



Chamber of Commerce

# BUSINESS MONTHLY

**FEBRUARY 2010**

## CHAMBER HONORS OLIVETTE FIREFIGHTER AND POLICE OFFICERS WITH AWARDS

Each spring our chamber bestows awards to a Creve Coeur fire fighter and police officer at the Creve Coeur Days/Spring Fling celebration. The January membership luncheon marked the first time our chamber presented awards for an Olivette Firefighter of the Year and Olivette Police Officer of the Year.



Battalion Chief Larry Janes and President Tina Powell  
Photo courtesy of McCarty Photography

Battalion Chief Larry Janes retired December 31, 2009 after having served the citizens of Olivette for over 36 years. During his illustrious career he was a firefighter, Captain, Assistant Chief and Battalion Chief - for which he served the last six years. Battalion Chief Janes performed all his roles with supreme distinction and honor. We offer our thanks and best wishes to him in his retirement!



Olivette Police Officers (l to r) Paul O'Brien and John Krieger.  
Photo courtesy of McCarty Photography

This year we conferred the Olivette Police Officer of the Year Award to two distinguished police officers, John Krieger and Paul O'Brien for their exemplary service on Sunday, October 4, 2009. At approximately 4:19 a.m. the Olivette Police and Fire Departments were dispatched to an apartment building on Indian Circle Drive because of a fire. Upon arrival, Police Officers John Krieger and Paul O'Brien found a smoke-filled apartment complex, with its center common hallway and stairs filled with heavy smoke. Officers Krieger and O'Brien evaluated the situation and determined that the occupants' exit way was impassable. O'Brien and Krieger created a human ladder, assisting tenants out of a second floor apartment window to the ground. Upon arrival, the Olivette Fire Department placed a ladder and with the assistance of the police officers was able to help the remaining tenants to safety. It was the dedication, quick thinking and determination of these officers that was instrumental in the speedy evacuation of the residents, which brought this incident to a safe and successful conclusion. Our thanks and congratulations go to Officers Krieger and O'Brien!



### DATES TO REMEMBER

- February 12      Coffee Connection  
8:00-9:00 a.m.  
Edgewater Court Apartments  
1003 Mariner's Point Court  
See enclosed flyer
- February 18      Membership Luncheon  
11:15 a.m. – 1:00 p.m.  
Speaker: Ken Stark, Stark & Associates  
Topic: Getting More Comfortable When You Sell  
See enclosed flyer
- March 25          Business Expo  
4:00-7:00 p.m.  
Jewish Community Center  
See enclosed flyer



### LOOKING FOR COFFEE CONNECTION SPONSORS FOR 2010

If you would like to host a Coffee Connections in 2010 please call the chamber office at 314-569-3536.



# PRESIDENT'S MESSAGE

By Tina Powell



January was quite a busy month! We had two ribbon cutting events: MassageLuxe in Creve Coeur and the new CVS/pharmacy in Olivette! How exciting to have been a part of these grand opening celebrations as we welcomed these new businesses into our communities!

During this past month, our Chamber's Best Schools initiative led us on a tour of Villa Duchesne Oak Hill School, our Chamber Leads group had an after hours fun networking event, and of course our regular membership luncheon was held with Juli Niemann speaking to us about the economic forecast for 2010!

To continue with our "green efforts", the Chamber's Board of Directors has decided to send out the *Business Monthly* newsletters electronically. This will allow for more to be included when necessary while keeping paper use to a minimum. Don't worry, we'll be happy to accommodate your request for continued receipt of a paper copy version of the newsletter should you choose. Simply contact the Chamber office, and let us know!

There are plenty more networking opportunities coming up soon, with great potential to get involved in your Chamber! Be sure to contact Nancy Gray at the Chamber office if you are interested in helping out!

## ST. JOHN'S MERCY Blood Donor Services



Seth  
Leukemia Survivor  
20 Transfusions

The need for blood donations never ceases.  
Your blood donation makes a difference and saves lives.

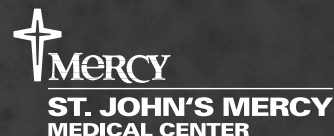
### How many blood products does a typical patient need?

