

August 2011



Edwardsville | Glen Carbon Chamber of Commerce

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Common Ground

Reaching Your Target Market



SEPTEMBER 14

Search Engine Optimization,
Search Engine Marketing &
Internet Presence Marketing

OCTOBER 19

Using LinkedIn as a
Powerful Prospecting Tool

DECEMBER 9

Successful Email Marketing

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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.

Common Ground

200 University Park Drive, Suite 260
Edwardsville, Illinois 62025

Phone: (618) 656-7600

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www.edglenchamber.com

on the cover

Reaching Your Target Market Series

The Edwardsville/Glen Carbon Chamber of Commerce professional education committee has developed a series of three fall programs designed to help you take your business to the next level by kicking your marketing strategy into high gear.

SEPTEMBER 14 8:30-10:30AM

Topic: Search Engine Optimization, Search Engine Marketing & Internet Presence Marketing

Speaker: Shannon Stelling, Chamber Internet Solutions

OCTOBER 19 8:30-10:30AM

Topic: Using LinkedIn as a Powerful Prospecting Tool

Speaker: Gordon Liametz, Revenue Performance Inc.

DECEMBER 9 8:30-11:30AM

Topic: Successful Email Marketing

Speaker: Steve Robinson, Constant Contact

COST:

All three sessions: \$45/person (\$60 non-member)

Individual sessions: \$20/person (\$30 non-member)

LOCATION:

Each session will be held at Hortica Insurance & Employee Benefits, located at #1 Horticultural Lane in Edwardsville.

RSVP:

Please call 618.656.7600 to register; RSVP required.

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Thouvenot, Wade & Moerchen Inc.
Tiger Plumbing
University Nursing & Rehabilitation
US Bank
USO of Missouri
Verizon Wireless
Wenzel & Associates

events

8/4 Thursday 5-7pm

Business After Hours
Anderson Hospital
6800 IL Route 162
Maryville, IL 62062

8/9 Thursday 7:30-9am

YPG Learn from a
Leader Breakfast with
Dr. Dale Chapman
Ed/Glen Chamber Lower Level
200 University Park Drive, U2 1127
Edwardsville, IL 62025
**RSVP to Beth at
bbreihan@edenvillage.org**

8/11 Friday 4pm

Ribbon Cutting/Open House
Unfried Chiropractic &
Integrated Medical Group
435B South Buchanan Street
Edwardsville, IL 62025

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
Glen Carbon, IL 62034

8/24 Friday 4pm

Ribbon Cutting
SSM Physical Therapy
219 East Vandalia Street
Edwardsville, IL 62025

8/26 Friday

SIUE Block Party
Downtown Edwardsville

save the date

9/1 Thursday 5-7pm

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

9/15 Thursday 5-7pm

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

9/9 Friday 12-1pm

networking@noon
How to Work the Room Like
a Pro with Iris Salsman of I.
Salsman PR
at GC Cuisine
1230 University Drive
Edwardsville, IL 62025
RSVP REQUIRED

9/19 Mon 4:30-6:30pm

Meet & Greet Your
Elected Officials
Location TBD

9/30-10/2

Community Wide Fallfest
Locations throughout
Edwardsville, Glen Carbon &
SIUE

9/14 Wed 8:30-10:30am

Professional Education
Reaching Your Target Market
Session 1: Marketing Your
Business with SEM/SEO/IPM
Presented by Shannon Stelling
of Chamber Internet Solutions
at Hortica
#1 Horticultural Lane
Edwardsville, IL 62025

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 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!

