

October, 2010

Volume 5, Issue 4

HIGHLAND CHAMBER OF COMMERCE

CHAMBER NEWS

www.highlandillinois.com



MESSAGE FROM THE CHAMBER PRESIDENT—JAN BRINKER

After a very warm summer, we have been blessed with incredible fall weather. Looking back on summer, there were many exciting events in and around Highland. Our last Farmer's Market went exceptionally well, with a change in location that proved very successful. The vendors were excitingly busy, there were lots of children running through the park in their Halloween costumes, and the crowd was one of the biggest yet.

We have a few Business After Hours left this year, and we'd like to thank our upcoming hosts, and all those Chamber members who held a Business After Hours this past year. October's BAH host is It's Party Time, held in their new location at 919 Washington, on Thursday, October 21. November's host is Lee's Loans, Jewelry & More on the 18th and in December, Scheffel & Company will host on the 10th.

Moving into fall quickly, you will see the return of that popular Christmas promotion from the 80's and 90's where for every dollar spent at participating merchants, shoppers were given coupons that could be entered for a weekly cash drawing. The Highland Chamber of Commerce is excited to bring back this great shop-local Christmas promotion this year, calling it "Shop Highland for the Holidays." You can visit our website at www.highlandillinois.com for more details.

The Friday after Thanksgiving is always a big day for the Highland Chamber. November 26 is our annual Christmas Parade featuring Santa, many floats, and horses, ending around the fountain at the square. This is Highland's traditional kick-off to the Christmas season. With a chill in the air, a warm and festive atmosphere, we 'light the square' and all the animated Christmas houses. Returning this year is a Reindeer Petting Zoo, along with Santa, the customary hot chocolate, kettle corn, carriage rides, with music provided by the Munny band and HHS Madrigal Singers.

Highland is the best place to live, learn, work, shop and play!

Jan

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SCHEDULE OF EVENTS:

October

- 21 Mobile Driver's Facility
- 22 Business After Hours—Hosted by It's Party Time
- 22 Haunted Hike—Silver Lake—Family Night
- 23 Haunted Hike—Silver Lake—Tweens Night
- 29 Trick or Treat Trail

November

- 2 Business Over Breakfast—Holiday Inn Express
- 4 Business Education Seminar—How Can High Speed Fiber Help Our Businesses
- 18 Business After Hours—Hosted By Lee's Loans, Jewelry & More
- 26 Lighted Christmas Parade

December

- 7 Business Over Breakfast—Michael's Coffee Shop
- 10 Business After Hours—Hosted by Scheffel & Company
- 16 Mobile Driver's Facility

Come & Enjoy...
Chamber Business After Hours
Hosted By :
IT'S PARTY TIME!
Celebrating 5 years
&
Our New Location!
919 Washington St.
(formerly Home & Leisure Lifestyles)
Thursday, October 21st from 5 p.m. to 7 p.m.
R.S.V.P. to the Chamber: 654-3721
Food, Drinks, & Prize Drawings!

FROM THE EXECUTIVE DIRECTOR....

One of our priorities has always been to help our members develop the “tools” they need to successfully run and build their businesses. With that goal in mind, we have partnered with the City to present a series of three Business Education Seminars that we call our “Small Business Toolbox.” The first Toolbox Seminar was held on September 30 at the Korte Company. The 30-plus attendees learned more about the City’s Business District and various incentives that are available; financing opportunities through the USDA; tax credits and new tax laws that will affect business; and were encouraged to “visionize” their business. The next Toolbox Seminar will be held on November 4. The topic is very pertinent for our town these days—we’ll learn how high speed fiber can benefit our businesses. See details below... The final Toolbox Seminar in this series of three will be held early next year. Watch for more information in the coming weeks. I hope you’ll join us on November 4 for what promises to be a very interesting and informative seminar!

Jami



Small BUSINESS TOOLBOX

Thursday, November 4, 2010
8 a.m.–10 a.m.
\$10 Members • \$15 Non-Member
The Korte Company Conf. Rm.

R.S.V.P. 654-3721
Or
jami@highlandillinois.com

2nd in the series

How Can High Speed Fiber Help Our Businesses?

Highland Communication Services—Dan Cook
Fiber Optics: Let Your Business
Connections Shine

Understanding Fiber Optics
What We Offer
Key Benefits of Fiber Optic Services
Fiber in our Community
Contact Information

Hype Creative – Holli Martin
Web-Based Marketing Solutions:
Using Technology to Expand
Your Brand



Shop Highland

for the holidays

Do you remember that popular Christmas promotion from the 80's and 90's where for every dollar spent at participating merchants, shoppers were given coupons that could be entered for a weekly cash drawing? This promotion had a lot going for it—merchants drew people to their shops and restaurants with the chance to win substantial prizes, a small participation fee earned them weekly advertising exposure, and shoppers were encouraged to spend their money in Highland where the tax revenues generated benefited the local economy. Here at the Highland Chamber of Commerce, we're excited to bring back this great shop local Christmas promotion this year, calling it "Shop Highland for the Holidays." Here are the details:

- 1 With a \$100 investment for members and \$150 investment for non-members, you will be included on the list of participating merchants and will receive publicity through weekly ads in the Highland News Leader and/or Shopper's Review as well as web based advertising.
- 1 Customers that patronize your business will be given a coupon for every \$10 they spend
- 1 Coupons will be provided by the Chamber
- 1 Customers will be responsible for dropping off their coupons at Chamber designated drop boxes
- 1 This promotion will run from November 26 through December 24; weekly drawings will be held at noon on December 3, 10, 17 and 24
- 1 One weekly winner will receive a \$250 cash prize; additional cash prizes may be awarded contingent upon merchant participation (the more merchants that participate, the more cash we will have to give away)

To participate, please fill out and return the registration form below along with your check by November 1. In order to fund this promotion, we must have participation by a minimum of 20 businesses. We hope you will join us in encouraging folks to "Shop Highland for the Holidays!"

