

November 2011



Edwardsville | Glen Carbon Chamber of Commerce

It's everyone's business.

Common Ground



2010 Grand Prize Winner: Dana Morris



2010 Week 1 Winner: Jordyn Barr



2010 Week 2 Winner: Chrysti Winfield-Russo



2010 Week 3 Winner: Norma Smith



2010 Week 4 Winner: Cindy Hartman



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

on the cover

Shop Chamber

You have heard it many times: shopping locally is so important in these challenging economic times. In response, the Chamber is bringing the community a 'shop local' campaign that offers rewards! After a successful first annual 'Shop Chamber' campaign, we're planning the 2012 event and again encouraging consumers to 'Shop Smart. Shop Local. Shop Chamber.'

When consumers shop at participating 'Shop Chamber' locations this holiday season, they can enter to win prizes donated by participants every week in December. All who are registered to win are entered in the grand prize drawing for **\$1,000 cash**, sponsored by **First Clover Leaf Bank**.

The 'Shop Chamber' campaign kickoff is **Friday, November 18**. Beginning **Monday, November 14**, shoppers can go to www.edglenchamber.com for a list of participating locations. This year's participants will benefit from a significant investment in search engine marketing to promote the event. The deadline to sign up is **Friday, November 4**.

So, when you are out doing that holiday shopping before or after work or during your lunch hour, choose the 'Shop Chamber' locations for a chance to win weekly prizes and/or a **\$1,000 cash** prize!

Dues Reminder & Notice

As you may all recall, in 2011 the board of directors for the Ed/Glen Chamber of Commerce changed the annual dues to be charged on a calendar year basis instead by the anniversary month of the member as it had been done in previous years. With this said, our members will be receiving their 2012 membership dues invoice in December 2011 for payment in January 2012. All invoices will be due within 30 days of receipt. Please note that all invoices, generated by the Chamber after December 2011 and not paid within the specified payment schedule, will be subject to a monthly 1.5% finance fee on the balance owed to the Chamber until it is paid in full.

2011 Advertising Rates:

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

Book One Year of Advertising in Common Ground and Receive a 15% Discount.

Call 618.656.7600 for details.

Common Ground

200 University Park Drive, Suite 260
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Tiger Plumbing
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US Bank
USO of Missouri
Verizon Wireless
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events

11/3 Thursday 5-7pm

Business After Hours
Greater Edwardsville Area
Community Foundation
at TheBANK of Edwardsville
330 West Vandalia Street
Edwardsville, IL 62025

11/8 Tuesday 4pm

Ribbon Cutting
St. Boniface Catholic Church
Always Evergreen Gifts
110 North Buchanan Street
Edwardsville, IL 62025

11/9 Wednesday 6pm

Board Development
Workshop at SIUE
Call 618.650.2762 to register.

11/10 Thursday 10:30am

Ribbon Cutting
National Bank
2200 Troy Road
Edwardsville, IL 62025

11/10 Thursday 5:30pm

YPG Wine Tasting & Education
Class at Encore Wine Bar
250 North Main Street
Edwardsville, IL 62025
RSVP to Beth at:
bbreihan@edenvillage.org

11/17 Thursday 5-7pm

Business After Hours
Hospice of Southern Illinois
7325 Marine Road
Edwardsville, IL 62025

11/18 Friday 12-1pm

networking@noon
Speed Networking
facilitated by Iris Salsman
at GC Cuisine
1230 University Drive
Edwardsville, IL 62025

11/30 Wednesday 4pm

Ribbon Cutting
Visions by Carol Photography
456 East Vandalia Street
Edwardsville, IL 62025

save the date

12/1 Thursday 5-7pm

Business After Hours
The Garden Kingdom
3711 South IL Route 157
Glen Carbon, IL 62034

12/8 Thursday 4pm

Ribbon Cutting
Reputation Salon
214 Hillsboro Avenue
Edwardsville, IL 62025

10/19 Wed 8:30-10:30am

Professional Education
Reaching Your Target Market
Session 3: Successful Email
Marketing with Steve Robinson
of Constant Contact
at Hortica
#1 Horticultural Lane
Edwardsville, IL 62025

12/15 Thursday 5-7pm

Business After Hours
Hudson Jewelers
6679 Edwardsville Crossing
Suite E
Edwardsville, IL 62025

Community Link Map Sales Begin in March

The Chamber's new map project project will kick off in March 2012 - remember to earmark advertising dollars for maps sales! Look for notices early in 2012 to learn when our CommunityLink sales representative will be in Edwardsville & Glen Carbon scheduling visits.

