



## Mock injuries at Fire Drill

Looks like student volunteer Kevin Gomez survived the “chest pain and anxiety” he experienced during the Fire Drill & Evacuation last Thursday.

Kevin was “treated” by (left) EMS students Brandon Zinn, Jessica Houghton, Jakim Cunningham and Tyler Bean.

MONDAY MEMO • ST. LOUIS COMMUNITY COLLEGE AT FOREST PARK • 10-22-12

# Success, seriously...

## Master Class is back with a CEB & COO

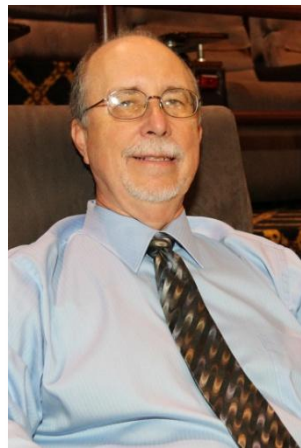
How well do you know your business acronyms? For this October Master Class Series, we’re hosting a CEB and a COO. You probably know that a COO is a Chief Operating Officer. But what is a CEB? When it comes to Maxine Clark, CEB can only mean one thing: **Chief Executive Bear**.

Master Class is back next week with two business entrepreneurs who have provided hours of entertainment for children and adults alike.

**Maxine Clark** is the local phenom who launched the Build-a-Bear Workshop in the St. Louis Galleria in 1997 and now oversees 425 stores worldwide.

**Bill Menke** is the chief operating officer behind the scenes at Wehrenberg Theatres, the oldest family-owned and operated theater circuit in the country.

Learn their secrets of success at our second, fall Master Class session, Wednesday, Oct. 31 from 11 a.m. to 12:15 p.m. in the Bastian Theatre. Now in its fifth presentation, Master Class is the speaker’s series sponsored by Forest Park’s Business Club, in collaboration with the St. Louis Business Journal. The series debuted last spring with three sessions, and continues this year with two sessions per semester. Plans for a special, evening edition are underway, focusing on the St. Louis City mayoral race.



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# Success, seriously...

## From trainee to CEB

### MAXINE CLARK

***Founder, Chief Executive Bear &  
Chairman, Build-a-Bear Workshop***

She's not your average bear. Maxine Clark was a business success long before the idea of stuffing bears sparked her imagination.

Retail was her passion, spawned from a love of shopping as a child. Graduating from the University of Georgia in 1971, she worked as a retail executive trainee for the Hecht Co., in Washington D.C., and steadily worked her way up the corporate ladder at May Co., arriving in St. Louis in 1976. Clark worked for the May CEO on business development, special projects and acquisitions, and became president of their Payless ShoeSource in 1992. But something was missing.

Clark recently told Fortune Magazine that although the financial rewards were great at the time, her "psychic income bank account was nearly empty." So she quit in 1996 and started searching for another outlet.

Ty Beanie Babies were the spark that reignited her creativity. Clark was trying to find new Beanie Babies with the daughter and son of a friend, who were collectors, when the girl remarked that they could make their own bears.



Clark put together a plan for creating customized stuffed animals, withdrew her retirement savings, and opened the first Build-A-Bear workshop in the St. Louis Galleria in 1997.

Today she oversees 425 stores, some company-owned, and some franchised, in the U.S., Puerto Rico, Canada, the United Kingdom, Ireland, Europe, Asia, Australia, Africa, Mexico and the Middle East. The company also hosts an award winning virtual world at bearville.com.

Clark published her first book, "The Bear Necessities of Business: Building a Company with Heart," in 2006. In 2012, Build-A-Bear Workshop was named to the "FORTUNE 100 Best Companies to Work For"

list for the fourth year in a row.

Clark serves on numerous boards that are dedicated to improving the education of children, including the St. Louis Chapter of Teach for America, the Girl Scout Council of Greater St. Louis, and the board of directors of BJC Healthcare. She holds an honorary Doctor of Law degree from Saint Louis University.

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# Success, seriously...

## From usher to COO

### WILLIAM E. MENKE

***Executive Vice President & Chief  
Operating Officer, Wehrenberg  
Theatres***

Movies have been a passion for Bill Menke all of his life. From a teenage usher in his local movie house, to the current chief operating officer of the country's oldest movie chain, Menke's life has revolved around the silver screen.

A graduate of Longview Community College in Kansas City, Mo., Menke worked after college for a theatre chain in Kansas City.

He eventually moved to San Antonio, Tex., and joined Santikos Theatres as a director. After the company was sold,

Menke became the general manager of the Alamo IMAX theatre where he brought in such innovations as laser light shows and local film festivals. Menke also spearheaded the development of commercial concession offerings to the IMAX consumer.

From Texas, Menke moved to Baltimore, Md., as the vice president of operations for R/C Theatres, where he led efforts to expand to the Virginia and Maryland markets.

