April 2010



Edwardsville I Glen Carbon Chamber of Commerce

It's everyone's business.

# Common Ground



PRST STD U.S.POSTAGE PAID EDWARDSVILLE, IL PERMIT # 29

# connect

#### 2010 Executive **Directors**

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#### **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

#### **Chamber Staff**

#### Carol Foreman

**Executive Director** cforeman@edglenchamber.com

#### Desirée Bennyhoff

Communications Director dbennyhoff@edglenchamber.com

#### **Linda Daniels**

Membership/Board Relations Idaniels@edglenchamber.com

#### **Bonnie Kotsybar**

Greeter Service & Events Coordinator bkotsybar@edglenchamber.com

#### Gloria Pugh

Accounts Payable & Receivable gpugh@edglenchamber.com

#### **Contributors**

#### Steve Hartman

Creativille Inc.

Creative Director, Brand Identity

#### Desirée Bennyhoff

Editor, Layout & Design, Contributing Writer

#### Marci Winters-McLaughlin & Debbie Settle

The Edwardsville Intelligencer Photo Contributors

#### **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 in the interests of business, providing members with education and resources, and encouraging mutual support.

## on the cover

#### **Edwardsville Gun Club**

The oldest continuously operating gun club in the nation, Edwardsville Gun Club (EGC) offers some of the finest trap shooting, outdoor and social experiences in the region.

Since 1879, EGC has resided at three Edwardsville locations, spending the majority of its years on Dunlap Lake. In the mid-1980s, EGC moved to its current location on Staunton Road.

Today, EGC offers something for everyone. Trapshooting is at the center of our activities, with an active Thursday night league and numerous registered and fun-shoots throughout the year using our six lighted trap fields. We are currently working to expand our shooting offerings in the near future.

Shooting is only one component of EGC. Our two stocked lakes provide great fishing for our members and their guests. We offer the public some of the best fish fries in the area in our spacious clubhouse on the second and fourth Friday of each month. Our dining experiences have expanded recently in partnership with Captain Hog's BBQ & Catering, which serves a great menu of BBQ on the first and third Fridays of each month.

Nearly all activities at EGC are open to the public, and you're invited to join them. Please visit the Edwardsville Gun Club online at www.edwardsvillegunclub.org, or view a calendar of upcoming events and other club news on their Facebook page (search Edwardsville Gun Club).



#### 2010 Advertising Rates:

	Monthly	Color
	Rate	Charge
1/8 Page	\$32	\$7
1/4 Page	\$65	\$10
1/2 Page	\$110	\$15
Full Page	\$210	\$20
Back Page	\$310	Included

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# Common Ground

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# special investors

#### **Gold Level**

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#### **Silver Level** AmerenIF

AT&T Gateway Regional Medical Center Hortica Meridian Village Royal Solutions, LLC Stone Carlie TheBANK of Edwardsville

#### **Bronze Level**

Associated Bank Best Buy Cassens & Sons Cassens Transport Charter Business City of Edwardsville Commerce Bank Country Club Lawn & Tree Eden Village Retirement Community Edwardsville School District #7 Edwardsville Publishing Company First Clover Leaf Bank Hurford Architects, Inc. Juneau Associates, Inc., PC. Madison Mutual Insurance Co. Prestige Management Services, LLC Red Robin Gourmet Burgers Richards Brick Company Royal Office Products, Inc. R.P. Lumber Shop 'N' Save Southern Illinois University Edwardsville Village of Glen Carbon WellCare Health Plan West & Company, L.L.C.

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First Mid-Illinois Bank & Trust First National Bank - Maryville Fitness 4 Life Physical Therapy FOND Fountain View Manor Gateway Center Gateway Grizzlies Gerold Moving Glik's Department Store Grace Manor Hampton Inn & Suites Hawkins Law Office 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. Joe's Pizza & Pasta Kentucky Fried Chicken Kitchenland Kurt's Carstar Collision Center LaPetite Academy Lee's Services Littler Mendelson, PC Louer Facility Planning Magnuson Camelot Hotel Market Basket Maryville Pharmacy Maryville Women's Center & Med Spa Massage Envy Masterpiece Smiles – Dr. Noll Mastroianni Orthodontics Maurices
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### events

#### 4/8 Thursday Ribbon Cutting

Bella Ragazza un Boutique 235 North Main Street Edwardsville, IL 62025

#### Friday 12-1pm

networking@noon hosted by ThinkTankPR at Fond 106 North Main Street Edwardsville, IL 62025

#### 4/14 Wednesday 4pm

Ribbon Cutting Syd's Shoes 4215 South Route 159. Ste 2 Glen Carbon, IL 62034

#### 4/15 Thursday 5-7pm

**Business After Hours** Rock Hill Trails Rock Hill Road & Moreland Dr. Wood River, IL 62095

#### 4/17 Saturday 7pm Chamber Trivia Night at St. Boniface Church

110 North Buchanan Edwardsville, IL 62025

#### 4/27 Tuesday 4-6pm

Professional Education: Online Reputation Management with SIUE's Elizabeth Keserauskis SIUE Tech. & Mamt. Center 245 South Research Drive Edwardsville, IL 62025

#### 4/29 Thursday 5-7pm

**Business After Hours** Extra Help, Inc. & Silkworm 5214 Chain of Rocks Road Edwardsville, IL 62025

#### 4/30 Friday 6-8pm

YPG Golf Lessons (YPG Only) Oak Brook Golf Club 9157 Fruit Road Edwardsville, IL 62025

## save the date

12-1pm

#### 5/7 Friday

networking@noon hosted by Christian Hospital at North County Endocrinology #8 Sunset Hills Professional Ctr. Edwardsville, IL 62025

#### 5/13 Thursday 5-7pm

**Business After Hours** Crushed Grapes, American Family Insurance & Catered AFFAIR 1500 Troy Road Edwardsville, IL 62025

#### 5/17 Monday 4:30-6pm

Chamber Business Book Club (see page 11 for details) **Edwardsville Public Library** Edwardsville, IL 62025

#### 5/25 Tuesday 4-6pm

Professional Education: Panel Discussion SIUE Tech. & Mgmt. Center 245 South Research Drive Edwardsville, IL 62025

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More going on here than you think.

