



Chamber ADVANTAGE

Economy Not So Great?

Try This! *by Jim Wright*

It's true; everywhere you turn they are talking recession. It's bad enough gasoline for my Suburban requires I take out a loan each time I fill up. What will we, as smart business persons, do?

The first thing I did was visit my search engine for "marketing in times of recession." With 1,710,000 search results, I felt fairly confident there was an answer out there. The results include these suggestions:

- **Continue your marketing and advertising efforts.** While your competitors may be cutting back on marketing and advertising you may have the opportunity to pick up new customers. Not every business person is going to realize the importance of continuing to advertise. As businesses cut back on opportunities to tout their

products or services, customers and potential customers will forget about doing business with them. As you continue your marketing efforts, the potential to pick up new customers may actually increase.

- **Realize advertising sales may be hurt by the downturn** and this may be an opportunity for you to cut some great deals and pick up the bargains. Print, radio and television advertising purchases just might be less expensive than any other time you have checked. Be sure to benefit from reduced rates. They are out there.

- **Look for alternatives to traditional advertising.** As **Barb Byerly** discussed at the Chamber's March "Marketing Monday", look for publicity through press releases.

(Continued on Page 4)

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 For information on membership call:
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 For more information on The Chamber
and its events go to
www.kirkwooddesperes.com

 For past issues of *The Advantage* go
to **www.kirkwooddesperes.com**

Thanks to Our Chamber Intern

For the last five weeks the Chamber has had the good fortune of working with a college intern. Through coordination with **Felicia Scott of Missouri College**, a young business student, Sarah Bird, has gotten a real taste of daily life at the Chamber. She arrived just two weeks prior to the Grand Marketplace Expo and got “boot camp” training on planning and implementing a special event. From what I understand, Gina March turned the Expo’s Silent Auction coordination over to Sarah. Even though Sarah didn’t even know what a silent auction was, she took on the project and helped make it a huge success!

The practice of using fresh young talent from our colleges benefits everyone. When I asked her what she’s gained from this experience, Sarah told me she now sees what it takes to plan a major event. She understands what a Chamber of Commerce does in the community. And last, but not least, she now knows how to use every piece of office equipment the Chamber owns. And at the time of this writing she’s already had two job interviews – all because of people she’s met in the last five weeks.

And what did the Chamber get out of this? Well, in addition to the great free labor, the staff has had the opportunity to learn how

to teach their skills to someone else. As we all know, sometimes it’s easier to do a job ourselves than to take the time to teach another – but they all took time with Sarah. They’ve told me it feels great to be able to help a young student gain business experience which could change her life.

When Sarah “graduates” from the Chamber Jim and the staff are asking Missouri College for another intern. Sounds like a win-win-win idea. Win for the Chamber - Win for the intern - Win for the business community.

There are many college students, like Sarah, hoping for a similar opportunity to gain some practical experience. With our access to local colleges and universities how about considering an intern for your business? **St. Louis Community College at Meramec** and **Missouri College** are Chamber members and both are always looking for internship placements.

If you want to know how working with a college intern would work for you call Gina March at the Chamber. And if you’d like to talk to Sarah Bird about a job opportunity, call Gina and she’ll be happy to put you in touch with their star intern. Thanks, Sarah, for doing a great job - we wish you all the best!



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May SBW Luncheon

Talking about our Generations

May Membership Luncheon

Sponsored by:



Tuesday, May 6
11:30 am - 1:15 pm
Orlando Gardens, 8352 Watson Road

Please RSVP by Monday, May 5 at 5 pm. Cost is \$17 for members and \$20 for non-members or walk-ins.

How do you define a Generation? A generation is defined as a birth period of roughly 20 years shared by a group of people who experience common life events and cultural milestones that form their values, attitudes, and life and work perspectives. These time blocks overlap as one generation matures and another is born, so those sandwiched between these timeframes may see characteristics of themselves in two generations.