- Heart patient: 2-8 units of red blood cells and 1-3 units of platelets
- Car accident trauma patient: 4-12 units of red blood cells and 0-1 unit of platelets
- Cancer patient on chemotherapy: 6-12 units of red blood cells and 8-10 units of platelets
- Neonatal Intensive Care Unit baby: 5-10 transfusions of red blood cells and 2-4 transfusions of platelets (The babies receive much smaller volumes of blood or platelets.)
- Burn patient: 10-50 units of red blood cells and 2-6 units of platelets

### Where can I donate?

You may donate at St. John's Mercy Medical Center in St. Louis or at St. John's Mercy Hospital in Washington, Mo. To schedule a donation appointment in St. Louis, call 314-251-4483 or toll-free at 866-37DONOR (866-373-6667). To donate in Washington, call 636-239-8751 or toll free at 866-37DONOR.

St. John's Mercy also offers a convenient mobile service. Blood drives can be set up at your office, school or church. St. John's Mercy provides everything needed for the drive; call 866-37DONOR for more information.





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David Stuart, Gateway Limited Partners

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Gene Rovak, Gene L. Rovak, P.E.

**Vice President Olivette Government**

Dave Book, Murphy Company

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Dr. Jaime Dodd, Hope Montessori Academies

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Kris Ryan, AT&T

Larry Tessler, Tessler Promotions.

Dr. David Thomas, Logos School

Joe Winkler, Bristol Seafood Grill

Jeanna Woods, Delmar Gardens of Creve Coeur

**Staff**

Nancy Gray (Executive Vice President)

Barb Gerstenkorn (Finance Director)

Creve Coeur - Olivette Chamber of Commerce

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Creve Coeur MO 63141

314-569-3536

314-569-3073 (fax)

www.ccochamber.com



The Chamber's Best Schools  
an initiative of the  
Chamber Education Committee  
Dr. Jaime Dodd, Chair

**Villa Duchesne Oak Hill School**

Ancient oaks, wrought iron gates and stone pillars surrounded by lush vegetation mark the entrance to this St. Louis institution. As you make your way down the winding lane

and across the stone bridge, you see what appears to be a stone castle rising from an expansive, rolling lawn – at once stately and stoic. An entrance like this generates a visceral response – a yearning...the kind that dwells deep in the heart of a parent who seeks more than simply an education for one's child.

There is something about this school - more significant than the massive stones of which it is comprised - that at once draws, invites and embraces a visitor. Perhaps it is the fact that the grounds resonate with a mission. During a tour of the school, your thoughts are confirmed as you learn about the *Goals and Criteria* of a Sacred Heart education:

- o a personal and active faith in God
- o a deep respect for intellectual values
- o a social awareness which impels to action
- o the building of community as a Christian value
- o personal growth in an atmosphere of wise freedom

Indeed...gut instinct is confirmed...this venerable place is not merely a school. Villa Duchesne and Oak Hill School is a spiritual and intellectual center and a community that is home to generations upon generations of devoted St. Louisans.

The school brochure succinctly describes the vision of Saint Madeleine Sophie Barat, Foundress of the Society of the Sacred Heart, which continues to guide all aspects of the school's operation: "We work in partnership with parents, who we believe are the single, most powerful influence in a child's life. Together, we seek to transform each Child of the Sacred Heart in mind, body, and spirit." This is indeed a place of transformation. It is a place of growth. And it is an anchor for its students, its families, and its alumni, as it connects each of them to the greater family of Sacred Heart institutions that operate in 43 countries around the world.

Villa Duchesne and Oak Hill School (VDOH) is a St. Louis institution that serves boys and girls from age three through grade six, and young women from grades seven through twelve. Centrally located on a 60-acre, wooded campus in the heart of west St. Louis County, the grounds are filled with breathtaking views of nature that inspire students to discover and develop their talents. The campus consists of the 1929 Main Building; the Duchesne Building; Learning Centers; a 500-seat chapel; two libraries and multi-media centers; science, computer, and language labs; five visual arts studios; a performing arts auditorium; a state-of-the-art, outdoor track; an indoor swimming pool; a fitness center and dance studio; two gymnasiums; four playing fields; eight tennis courts; and campus-wide, wireless, internet access.

