

# BUSINESS MONTHLY



Chamber of Commerce

## OLIVETTE CITY CENTER GROUND BREAKING



Construction has begun on a new 36,980 square foot municipal building in the 1100 block of Dielman Road in Olivette. The new structure will accommodate police and fire facilities and city offices. It will have two community rooms and provide space for the planning department, which is currently housed elsewhere.

A ground breaking ceremony was held on Saturday, March 19th, as a celebration of the work accomplished to make the new center a reality. Mike Saunders, Olivette Future Task Force Spokesman and city officials joyfully acknowledged the momentous occasion.

Congratulations to Olivette!



From left: Futures Task Force Committee Member Mike Saunders, Council Member Suzanne Sierra Sewell, Council Member Maxine Weil, Mayor Ruth Springer, Council Member Missy Waldman, Chairman Pro-tem J. Gregory Carl, City Manager Barbara Sondag, Fire Chief Scott Avery, Police Chief Rick Knox and Archimages Architect Johanna Worden.

## APRIL 2016

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
APRIL						1	2
	3	4	5	6	7	8	9
	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
	24	25	26	27	28	29	30

### April 8 New Member Breakfast

Parc Provence  
605 Coeur De Ville Dr.  
8:00-9:30 a.m.  
(registration form enclosed)

### April 12 Small Business Networking Group

Paragon Building at 12400 Olive Blvd (Behind TGI Fridays Strip Mall) – 5th Floor Conference Room  
8:00 – 9:00 a.m.  
Open to all members  
(Contact Mike Minkler at 314-222-1364, ext. 101 for more information.)

### April 19 Brown Bag Lunch

11:30 a.m. - 1:00 p.m.  
Topic: Seven Worst Website Mistakes  
Chamber Conference Room  
10950 Olive Blvd., Ste. 101  
(registration form enclosed)

### April 21 Membership Luncheon

Topic: Sporting Events in St. Louis and Their Impact on the Region  
Speaker: Frank Viverito, St. Louis Sports Commission  
Orlando's Event and Conference Center  
2050 Dorsett Village  
11:15 a.m. - 1:00 p.m.  
(registration form enclosed)

### April 27 Young Professionals Meet Up - anyone may attend

The Post Sports Bar & Grill  
763 Old Ballas Road, Creve Coeur  
5:00 - 6:30 p.m.  
For more information contact Katie O'Dell at 314-991-2602 or Ross Wolff at 314-290-5987

### April 29 Ribbon Cutting - Mathnasium of Creve Coeur

12505 Olive Blvd. - top of hill in small strip mall in Dierbergs Heritage Shopping Center  
4:00 p.m.

### May 10 Corporate Challenge Golf Tournament

The Quarry at Crystal Springs  
11:00 a.m. Check-in begins & driving range open  
12:00 p.m. Shotgun Start  
(registration form enclosed)

## MAY RIBBON CUTTINGS

May 3 Ribbon Cutting - Moi Bella Artistry - 10:00 a.m.  
11756 Olive Blvd., Ste. 6, Creve Coeur MO 63141

May 20 Ribbon Cutting - Anytime Fitness - 4:30 p.m.  
9654 Olive Blvd., Olivette MO 63132



Photo courtesy of McCarty Photography

(L to R) Back row: David Peterson, Nancy Gray, Dr. Paul Hyland, Lisa O'Dell, Ed Lindner, Kim Simmons, Terry Herbert and Brad Tinnon.  
Front row: Mike Minkler, Steve Bisch, Bill Wyne, Mary Barry, Jim Elder and Rich Sames.

**2016 Chamber Board of Directors**

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10950 Olive Blvd., Suite 101  
Creve Coeur MO 63141  
314-569-3536  
314-569-3073 (fax)  
www.ccochamber.com

**Mission: To be a strong advocate for business**



**OFFICIAL CHAMBER PHOTOGRAPHER**

McCarty Photography  
11200 Olive Blvd.  
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# MEMBERSHIP

## WELCOME NEW MEMBERS!

**Applied Logic, Inc.**  
Phillip J. Cooper  
11475 Olde Cabin Road, Ste. 100  
St. Louis, MO 63141  
314-918-8877  
*Information Technology Services*

**Clover Therapeutic Massage LLC**  
MollieShea Stephens  
11628 Old Ballas Rd., Ste. 223  
Creve Coeur, MO 63141  
636-459-0833  
www.clovertherapeuticmassage.amtamembers.com  
*Massage – Therapeutic / Health & Wellness*

**Coldwell Banker Premier Group**  
Jeffrey R. Goldstein & Jane A. Campbell  
2203 S. Big Bend Blvd.  
St. Louis, MO 63117  
314-546-9690  
www.yourstlouishomeconnection.com  
*Real Estate*