**But what to my wondering eyes should appear?
But a bottle of wine and kegs full of craft beer!**

Consider Global Brew in Edwardsville for Your Office Holiday Party.

With more than 250 beers from around the world and across the U.S. it is a great choice for a fun night. Call today to reserve your preferred date and time. There are also options for catering your party with Herzog's Kitchen.

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ambassadors

Call for 2012 Ambassadors

The Chamber is accepting Ambassador applications for 2012 – this is a great way to get connected!

Chamber By-laws

Become familiar with the Chamber's by-laws, policies & procedures.

Ambassador Meetings

Attend monthly Ambassador meetings.

Recruitment & Retention

Help recruit new Chamber members. Mentor new Chamber members to help them become familiar with Chamber benefits. Contact non-active members to encourage participation as needed.

Fundraisers

Support the Chamber's fundraising events such as annual auction, golf challenge, etc. as a volunteer.

Chamber Promotion

Represent the Chamber in a professional manner at all times.

Chamber Board Meetings & Activities

Attend **twelve** Business After Hours events each year to assist with 50/50 ticket sales, registration. Greet and welcome new and prospective Chamber members at events. Participate in networking@noons, ribbon cutting ceremonies, open houses, ground breakings, and have the opportunity to provide promotional items for ribbon cutting welcome baskets. Assist with annual Halloween parade by judging parade entries. You are welcomed and encouraged to attend monthly board of directors meetings.

2012 AMBASSADOR APPLICATION FORM

NAME: _____

You reviewed the Ambassador duties & responsibilities and are willing to fulfill obligations: YES _____ NO _____

COMPANY: _____

How long have you been a Chamber member? _____

ADDRESS: _____

Why are you interested in becoming an Ambassador? _____

PHONE: _____

E-MAIL: _____

For additional information, contact Lisa Smith at 618.656.7600 or lsmith@edglenchamber.com

Please mail (200 University Park Drive, Suite 260; Edwardsville, IL 62025) or fax (618.656.7611) your application to the Chamber office.

APPLICATIONS MUST BE RECEIVED BY NOVEMBER 30, 2011

*I have read and agree with the above duties and responsibilities. These expectations need to be met by **all** ambassadors to help with day-to-day functions and to achieve the overall goals and missions of the organization. If for any reason you cannot honor your responsibilities or duties, please advise the ambassadors' chairperson so alternate plans can be made. As an ambassador, you will act as a representative of the Chamber by promoting membership and mentoring new members.*

NAME: _____

DATE: _____

SIGNATURE: _____

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Jeffrey Smith, CPA
Co-Founder

Brown Smith Wallace has expanded its presence in Southwestern Illinois with our move into our Glen Carbon/Edwardsville office. Three key things you should know about us:

1. Illinois Presence for Nearly 40 Years

Now we can better deliver our broad range of accounting, tax and consulting services to area businesses.

2. Our Clients Value Us

Greg Fowler, P.E., President and CEO, J. F. Electric, Incorporated, says: "We've been a client for about 35 years. They have assisted us in many aspects of our business, and their team members have all been very knowledgeable in their fields of expertise."

3. Illinois Savings Opportunities

Our state and local tax specialists, among others, can help you identify ways to save money NOW.
(See below)



Interested in new ideas
that can help your business grow?
Contact Jeffrey Smith, CPA, co-founder,
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for some Illinois tax tips, visit
www.bswllc.com/state-tax-services-illinois.



