



Chamber ADVANTAGE

What's Your "Born-on" Date?

by Jim Wright

The Chamber must have had an event back in 2005 where adult beverages were served. As I was cleaning out the Chamber's storage space a few weeks ago, I came across a 12 pack of A-B product with a born-on date of 4/2/2005 – since a stale product has no appeal, it was quickly discarded.

A few days later I was back in my hometown visiting one of the downtown retail establishments. It was interesting to discover some of the displays in that old store had not changed since I was a kid. In fact, I felt sure one of the cabinets had dust on it with a born-on date of at least 1963. This merchant's marketing plan had become as stale as a year old Butterfinger candy bar.

What about your marketing plan? Has the born-on date expired? Following is a quick check-up I want to share with you to help keep your plan fresh.

Here are five easy steps you can implement to improve your sales, simply by monitoring the freshness of your business' marketing:

First, check your budget. In past articles I have discussed the importance of continuing to advertise during a down market period, but let's look a step beyond. Does your advertising plan look the same year

after year? And, does it reflect the same spending? Have you been placing ads in the same media expecting to reach a different demographic but never really achieving your marketing goals? Times have changed and so has your audience. Before setting your advertising budget for 2009, take a look at all the options available. Be sure you budget for the advertising avenue most likely to net you the biggest bang for your buck. Don't forget to check those demographics. You don't necessarily want to advertise services for senior citizens through a media geared toward teenagers. Rather than crossing your fingers and hoping someone will buy from you, look for ways to attract your target audience utilizing the "rifle" marketing approach instead of "shot gun."

Second, take a close look at your current ads. Are they appropriate for your target market? A recent scan through a local publication featured some highly appealing creativity in print advertising. Some ads, however, looked intimidating because they were filled to the brim with far too many words. A practical rule of thumb is "keep it simple," including only as much information as necessary to assist the buyer in making an educated decision about your product or service. If you question the effectiveness of your ads, try asking a professional to critique it for you.

(Continued on Page 4)

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Adams, St. Louis, MO 63122

E-mail your letter & comments to:
jim@thechamber.us

 For information on membership call:
314.821.4161

 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**

Why Do You Volunteer For the Chamber?

I write this month's column after just returning from the Kirkwood - Des Peres Area Chamber of Commerce Bridal Showcase. What I saw there gave me one more reason to be a proud chamber member. I saw a dedicated group of volunteers working for the benefit of the Chamber on a beautiful Sunday. Most could have been spending time with their families, some would have been happily watching the Cardinals beat the Braves, and others might have been happy doing anything besides volunteering at a Chamber event. But, those selfless volunteers were giving of themselves to help please vendors and showcase attendees happy.



**Chairman
Gene Maggard
AT&T Missouri**

I know this scenario repeats itself time and again throughout the year. Volunteers chair and serve on committees, load and unload products and materials, answer questions about where to go and how to set up and, well the list is endless. My question is "Why do they do this?" The answer, of course, is obvious - to show the community how strongly they believe in the Chamber and its mission.

Visitors to events throughout the year get a true picture of the business persons' dedication to doing business in the Kirkwood - Des Peres area through the service of the Chamber's volunteers. Events appear to just happen, but a closer look reveals a group of volunteers were at work behind the scenes to be sure everything was just right.

How about you, do you have what it takes to make this organization even stronger? Volunteers are always needed on many levels. Just give the staff a call and join the other proven business leaders in volunteering.

In the meantime, a personal "thank you" to each of you who has taken on the challenge of stopping up for the Chamber and the committees it serves. Your hard work does not go unnoticed.



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September Luncheon ³

Tips you need to grow your business in challenging times!

September Membership Luncheon

Sponsored by:



Tuesday, Sept 9

11:30 am - 1:15 pm

Greenbriar Hills Country Club, 12665 Big Bend Blvd.

Please RSVP by Monday, Sept 8 at 5 pm. Cost is \$17 for members and \$20 for non-members or walk-ins.

