



Edwardsville | Glen Carbon  
Chamber of Commerce



# 2010 Membership Guide

sponsorship, networking & marketing opportunities



[www.edglenchamber.com](http://www.edglenchamber.com)



# about us

## Executive Directors

**Jay Blanquart**, President  
Blanquart Jewelers & Corp. Gifts

**Mark Voegelé**, First Vice President  
Express Employment Professionals

**Skip Sponeman**, Second Vice President  
Wal-Mart

**Paul Millard**, Third Vice President  
TheBANK of Edwardsville

**Kelly Wagner**, Past President  
First Clover Leaf Bank

**Mike Marshall**, Treasurer  
Anderson Hospital

## Directors

**Bruce Coury**  
Individual Member

**Jim Carroll**  
Hortica Insurance & Employee Benefits

**Michael Lengacher**  
The Scheffel Companies

**Leian Olsen**  
Olsen Veterinary Clinic

**Pat Slaughter**  
Fitness 4 Life PT

**Len Scaturro**  
Crushed Grapes, Ltd.

**Kelly Cobb**  
Culver's of Edwardsville

**Emily Gates**  
Children's Home + Aid

**Todd Sivia**  
Sivia Business & Legal Services, PC

**Mark Richardson**  
MML Investors

**Joan Frey**  
Miss Bailey's Poppy Patch

**David Toby**  
FCB Edwardsville Bank

**Gary Hoggatt, Jr.**  
National Bank

**Danelle Brown**  
Marcel Brown Technology Services

## Ex-Officio

**Robert Jackstadt**, Mayor  
Village of Glen Carbon

**Gary Niebur**, Mayor  
City of Edwardsville

**Ed Hightower**, Superintendent  
Edwardsville School District #7

**Erika Kennett**, Director  
The Alliance of Edwardsville/Glen Carbon

## Chamber Staff

**Carol Foreman**  
Executive Director  
cforeman@edglenchamber.com

**Desirée Bennyhoff**  
Communications Director  
dbennyhoff@edglenchamber.com

**Linda Daniels**  
Membership/Board Relations  
ldaniels@edglenchamber.com

**Bonnie Kotsybar**  
Membership Coordinator  
bkotsybar@edglenchamber.com

**Gloria Pugh**  
Accounts Payable & Receivable  
gpugh@edglenchamber.com

## Our Mission

Through commitment and involvement of its members, the Edwardsville/Glen Carbon Chamber of Commerce provides leadership for the benefit of the business community by promoting economic opportunities, advocating in the interests of business, providing members with education and resources, and encouraging mutual support.

## Who are we?

The Edwardsville/Glen Carbon Chamber of Commerce is Southern Madison County's largest business association. With roots dating back to 1924, the Chamber has stood as the voice of business, supporting its members' success and championing community prosperity for over 85 years. The Chamber represents nearly 575 businesses, and our strategic partners include the U.S. and Illinois Chamber of Commerce, Southern Illinois University Edwardsville, Lewis and Clark Community College, Leadership Council Southwestern Illinois, The Alliance of Edwardsville & Glen Carbon, Small Business Administration, Small Business Administration, and the Tourism Bureau of South Western Illinois.

There are many ways to be involved and find value as a member of the Chamber. Please use this guide to explore the variety of exclusive benefits and services offered by the Ed/Glen Chamber.

## Why the Chamber?

1 When consumers know that a small business is a member of the chamber of commerce, they are 44% more likely to think favorably of it and 63% more likely to purchase goods or services from the company in the future.

2 If a company demonstrates that it is highly involved in its local chamber, consumers are 12% more likely to believe that its products stack up better against competition.

3 When consumers know that a restaurant franchise is a member of the local chamber, they are 40% more likely to eat at the franchise in the next few months.

4 When consumers know that an insurance company is a member of the local chamber, they are 43% more likely to consider buying insurance from it.

*Data reported in a recent Schapiro Group study (2007).*

# by the numbers



563

The number of businesses belonging to the Ed/Glen Chamber.

141

The number of total Chamber events in 2009.

ypg

82 The number of Young Professionals Group (YPG) members..

169

The number of Ed/Glen Chamber Special Investors.



