

BUSINESSWISE

A Publication of the Brentwood Chamber of Commerce



PRESIDENT'S MESSAGE

by Teresa Wheeler

The Brentwood Chamber of Commerce serves all businesses and provides support to our community. Our membership is strong and has been consistent, even through the Highway 40 construction years. We are in the midst of our membership drive, renewing memberships of those businesses that have been a part of the Chamber and reaching out to those businesses that are new to the area.

If you are a current member or a potential new member, let me remind you of a few reasons why membership in the Brentwood Chamber is a benefit to you:

- Seal of Approval. Belonging to the Brentwood Chamber sends a message to your customers that you have the "Seal of Approval" of the Chamber and its members as a trusted entity in the Brentwood community. When you display your membership affiliation in your business or on your company stationary, it sends a clear message that you are a business connected to the pulse of the business community.

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Next Meeting...

Jack Tipton

SCORE

Marketing in 2010

Thursday, March 25, 2010

Brentwood Recreation Center
2505 Brentwood Blvd., Room 104
11:30 –12:00 Networking
12:00 Lunch Served
PLEASE RSVP!

Jack Tipton began his professional career after college as a high school football coach. Later he became a sales trainee upon entering the business world. He became the leading Sales Representative in the United States for 3M Company Graphics Systems products. He has been a sales manager, general manager and eventually he purchased the company where he originally started as a sales trainee. Jack later acquired two more companies and successfully merged them into his existing business. Eventually, two separate national accounting and statistics firms recognized Jack's business at the top of their list of "Best Managed and Most Profitable Businesses" within their specific area of products and services.

Jack presents national seminars discussing what he believes makes companies prosper or fail. He covers the important measuring tools in evaluating a business and he shares things he, personally, looks for when he considers purchasing or valuing an operation.

Jack has spoken before the American Management Association C.E.O. Conference, National Young Republicans Convention, National Association of Office Systems Owners and many Fortune 500 companies.

Today, Jack limits his speaker tour; he spends the majority of his time assisting companies as a consultant, specializing in marketing, corporate employee development and financial business plans.

Please email chamber@brentwoodmo.org or call 963-9007 with your RESERVATION confirmation by noon on **Tuesday, March 23, 2010**, so that we may confirm with the caterer.

Reservation cancellations must be received by noon on **Wednesday, March 24, 2010** 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

Lutheran Senior Services at Work

Care giving for older adult is already impacting workforce productivity. Employed caregivers at all levels are adjusting their schedules, taking time off from work, reducing work hours, or simply leaving the workforce all together to accommodate care giving responsibilities.

Now, there's a way employers can help improve the ability of an employee to stay on the job.

Lutheran Senior Services at Work is a new corporate eldercare program designed to give employees the tools they need to balance their jobs and the challenges of caring for an older adult. It features the opportunity for companies to host an on-site eldercare expert who answers questions and addresses concerns regarding age-related issues. The expert can recommend care, services and other resources that can help. The on-site eldercare expert is available as a free community service.

Supporting working caregivers is smart business. To learn more, contact Carol Melka at 314.446.2493 or visit LSSLiving.org.

LET US KNOW!

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

Retirements, remodeling, promotions, expansions, etc.

City of Brentwood to host Community Blood Drive & Mobile Mammography Services

When: Tuesday, April 6, 2010

Where: Brentwood Recreation Center, 2505 S. Brentwood Blvd, Brentwood, MO

MVRBC Donor Bus will be located at the front of the Rec Center parking lot

Mobile Mammography Van will be located on the north side of the Rec Center Parking lot

Times: Community Blood Drive 10:00 a.m. – 2:00 p.m.
Mobile Mammography Services 9:00 a.m. – 3:00 p.m.

