



ST. LOUIS' BUSINESS SECRETS REVEALED

by Julia Paulus and Jeremy Nulik

Business owners can't afford to make mistakes. With everything on the line, time is almost more precious than money. While there are no shortcuts to effectively growing your business, these secrets will give you a great head-start. So, sit back and peruse the list. Use the decoder key to unlock new areas of revenue and gain inspiration. You need all the time you can get.

TOP SECRET DECODER KEY TO SUCCESS



1 SHAUN HAYES

By co-founding Allegiant Bank, which merged with National City, this small-town boy has built a big-city network in St. Louis that you should tap into. And if you want a good laugh, just ask him to share his biggest mistakes.



3 ST. LOUIS BUSINESS EXPO

Missouri's largest business-to-business expo happens twice a year, and the brightest businesspeople in St. Louis come to connect and share ideas. Learn how to grow your business, go green, gain government contracts and much more.

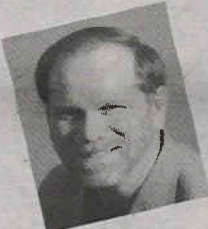


5 LINKEDIN

You've been getting these emails, but you're not sure what it's all about. If you're thinking that social networking is a trend that you can neatly avoid, then your business will suffer. Get LinkedIn. Find out who knows a guy who knows a guy who can help your business grow.

7 BILL COLLIER

Who says you can't make a lot of money and have fun? Not this guy. He taught his employees to act like owners. They made more bank. Oh, and they had fun doing it.



9 NETWORKING EXTRAVAGANZA

Too many networking events and so little time. Get all the contacts you will need at the Networking Extravaganza, a hodgepodge event hosted by nine St. Louis associations at the Cabanne House in Forest Park.



11 BLOGGER

There are several reasons that you haven't blogged. Apathy or ignorance can no longer be one of them. Check out Blogger. If you can work your Word program, then you can blog. Give it a go. You'll be amazed.



13 KAREN HOFFMAN

Since the age of 5, we've been told to become the best and the brightest we can be. But lately you've been feeling a bit dim. Need more nurturing? Call on the Idea Coach to reach your full business potential.



15 IDEABOUNCE

All the greatest ideas in the world mean nothing if they aren't shared with someone. Many ideas have died. Don't let this tragedy happen to yours. See whether they can stand up in a death match with other new and bright notions. Toughen them up.

17 RUTH BINGER

Worried about the economy? Well, stop. Ruth has ridden the economic roller coaster more than once. In fact, she has been helping entrepreneurs for over 25 years through CEO roundtables and business law advice.



19 KMOX BUSINESS OWNERS SPEAKER SERIES

Where else could you meet Tom Schlafly, Joe Edwards and Scott Mosby? Learn from and be inspired by St. Louis' most influential and interesting entrepreneurs. It's likely you have more in common with them than you think.

2 THE E-MYTH REVISITED

Good news: You don't need luck, brains or persistence to achieve success. You just need to get out of the way. Michael Gerber explains why you need to stop working in your business and start working on your business.



4 HATCH

With the right environment, it is amazing what ideas can come to light. Hatch offers state-of-the-art equipment, from a client lounge and focus group rooms to meeting areas and a stainless steel kitchen. It encourages innovation—something you need to survive today's economy.

6 AAIM

Whom can you call for objective and inexpensive advice when you find out your best employee is using drugs? How can you write that email policy? Wish there were someone to call with tough human resources questions? Now there is. Training, consulting and just plain good people at AAIM.

8 GOOD TO GREAT

Sustained success is by far much more desirable than flashes of brilliance. In tracing what makes companies great, Jim Collins finds there is no silver bullet. The most effective leaders are humble and strong-willed. Find out how to be one. Read the book.



10 FOUNDRY ART CENTRE

You know your company could use some artistic energy. Add some creative feel to your next employee powwow or celebration by hosting it at this restored train car factory.

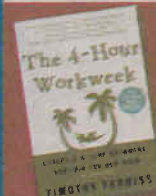


12 YELLOW-TIE

Give first. Give always. That is the karma-enhancing mantra of Yellow-Tie, a group of business development professionals leveraging the power of networking. Free networking events offer you powerful introductions.

14 THE 4-HOUR WORK WEEK

"The 4-Hour Work Week: Escape 9 to 5. Live Anywhere, and Join the New Rich" Business owners often outsource payroll. Why stop there? Outsource your life, get more done and make more money. See how much business insight Timothy Ferriss has packed into 29 years.



16 KEMP AUTO MUSEUM

Find out what the business elite drove before the Great Depression at Kemp Auto Museum. Located in Chesterfield, it's a perfect place to get potential investors and clients interested in your business.



18 eWOMEN NETWORK

More women are going into business, and their companies are growing faster than those owned by men. There is business power in the female gender. Get to know female leaders at eWomen Network events.

20 SCOTT GINSBERG'S BLOG

You know him. He's that guy who is always surrounded by people at events. His customers are beating down his door. And it all seems so natural. Ever wanna be that guy? Now you can learn how.



