

Mark Your Calendar

02/06 - First Friday Coffee

Time: 7:30 – 9 am

Location: Canterbury

Enterprises, 7228 Weil Ave,
63119

02/10 - General Membership Luncheon

Time: 11:30 am – 1:15 pm

Location: Greenbriar Hills

Country Club, 12665 Big Bend
Blvd.

02/18 - Wellness Wednesday

Time: Noon – 1 pm

Location: Des Peres Hospital,
2345 Dougherty Ferry Rd

02/18 - Missouri Chamber Day at the Capitol

Time: 8 am – 5 pm

Location: Capitol Plaza Hotel,
Jefferson City

02/19 - New Member Orientation

Time: 7:30 – 9 am

Location: Red Robin, 13001
Manchester Rd.

02/20 - Brown Bag Legislative Lunch

Time: Noon – 1 pm

Location: Chamber Boardroom,
108 W. Adams

02/23 - Marketing Monday

Location: Noon – 1 pm

Franciscan Sisters, 335 S.
Kirkwood Road

02/26 - Business After Hours

Time: 5:30 pm – 7:30 pm

Location: Einstein's Bros.
Bagels, 338 S. Kirkwood Rd.

02/27 - Marketing Your Small Business In A Bad Economy

Time: 8: – 9:30 am

Location: National City Bank,
333 S. Kirkwood Rd., Ste. 100

* For information or to RSVP for any of these events call the Chamber office at 821.4161, or go online to the Chamber's award-winning website at www.KirkwoodDesPeres.com

What Is A Chamber Of Commerce?

by Jim Wright

I remember the first time I ever heard about a Chamber of Commerce. Our neighbor, George Pace, came home from work one night. I asked George what he did at work and he replied he was the President of the Chamber of Commerce. I didn't know what that meant, but it sure sounded important. You know words like commerce conjure up a certain "wow" dynamic. Years later I was invited to be an ambassador in the Independence, MO Chamber of Commerce and was sent out to help members understand all the benefits of belonging to the Chamber. I knew those benefits backwards and forwards and appreciated the opportunity of sharing them as often as possible. I knew my job, but still didn't fully understand the importance of a Chamber of Commerce to the community.

This changed when I was selected to lead the members of the Kirkwood•Des Peres Area Chamber of Commerce. As President, it is my responsibility to represent the Chamber to the community and members and articulate the value of this organization to all stakeholders. Thanks to you, I have witnessed, first hand, the value of your membership in the Kirkwood•Des Peres Area Chamber of Commerce, not only for your business but also because it is necessary in providing the appropriate balance between business, government and community. Please consider the following points.

First, the Chamber is here to help build a stronger community. Chamber members are proven leaders. After all, they lead their own business, department or unit. Members are involved not only through the Chamber, but through participation in community groups and clubs, through their churches and schools and by volunteering for various community efforts. Chamber members are knowledgeable and involved in important business, civic and social priorities. Members realize that a strong business community nurtures the community as a whole. What is good for business is also good for the general wellbeing of the community. Sales taxes and business license taxes are

necessary to help pay for city services essential for all those residing in the community. Therefore, the strength of the business segment is a crucial element of vitalizing the community.

Second, businesses help create a climate of success and growth. Have you ever been to a town with little or no business support? If so, you might have felt like "something's missing." Towns with weak business performance display a climate of failure and stagnation.

When business thrives the community benefits with excellent schools, strong city governments, citizens are proud to recommend the area to their friends and acquaintances as a great place to live and shop. Success and growth of business guarantees communities a strong future with well balanced amenities attracting other businesses and residents to the area. The Kirkwood•Des Peres Area Chamber of Commerce is here to make sure the business climate remains welcoming to new and existing business.

Third, a strong business community enhances the quality of life for all.

That's the part Chamber members understand best. The balance of caring business persons and residents needing and wanting their products and services guarantees excellence in the quality of life. For years the cities served by the Kirkwood•Des Peres Area Chamber of Commerce have enjoyed the bragging right of being the place to live. The friendliness of the business professionals in the area along with their commitment to supporting the efforts of this Chamber of Commerce makes us unique in St. Louis County.

Strong schools, city governments committed to excellence and businesses ensuring the economic vitality of the area – what a great combination. Wow! Thanks for being an essential factor in the leadership of business and for investing so strongly in your communities.



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Chair - Elect

Scott Stream - Stream Benefits Group

Vice Chair - Finance

Brad Sowers - Jim Butler Chevrolet

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Guardian Environmental Systems, IncJames Diel
Gravity PaymentsTerri Honeyball
Telserv TechnologiesSean Lynch, DC
Balancing:A Chiropractic Wellness CtrDiane McKillip
SSM St. Clare Health CenterEllen O'Brien
Coldwell Banker GundakerDr. Paul Pai
St. Louis Community College MeramecLloyd W. Schnieders
Gabel, Schnieders, Hollman & CoJosh Wright
Edward JonesEx-Officio/Legal Counsel
Rich Magee, AttorneyIris Colyer, VP Member Recruitment
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Area Chamber of Commerce, 108 W.
Adams, St. Louis, MO 63122**E-mail** your letter & comments to:
jim@thechamber.usFor information on membership call:
(314) 821.4161For more information on The Chamber
and its events go to
www.KirkwoodDesPeres.comFor past issues of *The Advantage* go
to **www.KirkwoodDesPeres.com**

A New Year, A New Chair...

