

April 2009



Edwardsville | Glen Carbon Chamber of Commerce

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Common Ground



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Mission Statement

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 the interests of business
- Providing members with education and resources
- Encouraging mutual support

On the cover

Edwardsville Public Library

A unique community resource, the Edwardsville Public Library supports informational, educational and recreational needs and interests. With convenient, creative, patron-friendly access to materials and services, the library seeks to inform, inspire, enrich and amaze the growing community.

In 1819, just one year after Illinois became a state, the first lending library in Edwardsville was established. The history of the present library building and the Edwardsville Free Public Library as a municipally supported institution begins in 1903, when Andrew Carnegie furnished \$12,000 to erect a library building. The site selected by the city was the City Park, bordered by Kansas, Park, Buchanan and Vandalia streets.

The present library is more than double the original size and provides programs for all age groups, an automated catalog and Internet access.

Newsletter Notes

Articles for the Chamber of Commerce newsletter must be submitted by the second Monday of the preceding month for placement in the next month's issue.

Monthly distribution: 1,000 issues.

Send comments or questions about Common Ground to dbennyhoff@edglenchamber.com

Copyright 2007 Edwardsville and Glen Carbon Chamber of Commerce, 200 University Park Drive, Suite 260, Edwardsville, Illinois 62025. (618) 656-7600, www.edglenchamber.com

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'62 Sports Group
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Baugher Financial & Assoc. Inc.
Bella Milano Restaurant
Brickman Orthodontics
Byron Gerber Petri & Kalb, LLC
Bull and Bear Grill & Bar
Bully's Smokehouse
Caulk's Collision
Chicago Title Insurance
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DRDA Electric Company
Eagle Publications, Inc.
Eberhart Sign & Lighting Co.
Edwardsville Nursing & Rehabilitation
Edwardsville Pet Hospital
Elmwood Nursing and Rehab
Excelegy Consulting Group
Extra Help, Inc.
FCB Edwardsville Bank
Fitness Designs
First American Title
First Bank
First Mid-Illinois Bank & Trust
First National Bank - Maryville
Fitness 4 Life Physical Therapy
Forensic IT, Inc.
Fountain View Manor
Gateway Center
Gateway Grizzlies
Glik's Department Store
Hampton Inn & Suites
Hawthorne Animal Hospital
Henderson Associates Architects, Inc.
Holiday Inn Express
Hurford Architects, Inc.
Illinois Dept. of Employment Security
Imaging Center of Southern Illinois
IMO'S Pizza
Jan's Hallmark Shop
J.F. Electric Inc.
Kentucky Fried Chicken
Kitchenland
Kurt's Carstar Collision Center
LaPette Academy
Lee's Services
Louer Facility Planning
Magnuson Camelot Hotel
Market Basket
Maryville Women's Center & Med Spa
Mastroianni Orthodontics
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Midwest Occupational Medicine
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Stonebridge Golf Club
Sunset Hills Country Club
Sunset Hills Family Dental
Super 8 Pontoon Beach
T-Mobile
The Scheffel Companies
The Telegraph
Think Tank PR
Thouvenot, Wade & Moerchen Inc.
Today's Advantage
Traveling Tails Inn
University Nursing & Rehabilitation
USO of Missouri
US Bank
Valley View Cemetery, Mausoleum & Funeral Home
Verizon Wireless
Wells Fargo Home Mortgage
Wenzel & Associates
Wise Choice Coffees

events

4/8 Wednesday 4pm

Professional Education Series
Business Survival Strategies:
Managing a
Balanced Workforce
at Neruda Restaurant & Bar
4 Club Centre Court, Suite A
Edwardsville, Illinois 62025

4/10 Friday noon

networking@noon
Sunset Hills Country Club
2525 Highway 157 South
Edwardsville, Illinois 62025

4/14 Tuesday 4pm

Ribbon Cutting
DaVita Dialysis
2130 Vadalabene Drive
Maryville, Illinois 62062

4/15 Wednesday 4pm

Ribbon Cutting
Inspired Balance
Chamber of Commerce Office

4/16 Thursday 5-7pm

Business After Hours
Glen Carbon Vision Center
11 Junction Drive
Glen Carbon, Illinois 62034

4/20 Monday 4pm

Ribbon Cutting
The Goddard School
801 S Arbor Vitae
Edwardsville, Illinois 62025

4/21 Tuesday 4pm

Ribbon Cutting
Eberhart Sign & Lighting Co.
28 A Kettle River Drive
Glen Carbon, Illinois 62034

4/22 Wednesday 4pm

Ribbon Cutting & Open House
Evolution Detail
20 B Kettle River Drive
Glen Carbon, Illinois 62034

4/23 Thursday 4pm

Ribbon Cutting
Simply Smiles
100 Magnolia Dr
Glen Carbon, Illinois 62034

4/23 Thursday 5pm

Ribbon Cutting
Curves
10B Edwardsville Professional Pk.
Edwardsville, Illinois 62025

4/24 Friday noon

networking@noon
hosted by Frye Chiropractic
& Laser Center, LLC
at Bella Milano
1063 South State Route 157
Edwardsville, IL 62025

4/24 Friday 5-7pm

YPG Final Friday
at Neruda Restaurant & Bar
4 Club Centre Court, Suite A
Edwardsville, IL 62025

4/30 Thursday 5-7pm

Business After Hours
SIUE School of Pharmacy
200 University Park Drive
(next door to Chamber office)
Edwardsville, IL 62025

save the date

5/8 Friday noon

networking@noon
hosted by Ed | Glen YPG
at Bella Milano
1063 South State Route 157
Edwardsville, IL 62025

5/14 Thursday 4pm

Ribbon Cutting
Extra Help Inc.
5214 Chain of Rocks Road
Edwardsville, Illinois 62025

5/14 Thursday 5-7pm

Business After Hours
Extra Help Inc.
5214 Chain of Rocks Road
Edwardsville, Illinois 62025

5/20 Wednesday 4pm

Ribbon Cutting
Treo Salon
2123 South State Route 157
Edwardsville, Illinois 62025

5/22 Friday noon

networking@noon
hosted by ThinkTank PR
at Bella Milano
1063 South State Route 157
Edwardsville, IL 62025

5/28 Thursday 5-7pm

Business After Hours
Crushed Grapes/American
Family Insurance
1500 Troy Road
Edwardsville, Illinois 62025

connect

business after hours schedule

The purpose of a networking mixer is to meet new people, make new contacts, promote your business, and talk with other business people facing the same challenges as you. All are welcomed and invited to attend. Hors d'oeuvres and beverages are provided. A business card raffle and 50/50 drawing will occur at approximately 6:00 pm. Entry fee is \$5. This is an excellent networking opportunity!

