



Small  
Business  
Monthly

*The Source for Business Owners* AUGUST 2020

*STL's Top Accountants*

*St. Louis' Best Attorneys*

*Building A Culture of Happy Employees*

# Best BOSSES in STL

*Meet The Best Leaders  
In The Area  
And Learn What Makes  
Them Special*

**Rose Thompson,  
Chief Operating Officer,  
ButcherJoseph & Co.**





## Traci Porter | CEdge Software Consultants

**Position:** Chief Operating Officer

### What was your first job?

My first job was at Credit Systems Incorporated, a MasterCard and Visa authorization center for merchants. I authorized credit approvals for customers when they reached a set limit.

### What was your worst job?

I worked as a programmer for a company that required me to work in a very small office away from my coworkers. My office had a desk, table and no windows and was situated in the back of the building-next to the bathrooms-while the rest of my team worked up front. I am a social person so working far away from co-workers made it difficult for me.



### What led you to your industry?

I first got involved with IT when I was working as a secretary for troop support command. The organization offered computer classes, which enabled me to learn how to develop spreadsheets and databases to help me in my secretarial role. This experience led to my first real IT job in desktop user support at Mallinckrodt, where I eventually became a Microsoft exchange administrator.

### What was the smartest thing your company did in the past year?

The smartest thing CEdge did in the past year was to consolidate both of our offices. Working together in one office has significantly improved our communication, collaboration, and ability to stay focused on our targets and goals.

### Who is your role model and what have you learned from him or her?

Brenda Newberry, CEO of the Newberry Group. She never let her position or title inflate her ego, and I always admired how grounded she was. She instilled the importance of staying humble and always being willing to help others. To quote her directly, "Stay humble and focused. Seek to add value to others while working toward your goals."

### What's the best part of your job?

Interacting with my team. It is very important to have an open-door/open-communication policy with your team in order to collaborate with them. I enjoy being able to help them figure out solutions to problems. I enjoy watching them grow, flourish, and move on in their careers. An open-door policy helps facilitate this kind of growth.

### What is your top tip for leading people?

Give them the tools to do their job, be available when they have difficulties, and be a sounding board that allows them to develop solutions on their own without feeling they are alone. Learn how to balance positive and negative feedback because if you become too negative, employees lose confidence and their job performance starts to slip.

## Alex Dietrich | VIE Media

**Position:** Chief Operating Officer

### What was your first job?

My first job was bussing tables at the Old Spaghetti Factory here in Chesterfield, Missouri. My older brother Justin (who was a server there at the time) got me a job right when I turned 16 (2011). I wound up working there for about ~7 years in total (2018). Looking back on it now, I met a lot of great people there and learned a lot of useful managerial skills - especially in terms of customer service and training new team members

### What led you to your industry?

I got my first taste of the industry in college, looking for some social media advertising for a video game I created while working at the aforementioned Accordion Games. The game was titled GloGo and it was released on Steam in (January 2018). We wanted to build up some hype for it via Facebook Ads, etc.

That was when the CEO of VIE Media (VIE Marketing at the time), Garrett Atkins reached out to help and his team executed an ad campaign for us. Once the game studio officially closed up shop, I became a photo/video intern at VIE Media (VIE Marketing at the time) - now, here we are.



### What was the smartest thing your company did in the past year?

The smartest thing my company did in the past year was to take a headfirst dive into the world of automation. I think if you look at the past five years in the industry, you've seen a pretty dramatic shift to using a ton of different applications and tools to get the most out of your sales and marketing efforts. Before that, people were trying to find that magic, one-size-fits-all software solution. By really honing in on our automation from the start, and creating efficiency from the ground level, it should allow us the time to keep discovering new strategies and tools that can help make the business better for our new and existing clients.

### Who is your role model and what have you learned from him/her?

As I've grown older I realized the answer to this question has always been right in front of me. I would have to say my role model is my mother, Angela. She is one of the most dedicated and hardworking individuals I have and will most likely ever meet. What I've learned from her? Everything. However, in regards to my career, she taught me how to lead, how to stay organized, how to treat others and just through example for as long as I can remember - how to provide for your family and those you care about above all else.

### What is your top tip for leading people?

My top tip for leading people is truly knowing and understanding the work your team does on a regular basis. And by that, I mean more than just on the surface of things; I mean the ins and outs of their day-to-day tasks. With that knowledge you become more than just a boss, you become a member of the team. You become a trusted source to bounce ideas off of, a place to turn to when questions or issues arise, and really solidify that common ground between you and your team. To summarize, know how to fully execute/evaluate every task your team is capable of.

Let's take advantage of tax reform. Call us today.

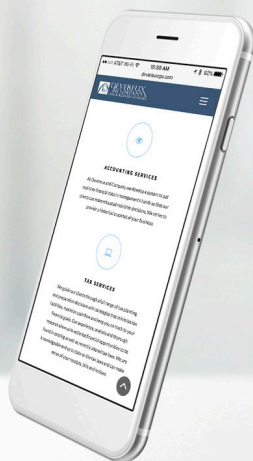
Specializing in:  
Individual and Business Taxes  
Auditing  
Business Consulting  
Software Integration

Our clients are our priority, so we provide professional services at a reasonable cost with experience and a friendly touch.

Your satisfaction is our success.



307 N. Main Street | St. Charles, MO 63301  
314.209.7777 [devereuxcpa.com](http://devereuxcpa.com)



## THE BUSINESS EVENT OF THE YEAR ST. LOUIS BUSINESS EXPO & BUSINESS GROWTH CONFERENCE

October 14, 2020 11am-5pm  
St. Charles Convention Center

[stlexpo.com](http://stlexpo.com)

# Congratulations Traci Porter

on being selected one of the **BEST** bosses  
in St. Louis!

Thank you for helping redefine the  
meaning of service for our  
employees, customers, partners and  
community.

From everyone on your team, we are  
very proud and grateful to know and  
work with you!



Traci Porter  
Chief Operating Officer



Done For You -  
Website Design  
& Ad Management

We completely design and manage your  
website & online advertising.



#### Why Trust Us...

Businesses both large and small trust us  
to help take their business to the next  
level by removing the hassle of website,  
security and advertising management.

Running the gym is tough enough. I don't  
have time to fool with a website. So I  
just let them handle it.  
Sarah Cox  
Yoga Denz (Danz)

Moving to Hostirian for web hosting  
services is the best technology decision  
our non-profit has made.  
Laurie Briggs  
Catholic Care



[www.hostirian.com](http://www.hostirian.com) | [info@hostirian.com](mailto:info@hostirian.com) | 314-216-2040

**SORKINS**  
**DIRECTORY**  
Of Business & Government

The **Who's Who** and  
**What's What**  
in Business

& **brb**

Early **LEADS** E-mailed to you daily  
For the **Movers, Expanders,**  
and **Changers**  
in Business

**Buy one get one free**  
(up to 500 credits)

Packages or Individual profiles

For Free Trial call 314-373-3975  
Or visit [Sorkins.com](http://Sorkins.com)  
or [BusinessResearchBureau.com](http://BusinessResearchBureau.com)

**Cedge**

Software Consultants



314.254.7551



<https://cedgecorp.com>

