

December 2009



Edwardsville | Glen Carbon Chamber of Commerce

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# Common Ground



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First Clover Leaf Bank

**Matt McSparin**, First Vice President  
Individual Member

**Jay Blanquart**, Second Vice President  
Blanquart Jewelers & Corp. Gifts

**Marc Voegele**, Third Vice President  
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**Mike Marshall**, Treasurer  
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**Kelly Cobb**  
Culver's of Edwardsville

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TheBANK of Edwardsville

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Crushed Grapes Ltd.

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**Gary Niebur**  
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**Erika Kennett**  
The Alliance of  
Edwardsville/Glen Carbon

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## Chamber Staff

**Carol Foreman**, Executive Director  
cforeman@edglenchamber.com

**Desirée Bennyhoff**,  
Communications Director  
dbennyhoff@edglenchamber.com

**Linda Daniels**,  
Membership/Board Relations  
ldaniels@edglenchamber.com

**Bonnie Kotsybar**,  
Greeter Service & Events Coordinator  
bkotsybar@edglenchamber.com

**Gloria Pugh**,  
Accounts Payable & Receivables  
gpugh@edglenchamber.com

## Contributors

**Steve Hartman**, Creativille Inc.  
Creative Director, Brand Identity

**Desirée Bennyhoff**  
Editor, Layout/Design, Contributing Writer

**Marci Winters-McLaughlin**,  
The Edwardsville Intelligencer  
Photo Contributor

## 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

## Common Ground

200 University Park Drive, Suite 260  
Edwardsville, Illinois 62025

Phone: (618) 656-7600

Fax: (618) 656-7611

www.edglenchamber.com

## on the cover

### Madison Mutual Insurance Company

In January 2010 Madison Mutual Insurance Company will celebrate its 90th Anniversary. Over the years Madison Mutual has become a highly respected company both in the insurance industry and the local community.

The journey over the last 90 years has taken a number of turns, however the company's start came literally by accident...

While driving through rural Madison County in 1919, general store proprietor Joseph Ladd had an auto accident. He filed a claim with his insurance company, but poor service left him angry. So Ladd registered the ultimate consumer complaint; he started his own auto insurance company. Joseph Ladd convinced 265 local residents to pay \$20 each to form the company, and on the first working day of 1920 Madison County Mutual Automobile Insurance Company opened for business.

For the first 63 years the company sold automobile insurance almost exclusively in Madison County through several independent agencies. In 1983 the company introduced home and farm lines of business, changed its name to Madison Mutual Insurance Co. and began expanding through much of Illinois.

Today Madison Mutual Insurance Co. has more than 150 agency locations throughout the state of Illinois and has 45 employees at their Edwardsville headquarters. As a policyholder owned company, Madison Mutual continues to focus on providing quality products and excellent service at a competitive price.

Madison Mutual Insurance Co. corporate headquarters is located at 1 Mutual Ct. in Edwardsville. For more information visit [www.madisonmutual.com](http://www.madisonmutual.com) or call 618.656.3410.



# special investors

## Gold Level

Anderson Hospital  
Wal-Mart

## Silver Level

AmerenIP  
AT&T  
Gateway Regional Medical Center  
Horlica  
Royal Solutions, LLC  
Stone Carlie  
TheBANK of Edwardsville

## Bronze Level

Ashley Furniture Home Store  
Associated Bank  
Best Buy  
Cassens & Sons  
Cassens Transport  
Charler Business  
City of Edwardsville  
Commerce Bank  
Eden Village Retirement Community  
Edwardsville School District #7  
Edwardsville Publishing Company  
First Clover Leaf Bank  
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Madison Mutual Insurance Co.  
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Prestige Management Services, LLC  
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Richards Brick Company  
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R.P. Lumber  
Sandberg, Phoenix & von Gontard  
Shop 'N' Save  
Southern Illinois University Edwardsville  
Village of Glen Carbon  
WellCare Health Plan  
West & Company, L.L.C.  
YTB

## Premier Level

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Able Sign Company  
Abstracts & Titles Inc.  
Adecco Staffing Services  
American Family Insurance  
Annie's Frozen Custard  
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Assurance Brokers  
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Bella Milano Restaurant  
Big Daddy's Edwardsville  
Brickman Orthodontics  
Byron Gerber Petri & Kalb, LLC  
Bull and Bear Grill & Bar  
Bully's Smokehouse  
Caulk's Collision  
Chicago Title Insurance  
Coffey & McCracken Law Firm P.C.  
Coldwell Banker Brown Realtors  
Collision Plus Auto Body  
Comfort Inn  
Country Hearth Inn & Suites  
Crawford, Murphy, & Tilly, Inc.  
Culver's of Edwardsville  
DATAJACKS, Inc.  
Days Inn  
Denny's  
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DRDA Electric Company  
Eagle Publications, Inc.  
Eberhart Sign & Lighting Co.  
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First Mid-Illinois Bank & Trust  
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Forensic IT, Inc.  
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Grace Manor  
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Hawkins Law Office  
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Henderson Associates Architects, Inc.  
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IMO'S Pizza  
Jan's Hallmark Shop  
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Masterpiece Smiles - Dr. Noll  
Mastroianni Orthodontics  
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Thouvenot, Wade & Moerchen Inc.  
Today's Advantage  
Traveling Tails Inn  
University Nursing & Rehabilitation  
USO of Missouri  
US Bank  
Valley View Cemetery, Mausoleum & Funeral Home  
Verizon Wireless  
WBGZ Radio  
Wenzel & Associates  
Wise Choice Coffees

# events

## 12/9 Wednesday 4pm

Ribbon Cutting  
AAAdvantage Insurance Group  
10 Ginger Creek Village  
Glen Carbon, IL 62034

## 12/11 Friday 10am-5:30pm

Grand Re-Opening  
Abbey Inc. Graphic Design  
3312 Godfrey Road  
Godfrey, Illinois 62035

## 12/11 Friday noon

networking@noon  
hosted by Eigenbrodt  
Vision Center at FOND  
106 North Main Street  
Edwardsville, IL 62025

## 12/15 Tuesday 5-7pm

Ribbon Cutting & Open House  
Active Kids Ed.  
2114 South Center  
Maryville, IL 62062

## 12/16 Wednesday 4pm

Ribbon Cutting  
Sante Skin & Body Spa  
2246 S. State Rt. 157, Ste 175  
Glen Carbon, IL 62034

## 12/29 Tuesday 5pm

Ribbon Cutting  
Peel Wood Fired Pizza  
921 South Arbor Vitae  
Edwardsville, IL 62025

# save the date

## 1/30 Saturday 5:30-10pm

Ed/Glen Chamber  
Annual Dinner & Auction  
SIUE Meridian Ballroom  
Edwardsville, Illinois 62026



# 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 6pm. Entry fee is \$5. This is an excellent networking opportunity!

