

NEWS RELEASE

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### **X marks the spot on this St. Louis native**

(Edwardsville, Ill.) - Chris Frank, a St. Louis native, is nothing short of successful thanks to his tireless work ethic in the cut-throat industry of advertising. Frank, an outgoing person with a spunky attitude, quickly worked his way to the top and became the founder and CEO of his thriving advertising boutique, CFx-inc.

Frank attended Baylor University in Waco, Texas to earn his bachelor's degree in advertising. He chose Baylor because it was a more advanced college than the other universities at the time. Baylor had the computers and technology Frank needed to get a quality education in advertising. "They had unbelievable facilities and allowed for a practical portfolio," Frank said.

Frank did not fit the typical college student personality of partying until dawn every night. He was fixated on his future of becoming an advertising agent. First semester of his senior year, Frank flew home to St. Louis where he bought a house that his parents co-signed with him. He said he was ready to get out of college and start "working on things." Frank also went on 23 interviews trying to line up a job upon graduation. Frank knew his potential and consistently believed that he could make something of himself if he had the perseverance to continue to work hard.

When Frank graduated from Baylor, he landed a job with May Company for Venture Stores. Frank felt privileged to be working with such a well-known company right out of college. However, it did not start out the way he had wanted it to.

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His first assignment was to interview brand managers in the company. This sparked major controversy between Frank and his colleagues because most of them did not know where the executives' offices were. Frank said that many of his colleagues "stopped talking to me and did not sit by me at lunch." Frank believes his work ethic gave him the chance to work with the executives of the company, "I was the first one there and the last one to leave every day," Frank said, "I cared about what I was doing."

In 2001, Frank decided to found his own advertising boutique called CFx-inc in St. Louis. Frank decided to call his company CFx-inc. for a couple reasons. CF stood for Chris Frank and "x" because it is the most memorable letter in the alphabet.

Frank did not intend to make a huge corporation out of his business. He wanted to keep it small and boutique-like. Today, 12 talented people make up his company. Some of them deal with the creative side, and some deal with the account side. He believes that if he had 100 people on his staff, his business would not be any more successful than it currently is with 12 people. Frank's wife, Megan Frank of 17 years, also works at CFx-inc. along with Frank's sister, who is his chief financial officer. He believes that "the employees are my equity."

The bonds that he and his employees share together are critical to him so that they can work together as a team. Frank said that it is important to have a "personal philosophy with my staff and apply that to my clients." Frank even takes his staff on an annual holiday get-away out of the country in place of a Christmas party.

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Despite the economy, Frank has maintained a steady clientele. Frank's reasoning for staying balanced in an unstable market is attributed to his stance on not allowing any one client make up more than 20 percent of his business. "Several agencies are snuggling up to us," Frank said. "We always have someone approaching us."

Frank's clients range from the St. Louis Zoo to Pear Vodka to St. Louis Children's Hospital and the Boy's and Girl's Club. CFX-inc's annual earnings are steady at \$3.5 million in annual billings. Frank has had opportunities for opening other offices in different parts of the country such as Beverly Hills, but he does not feel the need to do that at this time in his career.

Frank did not want to speculate about the future too much. He became hesitant when asked about any future projects that he might be working on. "We are at a great place and maintaining and could possibly do something else later on," Frank said. He also commented that CFX-inc will continue to exist despite other possible plans. Frank had encouraging words of wisdom to future professionals that will be getting into the advertising industry. "Be yourself and true to yourself from day one," Frank said.

Hard work and dedication to something a person loves continues to be the key to accomplishment. Frank is thankful that he became serious about his career prior to graduation. Frank has shown that if someone is willing to put effort into something, success will be the outcome. With Frank's personable philosophy for doing business, he believes CFX-inc will continue to prosper and become more successful.

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