Registration Form

YES! I want to participate in the "Shop Highland for the Holidays" program.

Business Name: _____
 Address: _____
 Contact: _____
 Phone: _____ E-Mail: _____

Return to: Highland Chamber of Commerce, 907 Main Street, Highland, IL 62249



Chamber Gift Certificates

THANK YOU to those businesses that participate in our Highland Chamber of Commerce Gift Certificate Program. This very popular program offers convenience and versatility for customers and encourages folks to shop in Highland. This not only benefits home-town merchants, but also our local economy by keeping tax dollars here in Highland.

Highland Chamber of Commerce Gift Certificates make the perfect gift for that hard to buy for person on your list. They are also make great employee rewards and customer thank-yous.

Gift certificates are available in \$10 and \$25 increments and can be purchased at the Chamber of Commerce office, most local banks, and Vicky's Hallmark.

Accounting Firms

Scheffel & Company

Apparel

Glik's of Highland

Appliance Sales & Service

Broadway Battery & Tire

Automobile Sales & Service

Steve Schmitt Chevrolet
Tri Ford Inc.

Automobile Service

Broadway Battery & Tire
The Finish Line

Automobile Rental

Tri Ford Inc.

Banking Centers

TheBANK of Edwardsville
Bradford National Bank
FCB Highland Bank
First Mid-Illinois Bank & Trust
National Bank
Regions Bank
Scott Credit Union

City Services

City of Highland

Computer Services

IT&C, Inc.

Gas / Service Stations

CC Food Mart

Grocery Stores

Korte Meat Processing
Schuette's SuperValu Market
Highland's Tru Buy

Hair / Beauty Salons

The Appearance Center
Cutting Connections
Leroy's Barber Shop
Salon Beaux Cheveux

Health / Fitness Centers

Apex Physical Therapy &
Fitness Center
Korte Recreation Center
St. Joseph's Hospital

Hotels / Motels

Holiday Inn Express
Tibbetts House Bed & Breakfast
Michael's Swiss Inn & Coffee Shop

Jewelry Stores

Becker Jewelers
Lee's Loans Jewelry & More
Something Special by Penny

Landscaping Products/Services

Kalmer Landscape Supply
Three Way Creations

Massage Therapists

The Appearance Center
St. Joseph's Hospital

Medical / Dental

Family Care Medical
Plaza Dental Care
Rosenthal Optometric
St. Joseph's Hospital
The Smile Shoppe

Pharmacies

Family Care Pharmacy

Photography Studios

Voegele Studio

Restaurants

9th Street Café
Broadway Bar & Grill
DiMaggio's Pizza & Pasta
Farmer's Restaurant & Bakery
House of Plenty
Kentucky Fried Chicken/Taco Bell
Marx Brothers
Mazzio's Italian Eatery
Michael's Restaurant
Popeye's Chop House

Retail Centers

Ace Hardware
Rural King
Wal-Mart

Specialty Stores / Services

Box TV
Broadway Battery & Tire
Bruegge Furniture
The Chocolate Affair
Essenpreis Plumbing & Heating
Executive Drive Mini Storage
Family Care Medical
Four Seasons Carpet Cleaning
The Giving Tree
Glik's
Highland Golf & Sports
Korte Meat Processing
Lee's Loans Jewelry & More
Luitjohan's Flooring America
The Machine Shop
Nails By Wendy
St. Joseph's Hospital Gift Shop
The Swiss Gift Shop
The Tin Shed-Furniture by Kloss
Vicky's Hallmark
Wallpapers Ready to Go
The Wedding Belle

Tanning Salons

Kokomo Tan

Travel Agencies

Travel One

St. Joseph's Hospital to Recognize National Breast Cancer Awareness Month in October

St. Joseph's Hospital (SJH) in Highland is recognizing National Breast Cancer Awareness Month throughout October by giving all mammography patients a small gift (or two) for having breast exams completed by October 31. To schedule a mammography screening, please contact the Radiology Department at SJH at 651-2790.

Breast cancer is a disease in which malignant (cancer) cells form in the tissues of the breast. It is considered a heterogeneous disease—differing by individual, age group, and even the kinds of cells within the tumors themselves. Obviously no woman wants to receive this diagnosis, but hearing the words “breast cancer” doesn't always mean an end. It can be the beginning of learning how to fight, getting the facts, and finding hope.

Women in the United States get breast cancer more than any other type of cancer except for skin cancer. It is second only to lung cancer as a cause of cancer death in women.