Where Do I Begin?

It's a new year and I'm honored to have the opportunity to serve the members of the Kirkwood•Des Peres Area Chamber of Commerce as chairman of the board. I'd like to thank Gene Maggard for the fine job he did in 2008 and look forward to carrying on by building on the foundations laid by all the past chairpersons of this chamber.

My first challenge is to write a column for the newsletter. I think the best way to start the year is to remind all members of the importance of a chamber of commerce to the community. The chamber of commerce is where business and community leaders meet to shape a better tomorrow. A range of useful services and development programs helps everyone meet today's challenges - and opportunities - and plan for the future. By focusing on the challenges of the communities we serve not only the chamber, but the community as a whole is successful. Success comes easily when you have the resources of a great team working on your behalf. The Kirkwood•Des Peres Area Chamber of Commerce helps local businesses succeed by staying focused and involved in the top community priorities. Focus is one way everyone wins with the chamber.

Additionally, business and community together build programs to bring more wealth and opportunity to everyone in the region. In hard economic times it is important to

look for ways to bring new business to the area, but also to create an environment favorable to assisting businesses that are struggling. Now more than ever is the time to belong to the chamber. Our members are dedicated to helping other members create opportunity. The smart business person will remain with a strong chamber to help lead business and community.

I say thank you to all chamber members for renewing your membership in these tough times. I guarantee the board of directors has put much thought in how to keep local business healthy. To those who have decided to save on expenses by dropping your membership, well, I feel you're missing out on a real opportunity to build the communities we serve. In addition, surveys show customers would rather do business with chamber of commerce members because of their value as community leaders.

As a primary advocate of strong communities and strong business, the chamber of commerce champions vibrant, thriving communities. We have an exciting year ahead and I will do everything possible to ensure the community hears the voice of business.



**Chairman
Tim Walsh**
Eagle Bank & Trust Co

Grand Marketplace Expo

Rolls Back Booth Prices to 2004!

Businesses of all sizes are feeling the current economic pinch and too often their marketing takes the hit. The Chamber is here to help! To make it more affordable for members to market their businesses at the **21st Annual Grand Marketplace Expo on April 7th, the Chamber is rolling back the cost of a booth space to the 2004 price of only \$175!** There's no better opportunity than this annual Expo for businesses to showcase their products or services to the public and fellow Chamber members.

Special surprises await exhibitors and attendees at this Expo. In addition to the Member's Only Preview and Networking event, held before the doors open to the public, there will be more fun attractions than ever before to make the Expo appealing to everyone. Members who don't exhibit will have several other inexpensive, fun and innovative ways to

participate! Keep watching the *Chamber Advantage* and fax/email blasts for opportunities to be a part of this annual Chamber tradition. Save the date of Tuesday, April 7 for this Grand event!



Give Gina a call at 821.4161 or go to the Chamber's website at www.KirkwoodDesPeres.com to download the exhibitor form and reserve a space at the Grand Marketplace Expo.

February Membership Luncheon

Sponsored By:



Tuesday, Feb 10

11:30 am - 1:15 pm

Greenbriar Hills Country Club
12665 Big Bend Blvd.

Cost is \$20 for members and non-members. **Chamber members will receive a \$3 discount if you pre-pay by Friday, Feb. 6.**

Please remember if you have a speedpass you **still need to RSVP**. Also, if you make a reservation and do not cancel you will be charged for the cost of the luncheon. The Chamber is billed for each reservation.

February Membership Luncheon

Is Your Business "Fireproof"?

Join your fellow Chamber members for the Business Advantage luncheon. Scheduled for Tuesday, Feb 10, at Greenbriar Hills Country Club. Networking starts at 11:30 am and the program begins at Noon. The luncheon is sponsored by **Stream's Tax Service**.

Speaker: Bill Bayer

Title of presentation: Fireproofing your Business for 2009. Presentation will provide an overview of the national and regional economy and then provide a list of suggestions for small businesses to do in 2009 to survive and prosper during the tough economic environment.

Speaker Bio - For more than 15 years, Bill Bayer has been one of the top business consultants in the St. Louis area. His knack for helping business people see the larger picture, coupled with an uncanny ability to see through and diagnose problems, has helped many of his clients' businesses through turbulent times.

Bill received his MBA from the University of Missouri, Columbia. He worked for Citicorp in various management positions from 1977 until 1990, including CFO. From 1990 until 1992 he was Vice

President, Direct Access Division, with Lincoln Service Corporation.

In 1993, he joined Grace & Company, the largest St. Louis-based accounting firm at the time. Over the next 10 years, he built the consulting practice to a \$2.5 million practice. In 2002, Bill joined InterGlobal, Inc. Over the next three years, he led a team which restored this manufacturer and importer in the building industry to profitability.

In mid-2004, Bill founded Compound Capital, LLC to work with business owners to address the strategic, operational and financial issues that business owners face every day. As part of his business plan, Bill began drawing business owners together to meet, learn, and help one another. These meetings and his ongoing consulting were the beginning of Lighthouse Growth Resources which was formally launched in 2007.

Also, don't forget to bring your new Chamber Rewards Card to this luncheon to start earning points for valuable prizes all year long!

