

Heartland Women

July 20, 2009
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Briefs

Girl Scouts host career fair

Girl Scout Troop 192 of Carbondale will host a high school Career Fair on July 22. The Career Fair is scheduled from 1 to 3 p.m. at the SIUC Recreation Center in the Alumni Lounge. A tour of the Recreation Center is scheduled from 3 to 4 p.m.

Twenty departments from SIUC, the various branches of the military and the admissions staff from SIUC and John A. Logan College will be present to share information with high school students. All high school students are invited.

For more information, call Dora A. Weaver at 534-8299.

Herrin Library book sale

Friends of Herrin Library will hold its monthly book sale on Mon., July 27 at the library (120 N. 13th Street). There will be a good selection of new and used books, paperbacks, cookbooks, children's books, record albums, tapes and movies.

Funds raised will support the library's history room and summer reading program as well as fund special projects such as the purchase of bookcases and large-print editions and computer upgrades.

The sale will be held from 1 to 7 p.m. Book and video dona-

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Walker's Bluff

Out of Cynde Bunch's earnings, she planted a vineyard

By Jan Staab
For Heartland Women

Cynde Bunch was born and raised in Southern Illinois. Much of her childhood was spent on her grandparents' farm near Carterville. Memories of family picnics by the river and happy times spent on the farm went with Cynde to Florida 25 years ago. She and her husband, David, own a very successful disability management business there. But Cynde never forgot the family farm.

When she inherited the property in 2004, Cynde recalled the vision she had held for the farm ever since she was a little girl. She knew the place could become something just as special for visitors as it was for her family. So, she and David came home to make it happen.

"I loved my time there as a kid," Cynde said. "I wanted to do something with the land besides raising crops or cattle. I wanted to share it with everyone."

Drive up to the entrance of Walker's Bluff and one of the first things you'll see are the rows of grapevines. The success of the Shawnee Hills wineries inspired Cynde to plant a vineyard of her own. However, her decision had another, more unique motivation.

"I read Proverbs 31 a long time ago, probably about 15 years," she said. "The quote never left me. 'Out of her earnings she



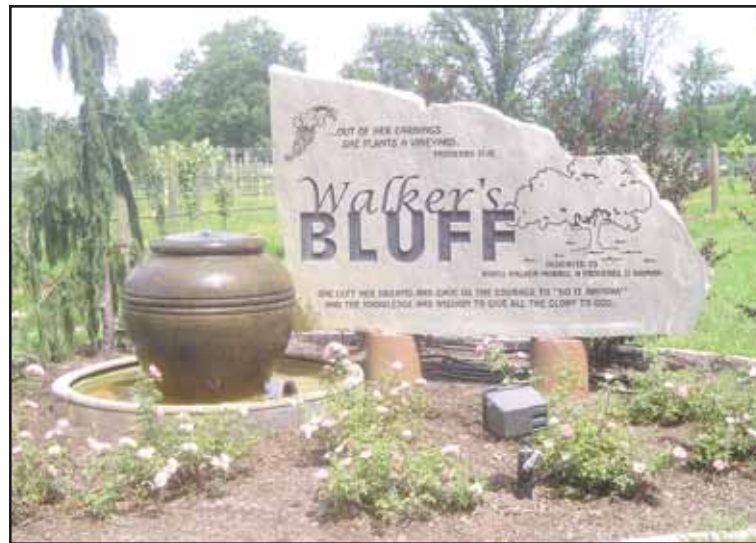
The women of Walker's Bluff are (front row, from left) Chelsea Petty, Kelly Elders, Nicole Gattone, (back row, from left) Christy Watkins and owner Cynde Bunch.

plants a vineyard.' Now that I had my earnings from our other business, I used them to plant a vineyard."

Cynde's hope is that the buildings and venues built on the land will enhance its beauty and feel like a natural extension of the landscape. The quote from Proverbs 31 is emblazoned on the welcome sign at Walker's Bluff. It's a constant reminder that this project is not only creative, fun and a boon to the community; it was also, in her eyes, always destined to happen.

Walker's Bluff was born as a tribute to Cynde's

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'Out of her earnings she plants a vineyard.' Cynde Bunch, owner of Walker's Bluff, read that 15 years ago and it always stuck with her.

Tourism workplace diversity makes for better customer service

The tourism industry is somewhat unique in that it serves a wide variety of people from all walks of life. Different backgrounds and lifestyles present different needs and expectations, all of which the tourism employee must be able to identify and accommodate. Gender, age, status and ethnicity, among others, all play a role in the creation of a customer's needs and expectations. Our guests aren't the only ones who are diverse. Our employees are as well, presenting unique opportunities for managers and coworkers.

There is a demographic shift happening in America, albeit a stronger shift in some regions than others. In today's economy, the aging workforce will, in many cases, be forced to work well beyond age 65. By the year 2020, the US Department of Labor estimates the Hispanic workforce will increase by about 30%. The Asian workforce will increase by about 30%, making up 5.3% of the total workforce by 2016.

Although the white, non-Hispanic workforce will con-



continue to be the majority, the growth rate is estimated at only 5.5%. Jobs in the service sectors are expected to increase 16.7% by 2016, well beyond that of other industries. As we continue to shift toward a service-based economy, these changes will strongly impact hospitality and tourism businesses in many regions of the U.S.

There are, of course, benefits to having a diverse workforce. Each of us is unique in our own way. As a team, we become stronger and more capable of serving our guests, as well as each other. In our very global society, it is imperative to be able to provide the best possible service to our global guests.

A diverse workforce with various skills can accomplish that more easily than one that is similar. Organizations that have a diverse workforce are more capable of providing a vari-



Diversity in the workplace is a positive progression, especially in the tourism industry. We are serving a diverse clientele. Having a diverse workforce helps us to develop the interpersonal skills necessary to do so.

ety of solutions to problems, or even a variety of ideas to move the organization forward.

All of these benefits are

countered by unique challenges. Communication and resistance to change are

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