4/2 Thursday 5-7 pm

Eden Village Retirement Community
400 South Station Road
Glen Carbon, Illinois 62034

4/16 Thursday 5-7 pm

Glen Carbon Vision Center
11 Junction Drive
Glen Carbon, Illinois 62034

4/30 Thursday 5-7 pm

SIUE School of Pharmacy
200 University Park Drive, Suite
Glen Carbon, Illinois 62034

networking@noon schedule

Can't make a Business After Hours? Networking@noon is a great way to meet other business people in a smaller group setting without taking time away from your busy day. This fun, fast-paced, members-only "speed networking" event is designed to get you in, fed, connected, and on your way in 60 minutes or less.

4/10 Friday noon

by Sunset Hills Country Club
at Sunset Hills Country Club
2525 South State Rt. 157
Edwardsville, Illinois 62025

4/24 Friday noon

hosted by Frye Chiropractic & Laser Center
at Bella Milano
1063 South State Route 157
Edwardsville, IL 62025

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Individual
1709 Partridge Place
Edwardsville, Illinois 62025
(618) 659-3932

Charter Business

Lauren Garrett
Broadband communications solutions
941 Charter Commons Drive
Town and Country, Missouri 63017
(636) 387-6591
www.charter-business.com

DaVita Dialysis

Dialysis services
235 South Buchanan St.
Edwardsville, Illinois 62025
(618) 692-9217
www.davita.com

El Maguey

Manuel Barajas
Mexican restaurant
1534 Troy Rd.
Edwardsville, Illinois 62025
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Patrick McKeenan
200 University Park Drive, Ste. 240
Edwardsville, Illinois 62025
(618) 692-9745

Mayfield Medical Services, Inc.

Amy DeConcini
Medical equipment servicing
200 W. Central St.
Bethalto, Illinois 62010
(618) 377-0100
www.mayfieldmedical.com

The Journey: Metro East

Steve Mizel
Church
24 Ginger Creek Parkway
Glen Carbon, Illinois 62034
(618) 863-8448 Ext. 10
www.journeyon.net/metro-east

Southwestern Illinois Tourism Bureau

Jo Kathman
10950 Lincoln Trail
Fairview Heights, Illinois 62208
(618) 397-1488 or (800) 442-1488
www.thetourismbureau.org

Thrivent Financial

Brent Stanley
Full service wealth management
229 Shadowbrooke
Troy, Illinois 62294
(314) 313-3451
www.thrivent.com

From The Desk of Carol Foreman

It's an exciting time to live and work in the Edwardsville and Glen Carbon areas. The recent announcement of the University Town Center development brings with it a promising future for our communities. We are actively involved in the process and strive to keep Ed | Glen Chamber members informed. Check our Web site to stay current as we learn more exciting news.



Our dedication to keeping members connected demands that we keep up with technological advances and opportunities to connect with members in new and innovative ways. In an effort to communicate more effectively and efficiently with our membership, we're utilizing technology in a few new ways: a revitalized Web site, a Facebook page with upcoming event listings, and a Twitter account to help keep everyone informed.

As we work to perfect our new Web site, please be patient and know that great things are coming. The updated www.edglenchamber.com has a fresh, clean look and intuitive navigation. A video component will be added soon, featuring a library of vignettes from the community. Especially exciting is that members will have the ability to upload their own video footage. We're open to suggestions and appreciate any feedback you might offer!

Are you on Facebook? So are we! Beginning in April, we're employing social media as a member benefit, promoting Chamber events on our Facebook page. If you'd like to be a fan or friend, search for EdGlen Chamber on www.facebook.com. You can also follow our "tweets" on Twitter, by going to www.twitter.com and searching for user name EdGlenChamber.

Finally, I want to extend my congratulations to the Young Professionals Group. Their Casino Night kickoff event in March was a big success, and it is exciting to be a part of the training and development of our future leaders.

Sincerely,

A handwritten signature in cursive script that reads "Carol Foreman".

Carol Foreman, Executive Director

ambassadors

Meet Your Ambassadors:

Bonnie Kotsybar

By Natalie Head, Anderson Hospital

Ambassador Bonnie Kotsybar was so passionate about the Edwardsville/Glen Carbon Chamber, that she became part of the Chamber staff! "I have been with the Chamber as a member and volunteer for almost 5 years," remarked Bonnie. "I have served as an Ambassador for over 2 years and since August, employed by the Chamber."



Bonnie's journey to the Chamber began over 5 years ago when she became a new business owner. "I joined the Chamber interested in gaining exposure though the ribbon cutting and experiencing business growth through the events and networking opportunities," said Bonnie. Bonnie has since sold her business and is now the Event and Volunteer Coordinator for the Chamber. In addition, she oversees the Greeter Service and will focus on increased membership and the retention of current members.

"I plan to stay active with the Ambassadors and continue to promote the Chamber through increased membership and events while having a great time," she said. "The Ambassadors are a caring and fun group of individuals who are truly concerned about the growth and development of the Chamber, and I love being involved with them. We always seem to have a great time!"

Originally from Cleveland, Ohio, Bonnie now calls Glen Carbon home. She has three children, 24-year-old twins, Rob and Jenny, and 18-year-old Joe – all sharing the same birthday! When she's not busy at the Chamber, you can bet she's busy doing something. "Right now I am enjoying redecorating my home and spending time with family and friends. I also enjoy taking walks on the bike trail and try to reserve Sundays for cooking and baking, which means leftovers for the week!"

Bonnie's advice to members new and old, "You have to get involved. Be active and contribute any way you can. If you're not sure how to become more connected, call me – I'll find something for you to do!"

