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THE OFFICIAL NEWSLETTER OF THE HISPANIC CHAMBER OF COMMERCE OF METROPOLITAN ST. LOUIS

Fall 2011

La Vallesana  
celebrates grand opening  
of new location

Spotlight on:  
Enterprise Bank & Trust

Riches in the Niches  
"The Decade of the Hispanic"



# 2011 3<sup>RD</sup> QUARTER MEMBERSHIP

By joining, the following individuals and companies have decided to make an investment in the Hispanic Chamber of Commerce and our community at large. We encourage you to find out more about them and, whenever possible, to use their services. If you would like more information about any of these individuals or organizations, please visit our website: [www.hccstl.com](http://www.hccstl.com).

## Alzheimer's Association

9370 Olive Blvd  
St. Louis, MO 63132  
314-801-0432  
[stacy.tew-lovasz@alz.org](mailto:stacy.tew-lovasz@alz.org)

## Big Brothers Big Sisters of Eastern MO

501 N. Grand Blvd.  
Suite 100  
St. Louis, MO 63103  
314-361-5900  
[bjames@bbbsemo.org](mailto:bjames@bbbsemo.org)

## Centene Corporation

7700 Forsyth Blvd.  
St. Louis, MO 63105  
314-725-4477

## Harry Charles

230 S. Bemiston Suite 730  
St. Louis, MO 63105  
314-862-7900  
[hcharlesatty@aol.com](mailto:hcharlesatty@aol.com)

## Crown Linen Service

215 S. Jefferson Street  
P.O. Box 597  
Mexico, MO 65265  
618-281-9012  
[mwilliams@crownlinden.com](mailto:mwilliams@crownlinden.com)

## Dean Team Brentwood

8154 Manchester Rd  
Brentwood, MO 63144  
314-647-4000  
[deanflowers@deanteam.com](mailto:deanflowers@deanteam.com)

## Drury Hotels St. Louis

4th & Market Street  
St. Louis, MO 63102  
314-231-3003  
[dph.stl.103.hr@druryhotels.com](mailto:dph.stl.103.hr@druryhotels.com)

## Fatima Zapata

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Ballwin, MO 63011  
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[Fatima.j.zapata@gmail.com](mailto:Fatima.j.zapata@gmail.com)

## Joan Fernandez

12555 Manchester Road  
St. Louis, MO 63131  
314-515-2817  
[joan.fernandez@edwardjones.com](mailto:joan.fernandez@edwardjones.com)

## First Bank

1730 Clarkson Road  
Chesterfield, MO 63017  
636-537-9444  
[Anamaria.longwell@fbol.com](mailto:Anamaria.longwell@fbol.com)

## Roberto Garcia

4119 Flad Avenue  
St. Louis, MO 63110  
512-964-8646  
[robertog@alumni.nd.edu](mailto:robertog@alumni.nd.edu)

## Green Bean

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St. Louis, MO 63108  
301-801-2838  
[nick@greenbeansalads.com](mailto:nick@greenbeansalads.com)

## Luis Hess

4907 West Pine Blvd.  
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314-479-7734  
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## Selma Memisevic

12250 Weber Hill Road  
St. Louis, MO 63127  
314-843-0600  
[selma.memisevic@libertymutual.com](mailto:selma.memisevic@libertymutual.com)

## Minority Contractor Initiative

3030 Locust Street  
St. Louis, MO 63108  
314-298-9900  
[smartinez@sfm-stl.com](mailto:smartinez@sfm-stl.com)

## People's Health Centers

5701 Delmar Blvd.  
St. Louis, MO 63112  
314-367-7848  
[slewis@phcenters.com](mailto:slewis@phcenters.com)

## Jason Rodriguez

219 Steamboat Lane Apt. 203  
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## Sivia Business & Legal Services P.C.