8/18 Thursday 5-7pm

Regions Bank
2120 South IL Route 157 in Glen Carbon

9/1 Thursday 5-7pm

Business & Professional Women / Neruda
4 Club Centre Court in Edwardsville

networking@noon schedule

Can't make a Business After Hours? networking@noon is a great way to meet other business people in a smaller group setting without taking time away from your busy day. This fun, fast-paced, members-only "speed networking" event is designed to get you in, fed, connected, and on your way in 60 minutes or less. **E-mail dbennyhoff@edglenchamber.com for online registration instructions. RSVP is required. \$10 per person.**

8/12 Friday noon

Speed Networking facilitated by Iris Salsman
at GC Cuisine in Edwardsville

9/9 Friday noon

Iris Salsman: How to Work the Room Like a Pro
at GC Cuisine in Edwardsville



Underwriting Opportunities

WSIE depends on patronage from the community and our loyal listeners. Your underwriting support enables WSIE to continue providing the quality music and programming our listeners enjoy.

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.

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Save the Date: Meet & Greet Your Elected Officials

Mark your calendars – the eighth annual Meet & Greet Your Elected Officials is scheduled for Monday, September 19 from 4:30–6:30pm at Edwardsville Gun Club.

This is a great opportunity to meet and mingle with your local, state and federal elected officials in a relaxed atmosphere.

2011 Meet & Greet is brought to you by the Edwardsville/Glen Carbon Chamber of Commerce and the attorneys of Sandberg Phoenix & von Gontard P.C.

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Save the Date
October 23 is the Annual Fall Tasting
at St. Mary's Catholic Parish

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618.659.3530 | www.crushedgrapesltd.com

Sept 30 – Oct 2, 2011

The third annual Fallfest, scheduled for **Friday–Sunday, September 30–October 2**, is a chamber sponsored event planned to spotlight special events going on in Edwardsville, Glen Carbon, and on SIUE's campus.

Call 618.656.7600 to find out how you can **get involved** by hosting an event, such as a customer appreciation day, or partnering with one of the many great non-profit organizations in our community.

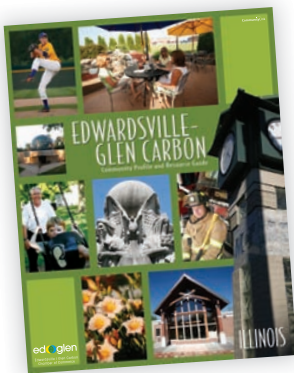
The chamber is committed to helping promote your Fallfest events!



events coming soon at edglenfallfest.com

Visitor Guide Delivered, Profile Book in Sales Phase

The Edwardsville/Glen Carbon Visitor Guide is hot off the press – go to www.edglenchamber.com and click on the booklet image to check it out!



The Ed/Glen Chamber has again partnered with CommunityLink to publish a new Edwardsville/Glen Carbon Community Profile & Resource Guide. This beautiful, full

color profile gives newcomers and those looking to relocate a comprehensive view of life and opportunities in our area. Brad Burt, our CommunityLink consultant, is calling on members to share the opportunities for marketing your business in the guide. Ads are available in a variety of sizes and prices to fit your budget. Contact Brad at 1.800.455.5600 ext. 2028 or by email to learn more or schedule an appointment.

SIUE Block Party Set for August 26 in Edwardsville

WHAT: 12th Annual Edwardsville Block Party
WHEN: Friday, August 26, 2010 from 6PM–12AM
WHERE: Downtown Edwardsville

Join the City of Edwardsville, SIUE, and the Edwardsville/Glen Carbon Chamber of Commerce for an evening of fun for the entire family. Enjoy live music, free inflatables, and carnival games. Local restaurants will be on hand to sell food. You can also learn more about area businesses at their information booths!

Visit the Edwardsville/Glen Carbon Chamber of Commerce beer tent – all proceeds support our scholarship fund! Beer tent cups kindly provided by SIUE Alumni Association.



Young Professionals Group

upcoming YPG events

8/9 Tuesday 7:30-9am

YPG Learn from a Leader Breakfast with Dr. Dale Chapman of Lewis and Clark Community College Ed/Glen Chamber Lower Level (200 University Park Drive; Conference Room U2 1127) RSVP to Beth Breihan at bbreihan@edenvillage.org

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

new YPG members

Ellen Milton

SSM Physical Therapy

Lauren Wagner

TheBANK of Edwardsville



ABOVE: A YPG Beer Tasting event was held at Global Brew Tap House & Lounge in June.