Each year it is estimated that nearly 200,000 women will be diagnosed with breast cancer and more than 40,000 will die. Approximately 1,700 men will also be diagnosed with breast cancer and 450 will die each year. The evaluation of men with breast masses is similar to that in women, including mammography.

Athletes Advantage Sports Medicine Clinics Available To Local Student-Athletes

Highland's newest sports team – Athletes Advantage – will be holding sports medicine clinics on Saturday mornings during the 2010 Fall sports season through October 23. The sports medicine clinics will be held at Highland Priority Care (30 Apex Drive, Suite 2, Highland) on Saturdays from 8a.m.-10:00a.m. For more information call 651-2716 (Monday-Friday) or 651-2727 (day of clinic).

Matthew Moslener, M.D., a board-certified physician who has received additional medical training through the Saint Louis University Primary Care Sports Medicine Fellowship program, will be available to examine student-athletes. Dr. Moslener is a member of the American Medical Society of Sports Medicine and the American College of Sports Medicine.

Athletes Advantage is the new sports medicine program provided by St. Joseph's Hospital in Highland. To learn more about the Athletes Advantage program, visit www.athletesadvantage.org.



**Please Join Us October 21st From 4:00PM to 6:00PM
In Celebration of Our New Downtown Location!
Appetizers and Drinks Provided**

EXTRA HELP, INC
Employment and Payroll Services

914 OLIVE STREET
ST. LOUIS, MO. 63101

314-241-9675
www.extrahelpinc.com

Friends Van Becomes Moving Billboard



The Friends Van for St. Joseph's Hospital (Highland) will now do more than just provide transportation for local residents needing to get to their next scheduled physician's office or hospital outpatient visit. St. Joseph's Hospital has transformed the Friends Van into a moving billboard by "wrapping" the Friends Van with graphics promoting St. Joseph's Hospital and Highland Priority Care. Working with Foppe Visual Communications (located in Highland), custom-designed graphics were developed to fit exact specifications of the make and model of the van so that a seamless and professional visual representation would be achieved.

The Friends Van for St. Joseph's-Highland annually averages more than 2,200 riders and travels more than 13,500 miles transporting individuals to medical, dental and other personal appointments within a 20-mile radius of Highland. Towns included in this service area include Highland, Grantfork, Alhambra, Pocahontas, St. Jacob, Marine, Pierron, Trenton, and Troy.

Pictured above (L to R) are members of the Friends of St. Joseph's board of directors: Marilyn Frey; Jan Korte-Brinker; Eric Schmidt; John Jatcko; Peggy Sebastian, President & CEO of St. Joseph's Hospital; Adrian Rogier, Friends board vice-chair; Wayne Steiner, Friends board chairman; Rose Tschannen; Steve Kloss.

Highland Priority Care Surpasses 5,500th Walk-In Patient Mark

Since opening November 23, 2009, Highland Priority Care, operated by St. Joseph's Hospital (Highland), has treated more than 5,000 walk-in patients – 5,735 to be exact through Sunday, October 3, 2010. "One of the goals for St. Joseph's Hospital is to increase local access to health care services, and with Highland Priority Care we are definitely meeting this goal. Health care should be local and we want to be the Hometown choice."

Highland Priority Care is open seven (7) days a week from 7am-7pm. For more information on how Highland Priority Care can treat life's minor injuries and illnesses before and after work and school - as well as during the weekends - call 651-ASAP (2727).



Cutting Connections, located at 1216 Main Street, is a full service salon with 6 professional stylists/1 also being a nail technician.

Our newest stylist is Carol Miller who has been a stylist for 31 years. She is offering 25% off services for new clients.

Call us at 654-8343.

Scheffel Employees Join Forces in Day of Service for Troops

EDWARDSVILLE – In support of the first-ever, state-wide Certified Public Accountant “Day of Service” in Illinois, Scheffel & Company, P.C. employees together donated more than 300 pounds of items to “Treat the Troops” who are in the service of the United States.

The volunteer effort was borne with a proclamation issued by Gov. Pat Quinn declaring a day in September as a “Day of Service” through the Illinois Certified Public Accountants Society, the fifth-largest such organization in the country.

Scott Weber, principal in Scheffel & Co. Edwardsville office, said there was an enormous response from the firm’s employees for the care package drive.

The more than 70-member workforce at Scheffel took the opportunity to combine their annual company picnic at Edwardsville Township Park with efforts to help local soldiers by preparing packages of things soldiers tend to find in short supply. Scheffel plans to do yearly community projects.

“Even employees who were unable to make it to the picnic brought in particular items as well as monetary donations,” Weber said. “Especially for a first-time effort, the response was fabulous – people really got involved.”

Some Scheffel employees have experience with their own family members who have served in the military, and are aware of things that are dearly missed once they become unavailable, or household items that can be used in unlikely ways. For example, one soldier asked for dental floss to clean sand out of his gun when he served in Iraq.

Various soldiers have requested treats like Velveeta cheese, peanut butter, and ranch salad dressing; convenient, portable nutrition like beef jerky, cereal bars, sunflower seeds and trail mix; toiletries such as mouth wash, hand sanitizer and chap stick; practical things like fly strips; and for entertainment - magazines, notepaper and pens are simple, but yet important.

