

ALIVE

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St. Louis
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SPECIAL! Spring Fashion

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Peek Into
STL's Chic
Boutiques

Cherese Pentella:
From 'The Bachelor'
To Building St. Louis
Businesses

Mayor Slay,
Joe Edwards &
Downtown's Hottest
Developers On Why
The City Is Back!

**Earthy
Pleasures**
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Terrene In The
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+ The Buzz List

25
People, places &
ideas that are putting
St. Louis on the map!

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*“When you do the
common things in life
in an uncommon way,
you will command the
attention of the world.”*

—George Washington Carver

Amit Dhawan, 29, Managing Partner of Synergy; Sam Foxman, 32, Senior Partner of Contemporary Productions; Cheresse Pentella, 32, Owner of Cheresse INK

>> Chances are if you've been to a packed restaurant opening, a big-name concert or major charity gala, one of these young creative whirlwinds helped make it happen. "I spend a lot of time analyzing what gaps we have in St. Louis culture and how I can fill them," says Sam, who booked concerts for River Splash in 2004 and recently debuted LOMA (Laumeier Outdoor Music Amphitheatre). Collectively, Sam, Amit and Cheresse are responsible for events at Harrah's Casino and special projects for the Marshall Faulk Katrina Relief Fund (Cheresse); hosting a St. Louis Grammy after-party with Kanye West and launching Nectar Lounge with a blowout bash (Amit) and creating "Rock for Relief—A Tsunami Aid Auction" (Sam) where celebrity autographed items were auctioned to benefit the American Red Cross. They all see the potential this city has to compete with New York, L.A., Chicago and Atlanta in the national entertainment scene by hosting more movie premieres like *The Longest Yard* and bringing the Final Four back to STL. "We're trying to bring events to St. Louis that wouldn't normally be here," says Amit. —NK