



HOMETOWN Family Business

PROFILES

T Webster-Kirkwood **TIMES** JANUARY 2011

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Cate Riebold

Lexington Design & Furniture: Guidance In Making Wise Decorating Decisions

For anyone who has watched a home improvement channel or flipped through an interiors magazine, it may seem like a dream to have a design professional come into their home and give it that special touch. Cate Riebold, owner of Lexington Design & Furniture in Des Peres, wants them to know that help is near and easily accessible.

"Our homes are very important to our personal well-being. My passion is listening to clients express what they want in their home and then guiding them in making wise decorating decisions," said Riebold.

She opened her store in summer 2010 and carries American-made furniture, custom window treatments, fabrics, and a combination of vintage and one-of-a-kind accessories. Furniture is crafted by Lexington Home Brands, Norwalk Industries, Simply Amish, and Woodcraft Industries. Fabrics are from top-name manufacturers and are well priced due to the shop's relationships with suppliers.

Lexington Design & Furniture employs a small sewing work

room with a meticulous staff as well as an upholsterer and a slip cover expert.

"Our designers are degreed and experienced, and they love to work on all sizes of projects," said Riebold.

She invites clients to comparison shop and will happily meet a lower price if one is available. But, she warns that while the internet may be good for educating and researching cost, it has caused consumers to lose sight of the special creativity of the human touch.

"We want your home to be unique, to truly show your own personality," said Riebold.

The shop has already built a loyal following. Customers have written thank you letters calling Riebold's designs "elegant," "stunning," "beautiful," and "comfortable."

"I opened Lexington Design in a challenging economy because I believe strongly that our wonderful country was built on small businesses. We want this to be the kind of place

where people know your name, care about your concerns, and follow through with integrity," she said.

Lexington
Design & Furniture

13275 Manchester Rd. • Des Peres • 821-9700
www.lexingtonstl.com



From left: Jared Lemcke, Bob Payton, Gary Press, Joe Lemcke, Lisa Lemcke, Colleen and Johnny Lemcke, Mark Lemcke, John Lemcke, Sam Sutton and James Lemcke.

Lemcke Appliance Provides Generations Of Family Service

Lemcke Appliance may be wrapped in an historic storefront in Old Webster Groves, but a step inside the front door reveals thoroughly modern products ready to bring the latest conveniences into any home.

The landmark business was started in 1928 by Rudolph Sr. and Emma Lemcke, who sold radios, refrigerators and washers. They ushered the store through World War II by adding sheet music, music supplies, records, and paint to their inventory. The store evolved to provide sales and service on washers and dryers.

Their son, Rudolph "Rudy" Jr., took over in the 1950s and welcomed a new generation of loyal customers into the store to purchase household appliances as well as an item that would change the way families spent their evenings: television.

It was also around this time that local teenyboppers were documented listening to the changing sound of youth in America while checking out the Lemcke's stock of records by a

LEMCKE
Video & Appliance Inc.

200 W. Lockwood Ave. • Webster Groves • 961-3889
www.lemckeappliances.com

photographer for Life Magazine.

The third generation of Lemckes currently runs the store and sells eye-popping televisions as well as top-quality major appliances. Company president Mark Lemcke began working in the family business in 1973 and was joined by his brother, Joe, who is vice president, in 1984. Mark's wife, Lisa, is the store's secretary.

John, James, Joe and Jared Lemcke represent the fourth generation and all work as salesmen in the store. Representing the fifth generation is baby Johnny Lemcke. Sam Sutton, Gary Press, Reginald Harris, and Bob Payton round out the team.

The Lemckes pride themselves on the fact that their family is the oldest TV and appliance dealer in St. Louis county and that they still offer the same service and attention established so many years ago. They can even often provide same-day delivery on most items and will remove old appliances as well.



Joan Waldman, founder (seated). Kristi, Mary Jane, Joann, Brenda, Patty Baker Waldman, Gerri, Mark Waldman, Karen, Scott Waldman, Joe

Laurie's Shoes: Specializing In Style And Comfort Since 1951

Laurie's Shoes provides fine footwear and accessories for men, women and children with a variety of size, width, comfort and fashion needs.

Started by Joan and Wally Waldman in 1951 in Glendale, the business has been passed through four generations of the Waldman family. The fourth generation now working for the company.

"With our roots in the Kirkwood/Webster area since 1951, Laurie's has always been our home with many of our friends originating as third-generation customers," Mark Waldman said.

Mark, Patty, and Scott Waldman all started in the business in 1976 and continue to work here. With their original store in Glendale, they have five other locations in Chesterfield Mall, St. Louis Galleria, Creve Coeur (The Birkenstock Store & More), St. Clair Square Illinois, and Midrivers Mall.

Employees range from eight years to 28 years of service with the company.

"People love our staff," Waldman said. "We provide expert service and fit. We feature a number of podiatrists on staff and have experienced personnel."

This year, Laurie's Shoes cel-

brates 60 years in business. The family shoe store is still working hard to serve its customers.

"Our customers enjoy their shopping experience here," Waldman said. "It is satisfying (to help) all our clients who had feet that hurt, who love fashionable and comfortable footwear, and who have hard to fit sizes and widths."

Joan Waldman still plays a big part at the store as founder of Laurie's Shoes. She comes in most days.

"She gives out cookies and balloons," Waldman said. "She makes sure everyone is serviced to the 'n'th' degree."

The store offers over 150 shoe brands, from Cole Haan, Thierry Robattan, Donald Pliner, Dansko, to New Balance, Nike, Sperry, Ecco, and Mephisto and Stride Rite for men, women and children. Over 150 brands, over 25,000 pairs of shoes!!!

"People love our selection," Waldman said. "It's huge!"

The right shoe can make a big difference in the lives of Laurie's customers. The proper fit can answer back ailments and support problems.

To shop online or for more information, visit lauriesshoes.com.