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Christian Hospital's Center for Advanced Pulmonary Medicine is Branching Out for Early Detection

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Christian Hospital is the only community hospital in the St. Louis area using two advanced technologies – endobronchial ultrasound (EBUS) and electromagnetic navigation system (InReach) – in earlier detection of lung disease and cancer with less risk.

For more information on how you or a loved one can benefit from this breakthrough technology, call 314-653-5532 or toll-free 1-877-638-8575.



CHN10531 9/11

Business of the Month:



Michelle and Kelly Cobb, along with children Max and Lilly, opened Culver's of Edwardsville in January 2006 and joined the Edwardsville/Glen Carbon Chamber of Commerce immediately. The Cobbs enjoy serving great food and extending sincere hospitality to their guests. Pleasing people is the Cobbs' passion, and Culver's, and restaurant guests will sense that enthusiasm during each visit.

At Culver's, diners experience quick and casual food service combined with a wide variety of fresh food created from high quality ingredients, including Midwest dairy and beer suppliers. The Cobbs take great pride in the cleanliness of their restaurant and the genuine friendliness of their staff.

While their most dedicated guests tend to be families and retired couples who realize that Culver's offers quality food at reasonable prices, the welcome everyone who enjoys delicious food at a great value to stop by and give it a try.

Kelly and his family wish to thank all of their Culver's customers for supporting the business over the years. "Growth is slow due to the economy and slow community growth, but we have lots of dedicated guests and we sincerely appreciate their patronage," stated Kelly.

Giving back to the community is important to the Cobb family. Culver's of Edwardsville provides numerous fundraising opportunities for all non-profit organizations interested in raising money, as well as donating gift coupons to regular patrons. Food matches are also offered for organizations who hire them to cater events.

"We have gained tremendous exposure to the community and to our patrons as a result of our membership and overall dedication to the Chamber," said Kelly. Thank you to our valued guests and to the Ed/Glen Chamber staff, members, board of directors, and the community for your business! I would also like to extend so much appreciation and ongoing patience to my family, friends and to Mike and Barb Reynolds for helping me aspire to my dream."

The mantra at Culver's of Edwardsville: "Every guest who chooses Culver's leaves happy – welcome to delicious!"



To learn more about Culver's of Edwardsville, stop by 6724 Old Troy Road in Edwardsville, call 618.692.0800, or go to www.culvers.com. Extended and diverse catering services also available.

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SkinCare Specialist



Reaching Your Target Market



Session 1: September 14

Search Engine Optimization, Search Engine Marketing & Internet Presence Marketing
8-8:30am Networking; 8:30-10:30am Program

Session 2: October 19

Using LinkedIn as a Powerful Prospecting Tool
8-8:30am Networking; 8:30-10:30am Program

Session 3: December 9

Successful Email Marketing

8-8:30am Networking; 8:30-11:30am Program

All programs hosted at Hortica Insurance & Employee Benefits; #1 Horticultural Lane in Edwardsville

I will attend: ☐ Session 3 at \$20/person (\$30 non-members)

Business Name _____

Contact Person _____

Business Address _____

Business Phone _____

Name of Attendee(s) _____

Email Address(es) _____

I am enclosing a check for \$ _____

CONGRATULATIONS 2011 HALLOWEEN PARADE WINNERS!



Grand Champion: First Clover Leaf Bank



2nd Place Large Commercial: 1st MidAmerica Credit Union



3rd Place Large Commercial: The Auto Body Shop / Exit 12 Band



1st Place Small Commercial: The Doll Corner



2nd Place Small Commercial: Pride Cheer



3rd Place Small Commercial: Ooh La La Anti-Aging & Laser Center



1st Place Large Non-Profit: YMCA of Edwardsville



2nd Place Large Non-Profit: Meridian Village

schmooze

business after hours



Ooh La La Anti-Aging & Laser Center, October 13



Ooh La La Anti-Aging & Laser Center, October 13

networking@noon



Managing Business Cards with Iris Salsman, October 7

professional ed



LinkedIn with Gordon Liametz, October 19

ribbon cuttings



Brown Smith Wallace LLC, October 6



Glen Carbon Heritage Museum Pavilion, October 12



St. John's Community Care, October 18



Lewis and Clark Community College Hatheway Cultural Center, October 18



The Goddard School's New Annex, October 19



Mid America Plastic Surgery, October 20

CONGRATULATIONS 2011 HALLOWEEN PARADE WINNERS!



