

February 2008



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

Neruda

in photo: Kurt Hoff, General Manager; Madt Mallinckrodt, Owner; Rick Counts, Head Chef; and Libby Koonce, Manager.

Featuring fresh seafood and daily pasta specials, Neruda has been serving American Cuisine in a relaxed but elegant atmosphere in Edwardsville for over 10 years.

Nightly specials are always featured. Head Chef Rick Counts suggests their pan seared free-range ostrich medallions with a mandarin orange and chipotle cream sauce served over fettuccine. Or try their Berkshire pork tenderloin with a blackberry-blueberry glaze, which is served with Neruda vegetables and potatoes. Maybe the lightly floured pan-seared grouper, served on red beans and rice with seasonal vegetables and topped with a lobster saffron cream sauce might tempt your appetite.

Known for their ample wine list, Neruda also hosts often sold-out Winemaker's Dinners which include a five course dinner paired with five different wines. On Tuesday, February 26, enjoy the wines of Niebaum-Copola. On Thursday, April 24, wines of Merryvale Winery will be offered.

Looking for a special way to celebrate Valentine's Day? Neruda will be providing the menu for the Stephenson House event on Friday and Saturday, February 8 and 9th.

Consider Neruda for your next special occasion. Their private room accommodates up to 50 guests and gives you much flexibility in hosting your event.

Neruda is located at 4 Club Centre, Suite A in Edwardsville. They are open for dinner Monday through Saturday starting at 5:00 p.m. To make a reservation or for more information, call 618-659-9866.

2008 Advertising Rates:

	Monthly Rate	Color Charge
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1/2 Page	\$110	\$15
Full Page	\$210	\$20
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Common Ground

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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. Chamber members may submit a maximum of four articles containing 175 words or less during the calendar year.

Monthly distribution: 1,000 issues.

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

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From The Desk of Carol Foreman

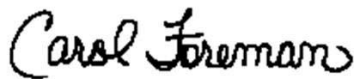
With over 115 events in 2007, the Chamber partners with many groups to make each one a success.

One group, the Annual Dinner and Auction committee, worked very hard making this year's event the best. The evening was a complete success at every angle - the decorations, the silent auction, the live auction, and the awards that were presented.

I received many complements throughout the evening as to how perfect everything was, and I couldn't agree more. Without your help, this event would not be the celebration it is. Thank you for your time and dedication.

In February, the Chamber is partnering with TheAlliance to offer the State of Ed-Glen, a combination of the Chamber's annual Mayors' Breakfast and the Alliance's Annual Meeting. We are sharing resources to bringing our members together to hear economic updates from Mayor Gary Niebur and Mayor Robert Jackstadt and to learn about Ameren's Partner in Development Plan from Michael Kearney.

Offering this event in partnership with TheAlliance shows our commitment to work with other groups in the community toward our common goal of supporting the business community in Edwardsville and Glen Carbon. I hope you will be able to join us on Thursday, February 28.



Carol Foreman, Executive Director



events

2/2 Saturday 1 pm
Chamber Night with
SIUE Cougar Basketball
SIUE Vadalabene Center
Edwardsville, Illinois 62025

2/6 Wednesday 4 pm
Ribbon Cutting
Techi-Tots, Inc.
903 North 2nd Street
Edwardsville, Illinois 62025

2/7 Thursday 5 - 7 pm
Business After Hours
First Community State Bank
2160A S. State Route 157
Glen Carbon, Illinois 62034

2/12 Wednesday 4 pm
Ribbon Cutting
Whole Health Chiropractic
2800 N. Center
Maryville, Illinois 62062

2/13 Thursday 4 pm
Ribbon Cutting
Chick Peas
117 Glen Crossing Road
Glen Carbon, Illinois 62034

2/21 Thursday 5 - 7 pm
Business After Hours
Associated Physicians Group
4219 S. State Route 159
Glen Carbon, Illinois 62034

2/28 Thursday 7:30 am
State of Ed-Glen
(formerly Breakfast with the Mayors)
N.O. Nelson Campus, LCCC
Edwardsville, Illinois 62025

2/29 Friday noon
New Members' Reception
Chamber Office
200 University Park Dr., Suite 260
Edwardsville, Illinois 62025

save the date

3/14 Friday
Professional Education Series
- Essential Customer Service Skills

4/11 Friday
Professional Education Series
- Exceeding Customers' Expectations

5/9 Friday
Professional Education Series -
Internal Customer Service Skills

6/13-14 Friday and Saturday
Route 66 Festival

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Shashek and Levy Receive Awards at 84th Annual Meeting and 21st Annual Auction

The Chamber's 84th Annual Meeting and 21st Annual Auction was held on Saturday, January 26 at the Meridian Ballroom at SIUE.

Over 375 guests had the opportunity to bid on over 170 silent auction times and some exciting live auction items as well.

After a delicious dinner, outgoing Chamber president Steve Smith recognized retiring Board of Directors members Kathy Goclan, Jan McGinness, Julie Lading, and Kim Stevens. Sue Mancuso was also awarded the 2007 Ambassador of the Year Award.

Robert McClellan of Hortica presented Mark Shashek with the Albert Cassens Award for Outstanding Community Service. Shashek currently serves as the Vice President and Chief Information Officer of Cassens Transport. He also serves as the Chair of Bankedcorp, the holding company for TheBANK of Edwardsville, and as the Vice Chairman of the Board of Anderson Hospital.

"This recipient is well known to some, but often remains in the background. A person of utmost integrity and work ethic. He willingly stood in the shadow of this award's namesake," McClellan said of Shashek, grandson of the award's namesake, Albert Cassens.

Shashek was praised for his work as co-chairman of the 2004-2007 District 7 Growth Committee and as co-chair of the Citizens for District 7 Schools Referendum Committee.

"Our recipient is one of this community's rare individuals whose efforts have had a tremendously positive and lasting effect on thousands of children across District 7. His unselfish commitment of his time, resources and leadership expertise is evidence of his strong belief in the value of a strong public school system," said McClellan.



Elizabeth Levy was presented the 2008 ATHENA Award by Barbara Jurgens-Stamer, the 2007 ATHENA Award winner. Levy is vice president of the Madison County Bar Association and a partner in the all-women law firm of Levy and Stipes.