In particular, packages are being sent to three Marines, all who happen to live in Highland or have family in Highland - 1st Lt. Benjamin Shea, 1st Lt. David Simning and Lt. Cpl. Garrett Hoyt, stationed in Baghdad, Iraq and Kandahar, Afghanistan. In this year’s “Treat the Troops” initiative, Scheffel partnered with Korte Recreation Center of Highland, an organization that has participated in preparing care packages for service men and women in the past.

Scheffel & Company was established in Alton more than 50 years ago, and expanded to include offices in Edwardsville, Highland, Jerseyville and Carrollton, with more than 70 employees in all. Accounting and business services are still at its core, but the firm’s specialties also encompass computer services and support, and investment and financial services. The “St. Louis Business Journal” ranks it as the 14th largest accounting firm in the St. Louis area.

For more information, visit the Scheffel Web site at www.Scheffelpc.com.



ILLINOIS JOB CREATION TAX CREDIT NOW AVAILABLE

If you are a business with 50 or less full-time employees, and plan to hire one or more new full-time jobs between July 1, 2010 and June 30, 2011, you may be eligible for a \$2500 tax credit against your state withholding tax liability. Positions must pay \$25,025 per year or no less than \$13.75/hr, and be retained for one year.

Credits are available on a first-come first serve basis. There is a \$50M Cap on the funding. Access the link below for more information or to register for the Credits.

<http://Jobstaxcredit.illinois.gov/>

Note: Feel free to pass on to any businesses or other entities you might know that could be interested.

NEW SUSTAINABILITY PROGRAMS OFFERED AT SWIC

The Southwestern Illinois College Technical Education division is offering new courses this fall with a focus on the growing industry of sustainability technology.

The new wind turbine constructed last month at the Sam Wolf Granite City Campus, 4950 Maryville Road, where numerous SWIC Technical Education courses are taught, symbolizes these new courses. Power from the turbine and the solar panels located on the campus building roof are returned to the power grid, helping reduce greenhouse gases emitted into the atmosphere.

“With an education in these new technologies, students will have a chance to make a mark in a rapidly growing industry,” SWIC Technical Education Dean Brad Sparks said. These new courses teach students how to maintain wind turbines and solar panels, build using green building methods and maintain and operate geothermal building methods and technologies.

Students can learn how to evaluate a home for energy efficiency in **Construction Management Technology 299 – Energy Auditing**. In this course, students learn the best means for keeping a building from using too much energy for heating and cooling and prepare for an industry recognized certification exam.

In **CMT 270 – Green Building Methods**, students learn how to construct a building according to Leadership in Energy and Environmental Design standards, in ways that both promote energy efficiency and reduce waste.

In **CMT 271 – Alternative Energy Resources**, students learn how to install and maintain alternative energy sources, including wind turbines and solar panels.

Prepare for the LEED certification exam with **CMT 272**. The certification indicates knowledge of how to construct buildings to environmental standards.

In **EET 299 – Special Topics with Electricity and Electronics – Solar/Wind Power**, students learn how to install and maintain wind turbines and solar panels, and about the special difficulties involved in using each technology.

But credit courses are not the only option for those seeking more knowledge in sustainability. Community Education courses in the Sustainability Series will provide community members the chance to learn about technologies without having to sign up for a degree program.

The various courses under this program include instruction in solar electricity, solar water heating and wind power.

For more information on the program, contact the Technical Education division at 618-931-0600, ext. 6720. For information on the Community Education component, call 618-235-2700, ext. 5393.



Workers lift a new wind turbine at the Southwestern Illinois College Sam Wolf Granite City Campus recently. The wind turbine was installed to both power the campus, provide additional power back into the electricity grid and provide students in college sustainability courses with a real-world example of the technology they will be studying.



TRAINING FOR THE FUTURE – Students Michael Langenstein of Addieville, left, and Jeremy Lietschuh of Troy prepare a solar panel for assembly at the Southwestern Illinois College Sam Wolf Granite City Campus recently as part of the new college sustainability classes. Solar panels were later installed on the campus roof and contribute power both to the college and into the power grid as a whole.

Anderson Hospital Announces Honorary Chaircouple of the 2010 Founder's Ball

Black-tie gala raises important funds to support expansion of Anderson Hospital's programs and services.

Glen Carbon residents, Dale and Karen Keller, have been named Honorary Chaircouple of the 2010 Anderson Hospital Founders Ball. “It is our profound privilege to serve as honorary chairs,” said the Kellers. “This year’s event will benefit the hospital’s new Chest Pain Center which expands access to specialized care for one of the number one killers in America, heart disease.”

Dale, President of Keller Construction, Inc. in Glen Carbon, was a Board Member of Anderson Hospital’s Board of Trustees from 1992 – 2004. Karen is involved with several service organizations, most notably, the American Diabetes Association.

The Ball, which is slated for November 6 at The Four Seasons Hotel at Lumiere Place in St. Louis, is Anderson Hospital’s premier fundraising event. Guests will enjoy a champagne reception, gourmet dinner, oral & silent auction and entertainment.

For more information or to purchase tickets, contact Lori St. John at 618-391-6426.

Welcome New Members

Aviston Lumber Co.

