July 2011



Edwardsville I Glen Carbon Chamber of Commerce

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# Common Ground



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# connect

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#### **Contributors**

#### Desirée Bennyhoff

Editor, Layout & Design, Contributing Writer

#### **Mission Statement**

commitment Through 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.

# Common Ground

200 University Park Drive, Suite 260 Edwardsville, Illinois 62025 Phone: (618) 656-7600 Fax: (618) 656-7611 www.edglenchamber.com

# on the cover

#### July: Happy Birthday, America!

Fireworks and get-togethers with family and friends mark July 4th across the United States. But outside of the festivities, when was the last time you stopped to think about what the 4th of July was really all about? This Independence Day we've complied a few notable quotes by notable folks. Enjoy, and have a safe holiday!

We must be free not because we claim freedom, but because we practice it.

- William Faulkner

Those who deny freedom to others deserve it not for themselves.

– Abraham Lincoln

The American Revolution was a beginning, not a consummation.

- Woodrow Wilson

America is much more than a geographical fact. It is a political and moral fact - the first community in which men set out in principle to institutionalize freedom, responsible government, and human equality.

- Adlai Stevenson



# special investors

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Anderson Hospital Walmart

#### **Silver Level**

AmerenIP AT&T Gateway Regional Medical Center Hortica Meridian Village TheBANK of Edwardsville

#### **Bronze Level**

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University Nursing & Rehabilitation

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## events

#### 7/7 Thursday 4pm

Ground Breaking Edison's (New Sports Complex) 2277 South IL Route 157 Edwardsville, IL 62025

#### Thursday

**Business After Hours** Sivia Business & Legal Services 217 South Main Street Edwardsville, IL 62025

#### 7/8 Friday 12-1pm

networking@noon hosted by Eden Village plus Using Your Business Cards Intelligently at Eden Village 400 South Station Road Glen Carbon, IL 62034 RSVP REQUIRED

#### 7/13 Wednesday 4pm

Ribbon Cutting Twist Fro Yo Cafe 1063 South IL Route 157 Edwardsville, IL 62025

#### 7/14 Thursday 5:30pm

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

#### 7/20 Wednesday 4pm

Ribbon Cutting Lost Arts & Antiques 254 North Main Street Edwardsville, IL 62025

#### 7/21 Thursday 5-7pm

Business After Hours Gateway Regional Medical Center's Edwardsville Health Center 1121 University Drive Edwardsville, IL 62025

# save the date

#### 8/4 Thursday

5-7pm **Business After Hours** Anderson Hospital 6800 IL Route 162 Maryville, IL 62062

#### 8/12 Friday 12-1pm

networking@noon Speed Networking facilitated by Iris Salsman of I. Salsman PR at GC Cuisine 1230 University Drive Edwardsville, IL 62025 **RSVP REQUIRED** 

#### 8/18 Thursday

5-7pm **Business After Hours** Regions Bank 2120 South IL Route 157

#### 8/26 Friday

SIUE Block Party Downtown Edwardsville

Glen Carbon, IL 62034

# 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 Joker's Jackpot drawing occur at approximately 6pm. Jackpot continues to grow until the Joker is drawn! Entry fee is \$5 for Chamber members and \$15 for non-members. This is an excellent networking opportunity!

7/7 **Thursday** 5-7pm

Sivia Business & Legal Services 217 South Main Street in Edwardsville

7/21 **Thursday** 5-7pm

Gateway Regional Medical Center's Edwardsville Health Center 1121 University Drive in Edwardsville

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# 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. *E-mail dbennyhoff@edglenchamber*. com for online registration instructions. RSVP is required. \$10 per person.

7/8 **Friday** noon hosted by Eden Village + a brief "Using Your Business Cards Intelligently" presentation by Iris at Eden Village in Glen Carbon

8/12 Friday noon Speed Networking facilitated by Iris Salsman at GC Cuisine in Edwardsville



# the newly connected

#### **Grace Anglican Church**

Rev. John Hellrung
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P.O. Box 601
Edwardsville, IL 62025
618.741.4696
www.thegraceanglicanchurch.com

#### The E-Zone at Sunset Hills LLC (Edison's, New Entertainment Complex)

Matt McSparin
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Edwardsville, IL 62025
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Chamber of Commerce Common Ground July 2011 | 5

# SIUEDAY

What When Where Why

# **SIUE Day Rally Week** September 12-16, 2011

# On Campus & Community Partner Locations

- One-day opportunity to reach SIUE Faculty, Staff and Students via protected University e-mail
- 100% tax deductible gift to program of your choice
- Business recognition at the start of the academic year
- Opportunity to be on site in the Morris University Center's Goshen Lounge during your selected day

Monday

Available

12

Tuesday

Available

13

Wednesday



Thursday



**Friday** 

Available

16

## **How to Sign Up**

- RSVP by Friday, July 15, 2011 to 618.650.2378 or jbabing@siue.edu
- Multiple spots available on each designated day.