62 The number of total events at the inaugural community-wide Fallfest.

680

facebook

The number of friends and fans on Facebook.



43 The number of Ribbon Cuttings in 2009.

118

The total number of Chamber committee meetings in 2009.

24

The number Business After Hours in 2009.



434 The number of people who attended Disney Institute.

1924

The year the Ed/Glen Chamber was founded.

The number of estimated spectators at the annual Ed/Glen Chamber Halloween Parade..





# ribbon cuttings

## Celebrate Your Business with a Ribbon Cutting Ceremony if your business has:

- Opened its doors in the last 12 months
- Changed ownership or is under new management
- Moved to or breaking ground for a new location
- Been remodeled or expanded at its present location

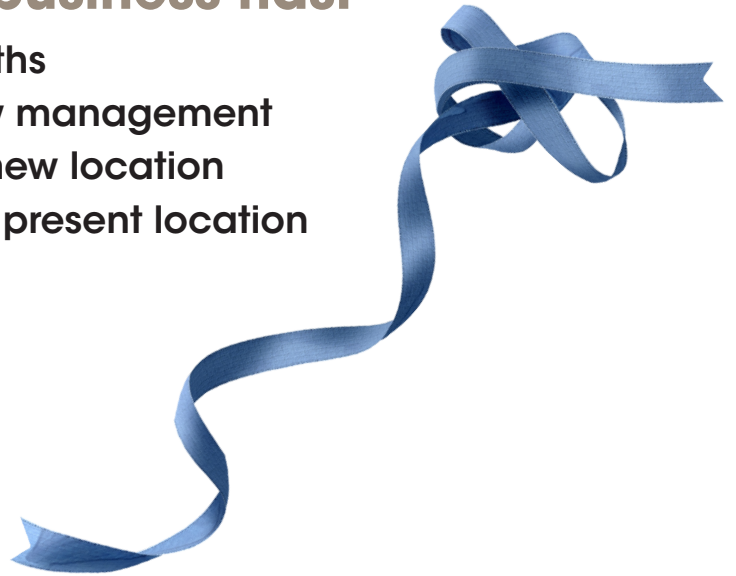
**A Ribbon Cutting Ceremony** is an important part of your overall marketing and advertising plan and is a great way to kick off your business's grand opening. It offers an opportunity to meet key leaders in the community and get acquainted with your neighbors and Chamber members. The Chamber is happy to assist you in planning a successful event for your company. Having participated in hundreds of ribbon cutting ceremonies, we know how to get optimum exposure for your business

**The Chamber Office** and the Chamber's Ambassador Committee conduct the ceremony, complete with ceremonial scissors, ribbon and photos. The ceremony begins with a welcome statement before the ribbon cutting, and photos are taken to appear in the upcoming issue of the Chamber's monthly newsletter, *Common Ground*.

**Scheduling a Ribbon Cutting** with the Chamber should take place a minimum of six weeks ahead of the event to allow the Chamber time to invite members of the Chamber's Board of Directors, the Ambassadors, and dignitaries from the City of Edwardsville or Village of Glen Carbon to join your celebration.

**There is No Charge** for the Chamber's involvement – it is an added benefit of Chamber membership. People generally anticipate spending about a half hour at the ceremony, so be prepared with collateral materials.

**Hors d'oeuvres & Beverages** are usually served, but it is your decision. Your plan can be as simple or elaborate as you like, whatever fits your budget.



## FREQUENTLY ASKED QUESTIONS

### Who should I invite?

- Neighbor businesses
- Existing customers
- Personal friends & family
- Business prospects
- Suppliers to your trade

### What should I serve?

- Prepare your own
- Hire a caterer
- Hor d'oeuvres
- Champagne, wine, soft drinks

### How can I promote my business to people attending?

- Drawings or door prizes
- Certificates or coupons
- Collateral materials (bus. cards, brochures)
- Plan on giving a short presentation
- Give tours of your business

**SCHEDULE YOUR CEREMONY TODAY!  
CALL THE CHAMBER AT 618.656.7600**

# greeter service

## Reach New Residents with an Exclusive Member Benefit – Our Greeter Service Program

- Reach new residents before they establish shopping habits for products, amenities and entertainment.
- Be the first to make contact with families new to the area – they'll need physicians, insurance, dentists, banks and many other services.
- Receive monthly mailing lists for follow-up contacts.
- Maintain communications to a highly targeted market.
- Enjoy a high return at a low cost – just \$20 monthly!