Sure, there have always been generation gaps between the young and the old throughout all of history ... but, for the first time since the Industrial Revolution, there are FOUR distinct generations — the Traditionalists, Baby Boomers, Generation Xers and Millennials — all working side-by-side who need to collaborate and compromise rather than control and revolt! It means an explicit need exists for discussing, understanding and appreciating generational differences in order to survive and thrive in the workplace.

We will focus on how to speak "the language of the ages." We will explore how to build effective relationships with the generations and get to know yourself better. When you understand how people

are different from you generationally and how you can modify your behavior and communication style to improve your relationships, then you will be on your way to success!

David Burlis and Russ Moen from Express Employment Professionals will lead a discussion about Generations at the Kirkwood Chamber May Luncheon.

Join your fellow Chamber members for the Small Business Week luncheon scheduled for Tuesday, May 6, at **Orlando Gardens on Watson Road**, networking starts at 11:30 am and the program begins at Noon.

Cost is \$17 for members and \$20 for non-members or walk-ins. Please RSVP by calling 821.4161, emailing iris@thechamber.us or online at the Chamber's award-winning website www.KirkwoodDesPeres.com by 5 pm, May 5.

Reminders: if you make a reservation and do not cancel you will be charged. The Chamber is billed for each reservation.

If you have a Speed Pass you still need to RSVP.

4 Economy Not So Great? Try This!

Don't forget to let your customers know of your community involvement, recent educational accomplishments, or new additions to your workforce. Dazzle readers of your blog or newsletter with helpful tips on new ways to use your product.

- **Change your marketing strategy.** Know your customers and focus on their needs and values. Many businesses and restaurants are within walking distance. Let your customers know what a money saving idea it is to walk to your business. It saves gas money and it is a healthier alternative than driving clear across town.

- The *Harvard Business Journal* suggests **emphasizing family values in your advertising.** The Journal says "Look for cozy hearth-and-home family scenes in advertising to replace images of extreme sports, adventure and rugged individualism." They go on to say, "Greeting card sales, telephone use and discretionary spending on home furnishings and home entertainment will hold up as well, as uncertainty prompts us to stay at home but also stay connected with family and friends."

- **Utilize the Chamber slogan "Shop Chamber First."** Knowing that your fellow Chamber members would appreciate your doing business

(Continued from Page 1)

with them, be sure to shop with them whenever possible. Great opportunities exist at all Chamber networking events for you to tell your peers about your business. Attend Chamber luncheons, Business After Hours, First Friday Coffee's and Eggs and Issues events and ask others to do business with you.

Those entrepreneurs utilizing just the right marketing tactics during the tough times will continue to be prosperous. If you would like to know more great marketing tips, check out the educational opportunities offered by the Kirkwood - Des Peres Area Chamber of Commerce or call the Chamber office to schedule a mentoring session.

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Spa and Boutique Opens in Downtown Kirkwood



Steel Magnolias Spa and Boutique is now open and ready to pamper you.

Located in historic downtown Kirkwood, this quaint shop provides a variety of spa services

in intimate, homey rooms. Take time to shop for jewelry, handbags, skin care products and candles.

For those looking for a unique girls' night out, they also offer spa parties and Silpada Jewelry parties.

Steel Magnolias is located at 110 N. Kirkwood Road.

For more information call 822.4450.

Strategic Financial Group Opens in Des Peres



The Strategic Financial Group is now open to serve businesses, families and individuals with all their financial investment needs.

Led by a team of eight financial professionals, SFG offers a variety of products and services including

college funding, socially responsible investing, long-term care insurance and retirement and estate planning. They have access to a diverse portfolio of financial products and services that can meet the needs of large corporations or institutions, as well

as individual investors just beginning to plot their course to financial freedom.

They are located at 11600 Manchester Road in Des Peres.
For more information call 238.0200.

6 2008 Grand Marketplace Expo – A Huge Success!

Thank you to everyone who made the 2008 Grand Marketplace Expo a huge success!

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Richard Wilson

MAY MEMBER OF THE MONTH

McAlister's Deli - Good food, attentive staff, value, casual southern feel create a winning combination

What happens when you introduce Southern charm to the Gateway to the West? For McAlister's Deli, with its roots in Oxford, Mississippi, it's been a very warm and highly successful welcome.

