

June 2009



Edwardsville | Glen Carbon Chamber of Commerce

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# Common Ground



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## Mission Statement

Through commitment and involvement of its Members, the Edwardsville | Glen Carbon Chamber of Commerce provides leadership for the benefit of the business community by:

- Promoting economic opportunities
- Advocating the interests of business
- Providing members with education and resources
- Encouraging mutual support

## on the cover

### Glen Carbon's Historic Downtown

Glen Carbon means "Valley of Coal," and Glen Carbon's history is inseparably linked with this black gold. Glen Carbon was actually home to settlers of European descent before Edwardsville. In 1801, Col. Samuel Judy, a man of Swiss lineage, became the first permanent resident of Madison County after receiving a military grant of 100 acres near the base of the bluffs. However, throughout most of the century, the area remained predominantly rural.

After the Civil War, coal mining became a serious industrial venture in Southwestern Illinois, and Glen Carbon was positioned on top of vast coal reserves. The Madison Coal Corporation owned and operated two bituminous coal mines and a coal-washing facility several miles south of Edwardsville, which drew an increasing population into these hills.

Finally, in 1892, 76 residents petitioned the county court, and the Village of Glen Carbon was officially incorporated. Although coal mining provided the economic bedrock for Glen Carbon, brick production, which came to the community around the turn of the century, also played a significant role in the local economy. In fact, the Saint Louis Press Brick Company produced all the bricks used in constructing facilities for the 1904 World's Fair in St. Louis.

Along with the Madison Coal Corporation, the brick company participated in the building of company houses. Called "saltbox" homes, these diminutive structures were once common in Glen Carbon, and some still stand along the town's Main Street today.

Today, Glen Carbon still honors its coal-mining heritage with statues and parks standing throughout the town as dignified reminders. Yet, Glen Carbon's identity is still being defined as it shoulders a great portion of the growth demanded by the region's steadfast prosperity.

## Newsletter Notes

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

Monthly distribution: 1,000 issues.

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

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## 2009 Advertising Rates:

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# events

## 6/3 Wednesday 4-5:30pm

Disney Service Excellence:  
Focus Your Next Step  
at Bella Milano  
1063 South State Route 157  
Edwardsville, IL 62025

## 6/5 Friday noon

networking@noon  
hosted by Lexow Financial  
at Sunset Hills Country Club  
2525 South State Route 157  
Edwardsville, IL 62025

## 6/11 Thursday 5-7pm

Business After Hours  
Big Daddy's/YPG  
132 North Main Street  
Edwardsville, Illinois 62025

## 6/17 Wednesday 4pm

Ribbon Cutting  
Mr. Handyman of  
Madison County  
17 Junction Drive, #10  
Glen Carbon, IL 62034

## 6/19 Thursday 5-7pm

networking@noon  
hosted by Infinite Wellness  
at Bully's Smokehouse  
1035 Century Drive  
Edwardsville, Illinois 62025

## 6/19 & 20 Fri-Sat 5-7pm

Glen Carbon Homecoming  
"Meet Me On Main Street"  
Glen Carbon, Illinois 62034  
www.glen-carbon.il.us

## 6/25 Thursday 5-7pm

Business After Hours  
Business & Professional  
Women/Neruda  
4 Club Centre Court #A  
Edwardsville, IL 62025

## 6/26 Friday 5-7pm

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

# save the date

## 7/8 Wednesday 4-5:30pm

Education Event  
at Bella Milano  
1063 South State Route 157  
Edwardsville, IL 62025

## 7/23 Thursday 5-7pm

Business After Hours  
Lexow Financial Group  
60 South State Route 157  
Edwardsville, Illinois 62025

## 7/9 Thursday 5-7pm

Business After Hours  
Stone Cliff Manor  
Off Marine Road  
Edwardsville, Illinois 62025

## 7/31 Friday 5-7pm

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

## 7/17 Friday noon

networking@noon  
hosted by Lahr-Well Academy  
at Bella Milano  
1063 South State Route 157  
Edwardsville, IL 62025



We apologize for omitting important information in May's Business of the Month article featuring '62 Sports Group. Pictured above are new owners Brent Freeman (left) and John Smith (right), with Founder Matt McSparin (center).



# connect

## business after hours schedule

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

**6/11 Thursday 5-7 pm**

Big Daddy's/YPG  
132 N. Main Street  
Edwardsville, Illinois 62025


**6/25 Thursday 5-7 pm**

Business & Professional Women/Neruda  
4 Club Centre Court #A  
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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.

**6/5 Friday noon**

hosted by Lexow Financial Group  
at Sunset Hills Country Club  
2525 South State Route 157  
Edwardsville, Illinois 62025

**6/19 Friday noon**

hosted by Infinite Wellness Chiropractic  
at Bully's Smokehouse  
1035 Century Drive  
Edwardsville, IL 62025

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www.JoWoodward.com

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618.656.6450  
www.st-boniface.com

# From The Desk of Carol Foreman

May's Disney's *Key to Excellence* program brought renowned speakers to Edwardsville, providing a valuable continuing education and leadership experience for over 400 local professionals.



The Chamber has a strong professional education series in place, with the June 3 presentation offered as an exclusive benefit to Chamber members and designed to help those who attended Disney's Keys program follow through and implement change in their organizations. Our goal with the professional education series is to keep topics fresh and relevant to current business and economic climates. What kinds of programs are *you* interested in? Is there a specific topic you would like to learn more about?

