

NOVEMBER
2023

SI NOW HAPPENING



LIVE HERE. WORK HERE. DO BUSINESS HERE.



TOP NEWS OF THE MONTH

The Inaugural NOW! Magazine Has Arrived

The highly anticipated [NOW! magazine](#) is here. SI Now, in partnership with Arthur Agency and Jackson Street Publishing, set out to create a first-of-its-kind publication to expand the region's reach by telling the collective story of Southern Illinois. And we have a great story to tell!

Our region has a lot to be proud of. From the Shawnee National Forest to the many lakes that dot the landscape, Southern Illinois offers beautiful natural resources not found in other parts of the state. Its central location and 'R4 Advantage' provide unique transportation and logistics assets with four port districts, three interstate highways, four Class 1 railroads, and 10 general aviation airports plus commercial direct jet service to Chicago.

NOW! magazine's 10,000 print copies will be distributed throughout the region's business community, high-traffic areas, and visitor attractions. Additional reach includes national trade shows, site selector and commercial realtor mailings, and more. NOW! is also available anytime, anywhere through a digital version at southernillinoisnow.org. [Check it out!](#)

“
MANY ARE DISCOVERING OR REDISCOVERING THE REGION TO EXPAND OR RELOCATE THEIR BUSINESS, TO RAISE THEIR FAMILY, AND AS A PLACE OF REFUGE FROM THE HUSTLE AND BUSTLE.
”

A WIN FOR ONE IS A WIN FOR ALL OF SOUTHERN ILLINOIS !



A Note from SI Now's Executive Director

by Deb Barnett



As of this newsletter's publication, we are *pedal to the metal* in showcasing Southern Illinois at the annual SEMA Show – the premier automotive trade show in the world! Organized by the Specialty Equipment Market Association (SEMA), the show provides opportunity to engage with companies representing the \$44.6 billion automotive aftermarket industry.

I am pleased to join an all-star team of Southern Illinois partners including the Southern Illinois Airport (SIA), SIU Carbondale's nationally recognized automotive technology program, Jackson Growth Alliance, and the City of Carbondale. Together, our team is sharing the tremendous assets and opportunities throughout Southern Illinois and specifically at [SIA's TechPark](#). The 3rd busiest airport in Illinois, SIA's TechPark is home to SIU Carbondale's Glenn Poshard Transportation Education Center, 20 companies on the field, and the St. Nicholas Brewing Company's restaurant and on-site brewing! If you haven't been to the airport lately, it's a hidden gem and a MUST SEE!

From 2019-2022, a \$25 million expansion resulted in three new hangars, a new terminal building, and industrial park expansion. With 265 acres available for additional growth and a portion set aside for non-aviation development, the SEMA Show provides an ideal business attraction opportunity to continue building on the momentum and economic growth in Southern Illinois. *Check out highlights on SI Now's social media pages.*



WhySI?

Timber Ridge Cabins/Garden of the Gods Outpost

October paints Southern Illinois with its most breathtaking hues, as the Shawnee National Forest transforms from a sea of summer green to a canvas of vibrant reds, yellows, and oranges. **For Andrew and Jessica Hoffman and their family, October 4, 2023, holds a special significance—a year since their daring move from Juneau, Alaska, to embark on a new chapter in Southern Illinois.**

The Hoffmans, accompanied by Andrew's sister and brother-in-law, Anna and Daniel Schetky, brought their combined six children along on a journey that started with a dream and a desire to relocate to the heart of the country. [READ MORE...](#)



Owners Andrew Hoffman, Jessica Hoffman, Anna Schetky, and Daniel Schetky

AROUND THE REGION

NOVEMBER EVENTS

- 3** **Route 51 Farmhouse Market - Du Quoin**
- 4** **Southern Illinois Chili Cook-Off - Marion**
- 4-5** **Fort de Chartres Winter Rendezvous - Prairie du Rocher**
- 4-5** **Heritage Festival - Harrisburg**
- 11-12** **Tunnel Hill 100 Mile Run - Tunnel Hill**
- 18** **Pope County Deer Festival - Golconda**
- 23** **Happy Thanksgiving**
- 24** **Black Friday - SHOP LOCAL!**
- 25** **Johnston City Hometown Christmas - Johnston City**
- 26** **Very Merry Holiday Parade - Marion**



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FIELD TRIP FRIDAYS - ENTER TO WIN!

Congratulations to Union County's Carol Hoffman who correctly identified October's *Field Trip Friday* location as Timber Ridge Outpost and Cabins. Carol wins a Garden of the Gods mug and t-shirt from the Outpost! Learn more about Timber Ridge in this month's WHY SI feature (see page 2).

Can you guess where we visited in October? This location has a brick and masonry pump house that is the only one of its kind remaining on the Ohio River and is an exact replica of the U.S. Corps of Engineers logo. Enter the correct answer on our contest entry form and you'll be added to the drawing for this month's prize made right here in Southern Illinois!



A Southern Illinois Success Initiative



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