Would you like to schedule a Business After Hours in 2010? Contact Carol Foreman at [cforeman@edglenchamber.com](mailto:cforeman@edglenchamber.com) or 618.656.7600 for available dates.

## 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.

**12/11 Friday noon**

hosted by Eigenbrodt Vision Center at FOND  
106 North Main Street  
Edwardsville, IL

**2/12 Friday noon**

hosted by I. Salsman PR at GC Cuisine  
1230 University Drive  
Edwardsville, IL

Would you like to schedule a networking@noon event in 2010? Contact Linda Daniels at [ldaniels@edglenchamber.com](mailto:ldaniels@edglenchamber.com) or 618.656.7600 for details.

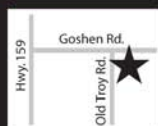
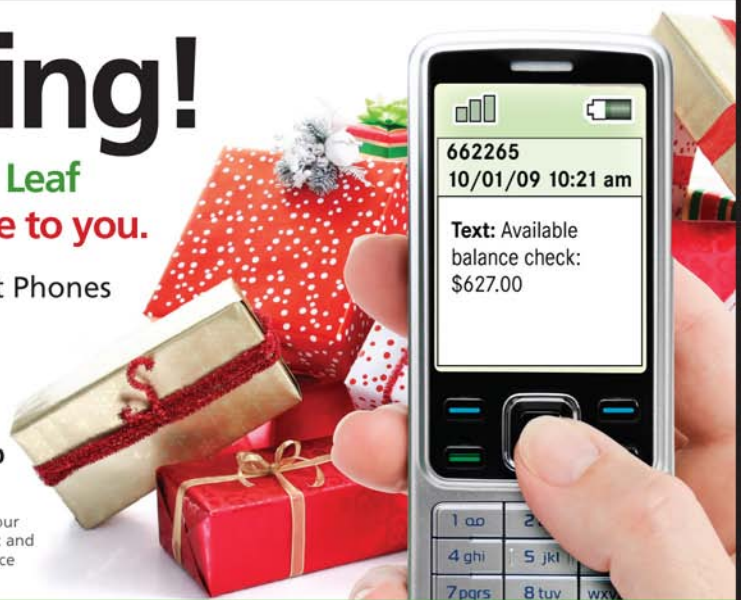
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**Goshen Center**  
6814 Goshen Road  
Edwardsville, IL  
656-6122



**Wood River**  
1046 Madison Ave.  
Wood River, IL  
254-8445



**Downtown**  
300 St. Louis Street,  
Edwardsville, IL  
656-6200



**157 Center**  
2143 S. Route 157  
Edwardsville, IL  
692-9900



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# The Newly Connected

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888.878.4832

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Fired Pizza Restaurant  
921 South Arbor Vitae, Suite 101  
Edwardsville, IL 62025  
618.806.4523  
www.peelpizza.com

## Platinum Tanning

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Tanning & Hair Salon  
4 Club Centre Court, Suite C  
Edwardsville, IL 62025  
618.692.4531  
www.platinumtanningonline.com

## St. James Lutheran Church

Rev. Paul Baumann  
Lutheran Church  
146 North Main Street  
Glen Carbon, IL 62034  
618.288.6120

## The Barber Shop

Nancy Sanders  
Traditional Barber Shop  
212 St. Louis Street  
Edwardsville, IL 62025  
618.659.9898

# From The Desk of Carol Foreman

I offer my sincerest thanks to all of our members for continuing to support the Chamber through this economically challenging year.



At a time when Chambers of Commerce throughout the state of Illinois are experiencing negative growth, we have enjoyed a net growth of 29 members. Our successful fundraising efforts, growing membership, and strong support from the business community have made it possible for the Chamber to maintain the current dues structure for 7 years.

This holiday season, please continue your support by shopping locally. Edwardsville and Glen Carbon have experienced significant commercial growth, leaving little need to travel outside the area. Many Chamber businesses are offering great savings through our Member to Member (m2m) Privilege Program – you can view a list of current offers by going to [www.edglenchamber.com](http://www.edglenchamber.com) and clicking on the m2m card image. Don't forget that the sales tax generated by your local shopping and dining directly supports Edwardsville and Glen Carbon, further strengthening the area.

I wish you and your loved ones a happy, safe holiday season. We at the Chamber look forward to a prosperous 2010.

Sincerely,

Carol Foreman, Executive Director

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# ambassadors

## Happy Holidays from the Ambassadors!



### 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**  
Scott Credit Union

**Melissa DeLassus**  
Southern Illinois Chiropractic Center

**Ed Faller**  
Faller Photography Group

**Natalie A. Head**  
Anderson Hospital

**Ryan High**  
RE/MAX Preferred Partners

**Gary Hoggatt**  
National Bank

**Justin Huneke**  
TheBANK Of Edwardsville

**Bonnie Kotsybar**  
Chamber Staff

**Linda Kuhlmann**  
Kuhlmann Business Services

**Ryan Matthews**  
Insurance Partnership,  
Matthews Agency

**Chad Opel**  
Northwestern Mutual

**Sara Sanderson**  
Liberty Mutual

**Donna Sheard**  
Avon on Main

**Dr. Matt Uchtman**  
Infinite Wellness Chiropractic, Ltd.

**Diana Voegele**  
Express Employment Professionals

**Crystal Anderson Wenzel**  
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Learn from a Leader Breakfast with Mayor Jackstadt, December 1

## YPG Toy Drive

YPG will collect new toys as well as monetary donations to benefit children and families served by Children's Home + Aid this holiday season.

You may bring your donation to the Chamber office. Also, the City of Edwardsville Parks & Recreation Department will host the YPG at the Santa House at City Park to collect toys and donations to benefit Children's Home + Aid. YPG members will be present at Santa's House in Edwardsville's City Park December 19 from 1-4pm.

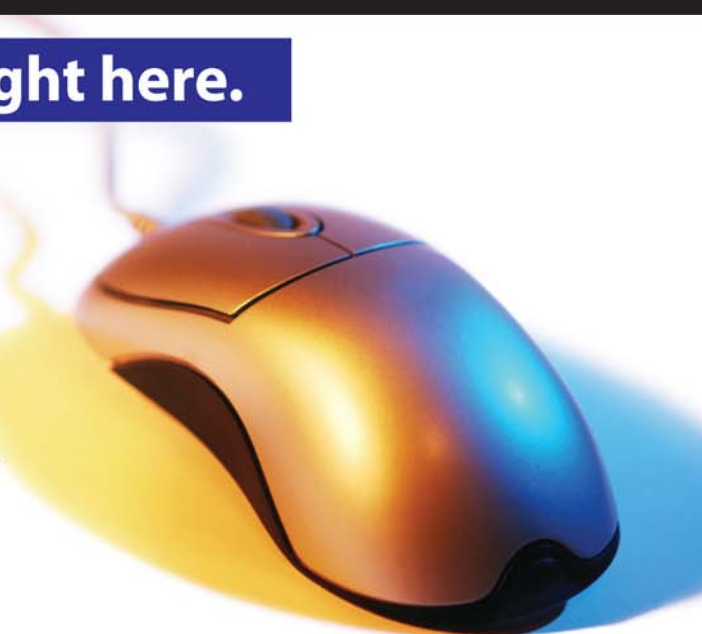
Children's Home + Aid is a leading child welfare agency in the state of Illinois. Each year Children's Home + Aid serves about 40,000 children and families in Illinois by helping them overcome overwhelming obstacles such as poverty, abuse and neglect. Please join us in helping make the holidays a little brighter for kids and families in need.

