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Established March 1987, Gobberdiel Graphic Design, Inc serves both non-profit and corporate clients providing strategic and tactical design solutions in print and on the Web.

Contact Information & Staff

Location

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Contacts

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email: greg@gobdesign.com

Web sites

GobDesign.com
CathyGregory.com

Gregory Gobberdiel President / Designer / Artist

I founded Gobberdiel Graphic Design (GGD) in 1987. I provide art direction for many projects while working directly with clients as a graphic designer. GGD has created an amazing variety of print and electronic marketing materials including brand logo and identity packages, direct mail membership packages, capital campaigns, displays and Web sites, with a strong suite of work for non-profit organizations. Our broad experience and exposure to our many client's needs allows us to bring insight and resources to every project.

As an active visual artist, I continue to create visual art and build furniture. My artist-wife, Cathy, and I also operate the Cathy Gregory Studio Gallery, showing our work and the work of other local and regional visual artists. Plus, I have taught design at Webster University, Lindenwood University and St. Louis Community College, and art appreciation at SWIC (Southwestern Illinois College in Belleville IL), as well Jefferson College.

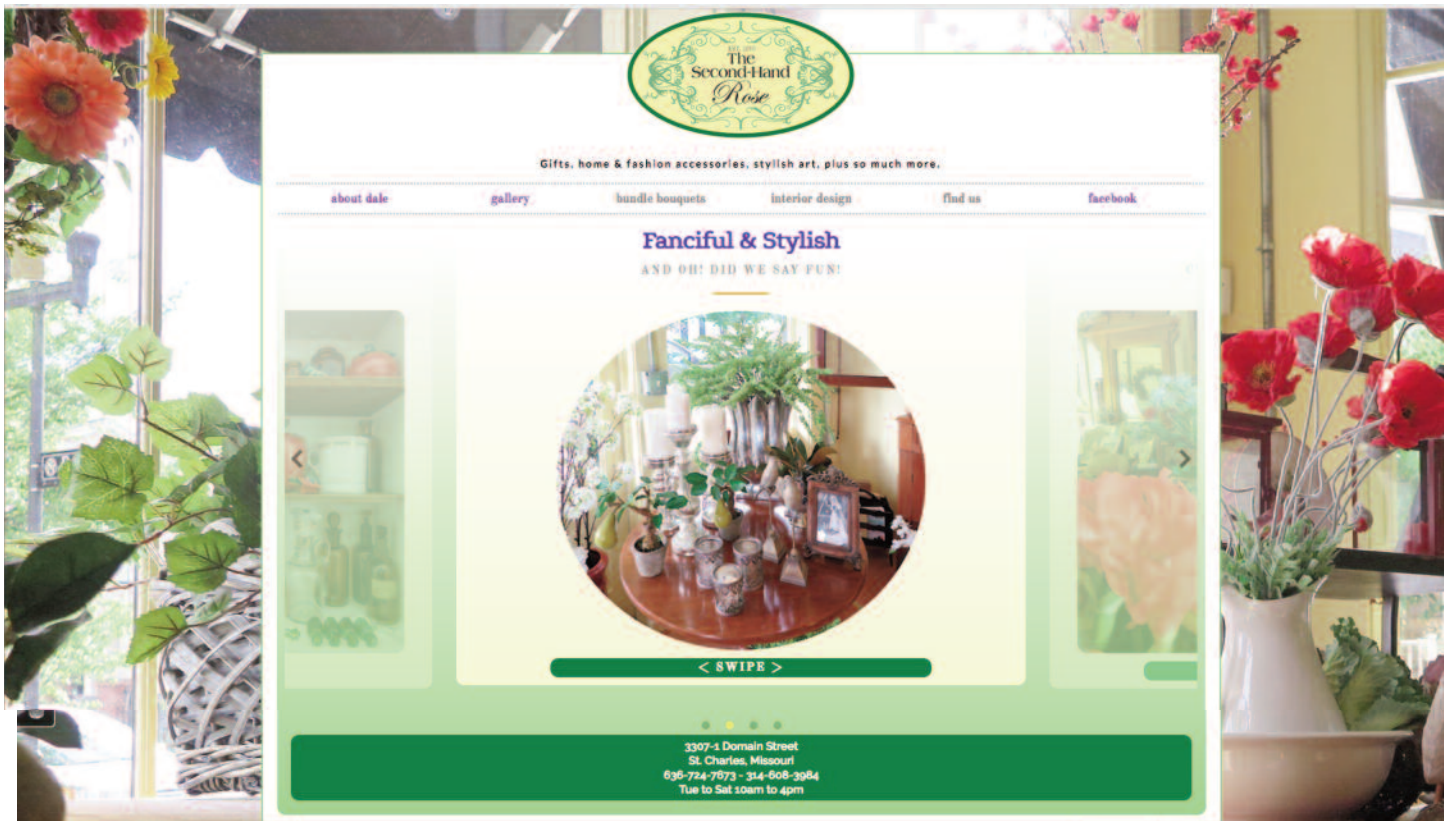
I earned a Bachelor of Fine Arts degree from the University of Missouri – Columbia and a Masters of Arts from Lindenwood University.

We have worked for these organizations:

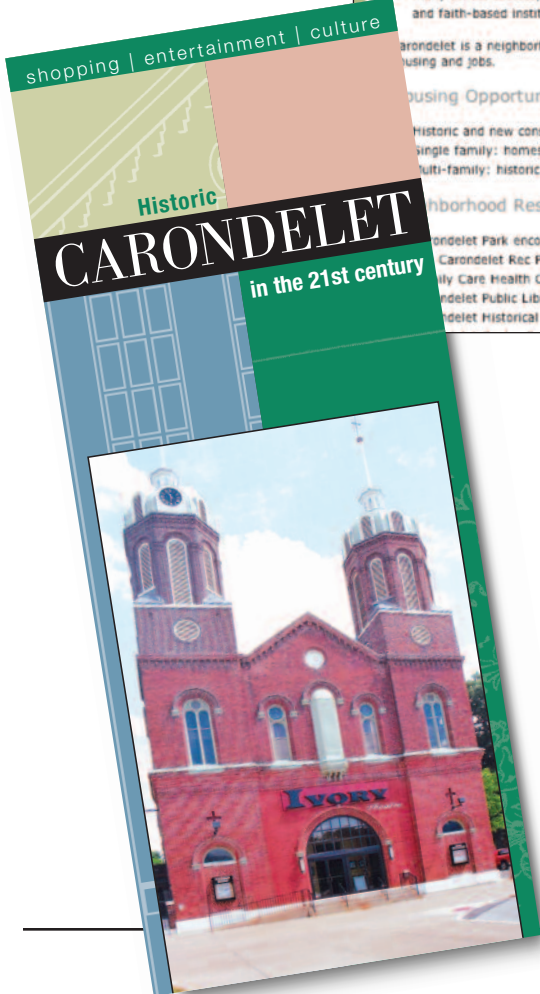
API Financial Solutions	Nix Meetings & Management
Associated General Contractors of St. Louis	Objex Design
CB Hubbard Games	Pinnacle Financial Services
Child Day Care Association of Saint Louis	Rehab Choice
Earth Circle Recycling	Shaw Neighborhood Improvement Association – Historic Shaw Art Fair
Evelyn E. Newman Marketing Group	The Sheldon Concert Hall & Art Galleries
Forest Park Forever	St. Louis Cord Blood Bank
Gallop, Johnson & Neuman	SSM Cardinal Glennon Children’s Medical Center
International Institute of St. Louis	SSM Saint Louis University Hospital
Logan College of Chiropractic	Stamp & Chase
Marketing Alliance	StL Programs
Masonry Institute of St. Louis	Transport Museum Association
Membership Consultants	Ultra-Color Corporation
Mississippi Valley Equipment Company	Unicom ARC
Missouri Botanical Garden	Washington University in St. Louis: Medical School, Development Office, Library
Missouri Botanical Garden Press	
Morgan Street Brewery	

We created the website and point-of-sale items for The Second Hand Rose, a stylish shop offering gifts, home and fashion accessories, stylish art, floral specials and Dale Rohman, America's Flower Man.™ For Dale, the world is a garden laden with blooms and bursting with color. A nationally recognized floral designer, speaker, entertainment and design consultant and author, Dale is a delightful man, and prior to "Rose" he ran an extremely successful florist shop in Ladue for many years fulfilling the needs for many varied social occasions. Dale in 2022, closed his shop and is now fully retired.