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ambassadors

Ambassador Spotlight: Nicole Kline

Originally from Carbondale, IL, Nicole now lives in Glen Carbon with husband Brian, daughter Madison, and golden retriever Charlie.

Nicole enjoys taking care of her family, traveling, boating, dining at new restaurants, meeting new people and expanding Extra Help, Inc. in the Metro East and St Louis areas. Her favorite sports team is the St. Louis Cardinals!



Nicole received her Bachelor of Science and Master of Business Administration degrees from St Louis University. For the past five years she has served as regional director at Extra Help, Inc. Employment and Payroll Services.

"Workforce management is a great way to use both my business and interpersonal skills. Each and every day I get to work with new clients, both job seekers and businesses, and help them with their specific staffing and payroll needs."

Nicole has been involved with the chamber since 2007 when Extra Help, Inc. expanded into the Edwardsville area. She became an ambassador to get more involved in the wonderful community in which she lives and works. Her goal as an ambassador is to encourage chamber members to become more involved in chamber events and activities, and to introduce new businesses to the many benefits of membership.

When asked to name a business leader she admires most, Nicole answered without hesitation, "My boss and Extra Help, Inc. owner Teresa Katubig. Teresa is an entrepreneur, a humanitarian, a leader, a friend, a mother, a wife, a mentor and an amazing business woman. She is also one of the most dedicated people I have ever met."

Nicole is also active in Edwardsville Rotary Club and RiverBend Growth Association.

Nicole's advice for fellow chamber members: Get involved and attend the events. There is so much to gain from active membership, on both professional and personal levels.

2011 Ambassadors

Dave Viox, Chair
AAdvantage Insurance Group

Rachel Case, Co-Chair
First Clover Leaf Bank

Candice Arana
Hospice of Southern Illinois

Natalie A. Head
Anderson Hospital

Ryan High
Global Brew Tap House & Lounge

Allison Katt
Scott Credit Union

Dana Klassen
St. John's Community Care

Nicole Kline
Extra Help, Inc.

Bonnie Kotsybar
Chamber Staff

Linda Kuhlmann
Kuhlmann Business Services

Ryan Matthews
The Insurance Partnership

Mark Muckensturm
MRCT Benefits Plus

Rob Pickerell
Regions Bank

Jenny Robison
Shell Community Credit Union

Sara Sanderson
Liberty Mutual

Diana Voegel
Express Employment Professionals

Zach Woods
Commerce Bank

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Business of the Month:

Walmart

Glen Carbon Walmart was established August 21, 1979 and has been an Ed/Glen Chamber member since 2003. The store is a general merchandise, "Every Day Low Price" retailer, providing a niche for its strong customer base.

Store Manager Skip Sponeman first became involved with Walmart while attending SIUE. Upon graduation Skip knew that he wanted to make a positive impact within his community and saw employment with Walmart as a means for achieving that goal.

"Walmart has the ethics and values that enable people to improve their lives and I wanted to be a part of that experience," Sponeman said.

Skip is passionate about satisfying the needs of others within his community so that people can 'Save Money. Live Better.'



Glen Carbon Walmart has grown a great deal under Sponeman's leadership, increasing in both size and product assortment. In 1979 the store employed approximately 100 associates; today that number is over 300.

"The Village recently approved our request to expand. After expansion, the increase in size will improve our product assortment even further. Customers will enjoy EDLP with an expanded selection to meet their needs and live better," Sponeman said when asked about future plans.

Glen Carbon Walmart donates to several local charitable organizations, and is involved with Children's Miracle Network on a national level.