** Please remember Greenbriar has a no denim policy.*

Do you want to grow your business while increasing profits and productivity? OK, stupid question. If you would like to learn how to do this then you need to attend the September Chamber luncheon and listen to speaker Lois Creamer. Her programs help companies of all sizes develop the top-notch selling skills needed to thrive in a competitive marketplace.

Lois will present "Fast Forward Selling – How to Grow Your Business in Challenging Times!"

Many have adopted her philosophy of concept and outcome marketing™ to grow their businesses. Besides being a client, Jack Canfield of Chicken Soup fame is using her thoughts on positioning in his new workbook, "Success Principles". Other clients include the National Association of Women Business Owners, Business Owners International, State Farm Insurance, and many more.



Join your fellow Chamber members for the general membership luncheon scheduled for Tuesday, Sept 9, at **Greenbriar Hills Country Club**.

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, Sept 8.

Reminders: If you make a reservation and do not cancel, you will be charged. If you have a Speed Pass you still need to RSVP. Reminder, Greenbriar has a no denim policy.

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4 What's Your "Born-On" Date? (Cont from pg 1)

It may cost a bit at first, but the benefits of perfecting your message will pay off in the long run.

Third, check your logo and branding. Does it truly reflect your business? Some businesses want to reflect a look of power, some try for a more subtle down-home look. One common mistake is not taking the time to re-evaluate it every two or three years. Some logos are great as is, but remember, times change. Is it time to make an adjustment, even a small one, to better represent your business? And don't forget to take advantage of

the opportunity to announce a change in your branding with a press release. It is a great way to receive some publicity. If, however, your brand is perfect, leave it alone.

Fourth, take a critical look at your floor space. It is extremely important for displays, counters, window sills, furniture etc. to be clean and inviting. Consumers like clean and inviting. Remember the thoughts you've had when you visited a restaurant with a sticky booth seat, or an office with magazines in complete disarray – and what about those restrooms?

Remember to keep your business in order and be sure it has been updated to current times.

Consumers will appreciate the effort by returning time and again.

Finally, bring your networking

expertise up to date. In the days of Andy Griffith, every merchant gathered at Floyd's Barber Shop. The entire community knew each merchant and professional intimately. Every store owner met on a daily basis to share experiences, sales tips, and common problems. By meeting together and talking to one another, strong bonds and close friendships were established – a guarantee of doing business with each other. Think of the Kirkwood - Des Peres Area Chamber of Commerce as Floyd's Barbershop. The Chamber is here to help you improve your networking skills. The Chamber knows today's entrepreneurs aren't able to talk with each other on a daily basis, but many networking opportunities are provided on a monthly basis to assist you in building long lasting relationships. The more you attend and participate, the better business will be for you.

Don't become stale. Take some time to reflect on your business, it should be reborn often to keep your marketing efforts modern.

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bradmsowers@yahoo.com



The Greentree Festival Wine Garden is Back!

Fri., Sept 12, 5-10pm

Live Music from
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Sat., Sept 13, 12-7pm

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Hosted by the Kirkwood - Des Peres Area Chamber of Commerce

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Be a Part of the Wine Garden and Join These Sponsors:

- As **Vineyard Sponsor, for your \$150** sponsorship you will receive:
- recognition in press releases and publicity material
 - business name & recognition on a table at the event, decorated by you with your company logo, marketing materials, etc... (you are welcome to drop your marketing materials by the Chamber office if you want your table decorated but are unable to do the decorating yourself)
 - recognition on Chamber Wine Garden marketing material including the *Chamber Advantage* along with fax/email press releases pertaining to the event
 - business name on a fence banner at the event
 - recognition on the Chamber's website Wine Garden Page www.KirkwoodDesPeres.com (Avg of +225,000 hits/month)

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Please **enclose** a check or fill out the credit card information below Total Amount Due: \$ _____

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Bethesda Health Group & VNA Community Flu Vaccination Schedule



Friday, Oct. 3

Bethesda Orchard (Webster Groves)
21 N. Old Orchard, 63119
8:30 am - 3 pm



Tuesday, Oct. 21

Bethesda Gardens (Kirkwood)
420 S. Kirkwood Road, 63122
8:30 am - 2 pm

IMPORTANT NOTE: Due to our service expansion at Bethesda Dilworth, we will NOT be providing flu vaccines at this location in 2008. Vaccines are \$30; for a list of accepted insurances, go to vnastl.com.