Laurie's
SHOES
SINCE 1951

9916 Manchester Rd. • Glendale • 961-1642
www.lauriesshoes.com



Dr. Lane kidnapped to Hawaii and forced to enjoy first vacation in years!
From left: Mike, Cindy, Lauren and Dr. Joseph Lane.

Back & Neck Care Center Celebrates 27 Years In Webster Groves

"At the suggestion of my uncle, Mr. Gus Lamar, former resident and teacher at Webster Groves High School, we started our practice in Webster Groves. We have now served the community for the last 27 years in the same location, making us the oldest established chiropractic practice in the area," said Dr. Joseph Lane, owner of the Back & Neck Care Center of Webster Groves. "My father, brother, and I built this business from the ground up," said Dr. Lane.

Dr. Lane is a licensed chiropractic physician, a certified acupuncturist, and was previously awarded the prestigious honor of Chiropractor of the Year in the State of Missouri. Previously, Dr. Lane received the Philanthropic Businessman of the Year award, and in 2005, the Outstanding Business award, both from the Chamber of Commerce for his Community Service. He received his degree from Logan College of

Back & Neck Care
C E N T E R
of Webster Groves

604 E. Lockwood • Webster Groves • 314-968-4696

Chiropractic and upon graduation, was given one of two Clinic Achievement Awards for his expertise in the field.

Dr. Lane would like to acknowledge his patients who participated in the annual "Coats for Kids," "Adopt-a-Family" and "Fan Fare" campaigns throughout the past year. "Through their kind donations and generosity we have helped the children and families in the Webster Groves area and Webster-Rock Hill Ministries, administered by Ed Johnson." Yes, Dr. Lane is still managing baseball teams in the summer!

In the operation of his practice, Dr. Lane relies on the expertise of his assistant, Terri. With over fifteen years of experience, she handles insurance billing, medical records, and some advertising and marketing tasks. He also counts on Laura to manage the schedule and Lisa to assist with physical therapy.



From left, seated: Cindy Schaffer, Jill Oge, Jane Torretta, Jeanne Humphrey. Back row: Shyllie Morgan, Ellie Purcelli, Christina Shannon, Dr. Joe Grimaud, Anna Proctor

Watson Pointe Dental Subscribes To A Prevention-Based Approach

Watson Pointe Dental is proud to mark its 100th successful year in 2011, and is especially proud to continue the family traditions started three generations ago.

The practice was opened in 1911 by Dr. Vincent Grimaud, who was joined by his son Dr. James Grimaud in 1938. The third and current owner, Dr. Joseph Grimaud, began practicing 1985 and is pleased to have seven family members (plus two honorary members) working in his office.

"Our philosophy at Watson Pointe Dental is prevention-based. Teeth are meant to last a lifetime and it is our responsibility to help our patients understand the idea of preventative dentistry so we can make this happen," Grimaud said.

The office takes advantage of the latest technological advancements such as single-visit, all-porcelain restorations and crowns and an intraoral camera that helps show patients what is going on in their mouths.

"We are excited to now offer the Spectra



8537 Watson Road • Webster Groves • 963-2000

mywatsonpointedental.com

Cavity Detection System in our office. It uses fluorescence technology to help us find cavities early, especially in the deep grooves of the teeth. This allows for a more proactive, conservative treatment of tooth decay," said Dr. Grimaud.

Before and after photos on Watson Pointe Dental's website show the amazing results that the team can achieve in a short amount of time. The site also provides complimentary tips and helpful information on personal dental health.

"Dental hygiene is our top priority. We know that a smile can transform your appearance," said Grimaud.

Even though modern technology is an important feature of the office, the atmosphere remains decidedly family-focused. Dr. Grimaud's mother, Joan, often joins the team for their daily lunch. There is a job-sharing program to allow for individual family time while brother, sisters, and nieces all work together to maintain the success the Grimauds have upheld over the years.



Since 1997, Martha's Hands has provided nearly 2,000,000 hours of care. Recently, Eileen Hedrick received the Health Care Hero Award for Community Involvement sponsored by Anthem and the Woman in Leadership Award by the St. Louis Area YWCA.

Martha's Hands Home Health Provides "Love Through Service"

Martha's Hands provides caring assistance with a client's daily activities, allowing them to maintain their independence in their home. Their nursing supervisor works with the client and their family to customize a care plan just for them.

Typical services include bathing and dressing assistance; meal preparation/clean-up; medication set-up and reminders; light housekeeping; laundry; errand running; and companionship.

Eileen and John Hedrick founded Martha's Hands with a mission that Eileen was taught over 30 years ago. While a nursing student, Eileen was taught compassionate care by the Sisters of Mercy, emphasizing total wellness. Eileen applied this mission in her nursing career.

John built his own success, having run a successful engineering company since 1986. With Eileen's focus on high quality standards and John's ability to organize and run a company, Martha's Hands started in their basement in 1997.

Known for its quality service, Martha's Hands has grown to become one of the premiere private-

duty home health agencies in St. Louis.

They are regularly looking for compassionate individuals willing to serve the needs of the elderly. Martha's Hands provides training and matches a caregiver's skills with the client's needs. Their nurse supervisor introduces the new caregiver to the client, and reviews the care plan to make everyone feel comfortable.

Martha's Hands now offers basic dental services in the client's home. These Mobile Dentistry Services, performed by Dr. Dennis McCaffrey, provide people dental services without leaving the comfort of their own home.

Martha's Hands maintains membership in the National Private Duty Association, Missouri Alliance for Home Care, Social Workers in Long Term Care and the Kirkwood Chamber.

While actual family members have joined the company, the Hedricks consider all of their employees members of their family, working to continue Eileen's original mission of "Love through Service."



12813 Flushing Meadows • www.marthashands.com • 314-965-4350



From left: Bob and Joan Robben.

Styles May Change, But Service Remains The Same At Robben Contracting, Inc.

Robert and Joan Robben have been building comfortable living spaces as well as a reputation for quality over the past 32 years. Owners of Robben Contracting, Inc., in Sunset Hills, the couple prides themselves on the professionalism and service their team brings to each project.