3rd Place Large Non-Profit: Trinity Lutheran Ministries



1st Place Small Non-Profit: The Bridge Church



2nd Place Small Non-Profit: Hope Animal Rescues



3rd Place Small Non-Profit: USO of Missouri, Inc.



1st Place Neighborhood/Youth Groups: Hentz, Hartman & Friends



2nd Place Neighborhood/Youth Groups: Edwardsville Orchestra Boosters



3rd Place Neighborhood/Youth Groups: SIUE School of Pharmacy

Residents and visitors alike lined the streets of downtown Edwardsville this Halloween to enjoy floats decorated in honor of cartoons and comics. This annual tradition is brought to you by the Edwardsville/Glen Carbon Chamber of Commerce with the help of the City of Edwardsville and our event sponsors.

your business

Chamber Thanks Parade Supporters & Volunteers

The Ed/Glen Chamber gives special thanks to volunteers, American Family Insurance, Bella Milano, Royal Solutions LLC, Stunkel Towing, Cable Access TV, the City of Edwardsville, District 7, First Clover Leaf Bank, Annie's Frozen Custard, Glen Carbon Centennial Library, Miss Bailey's Poppy Patch, Shell Community Credit Union, Scott Credit Union, The Goddard School, FCB Edwardsville Bank, Edwardsville Rotary, Edwardsville & Glen Carbon Fire Departments & the SIUE Police Department for their continued support of the Halloween Parade.

Sponsors of this year's parade were 1st MidAmerica Credit Union, Midwest Sunray Lighting & Sign Maintenance Company, Walmart of Glen Carbon, Scott Credit Union, Bard & Didriksen Pediatrics, Maryville Medical Spa and Maryville Women's Center.

Metro East News from IL Dept. of Economic Security

In September, the not seasonally adjusted unemployment rate for the Illinois Section of the St. Louis Metropolitan Statistical Area was 9.1 percent, unchanged from September 2010. This was the 14th consecutive month that the unemployment rate has been equal to or lower than one year ago.

Compared to 2010, total non-farm payrolls declined by (-2,700). Job growth was reported in Financial Activities (+600) and Other Services (+100). Leisure and Hospitality (-700), Professional and Business Services (-600), Construction (-500) and Government (-400) recorded declines from their September 2010 levels. All other major industry sectors were stable compared to last year.

The unemployment rate identifies those who are out of work and seeking employment. A person who exhausts benefits, or is ineligible, still will be reflected in the unemployment rate if they actively seek work. Since January 2010 when Illinois employment resumed after the national recession, Illinois has added +81,000 net new jobs. Leading sectors are Professional and Business Services (+40,200); Educational and Health Services (+32,700); Manufacturing (+17,500); and Trade, Transportation and Utilities (+16,800).

"The data shows improvement compared to last year as our local communities continue to fight against the lingering headwinds of the national recession," IDES Director Jay Rowell said. "Monthly snapshots serve our need for immediacy, but long-term trends provide the proper context for this stage of the economic cycle."

The IDES supports economic stability by administering unemployment benefits, collecting business contributions to fund those benefits, connecting employers with qualified job seekers, and providing economic information to assist career planning and economic development. It does so through nearly 60 offices, including Illinois workNet centers.



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NOVEMBER 1 - DECEMBER 31, 2011



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At SIUE, we believe that the influence of a leader in education extends beyond the classroom. That's why we're enhancing our region through innovative research, community and business partnerships, and economic development initiatives, all of which contribute to an annual \$471 million impact on our region. We're also preparing the next generation of community leaders. In fact, more than half of our 90,000 graduates live and work in the St. Louis area. These are just some of the ways we're helping to create a better future – for our students, and our community.