**Heartland Payment Systems**  
Scott Lorts  
1154 Town & Four Pkwy. Dr.  
Creve Coeur, MO 63141  
314-303-2106  
www.heartlandpaymentsystems.com  
*Payment Processing*

**Lindsay Dunlap with Coldwell Banker Premier**  
Lindsay Dunlap  
2203 S. Big Bend Blvd.  
St. Louis, MO 63117  
314-779-7653  
www.redheadsells.com  
*Real Estate*

**Mindteck, Inc.**  
Norma Tomsich  
2 CityPlace Dr., Ste. 200  
Creve Coeur MO 63141  
314-704-8572  
www.mindteck.com  
*Information Technology Services*

**Pieology Pizzeria**  
Jeremy Bonk  
701 N. New Ballas Rd.  
Creve Coeur, MO 63141  
314-733-5581  
www.pieology.com  
*Restaurants*

**PMMVACATIONS**  
Pam MacDonald  
314-504-0873  
www.pmmvacations.com  
*Travel Agent*

**School Music USA**  
Sandy Griggs  
11048 Olive Blvd.  
Creve Coeur, MO 63141  
314-218-6565  
www.schoolmusicusa.com  
*Musical Instruments*

**Staybridge Suites St. Louis - Westport**  
Stephanie Calhoun & Jeremy Watson  
25 Progress Parkway  
St. Louis, MO 63146  
314-628-1155  
www.staybridge.com/stlwestport  
*Hotels*

THANKS TO THE FOLLOWING  
BUSINESSES FOR RENEWING THEIR  
MEMBERSHIPS IN MARCH:



American Document Destruction – 1 year  
Assistance Home Care – 1 year  
Bridgewater Communities, Inc. – 3 years  
City of Olivette – 24 years  
Laser Spine Institute – 1 year  
MJM Renovation - 1 year  
Pei Wei Asian Diner– 1 year  
Select Personnel Resources – 19 years  
Viviano's Festa Italiano, Inc. – 5 years  
Waterfront Crossing at Creve Coeur – 2 years  
West County Civitan Club – 3 years  
Whitfield School – 14 years

## Young Professionals MEET UP

Wednesday, April 27  
5:00-6:30 p.m.

The Post Sports Bar & Grill  
763 Old Ballas Road, Creve Coeur

For more information contact:  
Katie O'Dell at 314-991-2602 or  
Ross Wolff at 314-290-5987

**31st Annual Corporate  
Challenge Golf Tournament**

Tuesday, May 10, 2016

The Quarry at Crystal Springs  
(1 Crystal Springs Quarry Dr.  
Maryland Heights MO 63043)

11:00 pm check-in & driving range open  
12:00 pm shotgun start

18 hole golf tournament, box lunch, dinner,  
contests and prizes

**BROWN  
SMITH  
WALLACE**

A MEASURABLE DIFFERENCE

Brown Smith Wallace is proud to announce that it has been named to the *Accounting Today* Top 100 Firms rankings for 2016. The firm cracks the list at #91, following its placement on the 2015 *INSIDE Public Accounting* Top 100 Firms list.

"Our continuous growth and achievements are a direct result of the daily efforts of each and every one of our people," said Tony Caleca, managing partner of Brown Smith Wallace.

The firm's revenue results for 2015 reflected over 13 percent organic growth before merging in accounting firm Bergman, Schraier & Co. With the merger, Brown Smith Wallace had revenue in excess of \$40 million entering 2016.

In addition to this recognition by *Accounting Today*, Brown Smith Wallace has been the top ranked St. Louis firm in the 2015 and 2016 Vault Accounting Firm rankings. For the seventh time, the firm was recognized as a Best Accounting Firm to Work For in 2015 by *Accounting Today*. Brown Smith Wallace was also named one of St. Louis' Top Workplaces in 2015 for the fourth consecutive year by the *St. Louis Post-Dispatch*.

# NEW MEMBER PROFILE

Photo courtesy of McCarty Photography



**Dr. Lena Pearlman & Associates**  
Dr. Bryan Pearlman  
655 Craig Road, Suite 300  
Creve Coeur, MO 63141  
Phone: 314-942-1147  
Website: [www.STLmentalhealth.com](http://www.STLmentalhealth.com)

Dr. Lena Pearlman & Associates is a team of five skilled and caring licensed therapists, who provide therapy and counseling services for individuals, couples and families. It specializes in depression, anxiety, stress management, relationships, and other mental health related issues for patients of all ages. The team has over 80 years of combined experience. The 2,500 square foot clinic in Creve Coeur is designed to provide a comfortable and warm environment for patients. More information is available at [www.STLmentalhealth.com](http://www.STLmentalhealth.com).

