

# People to Know in Southwest Illinois

## Meet the Individuals Helping Small Business Succeed on the East Side

### Tricia Buehne

First Mid-Illinois Bank



Having worked for First Mid-Illinois Bank since 1997, Tricia Buehne is today its vice president. Buehne has also been active with JCI (Junior Chamber International), a nonprofit international nongovernmental organization of people between 18 and 40 years old. She was elected as the 99th national president for JCI USA, serving a one-year term. Buehne is also a board member, ambassador and past president for the Highland Chamber of Commerce and serves on the St. Joseph's Hospital board in Highland. She is secretary of the Professional Women in Building Council of the Home Builders Association of Greater Southwestern Illinois. She is also secretary of the Greater Gateway Association of Realtors and an active member of the Realtor Association of Southwestern Illinois. In addition, she is one of the newest members of the Highland Rotary Club.

### Cindy Helmkamp

Anheuser-Busch Employees' Credit Union and Divisions



Cindy Helmkamp is a senior consultant, corporate partnerships at Anheuser-Busch Employees' Credit Union and Divisions. Helmkamp also works as a business development manager, a role in which she provides financial opportunities to employees of companies as well as business accounts/lending to companies. In addition, Helmkamp is a member of the Kirkwood-Des Peres Area Chamber, the Arnold Chamber, the Soulard Business Association, the South County Chamber, the O'Fallon-Shiloh Chamber board of directors and Children's Miracle Network.

### SILVIA TORRES BOWMAN

ILLINOIS SBDC INTERNATIONAL TRADE CENTER



Silvia Torres Bowman certainly understands the opportunities that exist for Southern Illinois companies when it comes to international markets. Born and raised in Lima, Peru, Bowman has more than 26 years of international experience, including in the private sector, academia and public service.

Today, Bowman is helping Southern Illinois companies capitalize on those opportunities. As director of the Illinois SBDC International Trade Center (ITC) at Southern Illinois University Edwardsville, she helps small and medium-sized businesses establish or expand their global footprints through exports.

"We help businesses discover limitless opportunities that exist outside U.S. borders through the exporting of their products and services," Bowman said. During the last couple of years, the ITC has helped Southern Illinois clients generate over \$86 million in export sales.

The ITC's export consulting services are offered at no cost, and businesses can also benefit from its regular and low-cost educational programs covering international business plan-

ning, marketing, export compliance, logistics and trade finance, among other topics.

Clients of the ITC are regularly provided with market intelligence via its unique access to international databases and close relationships with partners around the world, including six foreign offices through the state of Illinois Office of Trade and Investment and an extensive network through the U.S. Department of Commerce. Business clients also benefit from Bowman's own personal experiences and knowledge about establishing long-term relationships and expanding trade opportunities in Latin America.

"The most satisfying part of what I do is watching the growth of our clients," she said. "They are small businesses with very limited resources but with so much talent, energy and passion. With much care, professionalism and lots of enthusiasm, we invite them to open together that magical and rewarding door of discovering new markets. The feeling of watching them turn into confident and experienced exporters is priceless."