WHO KNEW?

# 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'oeurves and beverages are provided. A business card raffle and 50/50 drawing will occur at approximately 6pm. Entry fee is \$5. This is an excellent networking opportunity!

4/15 **Thursday** 5-7pm

Rock Hill Trails

Rock Hill Road & Moreland Drive in Wood River

4/29 **Thursday** 5-7pm

Extra Help, Inc. & Silkworm

5214 Chain of Rocks Road in Edwardsville

# 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.

4/9 Friday noon

hosted by Think Tank PR & Marketing at Fond 106 North Main Street in Edwardsville

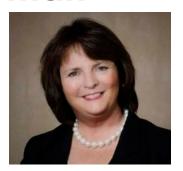
5/7 **Friday** noon

hosted by Christian Hospital at North County Endocrinology #8 Sunset Hills Professional Center in Edwardsville

Would you like to schedule a networking@noon event in 2010? Contact Linda Daniels at Idaniels@edglenchamber.com or 618.656.7600 for details.

# From The Desk of **Carol Foreman**

With warm and summer vacation near, my thoughts turn to three exciting upcoming events - St. Boniface's Annual Bonifest May 28 & 29, the City of Edwardsville's Route 66 Festival June 11 & 12, and the Village of Glen Carbon's Homecoming June 18 & 19.



The Chamber encourages all of our businesses and organizations to support these wonderful community celebrations that make Edwardsville and Glen Carbon such great places to live and visit. Get involved through sponsorships, becoming a vendor, volunteering, or attending the events.

I also take this opportunity to offer sincere thanks to the 35 business owners and community representatives who attended the large focus group to discuss shop local and visitor industry initiatives. Responses were overwhelmingly positive, and your feedback will be used to guide upcoming exploratory research efforts.

Look for a link to online surveys in future Wednesday and Friday e-mails as we seek information from retail, dining, service, and other industries to further support our effort toward promoting economic development.

Sincerely,

arol Foreman

Carol Foreman, Executive Director

# the newly connected

#### Alzheimer's Association, St. Louis Chapter

Rachel Lugge Alzheimer's Support & Resources P.O. Box 484 Collinsville, IL 62234 314.801.0461 www.alzstl.org

#### **Bartels & Holmes Insurance Agency**

Matt Holmes Full Service Independent Insurance Agency 9 Rust Court Glen Carbon, IL 62234 618.692.1951 www.MadisonMutual.com

#### **CALC** Institute of Technology

Anne Vest-Bauman Allied Health & IT Post-Secondary Education 235 A East Center Drive Alton, IL 62002 618.474.0616 www.calc4it.com

#### Da-Com

Shani Schefft Copier & Printer Sales/Service 5317 Knights of Columbus Drive St. Louis, MO 63119 314.442.2800 www.da-com.com

#### **Edwardsville American** Legion Post 199, Inc.

Edward G. Collins Golf Course, Banquet Hall & Lounge 58 South State Route 157 Edwardsville, IL 62025 618.656.9774

#### **Edwardsville Neighbors in Need**

Kathie Opel Assist Families Suffering Medical or Emergency Hardship P.O. Box 312 Edwardsville, IL 62025 618.977.4612 www.edwardsvilleneighborsinneed.org

#### Fireside Financial LLC

Kristie Tempest Real Estate Investment 22205 Illinois Route 157 Glen Carbon, IL 62234 618.288.7152 www.firesidepartners.com

#### **Glen Ed Pantry**

Judy Moody Providing Food & Clothing to Families in Need 125 Fifth Avenue Edwardsville, IL 62025 618.656.7506 www.glenedpantry.org

#### **Goshen Financial Group**

Greg Gobble Financial Planning P.O. Box 143 Edwardsville, IL 62025 618.659.1199 www.goshenfinancial.com

#### **Illinois Innovators** & Inventors

Dan O'Brien Intellectual Property, Inventor & Business Licensing P.O. Box 58 Edwardsville, IL 62025 217.556.7929 ilinventor.tripod.com

#### **Integrated Solutions** Consulting

Dan Martin Crisis & Consequence Management Consulting 104 Poplar Court Edwardsville, IL 62025 618.307.5111 www.i-s-consulting.com

#### **Phillips Furniture**

Angie Eschmann Furniture, Accessories & Bedding 6609 Edwardsville Crossing Edwardsville, IL 62025 618.656.2333 www.phillipsfurniture.com

#### Team First

Andre Collins Providing Structure & Guidance for Young Men P.O. Box 615 Edwardsville, IL 62026 618.692.6379 www.theteamfirst.com

#### **William Davison**

Individual Member 54 Rushmore Drive Glen Carbon, IL 62234 618.444.6527

# 5 Ways to See Your Business in Common Ground

- 1 Purchase Advertising
- 2 Write an "Ask the Expert" Column
- 3 Submit an Announcement
- 4 Win Our Business of the Month Award
- 5 Come to Chamber Events!



Chamber of Commerce

# ambassadors

# **Ambassador Spotlight: Ryan High**

Ryan, originally from Marion, Illinois, now lives in Maryville with his wife, Laura, and their two dogs, Sammie and Joey.

Ryan is a Real Estate Agent in his second year of business. He invested in real estate after graduating from college with a bachelor's degree in business administration from SIUE.



Ryan realized that he could put his marketing education to use along with his passion for real estate. His favorite aspect of the job is educating clients and explaining the opportunities available in our community.

One of Ryan's goals is to help business owners make the most of their presence in the area by helping them expand their business networks. His advice for fellow Chamber members is to buy local, support fellow business people, and do your part to help facilitate the continued success of our business community.

In addition to serving as a Chamber Ambassador, Ryan is active in the Ed/ Glen Young Professionals Group (YPG), Greater Gateway Association of Realtors, and National Association of Realtors. He first became active with the Chamber when he worked for Extra Help, Inc.