See CathyGregory.com/thesecond-handrose.com to view the site.



Carondelet Housing Corporation engaged us to create a Web site and a multi-purpose marketing pocket folder. This style and look was extended to their retail business brochure where they partnered with the South Broadway Business Association.



Product packaging

Books and video package, and model Arch packages produced for the Jefferson National Association, Gateway Arch Gift Shop.



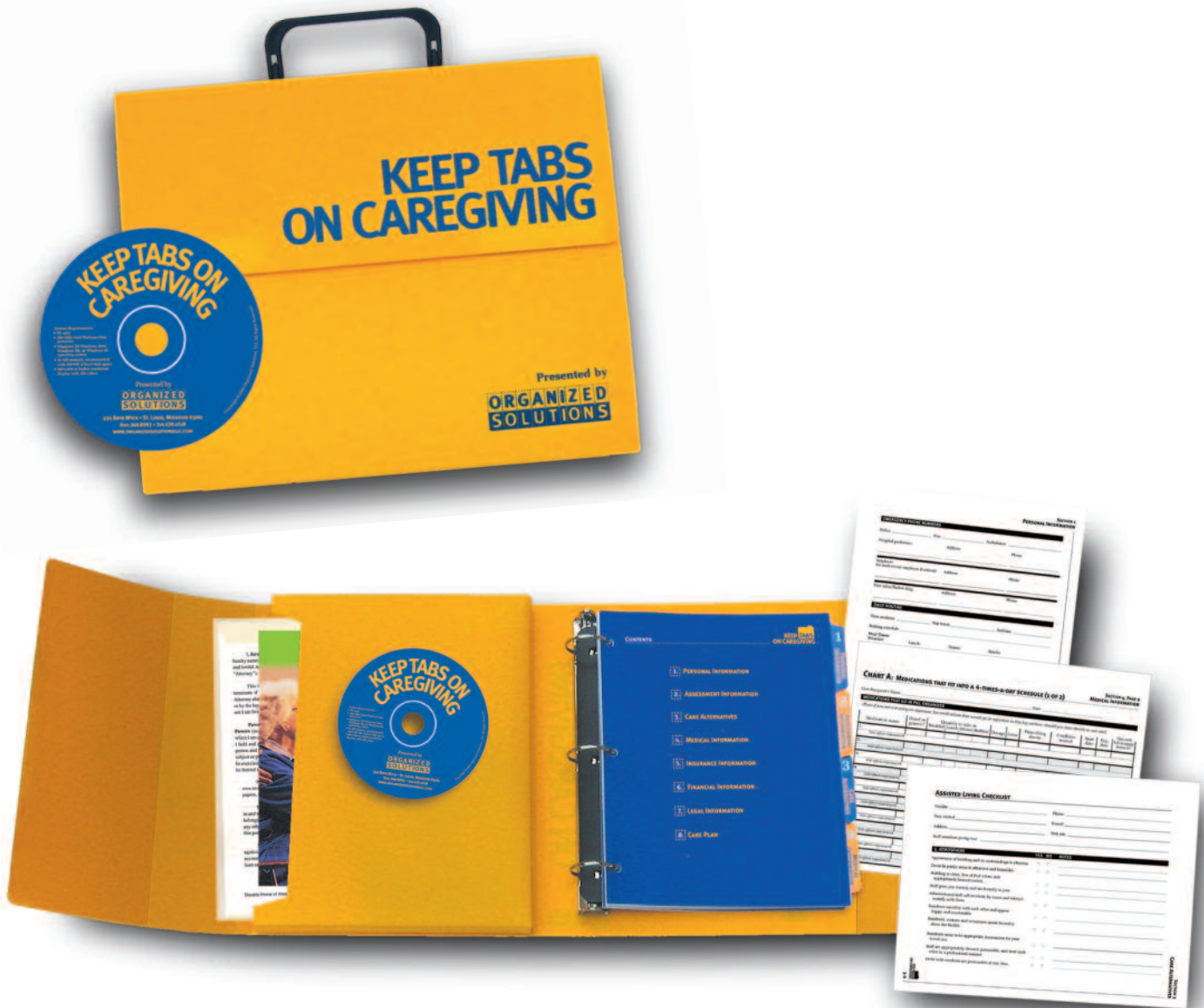
Poly-bag packages for premium compost products for Great Rivers Organics.