*Would you like to join our Greeter Service or learn more about the program? E-mail Bonnie at [bkotsybar@edglenchamber.com](mailto:bkotsybar@edglenchamber.com)*

## NEW E-mail Marketing Opportunity

Reach over 750 Chamber members each week through this exclusive members-only benefit. Your logo will be added to the Chamber's weekly Wednesday e-mail, with a click-through to your business Web site.

- \$25 per week
- Logos only (no text)
- Minimum 4-week cycle
- Limited space available

Have questions or would like to sign up?

E-mail Des at [dbennyhoff@edglenchamber.com](mailto:dbennyhoff@edglenchamber.com)

Significant savings on 6-month and 12-month Constant Contact accounts also available.



**edglen**  
Edwardsville | Glen Carbon  
Chamber of Commerce

### UPCOMING CHAMBER EVENTS

**your logo here** **Advertise NOW!**

The holiday season is fast approaching and it's time to promote your business to other Chamber members. Advertising in *Common Ground* is a powerful and cost-effective way to reach an audience with a vested interest in supporting other local businesses.

If you own a retail store, have a catering company, sell promotional items, offer gift certificates or have rooms available to rent for holiday celebrations, consider placing an ad in the December edition of *Common Ground*.

Submit your completed ad, created according to size and file specifications, to [dbennyhoff@edglenchamber.com](mailto:dbennyhoff@edglenchamber.com) no later than Monday, November 30. [Click here to view advertising rates and specs.](#)

**Calendar**

Tuesday 12/1  
5pm Ribbon Cutting  
McBride & Tom Linnear

**Annual Dinner - January 30, 2010**



# committees

Membership in the Chamber of Commerce provides numerous opportunities for business promotion, networking, and service to the community. The lifeblood of the Chamber is the work of its committees. Chamber committees plan special events and programs, examine and evaluate local, state, and federal issues, and help shape the lifestyle and

business climate in the community. There is no obligation for a Chamber member to serve on a committee, but committee activity does give members the opportunity for input on issues impacting the business community and the opportunity to serve as a community ambassador for the member's business.

## Annual Dinner & Auction

Coordinates activities for an informational and entertaining annual meeting, designed to appeal to the entire membership. Committee meets September through January.

## Chamber Ambassadors

Serve as "goodwill messengers" for the Chamber, welcoming new members and assisting with most Chamber events. Committee meets January through December.

## Education

Plans the selection of topics and obtains the speakers for the workshops, which are meant to provide Chamber members with timely information that is applicable to their everyday professional lives. Committee meets January through December.

## Finance

Along with the Treasurer, maintains a continuing review of the financial affairs of the Chamber and makes appropriate recommendations to the Board of Directors regarding financial matters. Reviews chamber policy and procedures, subject to Board approval, on daily local operations. Meets quarterly or more as needed.

## Golf Challenge

Plans and conducts annual golf outing for Chamber members and their guests. Committee meets May through September.

## Government Affairs

Represents the business community's interest before local, state and national government on important business issues. Meets January through December.

## Marketing & PR

Works to increase the visibility of Chamber programs and services through the enhancement of existing publications and media programs and to develop additional avenues to further promote the Chamber and Chamber members. Meets as needed.

## Scholarship

Reviews scholarship criteria/guidelines; reviews scholarship applications and chooses recipients. Meets February-May.

## Web Site & Technology

Reviews technical needs, including Web site, of the Chamber office and makes recommendations to the Board. Meets as needed.

## Young Professionals Group

Provides professional and personal growth, develops leadership skills, and encourages business alliances for the next generation of business and civic leaders. Those between the ages of 21 and 39 who work, live, or attend school in the region and want to meet other young professionals are encouraged to participate.

*Contact Carol Foreman at 656.7600 for more information  
or to be added to one of the above committees.*

# m2m program

Market your business to nearly 20,000 Chamber member employees! The program allows you to manage discounts, promotions and special offers to other members of the Edwardsville/Glen Carbon Chamber of Commerce as a membership benefit and is designed to promote mutual support between Chamber businesses. Participation in the program is 100% FREE and voluntary. Reach new customers and stimulate sales today – it's quick and simple!



