

March 2009



Edwardsville | Glen Carbon Chamber of Commerce

It's everyone's business.

Common Ground



First Clover Leaf Bank™

We're Better Together.

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Steve Rensberry**, The Intelligencer
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Mission Statement

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

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

On the cover

First Clover Leaf Bank Celebrates 120 Years!

First Clover Leaf Bank has been a member of the Edwardsville community since 1889. In their humble beginnings, they supported the area making loans to the early settlers. Their commitment to the community they serve is woven into everything they do and every decision they make.

Over the years, First Clover Leaf Bank has strengthened its commitment to the community by expanding its range of products and services. They have leveraged future growth and additional capital by extending their geographic footprint and investing into new and more sophisticated products. They are not experiencing any problems related to the recent volatile economy. If you need financing or a new deposit account, at First Clover Leaf Bank it's business as usual.

First Clover Leaf Bank takes great pride in the fact that they are an independent community bank which strives to be "big enough to help yet small enough to care!" First Clover Leaf Bank still lives by the old fashioned rule that customer service comes first. They have embraced this philosophy for the past 120 years and will continue to live by these same words for years to come. They truly believe "we're better together".

Join First Clover Leaf Bank for a St. Patrick's themed Business After Hours on Thursday, March 5 at their Goshen location at 6814 on Goshen Road in Edwardsville. See their ad on page 23 for more information.



First Clover Leaf Bank™
We're Better Together.

Newsletter Notes

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

Monthly distribution: 1,000 issues.

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

Copyright 2007 Edwardsville and Glen Carbon Chamber of Commerce, 200 University Park Drive, Suite 260, Edwardsville, Illinois 62025. (618) 656-7600, www.edglenchamber.com

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1/2 Page	\$110	\$15
Full Page	\$210	\$20
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Common Ground

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Premier Level

'62 Sports Group
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Bella Milano Restaurant
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Byron Gerber Petri & Kalb, LLC
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Bully's Smokehouse
Caulk's Collision
Chicago Title Insurance
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First American Title
First Bank

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First National Bank - Maryville
Fitness 4 Life Physical Therapy
Forensic IT, Inc
Fountain View Manor
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Gateway Grizzlies
Glik's Department Store
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Hawthorne Animal Hospital
Henderson Associates Architects, Inc.
Holiday Inn Express
Hurford Architects, Inc.
Illinois Dept. of Employment Security
Imaging Center of Southern Illinois
IMO'S Pizza
Jan's Hallmark Shop
J.F. Electric Inc.
Kentucky Fried Chicken
Kitchenland
Kurt's Carstar Collision Center
LaPetite Academy
Lee's Services
Louer Facility Planning
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Maryville Women's Center & Med Spa
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Medical Billing Solutions, Inc.
Metro Limousine
Mid-America Catering & Laundry
Midwest Occupational Medicine
Minuteman Press
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Piedmont Development Corp.
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Sunset Hills Country Club
Sunset Hills Family Dental
Super 8 Pontoon Beach
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The Telegraph
Think Tank PR
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
Wells Fargo Home Mortgage
Wenzel & Associates
Wise Choice Coffees

events

3/5 Thursday 5 - 7 pm

Business After Hours
First Clover Leaf Bank
6814 Goshen Road
Edwardsville, Illinois 62025

3/11 Wednesday 4 pm

Professional Education Series'
Business Survival Strategies
Marketing on a Shoestring
at Neruda
4 Club Center Ct., Ste. A
Edwardsville, Illinois 62025

3/12 Thursday 4 pm

Ribbon Cutting
Visons by Carol Photography
and FOND
108 N Main
Edwardsville, Illinois 62025

3/13 Friday noon

networking@noon
Faller Photography Group
at GC Cuisine
1230 University Drive
Edwardsville, Illinois 62025

3/18 Wednesday 4 pm

Ribbon Cutting
Massage Envy
3000 S State Rte. 159
Glen Carbon, Illinois 62034

3/19 Thursday 5 - 7 pm

Business After Hours
Edwardsville Intelligencer
117 North Second Street
Edwardsville, Illinois 62025

3/21 Saturday

YPG Kickoff Event
Fox Creek Clubhouse
6555 Fox Creek Drive
Edwardsville, Illinois 62025

3/27 Friday 8:30 am

New Member Orientation
Chamber Office
200 University Park Dr., Ste. 260
Edwardsville, Illinois 62025

3/27 Friday 8:30 am

YPG Final Friday Drop-In
at Neruda
4 Club Center Ct., Ste. A
Edwardsville, Illinois 62025

save the date

4/1 Wednesday 4 pm

Ribbon Cutting
Eigenbrodt Vision Center PC
1950 Edwardsville Club Plaza
Edwardsville, Illinois 62025

4/2 Thursday 4 pm

Ribbon Cutting
Eden Village Retirement
Community
400 South Station Road
Glen Carbon, Illinois 62034

4/2 Thursday 5 - 7 pm

Business After Hours
Eden Village Retirement
Community
400 South Station Road
Glen Carbon, Illinois 62034

4/8 Wednesday 4 pm

Professional Education Series'
Business Survival Strategies
Managing a Balanced
Workforce
at Neruda
4 Club Center Ct., Ste. A
Edwardsville, Illinois 62025

4/10 Friday noon

networking@noon
Sunset Hills Country Club
2525 Highway 157 South
Edwardsville, Illinois 62025

4/15 Wednesday 4 pm

Ribbon Cutting
The Goddard School
801 S Arbor Vitae
Edwardsville, Illinois 62025

4/16 Thursday 5 - 7 pm

Business After Hours
Glen Carbon Vision Center
11 Junction Drive
Glen Carbon, Illinois 62034

4/23 Thursday 4 pm

Ribbon Cutting
Simply Smiles
100 Magnolia Dr
Glen Carbon, Illinois 62034

4/24 Friday 8:30 am

networking@noon
Frye Chiropractic & Laser
Center, LLC
TBD

4/30 Thursday 5 - 7 pm

Business After Hours
SIUE School of Pharmacy

connect

business after hours schedule

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

3/5 Thursday 5 - 7 pm

First Clover Leaf Bank
6814 Goshen Road
Edwardsville, Illinois 62025

Celebrate St. Patrick's Day and see the new expansion at First Clover Leaf Bank's Goshen Road location. Win a \$50 Visa Gift Card for correctly guessing the amount of gold coins in the pot of gold!