## GUEST EDITORIAL

By Debra K. Schuster, Schuster & Associates

With all of the technology we use every day- smart phones, iPad, mini-laptops, "notebooks", smart TVs - we can more conveniently manage our daily affairs than ever before. However, this comes with risks because we store so much of our personal and financial information in the "cloud". Far be it for a lawyer to identify risks, but there are a number of risks we have all become aware of from using on-line bill pay services, on-line purchases and even using wifi in public areas with minimal security. Identity theft -a very scary thought.

It can cost thousands of dollars to restore or have to put in place new systems to ensure that your virtual identity is secure and not vulnerable to theft.

This concept, known as cyber-security, can help minimize the chances that your on-line identity and financial information will be hacked or stolen. The first place to start is prevention. Information pertaining to your finances, on-line access codes and passwords, Facebook, iTunes and any other on-line services are all called Digital Assets. These are as valuable, sometimes moreso, than money in the bank because if a hacker can access your personal information on-line, it can be a portal to obtaining ALL of your on-line information.

How to protect your Digital Assets? Passwords are a great start – choose passwords that are different for each (or many) of your on-line accounts (do not choose your birthday for all passwords) and change them regularly – every three months is a good rule of thumb (like getting a new toothbrush).

Keep track of them in a safe place. There are on-line password keepers that allow you to list all of your passwords in one place and all you need to remember is the one password to that service.

Keep an up-to-date inventory of all on-line accounts, PIN numbers and passwords to those accounts –even for bill- paying. When clients created their estate planning documents with us, we have a Digital Assets form to enable our clients to list all of their on-line accounts and the PINs, passwords and other means to access them, in the event of their incapacity or death.

We also encourage our clients to obtain copies of all of the beneficiary designation forms they have completed for their life insurance policies, IRAs, 401K, retirement accounts, etc. to: a) verify that they have named beneficiaries and those designations are still reflective of their wishes and b) keep copies of these forms with their important papers because companies are going paper-less and scanning these forms into their systems. This is not foolproof (as we are all humans) and I have had the adult children of deceased clients tell me that they are sure they are the named beneficiaries on a deceased parent's account, only to have to go through probate because the company cannot find the designation form and the client did not maintain a copy. Therefore, obtain, verify and maintain copies of all beneficiary designation forms.

So, although your head is hopefully not in the clouds, there are a lot of our lives stored in the cloud that we need to be aware and take care of!

## WEBSITE ADVICE!

### Seven Worst Website Mistakes

Speaker: Barry Coziahr from  
Response! Targeted Marketing

**BROWN BAG LUNCH**  
**THURSDAY, APRIL 19, 2016**  
11:30 am – 1:00 pm

Creve Coeur-Olivette Chamber Office  
10950 Olive Blvd., Ste 101





Chamber of Commerce

## MEMBERSHIP LUNCHEON THURSDAY, APRIL 21, 2016

11:15 a.m. Registration & Networking  
11:45 a.m. - 1:00 p.m. Lunch & Program

Orlando's Event and Conference Center  
2050 Dorsett Village  
Maryland Heights MO 63043  
314-453-9000



**TOPIC: SPORTING EVENTS IN ST. LOUIS & THEIR IMPACT ON THE REGION**  
**SPEAKER: FRANK VIVERITO, ST. LOUIS SPORTS COMMISSION**

### PROGRAM

Frank Viverito is the president of the St. Louis Sports Commission, the privately-funded nonprofit organization that grows, strengthens and moves St. Louis forward through sports. The organization uses the power of sports to enhance the area's quality of life and generate economic and social benefit for the St. Louis region.

Viverito became president of the Sports Commission in 1995. The Sports Commission's accomplishments during Viverito's tenure include hosting such high-profile events as the NCAA Men's and Women's Final Fours, Wrestling Championships (6 times), Frozen Four, the Missouri vs. Illinois Arch Rivalry football series, the U.S. Figure Skating Championships and the U.S. Olympic Diving Trials.

Frank will talk about the Sports Commission's upcoming bids and events and the impact they have on the region, Sports Commission's sportsmanship initiative and its Musial Awards, and issues in and around the current St. Louis sports landscape including the effort to acquire a Major League Soccer team.

### **RESERVATIONS REQUESTED BY APRIL 18th**

REGISTER ONLINE: [www.ccochamber.com](http://www.ccochamber.com) OR FAX: 314-569-3073

OR E-MAIL: [ngray@cco chamber.com](mailto:ngray@cco chamber.com)

Chamber office phone: 314-569-3536

No cancellations after April 18<sup>th</sup>

\$22 for members, non-members and guests with reservations. No-shows are billed \$22.

May pay by cash/check/Visa/MC/Discover

Name \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Daytime phone \_\_\_\_\_ e-mail \_\_\_\_\_

Join us as we welcome newcomers to our chamber!

It's our bi-annual

# New Member Breakfast



Friday, April 8, 2016

Parc Provence

605 Coeur De Ville Drive - Creve Coeur, MO 63141

Phone at Parc Provence is 314-542-2500

8:00 – 9:30 a.m.