"We started with one store in Ballwin in 2002," reports Andy Saitz, area sales and marketing manager. "Since we were introducing a whole new concept to the St Louis market, we projected gradual growth." Instead, it caught on quickly and McMo Management, LLC, who holds exclusive McAlister's Deli franchisee rights for the entire area, will soon have six stores operating and five more in the planning stage. The popularity of these local restaurants is being mirrored elsewhere as well, because in the 12 years since the corporation began franchising, more than 300 stores have opened across the nation.

"The McAlister's concept is very casual, very family oriented and lots of fun. Many people are dealing with time constraints and don't have time to visit a sit down restaurant for lunch. They are wanting instead a casual place offering quick service, with good food, good price and value and that's what they receive here. We pride ourselves on providing superior customer service, making sure every person who enters the store is touched, not physically, but touched by our words and actions at least three times, whether it's while you're at the register, at your table, providing your refills, doing

everything possible to keep you happy so your experience with us will be totally positive."

McAlister's encourages customers to "Be Choosey - Whatever you like, however you like it. Just ask. Always fresh and always your choice." Their extensive menu includes appetizers, soups and chili; fresh salads; kid-pleasing choices; deli sandwiches; signature sandwiches - including the authentic New Orleans-style muffuletta - giant spuds; dinner entrees and, of course, their Famous Sweet Tea - another reminder of southern fare.



Eating in the restaurant is not the only way to enjoy their good food and value - McAlister's also has catering available. And, although breakfast is not served in the Deli, it is available to groups through catering. "When we say 'we cater to your every whim,' we really mean it," explains Nicci Thornton, catering manager for the Des Peres location. Included in their catering menu are breakfast and break trays; box lunches; entrée salads; deli trays; dessert trays (and yes, another southern favorite, Luscious Lemon Bars are among the choices); beverages and hold onto your hat - they even have the McAlister's Spud Bar, a crowd pleasing hot potato bar! "The spud bar sets our catering apart from others - it is extremely

popular," she reports. Catering is available seven days a week and a minimum of 24-hour notice is required.

McAlister's has also earned a reputation for active community involvement. Andy has become a real booster of the Chamber. "This is an outstanding Chamber! Everyone has been extremely helpful - we have thoroughly enjoyed every opportunity we have had to work with members and the staff and look forward to doing more," he reports.

For fundraising efforts, McAlister's offers 'Dining Cash,' which works like this: you go to the Deli, let them know your organization would like to participate in this program and they will give you a couple of flyers you can copy - as many as you wish - and on a pre-determined night, 15 percent of the purchase of anyone presenting your flyer will go to your organization. They also help out by donating items for silent auctions.

Andy and Nicci are looking forward to meeting as many Chamber members as possible.



The McAlister's Deli in Des Peres is located at 12101-A Manchester Road, and is open from 10:30 am to 9 pm daily. For additional information, call **238.3354** or go online at **www.mcalistersdeli.com**. So please stop by soon to introduce yourselves, ya'll!

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Marketing Monday

Marketing Mondays are a series of educational opportunities presented free of charge to Chamber members. The series will take in the Chamber boardroom, 108 W. Adams, from noon - 1pm and this is a "bring your own lunch" venue. Due to limited seating this event is for Chamber members only. Please RSVP to 821.4161 online at www.KirkwoodDesPeres.com

Monday, May 26

Speaker - Rich Magee.

Title: How to handle collections from a lawyer's point of view

Description: Help business people understand how attorneys and businesses can work together on collections in a mutually beneficial way

Bio: Rich Magee is an attorney with 25 years of experience in construction and corporate law. He is also the Mayor of the **City of Glendale**. For a complete description of this event please visit our award-winning website www.KirkwoodDesPeres.com

May Business After Hours "The Boomer Bash"

Join us at the Chamber's May Business After Hours & Networking (BAH) co-sponsored by **James Durbin Jewelry and Amigos Cantina**. Here's the skinny, this BAH is called the "Boomers Bash" because it is a 70's themed event for all you baby boomers and promises to be off the hook. Can you dig it? The Boomers Bash will be held in the parking lot behind James Durbin Jewelry.