3/19 Thursday 5 - 7 pm

Edwardsville Intelligencer
117 North Second Street
Edwardsville, Illinois 62025

Visit the Intelligencer and meet your next customer while enjoying appetizers and beverages.

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networking@noon schedule

Can't make a Business After Hours? Networking@noon is a great way to meet other business people in a smaller group setting without taking time away from your busy day. This fun, fast-paced, members-only "speed networking" event is designed to get you in, fed, connected, and on your way in 60 minutes or less.

3/13 Friday noon

hosted by Faller Photography Group
at GC Cuisine
1230 University Drive
Edwardsville, Illinois 62025

Enjoy networking over lunch and learning the latest news from Faller Photography Group.



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The Newly Connected

The August Garden

Judith Knapp
Fresh and silk floral, event florals, gifts, vintage decor, clothing
118 N Main Street
Edwardsville, Illinois 62025
(618) 656-7800

Julie Jackson

Individual Member
6258 Nottingham, Apt. 2W
St. Louis, Missouri 63109
(618) 660-8503

Massage Envy

Tammy Hoeflinger
Massage therapy
3000 South State Rte. 159
Glen Carbon, Illinois 62034
(618) 656-3689
www.massageenvy.com/clinics/IL/Glen-Carbon

Patriot Sunrooms

Nicole Amsbury
Sale and installation of Four Seasons sunrooms and replacement windows
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Edwardsville, Illinois 62025
(618) 307-3364
www.patriotsunrooms.com

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(618) 288-9020
www.simplysmilesdentistry.com

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Andrea Reaka
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(618) 656-6677
www.tutoringcenter.com

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4219 State Rte 159 Suite 4
Glen Carbon, Illinois 62034
(618) 288-1126
www.farmersagent.com/mviox1

From The Desk of Carol Foreman

Surviving in this economy can be tough. As the Consumer Confidence Index continues to fall and major corporations continue to announce large scale lay-offs, operating a business in this economy can be scary.



Fortunately, we are here to help. Our first Business Survival Strategies - Creative Financing Options on February 25th was a huge success.

Participants learned how to work with the Small Business Administration and the State of Illinois Treasurer's Office to obtain low interest business loans and how the stimulus package is making these loans more affordable. They also learned strategies for putting your best financial foot forward when approaching banks for financing. We heard good news from our local banks - they are still lending, so money and opportunities for financing are still available locally. Call me at the Chamber Office (656-7600) to find out more information on how to access these programs.

The next session, Marketing on a Shoestring - Nothing is Better than Free Press, will be held on Wednesday, March 11th from 4 to 5:30pm at Neruda. Take this opportunity to hear from our experts on how to market your business to the media and build relationships with your local reporters. Find out more information on page 12. Remember to RSVP to the Chamber Office at 656-7600 as seating is strictly limited.

We also held a Bulk Mail Class with Russ from the Edwardsville Post Office. Use your membership to save money with your business mailings by using our Bulk Mail Permit. With the recent changes in the postal code, the Chamber is happy to provide you this savings!

Also this month we say goodbye to our Communication Director, Jeanne Wojcieszak. Jeanne joined the Chamber staff in December of 2006 and is leaving us as she prepares to welcome a new addition to her family. Please join me in wishing her the best.

Sincerely,

A handwritten signature in cursive that reads "Carol Foreman".

Carol Foreman, Executive Director

Ambassadors

Meet Your Ambassadors: Justin Huneke

By **Natalie Head, Anderson Hospital**

For Ambassador Justin Huneke, the Chamber was a starting point for growing his business.

"I joined the Chamber as soon as I started working at the Bank of Edwardsville," said Justin. "It was a great way for me to meet other local business people."

And five years later, Justin has not only made many great contacts, he has also become more involved in the Chamber by becoming an Ambassador.



The goal of the Ambassadors is to encourage meaningful participation in the Chamber's programs and services for members, in an effort to build member commitment and increase member retention.

"Through the Chamber I have met a very friendly and diverse group of people. I have made a lot of new friends that I probably would not have met any other way," said Justin. "If you want to grow your business and have a great time doing it, the Chamber has been a great partner."

Justin is a Mortgage Loan Officer at TheBank of Edwardsville. He grew up in St. Louis and moved to Glen Carbon in 1992. He graduated from SIUE in 1998 with a BS in Business.

He is an active member of numerous professional and community organizations including The Greater Gateway Association of Realtors and the Boy Scouts of America. Justin and his wife, Kristi, reside in Edwardsville with their two sons Grant, 2, and Blake, three months.

Ambassadors

Sue Mancuso, Chair

Suburban Journals

Dana Klassen, Vice Chair

C.A.F.E. Community Association for
Financial Education

Nancy Baahmann

Beverly Farm Foundation

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

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Ryan Matthews

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Company Matters, & General Litigation

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314.726.0012
Fax: 618.655.4004
Website: www.byrongerber.com

Contact:
David J. Gerber
djg@byrongerber.com
Christopher W. Byron
Christopher J. Petri
Brian R. Kalb
Micah S. Summers
Meredith L. Head

Meet Your Board Member:

Matt McSparin

Matt McSparin is currently the 1st Vice President of the Board of Directors for the Chamber.

Matt is no stranger to the Chamber or the community. After 15 years, Matt has sold his business '62 Sports and his newly formed business, m5sports, handles a variety of marketing and sales related projects and consulting.