Call Cathy at 314-800-1945 for more information.

**BETHESDA
HEALTH GROUP**



Marketing Mondays

Marketing Mondays is a series of educational opportunities, held on the last Monday of each month, presented free of charge to Chamber members from noon - 1pm and is a "bring your own food & drink" venue.

Due to the growing popularity of Marketing Mondays, we have outgrown the Chamber Board room and are moving this event across the street to **Commerce Bank, 300 N. Kirkwood Road** for the remainder of the year. Parking will be available on the northeast parking lot on the Washington Avenue side of the bank.

Monday, Sept 29

Speaker: Fred Miller

Title of presentation: "No Sweat" Public Speaking

Description: One thing we always expect from our leaders is the ability to get their ideas across in speeches. This is true whether planned and prepared, or given on a moment's notice. If the content and the presentation don't meet the expectations of the audience, there is the possibility of serious misses: misinterpretation, misunderstanding, misquotes, etc.

Bio: Fred Miller is president of Fred Co.

Fred Co. sells prospect lists that target specific markets and offers a Tele-Prospect Filtering Service for companies who want their salespeople spending major time selling rather than prospecting.

Please RSVP to 821.4161 or online at the Chamber's award-winning website **KirkwoodDesPeres.com**

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Tickets are \$79 for Chamber members (Be sure and enter promo code KACOC to receive your discounted member price) Non-members are \$99.



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Bill McShane

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Elizabeth Bagley, DC

New Members Introduced at the August Luncheon



(pictured l-r) Marilyn Elkin of Midwest Marking, Ron Flynn of Any Lab Test Now, Susan Marting of Integro, LLC, Erin Thurmond and Wendy Grich of Expectations Ultrasound, and Michael Broadhurst of United Way of Greater St. Louis

Thank You To These July Renewing Members

Aberdeen Heights Senior Living
Amici's Italian Restaurant
Andover Inspection Services, LLC
Cornerstone Mortgage, Inc. /
Russell S. Keller, CMPS
Fortel's Pizza Den-Kirkwood
Kirkwood Surgery Center
Martha's Hands Home Health
Mobile Attic of St. Louis
NewBridge Massage Therapy
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RW Designs
Sandler Training SM
Stream Benefits Group
The Spot Man
Two Men And A Truck

SEPTEMBER MEMBER OF THE MONTH

Igniting the Spirit of Home - Foundation for Children with Cancer Helping Families Here in St. Louis and Across the Country

by Claire Patton Budd

Dealing with news that your child has cancer is overwhelming. Combined with a family's existing challenges, and the news is catastrophic. Single parents, unemployment, rising household costs, long trips back and forth from home to hospital for chemotherapy and other treatments are situations that challenge the strongest family's spirit. The Foundation for Children with Cancer (FCC) serves to ignite the spirit of hope by helping fend off financial burdens that add unnecessary pressure to an already emotional situation.

One of a Kind

Based in St. Louis, FCC is the only national pediatric cancer foundation of its kind ... supporting families across the country by assisting with mortgage/rent payments, utility bills, and automobile expenses – monthly expenses that don't stop even when your child has cancer, and which insurance doesn't cover. As a result, in more than 100 hospitals nationwide, social workers have come to depend on FCC. By providing tangible and direct financial support, families are given a greater opportunity to focus on their child's treatment and recovery.

Raising Awareness While Raising Funds

FCC's ability to help these families is directly related to the amount of awareness and, more importantly, funds raised through a variety of projects and events, including:

Lola Socks ... Lola socks are the latest men's fashion trend. In 60 stores across the country, 10 percent from the sale of each pair of Lola socks is donated directly to FCC.



