our partners and an exceptional experience to visitors. And as always, I am still here, so you can always contact me....Bonnie Heimbach, Project Director.

Upcoming ILHC Board Meeting

The next Illinois Lincoln Highway Coalition Board Meeting will be held on **Tuesday, March 16 at 10:00 a.m.**

DeKalb Chamber of Commerce -
164 E. Lincoln Highway – DeKalb.
Please RSVP to: Mary Jo.

Murals Are Progressing

ILHC Interpretive Mural Project is making some headway. Aurora's mural was recently installed at

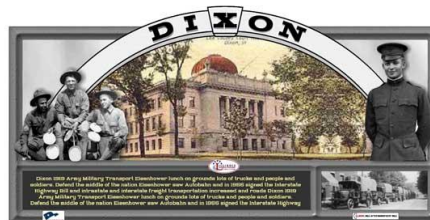
50-52 Broadway – next time you are in the area, be sure to take a look! Joliet's mural has been installed and

Oregon's mural has been painted and the "Stud Plan" has been sent out to each community. The Stud Plan shows how the 2 x 4's must be attached to the building so

the mural can be installed. As soon as the studs are up, arrangements will be made to have the murals in place.

Dixon, Cortland, Genoa, Byron and University Park are all close to having paint applied soon. Several other communities are in the process of locating stories and a building site -- if your community has not taken advantage of ILHC's offer to install a 10' x 20' mural depicting the highway's history, now's the time to put a bug in the ear of your mayor or village president. Have them contact ILHC by emailing: sue@drivelincolnhighway.com and we'll make sure to get the info out.

Most communities have been contacted and are taking the steps to procure one of these beautiful murals. Don't let your city, town or village miss out!



Hold the Date of March 17th... The Northern Illinois Festival & Special Event Workshop Returns in 2010



Whether it's just plain luck, or the Luck of the Irish, we've been able to work with the Illinois Special Event Network (ISEN) to once again offer the Northern Illinois Festival & Special Event Workshop. Date has been set on an especially lucky day, March 17, 2010 and the location, the Clock Tower Resort in Rockford (and home to the newly opened Tilted Kilt Restaurant). How lucky!

We'll be offering an extended half-day session; beginning with a keynote presentation over breakfast. Day will begin at 8:00 a.m. with registration and breakfast and conclude after the luncheon keynote at 2:00 p.m. We'll offer two break-out sessions in the mid-morning with two options for each session. And the day concludes with a hands-on keynote following lunch. We won't be offering the Entertainment Showcase or the Vendor Expo, as they are re-tuning event to be smaller in scope. BUT, all attendees will be provided with a Resources Bag filled with coupons and promotional materials from area vendors anxious to work with your event. And if you know of a Vendor who may want to share materials and information, have them contact our office to have a form sent out.

The schedule is being finalized and we are looking at current trends, topics presented at either IFEA or ISEN's convention, as well as speaker availability. And, after that, well put together a strong overview of the workshop.

So, mark your calendars for March 17th. It's your Lucky Day, and we're hoping you want to spend some time with us getting ideas for your 2010 events.....And, the cost for your workshop, including breakfast and lunch, materials will be \$50....what a lucky deal.

Cookbook Update

David Alan Badger is in the process of visiting all of the Illinois Lincoln Highway communities to gather some favorite recipes from local businesses. He will compile all of them together along with pencil drawings of the businesses to form an Illinois Lincoln Highway Cookbook. There will be a foldout map, a title page with a list of ILHC board & staff and a page for ILHC background information. The book will be laid out with several sections to identify the communities along the route. We're very excited to see this project completed so everyone can have an opportunity to purchase one. Recently, Illinois River Road and Route 66 National Scenic Byways finished their cookbooks and are very pleased with the final product. So, when David comes knocking, welcome him with open arms and let your community's businesses know he's coming!



Lincoln Highway Parade Details!

Now is the time to become a part of the first ever Lincoln Highway Parade! All Lincoln Highway communities

in and along the corridor are invited to represent your town, city or village with an entry in the parade! The theme is Through the Years, a twilight parade Friday, July 30, 2010 in downtown DeKalb following a route on the Lincoln Highway. The parade is a feature in a weekend celebration of Kishwaukee Fest, as classic style Drum Corp shows and the Drum Corps Festival of Champions return to DeKalb through FunME Events.

As a sponsor of this event the Illinois Lincoln Highway Coalition is happy to offer our community partners one unit entered free in the parade!

So gather your elected officials, veteran and military units, boy scouts (it's their 100 year anniversary!), bands, dancers, special groups, local pageant winners, build a float and anything else that says "we are proud to be a part of the Lincoln Highway" to enter in the parade!

Get your parade application through our office, please email; sue@drivelincolnhighway.com or call 815-547-3854 and be a part of this exciting Lincoln Highway Parade!

55th Porsche Parade Along the Lincoln Highway

Plan now to have your community offer them a warm welcome as they travel the Lincoln Highway in Illinois! The annual Porsche Parade is a week-long gathering of people and Porsches from all over the world. It is held in a different location each year, this year St. Charles is proud to host the event at the Pheasant Run Resort July 3-9, 2010. Parade is the "big" Porsche Club event of the year: their annual national convention.



The Illinois Lincoln Highway is the feature of their Gimmick Rally. Part of the challenge with a fun gimmick rally is to discover the intended route, which may require other skills such as solving a puzzle or looking for obscure reference points along the highway. A Porsche Parade Committee member has already been out to travel the highway, beginning the detailed planning of the event and will visit two more times to finalize the route prior to the event.



This is our opportunity to promote our communities and all that they have to offer! For many club members, the Parade event is their big vacation for the year, providing them with an opportunity to see new parts of the country and they will have plenty of time to travel the Lincoln Highway in Illinois that week.

We will keep you posted as to the event developments and how you can promote your area. Please contact Sue in our office at 815-547-3854 or sue@drivelincolnhighway.com with any ideas or questions.

Rally

A rally can be competitive or for fun. The objective of a rally is to follow a course, usually on public roads, to the precise detail specified in the rules. Competitive rallies dictate a certain schedule for the checkpoints along the way. Points are deducted by arriving at the checkpoint either early or late. Fun rallies may include a gimmick (poker rally, regional interest).

Social Media is all the rage and ILHC has joined in! You can FAN us on Facebook at
www.facebook.com/DriveLincolnHwy



on Twitter @DriveLincolnHwy



and on Flickr (where you can also post your own photos) at
flickr.com/photos/illinoislincolnhighway



Co-op Mailing Opportunity



We've had such good responses from recent ads placed in the American Road Magazine, the Fall/Holiday Getaway Guide, and the Illinois Travel Guide that we are overloaded with potential travelers who want information about things to see and do in northern Illinois and along the Illinois Lincoln Highway. If you would like to have your community or attraction included in our packet of info, here's what you do...send us 3,000 **rack cards or small brochures** along with a check for \$475.00 made payable to Illinois Lincoln Highway Coalition to cover postage. That's it...that's all...we do the rest! Where else can you send out information for less than \$.16 each? Give our office a call (815-547-3854) and ask for Sue or email: sue@drivelincolnhighway.com to let her know what and when you will be sending items to our office or if you have any questions about the procedure. Send your items (and your check) to: ILHC – 200 S. State Street – Belvidere, IL 61008.

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[Bonnie Heimbach, Project Director](#)
[Sue Hronik, Program Director](#)
[Mary Jo Coleman, Byway Coordinator](#)



ILLINOIS. MILE AFTER MAGNIFICENT MILE.