Ambassadors

Dana Klassen, Chair

C.A.F.E. Community Association
for Financial Education

Sue Mancuso, Co-Chair

Suburban Journals

Nancy Baahlmann

Beverly Farm Foundation

Danelle Brown

The Tech Spot

Ashleigh Deatherage

Scott Credit Union

Melissa DeLassus

Southern Illinois Chiropractic Center

Ed Faller

Faller Photography Group

Natalie A. Head

Anderson Hospital

Ryan High

RE/MAX Preferred Partners

Gary Hoggatt

National Bank

Justin Huneke

TheBANK Of Edwardsville

Bonnie Kotsybar

Chamber Staff

Ryan Matthews

Hortica Insurance &
Employee Benefits

Chad Opel

Merrill Lynch

Sara Sanderson

Liberty Mutual

Lola Shashack

Donna Sheard

Avon on Main

Dr. Matt Uchtman

Infinite Wellness Chiropractic, Ltd.

Diana Voegelé

Express Employment Professionals

Crystal Anderson Wenzel

Individual Member

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Meet Your Board Member: Jay Blanquart

"Meet Your Board Member" continues with Jay Blanquart of Blanquart Jewelers, the new 2nd Vice President of the Executive Committee!

Jay has been in the jewelry business for 20 years. He has worked since he was 16 years old at his family business, Blanquart

Jewelers. Two years ago, Jay bought the Edwardsville location store from his father Robert, whom he describes as the business leader he admires most.

Jay attended Althoff High School and then went on to Belleville Area College (SWIC) and then Southern Illinois University at Carbondale where he received his BA in Business Administration with a marketing focus.

Originally from Belleville, Illinois, Jay now resides in Edwardsville with his wife Kristi. Jay enjoys golf, boating on the Mississippi and Illinois Rivers, and rooting for his favorite sports team - the Saint Louis Cardinals.

As the new 2nd Vice President of the Executive Committee, Jay is focusing on the upcoming golf tournament fundraiser in September among other projects. While he thinks "the Chamber is moving in a great direction," he believes the Board's greatest challenge is to create events and projects to get non-members involved. He continues, "People need to realize the Chamber is not the same as it was 15 years ago - the Chamber today is totally different and more effective."

Jay's Advice:

Get connected.



connect Business of the Month: Brickman Orthodontics



In 1998, David Brickman graduated with honors from the University of Oklahoma's

College of Dentistry and returned to his hometown to begin his career in orthodontic dentistry. Initially, Dr. Brickman worked in the practice of Dr. William Schwartz, a longtime Edwardsville orthodontist. After two years, Dr. Brickman purchased the practice and in 2001 opened an additional office in Alton.

Over the next decade, Dr. Brickman earned a well-deserved reputation for providing the highest quality orthodontic treatments to children and adults, utilizing state-of-the-art treatment methods including Invisalign and Invisalign Teen, Digital Technology and self-ligating brackets. Treatments take place in a friendly and caring environment with hours and services designed to accommodate patients.

"At Brickman Orthodontics, the single most important factor is providing quality care to our patients," Dr. Brickman said. "We strive to provide each patient personal attention, to minimize their discomfort and to make sure that when their treatment is complete they leave with a beautiful smile."

In addition to his professional contributions, Dr. Brickman is equally proud of the commitment Brickman Orthodontics has made to the community by supporting a wide-range of activities, including youth sports teams, school events and community organizations Rotary, United Way and the YMCA. Brickman Orthodontics is also an active member of the Edwardsville | Glen Carbon Chamber of Commerce.

Dr. Brickman graduated from Edwardsville High School in 1988, and received his undergraduate degree in 1992 from the University of Illinois. Dr. Brickman is board certified and has the distinction of being a Diplomat of the American Board of Orthodontics. He is a former president of the Madison District Dental Society and a member of numerous professional boards and associations.

ypg

edglen ypg

Young Professionals Group

Would you like to meet and network with other talented young professionals? The new Ed | Glen Young Professionals Group (YPG) is a great opportunity to help you connect with other young professionals in the area.



The YPG Kickoff Casino Night in March was a great success.

Upcoming YPG Events

Join fellow YPG members and cheer for the St. Louis Blues during the final game of the season Friday, April 10. YPG members can purchase tickets at a discounted rate by contacting Jen Lohrman with the St. Louis Blues at 314-589-5963. Meet for a pre-game happy hour from 5-7pm at Maggie O'Briens (2000 Market Street in St. Louis).

4/10 Friday noon
networking@noon
Sunset Hills Country Club
2525 Highway 157 South
Edwardsville, Illinois 62025

4/24 Friday noon
networking@noon
hosted by Frye Chiropractic
& Laser Center, LLC
at Bella Milano
1063 South State Route 157
Edwardsville, IL 62025

4/24 Friday 5-7pm
YPG Final Friday
at Neruda Restaurant & Bar
4 Club Centre Court, Suite A
Edwardsville, IL 62025

5/8 Friday noon
networking@noon
hosted by Ed | Glen YPG
at Bella Milano
1063 South State Route 157
Edwardsville, IL 62025

5/29 Friday 5-7pm
YPG Final Friday
at Neruda Restaurant & Bar
4 Club Centre Court, Suite A
Edwardsville, IL 62025

For more information, visit ypg.edglenchamber.com

ANDERSON HOSPITAL'S ANNUAL BABY FAIR

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to the area's largest party
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Photo courtesy of Ridgeway Portrait Designs.

Brooke Geggus
2008 Anderson Baby Fair
Cutest Baby Contest Winner

To participate in the
2009 Cutest Baby Contest
call 391-5217!

Chamber Announces Business of the Month Award

The Chamber is excited to announce the new Business of the Month Award. The Business of the Month will be chosen monthly by the Executive Committee. Nominations received but not chosen may still be considered the following months. The winner will be announced at the Board of Directors meeting and the following networking@noon. The winner will receive recognition on the front page of the Chamber's Web site, a press release with photo submitted to local media outlets, a plaque presented at the networking@noon, a Spotlight article and photo in chamber's newsletter, *Common Ground*, and will be eligible for the Business of the Year Award.