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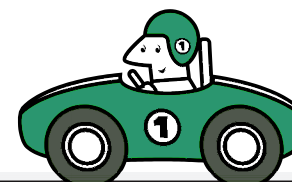
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Earn Prizes with Your Chamber Rewards Card!

The Chamber Rewards Card is a huge hit! Around 80% of the members attending the January luncheon got their cards scanned to start earning points toward valuable prizes. This exciting new member benefit was created to reward you for making the most of your membership and to add more value for your membership dollars. All members received a Rewards Card and key tag in the mail last month. For complete details on how to use your Rewards Card visit www.KirkwoodDesPeres.com. You'll also find the list of events and activities that qualify for Reward Points and the long list of prizes that will be available throughout the year.

The February Welcoming Sponsor will be **Christopher Powers of Powers By Design**, who will scan your card at the February 10 Luncheon. We will award the first set of prizes to members who have qualified for the drawing. To

qualify, a member needs to earn 3,000 points.

Visit the Chamber website for all the details. February prize sponsors will be **Ginger Bay Salon & Spa**, awarding \$25 worth of Aveda products, the **Kirkwood Theatre Guild**, who will give away two theatre tickets valued at \$32, **Express Employment Professionals**, donating a wine lover's basket worth \$25 and **Lyn Lawshe, CPA** who is awarding a \$25 Mike Duffy's Pub & Grill gift card.

The 1st Quarter prize will be a Massage/Wellness Basket valued at \$435 donated by members **Dr. Dan Ybarra** of **A Better Life Wellness Center**, **Debbie Hartke** of **Juice Plus+**, and **Lisa Telthorst** of **Life In Balance Massage Therapy**. This prize will be awarded at the March 10 luncheon. Members who have accumulated 10,000 points will be eligible for this drawing.

The Grand prize, which will be awarded in January 2010, is a new furnace and professional installation valued at \$2,300. Our thanks to **Brian Schraut** of **R.F. Schraut Heating & Cooling** for this generous prize!

The Chamber Rewards card could not have been possible without the generous sponsorship of **Dave and Bev Collin** of **Busy Bees Embroidery**, **Marilyn Elkin** of **Midwest Marking / Scan Me In**, and **Brian Schraut** of **R. F. Schraut Heating & Cooling**.



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63rd Annual Installation & Awards Celebration

The Chamber & You, A Combination You Can Bank On

This premier event was held at the Hilton St. Louis Frontenac on Friday, January 23.

Thank you to all of our wonderful and generous sponsors for the evening:

Step'n'Out Band Provided by **Des Peres Hospital**

Presented by: **SSM St. Clare Health Center**

The Chamber formally installed the Chairman of the Board: Tim Walsh of Eagle Bank and Trust Co. In addition, the Chamber welcomed incoming Board of Directors: Dustin Davis of Guardian Environmental Systems, Inc., Terry Honeyball of Telserv Technologies, Ellen O'Brien of Coldwell Banker Gundaker and Dr. Paul Pai of St. Louis Community College at Meramec.

In addition to the installing, the Chamber's annual awards were presented to:



2008 Businesspersons of the Year - Joe & Cindy Roeser of Roeser Home Remodeling



2008 Citizen of the Year - John Hessel, Kirkwood City Attorney



2008 Lifetime Achievement Award - Carol Ann Miller of Fashions of the Past



2008 Jack Geders' Volunteer of the Year - Ellen O'Brien of Coldwell Banker Gundaker



Photography Courtesy of **Picture This ... Photography**

Audio Visual Assistance Courtesy of **St. Louis Community College - Meramec**

Flowers Courtesy of **Kirkwood Florist**

Presenting Sponsor: **SSM St. Clare Health Center**



Entertainment Sponsor: **Des Peres Hospital**

Installation Committee

Tim Walsh, **Eagle Bank & Trust Co.**

Diane McKillip, **SSM Clare Health Center**

Simone Valle, **Des Peres Hospital**

Andrew Huber, **Martha's Hands Home Health**

Media Sponsor: **Dale Printing Co.**



Beverly Collin, **Busy Bee's Embroidery**

Eric Foerstel, **Dale Printing Co.**

David Brosseau, **Keller Williams**

Terri Honeyball, **Telserv Technologies**

Lori Givan-Foerstel, **Chamber Staff**

Refreshment Sponsors: **Eagle Bank & Trust Co. and St. Louis Community College at Meramec**

Friends of the Board: **Martha's Hand Home Health
Telserv Technologies
Mistretta Chiropractic
Busy Bees Embroidery**



Friends of the Chamber: **BJB Creative Services
Morice Financial Group
Stream Benefits Group
Croghan & Croghan, CPA
Heartland Bank of Rock Hill
Lutheran Senior Services
Adams Place Retirement Community**