Skip's mantra: "Take care of your people and they will take care of you. I have a terrific team, and without them I would not be able to be as involved as I am with the chamber."

Chamber membership has benefitted Skip and the Glen Carbon store through shared experiences and improved relationships with business and community leaders.

Walmart is located at 400 Junction Drive in Glen Carbon.



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For complete m2m offer details, visit www.edglenchamber.com/m2m/index.asp and click to see the complete listing of current offers. You must be a member of the Edwardsville/Glen Carbon Chamber of Commerce in good standing to participate in the m2m program. All specific details and restrictions of the privilege are to be handled by the vendor. Benefits are subject to change or withdrawal at any time and are at the discretion of the individual business. The Ed/Glen Chamber does not endorse goods or services and assumes no liability or responsibility for the provision or acceptance of goods or services. Any disagreement or dispute between the customer and participating vendor is the responsibility of the parties to resolve. Participation in this program is voluntary. The Ed/Glen Chamber reserves the right to reject any proposed goods or services which it deems objectionable or detrimental to the program.

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Sivia Business & Legal Services, July 7



Sivia Business & Legal Services, July 7



Sivia Business & Legal Services, July 7



Gateway Regional Medical Center's Edwardsville Health Center, July 21



Gateway Regional Medical Center's Edwardsville Health Center, July 21



Gateway Regional Medical Center's Edwardsville Health Center, July 21

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Hosted by Eden Village Retirement Community, July 8



Iris Salsman: Using Your Business Cards Intelligently, July 8

ribbon cuttings & ground breakings



Edison's Entertainment Complex, July 7



Twist Fro Yo Cafe, July 13



Lost Arts & Antiques, July 20

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- 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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Lading Named Up & Coming Lawyer

Philip J. Lading, of Sandberg Phoenix & von Gontard P.C., has been named a 2011 Up & Coming Lawyer by the editors of Missouri Lawyers Weekly. This award is given to high achieving attorneys who epitomize excellence in the legal community and are identified as leaders in the community-at-large.



Phil is a shareholder of Sandberg Phoenix & von Gontard where he primarily practices in the firm's Business and Business Litigation Practice Groups. Phil has extensive experience in municipal, local and state law, business and commercial litigation, insurance defense litigation, insurance coverage disputes and family law. Beyond his work with the firm, Phil also works closely with H.I.S. K.I.D.S., Inc., a local not-for-profit charitable organization based out of Highland, Illinois, whose mission is to serve children and their families who are dealing with cancer and other terminal illnesses.

SCU Supports YMCA of SW Illinois

Scott Credit Union recently presented an \$8,000 check to the YMCA of Southwest Illinois to sponsor of the organization's Partner with Youth Campaign, Race Cup Series, Backpack Attack, and annual golf tournament.

Scott Credit Union Community Relations Representative Jennifer Riebold and SCU Community Relations Supervisor Allison Katt presented the \$8,000 check to YMCA of Southwest Illinois President & CEO Jorge Perez.

"This is another great opportunity for us to support our community and the people who live here," Katt said. "It is our way of showing our support to the YMCA and the great programs that they provide. Credit unions are really about helping people and this is a perfect way for us to take that even a step further."

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.

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The next generation of technology, led by the Apple iPad and Macintosh, is changing the business landscape and the workforce is becoming increasingly mobile.

Small business owners are in danger of being left in the dust so don't miss this incredible opportunity to get up to speed on the latest technology.

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Children's Museum Sets New Attendance Record

New educational exhibits, fresh field trip topics and plain, old positive word-of-mouth helped The Children's Museum at Edwardsville serve a record number of visitors during the last year. More than 12,000 people came to the playful education destination, surpassing the old record by nearly 1,000.

Lisa Leehy, executive director, observes that guests came through the doors for many reasons. Some visited during regular hours; others attended special events like First Family Fun – Let's Move Day; and others explored during school field trips or celebrated birthday parties. Visitors included many from Madison County, as well as surrounding counties and Missouri. The attendance number does not include children served at such local events as LeClaire Parkfest, Route 66 Festival and East Side Healthy Streets.