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Edwardsville, IL 62025  
618-659-4499  
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## St. Louis Post-Dispatch

900 N. Tucker Blvd.  
St. Louis, MO 63101  
314-340-8045  
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## Swift Marketing & Distribution

3740 Windsor  
St. Louis, MO 63113  
314-260-6280  
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## The Semidey Group

13258 Shady Green Drive  
St. Louis, MO 63128  
314-413-3611  
[thesemideygroup@gmail.com](mailto:thesemideygroup@gmail.com)

## VisionIT

3031 W. Grand Blvd. Suite 600  
Detroit, MI 48202  
313-420-2000  
[DSegura@visionit.com](mailto:DSegura@visionit.com)

## LETTER FROM THE EXECUTIVE DIRECTOR

Dear Readers,

The past few months have been full of some amazing growth at the Hispanic Chamber of Commerce of Metropolitan St. Louis and we are so excited about everything we have been able to accomplish this year. Membership has grown 30% since January and we have fostered new relationships in the metro area that have increased the reach of the Hispanic Chamber. We really look forward to what is to come as a result of our work these past few months.

The Hispanic Speakers Series sponsored by Anheuser-Busch, Inc. that was held in August was a very successful event. We had a great speaker in Illinois State Senator Martin Sandoval and a fully engaged audience in attendance. Hispanic Chamber member La Vallesana recently opened their new location on Cherokee Street, and the Hispanic Chamber hosted a ribbon cutting ceremony in honor of the occasion. We were happy to have Missouri State Representative Tishaura Jones and many area business members there to celebrate with La Vallesana. Lastly, the 5th Annual HCC STL Foundation Golf Classic was a great success. We had more than 120 golfers and were able to raise over \$10,000 for the Foundation.

Since we are always striving to add value to your Hispanic Chamber membership, we have been busy working to implement a variety of new programs. In August, we launched a monthly Educational Forum, which is a series designed to share business knowledge and professional know-how from various experts in the community. We have some great topics in the coming months and I encourage you to attend these sessions. We also kicked off a Referral Program in September that we hope will create meaningful connections between Hispanic Chamber members. Finally, the Latino Leadership Institute will begin in October and will cultivate a new generation of young, Hispanic leaders within the community.

I would like to take the opportunity to say thank you for the commitment you provide to the Hispanic Chamber. It is because of the support of our membership and the community that we are able to carry out our mission of promoting the economic development of Hispanic firms and improving business opportunities for all in the St. Louis Region. We hope to see you at a Hispanic Chamber event soon.

Regards,



Executive Director  
Hispanic Chamber of Commerce of Metropolitan St. Louis





## RICHES IN THE NICHEs

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Many Latinos remember the bold marketing slogans and headlines that declared the 1980s  
“The Decade of the Hispanic”

by Gilbert Bailon  
September 26, 2011



HOW DID THAT GO FOR YOU? THE BROAD MAINSTREAM MARKET IN THE UNITED STATES THEN WAS DISCOVERING THE “SLEEPING GIANT,” A TERM THAT I HAVE ALWAYS DETESTED BECAUSE IT CONNOTES A LUMBERING, RUDDERLESS PEOPLE.

That dramatic and influential Hispanic population growth has continued to mushroom into the fastest growing segment of the overall U.S. population growth in which about one in six Americans is Latino: 50.5 million people. Today. Not some distant projection far down the horizon or some mythical figure emerging from the fog.

Defining Latinos as a niche population in some regions of the country is a misnomer, where Latinos have become a majority or a plurality of the local populations. Yet people counted in U.S. Census tracts do not equate to greater political or buying power, as the “Decade of the Hispanic” demonstrated.

In Missouri, with a Hispanic population of about 3 percent, the Kansas City and St. Louis metro areas account for many of the Latino residents. The number of people and their influence without doubt is growing and will continue to expand in the coming decade.

But from our perch here in the Heartland, it can be harder to track the seismic demographic shifts. Aside from the St. Louis Cardinals, there aren't many recognizable Latinos known outside of the Hispanic community although important Latino leaders here are working in the trenches. Latinos eventually will become better known in the local mainstream with the advent of elected officials, more top business executives, broadcast personalities, etc. But it will be a low simmer. What continues to unfold nationally offers an expedited view of the future.

Despite the long national economic malaise, Spanish-language television is growing on a national scale, *Univision*, *CNN en Espanol*, *Telemundo* and *ESPN Deportes* are expanding networks that incorporate national and international coverage. *Univision*, which has ratings leaders in cities like Los Angeles and Miami, is creating a 24-hour news channel, bucking trends in the broadcast industry.