As a Chamber member, remember that it's not what you can do for the Chamber – it's what we can do for *you*. But in order to serve you well, we first must determine what it is that you need and how we can begin meeting those expectations. We feel strongly that the most effective way to glean some insight is to ask! We'll soon begin working on a membership survey, so start thinking of ideas and suggestions. In the meantime, see page 13 for a brief menu of Chamber benefits

According to a National study by the Schapiro Group, consumers are 63% more likely to buy from Chamber members. Are you making the most of your Chamber membership? If you could use a boost, give me a call at 656-7600 or e-mail me at cforeman@edglenchamber.com. I look forward to developing a plan for your Chamber membership to help your business prosper.

Sincerely,

*Carol Foreman*

Carol Foreman, Executive Director



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# ambassadors

## Meet Your Ambassadors: Chad Opel

*Where are you from and where do you currently reside?* Born and raised in Edwardsville, but I currently reside in Bethalto.

*Do you have a spouse or any children?* I am happily married to Kathie. We are celebrating our 5th anniversary this year. We do not have any children, but have a little dog named Tino.



*Hobbies:* I love spending time with my family, playing golf, and watching sports.

*Where did you go to college?* I graduated from SIUE. I majored in Baseball.

*What's something people might not know about you?* I love the HBO series *Entourage*.

*What is your position title?* Years at business: I am a Financial Representative with Northwestern Mutual. I have been with the business since 2005.

*Are you on any other boards or actively participating in any other organization that is important to you?* Metro Collegiate League, The Greg Seibert Foundation, Special Olympics, Annie's Hope

*When did you become a member of the Edwardsville/Glen Carbon Chamber of Commerce?* I have been a Chamber member since 2007.

*Why did you find it important to join the Ed/Glen Chamber of Commerce?* I absolutely LOVE this community. The Chamber has tons of great things to offer any type of business in town.

*What is your favorite part of being a Chamber Ambassador?* I love meeting and working with business owners in the community. Being an ambassador allows me to be at the center of every activity this community has to offer.

## Ambassadors

**Dana Klassen, Chair**  
C.A.F.E. Community Association  
for Financial Education

**Sue Mancuso, Co-Chair**  
Suburban Journals

**Danelle Brown**  
The Tech Spot

**Ashleigh Deatherage**  
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**Melissa DeLassus**  
Southern Illinois Chiropractic Center

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Chamber Staff

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**Ryan Matthews**  
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**Chad Opel**  
Merrill Lynch

**Sara Sanderson**  
Liberty Mutual

**Donna Sheard**  
Avon on Main

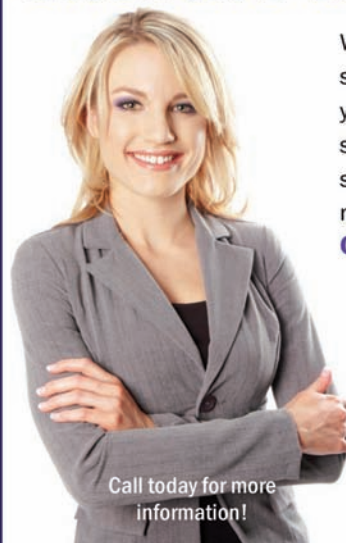
**Dr. Matt Uchtman**  
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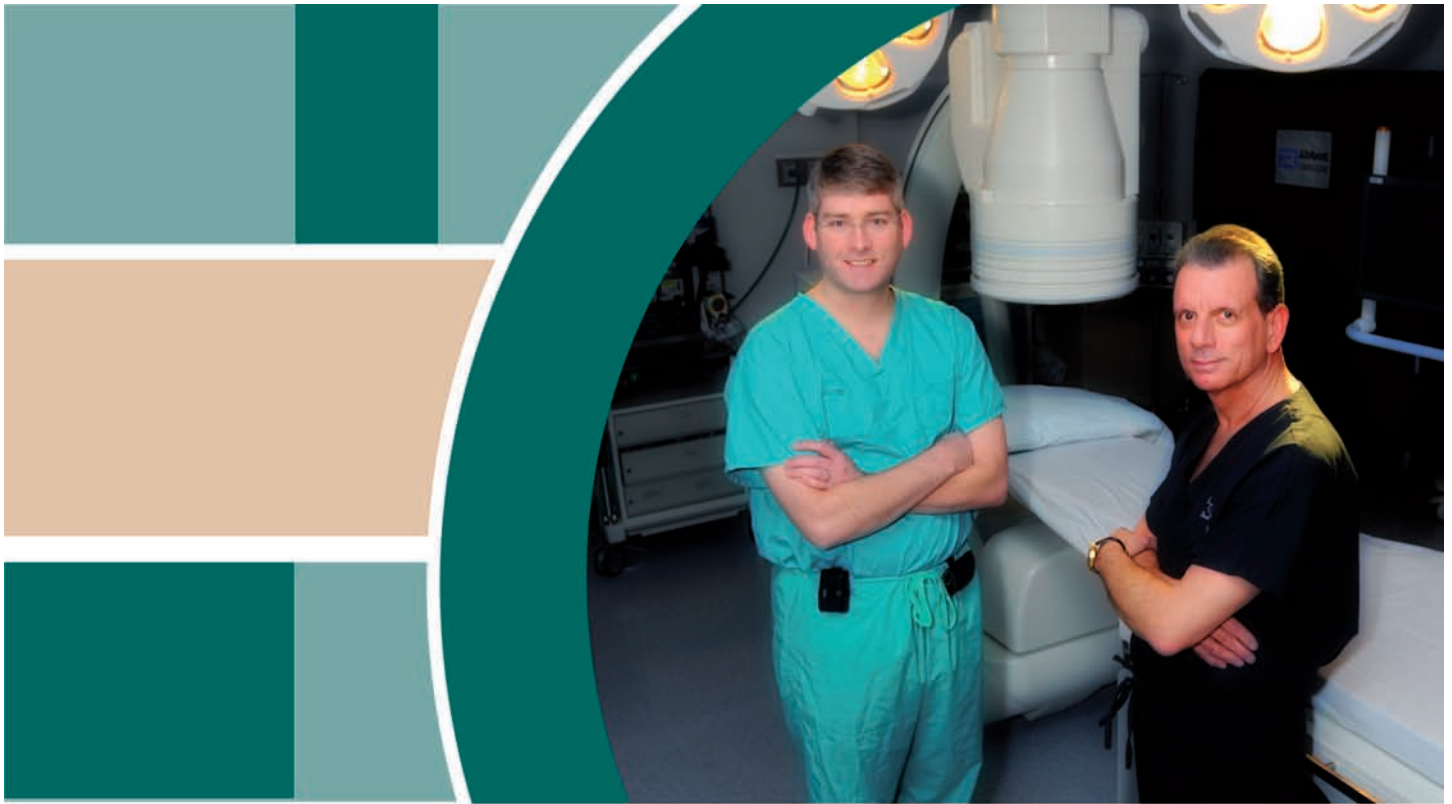
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The Young Professionals Group is excited to announce their upcoming Learn from a Leader Breakfast June 23. Robert Plummer of R. P. Lumber will be the keynote speaker at the Breakfast, presenting his core values and successful business practices. The event is scheduled to begin at 7:30am at TheBANK of Edwardsville's main location, with breakfast provided by TheBANK of Edwardsville. A networking session from 8:30-9am will bring the Breakfast to a close.