"Remodeling reflects the changes in style that happen over time. We are now incorporating more green building techniques and materials, high-tech appliances, and are seeing rooms become more multi-functional," said Bob.

The business started in 1979 when Bob decided to change his focus from pursuing a career in medicine to construction, which he had been working at as a way to pay for college. He said he liked working with his hands, being outdoors, and the creativity of building new spaces.

During the past 32 years, the company has expanded to offer whole house remodeling, additions, kitchen and bath updates, fine cabinetry and woodworking, home maintenance projects, and commercial office finishes.

They are able to help clients with the overall

finish of a project by providing referrals for partners in the architecture, lighting design, interior decorating and landscaping industries.

"We feel we offer the best value and highest quality for the money our clients spend. Our greatest satisfaction is when we see a happy customer enjoying their new spaces, and then referring us to their friends and family," Joan said.

They are committed to delivering on-time completion, personalized attention, the highest quality standards, and an enjoyable and rewarding experience for customers.

The company has been recognized with the City of Webster Groves Award of Excellence for Craftsmanship. Their work has also been featured on HGTV's Homes Across America, the St. Louis Post-Dispatch, and multiple times in St. Louis Homes and Lifestyles Magazine.

The Robbents are proud of the relationships they've established with their clients and look forward to many more years of successful projects.

Bob and Joan are members of BBB, HBA and a lead certified remodeler by the EPA.

Robben
CONTRACTING, INC.

12962 Baalbek Drive • Sunset Hills • 849.6274
www.robbencontracting.com



From left: (front) Dean Bantz, Kevin O'Brien, Ted O'Toole. (back) John Mundin, Brian Kelly, Mark Elbert, Laurie Smith, Amy O'Brien, Janice Owens, Dan Kary, Pat Kelly, Grant Piotrowski, Don Picard

Stay Where You Are & Have the Home Of Your Dreams With Agape Construction

What do you do if you love your street, your neighborhood, your community...but your home just doesn't fit your current needs? Smart customers call Agape Construction and work with them to create new living spaces that suit them to perfection.

Agape specializes in Total Renovations, Additions, Kitchens, Bathrooms, Garages, and Smaller Projects. So no matter what the client's stage of life, Agape can help them find a comfortable and affordable solution.

"We provide a perfect blend of architectural design and technical expertise that can meet your budget. Our seamless design/build process saves our clients time and money," said Kevin O'Brien, president of Agape and licensed engineer.

O'Brien works with a team of 15 talented professionals that includes his wife, Amy, who handles office administration and marketing. Dean Bantz, vice president of production, has been with the company for 14 years.



A DESIGN AND BUILD FIRM

435 E. Clinton • Kirkwood • 314-909-9050
www.AgapeConstruction.com



From left: Kelly, Kaelen and Steve Fesler.

ReBath: Because Bathroom Remodeling Doesn't Have To Be Expensive or Messy

Steve and Kelly Fesler, owners of Mid America ReBath and Remodeling, were both born and raised in the St. Louis area, and have a strong love for this community. After high school they both attended St. Louis University. The Feslers love to travel and visit new places, but always know where home is.

The couple were high school sweethearts and were married in 2004. They welcomed their first child into the world in 2009. "Kelly and I enjoy spending as much time as possible with our amazing little girl. She is truly the greatest gift that we have ever received," Steve said.

Steve has worked for his family's business for as long as he can remember. He grew up working with his father and learning the family business.

"I always knew that I wanted to carry on the tradition," he said. "ReBath is really about forming relationships. We get a great feeling of satisfaction when we are able to meet a family and truly help make their lives more enjoyable."

Steve said the bathroom is usually the first room visited in the morning and the last room visited in the evening.

"Why start your day in a room that makes you feel bad? A

lot of people tell us that they are embarrassed or ashamed of their current bathroom. They say it is old, outdated and very hard to keep clean. These are not things to be feeling first thing in the morning," Steve said. "The bathroom should not be a room to be avoided. We believe it should be a place of relaxation and rejuvenation. Like a spa! It should be a room that you love to spend time in."

In 2006, Steve and Kelly took over the family ReBath business. Since then they have moved their office and warehouse and have grown the business from two trucks and just a couple of employees to more than seven vehicles and over a dozen employees.

ReBath began as a company that invented the bath tub liner and has since expanded services to offer complete bathroom remodeling. Whether clients are interested in only the tub or shower area of the bathroom or the entire room, flooring, painting, vanity cabinets and tops, faucets, toilets, or lighting, ReBath can help. ReBath recently joined with Master plumber Charlie Redecker. With the addition of Redecker they are able to offer ReBath customers complete plumbing services. Call ReBath today for your free in-home consultation.

8100 Watson Road • Marlborough • 849-4882
www.rebathstl.com



From left, Front Row: Anna (7) and Tony (9) Lindwedel. Back Row: Sam (12), Antoinette Lindwedel and Phil Lindwedel.

Lindwedel Jewelers Proud Of Reputation They Have Built Within The Community

Lindwedel Jewelers in Webster Groves has the selection and quality to match buyers with the perfect piece of jewelry ... and selecting that perfect piece requires the expertise of an attentive, service-oriented staff.

"Our customers become our friends. We've created a comfortable atmosphere in our store that allows them to relax and enjoy the experience of purchasing jewelry," said Phil Lindwedel.

Phil and his wife, Antoinette, opened the store in 2008 after he spent several years crafting award-winning pieces as a bench jeweler.