The Spanish-language media in all forms are growing because they provide distinct content and advertising either absent or lacking cultural

perspective in mainstream U.S. media. The desire for Latino-oriented content transcends purely language.

Latino consumers want news and information with cultural context and relevance to Latin America and Hispanic parts of our country. Filling those gaps, regardless of language, drives interest across languages.

Smart businesspeople will look past the macro Latino population numbers into the complexity and nuances. Latino entrepreneurs have some built-in advantages into finding where the gaps and opportunities exist.

Some business leaders limit the Hispanic market to the Spanish-language market, which is a vital foundation to reach Latinos. But language and nationality for Latinos will continue to morph and redefine itself in different parts of the country in the next two decades

For example, Nielsen Media Research recently showed that 24 percent of English-speaking Latinos watch one to three hours of Spanish-language television.

Also, the number of U.S-born Latinos, many of whom are Mexican-Americans, easily outnumber newly arriving Latino immigrants. Latinos have more children than other population segments, meaning many are being born U.S. citizens and will be English or bilingual speakers by the 2020 Census.

The fusion and blending of cultures/languages continues among Latinos and mainstream America.

In this complex cultural stew lies opportunities for Latino-owned businesses and businesses that target Latinos. Layers upon layers of business possibilities cut along nationality, language, age, traditions and media usage ranging from the old (*Sabado Gigante*) and to the newer (MTV3) and Twitter.

The intersection of defining what it means to be a Latino was no flash in the pan in the 1980s, but a powerful predictor of our future – whether some people liked it or not.

The ongoing growth and demographic changes offer ripe opportunities for Latino-owned businesses or those who wish to increase their market share among Latinos.

It's not the decade of the Latino. It's the future of the country.



## RIBBON CUTTING CEREMONY HELD FOR LA VALLESANA



ON SEPTEMBER 7, LA VALLESANA, A POPULAR CHEROKEE STREET MEXICAN RESTAURANT, CELEBRATED THE GRAND OPENING OF THEIR NEW LOCATION. TO CONGRATULATE THIS CHAMBER MEMBER ON ITS NEW LOCATION AT 2801 CHEROKEE STREET, THE HISPANIC CHAMBER HOSTED A RIBBON CUTTING CEREMONY FOR THE RESTAURANT.

“I am so excited to open our new location,” said Hilario Vargas, owner of La Vallesana. “I see the new location as an opportunity to reach new customers and showcase the unique dining establishments Cherokee Street has to offer.”

Representative Tishaura Jones presented owners Hilario and Agustina Vargas with a celebratory proclamation in honor of the achievement. More than 30 attendees watched as Karlos Ramirez, Executive Director of the Hispanic Chamber, Castor Armesto, President of the Hispanic Chamber Board, Rep. Jones and the Vargas’ cut the ribbon in front of the doors of their new location.

Located in the heart of the Cherokee Street Business district, La Vallesana has been a staple in the Cherokee business community offering authentic taqueria-style dining since 2003. La Vallesana continues the tradition of small business ownership in this area. On Cherokee Street, there are over 50 independently owned and operated businesses covering 7 blocks. Many of these businesses are Hispanic owned.



# AT&T MICROSITE TO EDUCATE CONSUMERS

A NEW INTERNET MICROSITE RECENTLY LAUNCHED OFFERING ST. LOUIS CONSUMERS A UNIQUE VIEW OF AT&T'S WIRELESS NETWORK ENHANCEMENTS.

This microsite can be accessed at <http://focus.att.com/stl>. It is an industry first, and provides customers with an unparalleled view of what AT&T is doing to enhance the wireless customer experience. The [focus.att.com/stl](http://focus.att.com/stl) was created in response to customer feedback. It includes a map of the St. Louis area, where web browsers are prompted to select the city or county they're most interested in. This local map displays specific network enhancements that AT&T has made in the area since the beginning of 2011. Enhancements include new cell sites, broadband speed upgrades, capacity upgrades and network connection upgrades. The microsite also provides

maps showing the availability of local AT&T wi-fi hotspots and retail stores. In addition to the map tools, the microsite includes a dedicated Twitter handle that visitors can follow for up-to-date information on what is going on in the St. Louis area. Tweets from the [@ATT\\_St\\_Louis](https://twitter.com/ATT_St_Louis) handle are featured on the microsite. And, to help AT&T wireless customers get the most out of their service, the microsite includes a "Did You Know?" section with helpful tips and suggestions for smartphone users. To learn what's coming in cutting-edge devices, the microsite includes emerging handset reviews from AT&T and industry experts.



