



North County Incorporated

Your North County Connection

Connecting People, Ideas and Resources!

A regional development association, which acts as a catalyst to define and advocate economic and community development in North St. Louis County.

2008 Winter Edition

NCI's 30th Anniversary Celebration Continues with a Salute To

30 leaders in their 30s

A part of NCI's 30th Anniversary celebration included a new partnership with the North County Journal and News 20 to recognize North County's up and coming leaders.

NCI Salutes 30 Leaders in their 30s was an opportunity to acknowledge our future leaders who are making a significant impact on North County professionally and/or as volunteers.

More than 250 community, civic and business leaders came together to honor these 30 leaders at a special celebration held at Norwood Hills Country Club.

This new generation of community leaders, in recognition of their amazing contributions, received a plaque and other gifts from our generous event sponsors. Reception guests also enjoyed a special performance by pianist Tom George, Chancellor of the UM-St. Louis, and Brian Owens, jazz vocalist.

"Our leadership has always been impressive, excelling in their own professions, as well as supporting area charities and other worthy causes; our young leaders are no exception and truly deserve this recognition," said NCI President Mark Tranel.



North County's 2007 30 leaders in their 30s

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North County's

30 *leaders* *in their* 30s

Kim Bakker, SSM DePaul Health Center
Brett Barger, Lindenwood University
Adrienne Bland, Ferguson-Florissant School Dist.
Dan Boyle, Boyle Law Firm, LLC
Ian P. Buchanan, Normandy School Dist.
Krysti Connelly, St. Louis Community College-
Florissant Valley
Tanya Earls, Allied College
Keith A. English, Bell Electrical Contractors and
Florissant Councilmember
Randy Gardner, News 20, City of Black Jack
Mark Giannotti, Venmar Inc.
Brian Goldman, FastSigns
Diana Gulotta, Hazelwood School Dist.
Shane Hopper, Ferguson-Florissant School Dist.
Shannon Howard, Ferguson Community Activist
Douglas Littlefield, City of Hazelwood
Delilah Morkisz, Charity Volunteer
Michelle McKee, Christian Hospital
William Rogers, University of Missouri-St. Louis
Tasmyn Scarl Front, Challenger Learning Center
John Shaw, City of Ferguson
Shawn Short, City of St. Ann Alderman
Brooke Holcomb, St. Louis Airport Marriott
Renee Thomas-Woods, St. Louis Community
College-Florissant Valley
Kedra Tolson, University of Missouri-St. Louis
Ken Trzaska, St. Louis Community College-
Florissant Valley
Jon Vogt, Catering To You
Jamie Welby, Maggie Welby Foundation
Nicole Whitesell, Ferguson-Florissant School Dist.
Rep. Clint Zweifel, State of Missouri and
Teamsters Local 688

Thanks to our Partners

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JOURNALS



Thanks to our Sponsors

Boyle Law Firm, LLC
Christian Hospital
Commerce Bank
Favazza & Associates, LLC
Ferguson-Florissant School District
Hair Benders
SSM DePaul Health Center
St. Louis County
St. Louis County Economic Council
Trinity Catholic High School
University of Missouri-St. Louis
Vantage Credit Union
Zykan Properties

Thanks to our Judges

Patrick McKeehan
Nancy Otte
Verna Green Smith, PhD.



Carolyn Marty presents 2007's 30 leader awards

Legislative Reception

North County Incorporated,
Florissant Valley Chamber of Commerce,
Maryland Heights Chamber of Commerce,
Northwest Chamber of Commerce,
North County Chamber of Commerce

cordially invite you to the
Legislative Reception

for

North County

6 p.m., Thursday, February 7, 2008
May Center at SSM DePaul Health Center
12303 DePaul Drive, Bridgeton, MO
Refreshments will be served

Please join this community, civic and business collaborative to hear from our legislators about matters impacting North County and the State of Missouri.

RSVP By January 31 to (314) 895-6241

Thanks to our host, SSM DePaul Health Center; and to St. Louis Community College-Florissant Valley for their donation of invitation services.



Route 367 Ribbon Cutting

“MoDOT is to be commended for their handling of this major improvement project in North County” said Mayor Jack Agnew, NCI’s Transportation Committee Chair.



December 6, 2007, NCI leadership participated in the ribbon cutting for the completion of Route 367.