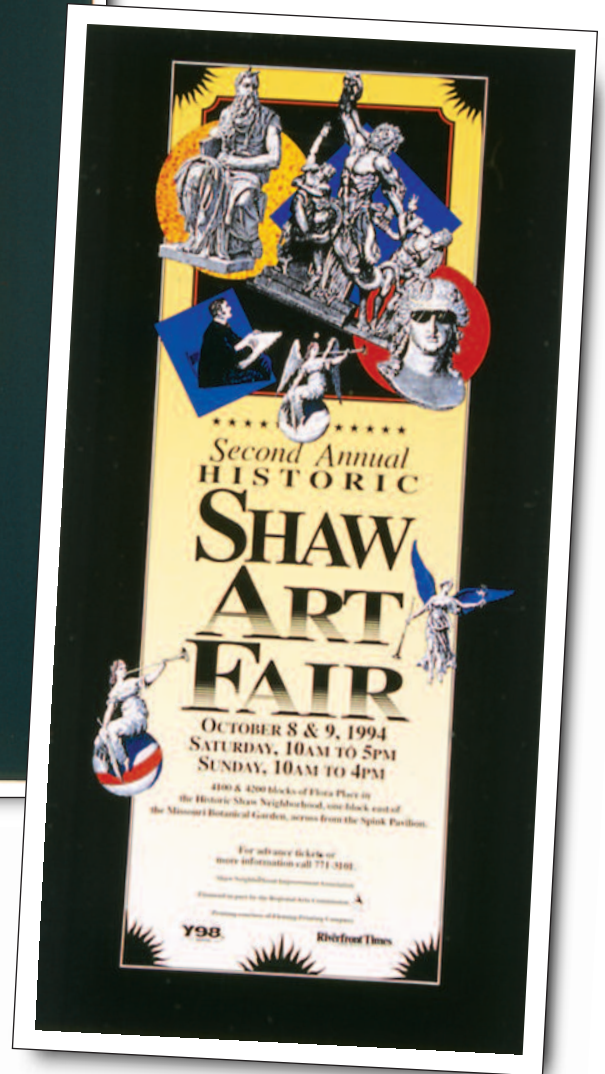
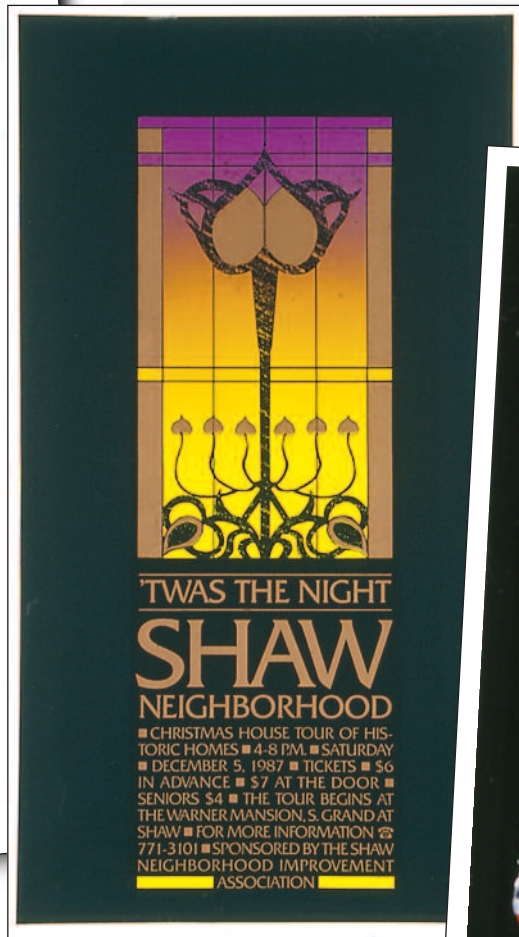
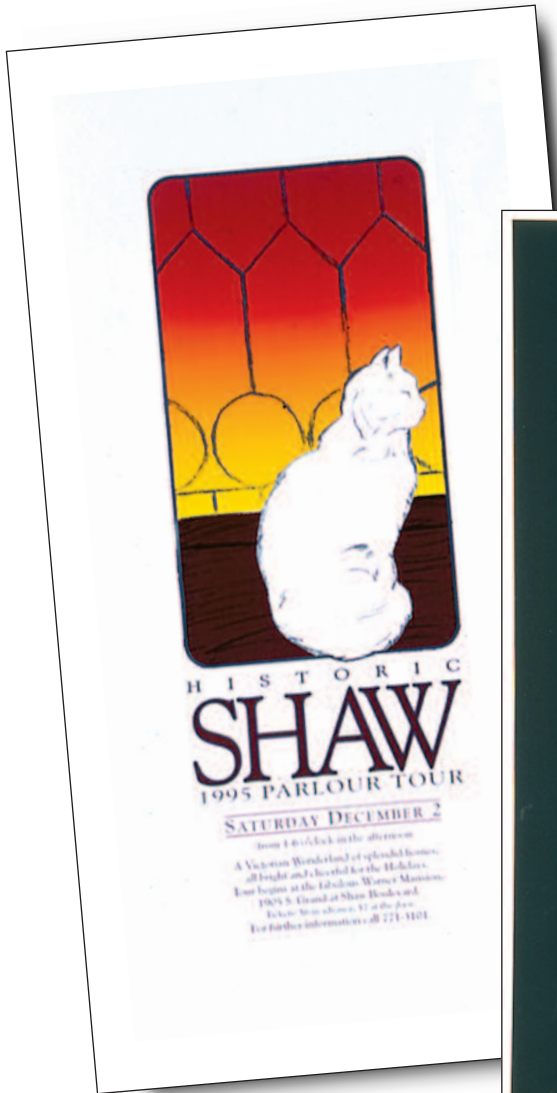
Quarterback King board game – included designing game board, pieces, instructions and packaging, as well as copy editing – for C B Hubbard Games.



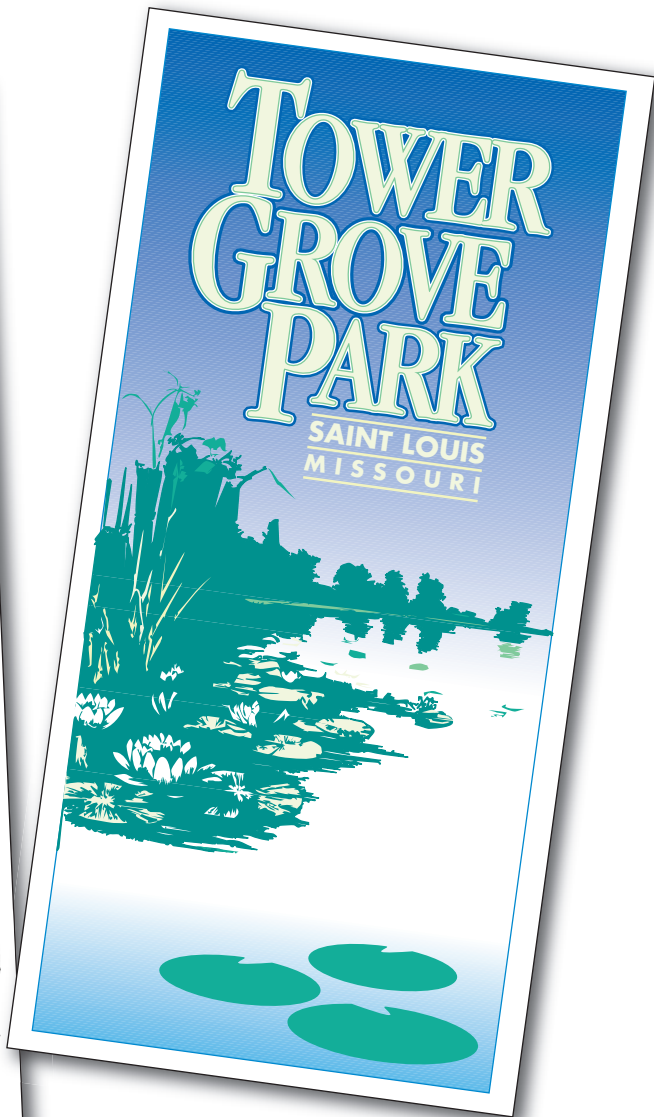
Organized Solutions' *Keep Tabs On Caregiving* product packaging, product pages & CD art, including creation of digital files for CD. This product is targeted to family members caring for elderly parents. It helps keep important medical data organized for sharing with medical providers.



Selection of posters created for Shaw neighborhood house tours and the art fair.



Posters created for Shaw art fair and Tower Grove Park.