Originally from Charleston, Illinois, Matt received a BA in Speech Communications from Augustana College and a MS in Sports Management from Eastern Illinois University. "I spent my college years knowing that I wanted a career in sports and was fortunate to land my first job with the Chicago White Sox. I parlayed that experience into jobs with Ticketmaster Corp., the St. Louis Cardinals, McCann Erickson Event Marketing and the Missouri River Otters Professional Hockey Club which all lead to being uniquely experienced at owning my own event management business."

Matt is very involved in the community in many different organizations. He is Club President of the Edwardsville Little Tigers Football and is the Event Chairman of the Glen-Ed Last Night New Years Eve Event. He is an active member of Eden United Church of Christ and coaches two youth baseball teams.

Matt joined the Chamber about 12 years ago. "At first I was not that involved in the Chamber, but as time went on I found myself drawn to the mission of the organization and was a willing participant and met many people through the social network provided. I find it very important to look out for the business community as a whole and provide opportunities for the community to discover and interact with businesses through activities and events provided by the Chamber."

Matt's advice for other members: GET INVOLVED. Don't just join the Chamber; go to something the Chamber sponsors (a networking@noon, Business After Hours, or an education event). Don't just go to the event; talk to someone you don't know and develop a relationship. Don't just be a member; join a committee. Don't just be a committee member; use your leadership and good works to become an Ambassador or a Board Member.

Chamber Announces New Business of the Month Award

The Chamber is excited to announce the new Business of the Month Award. The Business of the Month will be chosen monthly by the Executive Committee. Nominations received but not chosen may still be considered the following months. The winner will be announced at the Board of Directors meeting and the following networking@noon.



The winner will receive:

- Recognition on the front page of the Chamber's website (www.edglenchamber.com)
- Spotlight article and photo in chamber's newsletter, Common Ground
- Press Release with photo submitted to local media outlets
- Plaque presented at the networking@noon
- Eligible for the Business of the Year Award

The business must have been established and operated continuously for at least five (5) years in the Edwardsville or Glen Carbon communities and a current Chamber member for at least three (3) years. The business should have a solid track record of growth and demonstrated integrity and community involvement. Company must be active in both the Chamber and other community ventures. Factors of considerations would also include the business's reputation of honesty and integrity in their practices. Non-profit organizations will also be considered.

Nominations must be received by 5:00 pm the Friday before the Executive Committee meeting, generally the second Tuesday of the month. Nominations may be emailed, mailed, or faxed. Self nominations are welcome. Nomination forms are available on our website, www.edglenchamber.com.

Consider nominating your business or another business you feel is deserving of this new award!



New Young Professionals Group Announced



Interested in meeting and networking with other talented young professionals? The new Ed/Glen Young Professionals Group is here to connect you to other young professionals in the area.



The Young Professionals Group of Edwardsville/Glen Carbon (YPG) furthers the Edwardsville/Glen Carbon Chamber's mission by promoting the growth and development of the next generation of business and civic leaders. YPG provides professional and personal growth, develops leadership skills, and encourages business alliances through participation, education, programming, recruitment and mutual support within the Chamber and community.

The Ed/Glen YPG has four committees that are looking for members as well - Marketing and Membership, Professional and Personal Development, and Program and Social.

Participation in the Young Professionals Group is limited to those who are between the ages of 21 and 39 and whose employer is a member of the Chamber of Commerce.

More information about the Ed/Glen YPG can be found at ypg.edglenchamber.com

Upcoming YPG Events

Saturday, March 21st

YPG Kickoff Casino Night

6:00pm to 10:00pm

Open to YPG members and non-members

Fox Creek Golf Clubhouse – 6555 Fox Creek Dr., Edwardsville, IL 62025

Mingle with other young professionals/learn more about YPG/have fun

COST – Tickets \$20 per person (includes appetizers and \$5 in "chips" for casino) – Tickets can be purchased at the "Final Fridays" Event – and the Chamber Office

Proceeds benefiting the Edwardsville Little League Program

Friday, March 27th

Final Fridays Networking

5:00pm to 7:00pm

Open to YPG members and non-members

at Neruda

Open networking for YPG members and non-members – meet one another, network, and invite friends and co-workers to attend to find out more about YPG

COST – Whatever you choose to drink or eat

Friday, April 10th

St. Louis Blues vs. Columbus Blue Jackets

Game time 7:30 pm

Open to YPG members and non-members

COST – TBD

Introducing the
edoglen  **ypg**
Young Professionals Group

Come mingle with local young professionals and learn more about what our group has to offer you!

**Not a thrill seeker at the tables?
Enjoy the Vegas Style atmosphere and hors d'oeuvres!**

**Proceeds benefiting
Edwardsville Little League Program.**

Casino Night

Saturday March 21, 2009

6:00pm—10:00pm

Fox Creek Golf Clubhouse

6555 Fox Creek Dr. Edwardsville, IL 62025

Tickets: \$20.00 Per Person

(Ticket includes hors d'oeuvres & \$5.00 chip buy in)

Cash Bar & Additional Chips will be available for purchase

Ticket Information at: www.edglenchamber.com/ypg

Or call the Ed/Glen Chamber at 618.656.7600

connect

Chamber Scholarship Applications Now Available

The Chamber is pleased to announce the 4th Annual Scholarship Program is underway. Two \$1,000 scholarships are offered yearly - one each to a high school senior and a college/university student.

Applications have been delivered to EHS, MELHS, Lahr-Well Academy, Westminster Christian Academy, SIUE and LCCC. Additional applications are available at the Chamber Office or by downloading it from www.edglenchamber.com.

Applications must be received in the chamber office by April 10th.

For more information, contact the Chamber at 656-7600.

Illinois Chamber's FREE Drug Testing Program

The Illinois Chamber's Free Drug Testing Program is available to members of the Ed/Glen Chamber of Commerce.

To participate an employer must operate in Illinois, must not be mandated by any federal or state laws to drug test, must have an existing drug-free workplace policy and procedures in place, must not be currently conducting the type of drug testing for which funding is requested.