### SIUE Responsibilities

- Press release to all SIUE media contacts.
- Promotional e-mail to all SIUE faculty and staff (2,500) and students (14,000) highlighting the event/incentive.
- Partner logo and event/incentive/promotional YouTube video on SIUE Day web page.
- Listed as SIUE Day Rally Sponsor at the SIUE Day Breakfast on October 14, 2011.

## **Partner Responsibilities**

- Provide color logo for use in promotions: please send electronically to jbabing@siue.edu
- Minimum donation of \$500 to the SIUE program of your choice (gifts are made through the SIUE Foundation on or before Friday, October 14, 2011).
- Create promotional offer to SIUE faculty, staff, students and community.

Partner:	Date of event:
Signed:	
Phone:	Email:



Campus Box 1082, Edwardsville, Illinois 62026-1082 618.650.2378, Fax: 618.650.3694 jbabing@siue.edu www.siue.edu/siuedaypartners

# ypg



# upcoming YPG events

**7/14 Thursday 5:30-7:30pm**YPG Golf Lessons at Oak Brook Golf Club
9157 Fruit Road in Edwardsville
RSVP to Beth Breihan at bbreihan@edenvillage.org
\$20 per person

#### **Monthly Events Committee Meeting**

2nd Tuesday of the Month, 5pm at Eden Village RSVP to Beth Breihan at bbreihan@edenvillage.org

#### **Marketing & Membership Committee Meeting**

3rd Friday of the Month, 12pm at the Chamber office RSVP to Rachel Case at rcase@firstcloverleafbank.com



ABOVE: YPG Learn from a Leader breakfast with Patricia Peverly, held June 7 at First Clover Leaf Bank.

## welcome new YPG members

Candice Arana Hospice of Southern Illinois

Jeff Patrick TheEDGEBANK

Kyle Pingsterhaus Heather Wernle Extra Help, Inc. First Clover Leaf Bank



## **Underwriting Opportunities**

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Public radio enjoys one of the few remaining targeted, loyal listening audiences. Corporate sponsorship allows you to support public radio and reach an extremely engaged and educated listener base.

Learn more about underwriting opportunities. Contact Bobby Thomas, WSIE Business Development, 650-3271 or bothoma@siue.edu

WSIE-FM 88.7 is a non-commercial public radio station and NPR-affiliate. WSIE provides the Greater St. Louis Area and Southwestern Illinois region with jazz, news, SIUE sports and student programming.



# connect

# **Business of the Month:**



#### **INSURANCE & EMPLOYEE BENEFITS**

## To guide and provide

Hortica Insurance & Employee Benefits was founded in 1887 as a niche specific, mutual insurance company to write business insurance for the horticultural industry. Since 1927, the Company has been headquartered in Edwardsville and serves horticultural businesses throughout the United States. In 1965 Hortica created an independent agency division to provide employee benefits and personal insurance for our niche customers, as well as expand all product offerings to non-horticultural businesses and individuals in Edwardsville/Glen Carbon and Metro East communities.

Hortica Insurance & Employee Benefits is proud and excited to be an authorized AARP personal insurance provider. They have over 40 markets for commercial and personal insurance to service the local area. Their specialties include programs for financial institutions, professional offices and high value home and auto coverage.

The employees of Hortica support 60 local and national charities throughout the year. Most notable is Hortica's Christmas Basket program that has been a tradition for over 40 years. Employees organize presents and groceries, and personally deliver gift baskets to qualifying recipients' homes. In 2010, fortyone area families received baskets.

Hortica's tag line, "To Guide and Provide," represents their business philosophy to provide their customers with comprehensive, effective insurance solutions to protect their business and personal interests at an affordable price.



A member of the Edwardsville/Glen Carbon Chamber of Commerce since September 1986, Hortica's employees value the opportunity to participate in many worthwhile projects in the Edwardsville/Glen Carbon area, as well as valuable networking opportunities.