Ryan is an avid St. Louis Cardinals fan and loves attending baseball games in his spare time. He is also likes watching Shark Tank on ABC, and admires real estate tycoon Barbara Corcoran and private island owner Robert Herjavec.

Professional assistance can save you time and money! ıntuıt Linda Kuhlmann Accountant/QuickBooks ProAdvisor 618.830-2272 www.kuhlmannservices.com

### 2010 Ambassadors

#### Dana Klassen, Chair

St. John's Home & Community Care

#### Sara Sanderson

Liberty Mutual

#### **Ed Faller**

Faller Photography Group

#### Natalie A. Head

Anderson Hospital

#### **Justin Huneke**

TheBANK of Edwardsville

#### Melissa DeLassus

Southern Illinois Chiropractic Cntr.

#### **Bonnie Kotsybar**

Chamber Staff

#### **Rvan Matthews**

The Insurance Partnership

#### Diana Voegele

**Express Employment Professionals** 

#### Ryan High

**RE/MAX Preferred Partners** 

#### Linda Kuhlmann

Kuhlmann Business Services

#### **Zach Woods**

Commerce Bank

#### Nicole Kline

Extra Help, Inc.

#### Susan Bailey

National Bank

#### Chelsea Hoelscher

West & Company, LLC

#### **Rachel Case**

First Clover Leaf Bank

#### Jenny Robison

Shell Community Credit Union

#### Mark Muckensturm

MRCT Benefits Plus

#### **Candice Arana**

Hospice of Southern Illinois



# ed glen Young Professionals Group

## upcoming YPG events

4/30 Friday YPG Golf Lessons (YPG Members Only) Oak Brook Golf Course 9157 Fruit Road Edwardsville, IL 62025

The 2nd Annual Ed/Glen Young Professionals Group took place Saturday, March 20 at the Edwardsville American Legion. The social event offered the opportunity for YPG members and potential members to mix and mingle in a Vegas-style atmosphere and win great prizes. YPG, in partnership with the American Legion, donated \$275 in funds raised from Casino Night to the Glen Ed Pantry.

Pictured at right (L to R): Brett Briggs (YPG), Rhonda Johnson (Glen Ed Pantry), Rachel Case (YPG), Jeanne Collins (American Legion Board), Malcolm Ahrens (Legion Board), Deborah Ahrens (Legion Board), Mark Richardson (YPG), Chelsea Hoelscher (YPG), and Christopher Ahrens (in front).



# Give us the opportunity to build a relationship with you.



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### **MacXprts - Illinois presents:**



When you purchase a Mac with Applecare and iWork or Microsoft Office for Mac from May 1st - 10th you receive:

FREE 1/2 hour massage at Southern Illinois Chiropractic Gift Certificate to Crushed Grapes Coupons off services from Faces Skin Care Gift Certificate from Sweeties \$50.00 Gift Card to Faller Photography Group FREE Tans plus coupons for more at Hollywood Tan Gift Certificate from The Chef's Shoppe FREE Printer and Service Bundle from MacXprts-Illinois

so don't forget your Mom this Mother's Day - she never forgot you!

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• BETHALTO - 618-377-9146

TROY - 618-667-9800

# connect

# Nominate a Fellow Chamber Member (Business or Organization) for Business of the Month

#### **Purpose:**

Recognize a member business that has made a significant contribution to the Ed/Glen Community

#### **Procedure:**

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 receive:

- Recognition on front page of the Chamber's Web site, www.edglenchamber.com
- Spotlight article and photo in Chamber's newsletter, Common Ground
- Press release with photo submitted to local media outlets
- Eligible for Business of the Year Award
- Plaque presented to winner by Executive Director

Nominations may be e-mailed, mailed or faxed. Self nominations are welcomed. Previous recipients may not be nominated. The selection committee and/or the Chamber Board of Directors reserves the right to nominate additional individuals and or/expand the nomination process in the event that an adequate pool of nominations has not been received. Non-profit organizations may be nominated.

#### **Criteria:**

- 1. History of business and reputation of honesty & integrity of practices.
- 2. Community, Chamber, and philanthropic involvement.
  - E-mail your nominations to Linda Daniels @ <a href="mailto:ldaniels@edglenchamber.com">ldaniels@edglenchamber.com</a>
  - or mail to 200 University Park Drive Edwardsville, IL 62025
  - or fax to 618-656-7611.

#### **Include**:

Name and short description of business.

Reason(s) the business is being nominated.

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# Eden Village

2<sup>nd</sup> Annual Senior Health Fair

Friday, April 9, 2010 From 9:00 a.m. until 1:00 p.m.

~ Free Admission & Refreshments ~ ~ Open To The Public ~ ~ Free Screenings ~

Eden Village Retirement Community (In The Atrium) 200 South Station Road Glen Carbon 618-288-5014

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# connect

## **Business of the Month:**



### Frozen Custard

Annie's Frozen Custard, owned by Kay Gieszelmann and established in June 1996, is know throughout the area for serving up all natural frozen custard. Now in its 14th season of operation, Annie's Frozen Custard continues to serve up delicious treats to custard fans from Edwardsville, Glen Carbon and surrounding areas.

Annie's was opened out of Kay's family's love for frozen custard, but the great customers and fun employees are what have made the business Kay's passion. Their custard is made every hour on the hour, and their very own Annie's mix is poured into a machine and whipped into frozen slabs where it falls into a scooping container. Unlike soft serve, Annie's machine adds very little air, which makes for a nice, thick, creamy treat.

A member since 1999, Kay has found that Chamber membership has played an important role in developing new ideas and interacting with the business community. Kay is also an active member of Eden United Church of Christ, serves as a board member for Faith In Action, and contributes to many school and church activities.

Beginning Memorial Day weekend and continuing until Labor Day weekend, Annie's Frozen Custard will host live music on Saturdays and Sundays come out with your family and friends to enjoy great tunes and delectable custard creations!

Annie's Frozen Custard is located at 245 South Buchanan in Edwardsville. Learn more about Annie's by dropping by and enjoying a cold treat, or visit Annie's online at www.anniesfrozencustard.com.





## **Got kids?**



Summer can be crazy. You will be too if you don't keep the kids busy. College for Kids provides fun, engaging learning experiences to keep kids' minds active until school starts again.