This popular networking event is from 5:30 - 7:30 pm. Open to Chamber members and their guests free of charge. To RSVP please email iris@thechamber.us, call 821.4161 or RSVP online. Catch you on the flip-side!



Red Robin Gourmet Burgers

13001 Manchester Road
Des Peres, MO 63131
P: 314-821-6400
F: 314-821-6427

Colleen Schluter
Cell: 314-550-6784

Dine-In or Carry-Out & Great for Meetings

10th Annual Chamber Golf Tournament

SSM St. Joseph Hospital of Kirkwood will present the Chamber's 10th Annual Golf Tournament on Monday, June 2 at Greenbriar Hills Country Club.

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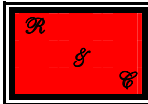
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A foursome is \$700 or individual golfer is \$175, this includes all cart fees, greens fees, lunch buffet, dinner and complimentary adult beverages all day!

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What's the Activity Level of Your Networking?

By David Hilgendorf of Pre-Paid Legal Services



As any business owner knows, we recently completed the first quarter of business for 2008. Let me ask all of you interested enough to read this article a question. Is your business where you'd like it to be? Did you finish 2007 where you thought you would be at the beginning of the year? Here's the deal. If you answered "no" to either question, and you and I were talking, my next question would be ... "What's your *marketing plan*?" I'd follow with ... "What's the activity level of your **networking**?"

I'm genuinely concerned when most owners would either have a vague description of their marketing plan, or none at all, and plan on continuing the "system" they used last year. As we've all heard, the definition of insanity is "doing the same things and expecting different results." Not a good plan.

For many, the answer to the networking question would probably be... "sure, I go to those lunches once in a while ... and I stop by for a drink and a sandwich at the After Hour events when I find the time." Well, it's simply not good enough if you want your business to thrive...and who doesn't? I speak with a lot of experience in this arena, because when I moved my former biz to the Des Peres area in 1993, my responses would have probably been about the same as above.

I'm going to let you in on a *little secret*. That is ... networking should be a HUGE part of your marketing plan. Not the only part, of course, but it should be a large part, nonetheless. People like doing business with people they know and like. Just show up and people will know you. (You're on your own for the "like" you part!)

Therefore, here's my suggestion. Get out your calendar and write in networking events (luncheons, after-hours, special activities ... like Small Business Week, The Expo, The Golf Tournament ... volunteers meetings, etc...) as though they were actually an appointment. Otherwise, you'll always find an excuse to *not* go.

Of course, the Chamber is a perfect fit for the networking need in your marketing plan. I have actually done some "research" recently, and I've not seen a more active Chamber. If you're looking for activities to meet other owners, the Kirkwood –Des Peres Area Chamber has plenty.

In fact, my business, as an independent representative for **Pre-Paid Legal**, is all about networking (for small business owners and individuals). We have no local or national advertising – it's 100% word of mouth. That's why (among other reasons) I come to *all* the Chamber events ... even new-business ribbon cuttings. In fact, if I miss an event,

people often call me the next day to make sure I'm okay!!

I love networking and I love telling others about the incredible services we offer to middle class Americans, especially in the identity theft arena. So when I go out, I feel like I'm on a mission to spread the word about our services. It's a service everyone needs and can afford. However, I'm just as interested in finding out about what other members do. That's how networking works. Moreover, always do business with other Chamber members first.

Oh, and please get involved in Small Business Week, there's a slate of activities which I can hardly wait for. Whatever you do, don't miss the Speed Networking event at Southwest Bank on May 8 at 5:30 pm. If you're a little shy about the whole networking activity, this is perfect for you! (Or, look me up – I'm happy to introduce you to anyone you'd like to meet. In fact, all of the Ambassadors would say the same thing.)

Don't wait another day to get involved in more networking for your business. Make your second quarter better than the first, and better than last year.

