

ST. LOUIS BUSINESS JOURNAL

SEPTEMBER 30-OCTOBER 6, 2016 • VOL. 37, NO. 6 • 36 PAGES

8 takeaways

Robb Fraley's Monsanto reveals more about Bayer's pending \$66 billion acquisition.

STEPH KUKULJAN, 6



\$300 MILLION DEAL

CSI Leasing is the latest major employer to find a foreign buyer. 2



CHARACTER

BOB BERTOLINO'S NEW GAME PLAN 12

SMART MOVE



Westport revival

Allan Connolly's Aclara to relocate HQ to Westport Plaza as it uses acquisitions to grow revenue to \$500 million.

BRIAN FELDT, 5

NO PARKING

City debates value of condemned garage

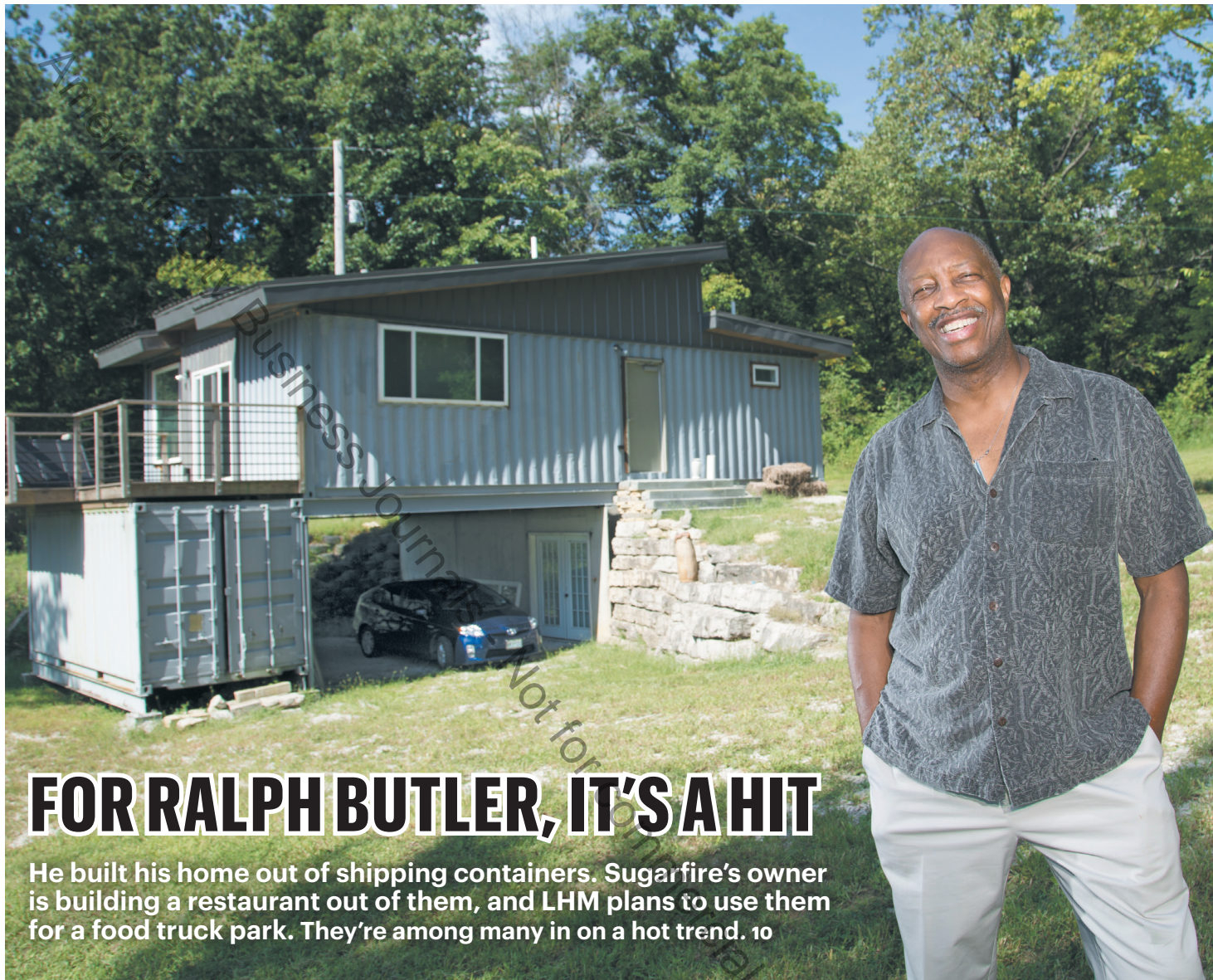
City considering eminent domain to take control of downtown property.