Kelly Daley
101 Forest Dr.
Highland, IL 62249
Phone: 618-654-7441; Fax: 654-6423
kelly@avistonlumber.com
avistonlumber.com

Aviston Lumber currently operates five stores, with home centers and lumber yards in Aviston, New Baden, Mascoutah, Highland and Carlyle. A new division, Kitchen and Bath Concepts, is set to open in early fall at the Highland store. Managers and other key employees boast 10 to 40 years of industry experience. This, accompanied by unparalleled customer service, produces the professional strength and solid business growth we're experiencing today.

Aviston Lumber Co. provides a design and drafting department complimented by a complete line of building materials from paint, interior & exterior doors, tools, windows, siding, shutters, lumber, millwork, decking, fencing, hardware, awnings, kitchen & bath design (cabinetry sales), with electrical & plumbing departments. The company's bold "roof truss" logo can be spotted on over 20 trucks today. This mobile fleet is just a small part of the many pieces of equipment needed to drive our busy day-to-day operations. Some 45 local employees do the rest, with their retail product and services reaching well beyond the St. Louis metro area.

Hospice of Southern Illinois

Lisa Phillipson, Community Ed. Manager
305 South Illinois St.
Belleville, IL 62220
Phone: 618-235-1703; Fax: 618-222-5969
lphillipson@hospice.org
www.hospice.org

Hospice of Southern Illinois is committed to meeting the needs of patients and their loved ones through the changing needs of the end-of-life process. Hospice care focuses on pain and symptom management with the goal of enhancing the quality of life. Care is provided in a setting that best meets the needs of each patient and family. It is a covered service under Medicare, Medicaid and most private insurance companies. Hospice of Southern Illinois is licensed to provide service in 27 counties in Southern Illinois.

Lisa Sauer, State Farm Insurance

2607 Plaza Dr. Suite C
Highland, IL 62249
618-667-7402
lisa.saurer.sfxg@statefarm.com

Lisa Sauer, State Farm Insurance provides all lines of personal insurance—auto, homeowners, life and health. The company is also a representative of State Farm Bank and State Farm Mutual Funds.

American Red Cross

Kelly Orban, Donor Recruitment Rep.
4050 Lindell Blvd.
St. Louis, MO 63108
Phone: 618-407-9660 Fax: 314-289-1131
orbank@usa.redcross.org
www.redcrossblood.org

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies nearly half of the nation's blood; teaches lifesaving skills; provides international humanitarian aid; and supports military members and their families. The Red Cross is a charitable organization—not a government agency—and depends on volunteers and the generosity of the American public to perform its mission.

U.S. Cellular

Jessica Prose, Sales Manager
12603 State Route 143
Highland, IL 62249
618-654-3476; FAX: 618-654-8081
jessica.prose@uscellular.com
www.uscellular.com

U.S. Cellular provides cellular service and wireless internet with award winning customer service. We believe customers deserve the very best service. Our customers expect it and we deliver.

Blake Schrupf, State Farm Insurance

2768 Troxler Way
Highland, IL 62249
618-654-3344; FAX: 618-654-6856
blake@schrupfagency.com

The Schrupf Agency is very excited to a part of the Highland community and the wonderful organizations here. Our office, located directly across from Basler Electric, strives to continue to be the foremost for insurance and financial services in the area. We make it our practice to do right by others, lend a helping hand in time of need, be dedicated to our services, and provide our customers with the most unsurpassed experiences possible. Together, the Schrupf Team works to protect our customer's assets and help them plan for the future.

Welcome New Members

The Tutoring and Learning Center

Jim Nickerson & Jim Gallatin
1509 7th Street, Highland
(actual business location is the Highland Masonic Lodge)
618.444.3435
Email: questions@learningandtutoring.com
Web address: www.learningandtutoring.com

Jim Nickerson and Jim Gallatin, both of Highland, formed the Tutoring and Learning Center. Jim Nickerson lost his teaching position at Highland High School due to the State of Illinois budget cuts and Jim Gallatin retired in 2009. The intent of the Center is to provide high quality "one on one" student tutoring (K-16), adult classroom learning, and free community forums.

The Tutoring and Learning Center's staff consists mostly of teachers who have lost their jobs in area schools. We are here to provide an opportunity for students who might need additional help with learning, motivational, and study skills to work with certified professional teachers. Several highly qualified college students are also employed by the center.

The Center will also provide classroom courses to help adults learn the things they have always wanted to learn to reach lifelong goals including GED prep. ACT/SAT prep will also be offered to area high school students in the near future.

The Tutoring & Learning Center is committed to helping area students develop stronger academic skills in reading, math, writing, or any other academic area of concern. We tailor our instruction to help students develop better concentration, focus, and attention span. We are committed to helping students gain more confidence and motivation in the classroom and to develop stronger test-taking and study skills.

The Tutoring and Learning Center is located on the main level of the newly remodeled and historic Highland Masonic Lodge. Tutoring hours will be between 3:00pm and 6:00pm and other classroom-centered classes will generally start at 7:00pm.

Don Ole Mexican Restaurant

Manuel Alvarez, Manager
721 Broadway
Highland, IL 62249
618-654-1329
manuelalvarez7475@yahoo.com

Don Ole Mexican Restaurant is a full service restaurant and bar. It is spacious enough for those big family gatherings and features friendly service, great food and free chips and salsa with every meal (including carry-outs). They serve great margaritas and carry a variety of domestic and imported beer as well as four different draft beers.