Everything you need...right here.



Anderson  
Hospital

log on to: [andersonhospital.org](http://andersonhospital.org)



# connect

## Chamber Honored with Multiple Communications Awards at Annual IACCE Conference



Carol Foreman, Executive Director, and Desirée Bennyhoff, Communications Director, attended the Illinois Association of Chamber of Commerce Executives (IACCE) Fall Conference in Lisle, Illinois.

The Edwardsville/Glen Carbon Chamber of Commerce was honored with three Communications Awards at IACCE's Annual Luncheon and Awards Presentation, garnering statewide recognition for excellence in communication. Communications Awards were judged by a nationwide panel of experts on the basis of professional standards, with judging categories determined by Chamber membership.

The Ed/Glen Chamber won First Place for its Web site; Second Place for its monthly newsletter, Common Ground; and Second Place for its Annual Dinner marketing campaign – each in large Chamber categories.

All of the Chamber's marketing efforts are guided by a research-based strategic marketing plan, which sets forth goals, guidelines and budgetary allocations for continuing and future programs. The Chamber is able to conceptualize and execute award-winning communication efforts through strong partnerships between a full-time Communications Director and outstanding member talent – all without spending membership funds.

We thank Steve Hartman of Creativille, Inc. and Robbie Prince of Royal Solutions for their ongoing guidance, assistance, and dedication to the Chamber. Their support, paired with a Marketing Committee and in-house expertise, allows the Chamber to provide effective and informative communications to its membership through multiple channels, while at the same time serving and promoting the communities of Edwardsville and Glen Carbon.



### Real Estate Pre-License Course

January 9 through February 20 (seven Saturdays)  
8:30 a.m. until 4:30 p.m.

Greater Gateway Association of REALTORS®  
10 Ginger Creek Parkway, Glen Carbon  
*(Branch location of the Illinois Association of REALTORS® Licensing and Training Center)*

Cost: \$295 (includes textbook and materials)

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Any individual who successfully completes this course will receive a free registration to the Illinois Association of REALTORS® spring conference or annual convention (certificate will be valid for 12 months following issuance).

Call 618-692-8300 or visit [www.gatewayrealtors.com](http://www.gatewayrealtors.com) for complete information and a registration form.



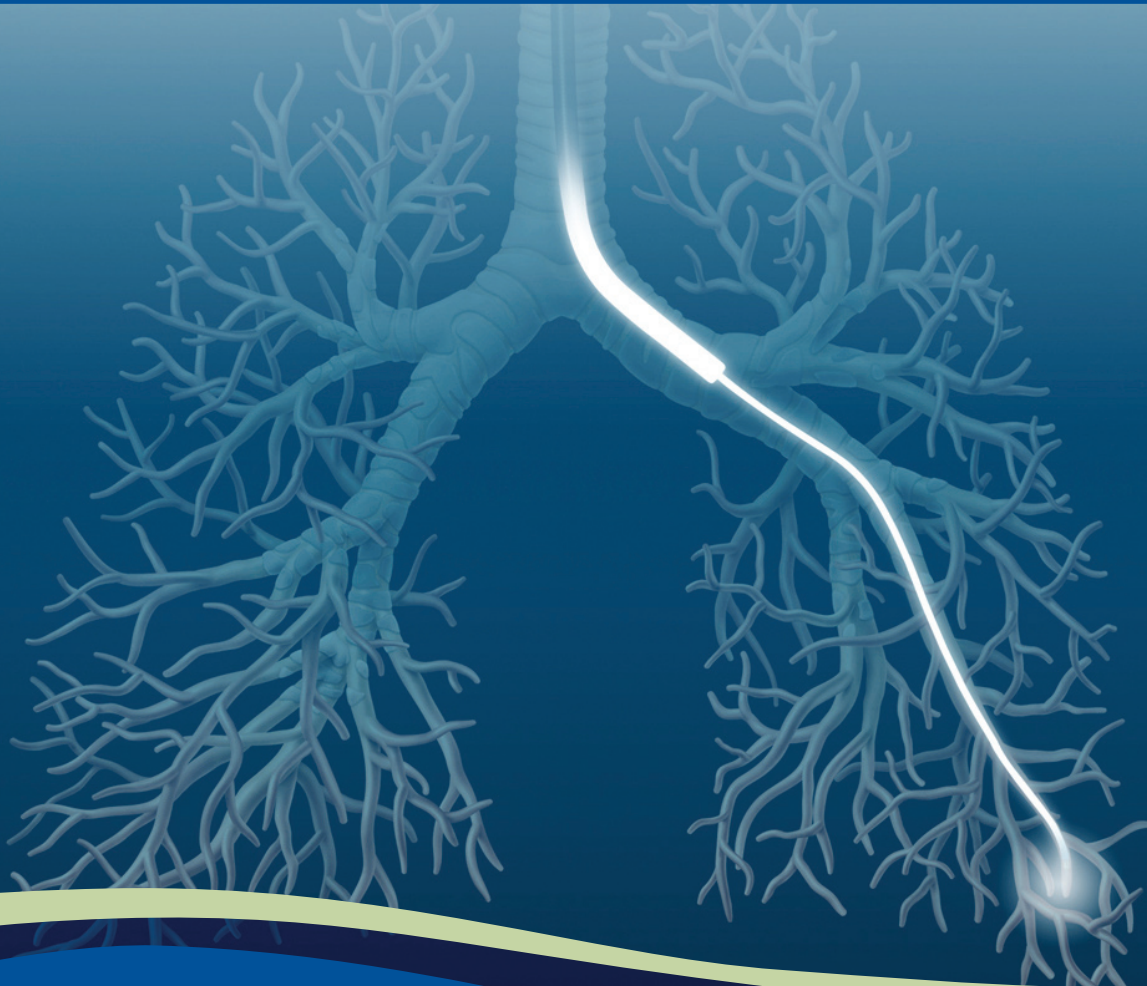
## THE TECH SPOT

**The Tech Spot Presents:  
The Twelve Days of Tech Spot Christmas**

Beginning December 12th in conjunction with our Holly Jolly Trolley Tour, we are kicking off the beginning of our **12 Days of Tech Spot Christmas.** Each day brings new sales and surprises. Please visit our website for details and directions.