Robotics. Horses. Cooking. Art. Languages. Computers. Theater. More than 100 classes for kids from preschool through high school.

Get College for Kids. Summer 2010. www.lc.edu/c4k. Enroll now!

It's what you know.



# **Online Reputation Management with SIUE Marketing Director Elizabeth Keserauskis**

The world of marketing and advertising has been turned upside down with the advent of the Web and social media technologies like Facebook, Twitter, YouTube and so much more. You can no longer rely on the traditional disruptive advertising techniques like TV and print ads exclusively to market your products or services. Instead,



you need to build your reputation among your target audiences by creating opportunities for conversations, empowering word of mouth ambassadors and leveraging a grass-roots marketing strategy.

Are you being pressured to create a Facebook page for your business or community? Do you feel like you are struggling to stay on top of your e-mail, let alone tools like Twitter? In this session, we will discuss "reputation management" as your marketing and communications strategy, and how you can incorporate the right social media tools for your organization.

Elizabeth Keserauskis is the executive director of marketing and communications at Southern Illinois University Edwardsville. She is responsible for overseeing University strategic communication planning, advertising, social media integration, Web site, public affairs, photo and video services, graphic design, and more. Prior to working at SIUE, she was a vice president at Access Marketing Co., a strategic communications firm based in Denver, specializing in Internet-based communications strategies. In addition, she served as the director of marketing and enrollment at Ranken Technical College in St. Louis, Mo., for nine years.

WHEN: Tuesday, April 27 from 4-6pm

WHERE: Technology & Management Center; 245 South Research Drive

RSVP to Linda at Idaniels@edglenchamber.com.

Refreshments and handouts included.

### **NEW: Chamber Business Book Club**

Discuss relevant management topics with others in the business community. with the Chamber's new Business Book Club. The Business Book Club (CBBC) is a unique opportunity to engage in meaningful conversation with other professionals. These structured yet relaxed group sessions will be facilitated by Rebecca Clark, principal of Excelegy Consulting Group, and held on the third Monday of each month.

Clark received a Master of Education degree in Adult and Organizational Development from Temple University. In addition to her human resources education, she brings "walk the talk" experience and focus through her years of experience in leadership and human resources roles across sectors and sizes of organizations and companies.

Limited quantities of CBBC books will be available through Edwardsville Public Library and Glen Carbon Centennial Library.

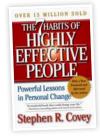
E-mail Linda at Idaniels@edglenchamber.com by Friday, April 24 to reserve your seat in the Business Book Club - seating is limited.

WHEN: Monday, May 17 from 4:30-6pm WHERE: Glen Carbon Centennial Library BOOK: Why Employees Don't Do What They're Supposed To Do and What You Can Do About It by Ferdinand F. Fournies



WHEN: Monday, June 21 from 4:30-6pm WHERE: Edwardsville Public Library **BOOK:** How to Win Customers and Keep Them For Life by Michael LeBoeuf

WHEN: Monday, July 19 from 4:30-6pm WHERE: Edwardsville Public Library BOOK: The 7 Habits of Highly Effective People by Stephen R. Covey





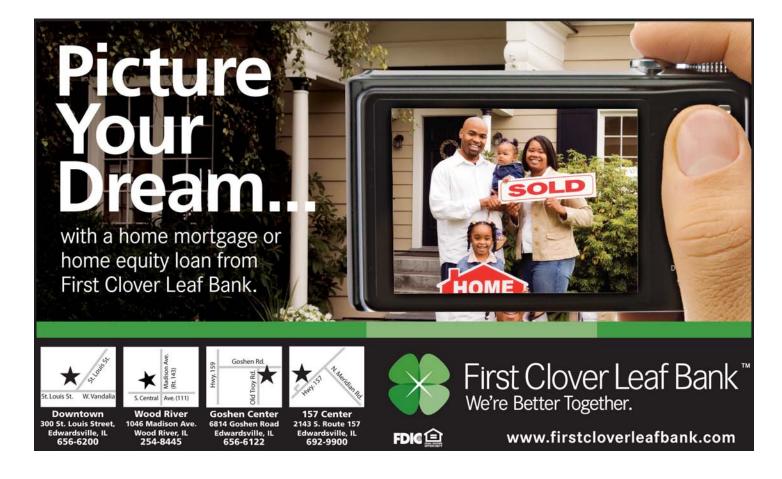


# Get Your Nicks at the Route 66 Festival

Friday & Saturday June 11th & 12th Edwardsville City Park

The popular festival celebrating Edwardsville's place on the historic Mother Road is back in 2010! Good times at the park!

Showcase your business or non-profit organization by getting involved with the festival as a sponsor or volunteer. This two-day event draws thousands to the park for food, drink, live entertainment and classic cars. For more information call the City of Edwardsville Parks & Recreation Department at 692-7538.



Channel your inner 5th grader, gather your friends, and join us for a fun and relaxing evening.



# Saturday, April 17

St. Boniface Church Oak Room (lower level)

Doors Open @ 6:30pm & Games Begin @ 7pm

Table of 8 = \$160

Cash prizes awarded! FREE popcorn, soda, water & attendance prizes. BYO snacks & beverages (alcohol permitted).

**MUST BE 21 OR OLDER TO ATTEND** 

# TRIVIA NIGHT REGISTRATION FORM

Please submit this form, with payment, to: Edwardsville Glen Carbon Chamber of Commerce 200 University Park Drive, Suite 260, Edwardsville, IL 62025

TEAM NAME:	
TEAM CAPTAIN:	_ E-MAIL:
OFFICE PHONE:	_ CELL PHONE:
FULL TABLE of EIGHT (\$160)	PAYMENT OPTIONS:
CATEGORY SPONSOR (\$100)	CASH CHECK MC/VISA
FULL TABLE + CATEGORY SPONSOR (\$250)	NAME ON CARD:
AMOUNT ENCLOSED	CARD #:
ATTENDANCE PRIZE DONATION (call for pick-up)	EXPIRATION DATE:

RECEIPT OF PAYMENT GUARANTEES YOUR RESERVATION • MAKE CHECKS PAYABLE TO ED/GLEN CHAMBER OF COMMERCE

# schmooze

# business after hours



First Clover Leaf Bank, March 4





Eden Village, March 18



Eden Village, March 18



Morningstar Chiropractic, April 1



Morningstar Chiropractic, April 1

# ribbon cuttings



Platinum Tanning, March 4



Joe's Pizza & Pasta, March 4



Wang Gang Asian Eats N Beats, March 4



The Barber Shop, March 24



US Bank, March 25

# networking@noon



Sears Optical, March 12

# your business

### **Work Trends in 2010**

As businesses begin to hire in greater numbers this year, Manpower, Inc. has identified a number of hot trends likely to make an impact – and help your company be more successful - in 2010.