NO CHARGE TO ATTEND BUT PLEASE RSVP FOR A FOOD OUNT

## RESERVATIONS KINDLY REQUESTED BY APRIL 5<sup>TH</sup>!

REGISTER ONLINE: [www.ccochamber.com](http://www.ccochamber.com) OR FAX: 314-569-3073

OR E-MAIL: [ngray@ccochamber.com](mailto:ngray@ccochamber.com)

Chamber office phone: 314-569-3536

Name \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Daytime phone \_\_\_\_\_ e-mail \_\_\_\_\_



Chamber of Commerce



## BROWN BAG LUNCH TUESDAY, APRIL 19, 2016

11:30 a.m. Check-in & Networking  
Noon - 1:00 p.m. Lunch & Program  
Bring your own lunch and drink

### MEETING LOCATION:

Creve Coeur-Olivette Chamber of Commerce - Conference Room  
10950 Olive Blvd., Rear of building

Topic: Seven Worst Website Mistakes

Speaker: Barry Coziahr, President of RESPONSE! Targeted Marketing

Find out how to avoid some major mistakes with your website and get empowered on how to fix those mistakes.

Barry Coziahr is the president of RESPONSE! Targeted Marketing, a local marketing agency specializing in small businesses marketing, and is the Constant Contact Local Expert for St. Louis. Barry is an experienced speaker and marketer who coaches and connects small businesses and non-profits to online marketing tools and strategies to help them grow their businesses.

NO CHARGE but kindly RSVP

Phone: 314.569.3536 Fax: 314.569.3073  
10950 Olive Blvd., Suite 101  
Creve Coeur, MO 63141  
[www.ccochamber.com](http://www.ccochamber.com)

### Please RSVP by APRIL 18, 2016

REGISTER ONLINE: [www.ccochamber.com](http://www.ccochamber.com) or FAX: 314-569-3073

OR E-MAIL: [ngray@cco chamber.com](mailto:ngray@cco chamber.com)

Name of attendees \_\_\_\_\_

\_\_\_\_\_

Business \_\_\_\_\_

Daytime phone \_\_\_\_\_





Chamber Of Commerce

# 31st ANNUAL CORPORATE CHALLENGE GOLF TOURNAMENT

Tuesday, May 10, 2016

The Quarry at Crystal Springs

1 Crystal Springs Quarry Dr., Maryland Heights MO 63043

314-514-0154



11:00 a.m. Registration & Driving Range open

12:00 p.m. Shotgun Start

Driving range, box lunches, dinner & beverages included with registration fee

Golf course does not allow private coolers

- \$125 Individual Player
- \$420 Foursome
- \$500 Birdie Sponsor: Foursome, mulligans, skins and putting contest for team
- \$600 Eagle Sponsor: Foursome, mulligans, skins, putting contest for team and hole sponsor
- \$750 Presenting Sponsor: Foursome, mulligans, skins, putting contest for team, hole sponsor plus exclusive name on flyer and two minutes at podium during award ceremony, after the tournament

### Other sponsorship opportunities:

- |   |  |
|---|--|
| <input type="checkbox"/> \$100 Hole Sponsor (\$135 with cart)     | <input type="checkbox"/> \$250 Hole In One Sponsor               |
| <input type="checkbox"/> \$250 Dinner Sponsor                     | <input type="checkbox"/> \$250 Putting Contest Sponsor           |
| <input type="checkbox"/> \$250 Longest Drive Contest Sponsor      | <input type="checkbox"/> \$250 Straightest Drive Contest Sponsor |
| <input type="checkbox"/> \$250 Closest to the Pin Contest Sponsor | <input type="checkbox"/> \$250 Beverage Cart Sponsors (1 left)   |

- I would like to donate a goody bag item.     I would like to volunteer the day of the event.

### REGISTRATION INFORMATION

Registration deadline – May 3, 2016

TEAM CAPTAIN NAME \_\_\_\_\_ BUSINESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIPCODE \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

My foursome includes:

Cart 1 \_\_\_\_\_

Cart 2 \_\_\_\_\_

\_\_\_\_\_ Total amount due

\_\_\_\_\_ Charge to: AE / Visa / MC / Discover # \_\_\_\_\_ 3 or 4 digit code \_\_\_\_\_

Exp. Date \_\_\_\_\_ Card holder signature \_\_\_\_\_

Address and zipcode to which credit card bills are mailed: \_\_\_\_\_

Please mail with check to the Creve Coeur - Olivette Chamber of Commerce, 10950 Olive Blvd., Suite 101, Creve Coeur MO 63141 or e-mail to [ngray@cco chamber.com](mailto:ngray@cco chamber.com) or fax to 314-569-3073.

For more information call the Chamber office at 314-569-3536.