RSVP to Mark Richardson at [mrichardson@finsvcs.com](mailto:mrichardson@finsvcs.com)  
The deadline to RSVP to the Breakfast is Tuesday, June 19.

## upcoming YPG events

**6/11 Thursday 5-7pm**  
Business After Hours  
Big Daddy's/YPG  
132 North Main Street  
Edwardsville, Illinois 62025

**6/26 Friday 5-7pm**  
YPG Final Friday Drop-In  
at Neruda Restaurant & Bar  
4 Club Centre Court, Suite A  
Edwardsville, IL 62025

**6/23 Tuesday 7:30-9am**  
YPG Learn from a Leader  
Breakfast with Robert Plummer  
of R. P. Lumber  
at TheBANK of Edwardsville  
330 West Vandalia  
Edwardsville, IL 62025

**7/31 Friday 5-7pm**  
YPG Final Friday Drop-In  
at Neruda Restaurant & Bar  
4 Club Centre Court, Suite A  
Edwardsville, IL 62025



YPG networking@noon, May 8



YPG networking@noon, May 8



YPG networking@noon, May 8



YPG networking@noon, May 8



# learn

## Disney Service Excellence: Focus Your Next Step

The *Disney Keys to Excellence* event May 19th “challenged you to look at your business in an entirely new light.” You learned about their innovative approaches and came out of the day with a wealth of ideas/best practices.

How do you shape those ideas and practices and Focus Your Next Step to create the next positive change in your organization? As an added benefit to your *Disney Keys* registration, join the Edwardsville/Glen Carbon Chamber of Commerce Wednesday, June 3rd for *Disney Service Excellence: Focus Your Next Step* from 4–5:30pm at Bella Milano , University Pointe in Edwardsville.

Rebecca Clark will guide you through a series of processes and discussions incorporating the Disney model framework. These steps are designed to assist you in focusing your next step and to give you an additional opportunity to talk with the other participants about how to implement the Disney Excellence model in your business or organization.

Rebecca A. Clark, owner of Excelegy Consulting Group, specializes in organizational development. Her company works with businesses to determine and deliver solutions that define, redefine processes and best practices, to facilitate planning and execution, and to develop leaders and staff. She will lead the processes, discussion, and questions and answers.

Mark your calendars for Wednesday, June 3rd. The program fee is \$10 and includes refreshments, cash bar and networking opportunities. Advance registration for this event is required and seating will be strictly limited. To reserve your seat, call the Chamber office at 656-7600.

Don't miss this opportunity to continue working with the Disney Customer Service Model and apply it to your business. This is an exclusive benefit to Edwardsville/Glen Carbon Chamber of Commerce members.



Disney Keys to Excellence Program, May 19



Disney Keys to Excellence Program, May 19



Disney Keys to Excellence Program, May 19



Disney Keys to Excellence Program, May 19

# connect

## Business of the Month:



Olsen Veterinary Clinic, located in Glen Carbon, was established in December 2001 by Lelan R. Olsen, DVM. The Clinic's focus is on offering individualized, personal care to animals of all kinds, along with house calls.