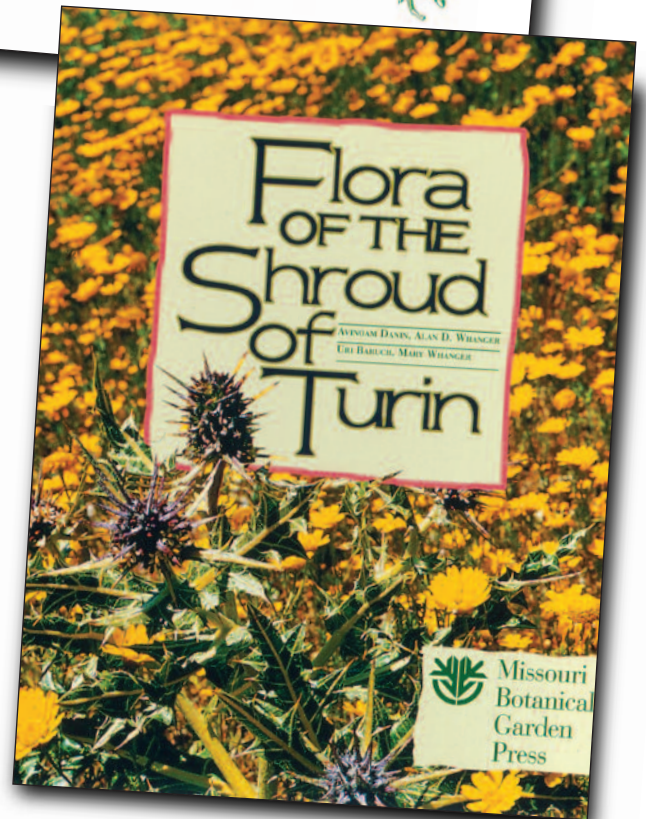
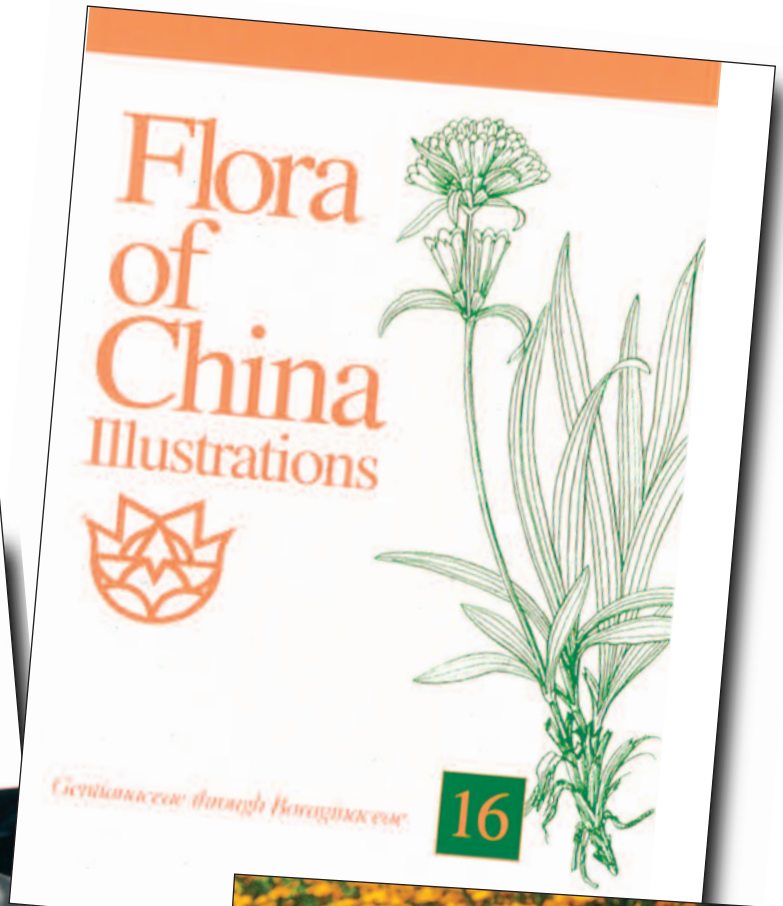
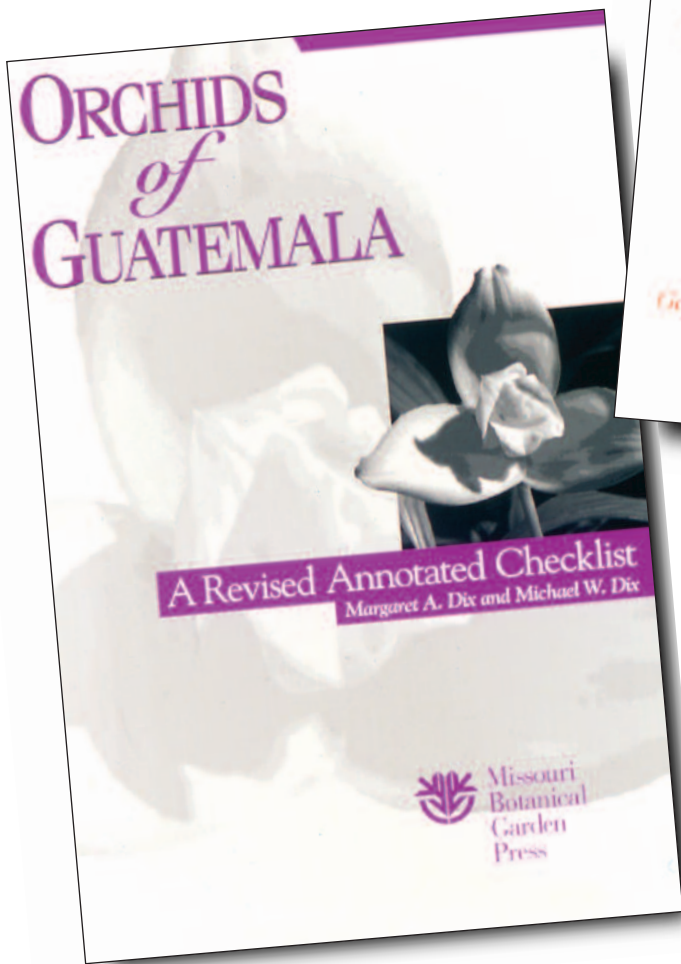


Posters can be great marketing tools for special events, and premiums (even in B-2-B situations). Great posters have a life beyond their initial presentation. Art for the common man so to speak.



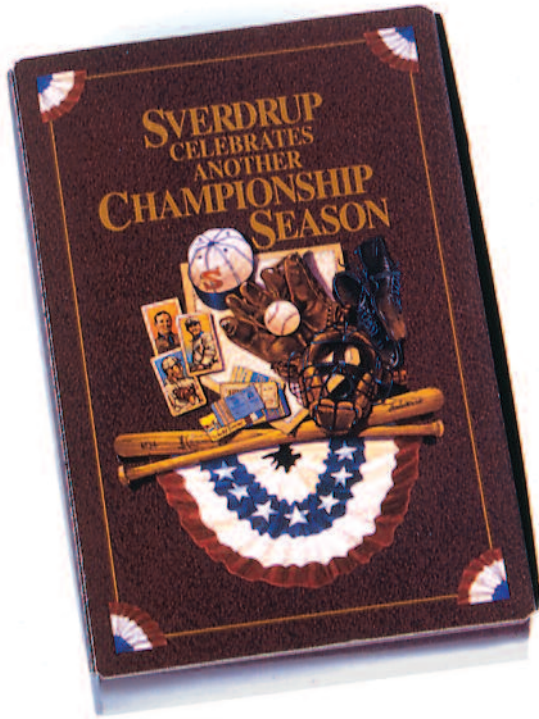
Book Covers

Selection of book covers for the Missouri Botanical Garden Press.



Promotional package

Promotional box and "baseball" cards touting the safety record of Sverdrup Construction Services. This package was mailed to top construction buyers at national companies.



EarthCo soil testing services.



Unify the business and academic logos of Logan College, and extend to the Logan College Alumni Association, incorporating all into a Logan College Graphic Standards & Style Guide.

Upon arriving at Logan College, Tom Keller, the new Director of Public Relations, realized there were numerous logo and font formats being used randomly for varied Logan communications.

Tom enlisted us to review the current situation and suggest design and style recommendations culminating in a Graphic Standards & Style Guide as well as a suite of digital logo and stationery files for distribution to the Logan community and its suppliers.