After meeting the requirements, new employers can be placed into the program for 36 months, regardless of the number of the employees and can qualify for up to \$5,000 worth of free drug testing so long as funding is available from the Illinois Department of Human Services, Office of Alcoholism and Substance Abuse.

For more information, please contact Julie Brennan, the Drug-Free Illinois Workplace Program Grant Administrator at 217.522.5512, ext. 226, or contact the Chamber at 656-7600.

Illinois Flagship Stations

WSMI

106.1
Night Games

1540
Day Games



Mike Niehaus
Edwardsville

Dawn Spickerman
618-655-9660



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201 N. Second St. • Edwardsville

“How my Chamber membership helped my business...”

“A man named Bill came by for an estimate to letter his vehicles. He said the Chamber referred him over to us. I greatly appreciate your help.

We are trying hard to rebuild the commercial end (small & medium lettering jobs) of our business as we have new people in house who specialize in these.

Again, many thanks!”

Ron Eberhart

Eberhart Sign & Lighting Co.

Save the Date!

Ed/Glen Chamber Golf Challenge

Friday, September 18th, 2009
Sunset Hills Country Club
Edwardsville, IL

visit www.edglenchamber.com

learn

Business Survival Strategies - Marketing on a Shoestring

Building on the success of the first session, Creative Financing Options, held on February 25th, the second Business Survival Strategies - Marketing on a Shoestring will be held on Wednesday, March 11th from 4 to 5 pm at Neruda.

This session will bring a panel of local media experts to tell you how to put your business in front of the local media, as nothing is cheaper than free press! Learn how to build relationships with local reporters, what stories make the front page, and how to submit articles and announcements to your local media.

Handouts will include a sample press packet with examples of media alerts and press releases as well as contact information for local media.

The program fee is \$10 and includes refreshments, cash bar and networking opportunities. Advance registration is required and seating will be strictly limited. To reserve your seat in one or all three sessions, call the Chamber office at 656-7600.



The series will continue on April 8th with a panel of human resources specialists representing legal, government and management that will discuss strategies for managing a balanced workforce in economic uncertainty.

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

SIUE faculty

Rik Hafer, Ph.D.
Distinguished Research Professor
Department of Economics and Finance
SIUE School of Business

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

e = excellence.

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AGENDA

7:30 a.m. - 8:00 a.m.	Registration/Breakfast
8:00 a.m. - 9:30 a.m.	Leadership, Disney Style
10:00 a.m. - 11:30 p.m.	Management, Disney Style
11:30 p.m. - 1:00 p.m.	Lunch
1:00 p.m. - 2:30 p.m.	Service, Disney Style
3:00 p.m. - 4:30 p.m.	Loyalty, Disney Style

PROGRAM FEES: \$399

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Edwardsville, Illinois

MAY 19, 2009

Please contact the Ed/Glen Chamber of Commerce to reserve your space for Disney Keys to Excellence
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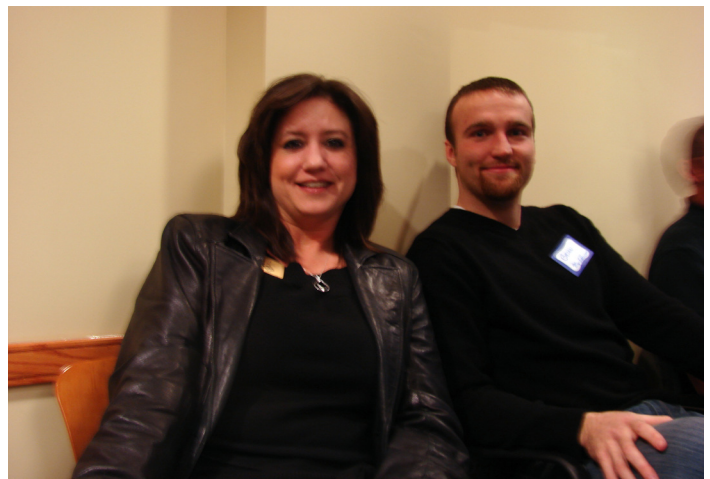
First Community State Bank, February 5



First Community State Bank, February 5



First Community State Bank, February 5



Glen Carbon Centennial Library, February 19



Glen Carbon Centennial Library, February 19



Bulk Mail Class, February 26

Creative Financing



Business Survival Strategies, Creative Financing Options, February 25

networking@noon



Alternative Communications Network, February 13

Ribbon Cuttings



Sprint/JMS Wireless, December 17



RE/MAX Integrity, February 4



Glik's, February 11



Four Muddy Paws, February 13

Your Business

Heyl, Royster, Voelker & Allen Names Partner and Adds Four Attorneys

The law firm of Heyl, Royster, Voelker & Allen announces that Charles E. Timmerwilke has become a partner in its Rockford office.



Charles E. Timmerwilke

Prior to joining Heyl Royster in 2005, Timmerwilke first worked as an associate for a large defense litigation firm following law school and then was a partner in his own firm in Rockford. He concentrates his practice in a wide range of civil litigation, including product liability, professional liability, construction, and transportation cases. Timmerwilke has tried numerous cases to verdict throughout Northern Illinois, and has extensive experience in both arbitrations and mediations.

Four new associates have joined the firm at its offices throughout the state.

Joining the firm's Peoria office are Timothy D. Gronewold and J. Matthew Thompson. Gronewold graduated from Washington University in St. Louis in 2008. Thompson graduated cum laude from Southern Illinois University School of Law in 2008.

Joining the firm's Rockford office as an associate is Bhavika D. Amin, who graduated magna cum laude from the University of Illinois College of Law in 2008. Melanie E. Riley, a 2008 graduate of the St. Louis University School of Law, has joined the firm's Edwardsville office as an associate.