**The Agile Workforce:** You will always have a place for your top talent. However, your workplace structure may need to look different than it did in the past. This new structure might include hiring contract workers or outsourcing projects or even whole functions of your business. Allowing employees to have more flexible schedules and telecommute rather than travel can make a significant difference in employee satisfaction and productivity. Evaluate your company from the top down to recalibrate who is making the business run, and consider all your available labor options in deciding how all your essential workers can be best utilized and accommodated.

Virtual Work: Embracing technology can increase productivity, enhance service and expand the geographic area in which your business operates. Creating a virtual workplace by providing employees with remote access to a company's information network and computer systems allows a business to keep valuable employees, forge collaboration and improve efficiency. You can

also create virtual sales meetings by combining real-time desktop sharing with phone conferencing so your sales force and prospective clients can "meet" without traveling. Managers should explore these technology options when reassessing their workplace requirements and plans for the future.

Retaining Knowledge: The retirement of the vast baby boomer generation in today's workforce can mean a mass exodus of information vital to a company's success. How will you ensure the valuable information residing with your employees is shared and preserved? Well before a worker retires, employers should put systems into place that facilitate the transfer of employee knowledge. Employees should produce, organize and build an information database so that new employees do not have to duplicate prior efforts, waste time and money, or worse, lose the information permanently. There should also be a continuous, sustained effort to make this information easily accessible.

# GLEN CARBON HOMECOMING JUNE 18 &19 2010

Every year awesome companies in Glen Carbon support the Annual homecoming with nominal donations or donations in kind. The Bank of Edwardsville supports the fireworks. Last year MinuteMan Press donated cups for the Margarita Bar. If you would like participate contact us at GCHomecoming@glen-carbon.il.us



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# your business

### Solar Energy in the Local Market

On August 28, 2007, the Governor of Illinois signed into law Public Act 095-0481, which sets a statewide Renewable Energy Standard and an Energy Efficiency Portfolio Standard. These standards mandate that 25% of Illinois energy must come from renewable resources by 2025. The Illinois Power Agency has updated these standards and starting June 1, 2015, at least 6% of the renewable energy resources used to meet the standard must come from solar PV.

While solar is one of the cleanest renewable resources available and has almost no maintenance to consider, until recently it has not been an attractive alternative for renewable energy in this area due to high costs. That time is over - there are incentives available to you in the state of Illinois that will help you save money, save your environment, and help save the economy by putting people to work. There are programs for residential, commercial, not for profits, and municipalities.

Based on the most recent Solar Rebate and Tax Credit Program available, there are funds available to offset your installed costs up to 75% making solar energy for your property affordable like never before.

These incentives make the payoff or ROI for solar energy so attractive that the first Illinois state incentive program, for residents and small businesses, ran out of money before the April 30, 2010 deadline arrived. This means that when the next incentive program is announced, we need to be lined up, with completed applications ready to send in. Only 10%–20% of the population will be able to receive the incentive funds before they run out completely. Someone is going to get the incentive money – if this sounds interesting, it might as well be you!

#### Resources:

solarbuzz.com res-alliance.org renewable energy works.org pewclimate.org





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## **TheBANK Adds Bond as Assistant VP**

TheBANK of Edwardsville recently announced the addition of Shannon Bond as Assistant Vice President of Treasury Management.

In this capacity, Bond is responsible for the sales and servicing of all commercial retail products and services. Bond brings to TheBANK of Edwardsville more than 7 years experience in banking.



A graduate of Lindenwood University, Bond is a member of the United Way Allocation Committee, a member of Our Lady Queen of Peace Church and a member of the American Heart Association. Bond lives in Bethalto with her husband, Martin, and their two children, Andrew and Emily.

Illinois Flagship Stations

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Mike Niehaus

**Night Games** 

Charlie Huelsmann

Edwardsville 618-655-9660

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www.wsmiradio.com

# your business

# **GCS Welcomes New Assistant Manager**

GCS Federal Credit Union has recently announced Lauren Smith as the new Assistant Marketing Manager. Lauren has worked as a teller at GCS since 2005 at the Maryville Road location in Granite City. She completed a B.S. Speech Communication - Public Relations degree from Southern Illinois University Edwardsville in 2009. Lauren previously worked with the Marketing Department as an intern in the summer of 2008, managing events at the GCS Ballpark and assisting with various community projects.

In her new position as Assistant Marketing Manager, Lauren will take on GCS youth clubs, increase media relations, help manage the GCS web site, write and design newsletters, assist in the planning and managing of events and projects and much more.

"I truly enjoy working for GCS and I am excited to continue here in my new position as Assistant Marketing Manager," she said.

More information on these events can be obtained by calling GCS at 618.797.7993 or by checking their website, www.mygcscu.com.

## **Housing Market Improves**

Buyer market conditions remain in most Illinois housing markets as January marked the fifth consecutive month of year-over-year home sale increases, while the statewide median price saw its first positive improvement since September 2007.

According to the latest report from the Illinois Association of REALTORS® (IAR), Illinois home sales in January 2010 were up 14 percent, totaling 5,483 homes sold compared to January 2009 home sales of 4,809. The median price in January 2010 was \$145,300, up 2 percent from \$145,000 during the same period last year.