Dr. Olsen's passion for veterinary medicine developed at a young age – at the age of 13, he had the opportunity to deliver a calf with the assistance of his family veterinarian. Dr. Olsen followed his dream and received his Doctor of Veterinary Medicine degree in 1990 and has been practicing ever since.

Dr. Olsen recognized the need for his services in the Edwardsville/Glen Carbon area, and the tremendous growth along the 157 corridor provided an excellent location for Dr. Olsen to establish his service. Olsen Veterinary Clinic started with an idea but no clients. However, that quickly changed as clients came to appreciate that Dr. Olsen's superior personalized care came at an affordable price. Since 2001, the Clinic has grown to serve approximately 4200 current clients and 7200 patients. In fact, Olsen Veterinary Clinic has an exciting plan in the works for a new facility – they're designing a larger building with equipment to offer state-of-the-art care for pets large and small.

Olsen Veterinary Clinic has been instrumental in assisting the Villages of Glen Carbon and Worden to introduce their microchipping clinics. The Clinic continues to play a vital role working with several pet adoption and rescue organizations. The Clinic also frequently donates services for auction to Edwardsville school organization fund raisers.

Olsen Veterinary Clinic became a Chamber member at its inception in December 2001 and currently serves on the Board of Directors. The membership has provided a networking tool and encouraged Dr. Olsen and staff to get involved in Chamber leadership and community events.

Dr. Olsen loves to help educate clients on keeping their pets healthy to enjoy a longer, happier life.

Olsen Veterinary Clinic is located at 2 Glen-Ed Professional Park in Glen Carbon. The Clinic is open Monday from 8am–7pm, Tuesday through Friday from 8am–5pm, and Saturday from 8am–12pm, and is always on call for after-hour emergencies.

A unique and service offered by Olsen Veterinary Clinic is the convenience of an online pharmacy at [www.olsenvet.com](http://www.olsenvet.com). Dr. Olsen is always accepting new patients, and if you can't come to Olsen Veterinary Clinic, they'll come to you.



**Above, Lelan R. Olsen, DVM**

## 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!

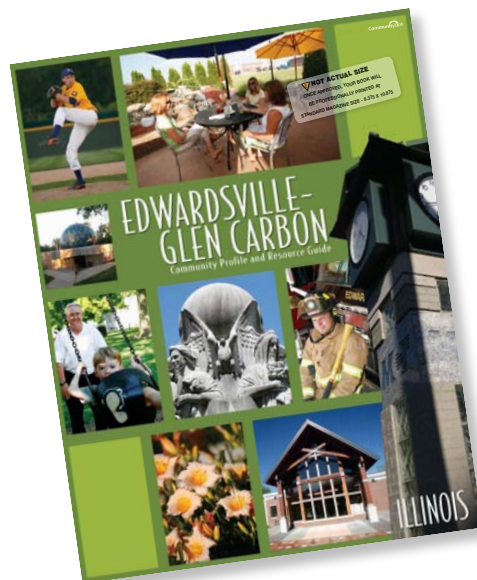
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Chamber of Commerce

## Reserve Space Now in the Chamber's Community Guide - Limited Availability!

Features include articles of current interest, business vignettes, area demographics and information that newcomers and businesses constantly refer back to once they receive this important source of local information. Editorial content covers education, business and industry, recreation, culture and entertainment, health care and hotel and restaurant guides for newcomers and visitors.

Ads are available in a variety of sizes and prices to fit your budget. We encourage you to participate in this publication to give your business exposure to Chamber members, tourists and new businesses.

Sponsorship space is limited and positions fill quickly. Please go online and reserve your space as soon as possible! For more information, call the Chamber office at 656-7600.



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**Goshen Center**  
6814 Goshen Road  
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656-6122



**157 Center**  
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# schmooze

## NGA Hooters Pro Golf Tour



NGA Hooters Pro Golf Tour at Sunset Hills Country Club, May 16 & 17



NGA Hooters Pro Golf Tour at Sunset Hills Country Club, May 16 & 17



NGA Hooters Pro Golf Tour at Sunset Hills Country Club, May 16 & 17

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NGA Hooters Pro Golf Tour at Sunset Hills Country Club, May 16 & 17

# Are you making the most of your Chamber membership?

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

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

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

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

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



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

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

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

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

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# **schmooze**

## **Business After Hours**



**SIUE School of Pharmacy, April 30**



**SIUE School of Pharmacy, April 30**



**SIUE School of Pharmacy, April 30**



**Extra Help, Inc., May 14**



**Extra Help, Inc., May 14**



**Extra Help, Inc., May 14**



# networking@noon



Young Professionals Group, May 8



ThinkTank PR, May 22

## Ribbon Cuttings



Franzen Wealth Strategies, May 14



Extra Help, Inc., May 14



Tréo Salon, May 21

# your business

## Manage Your Summer Workforce with Free Labor from Youth@Work

Can't afford to hire the summer help you need? The Madison County Employment & Training office recently announced its Youth@Work 2009 Summer Program. Employers are encouraged to recruit employees through the program. Funding is provided through the Workforce Investment Act.

Through this program, 16- through 24-year-old residents of Madison and Bond Counties may earn \$8.50/hour through the program, which continues through September 2009. Participants cannot have been claimed on parents' 2008 tax returns and must provide the following documentation for consideration: state driver's license or identification card, social security card, birth certificate, and proof of family income.