Display Boards Courtesy of **Event Exhibits, Inc.**

6 Thank You To These December Renewing Members

Ace Hardware
Aldridge & Associates-Allstate Agency
All Air Systems
American Family Insurance/ Scott, Michael
Arrow Box Company
Barking Lot, The
Best Western Kirkwood Inn
Bethesda Dilworth Nursing Home
Bethesda Gardens
City of Glendale
Clark-Lami-Hembree Inc.
Cornucopia
Crown Royal Motorcycle Club
D.L. Design, Inc.
Des Peres Physical Therapy
Doc's Harley Davidson Sales & Service
Downtown Kirkwood Special Business District
Edward Jones
Elephant Bar Restaurant
Eliot Unitarian Chapel
Felicia Scott
Galganski, P.C.
Grapevine Wines
Timothy E. Griffin
Hale Communications
Heartland Bank - Rock Hill
James R. Hicks
Humes & Barrington, LLP
IESI MO Corporation
James Durbin Jewelry Design
Jefferson Grill
Kirk Exteriors
Kirkwood Florist Inc.
Kuhn Construction Co., Inc.
Messenger Printing Co.
Music Center of Kirkwood, The
Nichols & Associates, Inc.
Oxygen Spa and Salon + Medical Spa
Parktown Porsche-Audi
PJ's Tavern In Kirkwood
R.F. Schraut Heating & Cooling
Red Robin Gourmet Burgers
Richards Roofing & Exteriors, Inc.
Rick Stream, State Rep- 94th District
The Right Fit
Rose Hill House, Inc.
Robert & Shirley Snyder
Solutions Financial & Consulting Services, LLC
SSM St. Joseph Hospital of Kirkwood
Steak & Rice Restaurant
Strategic Financial Group, LLC
Sunset 44
Take Care Health Systems - Walgreens
Total Access Urgent Care
Trees, Forests & Landscapes
UMB Bank
Unique Home Maintenance
VANTIVE PARTNERS an H&R Block Company
Visiting Angels
Westborough Country Club

Welcome to Our New Members

Bales, LLC (YourHandyman4Hire.com)
PO Box 220834
Kirkwood MO 63122
ph 456.8799
Mike Bales

CDS Office Technologies
13625 Lake Front Dr.
St. Louis MO 63045
ph 739.4093
Matthew McNiff

Cool River Media
13511 Pine Wood Trail
St. Louis MO 63128
ph 775.5860
Alan Honeyball

Headway Financial Group
4400 S. Lindbergh Blvd., Ste #6
St. Louis MO 63127
ph 843.2440
Joe Arndt, III, CLU, ChFC

Ideations
1723 Black Twig Lane
Kirkwood MO 63122
ph 965.7626
Karl Hartfelder

Lanham Agency-Nationwide Insurance
15487 Clayton Rd.
Ballwin MO 63011
ph 636.527.8801
Kim Lanham & Carla Erickson

Metropolitan Obstetrics, Gynecology & Urogynecology
816 S. Kirkwood Rd., #100
St. Louis MO 63122
ph 686.4990
Lauren Senn

Northwestern Mutual Financial Network
424 S. Woodsmill Rd., Ste 110
Chesterfield MO 63017
ph 744.5278
Bob Evans

Physical Therapy Innovations
338 S. Kirkwood Rd., Unit 104B
St. Louis MO 63122
ph 984.0068
Mary Openlander

Priority Pay Payroll
100 Chesterfield Business Parkway
St. Louis MO 63005
ph 814.0913
Bryon Derleth

ProPrint
2608 Gravois
High Ridge MO 63049
ph 636.677-3303
Marion Hollander

Prudential Select Properties/Carolyn Tumminia
13275 Manchester Rd.
St. Louis MO 63131
ph 822.8343
Carolyn Tumminia

Sew It Seams, LLC
10702 A Manchester Rd.
Kirkwood MO 63122
ph 822.1213
Cindy Schaper

The Credit Care Company, Inc.
10805 Sunset Office Dr., Ste 300
Sunset Hills MO 63127
ph 238.1248
Steve Hasser

Thompson Price Kitchens, Baths & Home
12101 B Manchester Rd.
Des Peres MO 63131
ph 966.8234
Tom Price

Total Net Advantage
1816 O'Connell Pointe
St. Louis, Missouri 63011
ph 636.405.1672
Jim Clayman

New Members Introduced at the January Luncheon



The American Eagle Credit Union

Helping Members Achieve Financial Success

American Eagle Credit Union (AECU) has moved into its new, larger, beautiful quarters, conveniently located on the northwest corner of Manchester and Barrett Station Roads, west of I-270 just in time to celebrate its 70th anniversary! And Linda Rosso, branch manager, reports the expanded space is enabling the branch to accommodate a growing number of members and services. “The public appreciates the reputation of stability and trust earned by the AECU since its opening in 1939 so when concerns regarding the strength of some financial institutions in today’s economy surfaced, there’s been a steady, significant interest in more people wanting to join this solid, proven credit union,” Linda explains.

For those unfamiliar with credit unions, Linda explains, “A credit union is a not-for-profit cooperative financial institution, owned and operated by its members. All profits are returned to members in the form of benefits including higher interest rates and lower loan rates. Credit unions offer a wide array of financial services. And, for as little as a \$5 deposit into a savings account, you can become a member!”

“American Eagle Credit Union is a division of the Anheuser-Busch Employees Credit Union, which is ranked as a ‘Top 150’ credit union in the nation,” Linda says. Eligibility for AECU membership is based on where members live and/or work.” For AECU, that includes St. Louis, St. Charles, Jefferson and Franklin Counties – encompassing the entire Chamber area.