[www.techspotstore.com/promos.php](http://www.techspotstore.com/promos.php)





## CHRISTIAN HOSPITAL'S CENTER FOR ADVANCED PULMONARY MEDICINE is Branching Out with New Technology

### *Faster, Safer Lung Diagnosis at Christian Hospital*

Christian Hospital is the only community hospital in the St. Louis area using two new 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, please call 314-747-WELL or toll free at 1-877-747-WELL.



# connect

## Business of the Month:

When George Cassens opened what is now known as the Cassens car dealership, Cassens had already been selling cars for 13 years. George Cassens had been interested in cars for a long time and in 1920, he accepted a dealership for Hudson's Essex line of automobiles. In 1929 he sold 165 vehicles. Because of the Depression, in 1931 he sold 3.

In the winter of 1932, Dodge-Plymouth was looking for a new Dodge dealer for Edwardsville. They contacted George and he and his sons decided to open the George Cassens & Sons Dodge-Plymouth Car Agency on June 22, 1933.

Back then, dealerships were responsible for getting their own vehicles from the manufacturer to their stores. The Cassens boys used a tow-bar for a while then decided to buy a truck.

As Dodge-Plymouth opened new dealerships, they told the dealers to contact the Cassens boys, they can help you get your vehicles. As a result, Cassens Transport Company was incorporated on December 28, 1936.

Both the dealership and transport company have grown over the years. The dealership recently added the Jeep line of vehicles. Over the years, a finance company and an insurance agency were also added in the area.

There have been many ups and downs in the auto industry in the last 70+ years, but Cassens is still glad to be in operation.

Cassens & Sons has a long legacy of supporting the Chamber, beginning in 1933 when G. D. Cassens served as Board of Directors President. Subsequent Cassens and employees serving as President include Albert Cassens in 1944, Arnold Cassens in 1966, and Clarence Brown in 1968. Ray Abert and Scott Wetzel of Cassens have also served on the Chamber's Board of Directors. Cassens has also supported the chamber year after year by sponsoring the Annual Golf Challenge Hole-in-One contest.

In 1993, the Chamber introduced the Albert Cassens Award for Outstanding Community Achievement, presented to an individual who has made a significant impact on the community in honor of Albert Cassens.

Scott Wetzel, Sales Manager at Cassens says he wants customers to come away from any experience with the company feeling that they are good neighbors in the community – benevolent, responsible, trustworthy and respected, and that Cassens has an incomparable reputation in terms of employee and customer satisfaction.



# Cassens

Edwardsville/Glen Carbon



Scott Wetzel of Cassens & Sons with the 2009 Ed/Glen Chamber Golf Challenge Hole-in-One Car.

To learn more about Cassens & Sons, visit their Web site at [www.cassensandsons.com](http://www.cassensandsons.com), give them a call at 618.656.6070, or stop by and see them in person on Highway 159, two miles north of I-270.

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## Learn E-Mail Marketing in One Day with Constant Contact's Steve Robinson

Steve Robinson is the Regional Development Director in Illinois for Constant Contact. He relies on his 26+ years of experience in small business ownership, business development, sales, and fundraising to help associations, small businesses and non-profits achieve success. As a small business owner, advocate, and marketing expert, he understands the importance of staying connected with one's customer base and using affordable marketing technologies to do it. Steve helps associations, small businesses, and non-profits learn how to build lasting relationships with e-mail marketing.

Steve will present two workshops Tuesday, February 24.

Session 1: The Power of E-Mail Marketing

Session 2: Getting Started with Constant Contact

Watch for more information in the January and February editions of *Common Ground*.



Marketing Yourself: 10 Ways to Recession-Proof Your Career with John Suarez, November 18



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# connect

## Why Attend the 2010 Annual Dinner?

The Edwardsville/Glen Carbon Chamber of Commerce 86th Annual Meeting and 23rd Annual Auction will take place Saturday, January 30th in the Meridian Ballroom at SIUE.

This annual gala truly is the highlight of the Chamber year. It is an opportunity to celebrate the Chamber's achievements, its volunteers, and present awards to those who have excelled in our communities in 2009.

### Why should you attend this year's Annual Dinner?

- Because trying to eek out a living in the current business climate is no picnic for many of our members and you could use a special diversion.
- Because sponsorship of the Annual Dinner or a donation to the Auction can be an outstanding marketing tool for your business.
- Because the committee this year has shortened the program and introduced child care options and introduced post-party events.
- Because after the program there will be an opportunity to meet and network with other chamber members.
- Because you will want to be in the 'know' as we introduce new programs and ways that your Chamber will be available to assist you in 2010.
- Because this is the night when the Chamber recognizes those who put a high value on community work, even when times are tough.
- Because you need to step up, now more than ever, and proclaim your rightful leadership role in the business community. Be seen with other community leaders.

Auction items are also needed for the event. This is a great way to showcase your business and products. Call the office at 618.656.7600 to discuss your donation or arrange pick-up of your items.

## Become a Sponsor of the Annual Dinner

Sponsorship opportunities are available for the 86th Annual Meeting and 23rd Annual Auction. Take this opportunity to put your business before the eyes of over 350 of the area's business and community leaders.

### Diamond Level Sponsor - \$1,500

*Limited to three non-competing organizations*

- Company recognized from the podium.
- Company logo prominently promoted during the dinner on large screen
- One reserved table for eight in premier location. (value \$400)
- Full page color ad in Annual Dinner Program (value \$250)
- Full page color ad in Chamber newsletter (month of choice--value \$250)
- Company provided with copy of attendee list for future marketing efforts.
- Company recognized in Chamber newsletter as Diamond Level Sponsor.
- Company recognized on Chamber Web site as Diamond Level Sponsor.

### Sapphire Level Sponsor - \$1,000

*Limited to five non-competing organizations*

- Company recognized from podium
- Company logo prominently promoted during the dinner on large screen.
- Six complimentary tickets to event. (value \$300)
- ½ page color ad in Annual Dinner Program (value \$125)
- ½ page color ad in Chamber newsletter (month of choice--value \$125)
- Company provided with copy of attendee list for future marketing efforts.
- Company recognized in Chamber newsletter as Sapphire Level Sponsor.
- Company recognized on Chamber Web site as Sapphire Level Sponsor.

### Ruby Level Sponsor - \$500

- Company name promoted during event on large screen.
- Company name listed in Annual Dinner Program
- Four complimentary tickets to event. (value \$200)
- ¼ page color ad in Annual Dinner Program (value \$75)
- ¼ page ad in Chamber newsletter (month of choice--value \$75)
- Company provided with copy of attendee list for future marketing efforts.
- Company recognized in Chamber newsletter as Ruby Level Sponsor.
- Company recognized on Chamber Web site as Ruby Level Sponsor.