For more information, call one of the following MCETD offices:

Alton – 618.466.8891 Ext. 226

Granite City – 618.876.5031 Ext. 211

Glen Carbon – 618.656.6100 Ext. 224

Greenville – 618.545.3473

## Floors, Inc. Honored for Second Consecutive Year

For the second consecutive year, Floors, Inc. Design Showroom has been selected for the 2009 Best of Collinsville Award in the Carpet, Rugs & Flooring category by the U.S. Local Business Association (USLBA).

Nationwide, only 1 in 70 (1.4%) 2008 Award recipients qualified as 2009 Award Winners. Their selection as a 2009 Award Winner is a reflection of the hard work of many people who have supported their business and contributed to the subsequent success of their organization. Congratulations to Floors, Inc. on their selection into such an elite group of small businesses.



"Why should anyone care about economics? It's a useful tool to help you think about life's trade-offs and the choices we make every day."

A black and white portrait of Rik Hafer, a man with glasses and a mustache, wearing a striped shirt, with his hands clasped in front of him. The portrait is the central focus of the advertisement.

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Professor Hafer is analytical, inquisitive and creative – all at the same time. He believes students need a certain level of curiosity and the ability to see connections between economics and the world around them. With more than 80 articles published in prominent scholarly journals, Hafer is a noted expert in economics.

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## Kwik Kopy Printing Now Premier Digital Printing

The printing company you have known for the past 25 years as Kwik Kopy Printing—Collinsville is now Premier Digital Printing (as of June 1, 2009). Vickie and Jim Broyles have been operating as a printing franchise since 1984, but their franchise agreement has expired. This will be effective June 1, 2009, and will only be a name change — not a change in ownership or corporate structure. Business location, mailing address and phone numbers will all remain the same.

Jim said, "The franchise was a great experience, but now we are free to operate as an independent business and free to explore new horizons. Changes noticed by our customers will be transparent. Our staff, quality, fast turnaround, and business solution services will not change." Vickie said, "We would like to thank our customers for sharing the last 25 years with us, and we look forward to continue serving our customers in the future."

For more information, call 618-345-2055

## Apex Physical Therapy Opens New Location

Apex Physical Therapy opened for business on April 27, 2009, at its new clinic located at 1138 Vaughn Road in Wood River. This is the ninth Illinois location for Apex, adding to its presence in Belleville, Breese, Edwardsville, Effingham, Highland, Maryville and Smithton. Apex also has two Missouri clinics in Monett and Springfield.

Wood River's new clinic will offer physical, occupational, and hand therapies, as well as sports and industrial rehabilitation, work hardening, and work conditioning. Kristen Wallace, PT, is the clinic manager, and Stephanie Sudholt is the office manager. If you are a patient, employer, physician, case manager, or insurance company, Apex invites you to stop by for a visit. For more information, please call 618-259-1100 or visit [www.apexpt.us](http://www.apexpt.us)





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# your business

## Financial Solutions Network Offers Educational Seminar Series at No Charge

Wednesday, June 17 11:30am–1pm

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Wednesday, June 25 5:30–7pm

*Business Killers – Avoiding the 6 Mistakes That Can Destroy Your Business and Your Future*

Presented by Larry R. Lexow CRS, CRPS, CLTC

Wednesday, July 8 11:30am–1pm

*Divorce and Finance – How to Survive*

Bring your own brown bag lunch

Wednesday, July 22 5:30–7pm

*Understanding Your Credit Score and How to Improve It*

Presented by Financial Solutions Network Team

Wednesday, August 5 11:30am–1pm

*What a Great Insurance Agent Should Tell You*

Presented by Christy E. Lexow, C. Lexow Insurance Agency, Ltd.

Bring your own brown bag lunch

Wednesday, August 19 5:30–7pm

*Who Is An Independent Contractor?*

All Educational Seminar Programs are offered at no charge and will be presented at the Financial Solutions Network Building:

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For a complete seminar schedule and expanded topic descriptions, visit [www.myfsnetwork.com](http://www.myfsnetwork.com)



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## Targeted, Effective Results

## Sandberg Phoenix & von Gontard P.C. Welcomes Jennings to Firm



Sandberg Phoenix & von Gontard P.C. is pleased to announce that Mary L. Jennings, Director of Human Resources and Client Relations at the firm, was presented with the Association of Legal Administrators (ALA) Outstanding Association Volunteer Award at ALA's 38th Annual Educational Conference and Exposition this month in New Orleans. Mary was recognized

because of her continued and exceptional service with the organization. The first award was given in 1991, and of the 10,000 members of ALA, there have been 44 recipients of the award. Mary has been a member of ALA for 20 years and was recently sworn in as President of ALA's Gateway Chapter. Mary has also served as a regional officer for ALA and on various local and national committees.

Sandberg Phoenix & von Gontard was founded in 1979 and has over 65 attorneys with offices in St. Louis, Missouri and Carbondale and Edwardsville, Illinois. The firm provides full range legal services to its clients, including representation in the areas of health law, products liability defense, business litigation, estate planning, labor and employment law, financial institution law and business transactions and counseling. Additional information may be found at the firm's website [www.sandbergphoenix.com](http://www.sandbergphoenix.com).

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## Madison County Property Tax Extension Limitation Law (PTELL) Fact Sheet

This fact sheet is intended to assist you in answering questions or concerns that may be raised during the process of collecting petition signatures.