In her comments, Stamer recalled Levy's work with the Edwardsville Business and Professional Women, of which she is a past president. She also has served as co-chair of National Business Women's Week.

"As a member of BPW, she has participated in choosing Edwardsville High School girls for scholarships and has attended the Edwardsville High awards night to give visibility and recognition to the selected young ladies," Stamer said.

Levy's involvements also include membership on the Court Committee for the Third Judicial Circuit Family Violence Prevention Council and serving on the Human Rights Committee of the Illinois State Bar Association (ISBA). While BPW president, Levy also helped to lead a \$16,000 fund-raiser together with Laurie's Place to benefit Oasis Women's Center in Alton.

Please join us in congratulating Mark Shashek and Elizabeth Levy.

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It's time for a new Map of Edwardsville/Glen Carbon.

We are excited to invite you to access an exclusive online preview of our printed map.

The map has been developed and the layout designed. We are now awaiting your sponsorship consideration before it is printed. The map is available online at http://www.xmediapublishing.com/buy/EdwardsvilleGlenCarbonIL_2008Map/. Please select the button titled "Select Your Ad Position." No login is required to browse the map.

This full-color map and online counterpart is one of our most vital tools for marketing our area to new residents, businesses and area developers.

Distribution:

- 10,000 copies printed
- Strategically placed throughout our community
- Online counterpart more than triples your exposure

This program is brought to you by CommunityLink, whose xMedia technology allows the publication to be built before you are approached for sponsorship. In the past 10 years CommunityLink has worked in 46 states and produced over 1,500 publications such as ours.

The map you preview online will be printed and distributed to residents, visitors and relocation candidates for the next year. Once the printed map has been produced and delivered, the online version will remain available in an easily searchable format that will highlight participating businesses and their Web sites.

Advertisers can:

- Choose placement in relation to content
- Reserve and purchase ads online

The Chamber map is one of the most, if not the most, requested publication we distribute. Sponsorship positions tend to go quickly, and the spaces are limited to the first participants. Go online or call the Chamber Office at 656-7600 to reserve your space as soon as possible.

Chamber Night with SIUE Cougar Basketball

Introducing Chamber Night with SIUE Basketball! Bring your family to this free event and cheer on the Cougar Basketball teams!

This unique and **free** event, exclusive to Chamber members and their families, will be held on Saturday, February 2, 2008 when the men's and women's basketball teams play the University of Missouri - St. Louis. The Women will play at 1pm and the Men at 3 pm. Help "White Out" the game by wearing white to show your support for Cougar Basketball.

Cougar Athletics will provide **free** tickets in a reserved area for all Chamber members and their families. Contests with Chamber members and Chamber kids will take place and plenty of give-a-ways will be offered exclusively to Chamber members.

A post-game reception with **free** food and drinks exclusively for Chamber members will complete the day. Enjoy the chance to meet the coaches of Cougar Basketball and some players as well!

To RSVP or for more information, contact the Chamber at 656-7600.

"How my Chamber membership helped my business..."

"This past week, a representative of an out-of-town contractor that performs work nationwide needed to hire several people for full time work at a nearby refinery. His general practice is to always check with the local Chamber of Commerce office for a list of companies that could assist him. He has found he can quickly and easily get to the best local companies by calling on the Chamber first.

As a result of this referral, he came by our office and we were able to provide a solution. Our business now has a satisfied new client, and we were able to put several people to work in new full-time careers. It's times like these that remind us the annual dues are not a cost but an investment that is well rewarded.

We at Express Personnel Services would like to thank Carol and her staff for the all of their efforts."

Marc Voegelé
Co-Owner/Manager, Express Personnel

Meet Your New Board Member: Marc Voegele!

We begin our Meet Your Board Member series again with Marc Voegele, a new board member on the 2008 Board of Directors.

Marc is the current co-owner and manager of Express Personnel Services in Glen Carbon.

"The desire to help as many people possible led me to Express Personnel Services, which possesses the culture and values, that allow me the opportunity to be successful as a result of helping others reach success," said Marc.



"After spending 26 years as the Midwest Regional Sales Manager for Tubular Steel Inc, I was ready to make a change and decided to try to use my skills to help others find success."

A lifelong resident of Granite City, Marc and his wife Diana have two children – Kristen, who will graduate this spring with a degree in P.R. from Southeast Missouri State and Mark, who will graduate from GCHS this spring and is looking to attend SIUE in the Fall. Marc himself graduated from GCHS - South and received his Bachelor's of Arts in American History and Political Science from Aurora University.

When he's not volunteering for Metro Community Church in Edwardsville, Marc enjoys playing soccer and golf and cheering the Express Personnel Men's Over 40 Indoor Soccer Team.

Marc joined the Chamber in 2006. "It is the best vehicle I have found to learn about the local business community and the quickest way to connect with decisions makers and people of influence," Marc said. "I would like my time on the Board to be as beneficial to the members as the Chamber has been a blessing to our business."

Marc's Advice:

Educate yourself about what the Chamber can do for your business and participate. The more you invest, the more you receive.

State of Ed-Glen

The State of Ed-Glen, formerly the Mayors' Breakfast, will be held on Thursday, February 28 at 7:30 am in the Leclaire Room at N.O. Nelson Campus of Lewis and Clark Community College.

The Chamber and The Alliance of Edwardsville/Glen Carbon are partnering to provide this economic update to both of our membership.

Speakers include Michael Kearny of Ameren, Mayor Gary Niebur, City of Edwardsville; and Mayor Robert Jackstadt, Village of Glen Carbon.

The cost is \$15 which includes a full breakfast buffet. Advanced registration is required.

Don't miss this opportunity to hear our community leaders discuss the economic development status of our communities.

For more information, visit our website at www.edglenchamber.com or call the Chamber at 656-7600.

Call for Volunteers: Route 66 Committee

The 2008 Route 66 Festival will be held on Friday, June 13 and Saturday, June 14 at City Park in Edwardsville.

The planning committee is forming and is looking for volunteers. Come and share your ideas on how to make the festival better!

For more information, contact the Chamber at 656-7600.