Pre-Paid Legal Services
David Hilgendorf
 324.2207

5th Annual Small Business Week

Presenting Sponsor:



SCHEDULE OF EVENTS

Monday, May 5

4:30 – 6:30 pm – Networking & Speaker. Dale Furtwengler – “7 Steps to Becoming Invaluable”

Location: AMG Corporate Offices, 1610 Des Peres Road
Cost: No charge

Tuesday, May 6

11:30 am - 1:15 pm – Monthly Membership Luncheon. **Location:**

Orlando Gardens, 8352 Watson Road. Cost: \$17 w/reservation, \$20 walk in & non-member (Please note the date and location change)

Wednesday, May 7

8 - 11:30 am. Express Employment Professionals HR Seminar.

Location: Holiday Inn Southwest - Viking, 10709 Watson Road. Cost: No charge

3 - 5 pm - Speaker Fred Sussman & Panel Discussion

5 - 7 pm - Happy Hour

Location: Commerce Bank - Kirkwood, 300 N. Kirkwood Road
Cost: No charge

Thursday, May 8

5:30 – 7:30 pm. 5th Annual Speed Networking. Location: Southwest Bank, 13205 Manchester Road, Des Peres. Cost: No charge

Friday, May 9

8 - 9:30 am. “Creating and Updating your Business Plan”

Location: St. Louis Community College – Meramec, 11333 Big Bend Blvd.

Cost: \$10 (includes continental breakfast)

11:00 – 2:00

Bar-B-Q and Networking.

Location: Chamber Parking Lot, 108 W. Adams. Cost: No charge.

Visit the Chamber’s award-winning website for complete details and to RSVP for any of these events.
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ANNOUNCEMENTS

The **Glendale-Kirkwood Kiwanis** will host their fourth annual fundraiser, "Spring into Summer!" a wine tasting event on Friday, May 16 from 6-8 pm at **Grapevine Wines**, 309 S. Kirkwood Road. There will be wonderful hors d'oeuvres, wine raffles, and a silent auction. Grapevine Wines will donate 5% of all sales during the event to the Glendale-Kirkwood Kiwanis Foundation. Tickets are \$35 per person, for more information, please contact Sarah Erwin, Glendale-Kirkwood Kiwanis Club president, at 821.5770, ext. 16 or serwin@real.more.net.

AWARDS

Des Peres Hospital has received the Get With The Guidelines - Heart Failure Bronze Performance Achievement Award from the American Heart Association. The recognition signifies that Des Peres Hospital has reached an aggressive goal of treating heart failure patients for at least 90 days with 85% compliance to core standard levels of care outlined by the American Heart Association / American College of Cardiology secondary prevention guidelines for heart failure patients.

Coldwell Banker Commercial recently recognized the achievements of its top sales professionals and leading offices at the company's annual 2008 Global Commercial Conference. Congratulations to **Coldwell Banker Commercial CRA LLC** in connection with the attainment of the following awards: Commercial Elite, # 1 Office - Northern Region, # 1 Office by State, Silver Circle of Distinction Award Recipient - **Lynn Richter**. For more information contact 206.4665.

Five **St. Anthony's Medical Center** physicians recently were recognized by the National Committee for Quality Assurance for the care they provide to patients with diabetes. Robert Curtin, M.D., an internal medicine specialist; Andrew Grabowski, D.O., family medicine specialist; Bharathi Raju, M.D., an endocrinologist and internal medicine specialist; Sheryl Ream, M.D., internal medicine specialist and pediatrician; and Stephen Staten, M.D., family medicine specialist.

Congratulations to Ed Croghan - Principal and Managing Consultant,

Corporate Health Associates, Inc., who received Federal Certification as a "Community Leader for Value-driven Health Care". Certification was received from the Department of Health and Human Services.

RECOGNITION

Mary King, who is a barber at **Des Peres Barber Shop**, was recently cutting one of her customer's hair when she noticed something 'suspicious' on his head and highly recommended that he see his doctor. He made an appointment, was seen promptly, it was determined to be cancerous and he underwent treatment. His doctor told him it was fortunate that he caught it early. The customer, the customer's family and the doctor have all written letters of thanks to Mary for making her customer aware of something he hadn't noticed. He is now a loyal, life-long customer.