McLaughlin's Satellite & Home Theater A Leaven Communications Company

Justin McLaughlin
1505 Broadway
Highland, IL 62249
618-410-3211
E-Mail: mcljustin@gmail.com
Web: www.satellitehometheater.com

In 2001 Michael McLaughlin (Justin McLaughlin's father) started "Leaven Com" as a part time DirecTV dealership. As Michael's primary business grew he enlisted the assistance of his son Justin to fulfill the DirecTV orders. Over the next three years Justin became the primary operator of Leaven Com. By 2004 Justin was handling all sales, installations and finances. Justin's wife Hillary joined in the operation of the business after the arrival of their first child in late 2005. Michael voiced his wish to be finished with the company and gave Justin and Hillary permission to assume responsibility of Leaven Com. In 2006 Justin and Hillary re-registered the slightly revised business name Leaven Communications (DBA: McLaughlin's Satellite and Home Theater) with the state of Illinois as joint owners.

Justin and Hillary McLaughlin have successfully built the company to a thriving business. The couple decided to move to Highland from Edwardsville just over a year ago in order to help facilitate growth. They were particularly interested in the ability to live in a second floor apartment above the business, as long as it fulfilled the requirements found in the zoning ordinances. It was our city's zoning official, Kevin Limestall, who first spoke to the couple about the possible move to Highland and convinced them to come.

McLaughlin's Satellite & Home Theater is a local independently owned authorized DirecTV dealer. As Highland begins to activate the new FIBER network expect to see McLaughlin's promoting all kinds of internet ready products. Examples are: networked Blu-Ray players that can stream NetFlix from the comfort of your couch, streaming music distribution systems such as Sonos, and networked surveillance cameras that can be viewed from your cell phone.

McLaughlin's Satellite & Home Theater focuses on work done in the spirit of service. Using tailor made Home Theater design and installation, one-on-one customer service, and superior products, the company gains trust and loyalty from their customers. With a new retail showroom now open, the company is committed to continue to grow in Highland.

Fiesta Brava Mexican Restaurant

Manuel Alvarez, Manager
12621 State Route 143
Highland, IL 62249
618-651-0155
manuelalvarez7475@yahoo.com

From Dale Carnegie's Engaging Ideas Newsletter:

Creating Loyal Customers

Sixty-eight percent of customers leave because of what they perceive as indifference from the merchant or someone within the merchant's organization. They feel unappreciated, unimportant, and taken-for-granted. (Source: Research by Dan S. Kennedy)

Today's customer is more educated, better prepared, and has more alternatives than at any other time. Given the complexity of the marketplace, it is not enough to merely satisfy your customers. You must turn them into fans, who will not only remain loyal to your product or service, but who will spread the good word about your company. You need to exceed expectations, show customers you care, and provide exceptional customer service. You need every good word you can get in this turbulent market!

Challenges to achieving high levels of customer focus and loyalty generally fall under one or more of the following areas:

- P** **Process:** How your company or organization operates on a daily basis. This includes how your company communicates and aligns the features and value of the product or service with your customers' expectations.
- R** **Roles:** Who does what in your company or organization? Your employees must agree on tasks and responsibilities and hold employees accountable to those priorities.
- I** **Interpersonal Issues:** How your customer service personnel get along with each other and with other departments. This includes their attitude, teamwork, and loyalty.
- D** **Direction:** How your company defines and communicates its overall and departmental vision and mission.
- E** **External Pressures:** In addition to market conditions, other sources of pressure include the availability of resources such as time and money. You may or may not be in control of the availability of these resources.

Keys to creating top-notch customer service are: BE SURE!

- B** Broad product knowledge through insights into what your product or service can and cannot do.
- E** Extreme desire to help. Show your goodwill, passion, and eagerness to please.
- S** Sincere interest in your customer's situation. Don't assume the customer is simply being unreasonable when they may have a very good reason to be upset.
- U** Understand customer expectations, which may be extremely demanding in these challenging times.
- R** Respect for the customer's point of view.
- E** Empowered with authority to provide answers, solutions, and any other help.

GAY BENTLAGE
*A Member of Your
 Chamber of Commerce
 Board of Directors*



Names and faces have changed considerably at the Highland News Leader over the years, but the face that many associate with the News Leader and its advertising department has been a constant. Gay Bentlage began working at the News Leader as part of a work co-op program during her senior year in high school. After high school, she decided to make her job at the News Leader a full-time endeavor, working as front office help.

In 1984, Gay was promoted to circulation manager and then took her first sales job two years later. "I just kept working here and things kept changing, and I stayed interested in the newspaper business. Then they asked me one day if I would be interested in going out and selling ads, and I said 'Sure, I'll give it a try.'" Twenty-nine years after that initial "try," Gay occupies the office of advertising manager at the News Leader.

In addition to her duties as representative to more than 300 advertisers, Gay is also in charge of coordinating the paper's special monthly promotions and managing sales people Margie Capelle and Linda Jakel.