Renee' L Verhoff
President and CEO
Foundation for Children with Cancer

Murder Mystery ... Guests at last fall's "Murder at Sunset" enjoyed sumptuous hors d'oeuvres and drinks while trying to guess the identity of the "murderer" of fictitious host "Jerry Oilman," choosing from the likes of Elvis, Marilyn Monroe, Jimmy Hendrix, and others.

Hats On Day ... Children diagnosed with pediatric cancer often wear hats to cover up their hair loss resulting from treatments, such as chemotherapy. On Hats On Day, students show their support by donating money to wear a hat, creating a welcoming, supporting environment for kids fighting cancer. Since FCC was approached in 2002 to take this campaign to a national level, thousands of schools across the country have participated, raising more than \$700,000 and benefiting

more than 1,400 families.

Children Are Golden ... The inspiration for FCC's latest national effort came from a young mother who lost her son to cancer. She began wearing a gold ribbon in his memory because, as she said, "Children are golden." Similar to Hats On Day, students at participating schools donate money to wear an FCC "Children Are Golden" ribbon. And, similarly, the response has been astounding.

The Amazing Ott Family

Almost 10-year-old Brian Ott was diagnosed at age three with Juvenile Pilocytic Astrocytoma, cancer of the brain and central nervous system. Brian's main tumor is in his spinal cord making it impossible to remove with surgery. While Brian doesn't remember his life without cancer, he is as normal as other young boys his age, loving all sports and playing baseball.

FCC is proud to be connected with the Ott family and the thousands of other families just like them here in St. Louis and across the country.



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Artwork, jewelry and sculpture - as well as classes for making your own - are all to be found at the new Argonne Gallery in downtown Kirkwood.

Owners Tom and Joan Elliott opened the gallery earlier this

summer to display Joan's handmade jewelry. They also display the works of several local artists, featuring works done in glass, wood, metal, watercolor, oil and other media. The gallery, which is on two floors, also holds several classrooms providing a

variety of workshops including metalsmithing, oil painting and fabric printing.

Argonne Gallery is located at 101A W. Argonne. **For more information call 821.3010.**

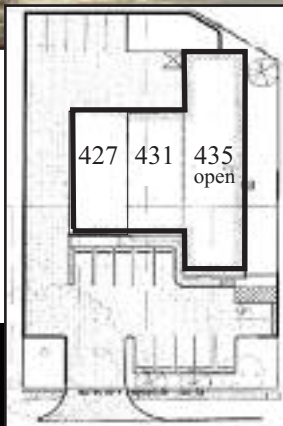
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12 CHAMBER AMBASSADOR FEATURE: What Happens When You Attend Chamber Networking Events

By Carol Johns the LTC Specialist



I have found that attending Chamber events is always a great experience! There are always so many people I need and want to talk to at Chamber luncheons. I feel like I need networking time before and after the meeting! If our schedules allow, there are times some of us do stay after lunch to continue meeting. Other meetings are scheduled at another time as a result of attending a luncheon.

Business After Hours (BAH) is often a busy, hectic time for me. I often find I have two to four places to be around the same time as the Chamber BAH. Many of you who attend these functions

have seen me arriving near the end of the event. I have always found it to be a worthwhile experience to show up even if I can't be there the entire time. This has also been something that helps the Chamber and other people I know. When I'm at another meeting, often there are other members who are also there and we talk about how we need to go because we have to get to the Chamber BAH. I have had several people ask me to let them know when the events are because they want to get involved. The Kirkwood - Des Peres Area Chamber is seen as one of the best Chambers in which to belong. This is also a time which meetings

may continue after the event.

A new networking event this year is the First Friday Coffees. Again, I find I

may have conflicts in my schedule, but it is great to be able to attend part of it. Some times of the day are better for some businesses, so by attending a variety of functions, I can meet more members.