THANK YOU

Thank you Colleen Schulter and the fabulous staff at **Red Robin Gourmet Burgers** for catering a delicious Board of Directors lunch. We appreciate all you do!

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CONNECTIONS

“Checking Out The Latest”

by Barb Byerly
BJB Creative Services

“Gone Fishin’” will soon be Tom Riggs favorite tune as he looks forward to teaching his growing number of grandchildren the sport. Having three grandsons to accompany him to his favorite fishing hole fills his heart with delight. The babies of Tom’s daughter, Amie and son-in-law, Jim and his son, Bill and daughter-in-law, Jenny, were born less than a month apart so they have a ways to go until their first birthday. Amie’s baby boy, Kelly James Swarts, was born on Feb 26, weighing in at 7 lbs, 10 oz and Bill’s son, 7 lbs, 9 oz Evan William Riggs, was born March 21, so Evan’s big brother, 3-year old Even Jacob, and Tom will have to wait for a while before the infants can handle a fishing pole. With these three grandchildren representing the fourth generation of **Riggs Construction & Design** owners, G-pa Tom is looking forward to taking off Fridays and, yes, goin’ fishing. Congratulations to the entire Riggs family!

Gayle Messmann has been racking up some frequent miles lately – driving miles, that is. And it’s no surprise because this bright and lovely past Chamber chair is adding two new titles to her already impressive list. In addition to being executive director of

Adams Place Retirement Community, she’s also the new director of Delmar Gardens fab Garden Villas East and West! Gayle’s well-known protégé, the delightful Jenny Rademacher, has been promoted to the position of director of Adams Place. Kudos to these two outstanding ladies!

Dulce Dayawon proved herself to possess one of the traits of a true entrepreneur by maximizing her opportunities when she decided on her vocation while living in what many people might describe as a paradise. Here’s the scoop: Dulce and her husband Miguel were living on the island of Oahu, Hawaii for several years while he was on assignment for an international corporation. Since their four children were in school during this period, she had time to become well acquainted with Honolulu and the surrounding area. She became interested in the houses she saw for sale, and began visiting them, taking note of how they were displayed, the price, the impact of their location, the characteristics of the successful real estate agents, etc. Following their aloha’s and upon their return to the St Louis area, Dulce completed several courses for realtors, joined a real estate firm, began applying the knowledge she had gained in

Hawaii and has since become a highly successful agent. She is a Graduate, Realtors Institute, a Leadership Training Graduate and has earned designation as a Seniors Real Estate Specialist, sells residential and commercial property and is an owner/broker of **Day One Realty**. Miguel retired several years ago and has joined her biz. And it all began in the gorgeous 50th state!

The sight of the red bordered yard signs featuring the US flag and the wording “We honor and remember” became well known in the Kirkwood - Des Peres area as was the knowledge the funds raised from the sale of these signs were being directed to the families of the Feb 7 victims. However, what you may not have known is these signs and fund raiser were the brainchild of **Agape Construction’s** Amy O’Brien. “I felt God was directing me to spearhead a visual community-wide show of support,” Amy explains. And support it was, with 600 signs going up and over \$16,000 being raised! Thanks to everyone who participated.



Mark Your Calendar

05/02/08

First Friday Coffee

Start Time: 7:30 am

05/05/08

SBW - Networking & More

Start Time: 4:30 pm

05/06/08

SBW Luncheon

Start Time: 11:30 am

05/07/08

SBW HR Seminar

Start Time: 8 am

05/07/08

SBW Speaker & Happy Hour

Start Time: 3 pm

05/08/08

SBW Speed Networking & BAH

Start Time: 5:30 pm

05/09/08

SBW Seminar

Start Time: 8 am

05/09/08

SBW Chamber Open House

Start Time: 11 am

05/22/08

Business After Hours & Networking

Start Time: 5:30 pm

05/23/08

Brown Bag Legislative Lunch

Start Time: Noon

05/26/08

Marketing Monday with Rich Magee

Start Time: Noon

* For information or to RSVP for these events call the Chamber office at 821.4161, or go online at www.KirkwoodDesPeres.com

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