SUMMARY

An annual membership directory is produced by the St. Louis Regional Chamber & Growth Association (RCGA) and published by St. Louis Commerce Magazine. The directory is used to promote the region and attract businesses with useful data, including information that highlights key players in the business community and economic development; regional facts and rankings; an overview of the region's legislative priorities for the year; along with a membership roster.

The 2010 annual Who’s Who, What’s What in St. Louis is a 264-page annual guide to the St. Louis region. Every RCGA member receives a copy as part of his or her membership.

SYNOPSIS

Needs Identification

RCGA members, Board of Directors and the St. Louis regional business community have expressed the need for:

• An annual membership directory available to all members that promotes the St. Louis region as a great place to live and work, with a focus on attracting and keeping talented personnel, as well as improving the infrastructure—such as rail and air travel—that make living here easy and enjoyable.

• Business development through listings of key players in business and economic development in the region; demographic data about the region, and an overview of the region’s legislative priorities to promote regionalism and advocacy efforts.

• Support and reinforcement of the RCGA’s mission.

• A resource vehicle for listing members by category and alphabetically, including key company information.

• Promotional material for sales representatives to use to recruit companies to join the RCGA.

• Provide additional revenue to the not-for-profit RCGA.

The Roster was promoted using MONDAYMEMO, the weekly electronic report from the RCGA President to Board members and other key investors. (See attached.)

Objectives

In today’s competitive marketplace, regions compete with one another to attract and retain businesses. St. Louis is no exception. The St. Louis Regional Chamber and Growth Association Roster and Membership Services Directory is written with this goal in mind. The Who’s Who, What’s What in St. Louis is intended to be a first-class piece that shows St. Louis as a thriving place for business.

• Highlight successful businesspeople, provide a resource to businesses, show how the region is defined in terms of location, population, education, etc., and share insight into business.

• Communicate RCGA’s legislative goals to members, as well as general RCGA information.

• Unite the region’s business community and engage dynamic business and civic leadership to develop and sustain a world-class economy and community. The Who’s Who, What’s What In St. Louis objectives mirror this mission of the RCGA. As one of the nation’s longest standing chambers of commerce, RCGA celebrated its 173rd year by underscoring the three pillars of RCGA’s mission: 1) helping to create quality jobs and a strong economy, 2) providing a desirable place to live well and work smart, and 3) continuing to be a strong voice for commerce and civic engagement in the region. To strengthen our economy, we are sharpening our economic
development focus on growing industries: sustainable technologies such as clean energy, multi-modal supply chain management, financial and information services, medical science and services, and advanced manufacturing and technology.

• Provide a high-quality membership directory that encourages companies to join the RCGA and enhances the image of the RCGA.

**Communication Piece**

The membership directory is a collaboration of RCGA staff members, local freelance writers and professional photographers.

A design firm, Stan Gellman Graphic Design, provides the design and production of the directory.

The cover was designed using a photo of the Powell Symphony Hall sign, a St. Louis landmark and home to the Saint Louis Symphony, one of the oldest symphonies in the U.S.

**Methodology**

• *St. Louis Commerce*’s content stresses the region’s progress toward attaining its goals. The directory is published annually and includes a comprehensive guide to the St. Louis region. The *Who’s Who* section includes key players in business and economic development in the region. Also included is an up-to-date directory of Missouri and Illinois legislators, as well as, members of the bi-state regional Congressional delegation, and the bi-state Legislative Guide. The *What’s What In St. Louis* section contains a fascinating profile of the metro area, including regional facts: rankings; data on counties and municipalities; education; businesses, real estate; quality of life, and other valuable information.

• Close attention is paid to content, layout and printing of the directory to maintain consistent high quality and to make the directory easy to navigate using full-page dividers pages to designate five main sections, as well as color-coded, tabbed sections and a clear category listing for the roster section.

• The advertising includes black & white and color ads for the directory. Ad sales are promoted through individual sales calls, email blasts and direct mail. Revenue is also made through newsstand sales, by subscriptions, bulk sales, and reprints.

**Budget:**

**March/April/Roster 2010**

• Editorial management, design and production: $27,425.00
• Writing: $675.00
• Photography: $1,175.00
• Printing: $57,700.00
• Postage/Mailing: $6,986.00
• Expenses: $7,559.00
• Revenue: $67,776
• In-kind Contributions: $2,770

**Evaluation**

• The directory is evaluated directly by:
  » the number of requests for the publication
  » advertising revenue
  » newsstand sales
  » number of browsers on the Web site

• The directory along with the monthly magazine is evaluated indirectly by the number of member companies that join the organization, as well as economic development successes.

• Through mail, e-mail and telephone, the editor of *St. Louis Commerce Magazine* receives an average of 50 queries a day. Through these constant queries, public relation firms, marketing agencies and RCGA-member companies have shown they place a high value on coverage that appears in the magazine. These professionals typically assess the value of a page of editorial as three times that of an ad.

• The *St. Louis Commerce* Web site averages 13,500 visits per month. The average visit length is one minute and five seconds. Of those who visit the site 93 percent of those people are from the U.S. and seven percent are from outside the U.S. The 2010 Roster has received over 3,000 visits as of February 14, 2011.
GOOD DAY!