JACOB KIRN, 9

MONEY MATTERS

Investment advice in a volatile market

Money managers discuss what they are telling their clients. GREG EDWARDS, 4



DILIP VISHWANAT | SLBJ

FOR RALPH BUTLER, IT'S A HIT

He built his home out of shipping containers. Sugarfire's owner is building a restaurant out of them, and LHM plans to use them for a food truck park. They're among many in on a hot trend. 10

THE LIST

Emily Martin's Aschinger Electric saw gross billings jump 47 percent in 2015. 15

Largest office buildings 14



FOR LEASE

Will BJC be out at Boone Hospital?

Boone Hospital Center is interviewing candidates for its operating lease, which BJC has held for the past 28 years. ANGELA MUELLER, 7



Breaking news online
StLouisBusinessJournal.com



On smartphones and tablets
StLouisBusinessJournal.com/apps



Daily email updates
StLouisBusinessJournal.com/email

WELLS FARGO ADVISORS

Wealth management. Investment planning.
Retirement.

wellsfargoadvisors.com/stl



© 2016 Wells Fargo Advisors, LLC. Member SIPC. 0216-06508 [97951-v1]

ST. LOUIS CHARACTER

The power of potential

BOB BERTOLINO WORKS TO PRESERVE THE LIVES OF KIDS AND KEEP THEM OFF THE STREET



DILIP VISHWANAT | SLBJ

BY JULIE MURPHY

In his teens, Bob Bertolino set his sights on playing professional baseball. As a high-school junior in Massachusetts, Bertolino, a pitcher, was named the state's high-school player of the year by the Lowell Sun newspaper. Later, Bertolino headed to Mizzou to play Division I baseball. Before the first season officially started, though, Bertolino suffered a serious shoulder injury, and his plans came to a halt.

Uncertain of his future, Bertolino returned to his hometown – St. Louis. Up until high school he had grown up in North County before moving with his family to Pepperell, Massachusetts. Back in St. Louis, Bertolino took general studies courses at the community college. He was also playing guitar in various bands, including Drowning Fish, which performed music influenced by the likes of U2 and R.E.M., in local venues (e.g., Mississippi Nights), five and six nights a week.

Fast forward to today, and Bertolino, 51, is a highly regarded expert in the field

WHERE YOU CAN FIND BOB BERTOLINO

- At the movies: the Esquire or Frontenac
- On a baseball field
- In his recording studio

Bobbertolino.com
rbertolino@maryville.edu

of psychotherapy, with a focus on helping youth and their families. Since 2006, he has been a full-time professor of rehabilitation counseling at Maryville University. Bertolino has also written 14 books geared toward students and colleagues, and has led hundreds of professional workshops in the U.S. and internationally.

Beyond that, he has a part-time private practice in Ballwin. And, he serves as senior clinical adviser at the nonprofit Youth In Need (YIN), which helps children, teens and their families within an approximate 90-mile radius of YIN's headquarters in St. Charles. Before moving into an advisory role at YIN, Bertolino had worked there full-time for 16 years, starting out as a residential youth-care worker, while also attending college to become a therapist and teacher. (Bertolino has a bachelor's degree in social work, a master's in counselor education and a doctorate in marriage and family therapy.) Over the years, Bertolino was promoted numerous times and continues to be a key figure at YIN.

"Bob has been a thought leader for our

clinical services and has really helped shape and guide our approach to working with the children, young people and families who come to us, as well as how we (staff) work with each other," said YIN President and CEO Pat Holterman-Hommes.

Among Bertolino's specific contributions to YIN: encouraging the use of a "strengths-based" philosophy, as well as leading an initiative to develop a software program that provides "real-time feedback" to YIN's counseling staff, with the goal of producing "better outcomes" for clients, Holterman-Hommes said.

Bertolino lives in Kirkwood with his wife, two teenage daughters and four cats.

What is the mission of Youth In Need?

Our tagline is "Believing in the power of potential." So we have a continuum of services from birth through age 21. We have early-childhood programs, an emergency shelter (for ages 10 to 19), transitional living (for ages 16 to 21), school-based programs, foster care.... It's a broad range. And what we hope to do

ST. LOUIS CHARACTER

is be available to those children, youth and families that are most vulnerable and to provide them immediate access to services.

YIN works with homeless youth. What are the primary reasons that kids in the region wind up on the streets? Sometimes they're in an intolerable situation at home; there might be some kind of abuse. And drugs like heroin have increased exponentially, so some of these kids are involved with drugs. And there is sex trafficking in St. Louis. And then there are just some who think, I don't want to be at home; I don't like what's happening there, and then they realize when they get on the streets, they're not ready for it and they're just trying to survive. I would say most of the kids we see who are truly homeless have either been told to leave their homes or it's become intolerable for them in some way.

