

# BUSINESS MONTHLY



Chamber of Commerce

## MAY 2016

### MAY MEMBERSHIP MEETING

Thursday, May 19, 2016

Spazio Westport  
12031 Lackland Road

11:15 am check-in & networking  
11:45 am – 1:00 pm lunch & program

**Speaker: Annette Brackin, Leadership Development  
Coach and Consultant and Owner of Journey to Results**  
**Topic: Leading People With The Brain In Mind**

Although a job is often regarded as a purely economic transaction, an exchange of talent for compensation, the brain experiences the workplace first and foremost as a social system. However, when people feel betrayed, unrecognized or devalued at work, the impact is equivalent to a physical blow to the head. Neuroscience, the study of the physiology of the brain and its impact on behavior, shows why this is, as evidenced in MRI scans. Managers with employees who understand this dynamic can more effectively engage their employees' best talents while creating an environment where performance will thrive. Come learn how to integrate neuroscience into your practices as a leader or business owner.

See registration form in newsletter.

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
MAY	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	31				

- May 3** **Moi Bella Artistry Ribbon Cutting**  
11756 Olive Blvd., Ste. 6, Creve Coeur MO 63141  
10:00 a.m.
- May 10** **Small Business Networking Group**  
Paragon Building at 12400 Olive Blvd (Behind TGI Fridays Strip Mall) – 5<sup>th</sup> 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.)
- 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 13** **Coffee Connection**  
Reliance Bank Olivette  
9769 Olive Blvd.  
8:00 - 9:00 a.m.  
(registration form enclosed)
- May 19** **Membership Meeting**  
Spazio Westport  
11:15 a.m. - 1:00 p.m.  
(information at left; registration form enclosed)
- May 20** **Ribbon Cutting - Anytime Fitness**  
9654 Olive Blvd., Olivette MO 63132  
4:30 p.m.
- May 30** **Memorial Day Holiday - Chamber office closed**
- Aug 25** **Joint Chamber Mouse Race Event**  
Hosted by CCO and Maryland Heights Chambers  
Plaza Jaguar St. Louis  
11654 Olive Blvd.  
5:00 - 7:30 p.m.  
(registration form enclosed)

### 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





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.

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- Vice President, Events**  
Kim Simmons, Massage Envy Spa Olivette
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Barb Gerstenkorn (Finance Director)  
Ellen Levy (Membership Director)  
Jennifer Stringer (Media Specialist)
- Creve Coeur - Olivette Chamber of Commerce  
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!

**Crossing Back to Health**  
Anne Dresch  
11477 Olde Cabin Road, #100  
Creve Coeur, MO 63141  
636-778-9158  
www.CrossingBacktoHealth.com  
*Medical*

**LifeWork, LLC**  
Jeff Brenneman  
1000 Executive Pkwy, Ste. 120  
St. Louis, MO 63141  
314-737-0020  
www.lifeworkstl.com  
*Behavioral Health Providers*

**New York Life**  
Brady Nelson  
1 CityPlace Dr., Ste. 260  
Creve Coeur, MO 63141  
314-606-4540  
www.newyorklife.com  
*Insurance / Financial Planning*

**Nutriformance**  
TJ Prell  
10407 Clayton Road  
St. Louis, MO 63131  
314-692-0445  
www.nutriformance.com  
*Fitness Centers*

**Olivette Diner**  
Vince DiBlasi  
9638 Olive Blvd.  
Olivette, MO 63132  
314-995-9945  
*Restaurants*

**Signarama West County**  
Don Greer  
9715 Olive Blvd., Ste. B  
Olivette, MO 63132  
314-821-4475  
www.signarama-westcounty.com  
*Signs*

**Waddell & Reed**  
Tim Schulze  
2 CityPlace Dr., Ste. 300  
Creve Coeur, MO 63141  
314-888-0118  
www.timschulze.wrfa.com  
*Financial Planning*

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



Aflac – 2 years  
Alliance Certified Restoration, LLC – 1 year  
Capitol Land Company – 22 years  
Cell Phone Repair (CPR) – 1 year  
CMIT Solutions of Clayton – 2 years  
Common Sense Solutions – 1 year  
Derm-Care, P.C. – 13 years  
Enterprise Fleet Management – 2 years  
Gelber Family Limited Partnership – 31 years  
Hope Montessori Academies – 26 years  
MassageLuXe – 6 years  
Mercy Hospital St. Louis – 31 years  
Royal Banks of Missouri – 1 year  
Schaefer Autobody Centers – 7 years  
Scotsman Coin & Jewelry – 1 year  
St. Louis Post-Dispatch/sltoday.com – 13 years  
Waterway Carwash – 1 year

## SPRING NEW MEMBER BREAKFAST

Thank you to Parc Provence for hosting the spring New Member Breakfast held on April 8<sup>th</sup>. A record number of new members were introduced. Wonderful gift bags were given to new members as they left the meeting, compliments of Parc Provence. Thanks again to Karen Tjaden and Tracy Cecil from Parc Provence for hosting the meeting.