Hortica Insurance & Employee Benefits is located at #1 Horticultural Lane in Edwardsville. To learn more about Hortica, call 618.656.4088 or go to www.hortica-insurance.com



# GLEN CARBON HOMECOMING



# m2m spotlight



Check out our great Member 2 Member (m2m) offers and enjoy significant savings from Ed/ Glen Chamber members when you show your card at participating locations. Don't have a card? Ask your employer for one!

#### 10% OFF EVENT BOOKINGS Bella Milano

Book any event for 20 or more individuals at Bella Milano, off-site, or at the Leclaire Catering Center and receive a 10% discount (must mention Chamber m2m Program at time of booking).

# \$5 OFF Miss Bailey's Poppy Patch

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To learn more about this offer and others, visit www.edglenchamber.com/m2m/index.asp

# е

























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The Cup

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#### rights bragging

1st Place A Flight: Four Guys Golfing 2nd Place A Flight: The BANK of Edwardsville 3rd Place A Flight: Bauer-Hite Orthodontics 1st Place B Flight: Sunset Hill Memorial Estates 2nd Place B Flight: Scott Credit Union 3rd Place B Flight: Anderson Hospital

Closest To The Pin: Mark Bradley Straightest Drive: Jonathan Arnold Longest Putt: Bud Goldammer

Congratulations to Chris Shafer, our raffle winner! Chris and his guests will enjoy 16 rounds of golf at 15 different prestigious Walters Golf Management courses throughout the metropolitan area. Golf package donated by Sunset Hills Country Club.

A special thanks to our committee members and volunteers who worked hard to make the event a success!

# schmooze

# business after hours



**Kurt's CARSTAR Collision Center, June 9** 



Kurt's CARSTAR Collision Center, June 9



**Kurt's CARSTAR Collision Center, June 9** 



PNC Bank, June 23



PNC Bank, June 23



PNC Bank, June 23

# networking@noon



Iris Salsman: Crafting an Over-the-Top Elevator Speech, June 10



Iris Salsman: Crafting an Over-the-Top Elevator Speech, June 10

# ribbon cuttings



Taplin Defense Firm, June 8



Gateway Regional Medical Center's Wound Center, June 22

# mayors' breakfast



Mayors' Breakfast, June 9



Mayors' Breakfast, June 9

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# **Chappel Joins Louer Facility Planning**

Louer Facility Planning, Inc. is pleased to announce that Chris Chappel has joined the company as Project Manager. His experience encompasses more than 11 years in the architectural design and construction industry with extensive hands on project management experience. His work over the years has given him the opportunity



to design, plan and manage many corporate offices including, a 120,000 square foot LEED Gold Certified office addition in Pittsburgh. In his new role, Chappel will oversee and manage projects from inception to completion.

Chappel brings a wealth of knowledge and extensive experience to Louer Facility Planning which will allow us to support our mission to provide a complete solution – design services, space planning, furniture specification and project management services.

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# **John Sandberg Named Top** 100 St. Louisans to Know

John Sandberg, shareholder and founding member of Sandberg Phoenix & von Gontard, was chosen as one of the "Top 100 St. Louisans to Know To Succeed in Business," as recently featured in the June 2011 issue of The St. Louis Small Business Monthly.



A group of community leaders identified the individuals for the

edition. They are all key executives, financiers, notable achievers, connectors and other business-community leaders. The judges chose the individuals based on their contributions to the area businesses and the overall business community.





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# **TheBANK Invests in Children's Future**

Rich Watson, Senior Vice President and Chief Operations Executive at TheBANK of Edwardsville, recently presented the staff of Riverbend Head Start & Family Services a check for \$15,000 at the nonprofit's annual picnic. Chuck Parr, President of the agency holds up the other side of the symbolic check. The one-time donation is a deep investment in the agency's cause to combat local childhood poverty in Madison County, Illinois through education. In addition, TheBANK of Edwardsville increased its annual giving to a three-year pledge of \$4,000 per year. The nonprofit has a Head Start center at 710 N. Main Street in Edwardsville where over 40 underserved children under age five receive education, health and family social services that prepare them for kindergarten.



# 2011 Swing Fore **Hope a Success**

A record turnout participated in the 2011 Swing Fore Hope Golf Tournament held June 20 at Sunset Hills Country Club in Edwardsville. Proceeds from the tournament benefit cancer research in the St. Louis Metro area. The tournament has raised in excess of \$100,000 for the Siteman Cancer Center and other organizations. The tournament is sponsored by Northwestern Mutual Financial Network, The Gilliland Financial Group, in Glen Carbon.