A lot has changed in both advertising and the newspaper business since Gay was given her first list containing the names of twenty customers. But despite whatever changes the paper, the economy, or technology have gone through, Gay says the reasons she continues to come to work each day have not changed. "I like to see how businesses succeed because of their advertising in the New Leader. When they do well, they really appreciate your help."

Gay continues to work at the News Leader because she likes the area. She has been involved in many different organizations in her hometown of New Douglas and Immanuel Lutheran Church. These days she is also finding time for a second job—helping on the farm during harvest.

Gay and her husband of 24 years, Steve, have two children, Jenna, 20 and Christopher, 16. Jenna is a sophomore at Missouri Baptist University studying business finance and playing softball. Chris is a HHS junior involved in FFA and playing baseball.

According to Gay, between her family and her job, there is only one thing she would like to change—but she has yet to figure out how to add more hours into the day!

Please Support our 2010 Chamber of Commerce Members

9th Street Cafe	Dean Schuepbach—Allstate Insurance	Helvetia Sharpshooters
AAA Lawn Mowing	Deschaine & Company L.L.C.	Hidden Lake Winery & Banquet Center
Ace Hardware	Digitalartz	Highland Ambulatory Surgical Center
Affiliated Insurance Agencies	DiMaggio's Pizza	Highland Animal Hospital, LLC
AFLAC Insurance	DJ Howard & Associates	Highland Animal Shelter
Ameren IP	Don Ole Mexican Restaurant	Highland Area Christian Service Ministry
American Cancer Society	E. F. Express	Highland Area Community Foundation
American Legion Post #439	Edward Jones - John Jatcko	Highland Area Women's Connection
American Red Cross	Edward Jones – Kevin Dewaele	Highland Arts Council
Anderson Hospital	Energy Fitness Studio	Highland Business & Professional Women's Club
Anderson Hospital ExpressCare	Enterprise Rent-a-Car	Highland Chiropractic, PC
Anywear Imprints Screen Printing	Equity Fifty-Five Realty-Ed Kleber	Highland Church of the Nazarene
Apex Physical Therapy	Essenpreis Plumbing & Heating	Highland Civic Woman's Club
Apostolic Revival Church	Evangelical United Church of Christ	Highland Community Schools
Appearance Center	Everlasting Etch	Highland Community Title
Ardy the Clown	Excel Bottling Company	Highland Garden Club
Aviston Lumber Co.	Executive Drive Mini Storage	Highland Golf & Sports/Leroy's Barber Shop
Barton Limousine	Express Employment Professionals	Highland Health Care
Basler Electric Company	Extra Help, Inc.	Highland Historical Society
Battery Specialists & Golf Cars	Faith Countryside Homes	Highland Hope United Methodist Church
Becker Jewelers	Family Bible Church	Highland Jaycees
Bellm-Carnley, Peg	Family Care Medical Services	Highland Lion's Club
Benefit Plans Plus, LLC	Family Care Pharmacy	Highland Machine
Blake Schrupf State Farm Insurance	Family Care Photo/Hank's Coffee	Highland Masonic Lodge
Bonne-Terre Construction	Farm Credit Services	Highland Moose Lodge 2479
Box TV	Farmers Restaurant & Bakery	Highland News Leader
Bradford National Bank	FCB Highland Bank	Highland Optimist Club
Bright Beginnings PreSchool	Fears Fence Company	Highland Pain Relief Center
Bright Ideas on a Budget	Fiesta Brava Mexican Restaurant	Highland Pediatrics
Broadway Bar & Grill	Finish Line, The	Highland Physicians, LTD.
Broadway Battery & Tire	First Baptist Church	Highland Pistol & Rifle Club
Brookside Agra	First Congregational Church	Highland Printers
Bruegge Furniture	First Mid-Illinois Bank & Trust	Highland Recycling
Bulldog Barber Shop	Fischer Builders, Inc.	Highland Relay for Life
Burgett Group, The	Foppe Designs	Highland Rotary Club
CC Food Marts	Four Seasons Carpet Cleaning	Highland Speedway
Capelle Construction	Frames by Three	Highland Spring & Specialty
Cedar Creek Dental Associates	Frey Properties	Highland VFW Post 5694
Central Illinois Community Blood Center	Gateway Family Church	Highland Woman's Club
Chapman Sermons	Gateway Grizzlies	Highland's Tru Buy
Charlie Dave's BBQ Co.	George E. Marron III, Attorney at Law	Hill Law Offices
Chocolate Affair/Tibbets House	Giving Tree, The	Hi-Tek Business Solutions, Inc.
City of Highland	Glik's of Highland	Hohman, Christa — REMAX Alliance
CLEAN The Uniform Company	Gould Flooring	Holiday Inn Express
Cook, Janice— Coldwell Banker Brown R.E. Agent	Greensfelder, Hemker & Gale, P.C.	Holt, Stephen
Compustitch Embroidery	Guillot Technology Services	Holzinger, Sue – Coldwell Banker Brown R.E. Agent
Connie's Faux Finishing	H.I.S. K.I.D.S. Inc.	Holzinger, Wilfred – Coldwell Banker Brown R.E. Agent
Cooper B-Line, Inc.	Habitat for Humanity	Home & Leisure Lifestyles
Core Health Group for Chiropractic	Hardas, Phil — Coldwell Banker Brown R.E. Agent	Home Telephone Co.
Country Club Lawn & Tree Specialists	Hard Road Theatre Productions	Homer Rusteberg, CPA
Cutting Connections	Hediger, Ann — Coldwell Banker Brown R.E. Agent	
Cygan Delaney Catering		