The law firm of Heyl, Royster, Voelker & Allen has more than 100 lawyers among its offices in Peoria, Springfield, Urbana, Rockford and Edwardsville, Illinois. The firm provides legal services for businesses, professionals, healthcare organizations, universities, insurance companies, and other major institutions.

Shell Community Credit Union Celebrates Anniversary

Shell Community Credit Unions' Maryville branch will celebrate their 5-year anniversary the week of March 2-6.

All are invited to stop in from 11 am to 1 pm on Monday for hot dogs or on Friday for appetizers from Renee's Gourmet Catering Inc. Also stop in any time that week to sign up for some great giveaways!

Shell Community Federal Credit Union is a full service financial institution, committed to fulfilling all of your banking needs. The credit union opened in January 1935 and has been in business for over 74 years. They currently have two locations: 2813 N. Center Street in Maryville and 101 Lakin Blvd. in Wood River.

Please check out their website for additional information at www.shellcu.org.

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New Marketing, Public Relations Firm - Cork Tree Creative

Marketing and public relations veterans Jan Carpenter and Laura Reed have teamed up to offer full-service marketing and public relations services.



In their new venture as Cork Tree Creative, the pair will provide graphic design, e-marketing, public relations, writing services, advertising, global branding, and internal corporate communications.

Part of what makes the partnership unique stems from Carpenter's more than 20 years experience working in both the printing industry and as a graphic designer, coupled with the extensive writing experience and media relations skills of Reed.

Cork Tree Creative is located at 100 North Main Street, Suite 8, in downtown Edwardsville.

For more information about Cork Tree Creative, please visit www.corktreecreative.com or call (618) 656-7333.

Vision 20-20 Focus Groups Forming

Vision 20-20 is an exciting initiative that is bringing key stakeholders together to define a strategy and investment agenda for Southwestern Illinois' long-term economic development. Through a step-by-step process, the goal of the initiative is to reach consensus on four to five "high impact" priorities that will guide and shape future legislative agendas, funding requests, and regional initiatives.

The intention of Vision 20-20 is not to replace any individual plans or agendas, but to instead strengthen connections among those with a vested interest. By building consensus in key areas such as: workforce development; infrastructure expansion; international trade expansion; energy/alternative energy clustering; and/or redevelopment of our cities, we believe we can better position ourselves to increase regional wealth and define our economic future.

The first step of this process is to gain information from local businesses. The purpose of this focus group is to explore and understand what small to medium sized local businesses perceive as the strengths and weaknesses of Southwestern Illinois' economic development, what the threats and opportunities are for this area, any additional information that Vision 20-20 might need to be more affective and anyone else who should be involved in the process. This group interview will be at the Chamber Office on March 11th at 8:30 a.m. Contact the Chamber at 656-7600 to participate.

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Your Business

Obama Signs Equal-Pay Legislation

Courtesy Marc Voegele, Express Employment Professionals

The first bill signed into law by President Obama was the Lilly Ledbetter Fair Pay Act, a law approving equal-pay legislation.

The Fair Pay Act was named after an Alabama woman who claimed she was paid less than her male counterparts in the same position after 19 years of service at a tire factory. Congress overturned a Supreme Court ruling against Ledbetter and approved legislation to expand workers' rights to sue for fair pay.

The ruling also relaxed the statute of limitations for when you can file a claim from 180 days after an employee first suspected pay discrimination. The statute of limitations is now set at six months, which restarts every time an employer issues a paycheck.

Hawthorne Animal Hospital to Host Canine Easter Egg Hunt

Hawthorne Animal Hospital will be hosting their 4th Annual Canine Easter Egg Hunt at their Troy location at 2pm Saturday, April 4, 2009 at their newly constructed Dog Park. The Troy location is located off of Hwy 40 in Troy next to RP Lumber.

The fee for entry into the egg hunt is \$3 per dog. For an additional \$2, your dog can have their picture taken with the Easter Bunny before the hunt between 1-2pm. All proceeds will benefit the Treehouse Wildlife Center.

For more complete rules, or to register your dog(s) visit www.hawthorne.vetsuite.com, email Hawthorne at hawthorne@attglobal.net, call the Glen Carbon location at 288-3971, or register onsite the day of the event.

They are also accepting reservations for agility training classes at the Troy Dog Park. Please call 618.667.4900 or visit www.troyhawthorne.com for more information. Come visit the Dog Park 7 days a week to exercise your pooch!

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CHRISTIAN HOSPITAL ONLY AREA HOSPITAL RANKED IN MISSOURI'S TOP 10 FOR ALL THREE CLINICAL PERFORMANCE MEASUREMENTS

Recently released data compiled by the federal government's Center for Medicare and Medicaid Services (CMS) ranks Christian Hospital as the only St. Louis area hospital in Missouri's Top 10 for all three measurements of clinical performance!

- No. 1 in the St. Louis metro area and No. 2 in Missouri for having the best survival rate for heart attack patients
- No. 4 among all hospitals in Missouri for having the best survival rate for pneumonia patients
- No. 10 in the state for having the best survival rate for heart failure patients

This data speaks to the great clinical advancements that are taking place at Christian Hospital. In addition to the CMS findings, Christian Hospital over the past 18 months has scored in the top 25 percent of all hospitals nationally on the publicly reported 'Core Measures' of clinical quality. And our year-to-date performance continues to be better than the top 25 percent of all the hospitals in the country.



Christian Hospital, a founding member of BJC HealthCare, is a 497-bed acute-care medical center located on 28 acres in unincorporated north St. Louis County. Located 6 miles west of Christian Hospital is Northwest HealthCare, which offers the community 24-hour emergency care and a variety of outpatient services in a convenient setting to complement hospital services.

Christian Hospital is noted as a leader among hospitals in the St. Louis region and has experienced a dramatic turnaround during the past few years. In particular, Christian Hospital is highly regarded for its excellence in heart services and lifesaving cardiothoracic surgery, emergency medicine, cancer treatment, psychiatric services and substance abuse programs, neurology, spine surgery, radiology, urology, pulmonary care and radiation oncology.