NCI Board member’s Mayor Jack Agnew, Dellwood, Alderwoman Shirley Paro, Bellefontaine Neighbors, Mayor Norm McCourt, Black Jack, Pres. Diana Weidinger, Florissant Valley Chamber and Milt Bischof, Trinity Catholic High School, along with NCI member’s County Councilman Mike O’Mara, St. Louis County’s Miranda Duncan, MoDOT’s Bill Schnell, Francis Russell and Black Jack Councilman Donald Krank joined MoDOT’s District Engineer Ed Hassinger and other community representatives to celebrate this major infrastructure improvement.

Project Details

- ◆ Project complete 6 months ahead of schedule and \$25 million under budget.
- ◆ Transformed Route 367 to an uninterrupted freeway from I-270 to New Jamestown Rd.
- ◆ Converted Lusher and Benham to one-way outer roads.

“North County Inc. has been involved with this transportation corridor improvement for many years, advocating it’s prioritization, funding and advancement, we are thrilled to see that our, and other’s hard work paid off ,” said NCI Executive Director Rebecca Zoll .

Welcome To Our New Members!

Learning for Life
Shannon Hook
(314) 256-3052
www.stllfl.org

**North County
Technical School, SSD**
Jane Kerlagon
(314) 989-8531

ACE Learning Center
Gene Reynolds
(314) 731-9992

2007 NCI Accomplishments

Economic Development

Business Development

- ◆ Served on the St. Louis County Economic Council's Economic Development Commission, exploring an initiative to revitalize older housing
- ◆ Served on the NorthPark Joint Development Commission, a 550-acre mixed-use development in North County
- ◆ Provided marketing materials on economic investment, housing growth, transportation improvements, development opportunities and beneficial facts about North County, including the new North St. Louis County, Explore, Experience, Embrace Community Magazine
- ◆ Responded to location requests from businesses interested in area
- ◆ Provided tours of North County to increase knowledge for growth opportunities and infrastructure

- ◆ Took action, along with many other area organizations and leaders, to retain the National Service Record Center and the 500+ jobs provided by the Federal government

Capacity Building

- ◆ Established a Stakeholder Retention Taskforce to increase the use of local businesses by residents and businesses in the area
- ◆ Hosted free educational webinars for area economic development professionals and community leaders on neighborhood commercial revitalization, creating the right retail mix and successful fundraising strategies to help communities economic development budgets, fight job decline, and increase workforce training
- ◆ Encouraged local use of the Missouri Location One, an internet-based resource, marketing commercial properties being used nationally
- ◆ Supported legislation to stimulate growth and job retention, encourage business retention and expansion, entrepreneurial and small business development, the exploration of a supplier tax credit and harsher legislation against predatory lending

Infrastructure

- ◆ Collaborated with the City of Normandy and the University of Missouri-St. Louis to apply for and obtain a Great Streets Initiative Grant for an improvement study along Natural Bridge Rd.
- ◆ Provided a presentation to the Missouri Transportation Commission on the need to fund the study of I-270. Our testimony has resulted in more attention being given to this critical transportation and economic corridor in North County
- ◆ Brought municipal leadership together to collaboratively work on funding for the study of I-270 from East-West Gateway Council of Governments and MoDOT

- ◆ Established new transportation improvement priorities important for safety, access and proper development in the North County community from the recommendations in Legacy 2035
- ◆ Testified before the Public Service Commission on the need for better maintenance of utility lines and against utility rate increases
- ◆ Served as an advocate for equitable transportation and infrastructure funding for North County and continued to emphasize the maintenance of existing infrastructure
- ◆ Supported legislation for a dedicated, equitable source of State funding for multi-modal forms of transportation and opposed a statewide tax for the Transportation Dept.

2007 NCI Accomplishments

Education

Development

- ◆ Served on the North County School/Business Partnership Board. This partnership works on building links between schools and businesses

Capacity Building

- ◆ Encouraged legislators to provide an equitable and adequate funding formula for schools and opposed additional state cuts in funding for education at the North County Legislative Reception and in Jefferson City
- ◆ Promoted North County education through NCI's North St. Louis County, Explore, Experience, Embrace Community Magazine

Events

- ◆ Participated in the North County School/Business Partnership events including: Jobs Skills Fair, Career Opportunity Fair, Business & Ethics in the Workplace workshop and the Leadership Academy
- ◆ Honored several up and coming educational leaders at our *NCI Salutes 30 Leaders in their 30s* reception
- ◆ Promoted educational members' fundraising efforts to help support the purchase of technology, sport and art programs