## How it Works:

- A variety of member businesses choose to make a discount available to Chamber members.
- ONLY MEMBERS ON THE CURRENT LIST (available at [www.edglenchamber.com](http://www.edglenchamber.com)) participate in the program.
- This program is designed to encourage people to do business with other Chamber members.
- The m2m program helps give increased exposure to the businesses offering a discount.
- People who want to use the discount MUST be an employee of an ACTIVE Chamber member.

## We Ask That You:

- Please carry your card with you and present it in advance when asking for a discount.
- Please present your card only to participating Chamber members.
- Please remember that only the members on the list (available at [www.edglenchamber.com](http://www.edglenchamber.com)) offer a discount.
- Please thank the businesses for offering a privilege and for being a Chamber member.

Would you like to participate in the Chamber's m2m Program? Download the form at:

**[www.edglenchamber.com/PDFs/m2m\\_PrivilegeProgram.pdf](http://www.edglenchamber.com/PDFs/m2m_PrivilegeProgram.pdf)**

Fax your completed m2m Privilege Program form to 618-656-7600.

*Questions? Contact Des at [dbennyhoff@edglenchamber.com](mailto:dbennyhoff@edglenchamber.com)*



# membership

There are many ways reap benefits of your Chamber membership. Call the Chamber office at 618.656.7600 for specific details on any of the following benefits, or to schedule a personal appointment for you or your staff to review the many features of a Chamber membership.

## Networking Events

Business After Hours  
networking@noon  
Ribbon Cutting Ceremonies  
Ground Breaking Ceremonies  
Professional Education Events  
Young Professionals Group (for those under 40)  
Annual Dinner & Auction  
Mayor's Breakfast  
Meet & Greet Your Elected Officials Reception  
Trivia Night (new in 2010)  
SIUE Block Party  
Annual Golf Challenge  
ChamberNet (with other area Chambers)

## Committee Membership

Annual Dinner & Auction      Government Affairs  
Special Events                      Education  
Community Events              Award Ceremonies  
Ambassadors                      Internal Affairs  
Young Professionals Group (YPG)

## Education

Professional Development Series  
Seminars & Workshops  
Round Table Dialogues

## Community Involvement

Tourism  
Annual Ed/Glen Chamber Halloween Parade  
Community Wide Fallfest  
Government Affairs  
Access to Elected Officials  
Participation in Illinois Chamber Lobby Efforts  
Updates on Local, State & Federal Issues  
Access to Chamber Lobbyists  
SIUE Day

## Recognition & Awards

Business of the Month Award  
Business of the Year Award  
Albert Cassens Award  
Tallerico Leadership Award (formerly ATHENA)  
Chamber Volunteer of the Year Award  
Ambassador of the Year Award  
YPG of the Year Award  
*Common Ground* cover articles & spotlights

## Referrals

Front Desk & Lobby  
Web Site  
Chamber staff

# benefits

## Exposure

Ribbon Cuttings & Ground Breaking Ceremonies  
Community Calendar for Members to Post Events  
Sponsorship & Special Events Opportunities  
Free Access to Chamber Mailing List  
Free Access to Multiple Mailing Lists  
Press Releases in *Common Ground*  
m2m Privilege Program  
Relocation & Greeter Service  
TownCast Videos on Chamber Web Site

## Membership Certificate

Be proud of your membership and benefit from the public knowing you're a Chamber member! Post the Chamber's logo on your Web site, advertising campaigns, and publications (e-mail Des at [dbennyhoff@edglenchamber.com](mailto:dbennyhoff@edglenchamber.com) for the file). And don't forget to display your Chamber window cling and m2m Privilege Program posters!

## m2m Privilege Program

Market your business to nearly 20,000 Chamber member employees and promote mutual support between Chamber businesses!

## Greeter Service

Reach new residents before they establish shopping habits for products, amenities and entertainment. Families new to the area will need physicians, insurance, dentists, banks and many other services. Be the first to make contact with them.

