

# WHY THE RCGA MATTERS

## RCGA LEADERSHIP CIRCLE



ST. LOUIS REGIONAL CHAMBER  
& GROWTH ASSOCIATION





## THE RCGA: WHY MEMBERSHIP MATTERS

The fundamental tenet of the St. Louis Regional Chamber and Growth Association’s mission is to develop a strong, vibrant regional economy that benefits you and all of our members. We serve as a business liaison for agencies like yours that want to grow and the people, organizations, and governmental entities that can facilitate your success.

We would appreciate your becoming a member of the RCGA and supporting us with your membership dues. Your dues are your civic investment to continue the current momentum in sustained economic growth and an improved business climate that the St. Louis region is experiencing.

Your RCGA membership matters and makes a difference to metro St Louis because the RCGA provides:

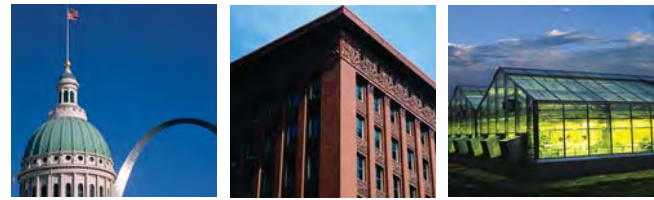
**Economic Opportunities:** The RCGA leverages the talent and resources of its members, like you, to improve economic opportunities for all. The RCGA implemented a new approach to economic development in 2012. The plan includes four principles: interconnecting strategies for recruitment, retention/expansion and innovation; the region to recapture its significance as a center for commerce, transportation, and goods distribution; purposeful alignment of the supply and demand for talent; and to be highly collaborative as a region. The bottom line is to bring about regional vitality, economic health and the creation of community wealth.

**Advocacy:** The RCGA serves as a strong advocate for the interests of its members, creating a climate of business growth and success. We help strengthen the future of the region by bringing the entire business community together on vital legislative issues that create economic stimulus and make this a more favorable place to do business.

**Focus:** The RCGA helps all of us build a stronger community by staying focused and involved in the top business and civic priorities, including regional infrastructure and transportation.

**Impact:** The RCGA provides unique opportunities for companies to make a difference by informing them on important regional issues and providing important volunteer committee opportunities.

**Connection and Recognition:** The RCGA provides numerous events such as Breakfast with the Gazelles, Business After Hours, Annual Golf Tournament, Top 50 Gala, Annual Meeting and the Public Policy Speakers Series that offer unique venues for our members to get to meet each other, network and develop important business relationships. The RCGA heightens member visibility by listing their company in our annual roster, the *Who’s Who What’s What In St. Louis* membership directory, plus your website will be hyper-linked on the RCGA web site and by offering numerous sponsorship opportunities.



## About the RCGA

### What's Our Mission?

"To unite the region's business community and to engage dynamic business and civic leadership to develop and sustain a world-class economy and community."

### What We Do?

The St. Louis Regional Chamber & Growth Association (RCGA) has three primary roles: 1) to serve as the regional chamber of commerce for over 4,000 member companies; 2) to serve as the bi-state region's lead economic development organization; and 3) to investigate and support public policy initiatives that help the region thrive and grow.

The RCGA evolved into its current form in 1973, with the merger of three organizations: the Chamber of Commerce of Metropolitan St. Louis, the St. Louis Regional Industrial Development Corporation, and the St. Louis Research Council. This combination helped unite the voice of business in supporting public policy and civic initiatives that make the region ideal for expansion, location and entrepreneurship.

The Chamber traces its early roots back to 1836 - making it one of the oldest Chambers of Commerce in the United States. The St. Louis RCGA continues to provide leadership on civic initiatives - both large and small - that make the region an even richer environment to live and work.

### Who Do We Serve?

The St. Louis RCGA represents the 16-county, bi-state region comprised of the City of St. Louis, the Missouri counties of St. Louis, St. Charles, Lincoln, Warren, Franklin, Jefferson and Washington; and the Illinois counties of St. Clair, Jersey, Madison, Clinton, Monroe, Bond, Macoupin and Calhoun.

RCGA's chamber membership constitutes 40 percent of the region's employment base. Businesses of all sizes (from startups to Fortune 1000s), non-profits, government agencies, educational institutions, healthcare and labor organizations are included in this alliance. These members directly benefit from networking opportunities and collectively benefit from pro-business policies enacted at the local and state levels. RCGA also represents the region in Washington, D.C. on vital federal issues such as infrastructure improvements and securing/maintaining government facilities in the region.

As the St. Louis region's lead economic development organization, RCGA strives to improve the business environment and quality-of-life foundations that fuel economic growth. The organization serves as a business liaison between companies that want to grow in the region and the organizations and government entities that can help facilitate that success.