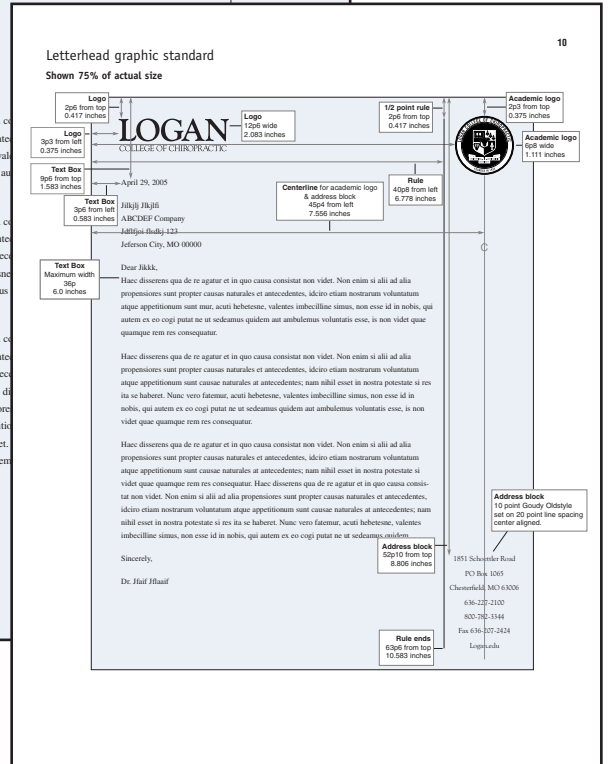
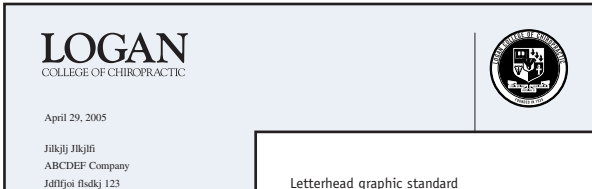
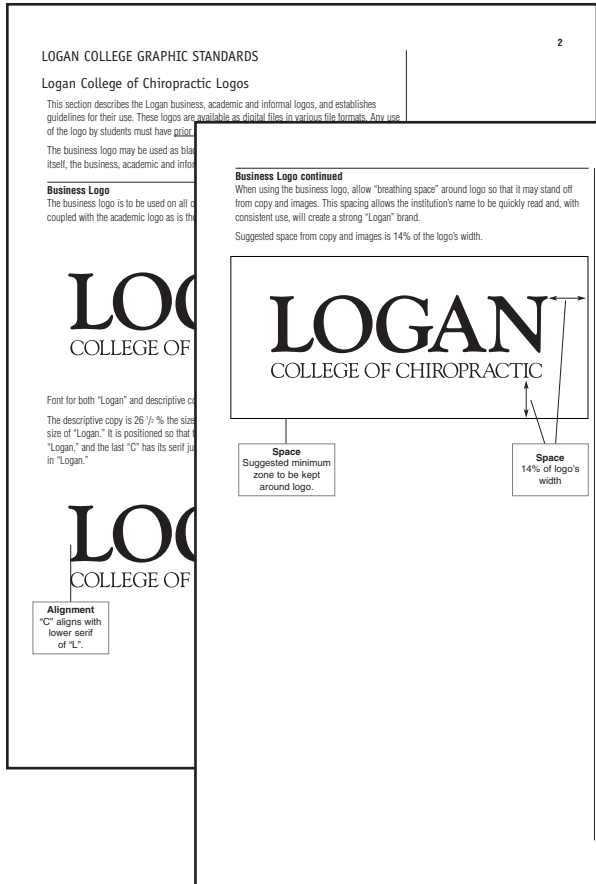
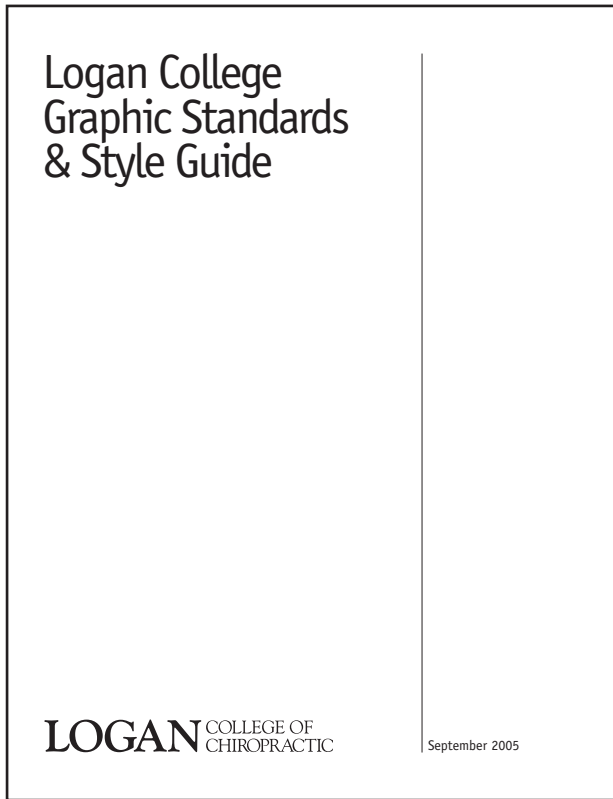
Our goal was to create a unified system with standards advancing a consistent Logan brand. The work included refining their logo, recreating the academic logo to reflect a more contemporary and timeless look, and designing a new stationery system. The system included methods to distinguish their various departments within the College.

LOGAN
COLLEGE OF CHIROPRACTIC



LOGAN COLLEGE OF
CHIROPRACTIC

The Graphic Standards & Style Guide is a 38-page document defining the logo, its use, fonts and colors, and samples defining the stationery packages including paper choices and font usage, plus a brief style guide for punctuation and special usage, capitalization, grammar and abbreviation of states. This section concentrates on usage pertaining to both the academic and medical communities' practices.



Further work with Logan College has included the design of both postcards and ads aimed at alumni, donors and the community, as well as prospective students. We have implemented a common look to again reinforce the Logan brand.

Logan College Homecoming 2007: "Taking Chiropractic to the Streets" with Grammy® award-winning recording artist Michael McDonald



St. Louis' own Michael McDonald will headline the Saturday, June 9 concert at the new William D. Purser, DC Center.

An all-star Logan homecoming? You bet. An all-star headliner? Absolutely! St. Louis native Michael McDonald and his band will perform on Saturday night, June 9 at the William D. Purser, DC Center as part of a special "Tribute to Donors" to the "Creating Community Connections" campaign. Donors of \$150 or more will receive a maximum of two, free tickets (for as long as they last) to this exclusive, invitation-only concert. Seating is limited. So, you need to register as soon as possible.

For more information, contact the Logan Alumni Association at 800-782-3344 or via e-mail at gloria.brueggemann@logan.edu.

Join us at Logan as we "Take Chiropractic to the Streets."



We've Had Class for More Than 70 Years.

Grand Opening. Outst. Consider Yourself Invited.

Coming soon! Logan College of Chiropractic's annual homecoming June 7-10, 2007 on Logan's Chesterfield campus. This year homecoming promises to be better than ever! Three nights of entertainment, including Michael McDonald performing on Saturday night as part of a special "Tribute to Donors" of \$150 or more to the "Creating Community Connections" campaign. The president's "State-of-Logan" address, 24 hours of continuing education credits, multiple receptions and the opportunity to tour the beautiful, new William D. Purser, DC Center. What's not to like?

For more information, contact the Logan Alumni Association at 800-782-3344 or via e-mail at gloria.brueggemann@logan.edu.



We've Had Class for More Than 70 Years.

Welcome to the "New" Logan College of Chiropractic



Logan College of Chiropractic has been an active part of the Chesterfield community since 1973. Still, if you haven't been on our campus in awhile, we've changed a lot over the past few years. Recent campus enhancements include the development of the state-of-the-art William D. Purser, DC Center, a learning and business conference facility, a new student plaza with a central fountain, enhanced entrances off Schoettler Road, improved pedestrian walkways, a new lake, upgraded roadways, and additional student parking.