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# WAKE UP: TO A DIFFERENT CAREER IN WIRELESS

WE NOTICED THE WIRELESS WORLD NEEDED A CHANGE. THAT'S WHY U.S. CELLULAR IS THE PLACE TO ADVANCE YOUR CAREER.

If you're passionate about providing customers the kind of product offerings that puts their needs first and have a solid year of commission sales experience with a high school or equivalent degree, we invite you to learn more about a career as a RETAIL WIRELESS CONSULTANT with U.S. Cellular. We're now hiring for Retail Wireless Consultants in the St. Louis/Metropolitan Area. In this role, you'll be taking care of your customers — existing and new ones. You'll have the opportunity to listen and address their needs, introduce them to exceptional products and services, and deliver a level of customer engagement unlike any they've experienced.

**OR** If you have a passion for motivating associates to excel by providing the tools they need to get there — the guidance, training and inspirational leadership that will drive their need to succeed; have solid experience in commission sales and a high school or equivalent degree, we invite you to learn more about a career in LEADERSHIP with U.S. Cellular. We're also hiring a RETAIL SALES MANAGER for our Jennings, MO location.

Experience an environment of empowerment and dedication in providing superior solutions for customers. Be part of an organization that focuses on respect, integrity, performance and the customer experience. U.S. Cellular is where people love to work.

Now isn't that worth waking up to? To apply, go to [www.uscellular.jobs](http://www.uscellular.jobs)



# ENTERPRISE BANK & TRUST



ENTERPRISE FINANCIAL, THE PARENT COMPANY OF ENTERPRISE BANK & TRUST, OPERATES COMMERCIAL BANKING AND WEALTH MANAGEMENT BUSINESSES IN METROPOLITAN ST. LOUIS, KANSAS CITY AND PHOENIX.

We are primarily focused on serving the needs of privately held businesses, their owner families, executives and professionals.

Since our founding in 1988, our main focus has been on the business and personal needs of the business owner and the owners' family. For us, the greatest satisfaction is to work with our clients and to grow with them as their businesses mature. We want to be more than just a place for banking transactions. We are interested in long-term relationships and your business' growth.

Currently, we have four locations throughout the St. Louis metropolitan area – Clayton, Sunset Hills, St. Peters and St. Charles, and a soon to be fifth location in Creve Coeur that will open later this fall. We intentionally don't have locations on every corner because our team is out in the community meeting with current and prospective clients.

We are proud to be a "Friend" level membership sponsor of the Hispanic Chamber of Commerce of Metropolitan St. Louis.

The Hispanic Chamber attracts entrepreneurial-minded members with whom we enjoy interacting and getting to know. We offer a variety of opportunities for business owners to attend graduate-level business classes, access

to smaller loans and ways to expand business overseas. Some of these programs include:

## **Enterprise University**

Enterprise University (EU), a free educational program for entrepreneurs and business people, offers high-impact, university-caliber business courses sponsored by Enterprise Bank & Trust, covering a variety of business topics. Each spring and fall Enterprise University presents a series of workshops that deliver real value to business owners and their senior management teams, community leaders and not-for-profit executives.

Some of the courses offered include basic and intermediate social media strategies for business owners, how to understand and build a company's business value and comprehensive talent management for organizational success.

This fall, the Hispanic Chamber and Enterprise University will offer several classes through the Educational Forum series for members at the Technology and Resource Center. Classes scheduled include:

[Wednesday, October 12, 6:00 – 8:00 p.m.](#)

**WHAT BANKS LOOK FOR** — Learn how to structure your financial statement and manage your bank's expectations as you inspire confidence and build a lifetime relationship with your bank.

