

FYI BUSINESS

» NEWS, TRENDS + EVENTS IN TULSA BUSINESS

Spa Lux named 'Hot Spot'

BY NANCY HOLLINGSHEAD
World Staff Writer

The November issue of *Travel & Leisure* magazine rates Tulsa's Spa Lux as one of "25 American Hot Spots."

Magazine editor Bruce Schoenfeld said Tulsans are surprised "to come across a world-class day spa" with "handcrafted shoji doors, white marble steam rooms and a hydrotherapy capsule."

Owners Taras and Cynthia Tikhomirov said in an e-mail interview that Spa Lux is their "dream business that offers a luxury day spa with a modern and unique design and the best services the spa industry had to offer."

The spa, located at 8922 S. Memorial Drive., Suite B, also earned kudos from *DaySpa Magazine*, which named it "Best Design" for 2008. That design came from visiting spas from around the world. In fact, Taras Tikhomirov describes it as having "European lavishness with an occasional Asian bent."

Cynthia Tikhomirov is a native of Louisville, Ky., while her husband hails from Moscow. The couple met while he was attending school at the University of Louisville in 2002, and they settled in Tulsa in 2004. At the time, she was working in interior design and had worked for another Tulsa-area spa.

Taras Tikhomirov has a financial background, first working for a local oil company and then as CFO of a private computer firm.

"We wanted to bring to Tulsa some-



Owners Taras and Cynthia Tikhomirov stand in the Spa Lux lobby. STEPHEN PINGRY/Tulsa World

thing special that we enjoyed traveling around the globe — a luxury day spa with a modern and unique design and the best services the spa industry had to offer," the couple said in an e-mail interview. "We felt Tulsa was ready for and really needed that."

Spa Lux has 14 employees, most of whom are professional contractors with substantial experience. It is open six days weekly, and averages 50 to 60 clients weekly — or about 100 services, they said.

Spa Lux offers several types of massage, including regular Swedish and Reflexology.

"We specialize in natural skin care,

which includes a comprehensive array of facials and body treatments, including hydrotherapy, body polishes and masks," the couple said. "We have a private pedicure/manicure room and can do any type of waxing. Our most popular type of service is massage. Actually, we believe that massage is a recession proof service due to its unquestionable ability to relieve stress and tension."

The signature therapies are based on the Holistic approach. To book an appointment, call 615-3339.

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'Black Friday' story needs shopper input

The Tulsa World is looking for die-hard "Black Friday" shoppers to provide their tips, stories and secrets for an article about the retail rush on the day after Thanksgiving.

If you or a friend are regular "Black Friday" shoppers or plan to tackle the crowds next Friday, please call staff writer Kyle Arnold at 581-8380 or send e-mail to him at kyle.arnold@tulsaworld.com.

Hilti listed among '50 Best Companies to Sell For'

For the fifth straight year, the corporate research team at Selling Power identified Hilti as one of the best manufacturing companies to sell for.

Hilti finished eighth — just two points away from first place — in the magazine's annual "50 Best Companies to Sell For," a comparison and evaluation of the largest U.S. sales forces.

Focusing on companies with sales forces of 500 or more, Selling Power's annual rankings identify companies with the most to offer salespeople. The rankings are based on scores in three key categories: compensation, training and career mobility.

Fleet Feet Sports Tulsa named Top 50 running store

Fleet Feet Sports Tulsa was named one of the top 50 best running stores in America at an awards ceremony during the Running Event, a convention for running specialty stores held in Austin, Texas.

The awards ceremony was organized by Competitor magazine and held Nov. 11. The evaluation consisted of a year-long evaluation, including "secret shopping," customer feedback and vendor relations.

Fleet Feet Tulsa, owned by Lori and Tim Lori Dreiling, was the only store in the Top 50 in Oklahoma. This was the fourth straight year Fleet Feet Tulsa has made the Top 50, every year the award has been presented. In 2008, Fleet Feet Tulsa was one of four finalists for the National Store of the Year Award.

Professional development course offered at TU

More than 70 registrations have been received for what the University of Tulsa Collins College of Business is calling its "own kind of stimulus."

In light of the tough economy, the College's Center for Executive and Professional Development is offering a special professional development course Dec. 14 for managers and employees in the area at a special price.

The center and speaker Chuck Tyrone will offer the course, which normally costs \$325, for only \$29. Companies may send as many as a team of five, with additional enrollees placed on a waiting list for any unclaimed seats.

Furthermore, unemployed members of the project management sector will be offered a limited number of free seats. Seating for 250 is available.

Companies may send as many as a team of five, with additional enrollees placed on a waiting list for any unclaimed seats.

The course is designed to introduce project tools that will help organizations deliver current initiatives despite a reduced workforce and difficult economy.

Eight PDUs will be available for this course for PMI Project Management Professional recertification. The course also qualifies for eight CPEs with National Association of State Boards of Accountancy.

To register, visit tulsaworld.com/coursespecial, or call 631-2215 for information.