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business after hours schedule

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

2/7 Thursday 5 - 7 pm

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First Mid-Illinois Bank & Trust
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Ambassadors

Meet Your Ambassadors: Ashleigh Deatherage

By Natalie Head, Anderson Hospital



Ashleigh Deatherage, was recently elected Vice Chair of the Ambassador's Committee for 2008. Ashleigh is the Community Relations Specialist for Scott Credit Union and has been an Ambassador since 2007. Born and raised in Troy, Illinois, Ashleigh graduated from Triad High School in 2001 and from McKendree University in 2005 where she earned her B.B.A. in Marketing and Management.

As a Community Relations Specialist, Ashleigh knows the importance of community involvement and networking. "The Chamber offers many great things, but probably the most compelling thing for me is all of the networking opportunities," said Ashleigh. "There are so many great events, it seems like there is always a chance to meet new people!"

As an Ambassador, it is Ashleigh's goal to help other Chamber members make the most of their membership. "My advice to members is to be as involved as possible and attend events with an open mind," she said. "You just never know when opportunity may knock!"

Ashleigh and her husband, Kenny, reside in Highland with their "children", dogs Maxwell and Fred. "Our dogs are more spoiled than most kids I know," joked Ashleigh.

Ashleigh's Favorites

Favorite Hobby: Scrapbooking

Favorite Sports Team: A tie between the Colts and the Packers

Favorite Movie: How to Lose A Guy in 10 Days

Ambassadors News

By Sara Sanderson, Chairman, Ambassadors

Happy New Year!! My name is Sara Sanderson and I am your new 2008 chairperson for the Ambassadors. I have been an Ambassador for one year and a chamber member since October of 2006. I am extremely excited and enthused about my new role and am looking forward to a great '08!!

I was born and raised in Edwardsville and graduated from SIUE in 2004 with a Bachelor's Degree in Business Administration – Management. Currently, I am a personal sales representative for Liberty Mutual Insurance Group. I have been with Liberty for a year and a half and love my position and the company I represent. For those of you I haven't met, I look forward to meeting and working with you!!

In closing, thank you to my fellow ambassadors in advance for all the work and effort you put forth. A special thanks to Ashleigh Deatherage with Scott Credit Union, 2008 vice chairperson, for being such a great help and asset. This is an extremely talented and gifted group and I am so elated to represent it!!

Ambassadors

Crystal Anderson Wenzel

Individual Member

Danelle Brown

Marcel Brown Technologies

Ashleigh Deatherage

Scott Credit Union

Ed Faller

Faller Photography Group

Natalie A. Head

Anderson Hospital

Gary Hoggatt

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Bonnie Kotsybar

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Save the date: Friday, May 9

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UNDERSTANDING YOUR CUSTOMERS' NEEDS

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Dale Carnegie Training

Save the date: Friday, Sept 19

Discover how to identify your clients' dominant buying motives and widen the expectation gap to create interest in your product or service.

PRESENTING A WINNING SOLUTION

Presented by:
Dale Carnegie Training

Save the date: Friday, Oct 17

Develop skills to formulate solutions that appeal to buyers' logic and emotions and present solutions that are persuasive and convincing.

OVERCOMING OBJECTIONS & GAINING COMMITMENT

Presented by:
Dale Carnegie Training

Save the date: Friday, Nov 14

Learn how to respond to customers' objections with confidence and discover opportunities to add value in customer relations.

Announcing the 2008 Professional Education Series: Successful Selling and Customer Service Series

The Education Committee is excited to announce the 2008 Professional Education Series: Successful Selling and Customer Service.

The focus of the 2008 Professional Education Series is to help organizations improve employee performance in sales and customer service. Once again the Chamber is partnering with Lewis and Clark Community College and nationally-recognized training providers to bring these learning opportunities to the Edwardsville business community.

"These workshops, whether you attend one or all six, are cost-effective opportunities to further your own or your employees' professional development," said Carla Coury, chair of the Education Committee.

Beginning in March, the Chamber is pleased to host the Telephone Doctor for three training sessions on customer service. The Telephone Doctor, a premier provider of customer service training headquartered in St. Louis, offers tools and techniques to improve the way organizations communicate with customers. Telephone Doctor presenters use a trademarked combination of laughter and learning known as "EnterTraining" to help participants learn faster and retain the message longer. See one of their articles on page 27.

Each four-hour workshop is a comprehensive learning experience featuring an interactive presentation delivered in a roll-up-your-sleeves-style workshop format. Everyone leaves with a workbook and desktop reminder cards for continuous reinforcement of skills learned. To ensure the high quality, hands-on learning experience they promise, these workshops will be strictly limited to 25 participants per session.

The Telephone Doctor Customer Service Series will be \$99 each for members and \$139 each for non-members. Telephone Doctor Series passes are available to members for \$297 and non-members for \$417,

and ensure your seat in these sure-to-sell out workshops.

Back by popular demand, Dale Carnegie Training St. Louis will present a series of three workshops beginning in September featuring highlights from their popular eight-week Sales Advantage course.

Participants in these workshops will examine strategic answers to today's make-or-break selling issues -- how to win appointments, communicate pro-actively, resolve objections, gain more referrals and close more sales. At the end of the three-workshop series, you'll take away a better understanding of the sales process and ways to win repeat sales and long-term customers.

"I attended three Dale Carnegie workshops in the 2007 Professional Educational Series and found the workshops to be exceptional," said Susan Bailey, Vice President of National Bank. "The material is so useful in today's business environment and the presenters are excellent. I would highly recommend these workshops to everyone to improve both personal and business skill sets."

The Dale Carnegie Training Sales Series will be \$49 each for members and \$69 each for non-members. Dale Carnegie Series passes are also available to members for \$139 and non-members for \$189, enrolling you in all three workshops at a discount.

All workshops will be held in the LeClaire Room at Lewis and Clark's N.O. Nelson Campus in Edwardsville. Networking and breakfast start at 8:00 a.m., with the program beginning promptly at 8:30 a.m. Customer service workshops will end at 12:30 p.m. and sales workshops will end at 11:00 a.m.

For more information, visit our website at www.edglenchamber.com.



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spotlight

Mark Richardson, Independent Financial Representative, MML Investors

Mark Richardson, former Chair of the Ambassadors Committee, is an independent financial Representative with MML Investors in Glen Carbon.

Mark provides financial planning, including retirement planning, investments, and insurance. "I am a very good listener and feel like I treat my clients like family," said Mark of his clients. Mark serves primarily business owners who are in need of a financial checkup and want to reduce the amount of taxes they are paying. "I have a lot of sophisticated clients and it has been rewarding to see my clients' businesses rapidly grow in the past eight years."