The fundamental skills of reading, language arts, mathematics, science, and social studies form the foundation for a solid curriculum at VDOH, which is enhanced by technology, art, music, and physical education. Foreign language instruction begins in junior kindergarten and continues throughout the senior year of high school. And while VDOH is known for its superior quality in academics, its ability to inspire students to embrace their capacity to transform the world, through long established community service projects and activities, is perhaps one of the greatest hallmarks of a VDOH education.

Should you wish to further explore the value of a Sacred Heart education at Villa Duchesne and Oak Hill School, please visit the website at [www.vdoh.org](http://www.vdoh.org) or contact Mary Stevens, Director of Admissions at 314.810.3446 for more information.



# RIBBON CUTTINGS – CVS/pharmacy and MassageLuxe



Photo courtesy of McCarty Photography

CVS/pharmacy opened its new store in Olivette on Sunday, January 17. The new Olivette store opened at the same time as three other new CVS locations, marking CVS/pharmacy's official entry into the St. Louis market.

"We are pleased to be opening stores in St. Louis, the 20th largest drugstore market in the country. It is a great fit for our strategy of expanding into high-growth markets," said Larry Merlo, President of CVS/pharmacy. "Our mission at CVS is to make pharmacy solutions effective and easy for our customers, so we look forward to providing high-quality and convenient pharmacy services at a great value to our new customers in St. Louis."

The new 13,000 sq. ft. CVS/pharmacy at 9141 Olive Blvd. in Olivette features a full-service pharmacy as well as a complete line of health and beauty products, general merchandise, convenience food items and a selection of liquor, wine and beer. Customers can also take advantage of the CVS ExtraCare Rewards Program, which offers Extra Bucks® that are earned by shopping in-store or at [www.cvs.com](http://www.cvs.com).

In addition, the CVS/pharmacy features double-lane drive-through pharmacy window service; a digital photo café that provides customers a relaxing and comfortable atmosphere to customize and print their own pictures; and, one-hour photo processing.

The Olivette CVS/pharmacy's business hours are 7:00 AM to 10:00 PM seven days a week in the front store. Pharmacy hours are 8:00 AM – 10:00 PM Mon – Fri, 8:00 AM – 6:00 PM Saturday and 10:00 AM – 6:00 PM Sunday.

As part of its entry into the St. Louis market, CVS/pharmacy has announced a \$10,000 donation in funding and products to the St. Louis Area Foodbank, the region's largest non-profit food distribution center dedicated to feeding those in need. The donation includes a \$5,000 gift in January and a \$5,000 match in personal care products in February as part of a collection drive.

Throughout the month of February, CVS' Olivette and other St. Louis stores will have collection bins for customers to donate to the Foodbank non-perishable food and personal care items, such as hygiene and baby products purchased at CVS/pharmacy. CVS will match the amount of product donated by customers with an additional product donation of up to \$5,000 in value.

"The St. Louis Area Foodbank is delighted to partner with CVS/pharmacy," said Verletta Cole, director of development for St. Louis Area Foodbank. "We appreciate CVS/pharmacy for recognizing the need and for responding so generously."

#### About CVS/pharmacy

CVS/pharmacy, the retail division of CVS Caremark Corporation (NYSE: CVS), is one of America's leading retail pharmacies with more than 7,000 CVS/pharmacy and Longs Drug stores. CVS/pharmacy is committed to improving the lives of those it serves by making innovative and high-quality health and pharmacy services safe, affordable and easy to access, both in its stores and online at [CVS.com](http://CVS.com). General information about CVS/pharmacy and CVS Caremark is available at [www.cvsremark.com](http://www.cvsremark.com).



Photo courtesy of McCarty Photography

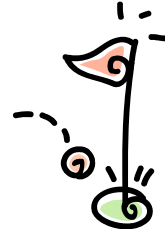
Pictured in photo (from left) are: Eric LeFlore (US Bank), Jodi Meracle (Egiserve Insurance), Larry Tessler (Tessler Promotions), Jacalyn Keene (First National Bank), Tina Powell (Vantage Credit Union), Mayor Harold Dielmann (City of Creve Coeur), Todd Beckmann (MassageLuxe), Dr. Jaime Dodd (Hope Montessori Academies), behind Jaime – Danny Gurvis (Master Key Systems America), David Stuart (Gateway Limited Partners), Dr. Paul Hyland (Committed to Health Chiropractic Center), Carrie Strecker (MassageLuxe) and Nancy Gray (Creve Coeur-Olivette Chamber of Commerce.)