"We thank everyone who has come and helped us set a new attendance record! We hope that visits were enjoyable and guests will come back many times," says Leehy. "To those who have not visited yet, we hope you will soon or try one of our upcoming programs. We work at playing every day."

City of Edwardsville Honors Columbus School

It has been a year with plenty of rain during the spring season; trees and plants are lush and flowers are in bloom. Each gardener was nominated by a neighbor, friend, family member or a passerby who appreciated the hard work, creativity and many hours spent by the nominee. Each award winner has a Green Thumb sign posted in their yard and has received a congratulatory letter and award certificate from Mayor Gary Niebur. Categories receiving awards this year were: 12 residential homes, 1 business/commercial and 1 civic/neighborhood.

The landscaping at Columbus Elementary School features a variety of low growing shrubs including cotoneaster, spirea, yew, holly, boxwood, and variegated euonymus. Daylilies, hostas and variegated creeping lilyturf add color and texture to the foundation plantings. The landscaping on North Kansas Street is low to allow light into the ground-level windows. Highlighting and softening the corners of the building are multiple pyramidal arborvitae evergreens. Spirea, maroon-leaf weigela, grasses, cannas, and daylilies welcome students and visitors on the East College Street entrance.



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Green Team, JoplinSpirit Collecting for Joplin, MO

First Clover Leaf Green Team has partnered with the local JoplinSpirit Team to collect and transport supplies to Joplin, MO tornado victims. The supply drive will be taking place through August 12, with supply delivery August 19 in Joplin. Although Joplin may not be directly within First Clover Leaf Bank's typical community focus, the Green Team is extending its reach a bit further to help another community in need.

Please join their collective effort by donating supplies or money as the Green Team and JoplinSpirit seek the support of local residents and organizations. Please use the list, found under 'Quick Links: Joplin Supply Drive' at firstcloverleafbank.com, as a guide for donating most needed items.

If you are interested in donating items or making a monetary donation, please drop them off at any First Clover Leaf Bank location. Monetary donation checks for supplies should be payable to: First Clover Leaf Bank Green Team. For more information about this supply drive and how you can help, contact Sharon Leichsenring at 618.656.6122 or sharonl@firstcloverleafbank.com.

Upcoming Golf Tournaments

St. Johns Community Care 2nd Annual Golf Tournament

- Saturday, August 13 at Arlington Greens
- 7AM check-in, 8AM shotgun start; 3 Flights Based on Full Field
- \$75 per golfer includes 18 holes, cart, free range balls, drink tickets, light meal, and various awards.
- Register at www.stjohnscc.org; registration deadline is August 5.
- Call 618.344.5008 with questions.

1st Mid America Credit Union 2011 Charity Golf Outing

- Thursday, September 8 at Spencer T. Olin
- 12PM registration & lunch, 1PM shotgun start
- \$65/player or \$260/team includes 18 holes of scramble golf & cart, lunch with beverages before golf, awards & dinner after golf, complimentary beverages on the course, skill prizes, pass for a free round of golf, door prizes & cash prizes.
- Registration deadline is August 23.
- All proceeds will benefit Riverbend Head Start & Family Services.
- Sponsorships available!



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The Goddard School to Expand, Adding Before- & After-School Programs to Service Menu

Having helped fill a gap in childcare options in the Edwardsville area for the past two years, The Goddard School in Edwardsville today announced it will expand by adding an additional 4,120 sq. ft. of space, making room for a new before- and after-school program and additional spots for infants, toddlers and pre-school aged children. Owner Barbara A. Burrows seized the opportunity to occupy space above the development's main building, which currently is occupied by Peel Wood Fired Pizza, What to Wear and Breathe. The Goddard School will offer tutoring for students in the program as well.

