

BUSINESSWISE

A Publication of the Brentwood Chamber of Commerce



PRESIDENT'S MESSAGE

by Michael Daming

Thanks to all that came to our After Hours event on April 14, 2011, held at fellow Chamber member DD's Irish Pub & Karaoke's establishment. A great time was had by all. If your business has interest in sponsoring and/or hosting a breakfast coffee or after hours event in the future, please do not hesitate to contact any member of the Board of Directors or our Executive Director, Christine Albrecht. These events are a great way to continue networking outside of the more formal membership meeting structure.

We are also in the final stages of finalizing advertisements for our bi-annual 2011-2012 Chamber and community directory, to be published by Gene-Del Printing. Over 7,000 residents and 600 registered businesses call Brentwood home, and will use the Chamber Directory to make important buying decisions and gather contact information about products and services available in Brentwood. The Directory will be available throughout the city, local businesses, and other areas where people from the community congregate. There is no cost for those who would like a copy of the directory. This is therefore a prime and unique opportunity for you to reach a wider audience and increase revenues/interest in your business. Please contact Christine Albrecht today so your business can be featured in this year's Directory.

I look forward to seeing all of you on April 28 for our monthly membership meeting.

Next Meeting...

Thomas Lang
Missouri Bar Association
"The Missouri Plan"

Thursday, April 28, 2011

Brentwood School District Conference Center
1201 Hanley Industrial Court

11:30 – 12:00 Networking • 12:00 Lunch Served

PLEASE MAKE YOUR RESERVATION NOW!

Tom Lang has maintained a law practice in St. Louis County since he graduated from St. Louis University School of Law in 1971. During the last forty years, he has been active in the Missouri Bar, the St. Louis County Bar Association and the Bar Association of Metropolitan St. Louis. He has been awarded a Rating of AV Preeminent by Marindale-Hubbell. This is the highest possible rating in both legal ability and ethical standards earned through a strenuous Peer Review rating process.

In the Missouri Bar, he has been the Vice-President, a member of the Board of Governors, on the Executive Committee, on the Finance Committee, Chairman of the Finance Committee, Chairman of the Professionalism Committee and Chairman of the Professionalism Council. He received the Missouri Bar Foundation "Lon O. Hocker Memorial Trial Lawyer Award in 1979.

As a member of the St. Louis County Bar Association, Tom served as President for two years. In 1979, he received the Association's Outstanding Young Lawyer Award. He also received the Distinguished Service Award.

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Please email chamber@brentwoodmo.org or call 963-9007 with your RESERVATION confirmation by noon on **Tuesday, April 26, 2011**, so that we may confirm with the caterer.

Reservation cancellations must be received by **noon on Wednesday, April 27, 2011** or you will be billed for the luncheon. The cost of the luncheon is \$15. The Chamber accepts cash or checks made payable to Brentwood Chamber of Commerce – no credit cards.

FYI

Sidewalks for Rose Avenue

Formal approval of the agreement to install much needed sidewalks connecting Brentwood Boulevard with the Promenade via Rose Avenue was finalized by the passage of Ordinance #4274. The agreement is with Mo-DOT for the STP Grant funding 80% of the projects estimated cost, \$386,000. Construction is estimated to begin by next summer.

Artistic Affairs Catering News

A lot of exciting things are happening at Artistic Affairs Catering! We have signed on with Ameren to do their Corporate Dining for one of their Training Centers. We provide breakfast and lunch, Mon-Fri. This week we are catering a party and pairing our expertise with wine selected by consultant and writer, Doug Frost. Mr. Frost is only one of three people in the world to hold both Master Sommelier and Master of Wine titles.

Another "exciting" thing for us is we're going to be on the Dave Glover Show!! So set your radio dial to 97.1 FM on April 19th at 5 p.m.! It all happened by chance, we were at a party and Todd shared his story of how Dave Glover inspired him to go into business for himself, with the station manager, Jeff Allen. The next thing you know Todd received an email asking him to come on the show.

LET US KNOW!

Please contact the Chamber and let us know about your business.

Retirements, remodeling, promotions, expansions, etc.

Next Meeting.... *continued from page 1*

Tom was one of the founders of the "Justice for All Ball". This event raises money for Legal Services of Eastern Missouri where Tom has served on the Board of Directors.