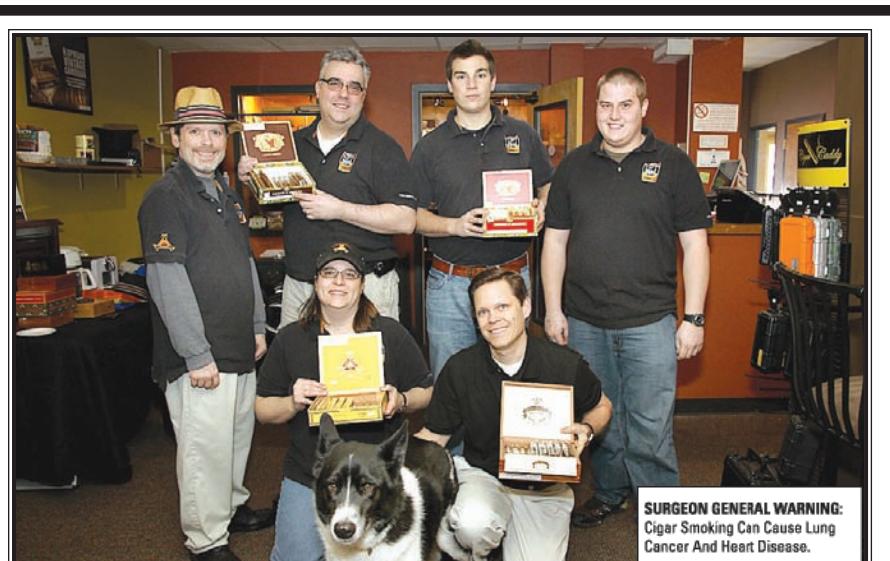
The couple says you can learn a lot about people by their favorite piece of jewelry. Some love a modern item that shows a daring sense of fashion. Others are attached to an heirloom piece that reminds them of a cherished relative. Or maybe their heart skips a beat each time they look at the one-of-a-kind piece their spouse presented to them on a special occasion.

Lindwedel's cases sparkle with top-quality stones, gleaming gold and silver, and high-fashion items.

136 W. Lockwood Ave. • Webster Groves • 961-9610
www.lindwedeljewelers.com



JEWELERS



From left, front row: Danelle Donze, Nikki the shop mascot, Eric Jost. Back row: Mark Megl, Matt Krapfl, Nate Sizemore

Top Hat Tobacco Offers Fine Cigars, Pipe Tobacco, Humidors & Hookahs

There is only one business in Kirkwood where a smoker can kick back and enjoy tobacco products surrounded by friends and fellow enthusiasts: Top Hat Tobacco.

Opened in 2005 by owners Eric Jost and Mark Gray, the shop offers fine cigars, pipe tobacco, humidors, hookahs and related accessories. The shop recently celebrated its fifth anniversary.

"We focus on personalized service and were named the number two best tobacco store in St. Louis as part of the Fox 2 Hot List," Jost said.

Top Hat features an impressive selection of products and an atmosphere that provides aficionados with a relaxing place to enjoy their inventory. Shoppers can browse inside the walk-in humidor, or ask staff members Danelle Donze, Mark Megl, Matt Krapfl, and Nate Sizemore for recommendations.

"We designed the store with all types of customers in mind. Inexperienced smokers or those who are buying a gift for someone else



will appreciate that the humidor and our helpful staff are right inside the front door, so they'll get immediate service and feel comfortable. Our more frequent customers will know that they are welcome to make themselves comfortable in one of the lounge areas," Jost said.

Top Hat Tobacco offers customers complimentary access to WiFi, poker tables, two lounge areas, and HDTVs. The lounge is also the site of a Cigar Happy Hour each Friday, where drinks and snacks are complimentary.

"We love seeing relationships between family and friends grow stronger over a good cigar," Jost said.

Aside from the retail location, Top Hat has a convenient website where users can browse the literally hundreds of available brands and order for at-home delivery. The site is also a wonderful resource for buyers who are looking to learn a bit more about their tobacco before they purchase.

124 W. Jefferson Suite 107 (next to Duffy's) • 966-1002
www.TopHatCigar.com



From left: Todd Mourer, Tom Streib and Kevin Bridick. The Streib Sales Team.

Streib Electric Prides Itself On Great Service To Residential/Commercial Clients

For most people, electricity is what powers their lives. A dependable electrical system does everything from keeping a home's temperature comfortable to making sure computers are always ready to conduct business at the office.

Streib Electric Company prides itself on providing excellent service to both residential and commercial clients since opening in 2004.

"Owning this company was a dream of mine when I got into the field in 1995. I started with just myself and a truck, and have grown to a talented team of more than 30 people," said President Tom Streib.

The company has a full list of services to meet the modern needs of customers. The team is trained to handle every type of project, from fixture installation to wiring for remodeling projects, from backup generators to motion sensors and security lighting.

And they stand by their work with 24 hour a day, seven day



"Join the Tribe & go with Streib"

11011 Lin Valley Drive • Green Park • 487-7474
Streibelectric.com

a week service so clients can feel confident.

Quality workmanship is a point of pride for the company, and one way that they strive to set themselves apart from competitors.

"We know that customers have choices when it comes to having their electrical work done. We believe that simple attention to detail – making sure our technical product is precise and our work spaces are neat – are what give our clients genuine satisfaction," said Streib.

Streib seeks to raise the bar with the kind of service the team provides. In addition to their electrical work, they have subsidiary companies that can consult with customers on home audio and theatre projects as well as security solutions.

"We have continued to grow and adapt to changes in the marketplace," said Streib. "We are always looking for ways to make ourselves more efficient for our clients without sacrificing quality or customer service."



From left: Chris Bohn, sales; Danielle Boyer, manager; Carl Boyer, owner; and Mary DeMello, sales. Front, center: Carly, greeter.

Best Home Furnishings Fills Void With First Factory Direct Store

Best Home Furnishings chose St. Louis to open its first factory direct furniture store in 2007.

"When family-owned furniture stores, like Rest Assured Furniture, Debasio, Phillips, went out of business, we felt it necessary to fill the void with our first factory direct store," said owner Carl Boyer. "We believe people are still interested in high-quality furniture at a low price."

Best Home Furnishings is the largest chair manufacturer in the world, producing 7,000 chairs every day. The furniture is manufactured 200 miles from St. Louis in Ferdinand, Ind.