Healthcare

Collaboration

- ◆ Promoted the close-to-home, quality healthcare available in North County and our providers' services expansion progress in 2007
- ◆ Encouraged use of local doctors and specialists through our online Healthcare Directory at www.NorthStLouisCounty.com
- ◆ Distributed the North County CARES resource guide
- ◆ Supported legislation that would provide a Medicaid program, which would maintain the safety net for those who cannot afford or are ineligible for health insurance, as well as provide mental health parity, encourage use of generic drugs and mandate the State work with federal government on legislation changes needed to allow the State to negotiate drug costs
- ◆ Opposed legislation that would repeal the Certificate of Need for new hospitals

- ◆ Advocated legislation that would provide liability protection from civil lawsuits to providers responding to a state emergency and for legislation that would provide additional funding for trauma centers

Capacity Building

- ◆ Continued efforts to understand and assist with issues impacting area health providers
- ◆ Served on the SSM DePaul Health Center Exceptional Satisfaction Council
- ◆ Attended health providers' community leader meetings
- ◆ Promoted area provider's fundraising and foundation efforts to assist with medical equipment, technology and service advances

Events

- ◆ Honored several healthcare leaders at our *NCI Salutes 30 Leaders in their 30s* reception

See Page 6 for Marketing & Promotion Accomplishments

2007 NCI Accomplishments

Marketing & Promotion

Promotion Development

- ◆ Produced and distributed the North County, Explore, Experience, Embrace Community Magazine
- ◆ Launched a new campaign aimed at connecting with up and coming leaders making a difference in our community. The *NCI Salutes 30 Leaders in their 30s* campaign partnered with the North County Journals and News 20 to recognize these leaders and encourages them to stay involved in North County
- ◆ Partnered with Jamestown Mall on a giant North County Image Wall
- ◆ Connected community and business leaders with various resources in the area
- ◆ Provided monthly articles for the North County Journals on community assets, issues and NCI
- ◆ Attended numerous ribbon cuttings for new businesses in North County
- ◆ Continued our partnership with Jamestown Mall and St. Louis Mills to provide information about area assets, resources and member events for local residents
- ◆ Hosted tours of North County for state employees and regional commercial realtors
- ◆ Obtained publicity on NCI activities, helping establish organization's role as an authoritative "voice" for the advancement of North County
- ◆ Worked with a major employer relocating to area, providing information to their employees to ease transition and encourage the use of local services facility (*Special thanks to the Public Policy Research Center for their donation of time and expertise on this project*)

Capacity Building

- ◆ Provided member event and accomplishment information, including municipal growth, education and healthcare data
- ◆ Expanded and promoted our regional resource website, www.NorthStLouisCounty.com, which provides quality of life and development information on North County
- ◆ Collaborated with Community Calendars.com to provide an on-line calendar of events for North County
- ◆ Compiled data on community assets and began the development of a comprehensive database for tourism, recreation, shopping, dining, historical and cultural opportunities for all of North St. Louis County

Events

- ◆ Celebrated organizations 30th Anniversary!
- ◆ Partnered with the North County Journal and News 20 on the *NCI Salutes 30 Leaders in their 30s* campaign
- ◆ Honored several distinguished business and civic leaders for their exceptional contributions to North County at NCI's Annual Breakfast
- ◆ Hosted a North County Legislative Reception in partnership with the Florissant Valley, Northwest and the North County Chambers of Commerce
- ◆ Participated and supported area Chamber of Commerce's business networking activities

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: FREE copies of the North St. Louis :
: County Explore, Experience and :
: Embrace Community Magazine :
: are now available at the NCI :
: office. :
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Kudos and Congratulations to Our Members

AT&T Missouri and Clayco on being chosen as two of the RCGA's 2007 Greater St. Louis Top 50 companies.

Board member, **Mayor T.R. Carr** on becoming President of the St. Louis County Municipal League.

Tess Niehaus of **Christian Hospital** for being elected to the American Hospital Association's Society for Healthcare Strategy and Market Development.

Christian Hospital's addition of their new 64-slice CT Scanner and an Electrophysiology lab for treatment of heart rhythm disorders.

City of Berkeley on receiving state tax credits from MO's DED for job creation under the Enhanced Enterprise Zone program.

Clayco Construction Co. for ranking 10th in the Top 50 Green Contractors by Engineering News-Record.