Your Business

Edwardsville Rotary Makes Pledge to Anderson

The Rotary Club of Edwardsville has pledged \$50,000 to Anderson Hospital's "Growing for the Future" capital campaign. Anderson Hospital, located in Maryville, Illinois, is a not-for-profit, community hospital. "This is the first campaign since the hospital was founded over 30 years ago," said Keith Page, Anderson Hospital President and CEO. "This \$4.1 million campaign will improve and expand the Intensive Care Unit."

True to their motto, "Service Above Self," the Rotary Club of Edwardsville has pledged this money to enhance critical care services for the benefit of everyone in the community. "Each year, our Rotary club provides substantial financial and hands-on support to major projects that enhance our community," said John Motley, Rotary President. "This year, Anderson Hospital's new ICU provided us with the opportunity to meaningfully address the critical care needs of our area residents. The Rotary Club of Edwardsville is pleased to help support the new ICU."



"Because our ICU unit provides high quality critical care to our growing service area, the Intensive Care Unit is busy and often near capacity," said Lisa Klaustermeier, Anderson Hospital's Chief Nursing Officer. "The new ICU will provide a much larger space, more beds and the latest technology with a high-level of comfort for patients and their families."

"The ICU is an integral part of our hospital, just as the Edwardsville Rotary has played an integral role in our campaign with their donation of \$50,000," shares Alice Drobisch, Chief Development Officer, Anderson Hospital. "We are appreciative of their support and pleased to have them as one of the initial donors to our campaign."

The Edwardsville Rotary Club has a long history of community support. They have funded and built the first Habitat House in Edwardsville. They recently completed a new dock for the Watershed Nature Center, and assisted in the funding for the Edwardsville High School's Sports Complex. None of this could have been accomplished without tremendous support from the community.

Money Mailer of The Metro East Mainstreams Mobile and Online Marketing for Local Businesses

Money Mailer of The Metro East, a veteran local direct marketing leader, is unveiling a new suite of mobile and online advertising solutions designed to give today's local small businesses a competitive edge in the marketplace. Utilizing advanced technologies and state-of-the-art analytics integrated with traditional direct marketing tactics, Money Mailer is at the forefront of offering full-service, multi-channel direct marketing locally and regionally.

"We have a clear understanding about the urgency in today's economic climate to deliver affordable campaigns that provide a solid return on investment," said Mike Goodsell, owner of Money Mailer of The Metro East. "We are thrilled to be in a position to consult with new and existing clients and enhance their traditional direct marketing campaigns with interactive marketing channels that will distinguish their goods and services from the competition."

Enabling Money Mailer to establish itself as the leader in online couponing solutions is its strategic partnership with Coupons, Inc., the world's largest provider of printable coupon marketing and technology solutions. The combination of Coupons, Inc.'s distribution network, powering thousands of websites and an expanding mobile platform, and Money Mailer's reach, which includes thousands of local households through shared mail alone, makes this a welcome partnership for consumers and businesses alike. Money Mailer will be able to increase its circulation by an average 20% using the Coupons, Inc. DigitalFSI™ network.

In addition, Money Mailer's trendsetting mobile marketing capabilities allow advertisers to broaden their reach to consumers through "push" (text messages) and "pull" (mobile Web application) technology.

"We have set the standard for effective shared mail campaigns and we are continuing that tradition in the world that today's tech savvy consumers live in," added Goodsell. "Our interactive solutions are fully integrated with print shared mail and one-to-one direct mail, giving local advertisers the chance to touch consumers in even more relevant and timely manners than ever before."

Sandberg Phoenix & von Gontard Attorneys Selected to Author Employment Law Publication for Illinois Chamber of Commerce

Sandberg Phoenix & von Gontard P.C. shareholders Thomas E. Berry, Jr., and Philip J. Lading recently accepted a request by the Illinois Chamber of Commerce to author a book for the Chamber on Employment Law in Illinois. Specifically, the publication will address in detail issues arising under the multitude of employment leave laws impacting Illinois employers including: the Americans with Disabilities Act (ADA); Family Medical Leave Act (FMLA); and the Uniformed Services Employment and Reemployment Rights Act (USERRA).

Mr. Berry and Mr. Lading will be presenting seminars throughout Illinois on leave laws impacting Illinois employers.

To obtain a copy of this book, for information on Tom Berry and Phil Lading's upcoming employment seminars, or to arrange for an individualized presentation on employment law issues impacting your business, please contact them at (618)659-9862, or via email to tberry@spvg.com or plading@spvg.com.

SIUE School of Pharmacy to Host Golf Scramble

The Southern Illinois University Edwardsville School of Pharmacy Class of 2010 is hosting its third golf scramble on Saturday, April 25, 2009 at Fox Creek Golf Club in Edwardsville, Illinois. Naturally, they're seeking golfers, and sponsors.

Golfers can play for \$65 a person, or \$260 per foursome. You do not need to have a foursome to register. Proceeds benefit the Class of 2010's community service and class oriented activities.

In additions to golfers, sponsors are being sought at the levels listed below:

- Class of 2010 Scramble Sponsor—\$1,000
- Dinner Sponsor - \$500
- Hole Sponsor—\$150
- Foursome—\$260
- Individual Golfer —\$65

Questions or requests can be directed to Matt Lewis at 618-292-0608 or matlewi@siue.edu and/or Dr. J. Christopher Lynch, Faculty Advisor, at 618-650-5139 or jalynch@siue.edu.



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How Valuable is Your Data?

It amazes me how many people still do not have a good understanding of how valuable their data is. Many people will spend an inordinate amount of time agonizing over the purchase price of their technology, but spend almost no time or money securing their data. The ironic part of this is that usually the amount they are agonizing over is small compared to what their data is worth or the cost involved in recovering data. Which brings to light a very important detail that many people miss concerning their computer's warranty.