### Pearl Level Sponsor - \$250

- Company name listed in Annual Dinner Program.
- Two complimentary tickets to event. (value \$100)
- 1/8 page color ad in Annual Dinner Program (value \$39)
- 1/8 page ad in Chamber newsletter (month of choice--value \$39)
- Company recognized in Chamber newsletter as Pearl Level Sponsor.
- Company recognized on Chamber Web site as Pearl Level Sponsor.

### Precious Stone Level Sponsor - \$100

- Company name listed in Annual Dinner Program.
- Company recognized in Chamber newsletter as a Precious Stone Sponsor.
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# schmooze

## business after hours



Hudson Jewelers, November 5



Hudson Jewelers, November 5



Hudson Jewelers, November 5



TheBANK of Edwardsville, November 19



TheBANK of Edwardsville, November 19



TheBANK of Edwardsville, November 19



# ameren workshop



Ameren Act On Energy Workshop, November 18



Ameren Act On Energy Workshop, November 18

# ribbon cuttings



The Floor Store, November 4



The Cupcakery, November 10



McBride & Son, December 1



Hospice of Southern Illinois, December 2

# your business

## Zupanci of Fond Receives Accolades, Thanks Supporters, Builds Relationships

Thank you to all who have made our first year at Fond amazing. We thank those of you who have supported us and made this year possible. It has been quite a year. Did you know that Fond won "Best New Restaurant" and 2nd place for "Chef of the Year" in Sauce Magazine's 2009 Readers Poll? We were also selected as one of the Top 15 of the Year in St. Louis Magazine!

We are very proud to keep such great company with other St. Louis area restaurants and to see so many St. Louis residents making the trip to our community to dine. While they come to dine at Fond, we love that they are also taking the time to explore this Land of Goshen while they are here.

Situated in the heart of the Midwest, we are lucky to be surrounded by such great gardeners, farmers and foragers...luckier still to have developed strong relationships with these amazing purveyors of natural, fresh food! Our menu changes daily based on what is fresh and in season. Knowing how, who and where our food is coming from is the fundamental basis of Fond.

Our farmers are our best friends. We could not put the very best the region has to offer on our menu without their hard work. As a community rooted in

farming, we are proud to support them. By dining at Fond, our guests support them as well. This is the concept behind our new Sunday Supper at Fond. Served family-style, this 3-course menu is only \$25 per person. It is a way to recharge for the week ahead and reflect upon the week past...a time to come together with friends and family to celebrate these relationships and our connection to the land.

Fond can cater any off-premise party of 8-200 people and at the restaurant for up to 80 people. New Year's Eve is also just around the corner, so consider Fond for your gala, a celebration of the year and community.

Fond is located in the historic Bohm building in downtown Edwardsville at 106 N. Main St. Reach Fond at 656.9001, or visit them online at [fondfinedining.com](http://fondfinedining.com)

— Amy Zupanci, Fond owner



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## Gilliland Group Presents \$35,000 to Siteman

The Gilliland Financial Group of the Northwestern Mutual Financial Network presented a \$35,000 check on November 11, 2009 at their office in Ginger Creek to the Alvin J. Siteman Cancer Center.

The funds were raised at the 3rd Annual Swing Fore Hope golf tournament that was held in August at Sunset Hills Country Club in Edwardsville. The 4th Annual Swing Fore Hope golf tournament is scheduled for June 21, 2010. Contact Robin Jaeggi at 618.659.9900 for more details.



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## Anderson Hospital Introduces New ICU

To meet the growing needs for critical care in our community, Anderson Hospital embarked on a \$4.1 million ICU relocation and expansion project earlier this year. Using existing space, the hospital has been able to build a bigger and better Intensive Care Unit. "The square footage alone has doubled in size," said Renate Miller, RN, Director of Critical Care Services. "The new unit includes five additional private patient suites."

Miller and her staff are not only excited about the additional suites, they are excited about the amenities of the new department. "The new ICU's design incorporates state-of-the-art concepts in the delivery of critical patient care," said Miller. "Now we have an environment that compliments our outstanding staff."

Part of the new environment includes "smart" patient beds. "These are more than just beds," explains Miller. "They are a part of the network of components that assist us in giving excellent patient care." The "In Touch" beds by Stryker actually record therapies, assist with protocols, provide patient data, and increase safety. The suites also include Stryker equipment booms, which provide an ergonomic solution for managing critical care equipment in an efficient and organized manner within each patient suite.

Anderson was the first hospital in the country to have purchased the latest mechanical ventilator developed in Switzerland by Hamilton. "These ventilators offer better patient safety, ease of operation, and the new ASV modality sets it apart from other ventilators on the market," said Michael Range, Anderson Hospital Cardio-Pulmonary Director. Connecting all of these components is the latest patient care monitoring system which allows clinical staff to monitor each patient from anywhere in the department.

Patients requiring intensive care place their life in the hands of medical professionals. It's comforting to know that our unit is staffed by an experienced, compassionate team of registered, specialty trained, critical care nurses – a team that is further enhanced by the specialized medical care of Intensivists. Anderson Hospital is one of the few community-based hospitals to offer patients access to these hospital-based physicians who specialize in the care of patients in an ICU.

Anderson Hospital is always working to enhance the level of patient care and satisfaction for our community," said Keith Page, Anderson Hospital President. "We strive to provide technology and services you would traditionally find in larger hospitals and implement them here, close to home."

The hospital anticipates opening the unit by the end of the year pending approval from the Illinois Department of Public Health.



# your business

## Two Local Residents to Open Peel Wood Fired Pizza in Edwardsville



Peel Wood Fired Pizza, located at The Park at Plum Creek, will soon be Edwardsville's newest restaurant. The opening date is set for December 15th at which time two local owners will unveil a unique, never before seen restaurant on this side of the Mississippi River.

Patrick Thirion and Brandon Case will own, operate, and manage the new restaurant. All menu items will be prepared in an imported Italian wood fired oven. "Our pizza cooks at 800° F in about 90 seconds, developing a light smoky flavor from the wood fire. We will have the ability to cook pizza in a fraction of the time with a unique taste and quality you have never before experienced," explains Patrick. The restaurant allows for a quick lunch or a relaxing dinner destination. Their approach to food is extremely fresh, exciting, and diverse, implementing flavors from around the world.