Appointments: To schedule an appointment to donate blood, please call 314-963-8670 Alexis McGrail or go to www.bloodcenterimpact.org

To schedule an appointment for mammography services, please call **1-800-870-5731 or 314-996-5170**

Mark your calendars for Tuesday, April 6th and plan on setting aside a little time to make a BIG difference! The City of Brentwood is pleased to host this inaugural community event, featuring the Mississippi Valley Regional Blood Center Donor Bus as well as the Missouri Baptist Medical Center Digital Mammography Van. Both vans will be located at the Brentwood Rec Center on April 6th at the times stated above. Appointments are strongly encouraged, as pre-registration goes a long way towards making this event a success, however these are not required.

"I'm very pleased that we as a City were able to coordinate this event for our community. I felt that by hosting these organizations at our Rec Center on Election Day, we would be able to reach both our residential and business population, in a way that is most convenient and accessible for them" says Brentwood Mayor Pat Kelly. "I encourage all of you to set aside a little time on April 6th to participate in this blood drive and help us make it a success!"



BUSINESSWISE

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Leading in a New Economy Tips Every Leader Should Know

By David Burlis

The challenges of leadership in today's economy are many. Some are tried and true, while others are unlike any in recent history. Regardless, leadership is what will separate the good from the great as our country works to rebuild a thriving, stable economy. Today, businesses everywhere are ramping up to come out of this recession stronger than before and rise above the rest.

That's why business leaders at all levels must assess their current skill sets to make sure they can effectively lead their team to produce positive outcomes for their departments and companies. "As the economy and business market changes, it's essential for business leaders to grow and develop with it," said Robert A. Funk, co-founder and CEO of Express Employment Professionals. "Their success as a leader and as a company depends on it." These four tactics can be beneficial in that process.

Be Flexible. Some managers believe they always have the answers, are always right, and never need to compromise. But, today's successful leaders realize that a heavy-hand approach can be counterproductive. The best leaders will be the ones who aren't afraid to say "I'm not entirely sure, what do you think?" or "Hey, let's try something new and see if it works." The changing economy brought uncertainty to the workplace, so a flexible leadership style can help navigate in this new business environment. Leaders who are open-minded are more likely to capitalize on new ideas.

Delegate Tasks and Trust Others. The truth is, most people learn by doing. And in today's workplace, it's essential to allow others to grow within their career and take on more responsibility. Most people in upper management worked hard to get where they are by doing things themselves. So, they often rely on continuing to do things the same way. But, effective leaders know how to trust others to help them accomplish their goals and delegate tasks to team members. They understand the importance of equipping their team members to accomplish individual goals. Micromanagers will not only have difficulty thriving in this new environment, but they may also lose valuable employees in the process.

Hire for Success. Hiring for success means hiring based on skill sets a leader lacks. Because a great leader knows their limitations, they're not afraid to admit their faults. In order for business leaders to achieve desired results, they must put the right people in place. Employees who will compliment the skills of the entire team. Being surrounded by the best employees will ultimately be a boost to any leader – and will set the entire company up for success.

Coach Regularly. Mentoring employees has always been an important part of leadership, but now more than ever, it's a necessary ingredient for any successful manager. Taking time to coach employees will result in higher productivity and increased engagement. Many employees have worked harder than ever this past year, and showing employees you're invested in their career development will foster loyalty and respect. Leaders, even those who generally don't consider themselves to be good mentors, will need to coach their employees and help them develop their careers.

The time for leaders to step up and focus on being effective is now. Those who achieve success will be the leaders who grow, develop, and change with the new economy. By focusing on coaching, delegation, flexibility, and hiring right, leaders will create a strong workforce that will outlast their competition and create a company that will rise above the rest.

To find out about your leadership style, go to www.myleadershipinstinct.com. Save the date, Wednesday May 5th, for the Leadership Instinct Simulcast event. For more information or to register call your local Express Employment Professionals office at 314-968-2700.

President's Message *continued from page 1*

- **Monthly Networking Opportunities.** Our Chamber hosts an opportunity to network with other business folks every month. Some of these events include:

Business Expo event attended by the public; Luncheon meetings, speakers and networking time; Business before and after hours, where members gather for food and drink in businesses located in Brentwood; Food and beverage tent sponsored by the Chamber at the Brentwood summer concert series; and the Annual Awards and Holiday party.