"Where else can one see over 200 chairs in one place, with over 700 fabric and leather options – all available usually within three weeks?" Boyer said of his store.

"But, we are more than chairs. Best Home



"Our repeat business says it all," he added.

165 Concord Plaza • 314-842-9922

Furnishings features stationary sofas, sectionals, reclining sofas, glider rockers, accent chairs, sleepers, desk chairs and accessories," Boyer said. He said his store stocks over 586 pieces for immediate pickup.

Most of the staff were previously employed by Boyer with past experience averaging 12 years. Staff includes Manager Danielle Boyer, Mary DeMello, Chris Bohn, and Rebecca Steinberg (maternity leave).

To determine quality of furniture, Boyer said to lift the cushions. If they're heavy, the foam density is good.

"Make sure the cushions are Dacron wrapped. But most importantly, turn it over. If there's particle board on the frame, run!

Run to Best Home Furnishings where solid wood is the norm," Boyer said.



Author Kathy Evans of "Write For You" life stories.

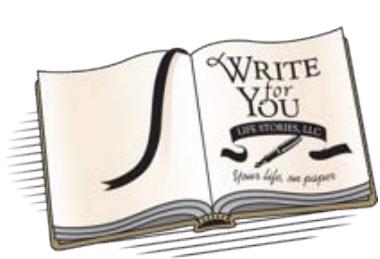
Everyone Has A Story: Have You Told Yours?

In a world where so many forces pull loved ones apart, our family story brings us together. That's where personal historian Kathy Evans of "Write for You" Life stories comes in.

Since 2001 Evans has been writing life stories. She guides her clients in weekly interviews through the process of recording the history of their own lives for their families. She conducts interviews in an easy conversational manner with an eye for character, plot, setting, and sensory details.

She includes information and stories about ancestors and weaves in the popular culture of the time to create a rich and full portrait of one person's life and family.

Her father, Richard E. Miller, handles genealogy if the client desires it.



740-8859
www.writeforyoustl.com

Evans collects and scans family photos and documents to illustrate the story. The resulting story is a family heirloom written in the client's own voice.

"We're beginning to understand the power of story as a constant in a constantly changing world," Evans said. "Our family history anchors us and builds our connections with both the family members we know and with descendants we may never meet."

"The process is rich and full for the person telling the story and the books themselves are a priceless gift to the family."

For more information please visit "Write for You" Life Stories at www.writeforyoustl.com or call Kathy at 314-740-8859 for a free consultation.



From left: Don, Jonathan and Sue Bachmann

Bachmann Construction: Providing Expert Construction To Enhance Your Life

"Our customers are like family," said Don Bachmann, with a twinkle in his eye. "We pride ourselves on doing high quality work and in taking care of our clients. It's no surprise that we develop long-lasting friendships. We are all about helping people find the 'fine living' in their home."

For over 30 years, Bachmann Construction has had a passion for improving people's lives by creating great living spaces. Don and Sue Bachmann say their success is due to the way their work makes customers feel, not just when the job is finished, but day after day and year after year. Almost all of their work comes from previous clients or referrals, a sign that they give customers a high level of satisfaction.

"Homeowners feel something special when they walk into their new kitchen or their new great room or bathroom that we have created together," said Don. "We believe that the design and the quality of every detail should make them smile."

When Don and Sue started, they understood the importance of quality construction that would last. A generation later, they are still seeing much



BACHMANN
CONSTRUCTION

55 Glen Road • Webster Groves • 968-0817
www.bachmannfineliving.com

of their original handiwork as old friends invite them back for new work.

"Our clients know that we provide quality service at a fair price," said Sue. "They trust our employees and our subcontractors. Because we strive hard to please, we want to make sure that when someone calls us 10 or 20 years from now they still appreciate the quality work we did back then."

We are currently renovating two condos in Clayton where we've done large and small projects for over 50 different customers. One renovation is the third project that we have worked on for this client. The other just moved in and was referred to us by several neighbors. That's the kind of relationships you build when you do your best work."

Sue emphasized the importance of their referrals. "When we talk about 'fine living,' we don't just mean large construction projects. We have many clients who call us to handle all kinds of home maintenance and repair issues. They're happy to have just one company to call and they know we'll get the appropriate resources to take care of the problem."



From left: Rebecca Pavelka, Karen Twellman, Susan Candelario R.N., Sam Cotton, Alice Endy R.N., Lydia Klein R.N., Kit Whittington R.N., B.S.N., Ryan Whittington, Mark Petty, Wendi Bartell, Mark Whittington.

Seniors Home Care: Specializing In Private Duty Care Since 1987

"I started SHC to provide a support system for older adults," said Kit Whittington, R.N., founder of Seniors Home Care. "SHC allows individuals who want the benefits of assisted living, but do not want to move out of their home, to stay in the comfort of their own homes and maintain their independence."

The range of services is reassuring to client families who find it difficult to raise their own families while trying to be supportive caregivers to their elderly parents. Those services have been designed around the true needs of the older population; with companionship, medication reminders, transportation, shopping, light housekeeping, cooking, and personal care among the many services offered.

How are a client's needs determined? SHC employs a full time, 24/7 around the clock nursing staff to assist clients and families with health related issues. One of our nurses meets with each client personally and conducts a detailed complimentary assessment. This comprehensive evaluation is the basis for the

overall expectation of the client's needs and also provides the blueprint for addressing health objectives. Through carefully screened, bonded and insured employees (not contractors), SHC is equipped with a caregiver team capable of achieving the unique goals and needs of all clients. All caregivers undergo drug testing, a thorough background search and complete a training program that includes basic nursing skills and physical therapy applications, and which is administered by professional instructors.

SHC offers its clients flexibility with care ranging from a 30 minute QuickVisit™ to 24 hour care seven days a week. A number of services are also offered to those in a nursing home, recovering from an illness, or who are hospitalized. SHC is a member of the Better Business Bureau with an A+ rating and a winner of the 2009 Better Business Bureau Torch Award.