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# ER visits in 2010



In a medical emergency, time is of the essence. That's why it's so important to have ready access to the best health care available.

If you're in north St. Louis County or the River Bend area and surrounding counties of Illinois, that means joining over 100,000 of your neighbors who turned to the physicians at BJC's Christian Hospital and Alton Memorial Hospital last year in their time of need.

Because when minutes matter, it's good to know you're only minutes from great BJC HealthCare

altonmemorialhospital.org • christiancares.org

# **Scott Credit Union to Sponsor NCCS Charity Run in Edwardsville**

Scott Credit Union recently presented a check for \$1,000 to representatives from the National Children's Cancer Society to sponsor this fall's NCCS Charity Run to be held September 17 at SIUE. The event will feature a 5K run with medals being awarded for first, second, and third places in several age categories.

Scott Credit Union Community Relations Representative Lauren Hayes presented the \$1,000 check to NCCS Development Assistants Farah Walleck and Jessie Meurer.

"This is another opportunity for us to support our community and the people who live here," Hayes said. "We feel that it is important that we do what we can to help this very worthy cause. We are very happy to be able to help raise money to support the work that NCCS does in our area."

For more information about the NCCS 5K Charity Run Presented by Scott Credit Union, visit the National Children's Cancer Society website at www.theNCSS.org/5Kcharityrun.





Scott Credit Union has made giving back to its communities a major priority. The local credit union contributed about \$160,000 and its employees volunteered over 1,800 hours to a variety of local civic efforts throughout the region in 2010. "We realize that without our members and the communities in which we serve, we would not exist as a financial alternative," Hayes noted. "Supporting our communities is very important to us."



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# **The Erin Bode Group Headlines Wildey Theatre July Concerts**

The enchanting songstress Erin Bode headlines the July schedule for the Wildey Theatre. The Erin Bode Group, which performs jazz filtered through a Midwestern roots sensibility, is led by the charismatic vocalist and songwriter Bode. They perform at 8pm Saturday, July 9, with reserved seats selling for \$25.

The internationally-known Story Performer Bobby Norfolk entertains children Wednesday, July 6 at 11am. Norfolk is a three-time Emmy Award winner and Parent's Choice honoree, one of the most popular and dynamic story educators in America today. Tickets for Bobby Norfolk are \$8 for adults and \$6 for children.

Cabaret artist Tim Schall performs "Glorious Gershwin: The Gershwin Songbook" in a special Seniors Coffee Concert Wednesday, July 13 at10:30am. Seniors are invited to enjoy coffee and pastries prior to the performance in the Wildey Theatre's lobby. Reserved tickets are \$8.

A new all-star seven-piece band, the Notable Haberdashers, is made up of

some the best veteran musicians in the St. Louis area. They are the new sound of honkytonk, Western swing and hillbilly music, putting their twang where there ten-gallon hats are. Reserved seats for this rollicking concert are \$10.

Finally, the veteran Alvin Jett and PhatnoiZ perform their own unique style of original blues music when they take to the Wildey stage Thursday, July 28 at 8pm. The East St. Louis native has been a mainstay of the St. Louis music scene for over twenty-five years, playing R&B and rock standards as well as the blues. Reserved seats are \$10.00.

Tickets to all Wildey Theatre events and movies are available online at www.wildeytheatre.com and at the City of Edwardsville's Parks and Recreation Department on the second floor of City Hall, 118 Hillsboro Avenue, either in person or by phone 618.692.7538. Tickets are also available in the Wildey Ticket Booth one hour prior to performance, and, beginning in July, will be available in the Wildev Theatre Business Office off the second floor of the theatre's new elevator tower.



# Edison's, New Entertainment Complex, To Open on 157 in Edwardsville



Managing partners Matt McSparin and Terry Rujawitz are pleased to announce the introduction of Edison's, a new entertainment concept that is slated to open in Edwardsville late 2011. Edison's will feature 12 Lanes of Boutique Bowling, a state of the art laser tag arena, an arcade, a family dining experience, a bar and lounge and a self serve premium yogurt bar – all packaged in a comfortable atmosphere. This announcement comes at the end of an 18 month quest by the partners to research and design the ultimate entertainment complex and provide what promises to be a relaxing and fun experience for all ages. The Edison's partnership also includes local businessman Mike Schiber, Kurt Hylla of Edwardsville, and Doug Lascody and Tom Ray, both of Sherman, IL.

