
Chapter Twenty

Hey, what about client-side?

Advertising is a unique career choice. It's fun and if you get hooked on it you probably will be like me and keep flying into the flame like a moth attracted to the light. I still have a great affection for advertising. I still believe it's a rewarding and fulfilling business. On the other hand, you have to be make practical decisions when you've got a family. Kids in School and a pact not to move again for a while narrowed my geography. After running out of options in St. Louis' modest advertising community, I decided to try being on the other side of the conference table for a while. I accepted an offer to join HBE Corporation as Director of Marketing.

HBE is one of St. Louis' largest privately held companies. Forbes Magazine ranked HBE number 487 in the November 30, 1998 issue featuring the country's largest privately-owned firms. They are the largest designer and builder of Hospitals in the country. They also design and build banks and credit unions. And HBE owns the Adam's Mark Hotel chain (24 hotels throughout the United States).

I've always heard that the client-side was more stable than the agency side. I always thought it would be more boring too. Maybe it's the thrill of learning a new business. Maybe it's the challenge of truly managing a fully integrated marketing communications program. Or maybe it was the opportunity to stay in St. Louis while Mark McGwire chased Roger Maris' single season home run record. Maybe I haven't been in the position long enough to get bored. I'm having a blast so far. Go figure.

I wouldn't trade my agency background for anything, though. I think it has prepared me for change. Change is constant in business today. And, I approach my job today just as I would if I was managing an account at some advertising agency. I just have internal clients. But I now have the luxury of being able to

turn to my advertising agency for help.



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