## Drug Free Workplace

Eligible businesses can receive up to \$5,000 worth of free drug testing for their employees through a program sponsored by the Edwardsville/Glen Carbon Chamber of Commerce. The Drug-Free Illinois Workplace Program is designed to assist small to medium sized businesses with the cost of drug testing, a necessary and often costly component of safety in the workplace.

## Communications

Receive Monthly Newsletter, *Common Ground*  
Receive Weekly Chamber E-mail Updates  
Web Site & Social Media Visibility

## Advertising

Free Listing on [www.edglenchamber.com](http://www.edglenchamber.com)  
*Common Ground* Monthly Newsletter  
CommunityLink Map & Community Guide  
Special Event Programs  
Weekly Wednesday E-mail (logo only)

## Marketing Support

Professional Education  
Access to Numerous Databases  
Resource Library  
Bulk Mail Permit  
Significant Constant Contact Savings  
Printed Mailing Labels  
Free Access to Chamber Mailing List  
Free Access to Multiple Mailing Lists



# membership

## Membership Application

Company: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Number of Employees: FT \_\_\_\_\_ PT \_\_\_\_\_

Email Address: \_\_\_\_\_ Web Address: \_\_\_\_\_

\*\*Please list additional names & email addresses on back\*\*

Description of your Business, Products or Services: \_\_\_\_\_

Why did you decide to join our Chamber: \_\_\_\_\_

Referred to the Chamber by: \_\_\_\_\_

### Membership Categories

<b>General Business:*</b> <input type="checkbox"/> 1-5 employees \$188 <input type="checkbox"/> 6-12 employees \$293 <input type="checkbox"/> 13-24 employees \$453 <input type="checkbox"/> 25-50 employees \$475+\$6 per employee over 24 <input type="checkbox"/> 51-100 employees \$731+\$4 per employee over 50 <input type="checkbox"/> 101-300 employees \$1,024+\$3 per employee over 100 <input type="checkbox"/> 301 or more employees \$1,882+\$2 per employee over 300 <small>*Based on Full-Time Employee Equivalency. A standard full-time employee works 2000 hours per year. To determine number of full time equivalent employees, divide total annual labor hours by 2000.</small>		<b>Special Investor:</b> <input type="checkbox"/> Premier Level \$275-499 <input type="checkbox"/> Bronze Level \$500-999 <input type="checkbox"/> Silver Level \$1,000-3,499 <input type="checkbox"/> Gold Level \$3,500-9,999 <input type="checkbox"/> Platinum Level \$10,000 + <small>*To receive the wonderful benefits of a Special Investor, members must fall into one of the five categories based on their dues or make an additional investment to reach the desired level.</small>	
<b>Education:</b> <input type="checkbox"/> 1-100 students \$79 <input type="checkbox"/> 101-300 students \$133 <input type="checkbox"/> 301-500 students \$266 <input type="checkbox"/> 501-1000 students \$530 <input type="checkbox"/> 1001 or more students \$796		<input type="checkbox"/> Organizations/Service Clubs/Churches \$106	
		<input type="checkbox"/> Individual/Non-Business Member \$72	<input type="checkbox"/> City/Village \$530
		<input type="checkbox"/> Utilities \$1,034	

Payment Enclosed     Please Bill     Master Card/Visa \_\_\_\_\_  
(Make checks payable to Edwardsville/Glen Carbon Chamber of Commerce)    Exp.Date: \_\_\_\_\_

Signature \_\_\_\_\_ Date: \_\_\_\_\_

**Return application and dues to: Ed/Glen Chamber of Commerce  
200 University Park Drive, Suite 260    Edwardsville, IL 62025**

# investor levels

The Edwardsville/Glen Carbon Chamber of Commerce offers voluntary membership upgrades for guaranteed higher visibility and greater membership value.

Do more with your membership for less by upgrading your membership and receive valuable monthly exposure in the newsletter, on the Web site, and at Annual Dinner. If you attend Business After Hours, participate in Greeter Service, or advertise in the newsletter, becoming a Special Investor will save you money while giving your business additional exposure.

To become a Special Investor, **a member must fall into one of the four levels based on their dues or make a small additional investment to their dues to reach the desired level.** For example, if a business pays \$188 in dues, by investing an only \$87 more, this business could become a Special Investor at the PREMIER Level and receive the benefits listed below. Businesses currently at one of the levels may also choose to move up a level to receive additional benefits.