Emerson for being recognized among the top 100 organizations in information technology, according to CIO Magazine.

Fritz's Frozen Custard for making donations to breast cancer research for every Pink Ribbon Sundae in 2007.

JoAnn Donovan-Took for being chosen **Florissant Valley Chamber's** Business Person of the Year.

Hazelwood School District's Board of Education on earning the state Education Leadership Award for the third consecutive year. Also, Cheryl Latham for being elected to **Hazelwood School District's** Board of Education as its newest member, and their Board President, **Mark Behlmann**, on being elected to the Missouri School Board Association's Board of Directors.

City of Jennings and Sansone Group on receiving the **St. Louis County Economic Council's** Community Partnership Award for their strong collaborative efforts in developing the Buzz Westfall Plaza on the Boulevard.

Steven Johnson on being named the new president of **SSM DePaul Health Center**. Welcome Steve!

Vicki Miller and Ray Jezewak of **Kent Miller Photography** for re-certification from the Professional Photographic Certification Commission.

Lambert-St. Louis Airport on their major renovations including: "The Music Spot", Wi-Fi network, cell phone lot and improved retail and restaurants.

M.J. Behlmann Construction on their ground breaking of Fleurissant Park Place.

MoDOT's Ed Hassinger on being awarded the Buzz Westfall Regional Cooperation Award and **MoDOT's** Bill Schnell on receiving the American Concrete Association Concrete Award for Route 367.

Wayne Brasler, an alumnus of **Normandy High School**, for receiving the Missouri Honor Medal for Distinguished Service in Journalism by the University of Missouri.

PPRC appointing Senator Wayne Goode as a PPRC Policy Fellow.

Congrats to **Hazelwood** on attracting a new Sonoco's Matrix Packaging container plant.

Serenity Women's Healthcare on celebrating their 10th Anniversary.

SSM DePaul Health Center on the opening of their new Total Joint Replacement Center and the successful launch of a new Picture Archive and Communication System. Also on receiving the 2007 Premier/Care Science Select Practice National Quality Leader Award.

Kathy Bader, Kimberly Davis of **Clayco** and Lisa Flavin of **Emerson** on being recognized by the St. Louis Business Journal as "Most Influential Business Women". (north county women listed)

NCI President, **Dr. Mark Tranel** on the newly published "St. Louis Plans: The Ideal and the Real St. Louis" that he edited and contributed to.

Trinity Catholic High School students for making it to the final round of the annual Battle of the Burets Chemistry Contest at Southern Illinois University-Edwardsville.

UM-St. Louis for being named the 11th most productive small research university in the country according to Academic Analytics Faculty Scholarly Productive Index.

Mike Opich of **White Auto Body** for 15 years of service.

John Wright of **Norwood Hills Country Club** on winning the national Excellence in Club Management Award for 2007.



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www. NorthStLouisCounty.com

Your North County Connection!

Mark Your Calendars

Executive Board

Feb. 14, 7:30 a.m., NCI Office
350B Village Square Drive

Board of Directors

Mar. 24, 7:30 a.m.
Northwest HealthCare
1225 Graham Road

Economic Development

Committee on hiatus
until further notice

Healthcare Taskforce

Date TBA, 5:30 pm, NCI Office
350B Village Square Drive

North County School/Business Partnership

Feb. 12, 8:00 a.m. Career Opportunity
Fair at Maryland Heights Community
Center. Contact Patty Gould at 314-
213-8095 for more information.

Inclusion Taskforce

Date TBA, NCI Office
350B Village Square Drive

Marketing

Feb. 18, 3:00pm, NCI Office
350B Village Square Drive

Transportation & Infrastructure

Date TBA, 8:30 am,
NCI Office
350B Village Square Drive

Legislative Reception for North County

in partnership with the
Florissant Valley, Maryland Heights, Northwest &
North County Chambers of Commerce

Thursday, February 7 at 6:00 p.m.
May Center at SSM DePaul Health Center
RSVP today at 895-6241

31st Annual Breakfast
Friday, May 9, 2008 at 7:30 a.m.
St. Louis Airport Marriott

NCI Salutes
30 Leaders in their 30s
in partnership with the
North County Journal and News 20
Friday, September 26, 2008 at 11:30 a.m.
Location TBA

**Rebecca Zoll, Executive Director
and Newsletter Editor**

Thanks to Hazelwood School District for printing Newsletter,
Karen McKay and the North County Journal for photos.