- **Monthly Newsletter.** The BusinessWise is produced each month and is filled with information about what is happening in the community, as well as highlights of various businesses. As a member you are invited to share updates about your business through the newsletter, publicize special promotions, and advertise for a nominal fee.

I look forward to working with you throughout the year to maintain and improve the wonderful community we enjoy in Brentwood. Let's keep up the Brentwood, MO.....Mentum!

Legislation encourages businesses to discover environmental issues

Reprinted from Missouri Chamber Direct

The importance of protecting businesses from environmental issues is something Rep. Walt Bivins has learned firsthand. Starting his career in 1961 for a large chemical company, he experienced many times when workers were in danger due to accidents with the chemicals or by not using protective safety gear.

Rep. Bivins, a Republican from St. Louis, said that much has changed for large corporations in terms of environmental safety over the years. Businesses are now held responsible for not just their employees, but the safety of the surrounding communities, as well. However, some small to medium-sized companies are still struggling to provide environmental protection with limited resources.

“My concern would be that while the world has changed for companies like the one for which I worked, it might not have changed for some of the smaller companies,” Rep. Bivins said. “What I’m hoping to do with this is encourage them to go out and do the types of testing that they aren’t otherwise required to do.”

In an effort to assist these businesses, Rep. Bivins introduced House Bill 1974 to the House Energy and Environment Committee on Tuesday, March 2. House Bill 1974 would allow companies to do voluntary environmental audits of their own businesses without fear of uncovering a problem that could lead to regulatory penalties.

“The end goal is to really protect the employees of those small and medium-sized companies that may have not felt like they wanted to do something like this for fear of retribution from somebody like the EPA or DNR,” Rep. Bivins said. “Giving them some measure of protection, I think, will aid in doing that.”

The concept, which is in place in many other states, would allow companies to seek out help from the Missouri Department of Natural Resources to fix their self-discovered environmental problems without the possibility that the department will levy fines.

“We believe this bill will help facilitate a more proactive and systematic approach toward the self-policing of minor environmental infractions,” said Trent Summers, director of environmental and regulatory affairs for the Missouri Chamber of Commerce and Industry, while testifying for the legislation.

For more information about environmental issues, contact Trent Summers at 573-634-3511 or by email at tsummers@mochamber.com.

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Whole Planet Foundation Wine and Cheese Benefit at Whole Foods Market

Saturday, March 27
6:30 – 8:30 pm, \$20

Join us for an evening of great wines for a great cause. Enjoy an assortment of wines and cheeses while listening to the live local music of Monica Casey in our candle lit café. You can bid on some of your favorite bottles of wine or fair trade products in our silent auction. All proceeds will go to the Whole Planet Foundation. Bring your friends and mingle with others who are committed to ending poverty by empowering the poor. Cheers to the Whole Planet! To get tickets; call or stop by our Customer Service Counter.

Together with:

Earth Hour
Saturday, March 27
6:00 – 9:00 pm

“On Earth Hour hundreds of millions of people around the world will come together to call for action on climate change by doing something quite simple—turning off their lights for one hour.” Here at Whole Foods we want to celebrate this momentous event. So in honor of Earth Hour we will be turning off the lights in the café so you can dine by candle light while listening to the live local music of Monica Casey. We will be featuring our Fair Trade wine in the café for \$5 a glass. All proceeds will go to the Whole Planet Foundation.

What’s Happening Around Town

As of March 1st, 2010, all Tax Increment Financing Bonds have been retired on the Brentwood Promenade.. The TIF Bonds were repaid nine (9) years ahead of the twenty-three (23) year statutory requirement and two (2) years ahead of the City’s projections. The termination of the TIF will provide approximately \$900,000 a year in new property taxes and \$2,000,0000 a year in new sales tax.