The business must have been established and operated continuously for at least five (5) years in the Edwardsville or Glen Carbon communities

and a current Chamber member for at least three (3) years. The business should have a solid track record of growth and demonstrated integrity and community involvement. Company must be active in both the Chamber and other community ventures. Factors of considerations would also include the business's reputation of honesty and integrity in their practices. Non-profit organizations will also be considered. Nominations must be received by 5:00 pm the Friday before the Executive Committee meeting, generally the second Tuesday of the month. Nominations may be e-mailed, mailed or faxed. Self nominations are welcome. Nomination forms are also available on our Web site, www.edglenchamber.com. Consider nominating your business or another business you feel is deserving of this new award!

Nomination Form

Nominator Information:

Name: _____

Business: _____

Phone: _____ Email: _____

Nominated Business Information

Business Name: _____

Contact Name: _____

Address: _____

City/State/Zip: _____ Phone: _____

Web site: _____ Years in business: _____

Using as many pages as you need, please answer the questions below. All information submitted is considered confidential.

1. Please describe the industry that best represents the nominated business as well as the products and services offered.
2. Please describe the benefits and involvement of the nominated business with the Ed/Glen Chamber of Commerce.
3. List past and present community activities in which the nominated business and their employees are involved. Be sure to include the extent of the involvement.
4. Detail the recognition, accomplishments and awards the business has received to date if known.
5. Please describe any other information that may give a better insight into the successes, challenges and/or community service this business has experienced.

connect

Ed | Glen Chamber Makes Top 10 List in March St. Louis Business Journal

The *St. Louis Business Journal* publishes an annual list of local chambers of commerce, ranked by most recent annual budget. In the March 13-19 issue, the Edwardsville | Glen Carbon Chamber of Commerce for the first time made the top 10, with an annual budget of over \$378,000, coming in just behind the St. Charles and Clayton Chambers.

Since its first appearance on the *Journal's* list, the Ed | Glen Chamber has enjoyed a steady ascent, consistently moving up the list. We are excited and honored to rank among the largest and most successful chambers of commerce in the St. Louis Metro region. It is our hope and expectation that we will not only maintain our position in the top ten, but continue to climb.

The strong support we receive is what sets us apart from other chambers of commerce – loyal members and a solid community foundation are what make the Ed | Glen Chamber successful.

Shared media sponsorships have made it possible for the Ed | Glen Chamber to advertise in the St. Louis Business Journal – look for our ads in upcoming issues!

Chamber Name	Annual Budget	Members	Dues
1 St. Louis RCGA	\$9,295,000	4,000	\$525 & up
2 Washington Area COC	\$2,191,165	631	\$75 & up
3 Chesterfield COC	\$666,135	950	\$70 & up
4 Kirkwood-DesPeres COC	\$480,960	670	\$175 & up
5 River Bend Growth Assoc.	\$477,000	680	\$166 & up
6 Greater Belleville COC	\$475,250	619	\$205 & up
7 St. Peters COC	\$471,650	688	\$275 & up
8 Clayton COC	\$398,000	450	\$260 & up
9 St. Charles COC	\$385,000	620	\$247 & up
10 Ed Glen COC	\$378,650	550	\$72 & up

Dependable Injuries **Thorough** Strength Work Hardening
Efficient FCE Goal Job Analysis Climb Service Dedication
Evaluate Courteous Sports Prompt **Specialized** Jump
Power Rehabilitation Iontophoresis Warehouse Trained
Patient Analysis **Certified Hand Therapy** Leader
Friendly Intensity **Massage** Tools Focused Ultrasound
Attention Care Nutrition Coordination Women's Health
Endurance Push Comprehensive **Fractures** Sincere Onsite
Satisfaction Encouraging Reliable Management Prevention
Job Site Testing Aquatic Therapy Agility Value Industrial
Therapy **Physical Therapy** Respectful Achievement E-stim
Quality Task Ergonomics Analysis Teamwork HydroWorx
Pool Work Conditioning **Compassion** Excellence Jump
Hand Successful Skills Performance Consultation Balance
Strength Treadmill Plyometrics **Custom Splints** Healing
Devotion Personable Outcomes Communication Expertise
Supportive Fitness Center Manual Labor **Wrist** Results
Experience Balance Agility Cardiovascular Resistance
Muscle Tone **Apex** Underwater Camera **Knowledgeable**
Progressive Resistance Muscle Confidence Effective Gait
Compassion Fitness **Expertise** Health Stretching Integrity
Self Help Exceptional Safety ACOMPT Prepared Sensitive
Work Tens/Diet **Thorough** CHT Circulation Friendly
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spotlight

Kuhlmann

B U S I N E S S S E R V I C E S

Established in January 2008 and a Chamber member since May 2008, Kuhlmann Business Services provides bookkeeping, payroll and consulting for QuickBooks accounting software. Owner Linda Kuhlmann's first experience with accounting came when she was just 22 years old, managing a photography business alongside her husband at the time. As he drove the creative side of their pursuit, Linda handled the managerial end. She enjoyed maintaining organization, procedures, bookkeeping and payroll.

Linda furthered her education and opened Kuhlmann Business Services to assist business owners in simplifying and streamlining their bookkeeping process. A unique aspect of Linda's approach is the personal attention her clients receive. She offers setup, training and support of QuickBooks accounting for clients that need both short- and long-term services. "When a client hires my services, they hire me. I want to keep my business on a personal level, focusing on the needs of the client and completing the work myself."

From her own experiences, Linda understands just how overwhelming accounting software and record keeping procedures can become for business owners. Now she wants to share her knowledge and transform bookkeeping and organizational duties in to less daunting tasks for businesses, especially small companies needing assistance with general payroll maintenance and those who would like to learn QuickBooks.

Although Linda has been in business for just over a year, her first-hand experience with business ownership has put her in a position which allows her to relate well with clients. "My goal is to achieve a steady growth of clientele for this year. In the near future, I hope to collaborate and present classroom training for QuickBooks as well as bookkeeping and accounting instruction."

For more information, visit www.kuhlmannservices.com or call Linda at 618-830-2272.