After graduating from Eastern Illinois University in 2000, Mark began working in financial planning. "I realized I could truly make a difference when one of my clients passed away and his widow and daughter turned to me to help with their finances and guide them through a very difficult time in their life."

Mark also is an alumni contact for Eastern Illinois University in the St. Louis area, serves on the committee for the Big Dawg Golf Tournament that

raises money for the Metro-East Humane Society, and also serves on the committee for the St. John Neuman Catholic Grade School's Golf Tournament.

After joining the Chamber in 2001, Mark has made great friends and many business contacts which have increased his business. "The Chamber has exceeded my expectations for a young professional who was new to the area when I moved here," Mark said of the Chamber. Mark now serves on the 2008 Board of Directors.

To find out how Mark can assist with your financial planning, contact him at 618-655-0487.



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The Salvation Army-Midland Division

One of the newest members of the Chamber of Commerce is the Salvation Army – Midland Division.

The Salvation Army, an international movement, is an evangelical part of the universal Christian church. Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.

The Salvation Army was actually founded in 1865 by William Booth, and has spread from London, England to 133 countries worldwide. As their organizational name might imply, the Salvation Army was designed on a military pattern of leadership for effectiveness and efficiency. Its leaders are ordained ministers and addressed as military officers (captains, majors, etc.)

Headquartered in St. Louis, the Midland Division encompasses the state of Missouri, with the exception of Kansas City and six surrounding counties, and southern Illinois. The Salvation Army spent more than \$36 million on

service in the Midland Division last year. In the St. Louis region, 83 cents of every dollar donated goes directly to local programs and services.

The division also serves four corps centers in Alton, Granite City, East St. Louis and Bellville and has two advisory boards in St. Clair and Madison Counties.

The Army has a strong presence across the Division, with 29 Corps Community Centers; five social service institutions (with 615 beds) in St. Louis; 12 shelters (with 252 beds) outside of St. Louis; and 148 service units (local volunteer units) that are strategically located across the two states.

The Salvation Army's services literally touch people from the beginning of life to the end. For example, after-school programs and day camps serve dozens of children each day, while Booth Manor provides 73 residential units for low-income senior citizens.

For more information, contact the Salvation Army at 314-646-3080.



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Business After Hours



Edwardsville Intelligencer, January 10



Edwardsville Intelligencer, January 10



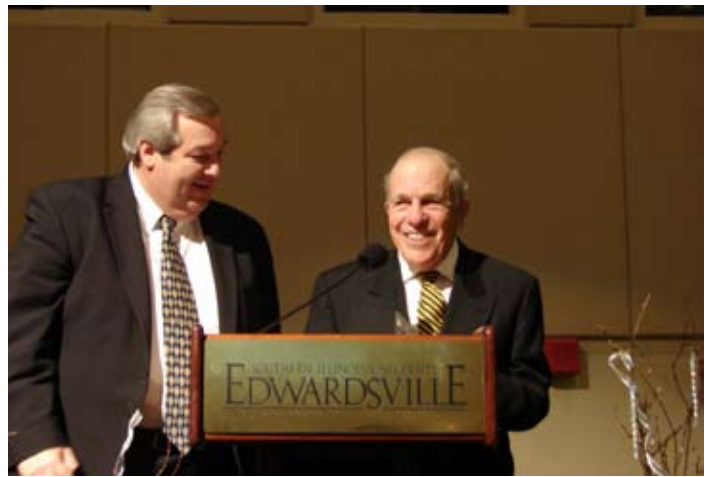
Glen Carbon Centennial Library, January 24



Glen Carbon Centennial Library, January 24

Annual Meeting and Auction

January 26, 2008



Your Business

Techi-Tots, Inc. is Expanding

Techi-Tots, Inc., computer enrichment classes that teach technology for tomorrow to children, has moved to a new facility. The new space will now accommodate the classes, camps, and birthday parties that Tech-Tots offers throughout the year.

Along with the new facility, three new faces will be teaching the expanding class load. The newly certified teachers for Tech-Tots are Amber Gieseke, Brittany Simmons and Chaira Shaffer. The teachers will facilitate classes at the Tech-Tots learning center and also take the portable classes into the area daycares, pre-schools, YMCA's and surrounding family facilities.

Tech-Tots, Inc. is now located in downtown Edwardsville in Room 105 at 903 N. Second Street. For more information about classes offered at our facility, or to bring our portable classes into your facility, please call at 659-4838, or visit www.imaginefornow.com.

Gateway Regional Medical Center Names new CEO

Gateway Regional Medical Center announced that Damon Brown has been appointed chief executive officer effective immediately. Brown has served as interim CEO since November of 2007 and replaces John Sanders who resigned from the CEO position on October 26, 2007.



"I am grateful for the opportunity to join the dedicated employees and medical staff at Gateway Regional Medical Center," said Brown. "I look forward to building on their prior accomplishments and being a part of many future successes as well as an integral part of the Granite City community."

Brown brings more than 15 years of healthcare and management experience to Gateway Regional Medical Center. Most recently, he served as Assistant CEO of Heartland Regional Medical Center. During his 18 months there, Brown significantly enhanced employee and medical staff relations and improved the hospital's reputation in the community by focusing on medical excellence and customer service.

"Damon is an accomplished healthcare administrator and a dynamic leader," said Tim Schmidt, CEO of Heartland Regional Medical Center. "He will bring an excellent balance of professional expertise and interpersonal skill to the position. Gateway is fortunate to be getting an administrator of his caliber at their community hospital."

Prior to his position with Heartland, Brown served as Assistant CEO at Brandywine Hospital in Coatesville, Pennsylvania. In addition, he spent 12 years in the Dallas-Fort Worth Metroplex serving in various operational and financial roles with Hospital Corporation of America (HCA) and Baylor Health Care System.

Brown earned a Master of Business Administration degree from the University of Colorado. He also graduated with a Bachelor of Science in Accounting from the University of North Texas and is a certified public accountant. He and his wife Tammy have two children.

Celebrate Valentine's Day!