The AECU offers a wide variety of business



“... of particular interest to Chamber members is offering AECU membership to your employees. “Offering AECU membership opens the door to significant savings on financial products and services because we offer lower loan rates, higher savings rates and charge fewer fees for our products and services. Best of all, your employees enjoy these financial benefits at zero cost and minimal effort by you,” says Linda Rosso, AECU branch manager.

services including Business Checking, Lines of Credit and Loans. “We offer business mortgage loans for financing of commercial real estate, offering competitive rates and terms. If you need access to cash for short-term or ongoing financing needs, you may want to take advantage of secured and unsecured lines of credit – this account provides the working capital you need and competitive rate you want for business growth. We even offer a business installment loan for specific financing needs – equipment, autos, trucks – whatever you need. As part of our 70th anniversary celebration, we’re also hoping to introduce a business credit card. I will be in touch with Chamber members as soon as they’re available.”

Of special interest to Chamber members is offering AECU membership to employees. “This is a sound way to improve your employee benefits without increasing your costs. Plus you can gain an edge in attracting and retaining qualified employees,” says Linda.

“Offering AECU membership opens the door to significant savings on financial products and services because we offer lower loan rates, higher savings rates and charge fewer fees for our

products and services. Best of all, your employees enjoy these financial benefits at zero cost and minimal effort by you,” she explains.

As a credit union member, your employees will enjoy value-added benefits such as free checking, free online banking and a no annual fee Visa card, plus a wide range of additional low-cost financial services including auto loans, mortgages and convenience services.

“If you would like more details on how to offer AECU membership as an employee benefit, please stop by and we’ll be happy to meet with you. Our hours are 9 a.m. to 5:30 pm, Monday through Thursday; 9 a.m. to 6 pm, Friday and 9 a.m.

to noon on Saturday, or fill out the form online at www.ameaglecu.org/site/about_services.html

Having worked for AECU for 27 years, Linda has witnessed a lot of growth, but she reports one thing has not changed. “We know our members by name and they know ours. It’s a great pleasure to work with so many nice people and we’re looking forward to meeting and serving even more through the Chamber,” she reports. So stop by their brand new office soon and introduce yourself or check out the AECUs web site at www.abecu.org



American Eagle Credit Union
2175 Barrett Station Rd.
St. Louis, Missouri 63131
821.2442
821.4819 (FAX)
www.ameaglecu.org

Chamber Ambassador Feature:

Go Team Go!

Someone mentioned to me once that they thought this article written by Chamber Ambassadors is a lot of cheerleading. Okay, what's the problem? You don't want to visualize me in a little cheerleading outfit. Too bad, I'm married to someone who does. But honestly, it's more than cheerleading. It's the truth.

Today's topic: Lousy economic times are not the time to drop out of the Chamber. We've lost a few members in the last month who told us they had to quit the Chamber because they had to examine the efficiency of their marketing dollars. It's your business, so you get to decide how you want to spend your marketing money. In recent decades, America's business world has become dominated by small businesses doing business with people they know, or with people referred to them by people they know.

Hello! Your most efficient marketing dollar has to be the one spent meeting new people and networking with them. Who do you know? Share that information with fellow Chamber



members and you'll be able to refer more business. I promise you, the more business you refer to others, the more business WILL BE referred to you.

One of the great things about our Chamber

is the "on-the-job-networking-training." Once upon a time, I was not able to network because of shyness and fear. You know: What to say and what to do? I may not be a champion networker now, but I'm so much better at it and that's because of the Chamber. Do you think I'd listen to David?

The Chamber has given me so many opportunities to learn and to grow our business. For that I am very grateful. The Kirkwood-Des Peres Chamber is worth far more than the price of admission. Despite the downturn, 2008 was the best year ever for Busy Bees. A lot of that came from Chamber members and the people they know.

And, "Rah, rah, sis-boom-bah!"



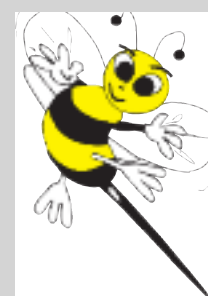
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965.4368
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 bzybees@swbell.net
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Off-Pump Bypass Procedure May Reduce Heart Surgery Risk for Women

Women tend to have a higher risk for death or complications from heart surgery than men. Now, there is evidence that a relatively new heart bypass technique may improve a woman's outcome after heart surgery.

In a study released last September, women who underwent traditional (heart-lung machine assisted) surgery had a 2.5 times greater likelihood of dying than those treated in the newer "off-pump" ("beating heart") bypass procedure.

Women who undergo off-pump bypass surgery require fewer blood transfusions, tend to be released from intensive care and the hospital more quickly, and can anticipate a lower risk of kidney problems.

"The greatest advantage of off-pump bypass is the lower incidence of blood transfusions," explains Seiichi Noda, M.D., a cardiac surgeon with the SSM Heart Institute and SSM St. Joseph Hospital of Kirkwood. "Under traditional bypass procedures, 35 to 50 percent of patients require blood transfusions.

Only 10 to 12 percent of off-pump patients require transfusions."

Women have a lower volume of circulating blood and therefore any blood loss in women is more significant. As a result women tend to require higher transfusion rates during bypass surgery.

"There is broad medical evidence of a higher incidence of complications and death when bypass patients need transfusions," says Dr. Noda.