## Basic

Annual membership includes monthly newsletter (Common Ground), membership certificate, two passes to Business After Hours, a link to your company's Web site, listing in printed and online directories, access to professional development seminars, basic benefits & services.

## Premier Level

One (1) VIP Pass to 23 Business After Hours  
Three (3) Months Participation in Greeter Service

**\$275-\$499**

(\$115 value)  
( \$60 value)  
**\$175 TOTAL VALUE**

## Bronze Level

Two (2) VIP Passes to 23 Business After Hours  
Three (3) Months Participation in Greeter Service  
One (1) one-Eighth (1/8) Page Color Ad in Newsletter

**\$500-\$999**

(\$230 value)  
( \$60 value)  
( \$39 value)  
**\$329 TOTAL VALUE**

## Silver Level

Three (3) VIP Passes to 23 Business After Hours  
Three (3) Months Participation in Greeter Service  
Three (3) One-Fourth (1/4) Page Color Ads in Newsletter

**\$1,000-\$3,499**

(\$345 value)  
( \$60 value)  
(\$225 value)  
**\$630 TOTAL VALUE**

## Gold Level

Four (4) VIP Passes to 23 Business After Hours  
Twelve (12) Months Participation in Greeter Service  
Three (3) Half (1/2) Page Color Ads in Newsletter  
Four (4) Annual Dinner Tickets  
No Booking Fee to Host Business After Hours  
Team of Four (4) Golfers at Annual Golf Challenge

**\$3,500-\$9,999**

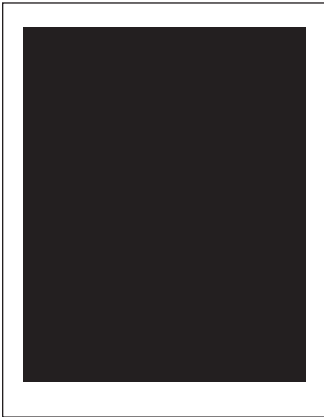
(\$460 value)  
(\$240 value)  
(\$375 value)  
(\$200 value)  
(\$250 value)  
(\$400 value)  
**\$1,925 TOTAL VALUE**



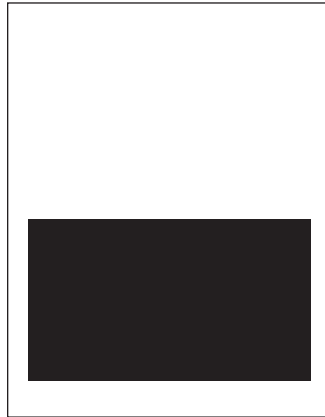
# newsletter rates

*Common Ground*, the Chamber's monthly newsletter, is published as an 8.5" X 11" full-color glossy magazine. This gives you, our advertisers, the ability to make an impact with color as you advertise your products or services. *Common Ground* is a highly-targeted

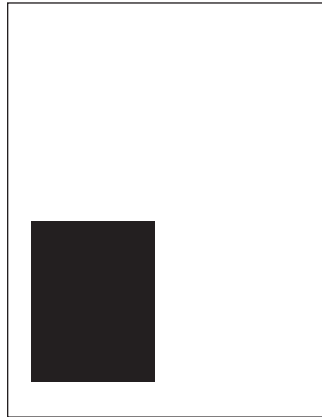
publication sent to over 1,000 business leaders and decision-makers in our region. Contact us today to begin advertising at the most competitive rates in the area! Space is limited.