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Sandberg Phoenix Named to 'Best Firms' List

U.S. News & World Report announced that Sandberg Phoenix & von Gontard P.C. received St. Louis metropolitan first-tier rankings on the 2011-2012 U.S. News – Best Lawyers "Best Law Firms" list. The firm was recognized in the following areas:

- Commercial Litigation
- Medical Malpractice Law – Defendants
- Personal Injury Litigation – Defendants
- Product Liability Litigation – Defendants
- Professional Malpractice Law – Defendants

Rankings for this publication are based on a rigorous evaluation process that includes thousands of clients, highly skilled lawyers and law firm representatives. An unprecedented amount of data was collected, emphasizing the scope of this endeavor and the significance of Sandberg Phoenix's presence in this unparalleled guide to law firm expertise.

To learn more, call 314.446.4359 or go to www.sandbergphoenix.com.

Tax Career Class Offered at SIUE

A vocational training class for tax preparation will be offered at Southern Illinois University Edwardsville on November 4, 5, & 6 from 8am–5pm. The class is designed for people who prepare individual tax return Form 1040, plan to enter the tax preparation career field, or need additional training to prepare for the Registered Tax Return Preparer Exam as offered by the Internal Revenue Service.

The class includes daily seminar training, practical application workshops, exam question samples, and a nationally recognized textbook. The three-day syllabus includes preparer topics included in the IRS exam, Form 1040 and approximately 45 additional forms and schedules. The fee for the class is \$199.

The class will be taught by Susan M. Young, CPA who is an editor of the University of Illinois Tax Updates textbook and an experienced accounting instructor. For additional information call Cheryl Brunsman at 618.650.3209 or register online at <https://aceweb.siue.edu/WConnect/ace/>

Encore Wine Bar in the Wildey Theatre

New to Edwardsville in 2011 and located in the historic Wildey Theatre on Edwardsville's Main Street, Encore Wine Bar offers theatergoers a stop to continue their night at the show.

Owners Len & Arlene Scaturro invite you to experience the warm atmosphere at Encore. It's the perfect place to unwind with one of their 50 wines and a variety of beers. Encore is also an unique venue for special events.

Encore opens at 4pm Tuesday through Saturday. To learn more, call 618.606.3458 or 618.659.3530. Stay tuned to www.facebook.com/encorewinebar for updates and event information.



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Peel Wood Fired Pizza Named Best New Restaurant 2011

Brandon Case and Patrick Thirion, Chef-Owners of Peel Wood Fired Pizza in Edwardsville, are thrilled to announce that Peel has been named Best New Restaurant 2011 by *St. Louis Magazine*. Peel was selected from more than 200 new independently owned restaurants that opened in the St. Louis region over the last two years. Only 25 restaurants are named to this prestigious category each year.

According to the October 2011 issue, Peel Wood Fired Pizza is enjoyed by devoted customers from Wentzville, MO to Greenville, Illinois who say "it's the best pizza around." The article continues stating the 90-second bake in a 900-degree, wood-fired Italian oven produces the ideal crust, char, and chew, and equal attention is paid to the salads and craft brews. Moreover, the magazine boasts that Peel is an outstanding example of all things a pizza parlor can be.

"We're excited to be named as a top new restaurant in St. Louis and are equally excited that our customer-base in the St. Louis region continues to grow," commented Owner Patrick Thirion. "We truly enjoy serving our culinary creations to our patrons and are very honored to be included in this great group of St. Louis eateries."

Peel Wood Fired Pizza is open Tuesday–Thursday, 11am–10pm; Friday & Saturday, 11am–11pm; and Sunday 11am–8pm. Visit www.PeelPizza.com to view their food and drink menu.



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CUTC to Perform *A Christmas Story*

Curtains Up Theater Company (CUTC) will perform *A Christmas Story*, American humorist Jean Shepherd's charming tale about young Ralphie growing up in 1940s Cleveland during a particularly interesting Christmas season. The play chronicles a young boy's childhood during the holidays as he schemes to convince his parents that he should ask Santa for a 'genuine Red Ryder BB gun' despite their warning that it could 'put his eye out.' The film, narrated by Shepherd himself, was based on his story: *In God We Trust; All Others Pay Cash*.

