



## THE MEDICINE SHOPPE

SERVING SOUTHERN ILLINOIS

FOR TWO GENERATIONS

The Medicine Shoppe was founded in 1984 by **RICHARD BLACK** and his wife Brenda. Richard had worked for Good Samaritan hospital from 1980 thru 1984 and finally stepped out in faith opening the doors in February of that year. Their priority was serving the customer with a very high level of customer service. They believed that the business would grow consistently from year to year if they could do

this. The concept of service over all else succeeded and soon the company had outgrown their space at 2413 Broadway.

In 1998 Richard purchased land at 24th and Broadway which was at that time a defunct Amoco service station. Soon after a 4800 square foot building was erected that allowed the staff to further serve its customers.

compounding prescriptions. These two expansions now serve all of Southern Illinois and Eastern Missouri. We are preparing to celebrate our 32nd year in business!

Certainly the success of The Medicine Shoppe and TMS Mobility would not be possible if it were not for the loyalty and patronage of customers all across our region. We want to thank them! Also we thank The Lord for directing us and supplying wisdom at every turn.



Two drive thru windows and full service medical equipment made The Medicine Shoppe a one stop shop for almost all health needs.

The baton has now been passed to the second generation as Richard sold the business to oldest son Eric. **ERIC BLACK** graduated from St. Louis College of Pharmacy in 2003 and enjoys trying to fill some very big shoes. Under his watch The Medicine Shoppe has added a mobility and seating division TMS Mobility and greatly expanded custom



**The Medicine Shoppe**  
PHARMACY

**Services provided:**

- Full service pharmacy and medical equipment, oxygen, CPAP
- Specializing in custom compounded medication and custom mobility solutions
- Wheelchairs, scooters, complex rehab
- Medication tray preparation and delivery
- Full line of high quality supplements and hard to find nutritionals

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# INK LINK

A MONTHLY PUBLICATION • APR 2016

## Wacky Tax Laws That Are Still On the Books

The U.S. tax code is notoriously long, complicated and confusing—but what about state tax laws? They can be just as head-scratching, albeit in a different way. Here are some real tax laws that states are using to tax Americans this year.

**Maryland's flush tax: \$60 a year**

In 2004, Maryland created a tax on flushing a toilet to update treatment plants and protect the Chesapeake Bay. The tax doubled in 2012.

**New York's bagel tax: about \$.08 a bagel**

You have to pay sales tax on bagels in New York unless you purchase it to go, unsliced, unheated or in the same way you'd find it in a grocery store.

**Arkansas' tattoo tax: 6%**

Looking for some ink? Avoid getting it in Arkansas, where the state imposes a sales tax on tattoos, body piercing and electrolysis hair removal.

**Kansas' hot air balloon tax**

In Kansas, you have to pay taxes on that hot air balloon ride or risk flying away. Tethered balloons are taxed, but those that roam free are considered legitimate transportation, so they're exempt.

**Jock tax (multiple states): depends on income tax rate**

About 20 states tax the revenue of professional athletes who come to play in their jurisdiction. Dubbed the jock tax, it was started by California in the early 1990s when the Chicago Bulls visited.

**Texas' belt buckle tax: 6.25%**

Although ordinary belts and cowboy boots are tax free in Texas, you'll have to pay extra in the Lone Star State if you purchase a belt buckle.

**Illinois' candy tax: 5%**

The state has a 5% tax on candy on top of the 1% food tax, but Illinois considers candy with flour to be an "ordinary" food. So if you're buying a Kit Kat bar, you're good. Buying M&Ms? Add that 5%.



**IT'S WHAT'S INSIDE >>>**

- Three Ways to Boost your Content Marketing
- How to Purchase a Work of Art
- Seeing Green: How to Celebrate Earth Day in Your Office

## WEB TRAFFIC



## THREE WAYS TO BOOST YOUR CONTENT MARKETING

If your business has used content marketing (with a blog, videos, e-books, infographics, etc.), you probably know by now that “build it and they will come” doesn’t work. You can spend hours crafting the most interesting post or video, but if you don’t get eyes on it, your content will be brilliant alone.

Here are three ways to boost your search engine rankings and drive more traffic.

1

**CHOOSE THE RIGHT TOPIC.** Make your content relevant, interesting and evergreen. The first two determine how shareable it is, which is important because shares strongly influence Google’s algorithm. Evergreen content is important because it remains shareable for a longer period of time, giving you more return on your investment.