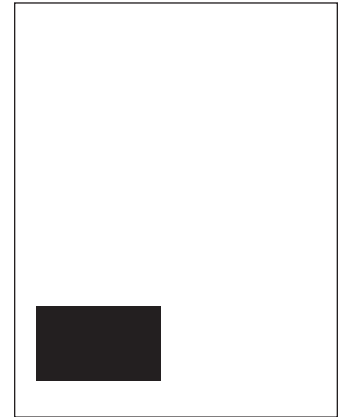
**Full Page**  
7.5" x 9.5"



**Half Page**  
7.5" x 4.5"



**Quarter Page**  
3.5" x 4.5"



**Eighth Page**  
3.5" x 2"

## specs

Full Page – 7.5" x 9.5"  
Half Page – 7.5" x 4.5"  
Quarter Page – 3.5" x 4.5"  
Eighth Page – 3.5" x 2"

**Printing Method:** Digital, full-color.

**Digital File Specs:** PDFs or JPG formats are required.

**We do not accept Word or Publisher files** for advertising.

**Media:** E-mail preferred. CD-ROM accepted.  
dbennyhoff@edglenchamber.com

**Ad Design:** The Chamber **does not provide** ad design services **including** size alterations, color corrections, and ad layout and design. We are happy to share with you a list of current Chamber members who provide these services for a nominal fee.

**Annual Contracts:** Receive a 15% discount with an Annual Contract. Entire payment due upon signing.

**Effective:** 01/01/10

## rates

**Partner with the Chamber for a year and receive a 15% discount!**

Placement		Monthly Rate	Full-Color Charge
Back Page	Full-Color	\$310	Included
Full Page	Black and White	\$210	\$20
Half Page	Black and White	\$110	\$15
Quarter Page	Black and White	\$65	\$10
Eighth Page	Black and White	\$32	\$7

- Space is limited. **Please e-mail Desirée Bennyhoff at dbennyhoff@edglenchamber.com** to discuss availability.
- All artwork **must** be sent in either PDF or JPG format.
- Artwork must be submitted by the second Friday of each month by 5pm for the next month's edition.



# common ground

## 5 Ways to See Your Business in **Common Ground**

### 1 **Purchase Advertising**

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Distributed to approximately 900 local business owners and managers each month, *Common Ground* provides a unique opportunity designed to maximize your advertising dollar and reach a highly targeted local audience. With rates starting at \$32, purchasing ad space in *Common Ground* is a smart and affordable business decision. Sign an annual contract and receive a 15% discount when you pay at signing. The Chamber **does not provide ad design service** –

this includes size alterations, color corrections, and ad layout/design. However, we are happy to share with you a list of current Chamber members providing such services at a nominal fee. The ad is due by the 15th of the prior month in either PDF or JPG file format.

Give us a call at 618.656.7600, or e-mail Desirée at [dbennyhoff@edglenchamber.com](mailto:dbennyhoff@edglenchamber.com)

### 2 **Write an "Ask The Expert" Column**

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*Common Ground* features an "Ask The Expert" column. Articles should be 200 words in length and provide expert advice on relevant topics. Authors are encouraged to submit multiple columns so that we have a variety of articles to choose from as space allows.

There is **no guarantee** that a submitted "Ask The Expert" column will run. Material discussed in the column should not be time sensitive, nor should it be a "commercial" for your business.

Need help with ideas? Contact Carol Foreman at [cforeman@edglenchamber.com](mailto:cforeman@edglenchamber.com)

### 3 **Submit an Announcement**

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**Are you introducing a new product?**  
**Did you hire a new staff member?**  
**Have you moved to a new location?**  
**Are you planning a community event?**  
**Are you the recipient of a significant award?**

You are encouraged to contact us with your announcement and we'll help you get it ready for placement in *Common Ground*. Whether or not your announcement runs will depend on available space, and the date/frequency of previous announcements – **no guarantees**.

### 4 **Win Our Business of the Month Award**

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In addition to recognition on the front page of the Chamber's Web site, a plaque presented at [networking@noon](mailto:networking@noon), and a press release submitted to local media outlets, Business of the Month Award winners receive an article and photo in *Common*

*Ground*. Nominate yourself or another deserving business today! For more requirements and forms, visit [www.edglenchamber.com](http://www.edglenchamber.com) or call the Chamber office at 618.656.7600

### 5 **Come To Our Events!**

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Would you like to see yourself in an upcoming issue of *Common Ground*? If so, join us at Chamber events! Check the events listing in *Common Ground*, browse the Chamber's online calendar, or check out our Facebook page. Another great source for all Chamber

related information is our Friday E-mail Reminder. To subscribe, e-mail Linda at [ldaniels@edglenchamber.com](mailto:ldaniels@edglenchamber.com). *Common Ground* always features photos from Ribbon Cuttings, Business After Hours, [networking@noon](mailto:networking@noon), and YPG events.