Married, with five children and five grandchildren, Tom has also found time over the years to be the Chairman of the Board at St. John Vianney High School, coach CYC soccer, baseball and basketball and be active in the Boy Scouts of America.

Tom will be speaking to the Chamber about the Missouri Non-Partisan Court Plan often referred to as the "Missouri Plan", since Missouri was the first state to adopt such a plan for the merit selection of judges in 1940. Many states use the Missouri Plan or some modification of the plan. In recent years there has been a movement to change and / or do away with the Plan. Tom will discuss that the plan is and how it works. He will also speak about some of the proposed changes and answer any questions.

LinkedIn

Join the Brentwood, MO Chamber of Commerce on LinkedIn. You can connect with other Chamber members and see relevant announcements about your Chamber.



BUSINESSWISE

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Eagle Bank and Trust Company of Missouri Supports Local Fire Departments with Life-Saving Donation *12 thermal imagers given in honor of bank's 100th anniversary*

To celebrate its 100th anniversary, Eagle Bank and Trust Company of Missouri today announced plans to donate life-saving devices to 12 area fire departments located throughout the St. Louis region. Each station will receive a state-of-the-art, thermal imager for search and rescue efforts in the field. These life-saving devices are crucial for fire departments, protecting fire fighters as they navigate structural fires and execute search and rescue attempts.

"We are excited to support our local communities by investing in their safety and the safety of those firefighters who work so tirelessly to protect them," says Mike Walsh, president and chief executive officer of Eagle Bank and Trust. "With this donation, we're celebrating the bank's anniversary while giving back to the communities we serve."

Eagle Bank and Trust purchased the Bullard Eclipse™ thermal imagers – valued at \$4,900 each for a total of \$58,800 – from Franco Fire Equipment in Arnold, Mo. The Eclipse is lightweight and designed to personally-equip a firefighter with crucial thermal imaging technology on site. Each of the 12 fire stations already operates with at least one thermal imager, but they all expressed a growing need for more.

In early 2011, the High Ridge Fire Department in Missouri used its sole thermal imager to rescue two fire victims – an elderly female and a handicapped adult male – from structural fires. "Visibility is a key issue for firefighters during search and rescue attempts," says Mike Arnhart, Fire Chief at the High Ridge Fire Department. "However, thermal imagers are practically unobtainable because they're cost-prohibitive for many fire departments. With Eagle Bank's donation, we can better protect our community and the safety of our firefighters."

America's fire death rate is one of the highest per capita in the industrialized world with one civilian fire death occurring nearly every three hours. According to the U.S. Fire Administration, fires kill approximately 3,500 people – including nearly

100 firefighters – each year. Missouri has been ranked as the tenth deadliest state with an average of 120 fire deaths annually. However, most of these deaths can be prevented. The use of thermal imagers is one way firefighters can better protect themselves while saving lives.

Eagle Bank and Trust executives will deliver the thermal imagers to local fire stations during official ceremonies this week. The 12 fire stations benefiting from the donation are located in Afton, Arnold, Brentwood, Cedar Hill, Chippewa, DeSoto, Festus, High Ridge, Hillsboro, Kirkwood, Manchester and Perryville. During the ceremonies, a few fire departments will perform live, on-site demonstrations to showcase the features of these thermal imagers.

In addition to donating the thermal imagers, Eagle Bank and Trust is promoting an online donation program – 'Eagle Bank Saving Lives' – which it founded to benefit the Missouri Children's Burn Camp. Sponsored by the Burns Recovered Support Group, Inc., this free, annual week-long program offers a unique summer camp experience for children and teenagers, ages six to 17, who have sustained severe burn injuries. At Missouri Children's Burn Camp, emphasis is placed on the person on the inside, not the scars on the outside.

For more information about Eagle Bank's thermal imager donation or to make a donation to support the Missouri Children's Burn Camp, please visit www.eaglebanksavinglives.com.

About Eagle Bank and Trust Company of Missouri

Eagle Bank and Trust Company of Missouri has 12 locations throughout St. Louis County, Jefferson County and Perryville, offering great products and services like high interest checking accounts, free checking, and online banking. With amazing customer service, Eagle Bank is one of the best small business banks offering no fee business checking and small business loans. It's no wonder area families and businesses have been flying high with Eagle Bank for 100 years.