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Business Survival Strategies: Managing a Balanced Workforce

The Education Committee of the Edwardsville & Glen Carbon Chamber of Commerce will present the third program in its Business Survival Strategies series on Wednesday, April 8, 4-5:30 p.m., at Neruda Restaurant & Bar. The first two programs, "Creative Financing Options" and "Marketing on a Shoestring," were well received by sold-out audiences.

A panel of human resources specialists representing government and management will offer strategies for "Managing a Balanced Workforce" in times of economic uncertainty. Panelists will include Sally Killion from the Illinois Department of Employment Security; Dave Stoecklin, Director of Madison County Employment Training, and Marc Voegele of Express Employment Professionals. Participants will have the opportunity to ask questions of panelists and network with other business in a relaxed atmosphere owners.

Reservations are required; seating is limited to Chamber members only. To reserve your seat, please call the Chamber office at 656-7600. The \$10 registration fee includes refreshments, cash bar and networking opportunities.



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10:00 a.m. - 11:30 p.m.Management, Disney Style
11:30 p.m. - 1:00 p.m.Lunch
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3:00 p.m. - 4:30 p.m.Loyalty, Disney Style

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Business After Hours



First Clover Leaf Bank, March 5



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Edwardsville Intelligencer, March 19



Edwardsville Intelligencer, March 19



Edwardsville Intelligencer, March 19

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Faller Photography Group, March 13



Faller Photography Group, March 13

Ribbon Cuttings



FOND, March 12



Visions by Carol, March 12



Massage Envy, March 18



Fountain View Manor, February 18

your business

Local Entrepreneur Receives Star Treatment from Avon

Recently, top Avon Representatives joined the A-list in Hollywood, California, to celebrate their success. Division and district managers, along with top-performing Representatives, enjoyed a weekend at the famous Beverly Hilton Hotel. Among this distinguished group was Donna Sheard of Edwardsville.

Highlighting the weekend was a special gala dinner with actor Patrick Dempsey, known for his role as 'Dr. Derek Shepherd' on the ABC drama *Grey's Anatomy*. Dempsey spent time with the Avon achievers, posed for photos, and thanked them for contributing to the successful launch of *Unscripted*, his signature scent with the company. Since it launched in November 2008, *Unscripted* has become one of Avon's top selling men's fragrances.

"It was wonderful to meet all of these amazing Representatives face to face," said Dempsey. "They are all passionate and inspiring and I'm so thankful to them for supporting my fragrance."

Winners were chosen based on their 4th quarter sales performance compared to prior year. In addition, Leadership Representatives who helped recruits advance during that period were also selected for the honor.

Avon, the company for women, is a leading global beauty company, with over \$10 billion in annual revenue. As the world's largest direct seller, Avon markets to women in more than 100 countries through over 5.8 million independent Avon Sales Representatives. Avon's product line includes beauty products, fashion jewelry and apparel, and features such well-recognized brand names as Avon Color, Anew, Skin-So-Soft, Advance Techniques, Avon Naturals, and Mark. Learn more about Avon and its products at www.avoncompany.com

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Focused on Your Business: Illinois Business Consulting

Illinois Business Consulting (IBC), the premier fee-based student consulting organization at the University of Illinois, is looking to partner with companies, utilizing the University's vast resources to address a business need.

With this special program, members of the Edwardsville Glen Carbon Chamber of Commerce will receive a substantial discount off the project fee when they engage with IBC. Samples of IBC consulting work include business process assessment, customer survey design and analysis, financial modeling, market analysis and feasibility studies, marketing plan development, new product/channel assessment and strategy formulation.

IBC has successfully completed nearly 750 consulting projects for over 500 clients since inception in 1996. There are roughly 250 students in the IBC program, handling 40-50 projects annually for Fortune 50 companies, mid-size firms, non-profit organizations and local entrepreneurial start-ups. It provides unique and challenging opportunities for graduate and undergraduate students to apply their classroom learning to real-world issues.

In return, local business communities benefit from the resources that IBC offers. Companies using IBC services get high-quality consulting work for a fraction of market cost and gain access to top talent for a fresh and creative look at problems. "IBC is not just an asset to the University, but to local communities across the state," noted Ron Watkins, program director for Illinois Business Consulting.

"Any business can benefit from outside assistance and independent expertise. Most often, companies don't have the resources to do the intense, unbiased, and most importantly, focused research that IBC students can provide. Many organizations run very lean, with staff taking on multiple responsibilities. IBC can help businesses by serving as an outside resource for their business needs."



Companies interested in partnering with IBC for consulting projects can contact Ron Watkins at (217) 333-2810 or via e-mail at ronw@illinois.edu

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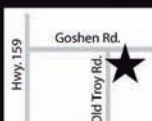
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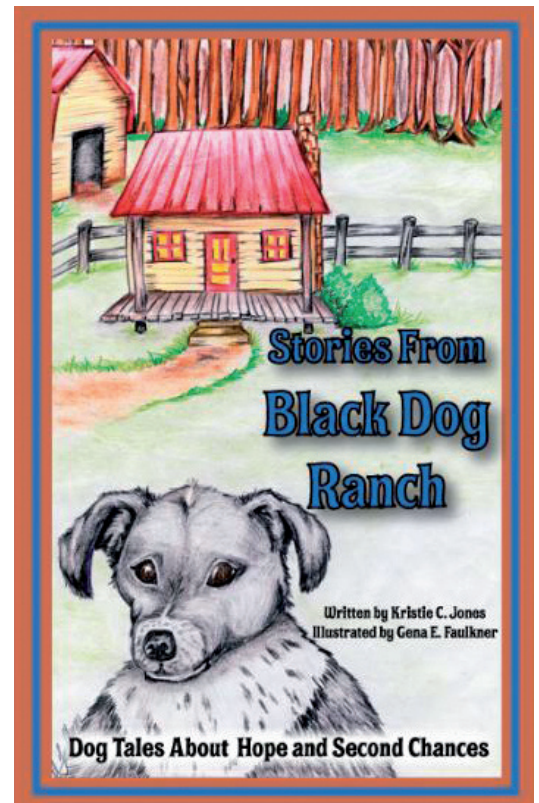
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Children's Book Signing by Local Author

Kristie C. Jones is signing copies of her new book, *Stories from a Black Dog Ranch: Dog Tales About Hope and Second Chances*, Saturday, April 18 from 11am–12:30pm at Four Muddy Paws in Edwardsville.