What does the PTELL do? The PTELL allows a taxing district to receive a limited inflationary increase in property taxes on existing property, plus an additional amount for new construction.

What limit is provided by the PTELL? Increases in property taxes are limited to the lesser of 5% or the increase in the national Consumer Price Index (CPI) plus certain other factors such as new construction. The limitation can be increased for a taxing body with voter approval.

Will the PTELL cause my property taxes to go down? Probably not, the PTELL is intended to LIMIT future increases in your property taxes.

Will the PTELL control spending by taxing districts? Yes, it should because it will limit the amount the levy for new taxes can increase; therefore, a limit in revenue should also limit spending.

Can the PTELL be cancelled if it does not work well? Yes, the PTELL can be rescinded using the same ballot referendum process as was used to enact the PTELL.

Will the PTELL be harmful to our public schools? No, the base limit formula (i.e.: the lesser of 5% or the CPI) can be increased by certain factors. Some examples are: new construction, annexation by the taxing district, and voter approval of an increase in the PTELL limit of the tax levy. The PTELL will cause the managers of taxing districts to live within a budget similar to what the people must do.

Do the residents of other counties in Illinois have the protection of the PTELL? Yes, currently approximately 39 counties have the protection of the PTELL, the residents of every county in Illinois larger than Madison have the protection of the PTELL, and approximately 80% of the taxpayers in Illinois have the protection of the PTELL.

To download the petition, visit <http://4ptar.com/>



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# your business

## Ask the Expert

by Iris Salsman of I. Salsman PR

### Promotional Products: The Gifts That Keep On Giving

If you're like most people, you probably have a drawer full of pens, pencils, paper clip dispensers, letter openers and similar gadgets— all embossed with the name of someone you don't remember. No matter how colorful or clever an item may appear, a promotional product isn't successful unless it generates long-term awareness in the mind of the recipient.

So how do you select an advertising specialty that hits the mark?

**Be unique.** How many mugs, coasters or mousepads does a person really need? Not only are these items unoriginal, they never wear out so the recipient is never compelled to use them. Products that do require replacement are things like memo pads, calendars or edibles — providing a perfect excuse for you to drop by for a refill.

**Be fun.** Everyone likes desktop toys and stuff to play with. Why not provide executive entertainment with a floating pen, magnetic puzzle or mini game? The goal is to give something that will be placed on the recipient's desk — constantly reminding the person of who sent it.

**Be specific.** If you're in the financial industry, for example, the perfect promotional item might be a bank or coin sorter. Better yet, how about something acrylic that has shredded money embedded in it? Gifts like these subliminally advertise your business in a creative yet useful way.

**Be trendy.** Want to know what the hot promotional items are these days? Try ergonomic pens, wearables, anything in a camouflage print (visors, note pads, pens, billfolds), customized CDs, wine coolers, private label bottles of water, executive candy dispensers, or customized candy-coated chocolate.

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# Sleep Disorders Center at Northwest HealthCare



## *Getting A Good Night's Sleep?*

Sleep is a vital part of life, essential for physical and mental restoration. Difficulties with sleep can negatively affect your health, quality of life and safety.

Millions of Americans of all ages have difficulty getting a good night's sleep on a regular basis. Sleep problems may indicate serious, underlying medical problems or reveal a need to change sleep habits, lifestyle or medications.

### *Having Trouble Getting a Good Night's Sleep?*

The Sleep Disorder Center staff helps patients solve a range of sleep problems, including:

- Loud or excessive snoring
- Sleep Apnea (cessation of breathing during sleep)
- Restless Leg Syndrome
- Daytime sleepiness
- Restless sleep, frequent awakening
- Morning headaches
- Trouble awakening
- Early awakening
- Falling asleep at work or during other activities
- Insomnia, inability to quickly fall asleep or stay asleep
- Limb movements during sleep

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# your business

## Age and Employment: Why Hire New Grads and Mature Workers?

In the current job market, two of the hardest-hit demographics are mature workers and new graduates. On opposite ends of the age spectrum, these two groups feel they are outside the "sweet spot" for employment. For those looking to enter the job market for the first time after college, employers plan to hire 22% fewer new graduates this year than last. As tough as that outlook seems, mature workers face an even bleaker employment prospect, according to our latest online poll.

With so much debate about these two age groups and their difficulties in today's job market, it's no wonder that age discrimination is a common complaint. That's why it's important to understand the variety of issues that come into play regarding age in the workplace.

But considering qualified candidates for employment, regardless of age, is more than just a matter of complying with the law. It's also smart business. As you look to fill your open positions with star players to help you thrive in today's economy, don't underestimate the value of these candidate groups.

### New Grads offer:

- Willingness to prove their work ethic
- Agility in salary demands
- Fresh insight in approaching age-old problems
- Flexibility
- Proven ability to learn new programs and skills

### Mature Workers offer:

- A proven work ethic
- Experience at value prices
- Wisdom in handling current business situations
- Flexibility
- Willingness to prove new competencies



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# your community

## Glen Carbon Homecoming Celebration June 19 & 20: "Meet Me On Main Street"

The Glen Carbon Community Events committee is hosting the 2009 Glen Carbon Homecoming on Friday, June 19 and Saturday, June 20 on Main Street in Glen Carbon, Illinois. The event will open on Friday at 5pm and on Saturday at 4pm. The event will close at midnight on both evenings. Please come visit Main Street and enjoy the Homecoming!