Edwardsville native, Patrick Thirion grew up in an entrepreneurial family that instilled the value of dedication, hard work, and satisfaction in business ownership. Patrick's father, the late Jerry Thirion of Thirion Photography, showed him that owning your own business isn't for everyone, but is the only option if you want to truly express your talent. Patrick received his training at Sullivan University in Louisville, Kentucky, with a degree in Baking and Pastry. From there he expanded his knowledge of the culinary arts

through extensive travel and by working at luxury hotels, country clubs, and restaurants. Patrick's passion is Thai, Southern French, and Italian cuisine, which are reflected in Peel's menu.

Brandon Case, also a local resident, began his culinary experience with 10 years of military service, where he had the opportunity to visit many destinations around the world. During his travels, Brandon cooked for soldiers and learned culinary techniques from people in the various countries. Brandon's main passion is in baking and pastry, and he has been developing his skills with breads and European inspired desserts for the past 7 years.

Brandon and Patrick's partnership began with a dream of owning a restaurant seven years ago at Adam's Mark Hotel, where the two men were co-workers. Today they are proud to say that their dream is coming true. Peel Wood Fired Pizza has set out a plan to excite the palate of its guests with creative appetizers, Wood Fired Wings, Neapolitan style pizza, pasta, sandwiches and especially desserts. Come in and explore the large selection of craft beers and specialty wines from some of the best breweries and wineries worldwide.

As a new business in the Edwardsville/Glen Carbon Chamber of Commerce, Peel is ready to get involved. "We are really excited to join the ranks of residents and businesses that support and contribute to numerous charitable organizations in our community," Brandon stated.

For more information on Peel Wood Fired Pizza go to [peelpizza.com](http://peelpizza.com) or check out Peel Wood Fired Pizza on Facebook.



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# Gateway Regional Hospice Celebrates 30 Years, Recognizes National Home & Health Hospice Month

Gateway Regional Hospice recently celebrated its 30th anniversary of providing excellent service and quality care. Previously known as Hospice of Madison County, Gateway Regional Hospice, an affiliate of Gateway Regional Medical Center, has provided hospice services to the residents of St. Clair and Madison Counties in Illinois since 1979. In order to meet the growing need for hospice services in the community, they have expanded to include Randolph, Monroe, and portions of Bond, Clinton, Jersey, Macoupin and Montgomery counties in Illinois.

Their hospice mission, acting as Partners in Care with other community-based healthcare providers, is to deliver excellent quality care and to support our hospice patients and families in their journey through the end-of-life stages. Gateway Regional Hospice has the support of local hospitals, physicians, and the community at-large as they fulfill this commitment to patients and their families on a daily basis. They exemplify the vision of Dame Cicely Saunders, who founded the first modern hospice – St. Christopher’s Hospice – in a residential suburb of London in 1967. Dame Saunders introduced the specialized care concept in the United States in 1963 at Yale University.

In honor of their 30 year anniversary and National Hospice Month, Gateway Regional Hospice scheduled events throughout the month of November. Angela Randla, Hospice Administrator, wanted to educate families in the community on the many benefits of hospice care. “Hospice care is so much more than pain control.” Randla stated. “Patients are cared for physically, emotionally and spiritually.” The hospice team includes nurses, hospice nurse aides, volunteers, therapists, social workers, and clergy all under the supervision of Medical Director Dr. Kevin Konzen. “At the center of care is a belief that each of us has the right to die pain-free with dignity, and that family receives the necessary support for this journey,” Randla stated. “If we can make a difference for our patients and their family, we have honored the mission of end life care, with dignity and respect for those we serve.” Gateway Regional Hospice also provides an extensive bereavement program for thirteen months following the passing of the loved one.”

To learn more about hospice or home health services, please call 618.798.3200. For information about services available at Gateway Regional Medical Center, visit [www.gatewayregional.net](http://www.gatewayregional.net).



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# your business

## Local "Generation Y" REALTOR® Obtains e-PRO Certification

As more and more consumers begin their search for real estate-related information on the Internet, it is critical that real estate professionals stay on top of the latest technology for the benefit of consumers and real estate practitioners alike.

The e-PRO® Technology Certification Program fills that need. Realizing the importance of technology training, the National Association of REALTORS® (NAR) created a comprehensive Technology Certification course in 2000. And now that course, e-PRO®, has been completely updated to include information on Social Media and Web 2.0 aspects that are changing the real estate business.

"Today on the Internet, information about homes, neighborhoods, real estate professionals, the home buying and selling process, lending, you name it, are all available and searchable, at everyone's fingertips," said Ryan High of RE/MAX Preferred Partners. "Being a Generation Y agent, I know the real estate business is really an information based business, Web 2.0 will have a major impact on the conduct and process of real estate related objectives

by consumers. As an e-PRO® certified agent, I have knowledge and tools needed to provide my clients with the information they need and the customer service they demand. It's both hi-tech and hi-touch."

The all new e-PRO® certification course, presented entirely online, is designed to prepare real estate professionals to make the most of Internet technology and to identify, evaluate, and implement new Internet business models. The elite group of course graduates represents only four percent of all REALTORS® in the country, including Ryan High of RE/MAX Preferred Partners.

High joins the ranks of a special community of highly skilled and continuously trained professionals who provide high quality and innovative online-based real estate services. Consumers can identify the e-PRO® through the exclusive e-PRO® Internet Professional logo.

For more information, e-mail Ryan High at [ryan@homesbyhigh.com](mailto:ryan@homesbyhigh.com) or call 618.889.1777. Check out Ryan's blog, "Real Estate Cannonball" at <http://ryanhigh.wordpress.com>



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# your business

## I. Salsman PR Offers Clients New Service Line

You don't need to Tweet to have noticed that there's been a massive shift in the way companies are promoting themselves. Today's public relations and marketing strategies must also include elements of social media and an enhanced online web presence that builds communities, starts conversations and generates content for virtual audiences everywhere. Social media tools like blogs, social networking sites and consumer-generated media have revolutionized the PR landscape -- and this is only the beginning.

Understandably, many business owners are both stymied and intimidated about using social media to reach customers. The time commitment and technical expertise can be daunting -- which is why I. Salsman PR has launched a new service -- The Social Media Toolbox -- for businesses that have neither the time, personnel or expertise to keep up with social media. Every "tool" is offered on an a la cart basis to keep costs reasonable.

Salsman's team writes, manages and promotes blog content for companies that recognize the value of truly connecting with audiences in cyberspace but don't have the internal resources to do it right. Every blog created by the I. Salsman PR experts is optimized for search engines by focusing on key words and phrases as well as relevant topics which position the company as a leader in its industry.

Salsman's services also include monitoring blogs and social networks; providing online media relations through its relationships with bloggers; setting up online communities on Facebook, LinkedIn, Twitter and other social engagement tools; search engine optimization for press releases; and developing video content for on sites such as YouTube, Google Video, and Yahoo! Video.

In addition, Salsman's team manages clients' web site content to keep it fresh and updated, including monitoring and analyzing hits, writing, posting and distributing e-newsletters to businesses' databases to drive web site traffic.