In the book, a dog named Mia tells the story of how her brothers and sisters were rescued by the author on a small southeast Missouri farm. Kristie C. Jones is such an animal lover that she made it her life's mission to rescue abused and neglected dogs and horses on her ranch in Farmington. The book is narrated by Mia, the first of Kristie's several rescue dogs. *Stories from a Black Dog Ranch* is complete with beautiful illustrations, and a wonderful children's book that will tug at any reader's heartstrings.

Adoptions will be available through Hope Rescues from 11am–3pm. Come support a tail-wagging cause and give a dog their forever home!



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CHRISTIAN HOSPITAL ONLY AREA HOSPITAL RANKED IN MISSOURI'S TOP 10 FOR ALL THREE CLINICAL PERFORMANCE MEASUREMENTS

Recently released data compiled by the federal government's Center for Medicare and Medicaid Services (CMS) ranks Christian Hospital as the only St. Louis area hospital in Missouri's Top 10 for all three measurements of clinical performance!

- No. 1 in the St. Louis metro area and No. 2 in Missouri for having the best survival rate for heart attack patients
- No. 4 among all hospitals in Missouri for having the best survival rate for pneumonia patients
- No. 10 in the state for having the best survival rate for heart failure patients

This data speaks to the great clinical advancements that are taking place at Christian Hospital. In addition to the CMS findings, Christian Hospital over the past 18 months has scored in the top 25 percent of all hospitals nationally on the publicly reported 'Core Measures' of clinical quality. And our year-to-date performance continues to be better than the top 25 percent of all the hospitals in the country.



Christian Hospital, a founding member of BJC HealthCare, is a 497-bed acute-care medical center located on 28 acres in unincorporated north St. Louis County. Located 6 miles west of Christian Hospital is Northwest HealthCare, which offers the community 24-hour emergency care and a variety of outpatient services in a convenient setting to complement hospital services.

Christian Hospital is noted as a leader among hospitals in the St. Louis region and has experienced a dramatic turnaround during the past few years. In particular, Christian Hospital is highly regarded for its excellence in heart services and lifesaving cardiothoracic surgery, emergency medicine, cancer treatment, psychiatric services and substance abuse programs, neurology, spine surgery, radiology, urology, pulmonary care and radiation oncology.

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Smart Women Smart Money Conference

Illinois State Treasurer Alexi Giannoulias will host his third Smart Women Smart Money Conference in the Metro East area on Thursday, May 14, 2009 at the Gateway Center, 1 Gateway Drive, Collinsville, IL. The 2009 Smart Women theme is "From Surviving to Thriving."

Conference check-in & exhibit hall open at 8:00 a.m.; conference program 8:45 a.m. – 1:30 p.m.

Plenary speaker will be Manisha Thakor, co-author of "On My Own Two Feet: A Modern Girl's Guide to Personal Finance"; breakout session topics will include budgeting and debt management, insurance, and investing. Lunch will be provided.

The conference is free but advance reservations are required. We encourage organizations to reserve group tables (10 per table).

Register online today at

www.treasurer.il.gov/programs/financial-education/smart-women-smart-money.aspx

Marketing Opportunity for Chamber Members

The National Golf Association Hooters Pro Golf Tour is coming to Sunset Hills Country Club May 11–17. This is a unique opportunity for Chamber members to market goods and services to 168 visiting pro golfers.

Welcome bags will be distributed to golfers at tournament check-in, and Chamber members are encouraged to donate promotional items, discount coupons and other goodies for the greeter bags.

Donations are due at the Chamber office by Monday, April 27. Call the Chamber office at 656-7600 for more information.





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Basic Economic Development Course Available in Edwardsville

Accredited by the International Economic Development Council and that qualifies as a professional development training requirement needed to sit for the Certified Economic Developer (CEcD) examination.

Sponsors for the Illinois BEDC at Edwardsville are: Illinois Development Council, Ameren, Leadership Council Southwestern Illinois and Southern Illinois University Edwardsville.

Delivered on three week-ends of Friday night and all day Saturday. The dates are March 20-21, April 3-4, and April 24-25, 2009. University credit, through the SIUE Department of Public Administration and Public Policy maybe available [there are University requirements to meet, an extra charge, additional paperwork and homework to complete]. The BEDC will be given concurrently with an official SIUE graduate level class.

By design, the BEDC focus on the nine IEDC required subjects of Strategic Planning, Community Development, Business Retention and Expansion, Workforce Development, Attraction/Recruitment of Business, Financing, Management of an Economic Development organization, Real Estate

Development, Small Business/Entrepreneurship Development.

The material will be presented in a traditional classroom manner, with additional small group discussions and at least one out-of-classroom field experience. Much of it will be delivered in a unified class style by the Director of the BEDC, Robert Koepke, CEcD. The Course will be given on the campus of Southern Illinois University Edwardsville. A class notebook containing all the presentations and related readings will be provided.

Individuals interested in learning more or to receive registration materials should contact the Office Manager of the SIUE Department of Public Administration, Diana Peters, at 618/650-3762 or dpeters@siue.edu or the Course Director, Robert Koepke, CEcD at rkoepke@siue.edu. The registration fee for this BEDC is \$450 and is payable to Southern Illinois University Edwardsville. Registrar by March 17, 2009.

The expectation is to offer the Edwardsville session again in the fall, September 11-12, 25-26 and October 9-10, 2009.

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Entrepreneurship Center at SIUE Offers Challenge Awards

The Southwestern Illinois Entrepreneurship Center at Southern Illinois University Edwardsville is seeking small businesses and entrepreneurs for Challenge Awards, worth up to \$5,000 in match funds.

Applicants must be able to demonstrate the ability to create jobs and increase revenue within a year after receiving the award.

Established by the Illinois Department of Commerce and Economic Opportunity, the award program aims to assist entrepreneurs and small businesses with obtaining professional services for comprehensive business planning assistance, the evaluation of a proposed start-up or expansion, or other accelerated support purposes.