"My goal is for older adults to be able to live with dignity," said Whittington. "I believe Seniors Home Care provides individuals just that; through the kindness and respect we show them."



**Mid County 314-962-2666 • Clayton/Ladue 314-863-2667
South County 314-894-2666 • www.seniorsshomecare.com**



From left: (front row) Chris Van Quaethem, Marianne Boeser, Pam Reineke, Sarah Haggard (back row) Carole Follis, Carl Reineke, Bryan Jalar斯基, Richard Baroge.

Reineke Decorating Centers Sell Color At Three Area Stores

With three locations, Reineke Decorating Centers Inc. strives to give its customers the best products and advice to get their projects finished right!

Reineke sells color, specializing in decorating techniques and selling paint, wallcovering and related items. The three centers are located at 12017 Manchester Road, Des Peres; 8121 Manchester Road, Brentwood; and 3015 Lemay Ferry Road, Mehlville.

Carl D. Reineke acquired a family tradition in the paint business when he bought out an existing paint store in 1976 where the Des Peres store is located.

"With the support of my parents, Russell and Rita Reineke, I went out on my own," he said. He said the staff, most of whom have been with him for years, are considered part of the family.

Over the years products have changed and customers are much more knowledgeable about the products and applications.

"One thing that has remained the same is our ability to bring the most

innovative product selection to St. Louis customers," said Reineke. He noted that his company was the first to have a color computer for matching.

He also offers new trends in wallpaper and the latest color trends – with large color samples to take home.

Stores carry Benjamin Moore paints for any problem a customer may have and stores also have environmentally-friendly paint.

As another service, Reineke can provide customers with referrals for reliable contractors for painting, wallpaper hanging or faux finishing.

Reineke finds it very satisfying helping customers determine the best color for their particular jobs.

Customers like Reineke's one-stop shopping for painting/faux finishing and accessories.



**Des Peres: 12017 Manchester • 821-1616
Mehlville: 3015 Lemay Ferry • 416-7575
Brentwood: 8121 Manchester • 645-2020**



From left, front row: Jessica Vaccaro, Jerry Pfitzinger, Scott Pfitzinger, Joe Johnson.
Back: Jim Upton, Tim Freese

Webster Groves Complete Auto Repair: Where Customers Are Friends & Family

The image of a father and son bent under the hood of the family car in the driveway is mostly a quaint and distant memory. Modern autos have technology that requires specialized knowledge, which makes it more important than ever to have a relationship with professionals who can fix issues while also gaining trust through personal attention.

"Our customers are like friends and family members – it's not just 'all business.' We get to know them on a personal level, which is truly very special to us," said Scott Pfitzinger, owner of Webster Groves Complete Auto Repair.

The shop has been in business for nearly 30 years under the leadership of the Pfitzinger family and was originally located in Valley Park. Scott purchased the company from his father, Jerry, in 1993 and relocated to Webster Groves in 1996. It is in the Old Orchard business district.

Jerry and his team work to keep prices reasonable for the customers. He said they

take time to thoroughly explain what work needs to be done and what the estimated costs will be before moving forward. They think customer satisfaction is based on a clear understanding of services as well as building confidence that the estimates will be fair and honest.

"We always take the extra step to get the best prices on top quality parts and our customers often comment on how reasonable our shop is. We never try to sell repairs that aren't needed," said Scott.

The team would like to thank their customers, friends and vendors for all the condolences they received after losing their beloved dog, Riley. Even though he is missed, they feel that he is still with them each day in spirit.

Pfitzinger said he also wants customers to know that the McDonald's restaurant expansion, which may have affected accessibility to the auto shop, is on hold.

**WEBSTER GROVES
COMPLETE AUTO REPAIR**
#2 S. Old Orchard • Behind McDonald's • 961-2728



Barbara Kahn

The Tin Rabbit Offers Americana Style At An Affordable Price

Sharing her love of American-crafted furniture and accessories has long been Barbara Kahn's passion. But talking her husband, David, into following her dream to open a shop was a bit of a challenge.

"My husband thought I was a little crazy when I first proposed selling our house and moving to a historic area to open The Tin Rabbit. But here we are, 11 years later in Labadie, in a restored farmhouse that's nearly two centuries old and filled with treasures for our customers to enjoy," said Kahn.

The Kahns are proud of their charming shop, which features traditional furniture made by master craftsmen along with signed pieces of folk art, textiles, pictures, and lighting.

"Much of our inventory is one-of-a-kind. It makes a customer feel that much more special when you know that the product was made by hand by someone who took care in their work," said Kahn.

Barbara educates her customers on the

importance of buying and supporting the artisans from across the United States who produce the beautiful items she carries. Work from nearly 150 local and national artists is featured.

She began appreciating the Americana style when she would attend sales and visit shops looking for antiques to add to her own collection. Too often, she couldn't afford the one-of-a-kind pieces she so adored.

Barbara refused to give up on surrounding herself with the cozy, traditional look and set about finding sources who replicated the hand-crafted items at a more reasonable price. Now her store has two full floors of inventory that changes with the season to offer shoppers something new and delightful with each visit.

Labadie and The Tin Rabbit are approximately 30 miles west of St. Louis off of I-44. The Kahns look forward to welcoming visitors as does their son, Josh, who owns an adjoining coffee house.



The TIN RABBIT
Fine American Crafted Furnishings

2733 Highway T • Labadie, Mo. • (636) 742-5900
www.thetinrabbit.com



From left: Rhema and Bill Behan

Solid Surface Resources: Innovative Products with a Clean Footprint

Solid Surface Resources is a custom fabricator of natural stone, engineered stone and "green surface" counter tops, as well as distributor of environmentally friendly flooring options including cork, rubber, bamboo and recycled vinyl.

The company was acquired in 2007 by Bill Behan, president of Solid Surface Resources, and his wife, Rhema Behan, design sales consultant.

Since then they have worked hard to provide professional customer service as well as environmentally friendly surface products.