From left (seated): Carol Sullivan (Mutual of Omaha), Colette Conover (EFS Energy), MollieShea Stephens (Clover Therapeutic Massage), Lisa Colonder (Berkshire Hathaway HomeServices Select Properties), Danielle Williams (School Music USA), Pamela MacDonald (PMMVACATIONS), Don Greer (Signarama West County) and Lisa Merwin (Mutual of Omaha)

From left (standing): Laura Harper (OsteoStrong St. Louis), Jeffry Goldstein (Coldwell Banker Premier Group), Telia Starks (American Home Care), Jane Campbell (Coldwell Banker Premier Group), Annette Brackin (Journey to Results), Matt Wheeler (Comprehensive Pain Specialists), Brady Nelson (New York Life), Johnny Harper (OsteoStrong St. Louis), Scott Lorts (Heartland Payment Systems), Chamber President David Peterson (Heartland Payment Systems), Pam DeMars (Mindteck), Tom Ulmer (Retirement Income Planning), Cody Perkins (School Music USA), Michael Graham (LocalVox), Lindsay Dunlap (Coldwell Banker Premier), Matthew Golliver (LocalVox), Mo Riad (Mathnasium of Creve Coeur), Teresa Miller (Treats Unleashed), Norma Tomsich (Mindteck) and Courtney Harmon (Moi Bella Artistry).

# NEW MEMBER PROFILE



**Mathnasium of Creve Coeur**  
Mo Riad  
12505 Olive Blvd.  
Creve Coeur, MO 63141  
Phone: 314-548-6810  
Website: [www.mathnasium.com/crevecoeur](http://www.mathnasium.com/crevecoeur)

Mathnasium is an international chain of more than 650 learning centers, which students attend after school to boost their math skills. Mathnasium helps children in grades 2-12 understand math by teaching in the way that makes sense to them. Specially trained instructors assess each child's learning needs and designs a customized learning plan. Headquartered in Los Angeles, CA, Mathnasium has been ranked as one of the fastest growing educational franchises in the world by *Entrepreneur* magazine.



## CONGRATULATIONS TO TED RUZICKA

Ted Ruzicka was recently named one of the Top 100 People to Know in St. Louis by the *Small Business Monthly*.

Ted was also elected to the Creve Coeur City Council on April 5th.



The Creve Coeur Economic Development Committee will host the first Creve Coeur Business Awards Reception and you are invited.

**Wednesday, May 11, 2016**  
**Donald Danforth Plant Science Center**  
**975 N. Warson Rd.**  
**5:00 - 7:00 pm**

Award categories include Heart of the Community, Most Innovative Business and Favorite Restaurant. Find out more about the Creve Coeur Business Awards on the city's website, [creve-coeur.org](http://creve-coeur.org).

RSVP by Wednesday, May 4 to Andrea Muskopf, Human Resources Assistant, at (314) 872-2511. Limit two guests per business.



Get ready for four days of family fun! Creve Coeur Days will take place from Thursday, June 23 through Sunday, June 26, at De Smet Jesuit High School, 233 N. New Ballas Road. This family-friendly event features a carnival midway, variety of refreshment options and live entertainment. A parade is scheduled for June 26 at 1:00 p.m. along New Ballas Road.

Creve Coeur Days is sponsored by the Creve Coeur Days Board, a nonprofit organization raising money for local charities. For more information or to volunteer, please visit [www.crevecoeurdays.com](http://www.crevecoeurdays.com).

## GUEST EDITORIAL

By Debra K. Schuster, Schuster & Associates

### When There's A Will.... But What if There is Not?

Previous newsletter articles have discussed what a Last Will and Testament is, does and that it helps avoid probate. But what happens if someone dies and does not have a Will?

If a person dies having assets that lack beneficiary designations (life insurance, money market accounts, IRAs, stocks, bonds, a beneficiary deed for one's home and other property), transfer upon death (for vehicles) and pay upon death (bank account) designations, all of those assets will have to go through the probate process.

As prior articles have discussed, the probate process involves court supervision of the estate of someone who did not have people named to receive their assets through beneficiary (or equivalent) designations. If someone dies without beneficiary designations but has a Will, ultimately all of their assets will be distributed according to the instructions in the Will. When a person dies without a Will and does not have beneficiary designations on their assets, some surprising things may occur.

The laws of intestacy apply to the estate of someone who dies without a Will. Some may think – "Well, I'll be gone, so I don't care what happens to my assets" – but is that really true? Most people think that if they are married and have children, their spouse will automatically receive everything. Not true! If a person dies having a surviving spouse and children, the spouse receives the first \$20,000 and one-half of the estate and the *children receive the other half*. This is not what most people envision.

If there is no surviving spouse, then an estate is distributed to the deceased person's: 1) children or their grandchildren (if a child has died before their parent) in equal shares; 2) if there are no children or grandchildren, then to the deceased person's father, mother, siblings or their descendants, in equal parts then to 3) grandparents, aunts and uncles or cousins. If there are none of the above relatives, someone who is related to the 9<sup>th</sup> degree can inherit.

So, people really do receive calls stating "Your great-uncle died and left you all his money!"