"We have always strived to provide the best care for our families and have found that the smallest conveniences go a long way with our parents. By offering a before and after-school program, our families have the opportunity to not only further expose their children to the Goddard method of learning through the age of 12, but also have the luxury of making one stop in the morning and evening when picking up their children after a long day at work." The Goddard School in Edwardsville will provide traditional busing transportation to schools within the Edwardsville and Glen Carbon school districts. The school opens at 6:30am and closes at 6pm for families in need of early morning or extended evening hours. Pending all approvals, the new Annex will open in Fall 2011. A wait list is currently available for those who wish to reserve care for their children in advance of the opening by calling 618.692-9464.

The expansion by The Goddard School will also add 10 new jobs in the community and help further the development of the Park at Plum Creek, at which developers are hoping to add additional retail and office space as well space for new restaurants. The Goddard School was the second facility to be built at the Park at Plum Creek development following the Edge Bank, which was built in 2007. Soon after the opening of The Goddard School, property owners and developers, Piedmont Partners, LLC, built the retail space at 921 Arbor Vitae, which The Goddard School will now occupy the upper level.



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With that building now at full occupancy, the developers say they have plans to build an additional 10,000 sq. ft. of retail space, along with lower level office space and have received interest from several restaurants prompting plans to build an additional facility just south of the 921 building.

"We have always envisioned The Park at Plum Creek as a destination development where area residents and visitors can share in the many businesses we have selected to complement each others' services. The Goddard School expansion is a wonderful opportunity for the community and our development as it will allow us to bring even more fine restaurants and retail establishments to the area for residents to share. We couldn't be more pleased with the development's success and look forward to watching it reach its full potential," said Jill Dorsey, one of the owners of Piedmont Partners LLC.

For development opportunities at The Park at Plum Creek, please contact Cathy Hamilton at BARBERMurphy at 618.277.4400.

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Anderson, Glennon Partner for 24/7 Care

Beginning August 1, Anderson Hospital will be the only Metro East hospital to offer Cardinal Glennon Emergency Pediatric Care – 24 hours a day – 7 days a week! Not only will the community benefit from this new level of emergency pediatric care, Cardinal Glennon pediatricians will also be available to our Pavilion for Women nursery 24 hours a day.

“Covering both the ER and the Women’s Pavilion is completely unique to the Metro East,” says Dr. Christopher Wangard, Pediatrician and Cardinal Glennon Site Supervisor for Anderson Hospital. “It is the first time that Cardinal Glennon has partnered with a hospital outside of SSM to provide 24/7, in-house coverage of the ER and newborns.”

Over the years, Anderson Hospital has built a strong partnership with Cardinal Glennon to bring a wide range of specialized pediatric services close to home. “Parents have always struggled to decide when it is best to come to Anderson for pediatric care and when it is best to ‘cross the river,’” says Dr. Wangard. “More and more, Cardinal Glennon and Anderson Hospital are making this an easy choice for parents.”



5th Annual Golf Scramble
Friday, Sept. 30, 1 p.m.
Sunset Hills Country Club
Edwardsville



Golfers will enjoy lunch, 18 holes of golf, contests, attendance prizes, evening reception and dinner. Sponsorship opportunities are available. All proceeds support student programs like the Scholarship Fund, Experiential Stipend Fund, and Student Emergency Fund.

\$125 Per person or \$500 per foursome.

Go to siue.edu/pharmacy, call 618-650-5156 or email ddain@siue.edu

Transform U Partners with SCORE to Offer Courses

Transform U was created to help entrepreneurs pave the way to starting their own business and for those who are unemployed and need to go back to school for a new career. Coming soon for check-out at Glen Carbon Centennial Library: Business Kits, Flip Video and Pico Pocket Protector; check out www.transformuportal.org for additional resources. Transform U has partnered with SCORE to bring you two FREE workshops at the Glen Carbon Centennial Library:

Simple Steps for Growing Your Business Workshop: Marketing Your Business – This is an interactive program provides small business owners and managers the knowledge and tools they need to switch their strategy from start-up mode to growth mode. Presented by SCORE instructor David Craig Wednesday, September 7 from 6–8pm. Registration required.