In the southwestern Illinois region, Macoupin County saw a significant increase in the median sale price, jumping 138 percent from \$38,000 in 2009 to \$90,300 in 2010. In addition, Madison County saw a median price increase in 2010 of \$112,450, up 30 percent from \$86,500 in 2009.

IAR President Mike Onorato, GRI notes that current market conditions remain favorable for buyers, with interest rates still hovering near 5 percent and just over two months remaining for buyers to take advantage of the tax credit before the April 30 deadline arrives.



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## **Sorgea Joins Cork Tree Creative**

Cork Tree Creative, a full-service marketing and public relations company based in Edwardsville, recently announced that Cindy Sorgea has joined the firm as a public relations and marketing specialist. Sorgea is a 10-year media relations and communications veteran, having served a wide range of clientele in the St. Louis Metropolitan area throughout her career.

Since 2008, Sorgea has operated a public relations consulting business, working with clients in the real estate and construction industries, environmental initiatives, health services and law. Prior to consulting, Sorgea was senior account manager for Twist, the fifth-ranked PR and marketing agency in St. Louis. In this capacity she managed and executed multiple, key accounts for the firm, and was involved in new business development.

Sorgea got her start with St. Louis-based public relations firm, The Hauser Group. She was asked to join the firm following an internship through Webster University, St. Louis, where Sorgea earned a Bachelor of Arts degree in communications with an emphasis in public relations.

Cindy and her husband, Brian, reside in Belleville with their daughter Maya and twin sons, Nate and Jack. Cindy is on the board of directors of Family Hospice in Belleville.

### **ApexNetwork Therapist Continues Education**

Susan Milam, Occupational Therapist for ApexNetwork Physical Therapy, attended a course presented by the Hand Rehabilitation Foundation entitled "Surgery and Rehabilitation of the Hand" on March 6, 2010 through March 9, 2010 in Philadelphia, PA. This program emphasized trauma with comprehensive evaluation and management presented by a distinguished faculty of surgeons and therapists.

Susan will incorporate this knowledge into her work at ApexNetwork Physical Therapy. For more information on Apex's locations and services visit www.apexnetworkpt.com.

# your business

# **GSSI Names Barnard Director of Development**

The Girl Scouts of Southern Illinois (GSSI) recently announced that Ting Barnard of Edwardsville has been selected as the new Director of Development. Ms. Barnard, who has 13 years of experience working not-for-profit development, marketing and management, will lead a team dedicated to ensuring that Girl Scout programs and



activities are funded for all girls throughout southern Illinois.

Most recently, Ms. Barnard worked for the American Lung Association of the Upper Mid-West and was Director of the Southwest Service Area. In that position, she was responsible for fund development, volunteer recruitment and management and mission services throughout southwest Illinois.

"We are very pleased to welcome Tina to our Girl Scout team and look forward to working with her as we move Girl Scouting in southern Illinois from good to great," said Villie M. Appoo, GSSI Chief Executive Officer. Tina's strong

background in development will be invaluable as we continue to provide unique and important programs and services to our 14,500 girl members and 5,100 adult volunteers," Appoo added.

"The Girl Scouts of Southern Illinois provides programs and valuable leadership experiences for girls throughout southern Illinois and I am pleased to have the opportunity to work with community leaders and volunteers to provide the resources that are needed to build girls of courage, confidence and character," said Ms. Barnard. She and her team will oversee various Girl Scout development strategies including the annual Family Partnership Campaign, Project Camp Campaign, the annual Girl Scout Golf Tournament, and grants.

Barnard is a graduate of the University of Missouri at Columbia and has a Master of Arts degree and Scottish Rite Fellow from The George Washington University in Washington, D.C. Her affiliations include the Association of Fundraising Professional, St. Louis Chapter (member and mentor); Southern Illinois Fund Development Association, Edwardsville-Glen Carbon Chamber of Commerce, Glen-Ed Food Pantry (board of directors); and the Covenant College Parents Council.



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## **Heyl Royster's Schultz Receives Patriot Award**

Robert H. (Barney) Shultz, Jr., Managing Partner of the Heyl Royster's Edwardsville office, received the Patriot Award from the Employer Support of the Guard and Reserve (ESGR), an agency of the Department of Defense, in a ceremony at the firm's offices Friday, March 12. Clyde Jones, a retired member of the Army Reserve and a volunteer representative of the Department of Defense, presented the award. The Patriot Award publicly recognizes individuals who provide outstanding patriotic support and cooperation to their employees who have answered their nation's call to serve.

In nominating Shultz, Air Force Reserve JAG officer and Heyl Royster partner Mike Schag said that, "Since the day I joined the firm, Barney has encouraged and shown great interest in my service. Rather than viewing it as a hurdle to overcome, he views it as an asset to the organization. His viewpoint is shared by all of my partners. Without their support and specifically Barney's, I could not contribute the things that I do to the enterprise of our national defense." Lieutenant Colonel Schag's view is shared by another Heyl Royster lawyer, Lieutenant Commander Tim Graham, who in addition to his Navy reserve duties as a Supply Corps Officer has served two active duty tours - one in Kuwait and one in Iraq – during his time at Heyl Royster.

ESGR's mission is to gain and maintain employer support for Guard and Reserve service. As the 1.3 million members of the National Guard and Reserve continue to perform an increasing number of unique missions within American's borders and beyond, ESGR continues to be the resource for employers of citizen warriors.

The law firm of Heyl, Royster, Voelker & Allen has more than 100 lawyers among its offices in Peoria, Springfield, Urbana, Rockford and Edwardsville, Illinois, The firm provides legal services for businesses and corporations, professionals, healthcare organizations, governmental entities, universities, insurance carriers, and other major institutions. To learn more, please visit Heyl



Royster's Web site at www.heylroyster.com.





# your business

## **Ask the Expert**

by Marcel Brown, Marcel Brown Technology Services

#### iCredit Card

The ability to take credit cards is very important in today's marketplace. For businesses with a storefront or an e-commerce Web site, it is commonplace to set up the ability to take credit cards. However, for professionals providing on-site services, the ability to take credit cards has been an elusive target. For many years, wireless technologies were not up to the task, and the equipment or services were expensive. Personally, as an on-site services professional, I've had to deal with this problem for many years. However, I've found a great solution that is easy to use and fairly inexpensive.