**Participation Fee: \$50**

Return Application and Fee to:  
Ed/Glen Chamber of Commerce  
200 University Park Drive, Ste. 260  
Edwardsville, IL 62025

## Participant Application

The Young Professionals Group of Edwardsville/Glen Carbon (YPG) furthers the Edwardsville/Glen Carbon Chamber's mission by promoting the growth and development of the next generation of business and civic leaders. YPG provides professional and personal growth, develops leadership skills, and encourages business alliances.

Participation in the Young Professional Group is limited to those who are between the ages of 21 and 39, **and** who are members of the Edwardsville/Glen Carbon Chamber of Commerce **or** students at Lewis & Clark Community College or Southern Illinois University at Edwardsville.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Industry: \_\_\_\_\_

Do you prefer your mailing address to be home or work? \_\_\_\_\_

Home Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Home/Cell Phone: \_\_\_\_\_

Home Email: \_\_\_\_\_

Year of Birth: \_\_\_\_\_

# proud member

The Edwardsville/Glen Carbon Chamber of Commerce continues to strengthen its position as a leading source of business and community information. To enhance your presence and ours on the Internet, simply place the Chamber logo on your Web site with a link to the Chamber's Web page. You can E-mail Des at [dbennyhoff@edglenchamber.com](mailto:dbennyhoff@edglenchamber.com) to receive a copy of the logo.

Be proud of your association with the Edwardsville/Glen Carbon Chamber of Commerce and post our "Proud Member" logo on your Web site, advertising campaigns, and publications.

## **Why advertise your Edwardsville/Glen Carbon Chamber membership?**

**1** Most consumers (59%) think that being active in the local chamber of commerce is an effective business strategy overall. It is 29% more effective, however, for communicating to consumers that a company uses good business practices and 26% more effective for communicating that a business is reputable.

**2** When consumers know that a small business is a member of the chamber of commerce, they are 44% more likely to think favorably of it and 63% more likely to purchase goods or services from the company in the future.

*Data collected from the Schapiro Group study (2007)*

## Proud Member



Edwardsville | Glen Carbon  
Chamber of Commerce

[www.edglenchamber.com](http://www.edglenchamber.com)

Watch for your new window cling in the mail  
and contact the office for the electronic file!

# Are you making the most of your Chamber membership?

**Don't forget to utilize the unique benefits and opportunities we offer to all members:**

**Learn New Skills For Small Business Success** The Chamber provides services to small business owners. The Professional Education Series is designed to help you start your business or help your business grow. At the Chamber, you'll get the tools you need to help your business prosper.

**Heighten Your Company's Visibility** Chamber members are offered opportunities such as: free directory and website listings and links; low-cost advertising; free ribbon cuttings/ground breaking ceremonies; event sponsorships; networking opportunities with other Chamber members; and customer referrals. In addition, your investment in the Chamber gives your business credibility and thus marketability.

**Make New Business Contacts** Networking at Chamber events helps you meet potential customers, clients and vendors. The "Business After Hours" and "Professional Education Series" programs provide great opportunities to get to know new people — and expand your prospect base.

**Market Your Products And Services** Plenty of advertising and sponsorship opportunities exist through the Chamber's events, programs, website, and publications.

**Business Referral Services** The Chamber receives a large volume of calls each day from individuals and companies requesting goods and services. We respond by referring only Chamber members.

**Ground Breaking/Ribbon Cutting Ceremonies** Let the Chamber help you celebrate your new office, product, or renovation! We will help you promote the opening by providing you with mailing labels of our membership and running the press announcements.

**Mailing List and Labels** Let the Chamber help you market to over 900 local businesses. The office provides free mailing lists and labels of Chamber members. For further savings, you can use the Chamber's bulk mail permit on mass mailings.

**Residential Greeter Program** Our Residential Greeter Program is offered to members only. This is an excellent program for businesses that would benefit from contact with new residents. Over 750 new residents are greeted annually in Edwardsville/ Glen Carbon. These residents may be your next customers! Each subscriber will receive a monthly report containing detailed information on each new resident greeted for your follow-up or to create a valuable mailing list for future use.



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