This year's Homecoming will consist of carnival rides & games, 3 bands, DJ, karaoke, games of chance, a variety of food booths, informational booths, beer stand, wine bar & specialty beer, parade, pony rides and fireworks. The parade will take place on Main Street at 5pm on Saturday evening. Guests may line Main Street to see a variety of participants including the EHS Marching Band, Shriners and the VFW/American Legion Honor Guard. The annual fireworks display will shoot off at dusk.

Discounted advance carnival ride tickets will be available at Glen Carbon's Village Hall and Sweetie's Confections until Friday afternoon, June 19. Regular price Ride tickets can be purchased at the ticket booth on Main Street during the event.

Bands will play on both nights by the Covered Bridge on Main Street. There will be three featured bands this year. On Friday, the well-known Well Hungarians will perform music from 8pm-12am. On Saturday evening, Exit 12 will play from 5:30-7:15pm. Topper Harley Band will complete the night with rock and country rock from 8pm-midnight. In the beer garden, Partytime DJ will entertain the crowd with karaoke and music throughout the two day event from 7pm-midnight.

The Homecoming will feature many types of booths this year. Please visit the beer garden, hosted by the Glen Carbon Firemen, for a cold Budweiser beer. Near the band stand, Erato's Wine Bar will host a booth which will sell wine plus Blue Moon and other specialty beers. A wide variety of food booths will be participating in this year's Homecoming including Mexican, Chinese, Greek, and American food. BBQ, corn on the cob, loaded potatoes, ice cream, kettle corn, cotton candy and much more will be available to enjoy. Most of these booths will be hosted by local not for profit groups. A covered tent area will be available for those who want to sit and dine. A Homecoming favorite, Smash a Car, sponsored by Beyer Auto Body, will be back for the fourth year. Face painting and pony rides will be available for the youngsters. The Knights of Columbus will be hosting booths that will feature Black Jack and Dice games.

The Homecoming's main parking will again be available in Citizen Park behind the Old Fire Department in Old Town. Additional parking is available on the Village's two municipal lots. There will be a handicap access point coordinated by the Village Police command post at Main and School Street. To facilitate the Homecoming, a portion of Main Street will be closed from Thursday, June 18 at 9am until Sunday, June 21.

The committee is accepting applications for booths, parade participants and sponsorship. For more information, please contact the Glen Carbon Community Events Chairwoman Mary Ann Smith at [GCHomecoming@glen-carbon.il.us](mailto:GCHomecoming@glen-carbon.il.us) or 618-781-0095. Volunteers will receive a free Homecoming t-shirt if they work a shift. If you would like to help at the two day event, please contact Kathy Jackstadt at 618-288-6036 or [kathijaxtat@hotmail.com](mailto:kathijaxtat@hotmail.com).

Everyone is welcome, so please come show your support for your community, meet your neighbors and reminisce with old friends. Meet Me on Main Street on June 19 & 20: you are sure to have a good time!

### FRIDAY

**PARTYTIME DJ/KAROAKE – 7PM-12AM**

**SMASH A CAR – 7PM-12AM**

**WELL HUNGARIANS – 8PM-12AM**

### SATURDAY

**GARDEN TOUR 2009 – 10AM-4PM**

*TICKETS FOR SELF GUIDED TOUR AND PLANT SALE AT MINER SQUARE*

**PARADE – 5PM**

**EXIT 12 – 5:30-7:15PM**

**PARTYTIME DJ/KAROAKE – 7PM-12AM**

**SMASH A CAR – 7PM-12AM**

**TOPPER HARLEY BAND – 8PM-12AM**

**FIREWORKS AT DUSK**





# your community

## Garden Tour Date Announced

You are invited to join your neighbors and friends on a stroll through 9 outstanding gardens located in Edwardsville and Glen Carbon.

On Saturday, June 20, 10 a.m. - 4 p.m. the Madison County Extension Education Foundation with support of volunteer Master Gardeners for University of Illinois Extension will sponsor their 2009 Garden Tour.

You can get new ideas for your garden, take pictures and chat with the homeowners and master gardeners. Tickets are \$12 if purchased in advance at University of Illinois Extension, 900 Hillsboro, Edwardsville; Garden Kingdom, Glen Carbon; The Bank of Edwardsville, Main location, Alton, Highland and Maryville Road, Granite City; Creekside Gardens, Collinsville; First National Bank, Holiday Shores, Hamel, Bethalto, and Staunton, and Fetter's Garden Center, Troy. Tickets are \$15 on the day of the tour and available at the plant sale at Sweeties Confections, 123 Glen Crossing Rd., or a garden on the tour. Returning this year will be a raffle for a container garden or gift certificate featured at each home. Tickets for the raffle are \$1 each with drawing to be held at the end of the tour. Containers and gift certificates will be available for pick up on Monday, June 22 at University of Illinois Extension, 900 Hillsboro, Edwardsville.

Your garden journey may begin surrounded by hundreds of beautifully designed container plantings on a 2 ½ acre park-like lakefront property. Or it may begin in a backyard shade oasis with over 100 hostas, herbs, vegetables and a colorful mix of containers and raised beds. Much, much more lies ahead for you to discover as you continue on this exciting garden tour.