St. Louis and Wehrenberg Theatres beckoned next. Menke joined Wehrenberg as director of facilities in 1995, and was responsible for theatre construction, renovation, managing the maintenance



team,  
facilities up-keep and  
architectural design.

Menke moved to Warren Theatres in Wichita, Kan., as corporate vice president from 2007-11. He rejoined Wehrenberg Theatres in March 2011 as executive vice president and COO.

Menke currently oversees both theatre and home office operations on a day-to-day basis, directing teams to develop additional revenue streams and continuing theatre growth with new locations. He leads the circuit toward the cutting-edge of digital sound and projection, 3D and other technologies that are on the horizon of the movie industry.

Menke has served as treasurer for the National Association of Theatre Owners of Virginia and as the vice president of Mid-Atlantic NATO. He also boasts several Dolby Digital Laboratory accreditations.

He enjoys fishing, attending sporting events and other outdoor activities during his free time, and also grows vegetables and herbs in his private garden. He and his wife, Susan, have two daughters, Elizabeth and Katie.

Menke loves all kinds of movies and owns a sizable collection of movie memorabilia. He claims classic comedy teams like the Marx Brothers and The Three Stooges as his favorites.





**Donna Nelson** became director of the Center for Teaching and Learning in August, but she has been part of STLCC for three decades. For 23 years she was a Communications/Theater faculty member and chair at Florissant Valley, as well as their CTL coordinator for three years, and most recently, the districtwide Professional Development coordinator. "I've had many wonderful opportunities here at STLCC," she said. "I never dreamed I'd still be here 30 years later!"

Nelson earned a bachelor's degree in music education-voice from Central Methodist College and a master of fine arts in acting from Lindenwood University. She and her husband Kevin live in St. Peters, where she moved in 2006, when they married. She had lived in North County most of her life. She has one son.

### 1. Where did you grow up?

I grew up in Ferguson—went to Ferguson-Florissant schools and graduated from McCluer before there was a McCluer North. I call myself a North County kid. I had three older brothers—my oldest brother passed away in 2006. They were all quite a bit older than me. I'm actually closer in age to their children than to them. I grew up almost as an only child, as they were away at school. I'm very close to my nieces and nephews, and their families.

### 2. What drew you to your career path?

I've always enjoyed the arts—music lessons, dance lessons, and such. My whole family is musical. My mother played the piano beautifully. Some of my earliest memories are sitting next to her at the piano, singing while

she played. Eventually I performed in musicals and found I enjoyed the acting part, too. So, my bachelor's degree is in music and my master's is in theatre.

### 3. What do you like best about your work?

I love working with people who want to learn and want to work together. I believe in collaboration and communication. I believe we are better collectively—when we're working together to improve the community.

### 4. Who has had the greatest influence in your life?

That would have to be my parents and my son.

### 5. What would people be surprised to know about you?

That I toured Germany in a USO show.

### 6. What are some of your favorite things to do?

I love to read, to travel, to spend time with family and friends, to bake, to garden, to learn.

### 7. What motivates you to do your best?

I think it's important to take pride in one's work. I was taught to always be conscientious. There's a wonderful feeling that comes with giving a project your best. I especially like to try something, as Eleanor Roosevelt said, that I'm a bit afraid of—to push myself beyond my comfort zone.

### 8. If you could trade places with any other person for a week, famous or not famous, living or dead, real or fictional, who would it be?

Queen Elizabeth. I'm fascinated by the British and England. I admire her because of her strong commitment to the lifelong job she has—what a strong will she must have. And just think of the huge changes that have taken place in the world during her reign—talk about adjusting to change!

### 9. What is a future goal for you?

I really want to travel to Greece and see where western theater was born.

### 10. How would you like to be remembered?

As someone who worked hard, cared about people, and left things better through the work that I did.

FALL 2012

# JOB FAIR

**Jobs In All Categories**

**Major Employers to attend  
in a variety of industries**

**Wednesday, October 24, 2012**

**11 am - 2 pm**

**Cafeteria**

**5600 Oakland Ave, St. Louis, MO 63110**

For additional information call (314) 644-9225

Sponsored by Career and Employment Services and Campus Life.



**Bring Resumes and Dress Appropriately**

**Open To The Public**



## **BEN BATES: NEW WORKS**

Check out this gorgeous piece and more by Ceramics Studio Artist Ben Bates at this month's show in the Gallery of Art through Nov. 9.

Gallery hours are 10 a.m.-2 p.m., Mondays through Thursdays.

## **Come prepared for the Forest Park Job Fair**

- Review the packet given to you at the Job Fair registration table. The information will help you target organizations that interest you.
- Refresh your resume and bring copies, although some employers may refer you to their online application.
- Come prepared to speak and discuss skill sets with employers.
- Wear professional business attire.
- Conduct yourself professionally at all times.
- Respect the privacy of others while waiting to see an employer.
- Have a firm hand shake, a smile and be sure to get the recruiter's business card.