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"Although blogs and other social media are valuable tools in helping businesses reach their marketing goals, they must be used consistently to communicate with target markets," says Iris Salsman, president of I. Salsman PR. "In this global economy, social media is a very effective way for companies to introduce products and services to people around the world. Since each social media strategy is associated with a specific demographic, it's a cost-efficient way to reach out to customers. Our Social Media Toolbox is an affordable way to stay on top of things and relieves the stress of 'socializing.'"

For more information about social media and the services provided by I. Salsman PR, contact Salsman at 314-495-3017 or [info@isalsmanpr.com](mailto:info@isalsmanpr.com).



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# Scott Credit Union Wins State Award for Providing Youth Financial Education

Scott Credit Union has been awarded first place in the Illinois Credit Union League statewide Desjardins Youth Financial Education competition. The award recognizes leadership within the credit union movement on behalf of youth financial literacy. The local credit union won the award in the more than \$250 million asset category for a program that it introduced earlier this year at Triad High School. The program titled CU 4 Reality allowed students to participate in a financial fair during which they made life-like decisions while learning to manage a budget.

"The program teaches students the important skills that will equip them to handle money responsibly, set and adhere to budgets, and avoid the pitfalls of debt," said Scott Credit Union Community Relations Supervisor Ashleigh Deatherage. "During the fair, the students get a career with a salary and then they have to make decisions about housing, utilities, transportation, clothing, food, and other necessities. It is very interesting to see these students have to manage their budget and make life-like decisions. I think many of them end up with a greater appreciation for the challenges their parents face with finances each month."

Representatives from Scott Credit Union will be recognized at the keynote and awards program during the Credit Union League's Annual Convention next spring in Chicago. At the convention, Scott Credit Union will also be recognized with second place awards in the state-wide Dora Maxwell Award for its work in the community and the Louise Herring Award for exemplifying the credit union philosophy of "people helping people".

"It is nice to be recognized with the award, but the real happiness comes with knowing that we are able to help area students learn about handling finances. Credit unions are built on a 'People Helping People' foundation and this program really showcases our dedication to that philosophy," Deatherage added.

The award entry for the CU 4 Reality program also will be entered in a national credit union awards competition, Deatherage said. Scott Credit Union representatives hope to expand the free CU 4 Reality program into other area high schools in the future.

To learn more about Scott Credit Union, visit [www.scu.org](http://www.scu.org).

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# your business

## Ask the Expert

by Marcel Brown, The Tech Spot

### *Investing In Technology for the New Year.*

Certainly, I'm no accountant. So make sure to consult with yours regarding the ideas presented in this article.

Every year, businesses spend money at the end of the calendar to take advantage of various tax savings. This year, I suggest you consider spending some of that money on computer and technology equipment. But just because you have money to spend doesn't mean you should spend it recklessly. Before you go out and spend that money, make sure you work with your technology consultant to choose the best way to spend that money. If properly spent, the money you invest in your new technology should provide an appreciable return. However, improperly spent, that technology could end up costing you more in the long run.

Another option that many businesses do not take advantage of is the leasing of major technology purchases. Certainly, the many details of a potential lease and the circumstances of each business will dictate just how feasible a lease is. But in general, the biggest advantage to a lease is that the business does not need to make a large capital investment. Rather, the business spreads out the cost of the technology over several years. This allows business to invest their capital in other ways as well as allowing the business to purchase more technology than they could normally afford.

If you have any other questions regarding technology investments don't hesitate to contact me at The Tech Spot.

## Revised EEOC Poster Available

The Equal Employment Opportunity Commission (EEOC) has revised its "Equal Employment Opportunity is the Law" poster. This new version includes current federal employment discrimination law (including the Americans with Disabilities Act Amendments Act of 2008). The poster was revised to add information about the Genetic Information Non-discrimination Act of 2008, which was effective November 21, 2009 as it relates to employment. The revised poster also includes updates from the Department of Labor.

Comply with the law – go to [www1.eeoc.gov/employers/poster.cfm](http://www1.eeoc.gov/employers/poster.cfm) today to download and print your own posters, or order them online.



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## Illinois Announces Solar Rebate Program

The State of Illinois through the Department of Commerce and Economic Opportunity (DCEO) has announced their 2010 Fiscal Year Solar Rebate Program. This new program supports a minimum of 50% for public sector and 30% for residents and commercial entities, for the purchase and installation of grid-connected solar systems. The state rebate in conjunction with the federal rebate and tax credit equates to 60% of the cost being absorbed.

### Key Points

- Become your own utility and offset your energy costs
- Solar Systems typically have a 30 year production cycle
- Ameren will be raising their rates an estimated 8%\* next year
- These funds are first come, first served, do not get left out of this opportunity to save money
- Renewable energy such as solar, promotes a clean environment and reduces dependency on fossil fuels
- Southwestern Electric does not participate in this program; Ameren and 19 other Utilities within the state are registered to participate in program

Please visit [www.dayandnightsolar.com](http://www.dayandnightsolar.com) for additional information and a list of Solar Energy Seminars we will conduct to discuss the benefits of solar, solar system components, installation procedures and rebate application.

## The Children's Museum Star City Experiencing a Population Explosion

Star City within the Children's Museum in Edwardsville is experiencing a population explosion! During the last month, the membership population for Star City has risen 16 percent. More "residents" are coming in to play and learn among the growing community exhibits that include a market, library, medical center, police and fire station.

"The economic crunch has kept people closer to home, which has attracted more families to the Museum. Once they visit, they find out what a good value we offer for children up to age 12," says Lisa Leehy, Children's Museum director. "We are also in the midst of our membership drive, and we encourage people to sign up for one of our economical membership programs, or even consider giving membership as a gift during the upcoming holiday season."

The Children's Museum makes it easy to join with one of three membership packages. The Pairs Package provides two people with unlimited admission for one year for \$35. One trip for two generally costs \$8. The Family Package at \$50 is a bargain for unlimited admission for four people for a year. The Contributor Package for \$100 provides five people unlimited admission for

## First Clover Leaf Bank Announces Promotions

Dennis M. Terry, President & CEO of First Clover Leaf Bank recently announced the promotions of Melanie Nolen and Nathan Ballard at First Clover Leaf Bank.

"We feel fortunate to have such well trained professionals working at First Clover Leaf Bank," commented Mr. Dennis Terry on the announcements with over 28 years of combined banking experience; Nolen and Ballard have attained a wealth of knowledge in the lending industry.

"As our bank has grown tremendously through the last several years, Melanie and Nathan have been instrumental in making sure that the loan department stays in tune with the bank's new demands and changes in the regulatory arena. The bank feels it is important to surround ourselves with energetic, well qualified leaders in the industry," commented Lisa Fowler, Chief Lending Officer and Senior Vice President.