What is the strengths-based approach to counseling that you helped YIN to adopt? We believe that everybody has potential, and we want to help kids and families to develop their capacities, to use those resiliencies and abilities to cope with life. Psychology has a history, all the way back to Freud, of focusing on what's wrong with people – you've got to fix or cure them – but really what the data says is that people are their own engineers of change, and our job is to find out what their abilities and

strengths are and use them to facilitate change. Everybody in the agency gets trained in this approach.

What about the software that you've been developing at YIN? I had been working with people (from the International Center for Clinical Excellence) for a good 10 years, looking at the research on outcomes. We were trying to determine whether what we (therapists) are doing is working and to demonstrate that in a reliable and valid way.... So I was the person who conceptualized the software for Youth in Need. Essentially, it measures the effectiveness of the agency's services. We want to show in the aggregate that we're really affecting large groups of people, and if we're not doing as well as we think we are, we need to have a plan to do something about it. The first system was built by me and one of my younger brothers, on a very small budget. When YIN decided to upgrade the system and rebuild it, we contracted with St. Louis-based Covenant Technology Partners. We've been working with them solidly for two and half or three years to build this cloud-based system called Imagine.

So the system could be used by other organizations? We need to build it out a little further, but the idea is that we would make it available to local and national agencies or people in private practice so that they know how effective

► SOUND FOUNDATION



Bob Bertolino has a basement studio where he and his musician friends gather to make recordings.

they are and they're able to track that and monitor their client progress.

Switching gears, what courses do you teach at Maryville? I teach four classes per semester, usually three graduate and one undergraduate class. I teach courses like counseling theory, family therapy, issues in counseling and positive psychology.

Have the types of students who are attracted to your profession changed over the years? There still tends to be more women than men pursuing master's degrees – that's our experience in this program, for counseling degrees. And I've seen that we're getting more veterans and people with a wealth

of experience from other careers. Maryville President Mark Lombardi is fond of saying that most students will have five careers during their lifetimes, so we see a bit of that. It seems there are more people who have come from other careers, looking for meaningful experiences, wanting to know that they've made a difference.

Are you playing baseball again? I decided I wanted to go back five years ago. I had issues again with my arm, so I finally really had it looked at and ended up having shoulder surgery. I also had Tommy John surgery – ulnar collateral ligament reconstruction for the elbow. This year, I'm playing in two different leagues. One is the Men's Senior Baseball League, which is national. And the other league (local) is the Roy Hobbs league.

Do you play in a band now? I don't play in a band anymore, but I do have a basement studio now, so I can go down and record on my own. I have a bunch of musician friends, and I like to have them all come over and play their parts. The idea, very soon, is to put some stuff up on iTunes.

The group's name? I don't know if it will ever be a "group" actually, just a bunch of us rogue people. But I did reserve a domain name (online), just in case -- Another Mystery.

ST. LOUIS
BUSINESS JOURNAL

YOU'RE INVITED TO ATTEND! OUTSTANDING DIRECTORS AWARDS 2016

Join us as we honor exceptional board directors from the St. Louis area at our fifth annual **Outstanding Directors Awards Dinner**. We will showcase the faces behind some of the region's most successful companies and how each director made a significant impact. These honorees were chosen from dozens of nominations and will be honored during this event as well as highlighted in the October 7 edition of the *Business Journal*.

Thursday, October 6 | Four Seasons Hotel | 999 N. Second St.
6:00pm Cocktails • 7:00pm Dinner • 8:15pm Program • 9:00pm Event Concludes

REGISTER ONLINE TODAY! bizj.us/1m4h8a

The 2016 honorees and the company boards that they serve on:

AMELIA BOND, president and CEO of St. Louis Community Foundation, for her service on the board of **Webster University**.

DICK GEPHARDT, president and CEO of Gephardt Group/Gephardt Government Affairs and former majority leader of the U.S. House of Representatives, for his service on the board of **Centene Corp.**

CHRISTIE HICKS, a former executive for Starwood Hotels Resorts Worldwide and consultant, for her service on the board of **Maritz Global Events Inc.**

DAVID KARANDISH, former CEO of Answers, for his service on the board of **Varsity Tutors**.

ARNIE SALLABERRY, president of Clemco Industries Corp., for his service on the board of **Bank of Washington**.

PROUDLY SPONSORED BY

BRYAN CAVE

CENTENE
Corporation

EY
Building a better
working world

UBS