Upcoming Tastings at Crushed Grapes



Friday Night Wine Tasting
Sample wines from Koerner
Distributing
Friday, Feb. 8, 5-8pm, \$5/person

Friday Night Wine Tasting
Friday, Feb. 15, 5-8pm, \$5/person

Friday Night Wine Tasting
Taste the wines of Ghost Pine, Bridal
Wood, Louis Martini, and others
Friday, Feb. 22, 5-8pm, \$5/person

Cabin Fever Wine Tasting
Enjoy wines from Southern Stars
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Partners Bank is *Bowling for Kids Sake*

Big Brothers Big Sisters Bowl for Kids Sake Campaign is in full swing at Partners Bank.

Emily Gould, Customer Service Representative, has been appointed by the bank to spearhead their effort as its Event Coordinator and Team Recruiter for the organizations upcoming March bowling event.

"We feel that our participation is important because the funds raised during the March campaign will be utilized to make sure that each child who wants a Big Brother, or Big Sister, has one. By doing our part we can make sure that 2008 promises to help even more children," explained Emily.

For the next two months Emily will be working hard to recruit as many people as she can to help Big Brothers Big Sisters. If you would like to participate or form your own team, contact Emily Gould at Partners Bank, 618.659.4000 or contact the Big Brothers Big Sisters office at 618.397.3162.

In 2007 the local Big Brothers Big Sisters chapter matched 960 children with a mentor in its service area of Madison, St. Clair, Clinton and Monroe counties. 27% of those children were here in Madison County.

Kellerman Cosmetic and Family Dentistry Celebrates 2nd Anniversary

Kellerman Cosmetic and Family Dentistry has announced the 2nd Anniversary of their Glen Carbon dental practice.

Since Kellerman Family and Cosmetic Dentistry first opened its doors at 16 Junction Drive West on February 14th of 2006, they have seen many changes and additions. Dr. Kellerman has created a new, state-of-the-art office providing patients the best dental care possible, using the best equipment available today. From the introduction of digital x-ray equipment and intraoral cameras; to the addition of several new caring and qualified staff.

Dr. William J. Hentze DDS is also the newest staff member at Kellerman Dental. Dr. Hentze obtained his doctorate from the University of Illinois, and practiced many years in the Greenville area at his own private practice before joining Kellerman Cosmetic and Family Dentistry.



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Your Business

Creativille Showcased in top 40 branding book

Creativille was selected along with 40 other national branding firms to be included in the recently published BrandingUSA2 by Graphis Books. This book presents a cross-section of the top branding designers and firms in the U.S.

Clients included in Creativille's pages include Arch Coal, Inc., The Abraham Lincoln Presidential Library, Christian Hospital, The Edwardsville / Glen Carbon Chamber of Commerce, HBF Textiles, and Southern Illinois University Edwardsville.

Opportunity Knocking

By **Steve Jankowski, SIUE Alumni Association**

Southern Illinois University Edwardsville has been providing educational opportunities to residents of this region for 50 years. The economic impact on the region generated by the university is no secret.

Now, through the Office of Alumni Affairs, the university is providing Chamber members with an opportunity which could have a dramatic impact on the economic growth of individual businesses.

In its 50 years of existence, SIUE has produced almost 80,000 alumni. More than half of that number still resides within 50 miles of the university. More than five thousand of that number makes their homes in Edwardsville and Glen Carbon. Graduates of the university are invited to join the SIUE Alumni Association, dedicated to ensuring alumni stay connected with each other and the university. That is just part of the enticement to join the association, which now boasts almost five thousand members. We believe more individual alumni will seek membership if we raise the level of benefits associated with that membership.

So, we invite you to partner with us in offering discounts to members displaying their alumni association membership card when they do business with you. The amount of that discount is at your discretion. We will help promote the fact that you are partnering with us in our publications, membership packets, e-mail communications, and on our website.

If this opportunity interests you, I invite you to contact us at 618-650-2760, or email sjankow@siue.edu.

Shangri-La to Host Chinese New Year Celebration

Celebrate the Year of the Rat on Sunday, February 10 at Shangri-La and help raise money for the Shaanxi Children's Hope Fund in Xi'an, China.

The Celebration will immerse you in the food and flavors, sights, and sounds of China. The Chinese Lion Dance, Folk Dance and the GuZheng will be performed by the students from Chinese Language School in St. Louis.

A cash bar will be available from 5 - 6 pm, with dinner beginning at 6 pm. The menu includes crab rangoons, pork egg rolls, seafood with asparagus, General Tsao's Chicken, sesame beef, sauteed green beans, special fried rice, vegetable lo mein, cake, and assorted fresh fruits.

Make your reservation by calling Shangri-La at 656-9888. Adults are \$40 each and children under 5 are \$10 each. Wear something new and red for good luck in the new year.



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Ronald L. Pallmann, of Counsel

2008 Southern Illinois Trade Mission

The Illinois Office of Trade and Investment (OTI) is sponsoring a special Trade Mission, offered exclusively to exporting businesses from the southern regions.

Meet with pre-screened potential buyers, agents, distributors, representatives, franchisees, licensees, joint-venture partners, and business associates in targeted countries, depending upon your requirements.

In general terms, a trade mission is a promotional trip usually organized by a federal, state, or local agency, such as an industry organization or a non-profit. The main objective is to introduce U.S. companies to prospective buyers in the destination market, but may also include educational and technical opportunities, as well as networking with fellow participants. A mission leader, such as a state agency (OTI, in this case), facilitates access to introductions, meetings, and facilities that are not usually available to an individual business. At times, organizers may support costs of attending a Trade Mission. During past trade missions, the OTI has effectively covered most of the expenses related to the mission (except lodging and airfare).

Trade missions are known for being less expensive than exhibiting at a tradeshow. But you may also meet fewer prospects. However, during a trade mission, prospects have been carefully targeted and pre-screened who have indicated an interest in products similar to your line. Consequently, the quality of the meetings you have during a trade mission tend to be far more productive in the long term. Mission organizers will provide intensive market research prior to the trip in order to identify best potential clients, allowing mission participants to meet only with pre-screened companies who are interested in their products or services. Illinois staff and interpreters will be on hand to assist participants throughout the mission. Every hour of the trade mission will be carefully planned to make it the utmost value to the participants.

An informational meeting will be held on Wednesday, February 6 from 2 - 4 pm at SIUE's Morris University Center. Speakers include Rajinder Bedi, Managing Director, Illinois Office of Trade & Investment, and representatives from regional businesses and past mission participants.