Both Nolen and Ballard look forward to the challenges their new positions hold and are proud to represent such a strong solid community bank. In their new roles, Nolen and Ballard will continue to focus on offering sophisticated, yet personalized loan products and helping the bank organize and structure to meet the long term loan growth plans already in process.

one year, along with two free friend passes and donor recognition on the Museum's Web site.

More information about membership is available by contacting the Museum at [www.childrens-museum.net](http://www.childrens-museum.net), or 618.692.2094.

Since opening in 2003, the Children's Museum's mission has been to stimulate curiosity and motivate learning in children by providing interactive exhibits and programs. The museum is open Tuesday, Friday and Saturday. The facility may be rented for birthday parties, field trips and more. Membership, sponsorship and volunteer opportunities are available.





# your community

## Glen Carbon Merchants Society Plans Trolley Tour

Members of the Glen Carbon Merchants Society have once again joined together to bring the Holly Jolly Trolley Tour.

Saturday, December 12th, from 12–4pm, the trolley will make stops at The Tech Spot, Exactime Watch & Clock, Miss Bailey's Poppy Patch, Sweeties Confections, and The Garden Kingdom.

Patrons who make a stop at all locations will be registered to win a prize basket with items donated from all five stores worth \$500! Special events will be going on at all locations, including Santa Claus at Miss Bailey's Poppy Patch, a toy drive and kick-off to the 12 Days of Tech Spot Christmas at The Tech Spot, live music and refreshments at Sweeties Confections, and food and fun at The Garden Kingdom and Exactime Watch and Clock.

For more information contact Danelle Brown at 288.7321.

## Book Proceeds Benefit Stephenson House

An updated and reprinted version of the popular book *Edwardsville: An Illustrated History* is now available for purchase throughout the community. The Historic Preservation Commission (HPC) updated the book in 2008, which was originally published in 1996, to include events of the past 12 years. The Special Edition includes the long, rich history of Edwardsville. Since the first edition, the town's population has grown by more than 30%. This Special Edition covers nearly two decades of growth and the many people who were part of this growth.

TheBANK of Edwardsville assisted in funding the publishing of the book in 1996 and agreed to assist with the reprint. Approximately 1,000 books were printed late 2008 and several hundred are still available for purchase.

The books sell for \$29.95 and are available for purchase at TheBANK of Edwardsville's Main Office and its location at 2004 Troy Road in Edwardsville. Books can also be purchased at Edwardsville City Hall and the Benjamin Stephenson House.

The proceeds from the sale of the updated book will benefit the programming and operation of the Colonel Benjamin Stephenson House.

## GCS Credit Union's First Food Drive a Success

GCS hosted a People Helping People Food Drive at each of its 7 branches during the month of October. The Credit Union is happy to announce that both employees of GCS and members came together with hundreds of items to help feed the community.

Each Credit Union location had a food drop-off box decorated in the People Helping People theme. Those who donated were entered into a drawing to win a \$100 Visa gift card.

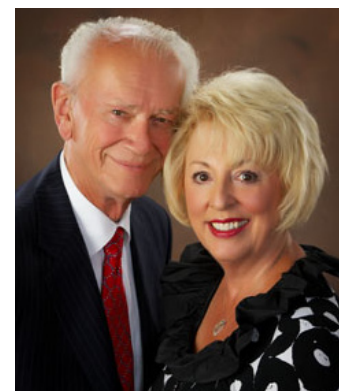
After the food drive, GCS employees helped representatives from the local Salvation Army load a van with donated items that will be used to feed those less fortunate. Donations were also made to food banks in Collinsville and Edwardsville.

This is the first time GCS has conducted a food drive, and with its success the Credit Union plans to make this an annual event in hopes of helping make a positive impact on the communities it serves.

## Cassens Served as Founders' Ball Chairs

Edwardsville residents, Allen and Linda Cassens, served as Honorary Chaircouple of the 2009 Anderson Hospital Founders Ball.

"We were deeply honored to serve as honorary chairs," said the Cassens. "The event lets us give thanks for our many blessings in this community and to ask for insight into how we can help the hospital 'grow for the future' so we can better provide and serve this community."



The Ball, which was held November 14 at the Chase Park Plaza in St. Louis, is Anderson Hospital's premier fundraising event. Guests enjoyed a champagne reception, gourmet dinner, oral and silent auction, and dancing to the renowned sounds of Charles Glenn.

## Glen-Ed Last Night Event Announced

The 7th Annual Glen-Ed Last Night event will be held from 7–11pm at the YMCA Meyer Center this New Year's Eve, with doors opening at 6:45pm. The event is a family oriented, ecumenical celebration of the New Year presented by Eden United Church of Christ. Over the past six years the event has raised over \$50,000 for local charities and entities. This year's proceeds will be split between the local chapters of Fellowship of Christian Athletes and Habitat for Humanity, with a portion also going to the Glen Ed Pantry. The central idea of the event is to provide families a safe, fun, and alcohol free option for celebrating.

The event includes activities for all ages – inflatable games, a balloon artist for the kids, bingo, skating, rock wall, and board games, along with lots of live entertainment for all ages. Also appearing this year are the youth bands the Juvenile Delinquents and Exit 12, both formed by local middle school and high school talent. Last year over \$2,500 in prizes was awarded as door prizes, including restaurant certificates, apparel, gift certificates, game tickets, and a television. Food and beverages will be served with affordable prices.

Admission for the event is \$5 per person with children under 3 getting in free. Visit [www.glenedlastnight.com](http://www.glenedlastnight.com) for more information. To become a sponsor or to donate a raffle item, contact Matt McSparin at 604.6562 or [mattm@m5sports.net](mailto:mattm@m5sports.net).

## TheBANK Employees Raise Nearly \$65,000

Employees of TheBANK of Edwardsville joined forces this year and raised nearly \$65,000 to benefit three local charities: The United Way of Greater St. Louis, March of Dimes and the American Cancer Society.

TheBANK raised \$40,000 to benefit the United Way of St. Louis, which serves more than 200 health and human services agencies throughout the St. Louis region. Employees participate in the annual October kickoff and commit funds to the organization through the employee contribution program.

\$8,300 was raised for the March of Dimes – TheBANK has a long history of participating in the March of Dimes Walk For Babies. Employees coordinate various events throughout the spring including an annual trivia night that raises funds for the walk.

An additional \$15,800 was raised for the American Cancer Society (ACS). Locally, the ACS coordinates events to raise money for services and support for cancer patients and their families. Employees participate in five area Relay For Life events and raise money through employee-sponsored events.

"TheBANK of Edwardsville is strongly committed to community service so it is wonderful see such a tremendous outpouring of support from our employees in raising money for three deserving charities," said Tom Holloway, president of TheBANK of Edwardsville.

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