"We strive to employ only 'A' players; ones who understand the meaning of professionalism and commitment to our customers," Bill said.

Clients of Solid Surface Resources said they were impressed with the quality of customer service.

"Solid Surface Resources came out to review the project promptly after my call." Christine, a client from Town and Country, said. "I got three

bids for this service and found Solid Surfaces to be very competitive plus they had the best turnaround time. Very professional, timely and pleasant. I will certainly use them again."

Solid Surface Resources is a full solution provider for home and business. Their clients include commercial real estate developers, architectural mill-work shops, custom home builders and residential homeowners.

Bill and Rhema insist being "green" does not have to be boring. Solid Surface Resources is committed to building functional and yet visually pleasing counter tops and flooring.

"I get the most satisfaction helping clients make beautiful selections for their home," Bill said. "While it may seem that counter tops serve just one function, the form, design and style are an expression of the owner. Natural stone is like jewelry for your home."

For more information visit www.solidsurfaceresources.com.



4556 Tholozan Avenue • 314-771-1234

www.allsurfacedesign.com



From left: Jon Lanaghan, Pat Ross, Sarah Bouchard and Christophe Merlie.

Get Ready For Spring With Landscape Concepts, Inc.

Spring is right around the corner, which means now is the time to think about updating outdoor spaces and planning for a beautiful growing season.

Landscape Concepts, Inc. is a design/build company with 28 years of experience. Owner Patricia Ross started the company in 1983 as a horticultural consulting and landscape design provider that had a strong commercial client base.

"I shifted my focus to residential work in the 1990s because I love the creativity that goes with it. Each site is unique and homeowners have their individual preferences, so this allows me to work with my customers on a more immediate and personal level," said Ross.

The business saw another big change in the early 2000s when it added landscape construction to its list of services. The company moved to a new location in 2008 to accommodate its need for larger office and outdoor yard space.

"The construction component allows us to ensure conformity to



6795 Langley Avenue, Suite A • Affton • 752-2338

www.LandscapeConceptsStl.com



From left: Debbie Enright, Brittany Holdner, Jessica Delling, K.C. Crockwell, Ann Throm, Jill Strohmeyer, Matt Strohmeyer, Sylvia Strohmeyer, Audrey Strohmeyer and Lucas Strohmeyer.

Matthew F. Strohmeyer D.D.S. Provides Caring Dentistry in Brentwood

The Family Dental Practice of Matthew F. Strohmeyer D.D.S. has grown since its April 2006 opening in Brentwood.

Dr. Strohmeyer offers comprehensive oral health care, including cosmetic procedures and patient education. He sees children of all ages, senior citizens and everyone in between.

"We are continually building on our solid foundation established five years ago," Dr. Strohmeyer said. "We are always striving to offer the healthiest and highest quality dentistry. That means adding procedures, products and attention to detail to keep our patients happy and healthy."

Dr. Strohmeyer's wife, Jill, is the office bookkeeper. The staff also includes office manager Ann Throm, registered dental hygienist K.C. Crockwell, receptionist Debbie Enright, and dental assistants Brittany Holdner and Jessica Delling.

Patients like the office's relaxed, friendly atmosphere, plus the personal attention, the high quality of dentistry, honesty and attention to detail.

"One new patient this week said to me, 'Thank you for taking the time to explain things and answer my questions. I've never had a den-

tist do that before.' Another new patient this week said, 'I had to come here because all of my coworkers say how thorough you are,'" Dr. Strohmeyer said.

"We care so much about our patients and provide them the best care possible," Strohmeyer continued. "Whether it is a routine checkup, painful emergency or a cosmetic procedure, all patients will leave feeling and looking better."

He also appreciates the referrals he gets from his patients.

"We would be honored to be your oral health care providers," said Dr. Strohmeyer. "Research is showing more and more how oral health can positively and negatively affect overall health. If it's been a while since you've seen a dentist, make it a new year's resolution to put the past behind you. Schedule a comprehensive oral examination and professional cleaning. We are currently accepting new patients."

Matthew F. Strohmeyer, DDS, LLC
Family Dental Practice

8764 Manchester, Ste. 200 • Brentwood • 314-968-2483

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Mike Crawford (Commercial Repairs)	20 years
Chris Coleman (Residential Repairs)	20 years
Dave Golightly (Commercial Foreman)	20 years
Rick Lawson (Siding Foreman)	20 years
Chris Sample (Commercial Foreman)	10 years
Derek Brandes (Residential Foreman)	10 years
Matt Helm (Residential Foreman)	10 years
Mike Gatlin (Residential Foreman)	10 years
Rick Welborn (Residential Foreman)	10 years
Jeff Kindle (Siding Foreman)	10 years
Scott Nishimura (Sheet Metal Foreman)	8 years

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FYI... Our company-owned office building.....85 years!

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From left: Amy Ramsey, Nicole Pfeiffer, Cati Keefer, Dr. Dale R. Diesel, Kim Wienecke, Robin Benjamin, Ashley Marr, not pictured Dr. Margaret Farnon.

Yorkshire Animal Hospital: One-Stop Shop For A Pet's Health & Medical Needs

Four-legged members of the family can't tell their humans where it hurts or why they're not as peppy as usual. Dr. Dale Diesel and his team at Yorkshire Animal Hospital in Marlborough are experts at easing the minds of owners and soothing nervous pets during everything from a check up to handling an emergency.

"Our services and facilities are designed to assist in routine preventive care for young, healthy pets, early detection and treatment of disease as your pet ages, and complete veterinary medical and pet surgical care as necessary during his or her lifetime," Diesel said.

Located on Watson Road, the hospital was established in 1956 by Dr. Harry "Cap" Eschenroeder and has served the area for 37 years. Dr. Diesel joined the practice in 1992 and became owner in 1993. His staff currently includes four veterinary technicians, a veterinary assistant, a groomer, and a receptionist.