I know of no computer or storage device warranty that covers the data that is stored on them. The reason for this is simple. Data can be priceless. At the very least many times more valuable than the computers they are stored on. Technology companies could not be in business if they were expected to cover the cost of the data that their machines stored. Additionally, the cost of recovering data from a failed machine, if at all possible, can range into thousands of dollars.

The problem is that many people think that their hardware warranties cover *everything*. So when the hard drive in their computer fails, they don't worry too much because they think they'll get their computer repaired and back exactly the way it was. Unfortunately, this is not usually the case with hard drive failures. Sure, their computer will be fixed at no cost, but it will not contain any of the data that was stored on the failed hard drive. Since computer and hard drive manufacturers do not warrant the data or the cost involved in recovery, any costs involved in recovering data fall upon the user. And again, these costs can range into thousands of dollars in some cases.

When looked at in this light, the initial purchase price of either a computer or backup system is almost irrelevant. So unless the data on your computer is of no value to you, please make sure to incorporate the cost of a backup system into any new computer purchases. Or if you are currently without a backup system, stop what you are doing and call your technology consultant right now. It doesn't matter if you "only" use your computer for personal reasons. More and more individuals are keeping extremely valuable data on their computers such as irreplaceable digital photos or financial data.

Top Culver's Managers Recognized

While celebrating 25 years of irresistible goodness at Culver's annual Reunion, 10 of Culver's top restaurant managers received the Excellence in Leadership award. Nominated for the award by Culver's franchise partners, recipients are selected based on their superior leadership and mentoring skills, and their ability to treat Culver's guests. The awards were presented on Wednesday, February 11th at Culver's 2009 annual Reunion in Milwaukee, Wis.

Each year Culver's presents awards and cash prizes to its top managers, who serve as great role models for thousands of Culver's managers and team members. Deana Laux, General Manager of the Edwardsville location was one of only 10 to be recognized.

"Strong leadership is critical in the restaurant business. Our managers motivate their teams to deliver irresistible goodness quickly and in a friendly, welcoming manner. These award winners are the best Culver's managers, and the proof is in their outstanding team and restaurant performances," says Craig Culver, co-founder of Culver's. "Because of their work, our honored guests leave our restaurants happy. I congratulate all of our recipients on their fine work all year long."

Celebrating its 25th anniversary this year, Culver's brings together its franchise partners, managers, team members and supplier partners at the annual Reunion. The event gives Culver's team members the chance to network, learn about new products and training techniques, and compete in the Grill Master National Competition.

Cuddly Critters for Kids in Crisis

During the month of March, Dr. Barry DeLassus of Southern Illinois Chiropractic Center, will be collecting new teddy bears for local kids in crisis situations who could use a friend. All teddy bears will be donated to Children's Home and Aid in Granite City. Teddy bears can be dropped off at the Maryville office located at 2-B Professional Park Drive, next to the Maryville Subway on Route 159.



All quantities of donations are welcome. A donation of two teddy bears qualifies all NEW patients to a complimentary initial visit, including all exams and necessary x-rays needed to begin care. All EXISTING patients will receive a complimentary adjustment or \$5.00 off a 60-minute massage. Please note that due to insurance contracts and regulations, some restrictions may apply. Dr. DeLassus will be collecting teddy bears through March 31st.

For more information please contact our office at (618) 288-7991 or online at www.SpineSmart.com

Retirement Planning for Small Business Owners

By Zach Woods, Commerce Bank, Edwardsville Banking Center Manager

As many as 75 percent of all family business leaders will reach retirement age in the next 15 years. If you are planning to retire within the next decade, you might want to start preparing now. How?

1. Create a succession plan. Have a written plan. Will your successor buy the company? Will you help finance the purchase? Will your next-in-line be prepared for the job? If you lack a formal succession plan, create one. Begin with an organizational chart, including a list of responsibilities. Then develop a strategic business plan that charts your business' future.
2. Have a "Plan B." Children sometimes change their minds or merger opportunities arise. A wise business owner will plan for several possibilities. Even if your intended successor works at the company already, it's smart to identify potential outside buyers as well.
3. Create an advisory team. Emotions can run high in retirement-related discussions – a reason many small business owners avoid them. Often a trusted third-party can bring objectivity to the process. That's why you may want to form your own retirement planning advisory team. This team can include your accountant, lawyer, banker and a business valuator. This should help you broker solutions that make good financial sense, while addressing your family's personal needs.

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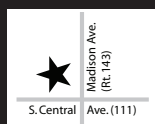
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Your Business

Video Phone to be Featured on The Celebrity Apprentice

Gaining the interest and endorsement of Donald Trump is no easy endeavor. But Alternative Communications Network, Inc. (ACN) and their Iris 3000 video phone have managed to do just that. Richard Jones, one of the first independent ACN representatives in the metro-east, can attest to that firsthand - having been audience to Mr. Trump at two of the company training seminars he has attended. Impressed with the operations and foresight of the company, Trump is featuring ACN and the new Iris 3000 on The Celebrity Apprentice on March 22, 2009. Already gaining an outstanding following, the interest in ACN and the video phone will be tremendous after being showcased on national TV.

ACN, Inc. is the world's largest direct-selling telecommunications company in the world, providing exceptional alternatives for local and long-distance calling, wireless internet, security systems, and satellite TV. For further information on services and a groundbreaking business opportunity contact Richard Jones at 210-9701 or visit www.richardjones.acnrep.com.

SBA Launches New Online Community

Business owners, bloggers, government, and others now have a place to discuss and share information about starting and running a successful business.

The new community forum on Business.gov features discussion forums, and idea page and blogs, where small business owners can talk about their unique business issues and get direct access to even more valuable resources including:

- Easy access to other small business owners and experts who can answer questions
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For more information, visit www.business.gov.

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Tips to Prevent Identity Theft

By Lynden Schuyler, President, Performance Strategies that Work

We hear things daily about identity theft with regards to our bank accounts and credit cards but since the taxman only comes once a year (to our mailboxes anyway), these seemed particularly timely and important.