To share a garden with another is an unselfish gesture of friendship. This gesture is extended to you on Saturday, June 20. Don't miss the beauty—Get your tickets soon. For additional information call 650-7050

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each other."*

***Serving the SIUE & Edwardsville School District  
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## Stephenson House to Celebrate Ben's Birthday

The Colonel Benjamin Stephenson House is currently making plans for Ben's Birthday Celebration on July 12 from 12-4 p.m. Many exciting family activities are scheduled, so mark your calendars now! Our hope is that Ben's Birthday will be an old-fashioned summer event full of games, raffles, historical demonstrations, ice cream and cake, along with loads of fun.

This event is a fundraiser for Stephenson House and your support is imperative to its success. There are many areas where you can help, and they are listed below. Please take a moment to see where you could offer assistance.

1. Donations of homemade decorated cakes (these will be displayed on cake stands and pieces will be given to visitors).
2. Volunteers to serve cake and ice cream, work the gift shop, interpret throughout the house, or operate the family games.
3. Monetary donations to help underwrite the purchase of raffle items, drinks, additional cakes, paper plates and utensils (if each person gave only \$10 it would be a huge help). This support will allow all money raised during the event (i.e. ticket sales, raffles) to be used for programming, maintenance, and costuming at the house.
4. Donations of bottled water, juice or soda, paper plates and utensils.
5. Spreading the word!
6. Distributing flyers once they are complete.
7. We are also working on putting together 4-5 raffles baskets. Some items will be purchased but donations would be great too. Things we need include: picnic/BBQ supplies and items, bottles of Illinois wine, period toys (or a collection of toys spanning several eras).

Ticket sales and raffle proceeds will go directly to Stephenson House to be used for programming and operations. The more support we obtain for the event, the more successful it will be.

Kevin Wendel is the Fundraising Chair for this event and a new board member. He would appreciate any and all help with this event and can be contacted at [kdwendel@charter.net](mailto:kdwendel@charter.net) or 288-4485.

For more information, visit [www.stephensonhouse.org](http://www.stephensonhouse.org)

## Swing Fore Hope Golf Tournament Scheduled

The Gilliland Financial Group of Northwestern Mutual Financial Network announces the third annual Swing Fore Hope Golf Tournament. The tournament will be held Monday, June 15th, 2009 at Sunset Hills Country Club in Edwardsville, Illinois. Profits from this year's event will again benefit the Siteman Cancer Center in St. Louis. The entry fee of \$250 per golfer includes golf with cart, lunch, beverages, gift, and prime rib dinner buffet. Shotgun start is at Noon, registration begins at 10:30am.

Corporate and hole sponsorships are available. Donations are being accepted for the silent and oral auctions. Please contact Robin Jaeggi at 618-659-9900 ex 138 to register a team or for sponsorship information. Visit our website at [www.swingforehope.org](http://www.swingforehope.org) for more information and registration forms.

## Support Disabled American Veterans

Our Military Veterans put their lives on the line for us. They left their homes and families in order to serve our country. Many experienced combat; some lived in unimaginable conditions, whether the jungles of Viet Nam, the deserts of Iraq or the inhospitable mountains of Afghanistan.

Some came back in a casket; many others came back wounded. Not all wounds were readily apparent. We tend to overlook the wounds that did not take a limb or leave some other physical manifestation. It took years in some cases for these wounds to show themselves. They go by many names: Post Traumatic Stress Disorder, Traumatic Brain Injury. In the past, they had other names; Combat Fatigue, Shell-shock. Whatever they are called, they have a deep and lasting impact on our veterans and their families.

Fellow Americans recognize the debt owed to our veterans and we need to accept the responsibility to help these injured veterans. If you know of a disabled American Veteran who is in need of a job, food, shelter or medical care, please contact Alan Buckner, Disabled Veteran Outreach Program Specialist, (618) 656-6100, extension 387 or [Alan.Buckner@illinois.gov](mailto:Alan.Buckner@illinois.gov)

## MRF Picnic and Plaque Dedication June 13



Join the SIUE Alumni Association and the SIUE Foundation for the MRF Commemorative Picnic and Plaque Dedication on Saturday, June 13th. Activities will include a cook-out, walking tours of the former MRF site, Illinois State Historical Society plaque unveiling and dedication.

### Event Agenda:

- 11:00am - Registration
- 11:30am-1:00pm - Lunch
- 1:00pm - ISHS Plaque Unveiling and Dedication
- 1:15pm-2:30pm - Walking Tours

The event will take place in the former MRF main parking lot just southwest of the intersection of North University Drive and New Poag Road. Free parking will be available across the street on the southeast corner of North University Drive and New Poag Road.

### Ticket Information:

Tickets are \$15 for Alumni Association and \$20 for non-members. Pre-registration is requested. Tickets can be purchased online at [www.siu.edu/alumni](http://www.siu.edu/alumni) or over the phone by calling 618-650-2760.

### Event Volunteers:

We are in need of volunteers to help with set up, event registration and walking tour guides. If you are interested in volunteering, please contact Steve Jankowski at 618-650-2346 or [sjankow@siue.edu](mailto:sjankow@siue.edu).

### MRF Commemorative Committee:

The MRF Commemorative Picnic is being produced by the members of the MRF Commemorative Committee, a joint effort of the SIUE Alumni Association and the SIUE Foundation. Click here for more information on the committee.



# **"Look, Mom! No hands."**



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