Located just south of Sunset Hills Country Club and across from Sunset Hill Cemetery, Edison's will be within 1 mile from the intersection of I-270 and Route 157, one mile from the high school and less than two miles from SIUE, making for a convenient location serving Madison County and beyond.

The Edison's name suggests a connection to an electrifyingly good experience, a surge of excitement, and a place to re-invent yourself. Edison's - What a Bright Idea, is one of the company tag lines and that line will be accompanied by a light bulb, the universal symbol for an idea, in this case a bright idea.

"We discussed several different names and this name seemed to capture the classy and rich presentation of our place with some underlying meaning to the name. We expect Edison's to become synonymous with good times and getting recharged from the daily grind," McSparin shared.

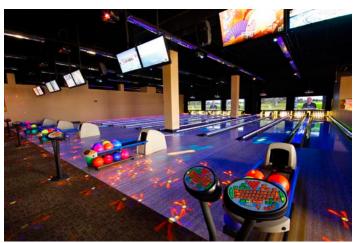
Edison's will be on the cutting edge of a trend across the nation to combine a high end bowling experience with other entertainment elements and robust food and beverage offerings.

"We have plans to offer special nights to cater to leagues, college students, teens, church, businesses and other groups. We will feature specials that fit every patron's budget," Rujawitz stated.

"We are currently in the final stages of an agreement with a local restaurateur who will become our tenant," added McSparin. "We think everyone will be excited and pleased with our choice of restaurant partner, I know we are. To add to the fun and to satisfy those interested in cold treats, we have a commitment from two local families teaming up to open a self-service Premium Frozen Yogurt Bar. We are excited to have them on board, as they have previous experience in the frozen yogurt business. Keep your eyes opened for announcements on both of these soon. We also have additional leasable space available for a business that may want to get involved with this new and exciting entertainment complex."

"The inception of this idea was to create a place where families, singles, groups and all in the community could gather, have fun, relax, take a break and enjoy themselves without having to travel out of the area," CEO (Chief Entertainment Officer) McSparin shared. "We have worked hard to research and compile a collection of activities that are currently a void in our community and we are eager to make this a comfortable and exciting place where you can leave your worries behind and eat, drink and be merry," added CFO (Chief of Fun Officer), Terry Rujawitz.

The ground breaking ceremony is set for Thursday, July 7 at 4pm and will take place at the site of the new Edison's, 2277 State Route 157. Partners of Edison's invite all who have interest in celebrating this milestone. Contact Matt McSparin at 604.6562 or Terry Rujawitz at 781.9394 to learn more. Find Edison's online at www.edisonsfun.com or on Facebook.



# **Holloway to Chair Memorial Group Board**

TheBANK of Edwardsville recently announced that its president and CEO, Tom Holloway, has been elected a two-year term as Chairman of Memorial Group, Inc., the parent company of Memorial Hospital in Belleville. Holloway, a long-time banking professional in St. Clair County, has a long history with Memorial Group, Inc., Memorial Hospital and its Foundation stemming back to 1993.

In addition, Holloway currently serves on several local and statewide board of directors groups, including Illinois Chamber of Commerce, St. Louis Regional Chamber & Growth Association, Leadership Council Southwestern Illinois, Southern Illinois University Edwardsville Foundation, McKendree University, University Park SIUE and EGHM School District #7 Foundation.

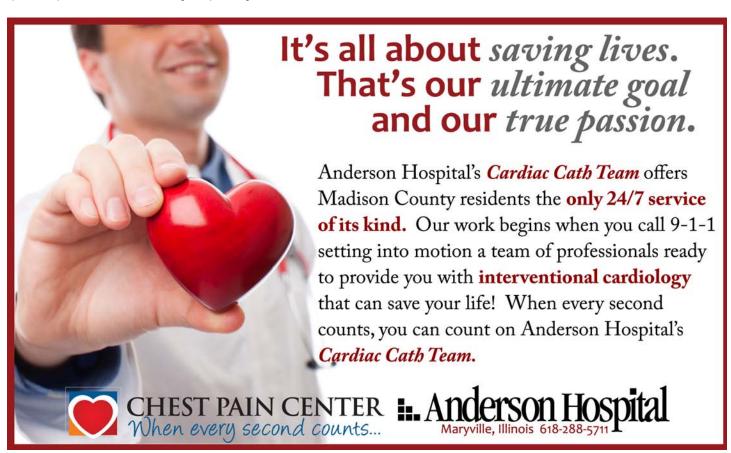
Holloway is among many of TheBANK of Edwardsville's 400 employees and board of directors who lend their time to civic organizations and clubs. Throughout its long history, TheBANK of Edwardsville, has built a tradition of community service that includes everything from having floats in parades to sponsorships of fund-raisers benefiting non-profit organizations.