A site development was approved for 2301 S. Brentwood. This is a vacant structure that was most recently used as a printing shop. The site plan includes removing the existing building and constructing a new 2,596 sq. ft. office building to be used as an insurance office.

A report from the Police Department shows that Brentwood is one of the safest places in all of St. Louis County. The numbers are in for 2009, and reported crimes are down-notably, citywide. At 454 total crimes reported, we’re at approximately 80% of 2008 levels, and 60% of 2007 levels. The bulk of those are retail stealing incidents. The Brentwood Police Department is to be congratulated for its efficiency in crime prevention.



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Pat Kelly
Branch Manager

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 Barb Copeland RN, CDN Clinical Manager.

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Eagle Bank After Hours

On Thursday, May 13th, Eagle Bank will hold an After Hours gathering for Chamber members. This is a perfect opportunity to stop by after work and do a little networking with other Chamber members.

Express Employment Professionals

Express Employment Professionals are holding a webinar on Creating a Positive Work Environment - Tips for making work fun and increasing productivity on March 18th at their office, 8029 Watson Rd. Call David Burlis at 314/968.2700 for more information.



Now a part of



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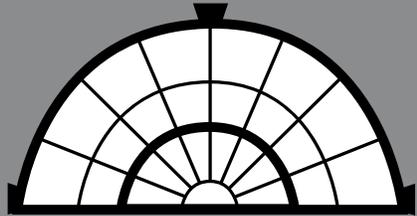
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WELCOME Chamber Members

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.

Welcome the following new Chamber members:

Hadaway Group Travel/Emmaus Road Pilgrimages
(Thomas Hubert – 314/238.4781)
Travel

Lamping for Senate
(Brian Bunten – 636/288.2775)
www.lampingforsenate.com
Political

Office Depot
(Erick Karner - 314/961.6552)
www.officedepot.com

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

FastSigns Brentwood
www.fastsigns.com/87
Signs

Human Resource Management Corporation
www.hrmcglobal.com
Career Transition Services & human capital consulting

Brentwood Animal Hospital
(Dr. William Shore – 314/962.2900)
www.brentwoodanimalhospital.com

Commercial Transmission Co.
(Ed Dinnius)

Applegate's Deli & Market
(Ben Murphy – 314/968.6466)
www.applegatedeli.com

Lents & Associates, LLC
(Sheri Nudelman – 314/968.3060)
Public relations/Marketing/Advertising

A. Bommarito Wines
(John Vogel – 314/961.8996)
www.abommaritowines.com

CALENDAR

March 25, 2010

General Membership Meeting
Jack Tipton
Marketing in 2010
Rec Center
11:30 – 1:00

April 1, 2010

Board of Directors Meeting
Brentwood High School
5:15 p.m.

April 6, 2010

1st Community Blood Drive
Rec Center

April 6, 2010

Election Day
Don't forget to Vote!!

April 21, 2010

Administrative Professional Day

April 22, 2010

General Membership Meeting
Dan Andrews
Identity Theft & Businesses
Rec Center
11:30 – 1:00

May 6, 2010

Board of Directors Meeting
Brentwood High School
5:15 p.m.

May 13, 2010

Business After Hours
Eagle Bank & Trust
5:30 – 7:00

May 14, 2010

Last day for
Newsletter Submissions

**PLACE YOUR AD
IN THE
CHAMBER
NEWSLETTER**

**BUSINESS CARD SIZE \$150 FOR ONE YEAR
DOUBLE SIZE \$300 FOR ONE YEAR**

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

**Please visit the Chamber website at
www.brentwoodmochamber.com**

**You can contact the Chamber via email at
chamber@brentwoodmo.org**

CHAMBER OFFICERS

PRESIDENT:

Teresa Wheeler, *Brentwood School District*

DIRECTORS:

Vice President-Mike Daming, *Murphy Wasinger, LC*
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

Tami Green-Centene Corporation

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:

Jonathan Morgan, Commerce Bank

Next Meeting...

Jack Tipton

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12:00 Lunch Served

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