2

**HAVE A STRONG SOCIAL STRATEGY.** Be sure you share each blog post, video, article, infographic or other content on your social channels—it’s the quickest way to make your content go viral and expand your reach.

3

**CONSIDER PAID PROMOTION.** The market is increasingly more competitive, so this may be a good option. Choosing the right platform for your content will depend a lot on the topic and your audience, but to get the biggest bang for your buck, consider this:

- Facebook: Emotive content
- Twitter: Newsworthy content
- LinkedIn: Business content

Paid options like Outbrain or Taboola are relatively new platforms that work similarly to the Google Display Network, displaying your content in “featured post” sections on other media sites.

## TOP FIVE MOST INNOVATIVE COMPANIES IN 2016

- 1. BuzzFeed**  
(for shaking up media across the globe)
- 2. Facebook**  
(for not letting size get in the way of acting like a startup)
- 3. CVS Health**  
(for becoming a one-stop health shop)
- 4. Uber**  
(for hustling corporate business)
- 5. Netflix**  
(for giving unexpected audiences exactly what they want)

—according to Fast Company

## How to Purchase a *Work of Art*

Whether you’re shopping for your home or your business, purchasing your first piece of art can be intimidating. You want to make a wise decision, but it’s not necessary to get hung up on dos and don’ts or rights and wrongs. Selecting art is a subjective process.

In honor of World Art Day (and Leonardo da Vinci’s birthday) on April 15, these guidelines can walk you through the process of purchasing something worthy of your walls.

- First, do you want to buy art as an investment or simply to liven up a room? If it’s just for your enjoyment, you’ll have fewer factors to consider. If you’re buying art as an investment, consider your purchases much more carefully and always get proof of authenticity.
- Look for art you like. Whether it’s an investment or a purchase, you’ll want a piece that speaks to you. Read art magazines, go to gallery openings and take note of what other people have that attracts you.
- Get a feel for how art will interact with its intended space. Some pieces may impress you in a gallery, but will feel overwhelming above your couch. If you’re buying art for a specific spot, consider the lighting in that area, which will affect how the piece looks.
- Know whether the artwork is an original or a reproduction. Many reproductions look like original paintings, and as technology improves, this trend will likely continue. Buying a reproduction is an affordable way to own art, especially if the original is outside your price range. But be sure the price reflects that it’s a reproduction.

Remember this: No matter what kind of art really grabs you, you can mix different styles in one space. In the end, your general taste will connect them all.



**PROOF POSITIVE**

It’s physically impossible to memorize a specific color, so no matter how well you think you know your company’s logo color, for example, don’t leave color approval up to memory. Be sure to take any samples that need to be matched or use a color matching system, such as a PMS color, as a reference guide.

## Seeing Green: How to Celebrate Earth Day in Your Office



Don’t be fooled: April is about more than trying to one-up your coworkers in office pranks. This month is also host to Earth Day—April 22, to be exact. Once you set your practical jokes aside, make your coworkers see green with these earth-friendly tips.

### FLIP THE SWITCH.

Artificial lighting accounts for 44% of the electricity used in office buildings. Turn off the lights when you’re leaving any room for 15 minutes or more and opt for natural light when you can. Also, use compact fluorescent light bulbs (CFLs), which use at least two-thirds less energy than regular lighting.

### SHUT IT DOWN.

Computers in the business sector unnecessarily waste \$1 billion worth of electricity a year. Make it a habit to turn off your computer when you leave for the day if your IT department will allow it.

### REDUCE AND REUSE.

Office paper is highly recyclable, but a lot gets wasted, so waste reduction is the first step. That said, recycled paper is better than new. It takes 55% less

### WORDS TO LIVE BY

“We do not inherit the earth from our ancestors, we borrow it from our children.”

—NATIVE AMERICAN PROVERB

water and 60–70% less energy to produce than paper from virgin pulp. Plus, recycled copier paper is usually more opaque, making it easier to print on both sides and not get “show through” printing on the opposite side.

### WATCH HOW YOU EAT.

Use a coffee mug as opposed to Styrofoam cups, and bring your own dishware for meals you eat at the office. Choose filtered drinking water to reduce bottled-water waste.

Also, use nontoxic cleaning products and add green, literally, with plants that absorb indoor pollution. Can you carpool, bike or take public transportation? These all decrease emissions. With a few easy but effective steps, you and your coworkers can raise a toast to Earth Day—with reusable stemware, of course.



### SOMETHING TO THINK ABOUT

If you turn off the tap while brushing your teeth both in the morning and before bedtime, you could save up to eight gallons of water per day. That equates to 240 gallons of water per month.