You will be able to learn more about this great initiative, provide feedback, and ask questions. Past trade mission participants from southern Illinois will also share their own experiences with the audience. Admission is free but registration is required due to limited space.

Official destinations of this mission will be determined based on participants' input at these sessions. If you have any questions, contact the Illinois SBDC International Trade Center at SIUE at 618-650-3851, 618-650-2452 or via e-mail at International-Trade-Center@siue.edu.

Lading Joins Sandberg, Phoenix & von Gontard

Philip J. Lading has joined the firm of Sandberg, Phoenix & von Gontard, P.C., as a shareholder.

Phil received an undergraduate degree in 1996 from Illinois Wesleyan University and a Juris Doctor degree in 1999 from Saint Louis University School of Law.

He has extensive experience in municipal, local and state law, business and commercial litigation, insurance defense litigation, insurance coverage disputes and family law.

Phil serves as the City Attorney for Staunton, Illinois, and Village Attorney for New Douglas, Illinois. He was formerly a partner with the law offices of Roth, Evans & Lading, P.C. Phil is licensed to practice law in the States of Illinois and Missouri and before the U.S. District Court, Eastern District of Missouri, U.S. District Court, Southern District of Illinois and the Eighth Circuit Court of Appeals.

The firm has its principal office in St. Louis, Missouri and an office in Carbondale, Illinois.



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Your Business

Eberhart Sign and Lighting Co. Moves to new location

Eberhart Sign and Lighting Company has moved to their new location at 28A Kettle River Drive in Glen Carbon.

After more than 60 years at the same location, the family-run business simply "outgrew" their building at 410 E. Park in Edwardsville. The new Glen Carbon facility boasts 5600 square feet of office and sign production space, almost three times the size of the old building. All work trucks can now be parked indoors; the production space for sign and lighting fabrication has more than doubled; and all resources are better organized than ever before.

The new building also has three business spaces available for lease, at 1120 square feet each. For information call Eberhart Sign and Lighting at 618-656-7256.

Frye Chiropractic & Laser Center Announces new treatment options

Dr. Clinton Frye, D.C. is excited to bring Hair Analysis, Nutritional Counseling, and Organic Whole Food Nutritional Supplementation to the already vast array of healthcare options available at his office.

Hair Analysis is a very cost-effective way to measure deficient or excessive levels of nutrients, minerals, and/or toxic metals and acts as a window into the human body to help determine the root cause of disease processes, general health issues, and unwanted symptoms such as: poor digestion, constipation, diarrhea, stomach bloating, food allergies, fatigue, menstrual problems, headaches, and more.

To schedule your appointment call (618) 692-1800.



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Your Community

Fantastic February on Tap for Children's Museum's 5th Birthday

The Children's Museum will celebrate its 5th birthday in February with a week's worth of fabulous festivities. The events are designed to create fun and thank the greater Metro East community for its support.

Activities kick off on Sunday, February 3, with the return of the popular "Sweet Adventures." From 1:00 to 4:00 p.m., visitors can explore the tasty world of sweets at this annual event devoted to chocolate, sugar, ice cream and candies. Samplings will be provided by Chocolates N'Amour and Dairy Queen.

Sweet Adventures also includes face painting and crafts for the whole family. The event is free to museum members who register by January 31, and \$5 per person for others. Pre-registration is required for groups of 10 or more.

The Children's Museum turns five on Tuesday, February 5, but the gift is for visitors. From 10:00 a.m. to 3:30 p.m., admission is free. Visitors can explore their favorite exhibits and try out new exhibits.

The birthday party will be extended to all day Friday, February 8, too. From noon to 7:00 p.m. that day, visitors over age 1, including school-age friends, can enjoy the museum for \$1 per person.

The festivities wrap up on Saturday, February 9. From noon to 3:00 p.m., with regular admission, visitors can join Southern Illinois University at Edwardsville's American Society of Civil Engineer students in exploring earthquakes. Students will do demonstrations and lead activities regarding earthquakes.

For more information or to make reservations as outlined above, visit the Web site, www.childrens-museum.net, or call 618-692-2094.

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left to right: Larry Ziglar, John Dorsey, Lisa Zabawa, Dave Gansner

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Your Community

SIUE Emerita History Professor To Speak Feb. 5 at MLK Jr. Luncheon

Emerita Professor Shirley J. Portwood, a member of Southern Illinois University Edwardsville's Historical Studies faculty for nearly 30 years, will speak at the 25th Annual Martin Luther King Jr. Birthday Celebration Luncheon at SIUE.

The luncheon—with its theme of Inclusiveness: Dr. King's Dream—is set for 11:30 a.m. Tuesday, Feb. 5, in Meridian Ballroom, on the first floor of SIUE's Morris University Center. Winners of the MLK Jr. Scholarship and the SIUE faculty-staff Humanitarian Award will be announced. In addition, winners of the MLK Jr. Essay, Poetry and Visual Arts High School Competition will be announced. The awards are given each year to recognize those who exemplify the philosophy of nonviolent social change as demonstrated by The Rev. Dr. Martin Luther King Jr.

Portwood, who joined the SIUE Department of Historical Studies in 1980, is author of *Tell Us A Story: An African American Family in the Heartland* (Southern Illinois University Press, 2000) and numerous articles including "School Segregation in Southern Illinois: The Alton Case, 1897-1908," *Illinois History Teacher*, Vol. 12, No. 1 (2005): 23-32, and "Black Ideals of

Womanhood in the Late Victorian Era," *Journal of Negro History*, Vol. 78, No. 2 (spring 1992), 61-73, to name a few.

She earned a master's in history, with a Russian history specialization, at SIUE in 1973, and a master's and a doctorate in history—with concentrations in African American, American Women and Modern Russia—in 1979 and 1982, respectively, both at Washington University in St. Louis.

SIUE Emerita History Prof. To Speak Feb. 5 At MLK Jr. Luncheon Before coming to SIUE, Portwood was an instructor and an assistant professor at St. Louis Community College at Forest Park for nine years. During her tenure at SLCC, Portwood also was department chair and program coordinator.

For more information or to make reservations, call SIUE's Office of Conferences and Institutes, (618) 650-2660. Space is limited and fills quickly. Luncheon reservations will only be confirmed by receipt of payment by Jan. 28. Admission, which includes lunch, is \$15; students, \$8.