## Leadership Circle

### Candidates

Top ranking executives who desire to do peer-to-peer networking, build relationships with other top ranking executives and to be connected to the inner workings of the St. Louis business community.

### Mission Statement

The RCGA's Leadership Circle exists to create added membership value by providing a unique and invigorating forum to connect executives of small, medium and large companies to the broad base of influential leaders in the St. Louis region.

### Guiding Principles

The Leadership Circle, through its members, will provide opportunities for dialogue, resources and relationship building by focusing on the following:

- Provide access to unique programs, people and events to increase awareness of regional issues of interest and initiatives;
- Increase interaction among Leadership Circle members to create a more diverse, networked and united business community;
- Achieve high-level recognition for Leadership Circle companies with sponsorship opportunities;
- Increase the level of business investment through the support of the RCGA and its initiatives.

### Membership Requirements

The Leadership Circle is a business organization offered to top executives from leading regional businesses. Each member will meet several, or all, of the following requirements:

- Represents a progressive and successful company that creates value to the business community;
- Represents a variety of industries and backgrounds within the region;
- Has a desire to work in a collaborative manner with other business and civic organizations to build and strengthen the region;
- Minimum RCGA dues amount of \$2,500 or fair share, whichever is greater;
- Members will be encouraged to support Leadership Circle programs and to invest in regional business and civic enterprises.



## Leadership Circle - Added Benefits

In addition to all the benefits you receive from your general membership as a Leadership Circle member, you will:

- Have opportunities to build relationships with the top executives of small, medium and large companies and the broad base of influential leaders in the St. Louis region;
- Be invited to Leadership Circle President's breakfasts. You will be invited to join a select group of 10 to 15 other Leadership Circle members for an informal breakfast meeting with Dick Fleming, President and Chief Executive Officer, RCGA. Because we value your input and feedback, you will have the opportunity to discuss current issues within your industry, issues for the region and receive an update on RCGA initiatives;
- Have an opportunity to have you and your company recognized in the *St. Louis Commerce Magazine* with stories focused on our Leadership Circle members;
- Receive a priority invitation to RCGA Annual Leadership Exchange Trip, now in its 9th year. The RCGA's Leadership Exchange Trip is a civic "best practices" experience, which seeks to learn from the experiences of other regions, while facilitating peer-to-peer networking among St. Louis leaders;
- Be invited to special RCGA Leadership Circle events;
- Receive invitations to Leadership Circle receptions in the Met Bar prior to the Speakers Series, presented by Maryville University and sponsored by the RCGA;
- Receive recognition of Leadership Circle Membership by being highlighted in our annual membership directory;
- Be invited to participate in the RCGA Legislative Reception in Jefferson City;
- Be invited to participate in the Lewis and Clark awards reception which recognizes those legislators who provided outstanding leadership and sustained effort in support of economic development and the St. Louis region;
- Receive the RCGA legislative guide;
- Receive complimentary subscriptions to *St. Louis Commerce Magazine* for your management team.
- Receive MONDAYMEMO, a weekly report from the RCGA President and CEO, to Board members, Leadership Circle members and other key investors.

# RCGA LEADERSHIP CIRCLE MEMBERSHIP APPLICATION

DATE \_\_\_\_\_ NUMBER OF EMPLOYEES IN THE ST. LOUIS REGION \_\_\_\_\_ YEAR FOUNDED \_\_\_\_\_  
COMPANY NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
WEBSITE \_\_\_\_\_ EMAIL \_\_\_\_\_  
PHONE \_\_\_\_\_ FAX \_\_\_\_\_  
 COMPANY HEADQUARTERS  MINORITY-OWNED  WOMAN-OWNED  NOT-FOR-PROFIT ORGANIZATION  
DESCRIPTION OF BUSINESS (10 WORD MAXIMUM) \_\_\_\_\_  
YELLOW PAGES CATEGORY \_\_\_\_\_ OFFICER'S NAME \_\_\_\_\_  
TITLE \_\_\_\_\_ OFFICER'S EMAIL \_\_\_\_\_

## INVESTMENT SCHEDULE

Employees	251 to 300	301 to 350	351 to 400	401 to 450	451 to 500	501 to 550	551 to 600	601 to 700	701 to 800
Annual Dues	\$2,580	\$2,895	\$3,435	\$3,880	\$4,135	\$4,610	\$4,835	\$5,090	\$5,630

800+ employees contact the RCGA at (314) 444-1184; **Base Membership \$2,500 or Fair Share based on number of employees**

Annual Investment \$ \_\_\_\_\_  
+ one-time administration fee \$ \_\_\_\_\_ 35.00  
TOTAL FIRST YEAR DUES \$ \_\_\_\_\_

Method of Payment:

Enclosed Check (payable to the RCGA)  MasterCard  Visa  American Express  Discover Card

If paying with a company credit card, please include full name on company card, expiration date, and card number. If you wish to place membership dues on your card, you can fax directly to the RCGA at (314) 206-3233.