**Presented by:** *Stephen P. Marsh, Chairman & CEO, Enterprise Bank & Trust, and Steven L. Albart, Senior Vice President, Enterprise Bank & Trust*

[Wednesday, November 9, 6:00 – 8:00 p.m.](#)

DIY MARKETING - THE BASICS: PROMOTING YOUR BUSINESS THROUGH SOCIAL MEDIA — This class is geared toward the business owner who has not explored the frontier of social media. Have you set up profiles on LinkedIn, Facebook and Twitter, but they are as dry as your resume, and you haven't posted your first tweet? Then this class is for you! Social media is a tactic for DIY (Do It Yourself) marketing and communications that allows you to connect with current and potential clients, but it can be confusing. You will learn different strategies and tools, such as LinkedIn, Facebook, Twitter, YouTube, Flickr, HootSuite and Google Alerts to help you jump-start your online marketing.

**Presented by:** *Ed Mayuga, Principal, AMM Communications, LLC*

[Wednesday, December 14, 6:00 – 8:00 p.m.](#)

DIY MARKETING — INTERMEDIATE: TAKING YOUR BUSINESS PROMOTION TO THE NEXT LEVEL THROUGH SOCIAL MEDIA — For business owners that have already created a presence on LinkedIn, Facebook and Twitter, and are looking for additional tools to expand their marketing strategies, this class will explore more ways to stake a claim in cyberspace. For example, Facebook allows you to post videos, LinkedIn can display a SlideShare presentation, and Twitter can be used as a product promotion. Other tools such as Gist, Vimeo, Animoto and Prezi can be used for additional promotional opportunities for little to no cost. Finally, blogging is a way to generate marketing content for your website and enhance your expertise.

**Presented by:** *Ed Mayuga, Principal, AMM Communications, LLC*

If you would like to register for any of the fall Educational Forums, please visit the Hispanic Chamber's event page at <https://www.hccstl.com/events/events.aspx>. Or for more information, please contact the Chamber at 314-664-4432 or by email at [staff@hccstl.com](mailto:staff@hccstl.com).

**Enterprise Advantage Loan Program**

Enterprise Bank & Trust, in partnership with the Missouri Small Business & Technology Development Centers (SBTDC) affiliated with University of Missouri – St. Louis,

recently launched the Enterprise Advantage Loan program. The program is focused to provide funds to existing small businesses so they can create growth and jobs. We joined in this government program to provide special financing to small businesses that otherwise would not be able to obtain the capital necessary to grow.

Enterprise Advantage Loans range from \$25,000 to \$150,000 and can be used for working capital or for equipment. They are offered at an attractive fixed rate, with terms up to 7 years.

To qualify, your company must have been operating for two years or more and have an acceptable credit history. This program is designed for companies that are unable to get conventional commercial financing on reasonable terms and meet the SBA's definition of a small business.

To learn more about the program, please contact Robyn Heidger, Enterprise Bank & Trust, Senior Vice President, Community Development, by calling 314.810.3735, or sending an email to [rheidger@enterprisebank.com](mailto:rheidger@enterprisebank.com).

**International Service**

If you are looking to expand overseas, need international letters of credit, or have general questions about overseas banking, Enterprise Bank & Trust has an international department headed up by Olivia Lopez, Vice President & Manager- International Banking, who is based in Kansas City. Olivia has more than 25 years of international banking experience and is actively involved in the Kansas City Hispanic community.

It is unusual for a bank the size of Enterprise Bank to have an international department, but what we have found over the years is that many of our clients need this business service to help their businesses grow and expand. Olivia and her team are able to assist with any of your international financing needs.

If you have questions about Enterprise Bank & Trust, please contact Robyn Heidger, Senior Vice President, Community Development, by call 314.810.3735 or sending an email to her at [rheidger@enterprisebank.com](mailto:rheidger@enterprisebank.com).