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West Community Credit Union

2345 South Brentwood
westcommunitycu.org

House Committee Considers Creating a State Health Insurance Exchange

Reprinted from Missouri Chamber Direct, March 11, 2011 edition

Within the more than 2,000-page federal health care overhaul passed last year, 11 pages outline a specific mandate for states to create a health insurance exchange program. Rep. Chris Molendorp, a Republican from Belton, believes the idea of an exchange would help foster competition in the health insurance market and Missouri should start the process a step ahead of the federal government in order to run the program in a way the state sees fit.

"What all of us want, regardless of how we feel about the federal health-care bill, is for folks to get good, honest information in a quick manner that benefits themselves and their family in obtaining access to health care," Molendorp said.

Before the House Health Insurance Committee this week, Molendorp presented House Bill 609, which would establish the Show-Me Health Insurance Exchange Act. The notion of an exchange is not a new one, Molendorp said. He compared this type of system to the Kansas City Livestock Exchange, Travelocity and farmers' markets. Only the health insurance exchange would allow people to shop and compare prices for health policies.

"We should take this opportunity to go ahead and implement something that we are comfortable with, that we believe can be innovative and helpful to the citizens," Molendorp said. "I would rather the state of Missouri coordinate this with our departments and our people." Specifically, the act would create a governing board that would oversee all details relating to the exchange. Several members of the committee had concerns about who would make up the governing board and potential conflict of interest. Rep. Molendorp said he is willing to consider potential clean-up language that could be used to change his legislation to address these concerns. A potential benefit for small employers would be another provision of HB 609 that would establish a small business health option program to assist qualified small employers enrolling their employees in qualified health plans offered in the small group market.

Great Rivers Greenway

Great Rivers Greenway is providing residents in St. Louis City, St. Louis County (including Brentwood) and St. Charles County with one last chance to provide input on the large-scale, long-range regional bicycle plan that is being developed to enhance on-road connectivity throughout the St. Louis region over the next two decades. During the month of May, Great Rivers Greenway will hold four public open house events so that residents can learn more about existing routes in their communities, view maps, comment on the proposed network of regional on-road routes, review what it will take to implement the system and learn about the performance measures needed to ensure successful expansion of an interconnected on-road system of bicycle routes in the region.

There are four open houses that residents can attend, and each open house will take place from 4:30 – 7:30 p.m. The closest date/location is May 10th at the Webster Groves Recreation Center (33 East Glendale Road, Webster Groves, MO 63119). The other three open houses will take place as follows: May 11th at the Forest Park Visitor's Center (5595 Grand Dr., St. Louis, MO 63112), May 17th at the University of Missouri-St. Louis (UMSL's) Millennium Student Center (1 University Blvd., St. Louis, MO 63121) and on May 19th at St. Peters City Hall (1 St. Peters Centre Blvd., St. Peters, MO 63376). Attendees can choose to come to any of the four open houses, as they will be identical, and arrive anytime during the designated 4:30 – 7 p.m. timeframe.



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MEMBER DIRECTORY ADVERTISING

The Chamber is in the process of developing the 2011-2012 Business Directory. This directory contains a wealth of information about the community and local businesses, and is shared with existing businesses, new businesses, and residents alike. If you would like to advertise in the directory, please contact Christine Albrecht at chamber@brentwoodmo.org.

NEW PRICES

Max Muscle – Brentwood has just restructured its pricing, so that they can pass more savings on to the customer. Go in today and check out their entirely new prices and start saving!

SCORE RECEIVES AWARD

Congratulations to the St. Louis chapter of SCORE (Service Corps of Retired Executives). They have been designated as one of only 30 chapters nationwide that has demonstrated excellent performance and will be presented with the Chapter Performance Award. Visit their website at ww.score.org for information that can help your business.

SCHOLARSHIP DONATION

Thank you to Mid-County Jaycees for their generous donation to the Brentwood Chamber Scholarship fund. This year's recipient is being decided right now!



Rebecca Daming
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2101 South Brentwood Boulevard
Brentwood Missouri 63144

The Missouri Chamber of Commerce Political Action Committee is proud to present noted sales and leadership author and speaker Jeffrey Gitomer.

Gitomer is the author of The New York Times best sellers The Sales Bible, The Little Red Book of Selling, The Little Black Book of Connections, and The Little Gold Book of YES! Attitude.