Start-up Basics is an introductory workshop focused on the basics of testing your business idea and identifying the key factors that influence start-up success. Presented by SCORE instructor David Craig Tuesday, October 4 from 6–8pm. Registration required.



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IBA Honors TheBANK with Community Service Award

TheBANK of Edwardsville recently announced that it was recently recognized for the creative development of two fundraising events that helped raise money for the March of Dimes and American Cancer Society.

TheBANK received the Illinois Bankers Association's (IBA) 2011 Illinois Bank Community Service Award at the 120th Annual IBA Conference and Trade Show held at the Grand Geneva in Lake Geneva, WI. The award is given each year by the IBA to honor financial institutions that demonstrate a high level of service for their communities. TheBANK of Edwardsville was honored for its ongoing commitment to community service, specifically as it pertains to two innovative community outreach endeavors undertaken by the financial institution's employees – TheBAY and TheSHOW.

Linda Koch, president and CEO of the Illinois Bankers Association said, "The bank truly is a leader in terms of contributions and volunteerism in the communities they serve. Its employees volunteer for more than 400 organizations by serving on boards and committees as well as raising money for their worthy causes.

SSM Physical Therapy Moves Downtown

SSM Physical Therapy is on the move – you'll find the same great, individualized, one-on-one care in a new location!

Effective August 1, SSM Physical Therapy has moved to 219 East Vandalia Street in downtown Edwardsville, between Caffé Avanti and Verizon Wireless, across from St. Boniface Catholic Church.

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Scaturro Encourages JDRF Fundraiser Support

Len Scaturro, owner of Crushed Grapes in Edwardsville, is hosting the 5th Annual Juvenile Diabetes Research Foundation (JDRF) Fundraiser at Crushed Grapes Friday, September 9 beginning at 4pm. *All proceeds go to JDRF.* The event was created after Len's grandson, Parker, was diagnosed with juvenile diabetes.

Parker is a fun-loving child who doesn't let his diabetes hinder anything he does – in fact, he plays multiple sports throughout the year and earns excellent grades even though he visits the nurse's office five times each day for blood sugar monitoring.

Tickets to the Crushed Grapes JDRF Fundraiser are \$20/person and include wine tasting, beer, soda, food, raffle, music and plenty of fun!

Len also encourages you to walk in the JDRF "Walk to Cure Diabetes" Sunday, October 2 at St. Louis's Forest Park, or support JDRF by mailing a donation to: Parker's Pitchers, 712 Lunch Road, Smithton, IL, 62285.

CUTC To Perform the Wizard of Oz August 5-14

The Wizard of Oz, an exciting stage musical based on L. Frank Baum's beloved children's story, will open at 7:30pm Friday, August 5 and continue with five more performances through Sunday, August 14, all performed by the Curtains Up Theatre Company in the intimate and newly-renovated Wildey Theatre in downtown Edwardsville.

The show promises to be a great evening of music and dance with lovable characters – Dorothy, the Tin Man, the Cowardly Lion and the Scarecrow – as they travel to see the great and wonderful wizard in the enchanting Emerald City, while trying to elude the evil Wicked Witch.

Tickets are \$15; senior citizens and students, \$10; and are available by calling 618.670.8030 or through email: tickets@curtainsuptheater.com. Call in advance for group purchases. Do not contact the Wildey Theatre for tickets or show information. Curtain's Up Theater Company is supported in part by a grant from the Fox Performing Arts Charitable Foundation in St. Louis.