# **Update from Leadership Council SW Illinois**

by Patrick McKeehan, Executive Director **Leadership Council Southwestern Illinois** 

Positive development stories continued to roll in over the past few weeks as local media outlets reported on a range of public and private projects that are moving forward or have recently been completed. Also capturing the media's attention was the announcement of a new name and logo for Tri-City Regional Port District, which has become a significant economic engine for our region in recent years. We look forward to hearing more about continued growth at the newly rebranded America's Central Port in the years to come.

Other good news recently focused on the release of the drafted levee improvement plan by the Flood Prevention District Council. We welcome this latest milestone since having a plan in place is an essential ingredient in helping businesses and citizens prepare for the future, restoring investor confidence in the area and assuring taxpayers that their money is being spent effectively.



# **Promote Your Business at SIUE** Merchants' Fair, Scheduled for August

The SIUE 2011 Cougar Welcome Planning Committee is pleased to announce the 14th Annual Merchants' Fair to be held Wednesday, August 24, 2011 from 10am-3pm in Southern Illinois University's Morris University Center Goshen Lounge.

The Merchants' Fair, in part, is designed to increase student, faculty, and staff awareness of area businesses, services, and activities and to facilitate interaction between students, faculty, staff, and the local business community. More than a 1,000 participants are expected during the course of the event. A Fair tradition, the annual Ice Cream Social featuring Mayor Gary Niebur and SIUE Chancellor Vaughn Vandegrift, will be held at noon. Complimentary 6 oz. ice cream cups will again be provided to add to the success of the event!

Since this is an excellent way to promote your business and interact with the SIUE community, you are cordially invited to participate. Advance registration is required. For information regarding fees and registration, please contact Chervl Y. Heard via e-mail at cheard@siue.edu or by phone at 618.650.2686.

Join in the fun during one of the year's biggest events and as SIUE kicks off its new academic year!



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# **Gateway Regional Opens New Wound &** Hyperbaric Center at Edwardsville Health Center

Gateway Regional Medical Center has opened its new Wound & Hyperbaric Center located at the hospital's Edwardsville Health Center, 1121 University Drive. The new center features the area's only hyperbaric oxygen chambers, and provides individuals with chronic, non-healing wounds, a local option for wound care and hyperbaric therapy.

"Gateway's experienced team of doctors, wound care nurses, physical therapists, nutritionists and diabetic educators provide this very specialized level of care for our region," said Mark Bethell, CEO. "The Wound Center team is a valuable resource for local physicians who have patients with non-healing wounds. We are excited to provide that resource and make healthcare in our region more comprehensive."

Nearly 5 million Americans are afflicted with chronic, non-healing wounds those that don't heal, or at least improve significantly, within four weeks. Often, these are individuals with diabetes, non-healing surgical wounds, pressure or arterial ulcers, and venous insufficiency.

The Wound Center offers a comprehensive program with a wide variety of treatments specifically to promote the healing process. This includes debridement—the surgical removal of dead tissue from a wound, woundspecific dressings, wound protection, skin substitutes, pressure relief, and skin care. Education on infection prevention and nutritional support are also part of the program. When needed, patients can be referred to one of Gateway Regional's skilled cardiologists or vascular surgeons for revascularization—a surgical procedure for the provision of additional blood supply. Thus, all patients can be treated within the system by qualified and certified physicians that are already on staff.

Members of the community visited the center at the Grand Opening & Ribbon Cutting on June 22. "The new center and hyperbaric chambers are really something worth seeing," said Kate Allaria, Director of Public Relations at Gateway Regional. "Attendees toured the facility while enjoying live music by Jack Twesten, hors d'oeuvres and drinks."

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# The Cup Extends **Hours for Summer**

The Cup, originally known as The Cupcakery, opened in Edwardsville in October 2009. Since then they have been pleasing local cupcake fans, young and old alike.

This summer they are giving area dessert lovers one more reason to celebrate! Their local shop at 1057 Century Drive in University Pointe has extended their business hours to 9:30am- 9:30pm Monday-Saturday through Labor Day. With a regular rotation of cupcake flavors and a selection of specialty drinks, The Cup is a must visit this summer! Check out www.cravethecup.com for a complete list of available treats.