And, that's not all. As Logan University, we now offer a master's degree in sports science and rehabilitation for chiropractic or non-chiropractic students.

Come visit our 112-acre campus or log on to our web site at www.logan.edu

You might be surprised to learn about all the valuable educational programs and health and wellness services we offer.

The new William D. Purser, DC Center, a state-of-the-art educational and business conference facility, is the latest addition to the Logan campus.
photos by Mark Karpinski




We've Had Class for More Than 70 Years.



William D. Purser, DC Center and the main points of 2007 homecoming are enhanced upper campus.

Logan College added several new degree programs in sports medicine and established Logan University to better reflect these offerings and other science degree programs. We adapted the new system to include a mark for the University.

LOGAN UNIVERSITY



LOGAN | UNIVERSITY



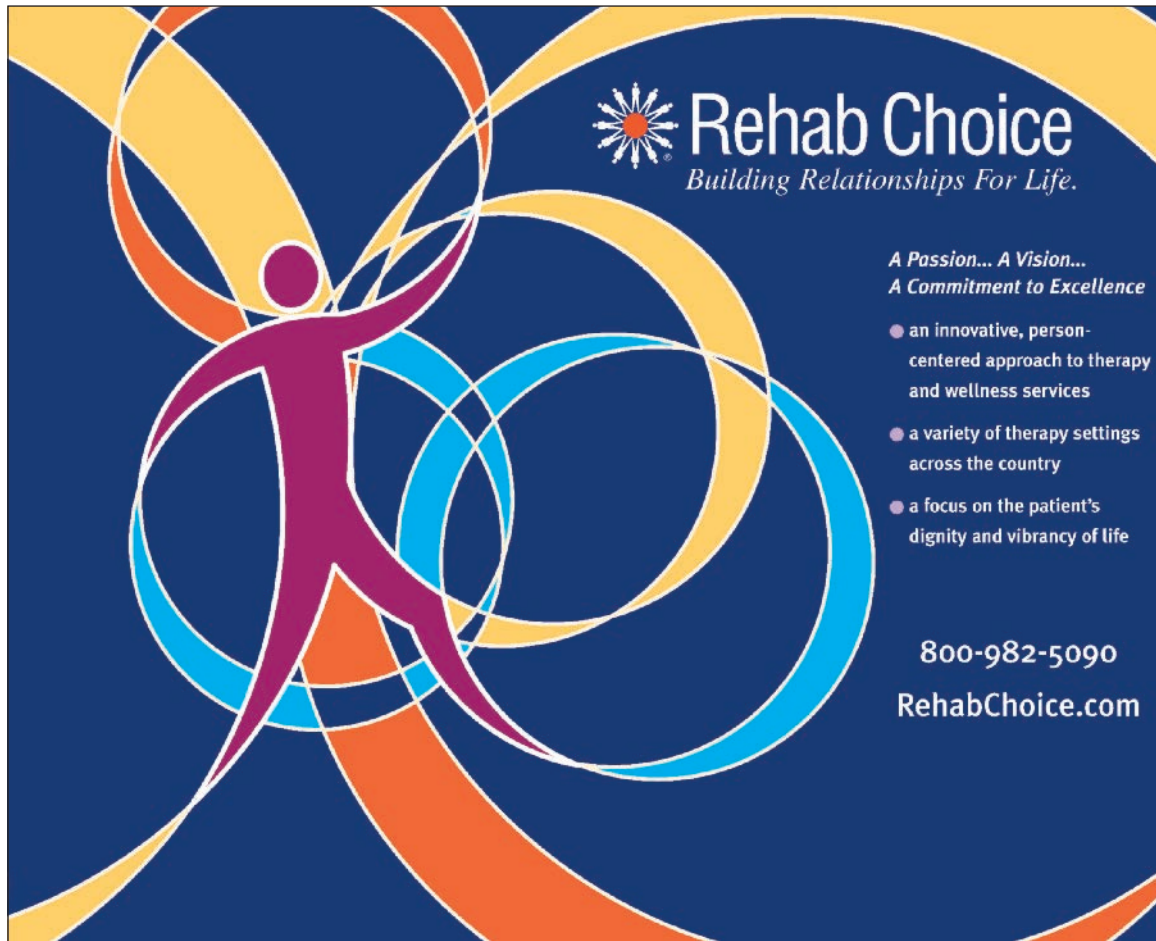
GOBBERDIEL graphic design

Unify the company logos and publications to present a corporate brand across their many offerings.

Similar in nature to Logan College's issues, the Rehab Choice company's logos had a range of fonts, colors and layouts. Chief Development Officer, Ron Present, ask us to review their suite of logos and help rebrand the divisions at the corporate level to insure continuity. The project also included logo alterations, a new mark for the Renaissance Center division, trade show booth designs and a continuing series of information brochures for various market segments plus a pocket folder presentation suite. Copy writing, editing and consultation were also provided for these publications.



Trade show booth design illustrating their person-centered approach to wellness.



 **Rehab Choice**
Building Relationships For Life.

*A Passion... A Vision...
A Commitment to Excellence*

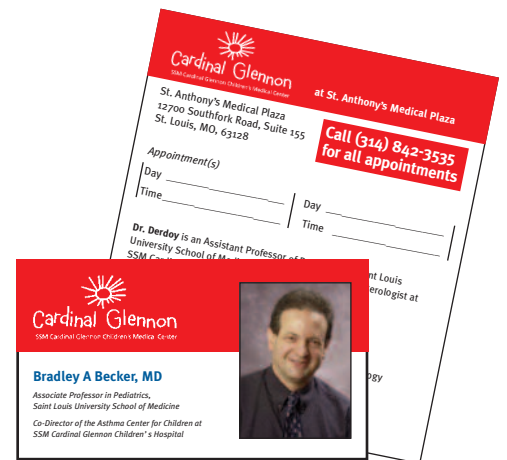
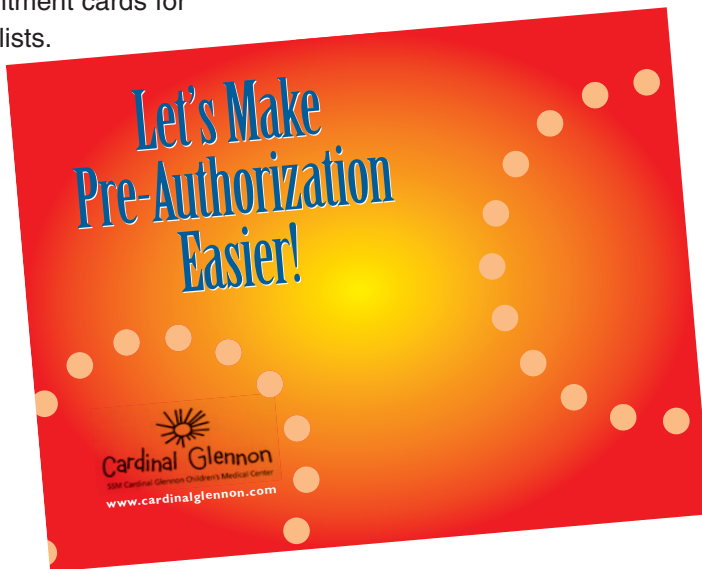
- an innovative, person-centered approach to therapy and wellness services
- a variety of therapy settings across the country
- a focus on the patient's dignity and vibrancy of life

800-982-5090
RehabChoice.com

SSM Cardinal Glennon Children's Medical Center

Specific targeting of referring physicians with a branded Physician Relations suite of tools.