The play will be performed at 7pm Thursday–Saturday, December 1–3 and at 2pm Sunday, December 4, all in the Webster School Auditorium at 108 West Church Street in Collinsville. Tickets are \$15; senior citizens, \$12; and children 18 years and younger, \$10, and may be purchased at Edwardsville Public Library.

Curtains Up Theater Company is supported in part by a grant from the Fox Performing Arts Charitable Foundation in St. Louis. For more information, go to www.curtainsuptheater.com or contact Greg Conroy at 618.304.9501.

Anderson Hospital Provides County With AEDs

Automated External Defibrillators (AEDs) are one of the latest, most important, advancements in sudden cardiac arrest response. In an effort to create a heart healthier, safer community, Anderson Hospital recently donated an AED to the Madison County Sheriff's Department.



Pictured L to R: William Rodgers, RN, MSN, Director of Cardiovascular Services at Anderson Hospital; Lt. G. Cale Becker, Madison County Sheriff's Department; Laura M. Gruen, MD, Cardiologist; and Craig Plappert, St. Jude Medical.



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Susan Kuykendall of Kurt's CARSTAR Named Marketing Manager of the Year

CARSTAR Auto Body Repair Experts announced the winners of its top marketing awards at the CARSTAR National Conference in Seattle. The marketing awards recognize the franchisees and individuals that deliver the most impactful marketing programs throughout the year.

For the third year, CARSTAR is honoring local CARSTAR stores' philanthropic activities with special awards such as Extraordinary Individual Store Contribution to the Make-Wish-Foundation, Extraordinary Business Group Contribution to the Make-Wish-Foundation and Soaps It Up Outstanding Contribution.

CARSTAR's Bill Garoutte, assistant vice president – marketing, honored Marketing Manager of the Year winner, Susan Kuykendall of Kurt's CARSTAR Collision Center and presented her award during the annual awards ceremony Sunday evening.

To earn the award, a marketing manager must have supported corporate marketing programs like ACE, Make-A-Wish Magnetic Stars and Soaps It Up; worked as a marketing manager for at least one year; and participated in community involvement and creative marketing solutions.

Kurt's CARSTAR was also honored with a unique award, the Extraordinary Individual Store Contribution to the Make-Wish-Foundation. This award is presented to a store for its efforts in going above and beyond the normal call of duty to support the Make-A-Wish foundation. The recipient is selected based on their proactive approach to support the Make-A-Wish foundation in their local market. Kurt's CARSTAR is located in Maryville and owned by Kurt Mueller, who also won in 2009 and 2010.

"All of these stores, business groups and individuals have done a tremendous job of building the CARSTAR brand locally and nationally over the past year,"

said Garoutte. "They have delivered unique, creative marketing programs that have helped drive sales, increase our market share and set apart the CARSTAR brand in the marketplace."



To learn more about Kurt's CARSTAR Collision Center, call 618.345.4519, stop by 1 Mueller Drive in Maryville, or go to www.carstar.com.

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Scott Credit Union Donates to Edwardsville Orchestra Boosters

Scott Credit Union (SCU) recently presented a \$7,000 check to representatives from the Edwardsville Orchestra Boosters (EOB). SCU has committed to support the EOB with \$21,000 over a three-year period.

Scott Credit Union Community Relations Representative Lauren Hayes presented the \$7,000 check to Orchestra Boosters President Lisa Browner and Orchestra Boosters Fund Raising Co-Chair Judy Kupsky.

EOB's mission is to support the orchestra music program through fund raising, scholarship, and volunteerism. EOB provides support for instrument replacement and repairs, concert refreshments, costume rental, field trips, and sponsorship of participation in regional and national competitions.

"We are very proud to support local students with our contribution to the Edwardsville Orchestra Boosters," Hayes said. "This is another great opportunity for us to support our community and the people who live here. Credit unions are really about helping people and this is a perfect way for us to take that even a step further," she added.

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.

For details on opening accounts at Scott Credit Union, go to www.scu.org, call 1.800.888.4728, or stop by any of the credit union's branches.



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