MassageLuxe, the Fenton based affordable massage therapy spa chain, has recently opened a company-owned location in Creve Coeur at 12410 Olive Blvd.

MassageLuxe offers high-quality, affordable massage services in a comfortable, relaxing and upscale environment. It provides a variety of customized massage therapies to fit individual needs including Swedish, hot stone, deep tissue, prenatal, reflexology, sports, couples and more. Multiple levels of massage therapy services are provided to both individuals and corporate wellness programs through a customer-friendly monthly membership program with no contracts and no commitments that is backed by a dedication to providing unparalleled customer service.

"You shouldn't have to pay an arm and a leg to be pampered," said Todd Beckman, president and founder of MassageLuxe. "It is our top priority to give Creve Coeur consumers a quality experience for an affordable price."

MassageLuxe® massage therapy spas distinguish themselves by offering national brand potential, upscale facilities, consistent and professional massage therapy and exceptional customer service. All therapists meet state and local certification requirements. Through a combination of area development and single-unit franchisees, MassageLuxe expects to have 800 locations either open or in development nationwide by the end of 2012. The first MassageLuxe therapy spa opened in April 2008 as a company-operated unit in Rock Hill. For more information, visit [www.massageluxe.com](http://www.massageluxe.com).



#### MARK YOUR CALENDARS

Spring 9-hole golf tournament

Friday, May 14<sup>th</sup>

Creve Coeur Golf Course

Reservation flyers out soon!

# MEMBER NEWS



## THANKS TO THE FOLLOWING BUSINESSES FOR RENEWING THEIR MEMBERSHIPS IN JANUARY:

City of Olivette  
Creve Coeur Fire Protection District  
Creve Coeur Lions Club  
Edward Jones Family YMCA  
Evren Senol Realty with RE/MAX Results  
First National Bank of St. Louis  
Friends of Kids with Cancer  
Kings Landing  
Susan Murphy  
Parkway School District  
Rainbow Village  
Smurfit-Stone Container Corporation  
Southwest Bank - Creve Coeur West & Chesterfield  
State Farm Insurance - Bob Grone  
Studio Y Salon  
Tessler Promotions  
Verizon Wireless  
Village Profile  
William Winter

## MEMBER ANNIVERSARIES

Each year we celebrate the milestone anniversaries of our members. We thank each and every business for reaching these milestones with our chamber in 2009.

### 25 Years

Mackler & Associates

### 20 Years

Missouri Baptist Medical Center  
St. Louis RCGA

### 15 Years

Awards & Trophies  
Capitol Land Company  
Kriegshauser West Mortuary  
Plaza Motor Company  
Regus  
The Garbacz Group

### 10 Years

Creve Coeur Lions Club  
Edward Jones - Ray Kloppenburg  
Helmkampf Construction  
Shapiro Flom & Company  
Village Profile

### 5 Years

Berland Imaging/West County Spine & Sports Medicine  
Facial Plastic & Cosmetic Surgery Center  
First Run Theatre  
Hutkin Development Company  
Minuteman Press of Olivette  
Padda Institute Center for Laser & Aesthetic Medicine  
Prudential Financial  
Reliance Bank  
Southwest Bank - Creve Coeur East  
The Gas House Grill  
The Tan Company  
The Wallach Law Firm  
University of Missouri-Columbia-Affairs Office

## WELCOME NEW MEMBERS!

### CVS/pharmacy

Devon Maden  
9141 Olive Blvd.  
Olivette, MO 63132  
Phone: (314) 432-2296 – Fax: (314) 432-3354  
E-mail: madenk@hotmail.com  
Website: www.cvs.com  
Business: Pharmacy