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Your Community

Remembering the Wildey Theater

Long-time residents are invited to share their memories of the Wildey by attending Remembering the Wildey. The event will be held on Sunday, February 3, 2008, from 2 – 4 p.m., at the Edwardsville Public Library, 112 South Kansas St. in downtown Edwardsville.

At this event, recollections of the Wildey will be recorded to keep its history alive. Residents can contribute by sharing their oral history – for example, a first date, first movie, prom, the tornado or a special movie. Residents are also encouraged to bring memorabilia such as photos, 8mm movies, video tapes, prom pictures, coupons, ads, tickets, booklets and programs. The items will be photographed and added to the Wildey website.

Movie popcorn, JuJubes, malted milk balls, and lemon drops will be served to all participants. In addition, participants will celebrate the birthday of Thomas Wildey, who turned 225 years old on January 15.

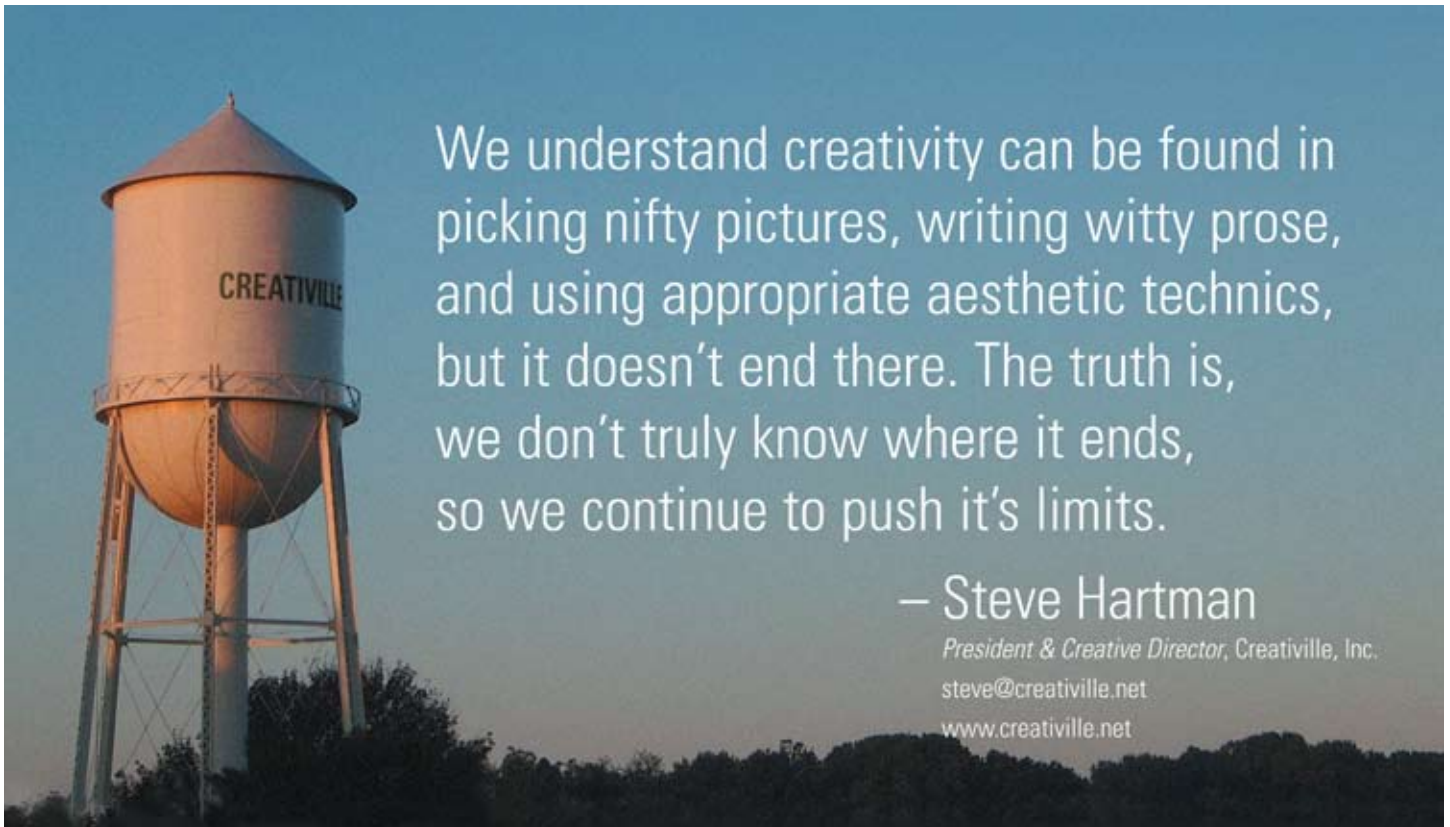
Those who cannot attend the event can send their stories to Rich Walker at rwalker@siue.edu or 118 Hillsboro Ave, Edwardsville, IL 62025. For more information about the Wildey, visit www.wildeytheatre.com.

Culver's to Host fundraiser for Habitat for Humanity

Culver's of Edwardsville will host a fundraiser for Habitat for Humanity on Thursday, February 21 from 5 - 8 p.m. Enjoy Butterburgers while helping a local charity raise funds.

"We are excited to be partnering with Habitat for Humanity and help them get off to a great start as they open the chapter here in Edwardsville and Glen Carbon," said Kelly Cobb, owner of Culver's of Edwardsville. "We love to be apart of this community and take any opportunity we can to give back."

A portion of the sales during this time period will be donated to Edwardsville/Glen Carbon Area Chapter of Habitat for Humanity.



We understand creativity can be found in picking nifty pictures, writing witty prose, and using appropriate aesthetic technics, but it doesn't end there. The truth is, we don't truly know where it ends, so we continue to push it's limits.

— Steve Hartman
President & Creative Director, Creativille, Inc.
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 618-452-8900 x119

Watershed Nature Center
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 watershed@cityofedwardsville.com
 618-692-7578

Edwardsville Arts Center
 Class assistant needed to assist instructors in preparing for and implementing classes and clean up and put away supplies. Training provided.
 edwardscenter@att.net
 618-655-0337

The Greater Edwardsville Area Community Foundation Supports Local Charities and Encourages Volunteerism in our Community.
 Local community service groups should contact the Greater Edwardsville Area Community Foundation to be included in next month's listing.
www.edwardsvillefoundation.org



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10 Things Your Customers Won't Tell You, But We Will

By Nancy Friedman, The Telephone Doctor

Most business owners know that customers will walk – taking their business elsewhere if they're not treated as they'd like to be. But how does a business owner find out what the customer really likes or dislikes?