“Brown Bag” Lunches, Marketing Mondays, and special events such as the Grand Marketplace Expo are also great opportunities for education and networking. Being on a committee is another valuable experience. As an Ambassador, I try to attend as many ribbon cuttings as possible. It's another fun way to meet Chamber members and find out about other businesses as well as let others know about my business.

I'm sure most of you have heard that people want to do business with people they know, like and trust. Attending Chamber networking events is a great way to get to know people and let them get to know you.

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ACKNOWLEDGEMENTS

Think you might choke or have a heart attack? If so, do it at The Chamber office – we are now trained to help! Thanks to Art Jaycox of **Corporate Response**, The Chamber staff along with Cheryl Overschmidt of **Eagle Bank & Trust**, have passed the American Heart Association Adult/Child CPR and Choking class. If your business or organization would like to receive training, Art will be presenting a class at the Chamber office on Friday, Oct 17 at 8:30 am and the cost is only \$20 per person. You will learn vital, lifesaving skills and, with Art as your instructor, have a fun time doing it. For more information or to RSVP call the Chamber office at 821.4161 or visit www.KirkwoodDesPeres.com

CONGRATULATIONS

Congratulations to Larry Taylor, CEO and Partner of Cullivour Construction, **Cullivour Landscapes** and Bur Oak Development. They recently celebrated 30 years in the construction industry. Here's to at least 30 more successful years!

Congratulations to Lesley and Jerry Tubbs of **Cleaning By Lesley**, they are new grandparents. Kayla Diane was born at St. Anthony's on July 27 at 5:24 pm. She was 6 lbs 14 oz. and 19 inches long.



EVENTS

You are cordially invited to a Wine Tasting Party benefiting **The Walker Scottish Rite Clinic for Childhood Language Disorders** at **Grapevine Wines**, 309 S. Kirkwood Road on Friday, Sept 26, from 6:30-8:30 pm. Come enjoy delicious appetizers and delightful wines. \$25 per person with reservations required in advance. For more information or reservations please call 533.7415.

Marden Dental is hosting a Blood Drive on Monday Sept 29, from 4

- 8 pm. They will have food, goodie bags, and lots of raffles for all donors. You can make an appointment to donate by calling their office at

822.4521 to guarantee a time. Walk-ins are welcome too. Marden Dental (Greentree Center), 10322 Manchester Rd., Kirkwood. Hope to see you there!

NEW FACES

St. Anthony's Medical Center has appointed John L. Skeans, CPA, as Vice President of Finance and Chief Financial Officer.

Skeans received his bachelor's degree in business administration from Marshall University in Huntington, W.V., and has completed graduate work at the University of South Florida in Tampa, FL.

THANK YOU

Beth Wideman with the **Chamber** office would like to send a big THANK YOU to Keith Kornfeld at **Fortel's Pizza Den in Kirkwood!** She had given her Dad some gift certificates for Father's Day and they were misplaced. Thinking they were gone for good, she called Keith and he replaced them -- no questions asked! Beth and her Dad are very grateful!

Thank you to the fabulous staff at **Jefferson Grill** for catering a delicious Board of Directors lunch. We appreciate all you do!



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by Barb Byerly
BJB Creative Services

Heard about Roger Rimel’s special project? Well, here’s the scoop. The wonderfully talented Roger, longtime designer at **James Durbin Jewelry Design** has been busy creating an elegant, reversible pendant based on the Friends – Family – Forever Benefit logo. Yes, that’s right – it’s reversible, which gives the wearer the choice of two different looking pendants in one piece! The benefit, jointly sponsored by the Cities of **Kirkwood** and **Des Peres**, will be held on Saturday, Sept 27 from 6:30 to 10:30 pm at the **Lodge Des Peres**. Heavy hors d’ oeuvres, music and a huge auction are planned. All profits from the event will benefit the families of victims of the Feb 7 Kirkwood City Hall tragedy. The logo, with a five pointed star imbedded in the center, is in honor of the five victims with each point evolving to form five petals which represent love, hope, peace, understanding and community. Raffle tickets for this stunning, elegant pendant features exceptionally beautiful brilliant-cut diamonds set in 14K rose gold on one side and purple sapphires and tsavorite garnets, set in 14k white gold on the other side. Raffle tickets are \$20 each and can be purchased at Durbin’s Jewelry store, 114 W Jefferson until noon on Saturday, Sept 27 or at the benefit that evening until the time of the

drawing. This beautifully hand-constructed pendant, along with a lovely chain, is valued at \$2,500.