Please Support our 2010 Chamber of Commerce Members

Hometown Phone Books	Michael's Restaurant	Smile Shoppe, The
HomeWork HandyMan	Michael's Swiss Inn & Coffee Shop	Smurfit-Stone Container Corp
Hospice of Southern Illinois	Miche Bags	Something Special by Penny
House of Plenty	Mosaic Church	Sonic Drive In
Houseman Supply, Inc.	Nails by Wendy	Southern OB/GYN
Howard Robertson Insurance	National Bank	Southwestern Illinois College
Hype Creative	North American Outfitters	Spengel Boulanger Funeral Home
IT&C	Northtown Chiropractic Clinic	St. Joseph's Hospital
It's Party Time	Nosim Maasai Missions	St. Joseph's Hospital—Breese
Johannes Law Office	Oberbeck Grain Co.	St. Paul Church & School
Johnson, Kimberly — Coldwell Banker	Pak Mail	State Farm, H. Robertson
Brown R.E. Agent	Personal Preference Landscape Care	State Farm, J. Sugg
Journal Printing	Phoenix Physical Therapy	Steve Schmitt, Inc.
June's Pet Resort	Plaza Dental Care	Stewards of Hope International
Kalmer Landscape Supply	Northwestern Mutual Financial Network	Schuette's SuperValu
Kamm, Janna	Pop Pop's Frozen Custard & Soda Fountain	Scrubbing Sisters Cleaning Service
Keith's Automotive Center	Popeye's Chop House	Swiss Gift Shop
Kent's Painting Service	Portell Financial Services	Terra Properties
Kentucky Fried Chicken/Taco Bell	Pourchot, Wanda — Coldwell Banker Brown	TheBANK of Edwardsville
K-Five Contracting Company	R.E. Agent	Thole Fabrication & Welding, Inc.
Ki-Do Karate, Inc.	Pregnancy Care Center	Three Way Creations
Kiwanis Club of Highland	Prudential One Realty Centre	The Tin Shed-Furniture by Kloss
Klaus & Associates, DBA Gutter Helmet	Purrfect Celebrations	The Tutoring and Learning Center
Kleinhoffer Family Eye Care	R & R New Home Construction	Travel One
Knights of Columbus	Raeber, Sally—ABR, GRI	Tri Ford Inc.
Kokomo Tan	Equity Fifty-Five R.E. Agent	Trouw Nutrition
Korte Company, The	Reaka, Mark—Equity Fifty-Five R.E. Agent	United Way of Greater St. Louis
Korte & Luitjohan Contractors, Inc.	Regions Bank	U.S. Bank
Korte Meat Processors	Richard S. Jacob Agency	U.S. Cellular
Korte Recreation Center	Ron Hunsche Excavating	Vicky's Hallmark Shop
Korte-Lindsey, Diane—	Rosenthal Optometric	Victorian House
Coldwell Banker Brown R.E. Agent	Royal Office Products	VNA-TIP HealthCare
Leaps of Love, Inc.	Rural King	Voegele Photography Studio
Lee's Loans, Jewelry & More	Safe-N-Secure Self-Storage	Wade Consulting, LLC
Legacy Place	Sage Bodyworks Corporation	Wade Sales and Service, Inc.
Louis Latzer Memorial Public Library	Salon Beaux Cheveux	Wallpapers Ready to Go
Lualen, Cearlock & Barth, Ltd.	Sam's Pizza & Pub	Wal-Mart Super Center
Lucco Financial Partners	Scheffel & Company, P.C.	Waylind, Inc.
Luitjohan's Flooring America	Schrumpf, Sheila	Wedding Belle
Machine Shop, The	Schwend's Ready Mix	Wellen Homes, Inc.
Madison County Employment & Training	Scott Credit Union	Wellen Tax
Madison County Fair Association	Scott's Guitar Lounge	Wellness Forum, The
Manpower Temporary Services	Senator Kyle McCarter	Wells Fargo Advisors
Marketplace Magazine	Shopper's Review	WGEL Radio Station
Marx Brothers Lounge	Silver Creek Financial	Wicks Aircraft Supply
Mazzio's Italian Eatery	SIUA / Rogier Insurance Agency	Widmer Floral Co & Greenhouse
McDonald's		Willis Insurance Agency
McGinley, Inc.		Woodforest National Bank
McLaughlin's Satellite & Home Theater		World Finance Corporation
Meridith Funeral Home		WSMI 1540 & WAOX 105.3 Radio
Met Life Home Loans		Xtremely Clean Carpets & Floors

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Try not to become a person
of success but rather
become a person of value.

- Abraham Lincoln



**NOTICE OF EARLY VOTING SITES
GENERAL ELECTION, NOVEMBER 2, 2010**

Highland—Helvetia Room—Lindendale Park

Weekdays

October 12 through 15

October 18 through 22

October 25 through 28

Hours: Noon—6:00 pm

Saturday, October 16 & 23

Hours: 10:00 am—3:00 pm