North Carolina site for new FreshBerry cafes

Beautiful Brands International has signed an agreement with John and Linda Lenzmeier to open at least two new FreshBerry Frozen Yogurt Cafés within the Raleigh, Durham and Chapel Hill area of North Carolina.

The agreement also taps John Lenzmeier as lead development agent for a 50-unit FreshBerry franchise development deal.

With over 20 years of experience as an entrepreneur and business investor, Lenzmeier has already committed substantial capital to aggressively expand the FreshBerry footprint in North Carolina. The first store will open March 1 in the Triangle area.

"I anticipate the growth of the franchise to reach 50 stores in North Carolina within the next three to five years," said Lenzmeier.

The FreshBerry concept was created by David Rutkauskas and his wife, Camille, and the first café opened in January 2008 in Tulsa. Today there are seven FreshBerry Frozen Yogurt Cafés

Start planning for paying 2010 taxes

If you think about taxes during the holidays, you may be able to save yourself some money and a lot of heartache in 2010.



Kathy Kristof
Tribune Media Service

Withheld enough?

Last year's Emergency Economic Stabilization Act demanded that employers take a little less out of every worker's paycheck to adjust for the "making work pay" credit that will be provided to single workers earning less than \$75,000 and married couples earning \$150,000 or less.

But if you earn more, are one of two working spouses or have a side job or pension income, this lower withholding could mean that you have underpaid your taxes.

To check, run a quick projection. If you've paid less tax than last year, start setting money aside to pay the taxes you'll owe next year.

Looking for work?

Millions of people lost their jobs last year and had to spend money going to interviews, printing resumes and taking contacts to lunch. You need to keep track of those costs because your job-search expenses are tax deductible, said Mark Luscombe, principal tax analyst with CCH Inc. The catch is that job-search expenses can be written off only if they exceed 2 percent of your adjusted gross income.

Are you an entrepreneur?

Those who have secured some contract or freelance work — or even those who simply aim to — can take dozens of deductions and credits for home office expenses, equipment, mileage

and even health insurance premiums. And there are no income thresholds to clear to take these write-offs. All you need to do is keep good records and file a Schedule C.

Need a car?

There's a quickly expiring tax deduction that allows you to write off the sales and excise taxes paid on a new car, light truck, motor home or motorcycle purchased between Feb. 17 and Dec. 31.

This break is available only for taxes paid on up to \$49,500 of a vehicle's purchase price. It also phases out for those making more than set amounts.

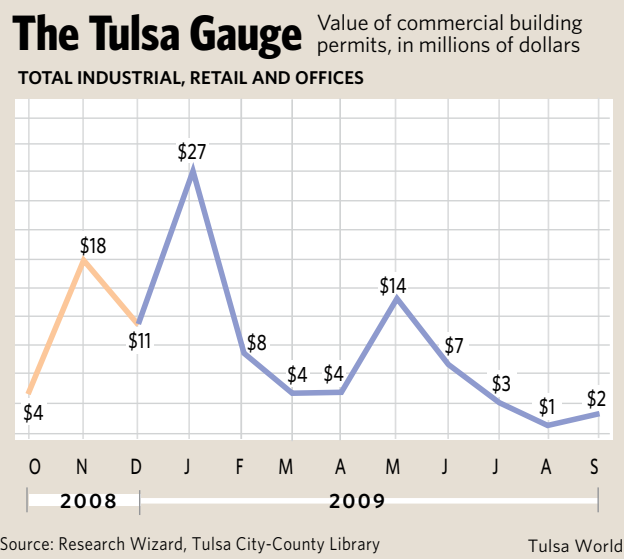
Going green?

A number of tax credits for buying energy-efficient home improvements — from boilers to windows — were reinstated and improved last year. The IRS offers tips at tulsaworld.com/irs.

Time to sell?

If you sold stocks at a loss last year or this year, you're likely to have lots of capital losses that can be used to offset investment gains, said Philip J. Holthouse, partner with the Santa Monica, Calif., tax accounting firm of Holthouse Carlin & Van Trigt. Holthouse emphasizes that you should never sell for tax reasons alone.

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open and more than 255 units in development.

Enercon Services purchases engineering firm

Tulsa-based Enercon Services Inc. recently acquired Beckett & LaRue, an engineering and consulting firm with offices in Marietta, Ga., and Orlando, Fla.

Beckett & LaRue is primarily known for its engineering and design of transmission and distribution systems. They will become part of Enercon's Power Generation Services group, adding power delivery to the long list of services currently provided by Enercon to operating power plants and development of new power plants.

Enercon is a diversified energy consulting company offering engineering, environmental and management services.

Area attorneys earn awards at OBA annual meeting

Several Tulsa area attorneys were recognized with awards at the recent Oklahoma Bar Association 105th annual meeting in Oklahoma City.

