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## FOR IMMEDIATE RELEASE

**FROM:** Jean Van Rensselar, McElroy Associates, 630-363-8081

**RE:** Community Relations - Key to Business Success

Location is critical for retail businesses, but even manufacturers and wholesalers are finding it's one of the keys to success. Why? – because community give and take builds relationships that promote growth. Consider DeKalb County and two of its stars, IDEAL INDUSTRIES and TransWare Enterprises.

Locations like DeKalb County are attractive because of access to transportation, the presence of a major university, and proximity to a major metropolitan area, but the community itself was a big factor for IDEAL and TransWare.

IDEAL, which moved its 11 employees from Chicago to Sycamore in 1926, now has about 500 employees at its Sycamore headquarters and 1,300 worldwide.

“My grandfather moved the company out of Chicago because he wanted a different relationship with his customers,” said Dave Juday, IDEAL’s board chairman. “He believed that the most important ingredient for success was an ‘ideal’ set of relationships and that focus has continued to be important to us.

“One of the things that is so appealing about DeKalb is the agrarian work ethic. People work hard, pay attention, and focus on the task that needs to be done without complaining. The lifestyle here is definitely important for potential employees who are thinking about relocating here. Housing is affordable and the schools are good.”

Juday said that IDEAL makes it a point to contribute. “The relationship with the DeKalb County community is very important to us,” he said. “The community recognizes the value of industry and there are so many opportunities for us to give back.”

Michelle Jones, human resource manager for TransWare said the community was a major factor in TransWare’s decision to move to Sycamore. “Since we moved here (in 2006), we’ve been able to make many connections with local people and organizations,” she said. “We had considered other locations west of Chicago, but ultimately decided that Sycamore would be a great place for our employees and their families.”

Jones also said her company values community service - its president and vice president are members of the Northern Illinois University Mechanical Engineering Industry Advisory Board. “Our employees give back to the Sycamore and DeKalb communities in the form of the various clubs and organizations to which we belong,” she said.

“The companies in our business community are an integral part of our overall community,” said Paul Borek, executive director of the DeKalb County Economic Development Corporation. “They contribute time, talent, and money to so many vital programs. I think the residents have a great appreciation for the companies that make their home here.”

For more information about the DeKalb County business environment and the DeKalb County Economic Development Corporation, contact Paul Borek by e-mail: [Borek@DCEDC.org](mailto:Borek@DCEDC.org), or administrator Linda Heinish: [Heinish@DCEDC.org](mailto:Heinish@DCEDC.org). The phone number for both is 815-895-2711.

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