### Sport Clips

Barb Marshall  
12426 Olive Blvd.  
Creve Coeur, MO 63141  
Phone: (314) 878-7004 – Fax: (636) 625-2836  
E-mail: bgmstL04@people.pc.com  
Website: www.sportclips.com  
Business: Hair Salon

### St. Louis JCC

James Pedersen  
Staenberg Family Complex  
2 Millstone Campus Dr.  
St. Louis, MO 63146  
Phone: (314) 442-3131 – Fax: (314) 432-3476  
E-mail: jpedersen@jccstl.org  
Website: www.jccstl.com  
Business: Community Center



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info@oconnor-ins.com

# NEW MEMBER PROFILE



## Sport Clips

Barb Marshall  
12426 Olive Blvd. (between T.G.I. Friday's & Imo's)  
Creve Coeur, MO 63141  
Phone: 314-878-7004 - Fax: 636-625-2836  
E-mail: bgmstL04@peoplepc.com  
Website: www.sportclips.com

Sport Clips has created the perfect place for a guy to get great service and a great haircut. Its mission is to create a championship haircut experience for men and boys in an exciting sports-themed environment. Come in for the ultimate just-for-guys haircut experience with a precision haircut; hot, steamed towel; massaging shampoo; and neck and shoulder massage while watching sports on big screen TVs. It's good to be a guy at Sport Clips.



## St. Louis Town Planner

Dan & Rocky Rosen  
3B The Pines Court  
St. Louis, MO 63141  
Phone: 314-878-0200 - Fax: 314-878-9266  
E-mail: rj.rosen@sbcglobal.net  
Website: www.townplannerstl.com

The Saint Louis Town Planner is a community publication that promotes area businesses, charities, special events, and attractions. The Rosens have been in the direct marketing business for 30 years, publishing the Town Planner for the last 18. Each November 450,000 editions are distributed in 30 different communities throughout metro St. Louis via mail, Schnucks Markets, and the *St. Louis Business Journal*. The website, [www.townplannerstl.com](http://www.townplannerstl.com), is constantly updated and is an excellent resource for advertiser's coupons and the latest community events. There are over 80 Town Planner businesses throughout the country; however the Rosens are very proud to have one of the oldest and largest.

*Official Chamber Photographer*

## McCarty Photography, Inc.

8901 St. Charles Rock Road  
St. Louis, MO 63114  
**(314) 428-5090**  
11200 Olive Blvd.  
Creve Coeur, MO 63141  
**(314) 432-1221**

Publicity • Portraits • Weddings

## BUSINESS MONTHLY Going Paperless



The advent of websites has changed the environment for posting news rapidly to the consumer and the way many organizations communicate with their members. Many of the St. Louis local chambers are now going to a paperless newsletter for a variety of reasons – both monetary and environmental.

Our board of directors has decided to go paperless with its newsletter, *Business Monthly*, beginning with the April issue. We will continue to post the newsletter online and will also send an e-mail with the current month's newsletter. This assures you will receive your newsletter in a timely fashion.

At the same time the board recognizes the fact that there are still some people that might like to have a paper copy of the newsletter. If you **must** have a paper copy, we are giving you an opportunity to Opt-In by requesting it. Only those currently receiving the newsletter are eligible to Opt-In to this program. **If you do not Opt-In, no newsletter will be mailed to you.** Please see the enclosed form and return to the Chamber office no later than March 15 if you want to Opt-In to this program.



THE MARK OF  
QUALITY.

## Kriegshauser West Mortuary

9450 Olive Blvd.  
St. Louis, MO 63132  
314-994-3322  
[www.dignitymemorial.com](http://www.dignitymemorial.com)

# THE 12<sup>TH</sup> ANNUAL BUSINESS EXPO

AFTER HOURS/TASTE OF RESTAURANTS  
CO-HOSTED BY



**THURSDAY, MARCH 25**  
**4:00-7:00 p.m.**

**Jewish Community Center**  
**2 Millstone Campus Drive**  
**St. Louis MO 63146**

**ATTENDANCE IS FREE**

This year our chamber is again partnering with the RCGA on our Business Expo. We are delighted to be holding the event at the newly redesigned Jewish Community Center located on Millstone Campus Drive off Lindbergh and Schuetz. Our first major sponsor is the St. Louis Business Journal. It will be cross promoted by the RCGA, the JCC, and the St. Louis Business Journal. We encourage our members to purchase a booth in the event and to let their clients know about the event as well. With your help, this can become the most successful Business Expo we have held in years. Please see the enclosed registration flyer and plan to participate - with either a booth or by attending!