The solution is an iPhone app simply named "Credit Card Terminal," by a company called Inner Fence. The app was originally priced at \$49, which is a great price compared to a normal credit card machine. However, the app has been priced at 99 cents for several months now, which essentially makes it free. More importantly, however, the monthly service fees are very reasonable. Inner Fence's Web site has more details on the service pricing.

The software allows you to enter in the customer's credit card number, expiration date, CVV code, zip code, and transaction amount. Optionally, you may enter much more information about the client, including e-mail address. The e-mail address is important because you may then e-mail the client a credit card receipt. Once all the info is entered, if you turn the iPhone on its side, the client may sign for the transaction by using their finger as a pen. Turn the iPhone upright again and then simply press the "charge" button to process the transaction. In my experience, it only takes about 2 seconds to complete, which is usually faster than even in-store credit card transactions. A detailed list of features and screen pictures are on Inner Fence's Web site.

Overall, the Credit Card Terminal app has worked without problems and is extremely slick and polished. Everyone I've showed the app to has been very impressed with the app and wants to know more. If you need to take credit cards on-site and you own an iPhone (or are thinking of getting one), I wholeheartedly recommend Inner Fence's product.

If you have any questions about this product or any other technology topic, feel free to e-mail me at marcel@marcelbrown.com.

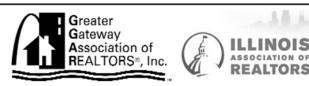




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8:30 a.m. until 4:30 p.m. Greater Gateway Association of REALTORS® 10 Ginger Creek Parkway, Glen Carbon (branch location of the IAR Licensing and Training Center)

\$165 for each 15-hour course (includes text and materials)

All classes are open to the public. Visit gatewayrealtors.com to register.

The Greater Gateway Association of REALTORS® reserves the right to cancel any course if a minimum of 12 attendees are not registered by an agreed-upon deadline. You will be notified of cancelation.

# St. John's Names Klassen **Director of Marketing**

St. John's Home & Community Care (SJHCC) has named Dana Klassen as the new director of marketing. This non-profit organization provides quality care for adults in their homes as well as at its Adult Day Program in Collinsville.

According to Nancy J. Berry, executive director of SJHCC: "We were looking for someone mission oriented who had the ability and the connections to tell our story to residents in the communities we serve. Dana came to us highly recommended and we look forward to serving more people as she spreads the word."

Klassen has a diverse background in marketing including in the engineering, higher education and non-profit arenas. She is the chairman of the Ambassadors for the Edwardsville/Glen Carbon Chamber of Commerce where she was named 2009 Ambassador of the Year. Klassen is a volunteer with Project Restore, an international humanitarian organization in Edwardsville as well as with Prosperity Partnerships, a regional financial health organization for middle income families.

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## **Eden UCC Hosting Raise** the Praise for 9th Year

Eden United Church of Christ (UCC) will, for the ninth year, host Raise the Praise – a concert featuring contemporary Christian and Gospel music, performed by a 60+ member choir, 9-piece band, and supported by a technical crew of 15 - Friday, April 9 and Saturday, April 10, beinning at 7pm both evenings. All Raise the Praise participants volunteer their time and talent to provide an exciting and heart warming evening filled with inspiring, uplifting music.

The concert is free to everyone, and seating is on a first come, first served basis, with doors opening at 6pm each night. Ben's Hope Foundation will collect a free-will offering to benefit Beverly Farm Foundation in Godfrey.

Since its inception, Ben's Hope Foundation has raised over \$250,000. "Our group is a volunteer base, with over 150 people dedicating their time and talents over the last ten years," said Bonni Schuette, founder of Ben's Hope Foundation, and director of Raise the Praise. "Every year, we experience a wonderful outpouring of love and giving from the community, and it is a truly rewarding experience for all who participate, contribute, and receive."

## Edwardsville/Glen Carbon Mini-Storage



# your community

# Gilliland Financial Group Announces 4th Annual **Swing Fore Hope at Sunset Hills Country Club**

The Gilliland Financial Group of the Northwestern Mutual Financial Network has announced the fourth annual Swing Fore Hope Golf Tournament. The tournament will be held Monday, June 21, 2010 at Sunset Hills Country Club in Edwardsville. Profits from this year's event will benefit the Siteman Cancer Center in St. Louis and the LIVESTRONG Foundation. The entry fee of \$250 per golfer includes golf with cart, lunch, beverages, gift, and prime rib dinner buffet. Shotgun start is at 12pm, registration begins at 10:30am.

Various sponsorship levels are available. Donations are being accepted for the silent auction. Please contact Robin Jaeggi at 618.659.9900 ext 138 to register a team or for sponsorship information. Visit them online at www.swingforehope.org for more information and registration forms.



ABOVE: 2010 Committee members (L to R) Janice Bellm, Tracy Lewis, Kate Sollberger, Jason Baldus, Brett and Julie Gilliland, Robin Jaeggi, Donnie Eddy, Julie Babington, Randy Uebinger, and Roger Lewis. Not pictured: Liz Niehaus and Chris Byron

## **Sponsors & Volunteers Needed for Route 66**

Mayor Niebur, the elected officials and the staff of the City of Edwardsville Parks & Recreation Department are pleased to announce the return of the annual Route 66 Festival to Edwardsville City Park on Friday and Saturday, June 11th & 12th, 2010. The City is excited to assume the organization and implementation of the Edwardsville



Route 66 Festival and to build upon a tradition that has been cultivated through the years by the Edwardsville Glen Carbon Chamber of Commerce.

The Route 66 Festival is truly a family event with a wonderful children's activity area including face painting, balloon art, video games and inflatables. Festival goers are invited to celebrate local artists and local history by visiting the fine art fair and historical displays including the popular doors. For food and beverage, variety is the key. Expect to see your old favorites, along with some new tastes including craft beers and wine. The bandstand will once again offer live entertainment Friday evening and all day Saturday, and of course be a classic car cruise on Saturday.