Projects eligible for this award include overall business strategy, marketing strategy, marketing plan development, legal and accounting services,

technology and products audits, Web site and product development, financial modeling and funding strategies, management operations and budgeting consultation, as well as assistance. Other specialized services deemed critical to achieve a significant business milestone also will be considered.

The award money will be administered directly to the vendor providing the services for the company or entrepreneur.

For details about the Challenge Award, to fill out an application, or for details about services through the Entrepreneurship Center, visit www.siu.edu/business/ec. For more information, call (618) 650-2166.



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Should I let my laptop run all the way down before charging it?

This is another example of a question where the answer has changed over time. Since technology has evolved so rapidly, an answer that was valid only a few years ago may be completely wrong today! And in particular, this topic seems to generate a lot of confusion.

While in the past, battery technology required that users regularly discharge the battery almost all the way down prior to charging to avoid the "memory effect", today's laptop batteries have virtually eliminated that requirement. A good web site that explains how to maintain laptop batteries is <http://www.apple.com/batteries/notebooks.html>. While this web site pertains to Apple laptops, the concepts should apply to most brands. To be

completely sure, you will need to contact your manufacturer. Basically, most notebooks today can be charged and discharged as you please, with the exception of leaving the laptop plugged in almost all the time. Again, read the web site for a more detailed explanation.

Note, however, that not all electronics use this type of battery technology. I have an electric razor that recommends that it be drained nearly all the way before charging it. So it is always a good idea to read instructions that come with your electronics to make sure how the battery should be maintained.



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\$1 Billion University Town Center Project Needs Legislative Support

The March 23rd announcement by the University Town Center (UTC) development team has generated considerable excitement in the Metro East region. This 900-acre mixed-use retail and entertainment project will have a tremendous economic impact on the Edwardsville-Glen Carbon area and the whole St. Louis metropolitan region.

The development team predicted that the project will produce almost 10,000 jobs during the multi-year construction; and exceed \$1.5 billion in economic construction impact. The project would generously benefit our region's construction workers, small businesses and service providers.

A successful University Town Center project would also change the perception of the Metro East. Nional retailers located in the Center would have the potential of drawing millions of new visitors to our region. The proposed lifestyle center, office spaces and residential areas will attract new residents and businesses to the area.

To assist in making this project a reality, the Illinois state legislature needs to approve a project financing tool called STAR bonds. This new development tool for Illinois is designed specifically for the 900-acre

UTC site (bounded by I-270, IL 157, IL 162 and I-255), but has been used successfully in other states. A nearby example is the Village West development in Kansas City, Kansas and 16 miles northeast of the downtown area. Major retailers in this large mixed-used development near the Kansas Speedway attract more than 3 million visitors per year. This 400-acre site located near the intersection of I-435 and I-70 has gone from \$15,000 annually in property taxes to more than \$13 million per year and growing.

The Leadership Council strongly supports the University Town Center project and the STAR bonds legislation, which has already been approved in the Senate. (Representative Tom Holbrook has agreed to sponsor the legislation in the House.) We are asking business leaders, community officials and local organizations to join us in communicating to their state representatives the importance of SB 1909 and the positive impact it will have on the Metro East region.

If you have any questions about the legislation or the UTC project, please contact Patrick McKeehan at 618-692-9745



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Document Retention: What to Keep, What to Pitch

Knowing which documents to keep and which ones to dispose of is not always easy. Unneeded documents can waste valuable file space; however, if you dispose of documents prematurely you may lose support for valuable tax deductions.

The Internal Revenue Service (IRS) calls for a six-year statute of limitations. They can audit your tax return up to three years from the due date or the date of filing, whichever is later. Should the audit prove an omission of at least 25 percent of gross income, then the time doubles to six years.

Some state statutes exceed the federal statute; Illinois regulations do not specify minimum record-retention periods. To determine your record-retention schedule, consider keeping indefinitely records that cannot be recreated by any other office, institution or governmental unit.

The table to the right is based on federal guidelines.

For more information, visit:

<http://www.bkd.com/service/tax/Record-Retention-Guidelines.htm>

DOCUMENT TYPE	RETENTION PERIOD
Auto Mileage Logs	3 Years*
Bank Deposit Slips	3 Years*
Cancelled Checks	3 Years*
Daily Sales Records	3 Years*
Entertainment Records	3 Years*
Expense Reports	3 Years*
Paid Vendor Invoices	3 Years*
Charity Acknowledgement Forms (donations of \$250 or more)	3 Years*
Bank Statements	6 Years
Contracts / Leases	6 Years After Expiration
Annual Financial Statements	Permanent
Corporate Stock Records	Permanent
General Ledger & Journals	Permanent
Real Estate Records	Permanent
Tax Returns	Permanent
Copy C of W-2	Permanent
LIFO Inventory Record	Permanent
Depreciation Schedules	Life of Asset + 3 Years
Meeting Minutes	Life of Company
IRA Contribution & Distribution Records	3 Years After Final Distribution

* From date of filing return or due date of return, whichever is later.



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Louer Partners with Goshen Elementary

In 2009, Louer Facility Planning has a goal to Reduce, Reuse and Recycle! With the help of the Madison County Recycling Department, we are making our plan a reality. Through the Adopt a Business program, Louer Facility Planning has partnered with Goshen Elementary School in Edwardsville to recycle paper, plastic bottles, soda tab tops, milk jug lids and inkjet cartridges.

We found that it was not cost effective to hire a service to provide containers and schedule pick-up for our office. Through the program, containers are provided free of charge. Everyone in the office sorts their recyclables and once a week, Tricia Lewis, LFP's program implementer, takes a load to the school. All recyclables that the school does not accept are transported to a Madison County Recycling drop-off location.

We are all proud to see the decrease in the amount of trash we produce and to see our full recycle containers. Not only do we decrease our contribution to the landfill, we support a local school. The extra commodities from our business increases the volume of commodities the school collects, and the school earns money for the increase.

Nominate a Good Neighbor

The National Association of REALTORS® (NAR) is accepting applications for the 10th Annual REALTOR® Magazine Good Neighbor Awards, which recognizes REALTORS® for their exemplary volunteer service. Five winners will be announced in November. Each winner will be recognized at the 2009 REALTORS® Conference and Expo in San Diego. They will each receive paid travel expenses to the conference, national media exposure for their community cause, and a \$10,000 grant. In addition to the winners, five honorable mentions will each receive a \$2,500 grant.