Dr. Noda is one of only a handful of surgeons in St. Louis who perform off-pump bypass surgery. Instead of stopping the patient's heart and performing coronary bypass using a heart-lung machine — an artificial device that pumps oxygen and blood through the body — off-pump bypass allows the heart to continue its natural beating during surgery. The SSM Heart Institute is a national training center for off-pump heart surgery and was recently selected as a Center of Excellence for beating heart surgery by

Guidant/Boston Scientific.

The SSM Heart Institute offers all the quality and assurance of a dedicated heart hospital, not restricted to a single site, but available at four convenient locations: SSM St. Joseph Hospital of Kirkwood, SSM DePaul Health Center, SSM St. Mary's Health Center, SSM St. Joseph Health Center and coming soon to SSM St. Clare Health Center in Fenton. Learn more about off-pump (beating heart) cardiac surgery and the SSM Heart Institute's unique set of skills, credentials and measurements. Receive a free brochure. Call the SSM Heart Institute at 647.8269.



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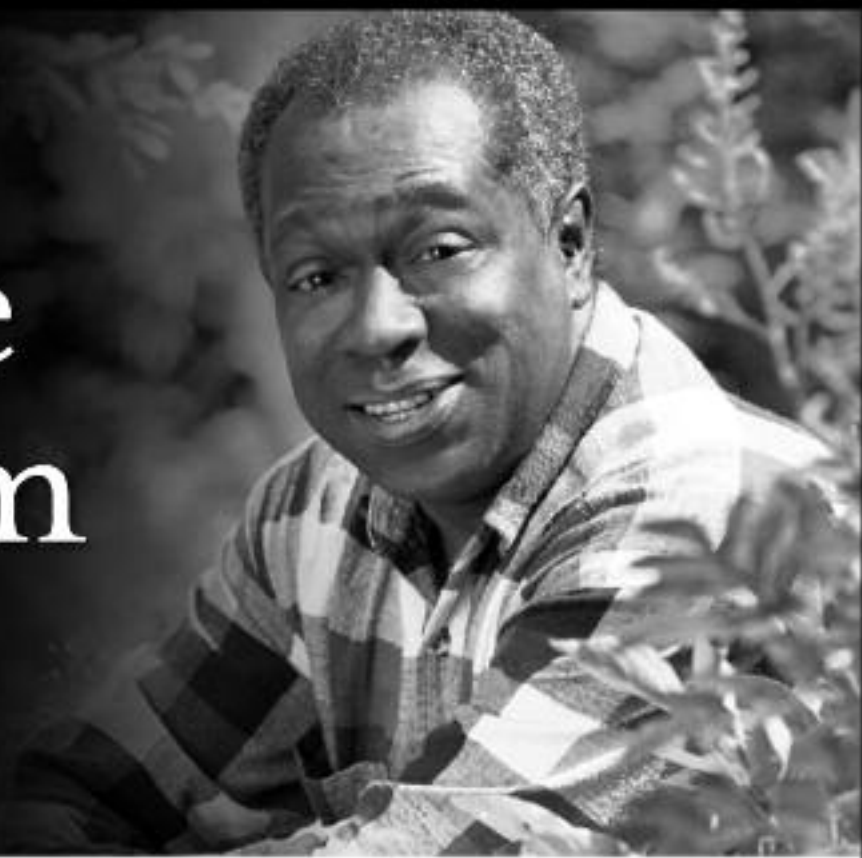
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St. Joseph Hospital West • St. Mary's Health Center • St. Clare Health Center (Opening Spring 2009)

Ribbon Cutting

Nella's - Kirkwood's Newest Stop for Unique Gifts



Unique jewelry, clothing, purses and gift items await shoppers at the newest addition to the retail stores in downtown Kirkwood. Nella's is owned by Patti Allen, who initially dreamt of opening the shop to highlight her own handmade jewelry line called NellaCreations.

Shoppers will find much more than jewelry at Nella's and Allen carries several fashion lines exclusive to her Kirkwood store. Some names include Skif Sweaters, Staxx Rings, Earrings, and Pendants, Anthony Alexander Handmade Belts and Miche Bags.

Nella's is located at 249 N. Kirkwood Road at the intersection of Kirkwood and Adams. **For more information call 966.2800.**

Ribbon Cutting

Kirkwood Crown Vision Gets Facelift



The Crown Vision Center in Kirkwood has an updated new look - which is fitting with all the new contact lens, updated eyeglass frames and accessories they sell.

To commemorate the completion of their remodeled office and store Chamber of Commerce officials celebrated with a ribbon cutting.

Located at 343 S. Kirkwood Road Crown Vision Center is St. Louis' largest eye care provider with over 25 locations throughout Missouri and Illinois.

Headquartered in Alton, Illinois, Crown Vision Center operates twenty-five full service optometric centers in the St. Louis metro area as well as in Columbia, Missouri.

For more information call 965.6773.



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St. Luke's HeartAware™ Program Provides Early Detection for Heart Disease

Heart disease is the number 1 killer of women in America today and St. Louis has one of the nation's highest rates of heart-related deaths for women



St. Luke's Hospital has launched HeartAware, a program to fight heart disease – the No. 1 killer of American men and women. According to the latest statistics from the American Heart Association, 869,000 Americans die annually of heart disease, and almost half had no symptoms before their first event. Through its HeartAware™ screening process, St. Luke's is aiming to provide early detection of the disease and empower individuals to take action for their own health.