All of his books have been No. 1 best sellers on Amazon.com, including Customer Satisfaction is Worthless, Customer Loyalty is Priceless, The Paterson Principles of Selling, The Little Red Book of Sales Answers, The Little Green Book of Getting Your Way, The Little Platinum Book of Cha-Ching!, and The Little Teal Book of Trust. Gitomer's books

have appeared on best-seller lists more than 750 times and have sold millions of copies worldwide.

In a special leadership seminar - "Resilient Leadership in a Non-Resilient Economy" - held on Thursday, May 19, Gitomer will present real-world leadership and management strategies. The next morning, on Friday, May 20, Gitomer takes center stage to talk about his best-selling books and how to put your best foot forward in the sales arena - "Sales Surge."

The Missouri Chamber PAC is the title sponsor of Gitomer's St. Louis appearance. Ticket sales support the legislative and election communication mission of our organization. This fundraising is critically important as we need to communicate to Gov. Jay Nixon the importance of supporting Missouri's Business Climate, the Fix The Six and Aerotropolis legislative endeavors with his signature as soon as possible.



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You can contact the

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WELCOME Chamber Members

Welcome to the following new members:

The Chamber of Commerce encourages all new businesses to become involved and we ask that our existing members contact their neighbors, current or new, and bring them to a meeting to further our strength and growth.

Brentwood Center of Health
2558 S. Brentwood Blvd.
Suzanne Tucker, PT
www.bcoh.org

Missouri College
1405 S. Hanley Rd.
Kay Timmerman
www.missouricollege.com

The Koetting Associates
2511 S. Brentwood Blvd.
Carmen Castellano, O.D.
www.koettingassociates.com

CHAMBER Renewals

Thank you to the following businesses for their continued support of the Chamber through their Membership renewal:

Applegate's Deli
www.applegatesDeli.com

FastSigns
www.fastsigns.com/87

Beach House Bronze
www.BeachHouseBronze.com

Hydraflow Equipment Co.
www.hydraflowequipment.com

Brentwood Historical Society
www.BrentwoodMo.org/visitors

Leonard's Tailoring
www.leonardstailoring.com

Brentwood Public Library
www.Brentwood.lib.mo.us

ReliantPay
www.ReliantPay.com

Charter Business
www.charter-business.com

Roni Deutch Tax Center
314.968-8297

Complete Care Chiropractic
www.brentwooddcs.com

University Club Medical
www.UniversityClubMedical.com

DD's Irish Pub & Karaoke
314.961.5646

CALENDAR

April 28, 2011

General Membership Meeting
Tom Lang
Missouri Bar

Brentwood S.D.
Conference Center
1201 Hanley Industrial Ct.
11:30 – 1:00

May 5, 2011

Board of Directors Meeting
Brentwood Rec. Center
Room 102
5:15 p.m.

May 13, 2011

Newsletter submissions due!

May 26, 2011

Membership Meeting
Sponsored by
City of Brentwood
Pavilion at Memorial Park
11:30 – 1:00

June 2, 2011

Board of Directors Meeting
Brentwood Rec. Center
Room 102
5:15 p.m.

June 10, 2011

Newsletter submissions due!

PLACE YOUR AD IN THE CHAMBER NEWSLETTER

Contact Christine Albrecht at 963-9007
or E-mail chamber@brentwoodmo.org

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CHAMBER OFFICERS

PRESIDENT:

Michael Daming, *Murphy Wasinger, LC*

DIRECTORS:

Vice President-Tami Green-*Centene Corporation*

Treasurer-Ken Martz-*Martz & Wilson, CPA*

Judy Canoy-*Brentwood Forest Condominiums*

Barb Cross-*City of Brentwood*

Rebecca Daming-*PNC Bank*

Joe Gill-*Gill Plastics/Brentwood Historical Society*

Lori Hudson-*West Community Credit Union*

Lorraine Krewson-*City of Brentwood, Alderman Ward 4*

Kyle Kuhlman-*Brentwood Family Chiropractic*

Judy Leach-*Leach BP Service*

Joyce Locke-*Gene-Del Printing*

Matt Strohmeyer-*Family Dental Practice*

Deb Wagnon-*Acumen Consulting*

Sallie Westenbarger-*American Legion Post 101*

IMMEDIATE PAST PRESIDENT:

Teresa Wheeler



The March Speaker, Virginia Muzquiz, with Chamber President, Michael Daming. Virginia spoke to Chamber members about the best way to use their network for referrals.



Kelly Nelson and Will Aschinger of Hilliker Corporation, new Chamber members, receive their membership certificate.