1. If you receive a letter or notice from the IRS which leads you to believe someone may have fraudulently used your Social Security Number, respond immediately to the name and address or phone number printed on the IRS notice.

2. If you receive a letter from the IRS that indicates more than one tax return was filed for you, this may be a sign that your SSN was used fraudulently.

3. Another sign that you may be the target of identity theft is an IRS letter indicating you received wages from an employer unknown to you.

4. The IRS has a department which deals specifically with identity theft issues. The IRS Identity Protection Specialized Unit is available if you have been in contact with the IRS about an identity theft issue and have not achieved a resolution.

5. You can contact the IRS Identity Protection Specialized Unit by calling the Identity Theft Hotline at 800-908-4490 Monday through Friday from 8:00 am to 8:00 pm local time.

6. The IRS Identity Protection Specialized Unit is also available if you believe your identity may be at risk of being stolen due to a lost or stolen purse or wallet or due to questionable activity on your credit card or your credit report.

7. The IRS never initiates communication with taxpayers about their tax account through emails. If you receive an e-mail or find a Web site you think is pretending to be the IRS, forward the e-mail or Web site URL to the IRS at phishing@irs.gov.

8. The IRS has many more resources available to help inform taxpayers about identity theft on the IRS Web site at IRS.gov. On IRS.gov you can access information on how to report scams and bogus IRS Web sites. You can also visit the IRS Identity Theft Resource Page, which you can find by typing Identity Theft Resource Page in the search box on the IRS.gov home page.

9. The Federal Trade Commission is also available to assist taxpayers with identity theft issues. You can reach them at 877-ID-THEFT (877-438-4338).

10. Visit www.OnGuardOnline.gov for protection tips from the federal government and the technology industry.



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Your Business

Achieve Family Business Success

By Allen E. Fishman, Founder, The Alternative Board®, www.thealternativeboard.com

A whopping 62% of America's workers are employed by family-owned businesses. These businesses are the engines that will drive our economy out of recession. Unfortunately, they can quickly become dysfunctional if their leaders aren't proactive. Consider these four crucial elements.

Don't Hire if You Can't Fire Create a written policy for hiring, reviewing, and terminating family members. Standards need to be upheld—even if the expectations are different than for a nonfamily employee. Job responsibilities and pay grades should be clear to all. Your company may be family-owned, but its financials are still subject to the law of reality—nonperforming employees have to go.

Be Fair, Not Equal, About Compensation Compensation is the most emotionally charged issue family businesses face. Let's say that two brothers work for a business run by a parent. One brother works hard and is an asset. The second just drops in occasionally but is paid the same. This is a recipe for disaster. Attempting to keep peace with equal pay for unequal contributions actually provides fuel for future conflicts. Stick to open-book company policies.

Plan to Pass It on Someday The number of family-owned businesses that fail when the founder passes on is uncountable. Too often, the family member chosen to be the leader of the business doesn't have the required ability or the work ethic. Be proactive. Communicate with your chosen successor so that he or she can start learning the job and grasping the obligations that come with it. Then, create a succession plan that all key family members acknowledge and understand. This will avoid heartache, not to mention lawsuits, in the future.

Get Creative for Your Nonfamily Employees Some of your most qualified and valuable employees may not be relatives. Don't take for granted that nonrelatives will feel the same sense of inclusion as children, spouses, or siblings of the boss. Approach job security fears head-on, clearly communicating to nonrelatives how much you appreciate their skills and loyalty. Plus, be sure to outline leadership opportunities available to them to keep all your employees performing at a high level. Remember, money talks.

With clear, proactive planning and communication, a family-owned business can be highly successful and even a fun place to work.

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REALTORS® Renewing America

Heeding President Barack Obama's call for a renewed spirit of public service and inspired by his Renewing America Together campaign, the Illinois Association of REALTORS® (IAR) has announced a new campaign of volunteer service to help Americans achieve and maintain safe and decent housing.

Through the REALTORS® Renewing America campaign, the association will serve as a clearinghouse for new and ongoing REALTOR® volunteerism related to housing and will offer specific volunteer opportunities and projects for REALTORS®.

The program grew out of a desire by IAR leadership to recognize the Inauguration of President Obama, who previously served as the Senator of Illinois and has always expressed a special interest in housing issues. The program will be promoted throughout the 2009 calendar year.

The Greater Gateway Association of REALTORS® serves over 1,200 REALTOR® and affiliate members in the southwestern Illinois region including the counties of Bond, Calhoun, Fayette, Jersey, Macoupin, Madison, Monroe, and Montgomery. The Association strives to promote education, professionalism, and ethical conduct in the real estate industry, to continue to be an advocate for the protection of property rights, and to assist in providing Americans with safe and affordable housing.

New Outpatient Lab Draw Station Opens

Anderson Hospital is growing again to meet the needs of our community. Anderson is excited to announce a new Outpatient Lab Draw Station will open on Tuesday, February 17th! The Outpatient Lab Draw Station's new location makes it more convenient for our patients. The new lab specimen and blood draw collection center is located right off the lobby of Physician Office Building I. "We still have the same great staff and convenient hours," says Darlene Cawthon, Anderson Hospital Lab Director. "But we now have a new space that is more patient friendly and easier to access."

Making the visit even better for the patient is the new on-site registration, "Patients can by-pass going to the Admitting Department," says Cawthon. "Now they can register right here in the Outpatient Lab Draw area!"

Patients can either be dropped off or park in front of the Physician Office Building I and use that entrance. The Lab is available to anyone with a written order from a physician or healthcare provider. No appointment is necessary. Lab hours are 7 a.m. to 6 p.m. Monday – Friday and 7 a.m. to 2 p.m. on Saturday.



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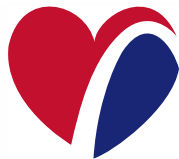
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