The program, the only one of its kind in Missouri to offer a free follow-up consultation and screenings, uses an online risk assessment to measure an individual's likelihood of developing heart disease. Participants can complete the evaluation in less than seven minutes. When finished, an individual immediately receives a personalized health report that shows his or her overall risk of developing cardiovascular disease during the next 10 years.

If the individual meets certain clinical criteria, he or she is given the opportunity to meet with a St. Luke's registered nurse health educator for a free, no-obligation consultation. This in-depth follow-up includes checks of blood pressure, cholesterol, blood sugar level, family history and body composition. Based on the evaluation, the St. Luke's nurse offers recommendations regarding programs and resources to improve the individual's health.

“The HeartAware program at St. Luke's Hospital provides the public with an easy and confidential way to assess their risk for heart disease,” said Maged Haikal, MD, chief of cardiac services. “In Missouri we have the nation's eighth-highest heart disease rate at 355 deaths per 100,000 residents, and physicians are seeing younger patients with heart disease. Our goal is to focus on the early detection and prevention of heart disease since studies have shown that 80 percent of heart disease is preventable.”

To take the assessment, visit www.stlukes-stl.com and click on the HeartAware banner or call the Community Outreach Department at 314-542-4848 to request a paper version.



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AWARDS

St. Anthony's Medical Center's new Heart and Surgical Pavilion and Cardinal Glennon Pediatric Emergency Care at St. Anthony's Medical Center recently were honored with a Construction Industry Best Practices Award. The award, by the St. Louis Council of Construction Consumers, recognizes processes and methods that lead to enhanced project performance and safety. St. Anthony's is one of five area projects, and the only area health care organization, to receive this honor.

**ANNOUNCEMENTS**

Owners of **Parameter Security**, Renee & Dave Chronister, were among the select few Missouri business owners invited to meet with Jay Nixon immediately following his inauguration. Recognizing the solution to this economic crisis won't come from Washington but rather from small business owners right here in the state, Governor Nixon listened more than he spoke. Each business owner was given an opportunity to express how the state can best help grow their business. Dave said his company's primary concern is finding a highly skilled work force. He said the best thing Nixon could do to ensure that is to keep taxes low and make Missouri a more desirable place to live.

Amie Riggs, VP of Sales and Marketing at **Riggs Constructions and Design** in Kirkwood, is one of 12 remodeling professionals under age 40 profiled in the January issue of *Professional Remodeler* magazine. She is credited with boosting sales by 20 percent. Riggs did \$3.4 million in remodeling work in 2008.

On March 30, **SSM St. Joseph Hospital of Kirkwood** will move six miles southwest and become **SSM St. Clare Health Center**. The hospital's employees and inpatients will make the move to the new address at 1015 Bowles Ave., Fenton, MO 63026. St. Joseph Hospital will not close prior to March 30. Hospital operations at both facilities will

overlap during the morning of March 30, and Command Centers will be stationed at both locations. Elective admissions will be reduced at St. Joseph a few days prior to the move to minimize the number of patients to be transferred.

Moving Timeline:

- Emergency Services at SSM St. Clare Health Center will open at 3 a.m. March 30. At that time, ambulances will begin taking patients to St. Clare Health Center rather than St. Joseph Hospital.
- St. Joseph Hospital's Emergency Department will stop accepting patients at 4 a.m. March 30.
- Beginning at 8 a.m., Abbott Ambulance will begin transporting patients from St. Joseph to St. Clare and continue until all patients are transferred.

Four years in the planning, SSM St. Clare Health Center incorporates the latest, evidence-based design ideas to create an environment that helps people recover faster. This new campus – complete with a 154-bed hospital, SSM Heart Institute, SSM Cancer Care, Outpatient Procedure Center, Outpatient Diagnostic Center and Medical Office Building – will help serve the needs of a rapidly expanding population in southwest St. Louis County. To learn more, visit ssmstclare.com and click on the campus preview.

Community Open Houses are set for 10 am - 2 pm Saturday, March 21, and 12 - 4 pm Sunday, March 22. Visit ssmstclare.com and register to attend one of the open houses and enter a drawing to win a Wii or Wii Fit.

Beckie Guillot-Beinke of **ie Images** recently photographed a fashion spread at the Cathedral Basilica for *St. Louis Bride Magazine*. The Spring / Summer issue is now on news stands.

"Taking ph in the Cathedral was wonderful, an experience I'll always remember," said Beckie. "Using only available light and reflectors, I was amazed to see what could be accomplished in such a grand venue. The Cathedral is absolutely stunning and to be allowed to photograph inside was an honor. To be granted access to the Cathedral was very generous of the St. Louis Archdiocese."

Beckie worked at several newspapers after graduating from the University of Missouri - Columbia with a degree in Photojournalism & Magazine Design. In 1999 she opened **ie Images** and focused her journalistic style on weddings and family portraiture. Beckie strives to create images that represent not only the bridal couple, but also those who have gathered to share their day.

THANK YOU

Thank you to Lloyd Todd, owner of **Event Exhibits, Inc**, and Carol Ann Miller, owner of **Fashions of the Past**, for dressing up as Mr. and Mrs. Claus for the Chamber's Holiday Luncheon. The good Chamber boy's and girl's appreciate you taking the time out of your busy schedules to be with them again this year.

Thanks to **Mike Duffy's Pub & Grill** for providing a delicious lunch at the February Board of Director's Meeting.