Award recipients from the Tulsa area include Jack L. Brown, Neil E. Bogan Professionalism Award; Theresa Hansen, Liberty Bell Award; Judge William C. Kellough, Earl Sneed Continuing Legal Education Award; Sidney Swinson, John E. Shipp Award for Ethics; and Jared Burden, University of Tulsa Outstanding Senior Law School Student Award.

New leasing, management firm opens in BA

Two former employees at a Tulsa-based real estate office have teamed up to open a new property management and leasing company.

Kris Welch, formerly Kris Osburn with Chinowth & Cohen Realtors as well as Coldwell Banker, and Paul Welch, ex-marketing director of Chinowth & Cohen, have opened Advance Leasing & Management in Broken Arrow.

Kris Welch has experience as a broker/owner with properties of her own, while Paul Welch has years of marketing experience as a graphic designer, television producer and marketing director.

The office is located at 1175 S. Aspen Ave. in Broken Arrow. For more information, visit tulsaworld.com/advance2rent, or call 286-1587.

AWC slashes dues in honor of 100th birthday

To celebrate the Association for Women in Communications' 100th birthday, the organization has slashed its national dues for new members and is waiving the \$50 application fee.

Therefore, new members can join the Tulsa Chapter of AWC for \$120 through Dec. 4.

Since 1909 AWC has had one goal — advance the status of women in all fields of communications. From its beginnings as a group of seven women journalists at the University of Washington, AWC now has of more than 3,000 members nationwide.

The Tulsa Chapter of AWC is the second largest chapter in the U.S.

Persons interested in joining AWC can call Pat Atkinson at 671-2742 or e-mail her at patatk@cox.net, or call Paula Cortner at 488-0882, ext. 19, or e-mail paula.cortner@oke.nmss.org. You can also visit tulsaworld.com/awctulsa.

—NANCY HOLLINGSHEAD, World Staff Writer

Another credit card fee preparing to fly

■ Paying late now has a new penalty on some cards.

HARRY R. WEBER
Associated Press

ATLANTA — Another fee is coming in the new year for airline and hotel customers — this time from your credit card company.

The message: Pay your bill on time or forfeit the miles or points you thought you earned for making purchases during that month.

To get the rewards back, it's going to cost you.

American Express Co. is sending notices to customers who hold its cobranded cards with Delta Air Lines, JetBlue, Hilton Hotels and Starwood Hotels, that beginning in January rewards won't be transferred to loyalty accounts with those partners if you are late paying your bill.

You'll be hit with a \$29 reinstatement fee if you want the rewards back. That fee is on top of the late-payment fee. A penalty interest rate, currently 27 percent, would be assessed on future balances.

American Express is changing the policy for its cobranded cards to align those cards with its other Amex cards that have carried the same policy for months or years.

The policy doesn't just affect the habitual late payer, it affects everyone, said John Ulzheimer, president of educational services for Credit.com. "I think over the course of time, people miss a payment at least once because of unforeseen circumstances like something getting lost in the mail or a long vacation taking your focus off making

your payments," he said.

Other card issuers, like Citigroup Inc. and JP Morgan Chase & Co., also have cobranded credit cards with airlines and hotels. Citi is paired with American Airlines. Chase is paired with United Airlines and Marriott International Inc.

Citi spokesman Mark Rodgers said points earned on the company's Citi cards that offer rewards through the company's own rewards program might not be available for redemption if a card holder pays, and in some cases a fee for reinstatement may apply. Rodgers said Citi is not considering reinstatement fees for its cobranded cards with American Airlines and Hilton.

JP Morgan Chase spokeswoman Tanya Madison said that if an account is past due for the cobranded United card, a customer will not earn miles until the account is paid. "While we do not go back and confiscate miles, we will stop awarding miles on spending going forward until the account's paid in full," Madison said.

Consumer advocates aren't surprised by American Express' move considering tough new rules for credit card companies scheduled to go into effect in February. Under the new law, lenders won't be able to increase rates on existing balances unless a person is more than 60 days behind on a payment.

Banks deny that they are increasing rates ahead of the February deadline and blame fee increases on the economic downturn. American Express isn't saying how much revenue it expects to generate from the new reward reinstatement fee for cobranded cards.

BUSINESS CALENDAR

Tuesday

Metro Tulsa Career & Professional Women, Ti Amo's Italian Ristorante, 6024 S. Sheridan Road. Topic: "Tulsa Botanical Gardens." Cost: \$15 members, \$18 guests (includes lunch). Reservations due Monday; call Beverly Atteberry at 605-1913, or e-mail beverlyatteberry@aol.com.

Networking Enterprises of Tulsa, Noon, Leon's Restaurant, 3301 S. Peoria Ave. Nonprofit business

networking group. For more information, call Wes Phillips at 794-4000, or Mike Chapman at 749-4315.

Information for this listing should be submitted to: Business Calendar, Tulsa World, P.O. Box 1770, Tulsa, Okla. 74102, or fax: 581-8353, or e-mail: business@tulsaworld.com. Items must be received by 5 p.m. Wednesday for inclusion in the following Sunday's calendar.