

Area businessmen named “People to Know” in SW Illinois

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Southwest Illinois

People
to Know
in
Southwest
Illinois

*Meet The Individuals
Helping Small Business
Succeed On The East Side*

WORDS BY
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*Ron Tanner,
Confluence Business
Advisors*



GODFREY – Ron Tanner, Mark Haggard, and Mark Vaughn are featured among a select group of **Southwestern Illinois business professionals** as ‘difference makers and some of the most influential people in the Illinois business community.’ As published in the December issue of the St. Louis Small Business Monthly, ‘...they are individuals we all believe all business owners in Southwest Illinois need to know.’

“It is a privilege anytime you’re recognized by your peers, as a contributor to the health and prosperity of your community,” explained Tanner, co-founder, Principal, and CMO of Godfrey-based Confluence Business Advisors. “Southwestern Illinois is the “next frontier” for exponential economic development in the St. Louis MSA.”

Confluence Business Advisors is a brand development, management, and restoration company. They prepare small businesses for growth from start-up to rebranding and through transition of ownership.

“My partners, David Fingerhut (Attorney/Commercial Real Estate Broker, Des Peres, MO) and Rick Vaughn (Video & Event Producer/Lighting Designer, Alton, IL), our teammate, Danielle Johnson (Digital Media Director, Alton, IL) and I are 2 years into building a single source business resource collaborative tailored to the needs of small businesses and municipalities,” Tanner continued. “Our versatility and vast relationships enable us to assess and optimize brands from a wide lens with fresh perspective. Planning and place-making not only strengthen and position companies, but the communities they serve.”

Tanner’s career highlights include 12-year entrepreneur, adjunct faculty at LCCC, Pulitzer, Inc., Cap Cities Communications (Disney), and Copley Newspapers. He advises on a spectrum of marketing communications including video and event marketing, business development and grant writing, and conducts professional development workshops, creates business strategies, and start-ups. He is a graduate of Southern Illinois University Edwardsville with a B.A. in Mass Communications.

Tanner was featured with Mark Haggard (L), recently appointed Market President for CNB Bank and Trust on Homer Adams Parkway in Alton, and Mark Vaughn, founding principal of Franklin & Vaughn LLC, a full-service CPA firm with offices in Alton, Edwardsville and south St. Louis County. For more information and a link to the entire article, go to www.ConfluenceBA.com.

In addition to brand strategies, Confluence Business Advisors provides research analysis, business plans, develops communications platforms, digital media content,

broadcast quality video, and website development. They can be found online at www.ConfluenceBA.com.


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SOUTHWEST ILLINOIS

MARK HAGGARD
President, Haggard & Haggard




The day Mark Haggard started his job with Haggard & Haggard, he continued to work there, in the same position, for 30 years. In the process, the manager of such departments learned you could do it all. They could do it all. He learned not only a wide range of skills but also a complete understanding of the business. Haggard decided to build up his business by moving his own business from producing...

I can see the evolution of a small business and growing into a large one. It's a process, he says.

Over the years Haggard went into his local community bank to make a deposit for his business. He was greeted with an exceptional experience. "I was treated with the people at the bank, and they offered me the opportunity to become a credit partner," he says. "I had a long-term relationship, and I had personally represented myself in taking over my business. I was thinking of making a career change. We produced my business within a year."


After joining Haggard & Haggard in 2013, Haggard's personal training studio in St. Louis is the result of his own credit analysis to open offices in various credit analysis and more modest...

Wendy Pfeil
Greater Belleville Chapter of Commerce




Wendy Pfeil is the owner of the Greater Belleville Chapter of Commerce, a position she has held since 2013, when she was a sign in accounting. She worked at the chapter for eight years, serving as the director of membership development before becoming the current director. She has been an advocate for developing and maintaining the chapter's strong membership base while collaborating with the staff in building the support and influence of the chapter and its events and supporting mutually beneficial networks and relationships among business, government, education and non-profit organizations.

Mike Riley
Leadership Council, Southwestern Illinois



Mike Riley is president of Leadership Council, which provides personal change services to clients, hospitals, home health agencies, long-term care facilities and more. His background also includes leadership roles with several other health care organizations, including serving as a partner with MHA/HC Partnership, which provides nursing home management. He also is a partner in Enterprise Investment Group LLC.


Robert Pickerell
Midwest Regional Bank



Robert Pickerell is the vice president and team lead in commercial and banking for Midwest Regional Bank. In that role, Pickerell serves business owners with...

...providing with first and creating debt structure solutions or their own leverage all available resources to increase profitability. He also operates in 100+ local chapters of Midwest Regional Bank. Pickerell is a current board member at United Energy Bank, a member of the Central Illinois Area Bank Association board and a member of the Springfield, Ill. Chamber of Commerce.

John Vitale
Midwest Regional Bank



John Vitale is an MBA and commercial banker with Midwest Regional Bank, the leading MHA leader in Illinois. Vitale is also a generalist banker, providing business and personal banking solutions. In addition, Vitale is a member of the ICBM Finance Bank's 100+ Illinois Chapter.

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