The City is currently seeking sponsors and volunteers to take part in this event. Get involved in one of the community's best traditions - call Katie in the Park Office at 618.692.7538.

## **Junior Service Club Plans Charity Golf Tournament**

The Junior Service Club of Edwardsville-Glen Carbon will host a golf tournament Friday, May 7, 2010 at Gateway National Golf Course in Madison, Illinois. The tournament will be a four-person scramble with a 1pm shotgun start. The entry fee of \$500 per team includes golf for four, cart, beverages, dinner, snacks, and attendance gifts.

The Junior Service Club of Edwardsville-Glen Carbon is a philanthropic and social organization dedicated to furthering interest among its members in the civic and economic welfare of our community. In its 71 years of service, it has made financial contributions to hundreds of community organizations and charity groups. All proceeds will be donated back into our community.

Hole sponsorships of \$100 are available, as well as various other levels of sponsorship. Please call Michelle Cobb at 618.659.9263 or Christie Lampe at 618.659.2373 to register a team or for information on sponsorships.

# **Business, Community Involvement** Requested for Glen Carbon Homecoming

The Glen Carbon Community Events Committee has again undertaken the challenge of making their annual homecoming a community fiscal success. This year's event is set for June 18 & 19, 2010. Their goal has always been to provide a fun-filled weekend of quality family entertainment for the community. Through the generous donations of businesses like yours, they have been able to fulfill their goal for the last four years.

Plans for Friday, June 18 and Saturday, June 19, are well underway. This year's Homecoming will feature the following: all types of food/drink booths, nightly bands, DJ/Karaoke, fireworks, games, carnival rides, parade and much more. The event not only provides entertainment for the community, but it also helps local non-for-profit groups raise money for their organizations and charities by allowing them to host booths. Each year, the Homecoming gets bigger and better. Attendance has risen and we expect our largest crowd this year!

In order for this event to be successful, the Village again asks for help from the business community and vendors. By supporting and sponsoring this project, we are all helping to promote a stronger community.

The festivities will again be held on Main Street and there are many new ideas being considered that will prove to be crowd pleasers. You can keep up on the most recent developments on the web at http://www.glen-carbon.il.us/eventscommittee.asp.

Contact Mary Rosenow, Sponsor Coordinator, 288.7937 rosenow mary@hotmail.com if you have questions or need assistance, or contact us via e-mail at GCHomecoming@glencarbon.il.us.



# **Physician Offers Free** Varicose Vein Screening

Gustavo von der Lancken, M.D., general surgeon with Gateway Surgical & Vein Care, is offering an upcoming screening for varicose veins. The screening is scheduled for Thursday, April 22 from 2-4pm at the Meridian Centre One building located at 2246 State Route 157 in Glen Carbon, IL.

Gateway Surgical & Vein Care is offering advanced new technology that can treat varicose veins in just a few office visits. These treatments are simple, less invasive and covered by most insurance, including Medicare. Treatment can help the appearance and relieve the pain, swelling and cramping caused by varicose veins.

Dr. von der Lancken is a member of the medical staff at Gateway Regional Medical Center. If you are interested in finding out more information about his program or would like to register for this free screening, call 618.451.7600.

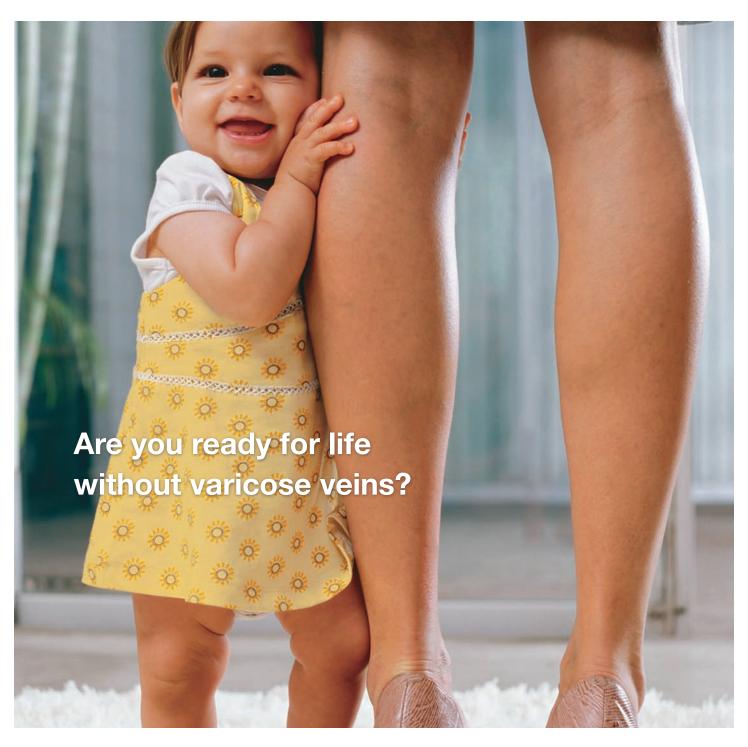
## **Inaugural Fr. McGivney Golf Tournament Set**

Saturday, May 8, 2010 the Knights of Columbus will host an inaugural golf tournament to support Father McGivney Catholic High School at Arlington Greens.

The \$100 per golfer/\$400 per team fee includes greens fees, cart, drinks, lunch, dinner and prizes. Registration begins at 7:30am, with a shotgun start at 8:30am. Sponsorships are also available. Great prizes and 50/50 drawings!

For registration and contact information, e-mail Mary Beth Wilson at Marybeth.wilson@frmcgivneyhs.com or call 618.344.2199.





At Gateway Surgical and Vein Care, we're offering advanced new technology that can treat varicose veins in just a few office visits. These treatments are simple, less invasive and covered by most insurance, including Medicare. If you have varicose veins, turn to Gateway Surgical and Vein Care to help improve your legs' appearance and relieve the pain, swelling and cramping varicose veins can cause. Call (618) 451-7600 today for a physician consultation at either of our two convenient locations in Glen Carbon and Granite City.

Vein Screening • April 22 • 2 – 4 p.m.

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