And speaking of tickets, you can purchase Friends – Family – Forever Benefit admission tickets with cash or a check at Kirkwood City Hall or The Lodge Des Peres. In addition to cash or check the **Kirkwood Community Center** also accepts payment with a credit card. Cost is \$75 per person. For additional info, call Des Peres City Hall at 835.6100 or visit Kirkwood’s website at www.ci.kirkwood.mo.us

Believing our own child is exceptional is natural, but having others confirm this fact can be extra special. **Martha’s Hands Home Health’s** Andrew Huber is familiar with this feeling as his daughter Molly has been selected to the US Youth Soccer Region II Girls Olympic Development Program Pool Team in her age group. According to Ellie Singer, Region II Administrator for the Girls Olympic Development Program, “being selected to the regional pool is a major accomplishment. Molly will be observed now and in the future for possible selection to the US National Team. Some of these players have gone on to win Olympic Gold Medals in 1996 and are presented on

the Women’s World Cup, 2004 Olympic and National Teams.” Congratulations to Molly and the entire Huber family!

It was June, 1941, Glenn Miller’s Orchestra’s recordings were flying off the shelves, “The Maltese Falcon” was showing at the local cinema, a first class stamp cost three cents, and Margie and **Ollie Schweizer** got married. The pair, teenagers when they fell in love, were married on June 28, 1941 with Margie’s grandfather officiating at the ceremony. Blessed with three children, Dan, Lynn and Sally, they now have three grandchildren, Michael, Dylan and Julie and are great grandparents of Michael III, Joshua and Sydney. Their 67 years of marriage has been filled with love, joy and service to others including the Circle of St Joseph and hospice. In addition, Margie has served as a Girl Scout and Cub Scout volunteer and Ollie has served as a **Kirkwood-Webster YMCA** and **Rotary** volunteer. He was executive director of the **Chamber** for 10 years and following his retirement, was named Citizen of the Year. Both were avid golfers, in fact he is namesake of the Y’s popular Ollie Schweizer Golf Tournament. Margie also loved bowling and one year became the Missouri State Women’s Doubles Bowling champion. It’s no wonder **Kirkwood Mayor Art McDonnell** proclaimed a special day in June as Marjorie and Ollie Schweizer Day in Kirkwood. Congratulations and thanks to this wonderful duo for all they have

done and continue to do for the community!



Mark Your Calendar

09/05 - First Friday Coffee

Time: 7:30 - 9 am

Location: **AMG Corporate Offices - Des Peres**, 1610 Des Peres Road

09/09 - September Luncheon

Time: 11:30 am - 1:15 pm

Location: **Greenbriar Hills Country Club**
Sponsor: **Busy Bees Embroidery**

09/12 & 13 - Greentree Festival Wine Garden

Time: Fri 5 - 10 pm, Sat 12 - 7 pm

Location: Kirkwood Park

09/19 - Jeffrey Gitomer LIVE

Time: 7 - 11:30 am

Location: Doubletree Hotel & Conference Center, 16625 Swingley Ridge Rd, Chesterfield

09/25 - Business After Hours

Time: 5:30 - 7:30 pm

Location: **Missouri Baptist Medical Center - Sunset Hills**

09/27 - Friends-Family-Forever Benefit

Time: 6:30 - 10:30 pm

Location: **Lodge Des Peres**, 1050 Des Peres Road

09/29 - Marketing Monday

Time: Noon - 1:00 pm

Location: **Commerce Bank - Kirkwood**, 300 N. Kirkwood Rd.

* 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

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