"REALTORS® build communities, and through their tremendous dedication and commitment to community service, they are helping to address critical issues many of our cities and towns are facing today," said NAR President Charles McMillan. "The Good Neighbor Awards allow us to salute the very best of our REALTOR® volunteers who give so much of their time and energy to helping those in need."

Entries must be received by Friday, May 22. For more information and a nomination form, visit www.realtor.org/realtormag and click the Good Neighbor button, or call 800-874-6500.

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GCS Federal Credit Union Receives Merit Awards for Outstanding Marketing, Development Achievements

GCS Federal Credit Union was recently honored with two Merit Awards, which recognize outstanding marketing and business development achievements in the credit union industry.

The awards were presented by the Credit Union National Association (CUNA) Marketing and Business Development Council, a national network comprised of more than 1,000 credit union marketing and business development professionals. Awards are given in each of 34 categories ranging from advertising to community events and beyond.

GCS won the Community/PR Program category for its entry, entitled "GCS Go Green Campaign." The campaign launched in August 2008. It was designed to involve both employees and the community and promotes a green, eco-friendly lifestyle.

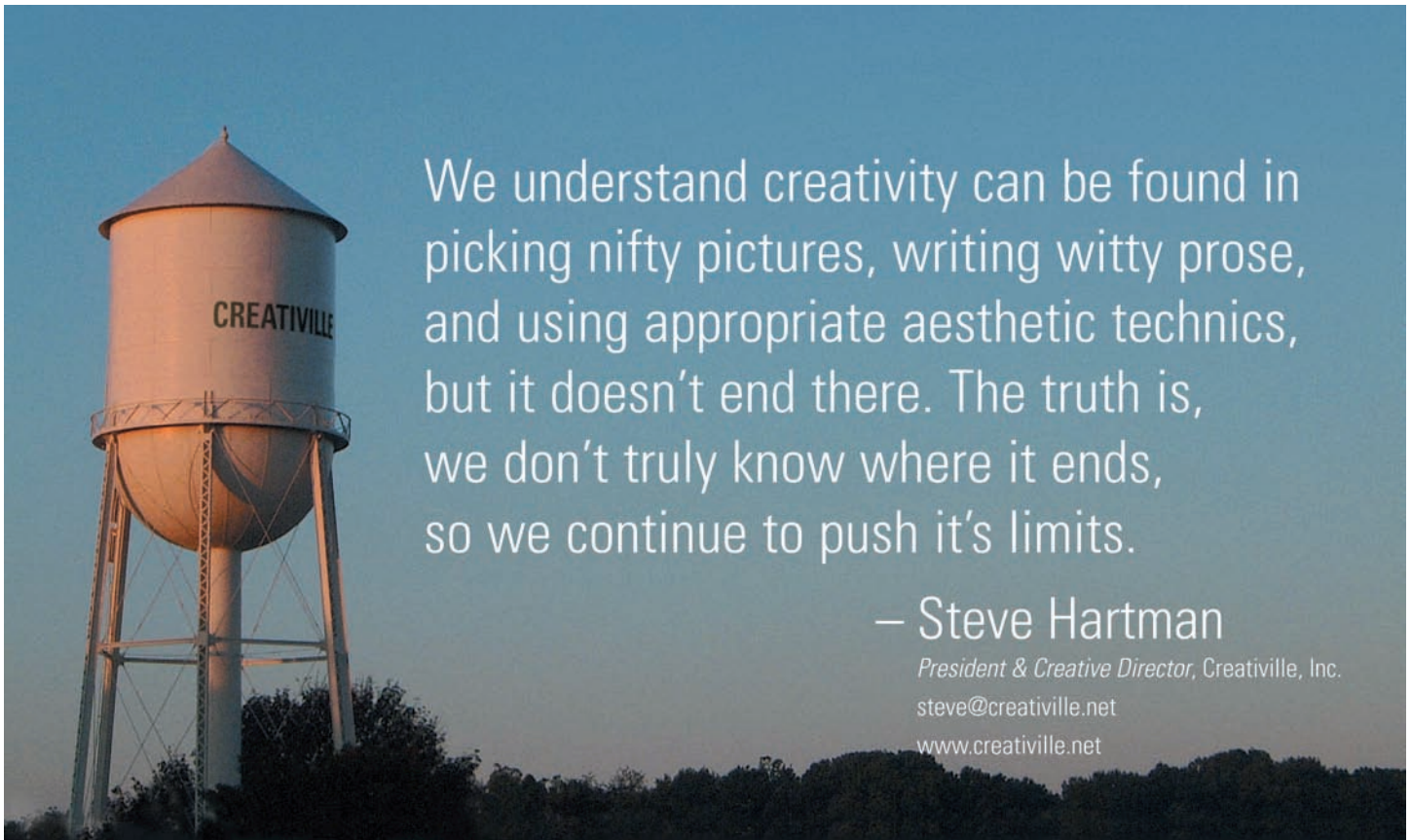
The credit union also won in the Internal Marketing Incentive category for its "Summer Meltdown Loan Promotion." This promotion was launched to encourage GCS employees to promote and sell vacation loans and motor sport/boat/recreational vehicle loans. There was a different theme for

each week and employees dressed up and decorated their branches to accommodate the themes.

"The Diamond Awards recognize the best-of-the-best in credit union marketing, advertising and business development," said Anne Legg council chair and vice president of marketing for Cabrillo Credit Union in San Diego, Calif. "It takes hard work, imagination and perseverance to be selected as an award winner from 1,200 entries."

Winners were recognized at the council's 16th annual conference held March 11-14 in San Diego, Calif. For more information on the Diamond Awards or to view the entire list of winners, go to www.cunamarketingcouncil.org.

Founded in 1941, GCS Federal Credit Union currently has assets of more than \$250 million. GCS serves more than 40,000 members throughout Madison and most of St. Clair Counties in Illinois via 7 conveniently located branches, numerous ATM locations, and 24-hour account access through a telephone audio response system and PCU online banking.



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