Well, as the Telephone Doctor, your customers have told us what they won't tell you. Here are TEN things only your best friend will tell you. (By the way, that would be us...The Telephone Doctor.)

1. Nobody greeted me when I walked into your store. No one said, "Hello," no one asked if they could help me, and no one said goodbye when I walked out. Well, at least I wasn't any trouble.
2. Your sales staff looked tired. Yea, they did. Otherwise why wouldn't they greet me with a big smile and some enthusiasm? It didn't look like they even wanted me in the place.
3. I bought a lot of stuff. I couldn't believe no one said, "Thank you." No one told me to enjoy my purchase. I did get a luke warm "Have a nice day." But it was said so routinely, it didn't mean anything to me.
4. When I phoned for some information, my call was treated as an annoyance. I sensed very little desire to be of any real help. Know what I did then? I called a few more places until I found one who sounded as though they wanted my order.
5. Whoever answered your phone never identified themselves. I happen to like to know who I'm talking with and when I don't, it hurts any trust I might give your company.
6. During the phone call, the voice of whoever answered sounded aggressive and challenging. I didn't feel very welcomed.
7. When I walked in, all your employees were talking and laughing amongst themselves and ignored me until I asked a question.
8. There was no management around. Remember the old saying "when the boss is away, the mice will play." Guess what? They do!
9. When I told your staff about my problem, which was important to me, no one sympathized with me. It was 'business as usual' for them.
10. Everyone looked angry. No one was smiling. Remember, sometimes it's the things you 'don't do' that make me want to go elsewhere.

Thanks for listening. We all know these are basic common sense topics, but we also know that basic common sense isn't too common.

TheAlliance
of Edwardsville & Glen Carbon
An economic development partnership

Stop asking which came first. Ask what's next.

By Erika Kennett, Executive Director, TheAlliance of Edwardsville & Glen Carbon

With the adoption of the AR resolution by both the Village of Glen Carbon and the City of Edwardsville, this area is taking the proactive steps needed to address the FEMA Levee Decertification process.

Keeping the business community up to date on this issue is of great importance to the economic stability of our area. The speaker for TheAlliance's first Eggs & Issues breakfast will be Madison County Chairman Alan Dunstan and Madison County Administrator Joe Parente who will be addressing this emergent topic. Eggs & Issues will be held on February 12, 2008 at 7:30 am in the LeClaire Room at the N.O. Nelson Campus of Lewis & Clark Community College. Seating is limited. Advanced registration is required. Call 656.7601 or email mbrown@edglenalliance.com to reserve your seat. Cost to attend this special breakfast program is \$10 for Alliance investors and \$15 for non-investors. Check your investor status online at edglenalliance.com.

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Preparing Youths for Future Economic Opportunities

By Kelly Cobb, Culver's of Edwardsville

Can you remember back when you were a youth and you were interviewing for your first job? If you can remember that detail, you must be asking yourself how that first job impacted your career choices. While any early year work experience is helpful in terms of influencing youths future economic opportunities, the earlier youths can get engaged in their actual careers, the more prepared they will be to enter into the workforce.

The Madison-Bond WIB (WIB) assists in developing a qualified and well-trained workforce in order to sustain growth and competitiveness in today's economy. The mission of the WIB's Youth Council Committee is to; Build bridges connecting schools, service providers, employers, youth, their parents and the community in order to maximize the potential of all Madison and Bond County youth. Relative to this mission, this year, the WIB's Youth Council Committee have identified two specific goals in order to help youths prepare for their future economic opportunities.

The first goal is to get students in direct contact with employers who are registered in the Partners in Progress Program. Partners in Progress is an existing work-based learning program that allows youths to participate in a number of educational employment activities including job shadowing, work-study, internships, co-op programs, site tours and field trips. They might also include a school hosting a guest speaker from a local industry or a business person attending a job fair. The idea is the same in all cases: bring local students closer to the local workforce.

It is our role as business professionals to help our young people prepare for their future economic opportunities. If we can engage students in career education programs, they will have a chance to learn more about the career paths available locally and hopefully decide on preparation for a career opportunity in our community. With this in mind, we are requesting that all businesses support this initiative by registering their business in the Partners in Progress website at www.progresspartners.org. In order for this program to be effective, the high school administrators need to enroll youths in the programs offered by our local businesses. The Youth Council will be working very closely with high school administrators to

engage youths and to monitor their participation in the Partners in Progress Programs.

The second goal is to offer a Career Preparation Symposium in conjunction with High School Career Days. The main idea behind this proposed half day symposium would be to offer a series of educational sessions that help youths prepare for their careers. Seminar topics would include sessions such as workplace etiquette, interviewing, how to make successful choices. Another objective for the proposed seminar would be to have representatives from corporations such as ConocoPhillip's educate youths on local employment opportunities and the skills required to acquire these jobs.

If your business has any interest in participating in the proposed Career Preparation Symposium, we encourage you to contact Kelly Cobb, Youth Council Committee Chairperson at kvcobb@charter.net

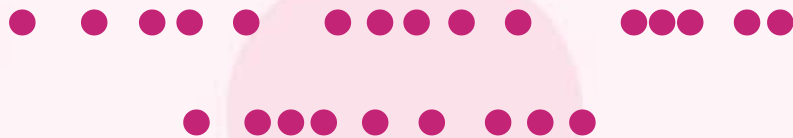
We employee approximately 25 youths at Culver's and in most cases, this is their first job. Therefore, we understand the importance of helping our youths build basic work skills. This means conveying the importance of soft skills such as smiling, having eye-eye contact and in developing good overall work habits. We are also helping to develop future leaders in the business community. Several of our youths have taken on crew leadership and management duties. Work experience at Culver's Restaurant is very useful but, we need to offer our youths a wider training base of businesses not only in food service and retail but in banking, health care and other professions.

Thanks to the area businesses that have helped in shaping our youths' future economic opportunities. We look forward to working with more businesses in 2008!

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