This is MONDAY MEMO, the weekly report from the RCGA President to Board members and other key investors. MONDAYMEMO is published by the St. Louis Regional Chamber and Growth Association, One Metropolitan Square, Suite 1300, St. Louis, MO 63102. To unsubscribe or change your address or method of delivery, reply to mondaymemo@stlrcga.org.

2010 “Who's Who, What's What In St. Louis” Presents Unique Resource On St. Louis Region: The 2010 annual Who's Who, What's What In St. Louis is now on newsstands throughout the St. Louis region and is in the mail to all RCGA members.
Who's Who, What's What In St. Louis is the RCGA’s annual guide to our member companies, organizations and governmental leaders across the bi-state region, and comprehensive reference piece on the metro area. Please take a few moments to check out these outstanding businesses and organizations. They are the backbone of the St. Louis regional economy. The contents of the annual publication are below:
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www.stlc.commerce-magazine.com

WWW.RCGA.ORG
As one of the nation’s longest standing chambers of commerce, we celebrate our 173rd year by underscoring the 3 pillars of the RCGA’s mission:

- **Helping to create quality jobs and a strong economy**
- **Providing a desirable place to live well and work smart**
- **Continuing to be a strong voice for commerce and civic engagement in the region**

To strengthen the region’s economy, we are sharpening our economic development focus on growing industries: sustainable technologies such as clean energy, multi-modal supply chain management, financial and information services, medical science and services, and advanced manufacturing and technology.

The **Who’s Who** section includes a compilation of who's who in business and civic leadership in the region, including a look at the RCGA leadership -- board members, council members, and economic development leaders.

The **What’s What** section provides a comprehensive digest of regional facts, figures, and a look at quality of life information and data about St. Louis. This section also includes an insightful overview of the region, its population and demographics, its educational assets, its workforce business environment, along with real estate contacts and details about taxes and utilities.
You will also find a snapshot of the St. Louis region's 2010 Public Policy and Legislative Agenda, both in Missouri and Illinois for the business community. Plus, it includes a family tree of sorts, presenting the architecture of the RCGA and its various program areas that work to fulfill the mission of uniting and engaging the regional business community.

Additional copies of Who's Who, What's What may be purchased by members for $10; non-member retail cost is $40. Every RCGA member receives a copy as part of their membership.

To purchase copies of Who's Who, What's What In St. Louis, please call Mary Perez at the RCGA at (314) 444-1181, or e-mail her at mperez@stlrcga.org.

- **Dave Checketts Is Featured Speaker At RCGA Breakfast With The Gazelles Program On Friday, March 26th:** RCGA is pleased to present Dave Checketts, Chairman of SCP Worldwide and owner of the St. Louis Blues, as our upcoming Breakfast with the Gazelles speaker on Friday, March 26th, from 8 a.m. to 9 a.m. in the Regional Collaboration Center at the RCGA.

  Dave's topic is, “TJ Oshie and Other St. Louis Community Treasures...”

  Breakfast with the Gazelles is held each month in the Regional Collaboration Center at the RCGA offices on the 13th floor; registration and continental breakfast open at 7:15 a.m., with the program itself running from 8 to 9 a.m. Parking is available in the Met Square garage.

  For more information about this and other upcoming RCGA Breakfast with the Gazelles programs, please contact RCGA Vice President for Membership Services Colin Stahlhut at 314.444.1145, or e-mail him at cstahlhut@stlrcga.org.

- **RCGA Member Companies Participation Sought In “Regional Talent” Survey:** The RCGA Board spent some 18 months in developing 4 Strategic Regional issues which were adopted last year, and on which we are focusing our organization’s energies. One of those 4 Strategic Initiatives is the Regional Talent Initiative.
RCGA Board member and Brown Shoe Senior Vice President and Chief Technology Officer Doug Koch, who chairs the RCGA Talent Council, has assembled a top-rate team of business leaders to guide this ambitious regional effort. In addition to promoting workforce resilience and retention, the Council strives to attract and retain a strong talent pool that is diverse across dimensions of race, ethnicity, gender, ability, background, and culture, and to build a coordinated and sustainable regional talent strategy that is business-led and data-driven. Doug presented a progress report on the Regional Talent Initiative at this past Thursday's RCGA Board of Directors meeting, noting that the Talent Council is working to build a real time regional inventory of business-led talent initiatives.

We know that many RCGA member companies have programs underway to develop, engage, and retain valuable employees. The Talent Council hopes to identify these programs and share information about them within the RCGA community. We believe that we can all benefit by learning from one another. We have prepared a short survey for this purpose. It contains questions about initiatives that you may have underway in areas such as continuing education, workforce diversity, innovation and entrepreneurship, and talent information systems.

We hope that you will take a few minutes to complete the survey or forward it to the appropriate member of your human resources staff. The survey is accessible through this link.

http://www.surveymonkey.com/s/RCGA_Talent_Inventory

We ask you to complete this survey by no later than March 10th so that we can turn the results around quickly. We look forward to sharing survey findings with you in a timely manner.

Blair Forlaw of the RCGA staff is available to answer any questions you might have. You can reach her at 314.444.1149 or bforlaw@stlrcga.org. Thanks in advance for your assistance.

Have a good week.

Richard C.D. Fleming
President and CEO