NAME (AS IT APPEARS ON CARD) \_\_\_\_\_  
CARD NUMBER \_\_\_\_\_ SECURITY CODE \_\_\_\_\_  
EXPIRATION DATE \_\_\_\_\_ BILLING ZIPCODE \_\_\_\_\_  
SIGNATURE \_\_\_\_\_  
YOUR RCGA REPRESENTATIVE \_\_\_\_\_

## ADDITIONAL INFORMATION

Membership dues include an annual \$50.00 subscription to *St. Louis Commerce Magazine*.

Membership dues must be paid in full. Membership dues are 90% deductible as a necessary business expense but are not deductible as a charitable contribution. However, 10% of your investment is a non-deductible lobbying expense.

RCGA publishes an annual Roster of its Members in a special issue of *St. Louis Commerce Magazine*.

Check here if you do not want your company to be listed in the Annual Roster.

RCGA also makes its membership list available for sale to Members and Non-Members.

Check here if you do NOT want your company's fax number included in the Roster or in lists for sale.

Check here if you do NOT want your company's Email Address included in the Roster or in lists for sale.

Check here if you do NOT want your company included in any list for sale.

## MAIL APPLICATION WITH PAYMENT TO:

St. Louis Regional Chamber & Growth Association  
One Metropolitan Square, Suite 1300  
St. Louis, MO 63102  
Attn: Membership Department



## Leadership Circle Member \_\_\_\_\_

Please add the following executives to the RCGA contact distribution list:

### 1. Chief Executive Officer

Name:  
Title:  
Address:  
City, State, Zip:  
**Email:**

### 2. President

Name:  
Title:  
Address:  
City, State, Zip:  
**Email:**

### 3. Ranking St. Louis Region Executive

Name:  
Title:  
Address:  
City, State, Zip:  
**Email:**

### 4. Ranking Marketing Executive

Name:  
Title:  
Address:  
City, State, Zip:  
**Email:**

### 5. Ranking Sales Executive

Name:  
Title:  
Address:  
City, State, Zip:  
**Email:**

### 6. Ranking Governmental Affairs Executive

Name:  
Title:  
Address:  
City, State, Zip:  
**Email:**

### 15. Others

Name:  
Title:  
Address:  
City, State, Zip:  
**Email:**

### 8. Ranking Legal Executive

Name:  
Title:  
Address:  
City, State, Zip:  
**Email:**

### 9. Ranking Human Resource Executive

Name:  
Title:  
Address:  
City, State, Zip:  
**Email:**

### 10. Ranking Manufacturing Executive

Name:  
Title:  
Address:  
City, State, Zip:  
**Email:**

### 7. Ranking Technology Executive

Name:  
Title:  
Address:  
City, State, Zip:  
**Email:**

### 13. Ranking Financial Executive

Name:  
Title:  
Address:  
City, State, Zip:  
**Email:**

### 14. Ranking Operations Executive

Name:  
Title:  
Address:  
City, State, Zip:  
**Email:**

### Others

Name:  
Title:  
Address:  
City, State, Zip:  
**Email:**

## Additional Names

Name:  
Title:  
Address:  
City, State, Zip:  
**Email:**  
Preferred Name:

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Preferred Name:



## Members Rave about Belonging to The RCGA!

"The RCGA does a great job of helping our community focus on those activities that can make a difference to our overall prosperity as a region. Its ability to bring together business professionals gives us the chance to direct our energies on those collaborative ideas that can make a difference."

**Tracy Hart**

*President  
Tarlton Corporation*

"The RCGA does outstanding work on the behalf of our entire community, and especially the business community. We at Maritz are proud of our long association with the RCGA."

**Steve Maritz**

*Chairman & CEO  
Maritz Inc.*

"Commerce Bank values our partnership with the RCGA. We appreciate their efforts in promoting the region not only to attract new businesses, but also to retain and promote existing businesses and the resulting employment that these businesses provide. The RCGA formulates and advances a political agenda that is favorable to our region and to its economic interests. And, with the advocacy of education, healthcare, biotechnology, transportation, manufacturing and business, the RCGA continues to help St. Louis develop a strong, diverse economy."

**Jack Schreiber**

*President and COO  
Commerce Bank, St. Louis Region*

"The RCGA provides an unprecedented database of information regarding the economic statistics for our region and how those statistics compare to similar cities around the country. McGowan Brothers Development Corporation does not hesitate to call upon the resources of RCGA and feel that our inclusion in such a mission-based organization provides a very positive benefit to our firm. The RCGA has also proven to be one of the best forums to connect with many of the region's civic, public and private business leaders."