Having done a variety of projects for Cardinal Glennon Children's Medical Center, the Physician Relations team of Paul Hartwig and Tom Gregory approached us with the problem of having limited time to personally visit the 1,500 doctor's offices they serve. Paul and Tom needed efficient tools to assist in making Glennon the choice for referring patients for specialist, diagnosis and treatment. Out of this conversation the Kid's Kare Kit was launched as well as a continuing series of tools that fulfill information needs in the complex issues of medical procedures. The Kit is a dimensional box packed with useful information that includes the Glennon Express Guide, StL-Superkids newsletter, brochures on childhood diabetes and skin safety, Poison Center brochures and Mr. Yuck stickers, and branded advertising premiums plus an order form to restock items as needed. It also included fold-over business-appointment cards for Glennon specialists.



50th Anniversary timeline lobby display, *Reflections of Glennon*.



A sampling of the high-quality precise work Spiegelglass has come to represent. A vertical pocket allows for inclusion of letters, proposals and case histories.



Awareness ads for K&S Associates.

FROM AVIATION
The Heritage Center of Scott Air Force Base



TO EDUCATION
Douglas Walter Clark/William E. Mason Middle School in East St. Louis, Illinois




K&S can handle your building project from the ground up.
Contact us today.

K&S
ASSOCIATES, INC.

General Contracting
Design Build
Construction Management

516 Hanley Industrial Court
St. Louis, Missouri 63144
Phone: 314.647.3535
Fax: 314.647.5302
Web: www.KSGCSTL.com

PROUDLY SUPPORTING OUR MILITARY



Armed Forces Reserve Center – Granite City, Illinois
Scheduled Completion – Summer 2009

K&S projects support the defense of our country.
Contact us today.

K&S
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516 Hanley Industrial Court
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Fax: 314.647.5302
Web: www.KSGCSTL.com

SECURE PEOPLE



SECURE BAGGAGE



K&S projects enhance safety for air travelers.
Contact us today.

K&S
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General Contracting
Design Build
Construction Management

516 Hanley Industrial Court
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Phone: 314.647.3535
Fax: 314.647.5302
Web: www.KSGCSTL.com



Awareness ads for Gallop, Johnson & Neuman Attorneys.

Creative concepts, copy writing and design for Gallop, Johnson & Neuman's Repertory Theatre ads.



SORRY, WILL.

What if The Rep didn't stage plays with more than five actors; by authors whose first names start with W; or, that were written more than ten years ago?

Sound a bit limiting? Fortunately, The Rep has a wide vision and broad capabilities. From Main Stage to Studio to Off Ramp, The Rep offers audiences a variety of quality theater options.

Gallop takes the same approach (wide vision and broad capabilities) to provide comprehensive, integrated legal services to our business, non-profit and individual clients.

Gallop attorneys work collaboratively in multiple areas of expertise. We scrutinize every facet of every situation - that is how we provide our clients with sound, thorough legal advice.

GALLOP
JOHNSON & NEUMAN

Suite 1700
101 South Hanley
St. Louis, MO 63105

314.615.6000 ph
800.330.6625 toll free
314.615.6001 fax
GJN.com

Your Business Legal Team

The choice of a lawyer is an important decision and should not be based solely upon advertisements.

© 2007 Gallop, Johnson & Neuman, L.C.

Why we support The Rep.

More than the anticipation of a new season, and the excitement of each performance, it is the certainty that when the stage lights come up, excellence will be illuminated.



GJN
GALLOP, JOHNSON & NEUMAN
Attorneys & Counselors at Law
314.615.6000 GJN.com

the practice of business law and the preservation of personal wealth

The choice of a law firm is an important decision and should not be based solely upon advertisements.

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MetroLink ad for Morgan Street Brewery on Laclede's Landing.

Morgan Street Brewery on Laclede's Landing needed a catchy, relevant and fun approach to highlight the gourmet food they prepare, but in a very casual yet classy venue. These posters ran on the MetroLink line, the Landing having one of the key stops for downtown sports venues.

THE BEER'S GOOD, TOO.

721 North Second Street
on Laclede's Landing
One Block from MetroLink
Serving Lunch & Dinner Daily

MORGAN STREET BREWERY

ALWAYS AVAILABLE

Our doors opened in 1995, making Morgan Street the second oldest craft brewery in St. Louis. Our passion is our beer, and creating flavorful, well-balanced beer is our focus. While we enjoy brewing our mainstays, we have fun using ingredients that may seem crazy to some. In the end, we love flavors, we love beer, and we love creating beer with a lot of flavor. Cheers! The Morgan Street Brewing Team

Golden Pilsner **5% ABV** **35 IBU**
\$62.50 1/6 bbls / \$145 1/2 bbls / \$27.00 case of cans
Rich and malty with spicy hop character due to the use of Czech Saaz hops. This beer is very balanced with a crisp finish. The appearance is pale to deep gold, with a creamy white head.
2012 U.S. Open Beer Championships - Gold
2011 Beverage Testing Institute - Silver
2010 World Beer Cup - Gold

Honey Wheat **4.7% ABV** **18 IBU**
\$62.50 1/6 bbls / \$145 1/2 bbls / \$27.00 case of cans
This American-style unfiltered wheat beer has an aroma that is pleasantly grainy and sweet with a touch of honey. Pales yellow in appearance with minimal clarity. The flavor is not overpowering and is quite quaffable. Honey wheat has a low hop bitterness that is balanced out by the use of honey malt.
2012 U.S. Open Beer Championships - Gold
2012 Beverage Testing Institute - Silver
2012 LA International Beer Competition - Gold

Virgin Territory **5.5% ABV** **9 IBU**
\$62.50 1/6 bbls / \$145 1/2 bbls / \$27.00 case of cans
Being Morgan Street's first commercial IPA after 18 years of being a lighter favorite, we thought it would be fitting give it the name Virgin Territory. This IPA has a noticeable taste of citrus, stone fruit, and pinesy resin. Enjoy!

Point Of Sale
We have everything you need to have success with Morgan Street beer. Pint glasses, coasters, napkins, matches and even signage will help promote your business & ours.

HEAD BREWER
JUSTIN MEYERS: Justin@morganstreetbrewery.com / 314-241-1111
BREWHOUSE SALES & WHOLESALE DISTRIBUTION
LESLIE WYKEL: Leslie@morganstreetbrewery.com / 314-241-1111
DUNCAN DUNCAN: Duncan@morganstreetbrewery.com / 314-241-1111

SEASONAL SELECTIONS

These beers are offered during specific periods of the year. These are great sellers in-house, and we know they will sell great across your bar. Give them a try!