## MICDS RECEIVES PLAQUE FOR ITS PARTICIPATION IN BEST SCHOOL'S INITIATIVE



Photo courtesy of McCarty Photography

From left: Dr. Jaime Dodd confers a plaque to Dr. Jeff Suzik, Assistant Head of School and David Nowak, Director of Communications and Marketing from MICDS for the school's participation in our Chamber's Best Schools Initiative.

## **TIPS** from the **CHAMBER LEADS GROUP . . .**

- "MAXIMIZE the VALUE of your chamber membership by attending as many events as possible! PARTICIPATE, BE SEEN...EXPOSE YOURSELF!" **Larry Tessler, Tessler Promotions, (314) 995-9977**
- "Now is the perfect time to reflect on what worked and what didn't work for your business in 2009. Make plans to network aggressively, establish goals, create awareness for your products and services through advertising and marketing." **Steve Blives, Blives Consulting, steve@blives.com**
- "Coverage for freezing pipes and resulting damage due to failure to maintain adequate heat is often excluded. Be sure to keep furnace running at reduced setting and winterize pipes if vacating property for an extended term." **Russell Weber, O'Connor Insurance (314) 434-0038**
- "Time is running out on \$8,000 First-Time Homebuyer tax credit and other great government programs, so call me to discuss your options before it's too late!" **Kay Bova, Kay Bova Realty, (636) 728-1881**
- "Cell phone companies charge for 411 calls, when you need to call for a directory, use 1 800-373-3411, put it in your cell phone now, listen to prompts, I just did it and it really worked." **Jai-Jai Goldstein, CPR-N-MORE, jai@cpr-n-more.com**
- "I recommend business owners take a moment with their banker at least once a year to evaluate short-term and long-term financial needs, and note that U.S. Bank's Creve Coeur office has a Small Business Specialist ready to serve you." **Linda L. Quesal, U.S. Bank, (314) 872-2848**
- "Be sure to ask your attorney if they offer alternatives to the unlimited billable hour, such as fixed fees or capped fees". **Timothy F. McCurdy, The McCurdy Law Firm, (314) 288-0670**
- "Protect your critical business data with a managed online backup solution." **Tim Day, Sudora L.L.C., tim@sudora.com**
- "A B C – Always Be Consistent in your hiring practices. Always – otherwise your company could be in serious trouble." **Kathy Franklin, Select Personnel, kathy@selectstlouis.com**
- Choose a hotel that doesn't "nickel and dime" you for everything and offers all amenities at no extra charge (hot breakfast, internet, HOT FOODS and cocktails at evening reception)." **Shelly Dunsmoor-Drury Hotels, www.druryhotels.com**
- "There is both a federal income tax credit and a State of Missouri Real Estate tax credit for first time and repeat homebuyers." **Harry Hilburg, Bank of America, (314) 569-3000**
- "Many people spend \$150k + on their homes, but lock the doors with a \$20.00 lock. Isn't the protection of your family worth more than \$20.00? People spend more on their tennis shoes than they do on their door locks. How much are your possessions and family security worth to you?" **Danny Gurvis, Master Key Systems America LLC, (314) 266-1533**
- "Is medicine the answer for all diseases? Some patients need both medical and chiropractic care to maintain optimal health." **Dr. Paul Hyland, Committed to Health Chiropractic Center, drphyland@charter.net**
- "Live a more stress-free existence. No yard work. No maintenance worries. Let serenity welcome you home. whisperinghillsapts.com" **Taleah J Byrne, Whispering Hills Apartments (314) 434-5400**

**For more information regarding the Chamber Leads Group,  
call Larry Tessler (314) 995-9977.**

**MISSION STATEMENT**

The mission of the Creve Coeur ~ Olivette Chamber of Commerce is to be a strong advocate for the business community.



**Creve Coeur~Olivette  
Chamber of Commerce**  
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