

The Marketplace Merchant

APRIL 2011 ISSUE



Creating & Supporting Sustainable Practices in Your Community—a Seminar on Social Enterprise

A movement is on the rise among shoppers and those who provide commodities that the public needs, and a new business model is emerging which has a triple bottom line considering profit, people, and planet.

Those interested in learning about social enterprise are invited to attend a free seminar on Thurs, April 7th; doors open at 5pm for informal discussion, and the one-hour presentation will start at 6pm. The event will be held at the Riverbender.com Community Center (200 W, 3rd St.), and is sponsored by Alton Marketplace.

The evening will consist of two key themes, the first being to create an understanding of what social enterprise is and how it can be used as a

catalyst for social change and sustainable community building. Secondly, presenters will identify resources that will enable potential social entrepreneurs to move forward with their own business venture ideas, and

materials, adhering to socially responsible business practices, forming co-op or employee owned businesses, as well as the promotion of artisanal handcrafted items and small scale farming techniques.

Alton Marketplace promotes an existing network of independent business owners and artisans who sell their products at the Alton Farmers' & Artisans' Market, as well as the Mississippi Earthtones Festival and the Green Gift Bazaar, which they co-sponsor with the Sierra Club. Complimentary refreshments and on-site child care will be provided. Further seminars will be planned based on the feedback from the local community on their specific interests and needs.

PRESENTERS:

Jackie R. Burns, Ph.D.—Professor of Sociology at Principia College

Barbara Levin, MSW—Program Coordinator, Alliance for Capacity Building, George Warren Brown School of Social Work at Washington University

Eddie Davis—Executive Director of the Center for the Acceleration of African American Business

speaking to the role that minority business owners, particularly African Americans, play in sustainable community building.

The speakers will be examining business practices set within the context of social responsibility. Some tenets of social enterprise include using environmentally sustainable

Director's Note ~

The results of our business needs assessment are in and they have given us a lot of great feedback on how our organization can be most effective in serving our partners. A class of Seniors from SIUE's Speech Communications Department surveyed the businesses and also facilitated three communication seminars, which were filled with great brainstorming sessions on new and improved ways for Alton Marketplace to benefit business owners and the community as a whole. We look forward to implementing many suggestions in coming months; the need that was mentioned most often was for training on how to use social networking for marketing and cross promotion between businesses.

The students also gave us a gift of a suggestion box that will be installed outside our office in order to gather further input - many thanks!



~ Sara

Alton City-Wide Litter Clean Up

Sponsored by the Alton Beautification & Clean City Committee

Sat, April 16th

Starts at 9am Rain or Shine!

Alton Marketplace volunteers will be manning the downtown registration station in front of Bossanova (112 W. 3rd St.) where you can pick up some refreshments plus bags, gloves & directions to areas that are in need of the most attention!

ALSO...CALLING ALL GARDENERS!

Join us to help with the **SPRING PLANTING** in the Broadway Streetscape Beds!

Sat, April 23rd

Meet at Lincoln-Douglas Square at 9am

Bring a hand trowel & a friend!

Many thanks to Home Depot for donating flower bulbs to this project!



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A community based,
not-for-profit, volunteer
organization dedicated
to securing the economic
vitality and aesthetic
quality of the district.



Voices of the Civil War Tour Sat, April 16th 11am-2pm

Listen to the whispers from the past, hear stories never told and learn of buried secrets revealed as you experience Alton's connections to the past. Commemorate the sesquicentennial of the Civil War in Alton as you step into the past on this living history tour along Alton's Lincoln & Civil War Legacy Trail. Tickets for this self-guided tour are \$10 each and may be purchased at the Alton Visitor Center, 200 Piasa St. For more info, call 465-6676 or visit: www.VisitAlton.com/Lincoln

Alton Marketplace Partners—News, Sales & Events!

The Gift Box—

A unique gift shop for everyone has recently opened at 302 E. Broadway! You'll find jewelry, handbags, cosmetics, accessories, cards, spices, coffee, hand-painted glass, candles, home accessories and organization items and much more from local vendors, such as Fresh Market Beads, A Glass of Harmony, Arbonne, Pampered Chef, Charmed Life, Miche bags, and Cold Canyon Candles. Stop by to see what they have to offer!

www.vendorgiftbox.com

Senior Services Plus—

Join Us Every Friday During Lent from 11am-1pm through April 22nd for our Fish Friday Buffet at the School House Grill. A \$5 plate includes: fish, mac & cheese, hushpuppies, and coleslaw or potato salad. Available for carryout! Order in person, by phone (465-3298), or by fax (465-3302) Located at 2603 North Rodgers Avenue in Alton.

ALSO ANNOUNCING...

"Outdoor Zumba" in partnership with Godfrey Parks & Rec! Classes will be located on the concession stand patio in Glazebrook Park. The class is open to the public and all ages are welcome to participate. Classes will be taught by popular Zumba instructor Karina Purdy from 5:30-6:30pm every Mon and Wed from April 4 through April 27. The cost for all eight classes is \$50, or \$25 for members of SSP. More info can be found at:

www.seniorservicesplus.org

Jacoby Arts Center—

Join us for our new "Second Fridays" concert series on April 8th! Tickets are \$10 - Topsy Gypsy plays from 7:30-8:30, followed by Audri & Aaron from 9:00-10:00. Also visit the gallery through April 10th to see an exhibition by 18 regional artists entitled *Mark Makers*, which features drawings and paintings that emphasize the gestural quality of mark making and expressive use of line thereby showing the hand of the artist. Located at 627 E. Broadway,

Jacoby Arts Center's current hours are Tues- Sat from 10am to 5pm. For more information, please call 462-5222 or visit us at:

www.jacobyartscenter.org

Castelli's Moonlight at 255—

Our outside patio opens in April! Also, Administrative Professionals - please drop your business card during lunch or dinner or sign up online for your chance to win: a free combo meal, free dessert coupons, and free delivery to your office! Winners will be announced in our Telegraph ads every Sunday in April. See our website for details:

www.castellis255.com

Bossanova—

On Sat. April 2nd at 9pm, one of St. Louis' most entertaining duos, Sky West, returns to our stage. The first Sunday of every month at 7pm come hear, without a doubt, the best jazz jam in the St. Louis area. Jason Swagler, Alton native and nationally touring sax player, hosts along with the Eric Swagler Trio. Also, don't miss the beer tasting on April 20th!

Concerned about the future use of the Alby Quarry?

Regarding the City of Alton's reassignment of an agreement with the former owner of Alby Quarry to its new owner, so it can be filled with construction and demolition debris, among other non-hazardous materials, several groups are planning a public meeting.

**You are invited to come to the planning meeting on
Wed, April 6th at 6:30pm at the Sierra Club office (223 Market St.)**

to provide input to the details and information that will be discussed at the future public meeting. Please bring your calendars in order to decide on a public meeting date.

The following groups will be co-hosting both meetings: Alton Landmarks Association and neighbors, the International Union of Operating Engineers, and the Sierra Club.