Maibock **5.1% ABV** **23 IBU**
April - May: Draft Only
\$62.50 1/6 bbls / \$145 1/2 bbls
This spring seasonal has a strong malty aroma, with little to no noble hop aroma. This style is a malt forward deep golden-amber colored lager, with a white head. Stronger than its cousin, Munich Helles, Maibock's flavor is clean and well balanced between bitter and sweet. "Ma" translates to "May" and is typically thought of as a spring festival beer.
2012 Beverage Testing Institute - Silver

When Helles Freezes Over **5.6% ABV** **18 IBU**
April - July
\$62.50 1/6 bbls / \$145 1/2 bbls / \$27.00 case of cans
Pleasant, breads and sweet are all adjectives describing this classic German-style lager. You'll find the presence of melons to low spicy hop bitterness. The appearance of our Munich Helles is slightly dark in color than its commercial counterparts, but it boasts clarity and a creamy white head. This beer truly shows off Munich malt at its best.
2012 LA International Beer Competition - Gold
2012 U.S. Open Beer Championships - Silver
4th most creative name - 2012 U.S. Open Beer Championships

Oktoberfest **4.9% ABV** **24 IBU**
August - October
\$62.50 1/6 bbls / \$145 1/2 bbls / \$27.00 case of cans
This classic German lager is brewed for an smooth, clean, and rather rich malt character. The maltiness is often described as soft and complex. There is a light to moderate toasted malt aroma that is brought out by its initial malty sweetness, but the beer has a moderately dry finish.
2012 Beverage Testing Institute - Silver
2012 LA International Beer Competition - Silver

Black Bear **5.4% ABV** **24 IBU**
November - March
\$62.50 1/6 bbls / \$145 1/2 bbls / \$27.00 case of cans
This schwarzbier has moderate malt flavors that finish clean and sweet, and are balanced out nicely with just a hint of bitterness. The appearance is very dark brown, with a iron-colored head. Black Bear is truly that beer that will surprise the drinker: it is overkill dark, but very pleasantly sweet without the harshness that most would expect from a dark beer.
2012 Beverage Testing Institute - Silver
2012 LA International Beer Competition - Silver

ORDER CANS TODAY!

We have further created product literature, such as this selling sheet, as well as print advertising and point-of-sale items for Morgan Street Brewery.

Presentation folder with pocket and detailed inserts.
 This highlights the location with its fabulous views of Forest Park.



an ideal location
 Step across the street and you are in the lively and exciting heart of Forest Park—the heart of St. Louis in the Grand Basin. The bookstore and shops, a flowing river, parks and woods, museums, music, food, shops, restaurants, golf, and paths for biking, running and walking. The Delmar neighborhood is a delightful area to stroll through. Close to the eight courses, a Clayton, the U. City loop, midtown and downtown. You're on the northeast in minutes and convenient to St. Louis. Life, become, exceed the location is ideal.

an emphasis on amenities

- The 24-hour doorman and a concierge all vetted and receive deliveries.
- Ample indoor parking is available.
- A garage attendant is on duty from 7:00 am to 11:00 pm daily. He will open your car, bring it to the front door or arrange to have your car washed.
- All units are wired for cable.
- The roof top party room, the conference room off the lobby, and the fitness room are available to residents.
- The on-site manager will attend to your questions, requests and emergency maintenance needs.
- Your monthly fee includes heating and air conditioning as well as real estate taxes and insurance.



Generations of discriminating St. Louisans have chosen the eight-o-one for luxury, convenience, dramatic views, and for the daily pleasure of effortless living.

an unparalleled view
 Whether overlooking Forest Park towards downtown, The DelMar neighborhood to Clayton, or Wydown to the Washington University campus, your view will make every hour of every day extraordinary. The seasons, the clouds, the flow of urban living, when viewed from the eight-o-one, will bring you a pleasant awareness of your surroundings, and a serenity to enhance your life.



monthly operating assessments
 The monthly operating assessments differ from most other buildings and condominiums in two ways. Because the 801 is a cooperative, and because it was designed for shared living, monthly cost are included in the 801 monthly fee which in other buildings are paid by each individual owner. This includes the costs of water and sewer, trash, maintenance, and liability insurance. Additionally, the cost of heating, air conditioning and hot water is part of the 801 monthly fee. As is basic extended cable TV service. Because the 801 has full service, the monthly fee includes the cost of a full time manager, monthly housekeeping, dog, a security guard, garage attendants and cleaning persons, as well as maintenance personnel for the lobby, party room, private corner and other common areas.

The monthly operating assessments based on the square feet of an apartment are a percent of the 1982 fee for the year _____
 The monthly assessment based on _____ sq. ft. for unit number _____ is \$ _____ per month.



Professionally designed quarterly newsletter showcases masonry in all facets of construction.

MASONRY

2017 PULL-OUT SEMINAR SCHEDULE ENLIVEN!

NO GAMBLE WITH MASONRY

Ameristar Casino

Exciting about this project is how from exterior elevations that tower 300 ft above the ground, no strategically deployed array of scaffolding. Located near river, the Ameristar Casino's new hotel and spa project is being sited on a high-rise addition to the state's recreational infrastructure. When completed, this one \$750 million facility

In St. Charles will include a 500-room all-suite luxury hotel, a 7,000 sq. ft full-service spa, an indoor/outdoor pool area with landscaped grounds and walkways, as well as a nine-story garage with 2,500-space parking garage. The first phase of the expansion: constructing 100,000 sq ft of a nine-story hotel, spa, conference and meeting facilities opened last September.

CONTINUED ON PAGE 13

INSIDE MASONRY		Volume 14 Number 4	
WORKING FOR THE MASONRY INSTITUTE	THE STATE OF THE MASONRY INDUSTRY	RECENT MASONRY TRENDS	MASONRY IN THE FUTURE
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62	68	74	80

Chairman/President/General Mgr. General Counsel:
William J. Conroy

Design Director/DEI/COO/Assistant General Mgr.:
Bob Huppert

Executive Director/Asst. Dir.:
OPHELIA B. CURE

Director of Operations:
Walter A. Hinkle

Senior Estimator:
Saul M. Dworkin

Senior Estimator:
Scott M. Dworkin

Senior Estimator:
Scott M. Dworkin

Senior Estimator:
Scott M. Dworkin

Senior Estimator:
Scott M. Dworkin



AMERISTAR CASINO

Continued from the cover

The building's masonry is a blend of traditional and modern styles, featuring large, light-colored blocks and intricate detailing. The facade is punctuated by dark, arched openings and decorative elements. The overall aesthetic is one of grandeur and elegance, typical of a high-end casino.

The project was completed in 2016 and has since become a major attraction in St. Charles, Missouri. The casino's new hotel and spa are expected to significantly boost the local economy and provide a new destination for tourists and residents alike.

Construction: Miller Construction Co. Inc. and the general contractor, Miller Construction Co. Inc., completed the masonry work for the Ameristar Casino. The work was completed in 2016 and has since become a major attraction in St. Charles, Missouri. The casino's new hotel and spa are expected to significantly boost the local economy and provide a new destination for tourists and residents alike.

Contractors: Miller Construction Co. Inc. and the general contractor, Miller Construction Co. Inc., completed the masonry work for the Ameristar Casino. The work was completed in 2016 and has since become a major attraction in St. Charles, Missouri. The casino's new hotel and spa are expected to significantly boost the local economy and provide a new destination for tourists and residents alike.

Architect: HOK Inc. completed the architectural design for the Ameristar Casino. The design was completed in 2014 and has since become a major attraction in St. Charles, Missouri. The casino's new hotel and spa are expected to significantly boost the local economy and provide a new destination for tourists and residents alike.

Photographer: J. Michael Miller, Miller Construction Co. Inc., and the general contractor, Miller Construction Co. Inc., completed the photography for the Ameristar Casino. The work was completed in 2016 and has since become a major attraction in St. Charles, Missouri. The casino's new hotel and spa are expected to significantly boost the local economy and provide a new destination for tourists and residents alike.

Editor: J. Michael Miller, Miller Construction Co. Inc., and the general contractor, Miller Construction Co. Inc., completed the editing for the Ameristar Casino. The work was completed in 2016 and has since become a major attraction in St. Charles, Missouri. The casino's new hotel and spa are expected to significantly boost the local economy and provide a new destination for tourists and residents alike.

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Missouri History Museum Press Kit

Press kit announcing the opening of the new wing. This folder included the ability to insert releases, photographs and CD.



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