To avoid this, anyone over the age of 18 or who is emancipated or is entering active duty in the military should create a Will, if only to name someone to take charge of your last expenses and wrap-up your estate if you die. If you own assets, a Will is just a set of instructions that identify who you want your assets to go to and in what amounts.

Therefore, if you have a relative that you absolutely do not want to receive ANY of your estate, be sure to create a Will and make beneficiary designations consistent with the instructions in your Will (because when there is a Will, there is a way – to get this done!).



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



**PRESENTING SPONSORS:**  
Comprehensive Pain Specialists  
Monsanto  
Sprint  
Wolff Properties

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 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 \$250 Putting        | <input type="checkbox"/> Contest Sponsor                       |
| <input type="checkbox"/> \$250 Longest Drive Contest Sponsor \$250 | <input type="checkbox"/> 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 Card # \_\_\_\_\_ 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.





# CCO Coffee Connection

This free event gives you a chance to connect with others in an informal networking setting!

Bring lots of business cards and be prepared to share your business story!

Friday, May 13, 2016

8:00-9:00 a.m.

Light Breakfast Items & Networking

Reliance Bank  
9769 Olive Blvd.  
Olivette, MO 63132  
314-989-1504

NO CHARGE but kindly RSVP for food count

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 noon on May 11, 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

# MEMBERSHIP LUNCHEON THURSDAY, MAY 19, 2016



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

## SPAZIO - WESTPORT



12031 Lackland Road, Maryland Heights  
314-576-0400

**Speaker: Annette Brackin, Leadership Development Coach and Consultant, Owner of Journey to Results**  
**Topic: Leading People with the Brain in Mind**

Although a job is often regarded as a purely economic transaction, an exchange of talent for compensation, the brain experiences the workplace first and foremost as a social system. However, when people feel betrayed, unrecognized or devalued at work, the impact is equivalent to a physical blow to the head. Neuroscience, the study of the physiology of the brain and its impact on behavior, shows why this is, as evidenced in MRI scans. Managers with employees who understand this dynamic can more effectively engage their employees' best talents while creating an environment where performance will thrive. Come learn how to integrate neuroscience into your practices as a leader or business owner.

Annette Brackin is a multi-award earning leadership development coach and consultant with client testimonials that prove her effectiveness. She has worked internally for Boeing, GE, Sprint, Aon Hewitt, and BJC Healthcare. She has externally consulted with CIGNA Healthcare, Hudson (Talent Consulting), and HSBC throughout her career. While with GE she produced (and acted in) software training videos for IBM. She is also the 2015-2016 President-Elect of the International Coach Federation, St. Louis Chapter.

### **RESERVATIONS DUE BY MAY 16, 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)

Chamber office phone: 314-569-3536

No cancellations after May 16, 2016.

\$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 \_\_\_\_\_



Chamber Of Commerce



## 2016 JOINT CHAMBER MOUSE RACE EVENT

Thursday, August 25, 2016

Plaza Jaguar St. Louis

11654 Olive Blvd., Creve Coeur MO 63141

Phone at Plaza: 314-485-4795

### Schedule of event

5:00 p.m. arrival/networking/eating

5:30 p.m. races begin

7:30 p.m. event ends

**\$1,000 PRESENTING SPONSOR (1 available)**

Four admission tickets, logo in program, sponsor of final mouse race of evening, four minute commercial at event, mention at membership meetings and website, mentions in chamber publications and media releases, and three banner website ads at each chamber

**\$300 PRIZE SPONSOR (1 available)**

Two admission tickets, three minute commercial at podium, mentions during event, signage at prize table

**~~\$250 CASHIER SPONSOR (1 available)~~ SOLD**

Two admission tickets, logo in program, two minute commercial at event, mention at membership meetings and on website

**~~\$250 BAR SPONSOR (1 available)~~ SOLD**

Two admission tickets, logo in program, two minute commercial at event, mention at membership meetings and on website

**\$200 RACE SPONSORS (three available)**

Two admission tickets, logo in program, two minute commercial at event, mention at membership meetings and on website.

**\$200 DICE WHEEL GAME SPONSOR (1 available)**

Two admission tickets, name on game table, two minutes at podium and option to man game table

**\$100 50/50 MOUSE WHEEL GAME SPONSORS (3 available)**

One admission ticket, name on raffle card, one minute at podium

**\$50 MOUSE SPONSOR (15 available)**

Receive naming rights on one mouse, name in program and mention on website

Name of my mouse is: \_\_\_\_\_

\_\_\_\_\_ # of tickets: \$15 per person or \$25 for two

Price includes food and beverages, and \$10 in mouse money for each person.

### REGISTRATION

Registration deadline – August 19, 2016

NAME \_\_\_\_\_ BUSINESS \_\_\_\_\_

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

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

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

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

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

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

Please send payment to:

**Creve Coeur - Olivette Chamber of Commerce**

10950 Olive Blvd., Suite 101, Creve Coeur MO 63141

or e-mail to [ngray@cchochamber.com](mailto:ngray@cchochamber.com) or fax to 314-569-3073.

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