8088 Watson Road • Marlborough • 843-2394
yorkshireanimalhospital.com

The team offers a full menu of medical, dental, and grooming services. They strive to provide a calm, welcoming, and friendly environment so that the experience is as comfortable as possible for pets and owners.

The staff at Yorkshire is known for taking extra time to educate each family about a pet's needs. Dr. Diesel also maintains a library of information on the hospital's website to help families learn about animal health.

"Our staff is passionate about veterinary medicine and is extremely well trained. We provide professional, affordable and advanced veterinary care. Our overall goal is to protect your pet's health and assist them in living a longer and healthier life," said Diesel.

Yorkshire Animal Hospital also has an in-house pharmacy with access to specialists, making their veterinary facility a one-stop shop for a pet's health and medical needs.



Bob Starr & Delayna Adams

Explore The Possibilities At Kirkwood's Show Me Blinds & Shutters

Finding the perfect window treatment for your home is easy when you visit Show Me Blinds & Shutters in Kirkwood — or have them come to you for blinds, shades, shutters, drapes and custom items. Professional design consultant Delayna Adams can help select from limitless combinations of color, texture, fabric and function while owner Robert Starr oversees the installation and in-home service.

"We offer the best national brands but provide a local touch because we are independently owned and operated," Starr said.

The store opened in 1996 and Starr took ownership in 2006. He said the best aspects of his work are seeing homeowners' excitement after their new window treatments are installed, and getting calls from new customers who were referred by one of Show Me Blinds & Shutters' satisfied clients.

"We always shop around, but were referred to Show Me Blinds & Shutters through some friends who had also used their services. They offered the best price out of all the companies who bid our project and, most

importantly, their personal service cinched the deal. They treated us right every step of the way," said Julie and David D. of St. Louis.

That attentive contact has been an important part of growing the business. The company has a perfect score on Angie's List and received the highest rating from the Better Business Bureau.

"I don't know where we would be without the help and guidance of EGO Business Consultants, a small consulting company here in St. Louis. We have only grown in this down economy," Starr said.

Show Me Blinds & Shutters is a gallery store for the Hunter Douglas brand and was only the second one built in the country. Show Me Blinds also offers a large rebate sale on many Hunter Douglas products.

Show Me Blinds offers free, zero obligation in-home design consultation. Their professional design consultant brings samples to a home, takes window measurements, and will give an exact price quote. Plus, installation is also free. Just give them a call to set up a convenient appointment time.



933 S. Kirkwood Road • Kirkwood • 314-909-1177
www.showmeblinds.hdwfg.com



From left, first row: Greg Thome, Lane Darby, Jeff Redington, Rick Redington. From left, second row: Steve Nagle, Rob Lewis, Tim Moore, Eric Thrane, Dan Dierkes

J.E. Redington: Hometown Plumber Since 1929 Keeps Pace With Modern Trends

Generations of satisfied customers can tell you: a plumbing company doesn't stay in business for 82 years unless it's doing quality work.

J.E. Redington Plumbing Company was founded in 1929 when Kirkwood was still developing as a suburb, but the original owner's grandsons say that the needs of its citizens have remained the same.

"There have been changes in trends and city codes and that keeps us busy. But our quality standard has always been to only do work and use products that we would want in our own homes," said Jeffrey Redington, who co-owns the business with partner Richard Redington.

Using a local contractor doesn't just make buyers feel good about supporting their community; it can impact the price of their service as well.

"We are very focused on keeping up with the local codes. I was recently able to save a customer money on a replacement water heater

J.E. REDINGTON CO.

"Your Hometown Plumber Since 1929"

639 Leffingwell Ave. • Kirkwood • 965-3200

because of our specialized knowledge. A previous bid that she received included code corrections she didn't need," Jeffrey said.

The experienced staff at J.E. Redington is an important part of their success. Team members range from 10 to 30 years on the job with the company, and letters from satisfied clients confirm their exceptional work:

"We were very nervous when we were told we had busted pipes and weren't sure who to hire to do the job. We are very happy we chose your family. What a relief to know the job was put in professional hands!" said Tina S. of Sunset Hills.

Jeffrey said this kind of response is what makes him grateful to carry on the legacy of the family business.

"My favorite part of the job is hearing the wonderful stories that customers share with me about the services performed by my father, Jack, or my grandfather, J.E.," he said.



From left: Christine Perez-Carpenter, Rita Friederich, Peggy Kerckhoff, owner Mary Bauer, Liz Wiele and Marilyn Coplin.

Fitness Connection For Women: For Women Wanting To Look & Feel Their Best

The phrase strength in numbers applies to many situations, and can be applied literally to the experience of working out at Fitness Connection for Women.

"I believe strong is the new skinny. Women truly can lift like a man and look like a goddess," said Mary Bauer, owner of the fitness club located on Allen Avenue in Old Webster.

The business started in 2007 and offers classes, coaching and training for women who want to look and feel their best.

Members are able to work toward their fitness goals with the help of a talented staff. Manager and instructor Liz Wiele is joined by Christine Perez-Carpenter (instructor and trainer), Rita Friederich (instructor and trainer) and team members Marilyn Coplin, Celeste Foley and Peggy Kerckhoff to help ensure the success of the women who make the club a part of their healthy lifestyles.

Bauer reports that last year saw

great success with the Thermometer Jean program, which focuses on clean eating, strength and metabolic training.

"We had 19 women in the program and all went down at least one jeans size. It was amazing how they did with the proper coaching and that group dynamic," said Bauer.

Because of the program's success, the FCW team has decided to increase their commitment to this type of training. They recently completed coursework with the creator of the Thermometer Jean program and are excited to put their new knowledge into action.

"I enjoy the atmosphere at FCW. Everyone is very friendly and their staff is always ready to help. I also love the fact that I'm in the best shape I've been in a long time and have gone down several pounds and one or two dress sizes," said Louise McNeive, a client of the club.



GET FIT. STAY STRONG. BE HEALTHY.

20 Allen Avenue • Webster Groves • 314-961-3300
fitnessconnectionforwomen.com