Thank you to Debbie Peters and Alphagraphics for providing the Chamber with 5,000 free notepads printed with The Chamber logo! We appreciate all you do.



CONNECTIONS

“Checking Out The Latest”

by Barb Byerly
BJB Creative Services

Where does Pam Hollenkamp’s outstanding rapport with customers, making each feel special, come from? Is it her professional training as a registered medical assistant and registered phlebotomy technician? Is it because her position as account rep for **Any Lab Test Now** requires clear communication and superior listening skills? Or is it because she’s the mother of five? Well, according to Pam, it’s all the above. Add her comment of “I love working with the public,” and it’s a solid match. Any Lab Test Now is located in the “wedge” between the east and west bound lanes of Manchester Road in Des Peres just west of I-270. This healthcare lab testing facility provides thousands of standard lab tests to consumers and employers in a professional, convenient and cost-effective way. There’s no appointment necessary. “We strive to meet the full range of our customer’s needs,” she explains. And she got lots of good practice for doing this including her experiences in raising her children Madison, Taylor, Noah, Adam and Scott! If you have any questions about AnyLab Test Now, check their website at www.anylabtestnow.com/desperes

Welcome to Kirkwood’s first family’s first grandchild as Angus Arthur McDonnell made his debut on 8:45 pm new year’s day! Weighing in at 6 lb, 14 oz, Angus was 19” tall. **Kirkwood Mayor Art McDonnell** and his wife, Barbara, aka the very proud grandfather and grandmother, flew to southern California to personally hold him and dispense a boodle of hugs and congratulations to him and the new parents, their dear son and daughter in law Peter

McDonnell and Sarah Kovatch. The McDonnell’s younger son, Peter’s brother Alex, is very pleased with his brand new title of “Uncle.” Congratulations to the entire McDonnell family!

Want a taste of spring? Try some strawberries – or in Bob Menendez’ case, have some strawberry bread. His yum strawberry bread is a great customer fav – moist, tender, delish! And in fact one of his guests loved it so much she wrote the *St Louis Post-Dispatch*, touting this great treat and bemoaning the fact she couldn’t find it in any of her cookbooks. The newspaper turned to Bob for the recipe, and he not only shared it but added a boodle of baking tips. If you missed the article, you can still get both by stopping by **Sunset 44** or emailing Bob at bob@sunset44.com

Friends of Mike Korte, owner of **The Korte Law Firm**, will tell you he is quite a fellow and now he’s got the credentials to prove it! He was recently named a fellow of the College of Workers’ Compensation Attorneys, an association established to honor attorneys who have distinguished themselves in their practice of workers’ compensation law. Fellows are distinguished due to a lifelong dedication to the maintenance of the highest standards of professional conduct. These individuals possess the highest professional qualifications, ethical standards, character, integrity, expertise and leadership in the field of workers’ compensation. They have also shown significant evidence of scholarship, lecturing and/or distinguished published writings on workers’

compensation or related fields of law. Congratulations to Mike on receiving this well-deserved, distinguished recognition!

Close your eyes and imagine the hospital of the future: a unique healing environment designed to help you recover faster. Where all private rooms offer every comfort while keeping infection away, nurses are right outside your door, bar-coded medication is safely locked in your own room and family members are considered part of your healing team. Well, you can open your peepers ‘cause it’s a reality. That’s right, and you can be among the first to see this hospital of the future, the fab **SSM St. Clare Health Center**! Sherry Hausmann, prez of SSM St. Clare reports a huge preview gala will be held at St. Clare on Saturday, Feb 28 at 6:30 pm. Guests will have a chance to see what goes on behind-the-scenes of a world-class health center, peek at a high-tech surgical suite, contemporary ER, modern cath lab and more. Lots of delish food, drink, music, tours and a couple of jaw-dropping surprises are in store for guests. Tickets are \$100 per person and all proceeds benefit the Health Center’s Foundation. For details, call the Foundation office at 966.1644 or visit ssmstclare.com.



Red Robin Gourmet Burgers Invites You to Breakfast

All Chamber members are invited for breakfast at Red Robin Gourmet

Burgers in Des Peres. Mark your calendars for **Thursday, Feb 19 from 7:30 – 9 am**. Red Robin is hosting the winter Member Orientation and all

members – new and not-so-new - are invited to discover what new and continuing benefits The Chamber has to offer.

We will discuss maximizing your membership

benefits, marketing programs to help your

business grow, great upcoming Chamber events

and fun volunteer opportunities. Members can

also order a luncheon eSpeed Pass and name

badge at the event.



Red Robin is located at 13001 Manchester Road on the eastbound lane. To

RSVP visit www.KirkwoodDesPeres.com, email gina@thechamber.us

or call 821.4161. Please RSVP by Tuesday, February 17.

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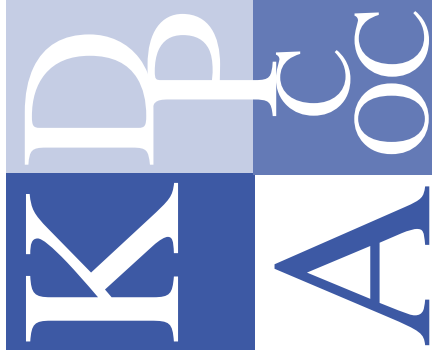
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February 2009 Edition