21 ✓ LOGMEIN.COM

You drove all the way home and forgot that presentation on your work computer. That's alright because with LogMeIn, you can work on your work PC from anywhere you can get an Internet connection. Your delivery of the presentation is up to you.



22 TOASTERAY.COM

You can't run your business in a bubble. It's time to get out there and meet your community. But where do you go? Toastedray.com. This site even tastes like St. Louis.

23 🍷 DICK SACKS

Starting a business was not your Plan A. But here is a guy who can teach you how to play by the Plan B rules. This author and small-business advocate hosts classes that prepare you for what you didn't know you didn't know.



24 OLIVETTE DINER

This vintage diner will have you spelling "success" R-O-L-A-I-D-S. Nothing smells like money more than a slinger (if you are not hip to the lingo, a slinger is eggs, hash browns, hamburger, chili, cheese and onions ... yeah, all on one plate). If you can find a seat for breakfast, then give your clients an authentic St. Louis dining experience.

25 📱 AMERICAN MARKETING ASSOCIATION



Between blogs and YouTube, your customers have a bigger voice than ever. This means you need to be aware of trends in marketing and how to get your voice heard. Learn all this and more at upcoming AMA events. Plus, the lunch is outstanding.

26 PEER GROUPS

Almost all successful entrepreneurs cite a group of their peers as being key to their success. If you find yourself running in a certain circle of folks between your vendors, customers or noncompeting business friends, then perhaps you should create your own peer advisory board. You're an entrepreneur; start it up.

27 🌐 PRITCHARD OSBOURNE

Midwestern values meet tough negotiating—that's what describes this local firm. If you are looking to buy or sell a business, you need to talk with someone at Pritchard Osborne.



7 HABITS OF HIGHLY EFFECTIVE PEOPLE

Behind all successful business owners, there is a set of principles that ignores culture, pop psychology and current events. Learn those basic principles from Stephen Covey, the godfather of time management and leadership.

28

29 📱 UHY ADVISORS EXECUTIVE BRIEFING

The term "free" has a hard time of it in the business world. Most people think it means that what you're getting is cheap or has no value. But the best things in business can be free for local entrepreneurs at UHY Executive Briefings. Free admission, great networking and helpful topics.

CARDINALS GAMES

Even during a year when everybody counted the Cardinals out, our hometown team has come through with a great season. Take a nod from the team's tenacity, and take your business contacts out for a game.

30

31 🍷 SCHNEITHORST'S RESTAURANT

Willkommen to one of the best places you can be seen. Located in Frontenac and complete with a Biergarten and meeting rooms, this German-style restaurant is the place where business contacts happen.



32 SETH GODIN'S BLOG

If you're feeling intimidated by "new marketers," then take heart. You are not alone. Seth's insights will bring you up to speed on the latest and greatest ideas in marketing and customer service. There is a new consumer out there. Time to meet him on his playing field.



OUR GROWTH SPEAKS FOR ITSELF

The qualified team of professionals at Stone Carlie is committed to offering customized solutions and unmatched client care. It's a commitment that dates back to 1950. It's also the reason behind our aggressive growth track and new Metro East location.

Now our new office is offering a wider range of customized services designed to meet the needs of today's small business owner, while providing the in-depth expertise our larger clients have enjoyed for nearly six decades.

Call Today to See How You Can Grow with Us

STONE SC CARLIE

GOING BEYOND THE NUMBERS

Visit www.stonecarlie.com

101 S. Hanley Road, Suite 800
Clayton, MO 63105
314-889-1100

1 Country Club Executive Park
Glen Carbon, IL 62034
618-288-8989

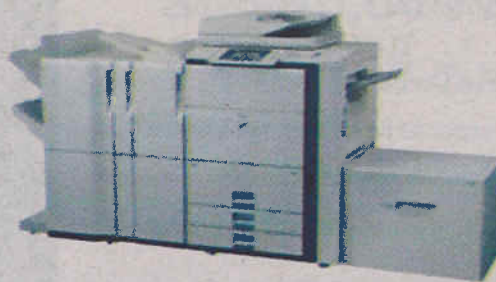


Because you need it all.

Your business needs world-class communications capabilities. From high-speed, production copying, scanning, and printing MFP's to VoIP Telephone systems, CDS offers the products and solutions to help companies, like yours, create and manage information more effectively.



CDS is partnered with hundreds of the finest manufacturers of business solutions, including Sharp, Konica Minolta, Panasonic and 3COM. CDS has factory trained and certified Service Support for all of the solutions that we provide.



SHARP



Panasonic
Authorized Facsimile Dealer



13625 Lakefront Drive Earth City, MO 63045 314.739.4093 (Fax) 314.739.0040

ACCOUNTING SERVICES • ATTESTATION SERVICES, REVIEWS & COMPILATIONS • TAX SERVICES • CONSULTING SERVICES
FINANCIAL PLANNING • MONTHLY PAYROLL • HR SUPPORT