## HIGH PERFORMANCE NETWORKING

### STEP 1: BRING THE RIGHT TOOLS

#### WHAT'S THE BEST WAY TO MAKE A BAD FIRST IMPRESSION?

Walk into a networking mixer, strike up a conversation with a *likely-looking* attendee, and when they ask you about your business – mumble and stutter and pat your pockets awkwardly, wondering aloud where you left your business cards. The first rule of networking at a mixer, like the first rule of scouting, is “be prepared”. As a savvy networker, I know you'd never leave home without your business cards (never ever, right?), but being prepared goes beyond bringing tangible items like a pen, a name badge and some marketing materials. Being prepared means being confident and knowledgeable as well. Have a 7-second “talking logo” and 30-second introduction that you've practiced enough to sound comfortable and natural saying them. Set aside specific time on your calendar for the meetings and one-on-ones you want to arrange, so that you can offer people a couple of concrete options instead of a wishy-washy “We should get together some time!” And read through the rest of the commandments in this series for more tips on getting the most out of a mixer. At your next event, you'll be confident and prepared, and when someone you want to meet says that you should get together some time, you can say, “I'd love to. Would you prefer Wednesday at 2 pm or Friday at 11 am?”

Virginia Muzquiz, Owner/Certified Trainer

Referral Institute St. Louis

[www.referralinstitutestl.com](http://www.referralinstitutestl.com)

866-731-7035 (p/f) • 314-304-5409 (c)



## GONZALEZ COMPANIES GIVING BACK

### ANOTHER SUCCESSFUL YEAR FOR GONZALEZ COMPANIES CAUGHT THE ATTENTION OF ST. LOUIS BUSINESS JOURNAL FOR A SECOND TIME.

The Hispanic owned, civil engineering and construction management firm was ranked 20th on the newspaper's annual list for the Fastest Growing Private Companies in the St. Louis Metropolitan Area. The list was ranked by top percent revenue growth from 2008 – 2010 and Gonzalez made the list with a percentage increase of 54.86%.

In an attitude of appreciation for those who have supported the company through their growth and success, Gonzalez Companies was happy to contribute to the Hispanic Chamber of Commerce as a Gala Sponsor for the annual Adelante Awards in April as well as hosting the Business After Hours for the month of June at Maggianos in Brentwood, Missouri. Gonzalez companies also went on to sponsor the Chamber's Hispanic Speakers Series in August which featured Illinois Senator Martin Sandoval.



## LATINO LEADERSHIP INSTITUTE TO LAUNCH IN OCTOBER

THE HISPANIC CHAMBER OF COMMERCE OF ST. LOUIS FOUNDATION HAS ESTABLISHED THE LATINO LEADERSHIP INSTITUTE

to train young professionals in the Metro area on for-profit and non-profit leadership skills and network development. The LLI will consist of nine day-long seminars that will be held monthly with topics such as Leadership as a Business Strategy, Finance for Non-Financial Managers and The Brand Called "You." The inaugural class of 10-15 individuals will commence in October 2011 and will graduate in June 2012. The HCC STL Foundation is proud to have a great title sponsor in Centene Corporation and session sponsors Monstanto, Washington University and St. Louis University. Also, the AAIM Employers' Association will partner with the HCC STL Foundation to provide several session speakers. For more information about sponsoring this quality program, please contact Karlos Ramirez at [kramirez@hccstl.com](mailto:kramirez@hccstl.com).



Latino Leadership Institute

## FIFTH ANNUAL GOLF CLASSIC RAISES \$10,000

THE HISPANIC CHAMBER OF COMMERCE OF METROPOLITAN ST. LOUIS RECENTLY HOSTED THEIR FIFTH ANNUAL GOLF CLASSIC

to benefit the organization's charitable arm, the HCC STL Foundation. The event was held on September 15 at the Norman K. Probststein Golf Course at Forest Park. More than 120 golfers supported the cause and enjoyed lunch donated by Guido's Pizzeria & Tapas, as well as various hole sponsorships such as a margarita hole, cigar hole and ice cream hole. After a day of golf, attendees were greeted in the club house for dinner, the raffle and a special guest appearance by Jim Hanifan, former St. Louis Rams coach. The event raised more than \$10,000 for the Foundation's mission of furthering workforce development, youth and education in the metro area.





## HISPANIC CHAMBER OF COMMERCE OF METROPOLITAN ST. LOUIS MEMBERSHIP SPONSORS



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St. Louis College of Health Careers • St. Louis Post-Dispatch • United Way • US Bank

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