**Tim McGowan**

*Principal  
McGowan Brothers Development Corporation*

"Southern Illinois University Edwardsville supports the efforts of the RCGA to foster dialogue and collaboration to promote the economic development of our region. Regional stewardship works best when all share a vision for civic responsibility and economic growth. We are pleased to continue our partnership with the RCGA in its endeavors."

**Vaughn Vandegrift, Ph.D.**

*Chancellor  
Southern Illinois University Edwardsville*



"As a long time board member, I have seen first-hand RCGA's sustained, well-orchestrated effort to grow the Greater St. Louis business community and build a strong regional economy. They know the importance of both a strong central city and a diverse regional economy that works together as One Region with One Vision."

**Douglas D. Sitton**

*President*

*Sitton Consulting Group*

"As a leader in higher education for the past 62 years, Southwestern Illinois College prides itself on community involvement and support. One of the ways the college maintains its strong connection to the St. Louis metropolitan area is through its longstanding partnership with the Regional Chamber and Growth Association. The RCGA provides a network for business and community leaders to work together for the benefit of the entire region. The RCGA's efforts to promote the economic growth of the area are especially important to SWIC as the college continues to educate the business and industry leaders of tomorrow."

**Georgia Costello, Ph.D.**

*President*

*Southwestern Illinois College*

"The RCGA, with its strong relationships and outstanding programs in the St. Louis region, recognizes the vital importance of supporting good public policy for retaining and attracting businesses and capital to our region. Advantage Capital Partners looks to our relationship with the RCGA as critical in our efforts to support economic developers and local entrepreneurs. Advantage Capital has long been involved in the communities in which it invests and the RCGA is one of the ways that we stay involved in the region. It is truly an outstanding organization."

**Scott A. Zajac**

*Senior Managing Director*

*Advantage Capital Partners*



## Membership Benefits

### RCGA Membership Provides Many Direct Benefits:

- Numerous events are held each year that provide information, opportunities to network and build relationships;
- Recognition of your membership in *St. Louis Commerce Magazine* which is distributed to 14,000 decision makers and your web site will be hyper-linked to the RCGA web site;
- Providing access to key decision makers;
- Helping to identify and build relationships with potential customers;
- Helping develop innovative business solutions;
- Giving you information to make critical business decisions;
- Accessing a pool of professional solution providers;
- Opportunity for stories about your company to be published in *St. Louis Commerce Magazine*;
- Influential committee participation opportunities;
- Discount rates for mailing lists/discs;
- Affordable, high-quality comprehensive insurance plans;

### Group Insurance Benefits

The RCGA Sponsored Trust was established in March of 1971. The Trust programs allow RCGA member employers to select from a wide array of group benefits tailored for small and mid-sized employers, with 2 or more employees. Mercer Administration provides local administration for RCGA Trust members. One convenient monthly billing statement is provided for easy of administration for the employer to be able to pay with one check for all benefits. RCGA member employers can select from a number of group Medical, Dental, Term Life and Disability programs that would best fit their needs.



### **How to receive a benefit quote:**

Employers may contact the RCGA sales unit at Mercer Health & Benefits with group census information at (314) 982-5650 or by e-mail to [pam.ruckman@mercer.com](mailto:pam.ruckman@mercer.com)

## **Networking Opportunities**

**Breakfast with the Gazelles** - Programs are offered throughout the year for all members. Outstanding St. Louis-area entrepreneurs, "The Gazelles," share the secrets of how they successfully turned their ideas and hard work into growth and profits.

**The RCGA's Business After Hours** - Networking events, informal gatherings held at member companies, are a popular way to meet new people. RCGA Business After Hours blends fun and business. RCGA members also have an opportunity to purchase exhibit tables for a nominal fee to present their products and services firsthand to other members and guests.

**Annual "Try St. Louis ..... Buy St. Louis" Golf Tournament** - One of the region's largest and most successful events, and always a sell-out, the Annual RCGA "Try St. Louis ..... Buy St. Louis" Golf Tournament is a great day of golf, prizes, networking and fun.

**Annual Dinner and Meeting** - St. Louis' premier business event. Nearly 1,000 people gather for an evening of entertainment, networking, and camaraderie. We honor our board of directors and our hard working volunteers and we celebrate the success of the past year. The highlight of the evening is the presentation of the Right Arm of St. Louis Award to an outstanding regional leader.

**Annual Greater St. Louis Top 50 Awards Gala** - Presented by the RCGA in conjunction with RubinBrown. Fifty companies are selected based on their significant contributions to the St. Louis region and how they have positively affected the future of our business community.

**Annual Leadership Exchange Trip** - Now in its 13th year. The Trip is a civic "best practices" experience, which seeks to learn from the experience of other regions, while facilitating peer-to-peer networking among St. Louis leaders. Top business, civic, educational and elected leaders participate.