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Ask the Expert

by Robbie Prince, owner of Royal Solutions, LLC

Backing Up Data Saves Your Business

The cost of technology has fallen dramatically over the years yet the cost of data is immeasurable. Today, everything from baby pictures to financial records are stored on some type of digital storage media, generally a computer's hard disk drive. No matter which type of device you use, remember that these are not invincible: hard drives fail. Drinks spill on laptops. Viruses, spyware and malware can infect a computer beyond reasonable repair. Fire, tornado, and other disasters can occur. Power outages and lightning strikes can zap a hard drive despite having the best surge protection in place.

Regardless of what can happen, it is best not to put all of your eggs in one basket. Have another copy of your valuable data—a backup—just in case.

WHAT CAN I USE TO BACK UP MY FILES?

One of the most common and user friendly mediums is a USB drive. These have taken the place of floppy disks, CDs, and DVDs because of their low cost, storage capacity, and ease-of-use. Copy documents, pictures and music from the computer directly to the thumb drive to create the backup copy. When a thumb drive is too small to back up all the necessary files, an external USB hard drive becomes the next best choice. Typically these range from 250 gigabytes (GB) to a whopping 2 terabytes (TB) which is 2,048 GB of storage space! Some drives even come with their own backup software and a one-touch button to back everything up in one fell swoop.

Another increasing popular choice is to use an online backup service, which generally come in monthly or annual contracts. Here the benefit of offsite storage comes into play. This is helpful for natural disasters that may affect the primary office, leaving the data center completely unscathed and thus the data is safe. For companies that do not have a lot of files changing on a regular basis (typically 10 GB or less) and a reasonably fast Internet connection, this option is worth exploring. If the Internet connection is slow or the company backs up large amounts of data, online services may be too slow or expensive for your needs.

More sophisticated solutions are available as well such as tape drives, removable hard drive bays, and network attached storage (NAS). These are more appropriate for backing up data on a centralized file server, and will require an IT professional to set up and configure properly. Just remember make backup copies on a regular basis. The copy is only as good as the last version saved.



Ask the Expert

by Matt Steward, Graphic Artist, Premier Digital Printing

How to Create Your CMYK Rainbow

Despite living in the electronic age, just about every business still utilizes the printing world. Whether for business cards, brochures, letterheads, envelopes, posters, etc., we see a variety of artwork and file types. Like any other business, there are problems that printers frequently encounter. Our particular case is dealing with a customer's artwork. The same questions and concerns arrive again and again, "Why doesn't this look like my artwork on the computer screen? These colors don't match at all."

The problem most customers come across when creating their artwork is not setting the correct "color mode." There are two main color modes in the print and digital world: CMYK and RGB. After explaining the difference between the two, readers will realize how both formats can be correctly utilized.

CMYK is the color mode utilized by the printing world: cyan, magenta, yellow and black. Cyan, magenta, and yellow are all subtractive colors that absorb light shining on the page. In order to create decent dark colors you add portions of black (or "K") to the mix. They use the letter "K" for black to avoid confusion with blue ("B") that is used in RGB color mode.

The term RGB stands for the three colors used in this format: red, green and blue. Red, green, and blue are all additive colors, defined by light. If we were to combine these three colors we would get white light. The same principal is used on television and computer screens. Most people who aren't aware of the significance of these color modes will create art in RGB, because most design programs will default to this color mode.

Most of the errors we encounter are customer files submitted in RGB format. Most of the time, the color change is slight. However occasionally the color range after conversion to CMYK can result in drastic changes in color tones. This is why your printed artwork doesn't look like the artwork on your computer screen. Computer screens and printers live in two separate worlds and use two separate processes to adapt to the media involved.

Most design programs will have the color mode option when you create a new file. If you are creating graphics for the Web, chose RGB. If you are printing this particular piece, choose CMYK format.

The concept is simple enough – it's just a matter of distinguishing the difference between the two.

For more information about Premier Digital Printing go to www.premierdigiprint.com or call 618.345.2055.

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How to Sign Up

- RSVP by Wednesday, August 10, 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: _____

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