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Serving Eastern Missouri, Illinois, Indiana, Kentucky and Ohio
Since 1926

INNOVATION WITH A SENSE OF HONOR

By Peter Leviton

“Go West, young man, and grow up with the country.” Whether these famous words were originally written by John B. L. Soule or Horace Greeley, they served to inspire a generation. The westward expansion of America was an exciting time in our history. It represented a chance for opportunity and adventure, and able bodied young men were called upon to help the country expand and create a path through the wilderness of the Wild West.

When St. Louis native Charlie McCarty went west, it wasn't to discover uncharted lands and new civilizations – to go boldly where no one had gone before. He headed west to Vietnam to serve his country. In December of 1966, Charlie volunteered to join the United States Marine Corps. During the height of the Vietnam War, he served in Company M, Third Battalion, Twenty-Sixth Marines for thirteen months. During a battle in 1968, Charlie received life-long wounds while trying to protect a fellow marine from an enemy hand grenade. Despite these wounds he returned to his unit. While serving on a seven-man reconnaissance patrol searching for routes of approach of the North Vietnamese Army, Charlie was again called to action and his defense of his patrol won him the Navy Commendation Medal for Heroism in Combat from the Secretary of the Navy. Charlie received an Honorable Discharge after he finished his tour in 1969 and earned several additional awards including the Combat Action Ribbon, the Purple Heart Medal and the Presidential Unit Citation awarded by President Johnson for units that saw action at Khe Sanh.



The maneuverability of the JLG 1932 Scissor Lift was necessary for this job.

No! Don't Get Sick...

For the past two years you've heard me bellyache about the economy and the country's failure to pass a new Highway Trust Fund Bill. Well, here we go again, more "crabbin" about what we don't have and what we didn't do but before you decide to use this article to line the bottom of the kitty-litter pan (that's one of the advantages of our large format) read it. It'll make me feel better and encourage the publisher to keep me around.



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**INNOVATION
WITH A SENSE OF
HONOR**

Coming home to St. Louis Charlie did not discover the promise of western expansion. There was no opportunity and adventure to be had. Combat-disabled, he could not find a job. Over the years he got by with low-paying jobs as a mechanic, a hypnotherapist and even a chauffeur (his most famous rider was the future Pope John Paul II). Eventually he became a licensed electrician and started his own business, Mac Power.

In 2009, Mac Power combined with Extel Communications, a full service company operated by Scott Keifer and John Howard that provided warehousing, distribution, telecom engineering, materials and installation (EF&I) to form Innovet. Innovet is an Association for Service Disabled Veterans (ASDV) and Department of Veterans Affairs (CVE) certified Service-Disabled Veteran-Owned Small Business (SDVOSB). Innovet quickly began taking on residential, commercial and governmental electrical projects, and became a prime-contractor for the Department of Veterans Affairs.

“At Innovet we promise two things,” said Charlie, Innovet’s President. “To provide you with the quality of service you deserve at a value you demand, and to continue training and hiring as many qualified veterans as possible.” Charlie is committed to assisting veterans make the transition from the military to the civilian workforce by encouraging their training and providing a veteran-friendly place to work. “America’s veterans have an unacceptably high unemployment rate. Innovet is doing something about it.” Innovet recently hired its fifth veteran: an Affton, Missouri resident named Kevin Maguire who was wounded in the Iraq War while securing the Baghdad Airport.

In 2010, Missouri’s House and Senate unanimously passed and Governor Nixon signed legislation setting a three percent spend goal with Missouri’s Service Disabled Veteran businesses. “We got the law changed in Missouri,” said Innovet Vice President Scott Keifer. “We wanted Missouri to have the same type of legislation the Federal Government has. We did it for all veterans.” Charlie added, “The average veteran doesn’t speak up when he needs something. We were in the military to take orders.” Rules still need to be written for implementation of the law and since the law has passed, not a single veteran has made a dime off of it, he said.



*Charlie at Hill 881 South, Khe Sanh, Vietnam
1968, prior to being wounded.*

*Page 4:
Innovet’s Steve Schueler adjusts some of the lights.*

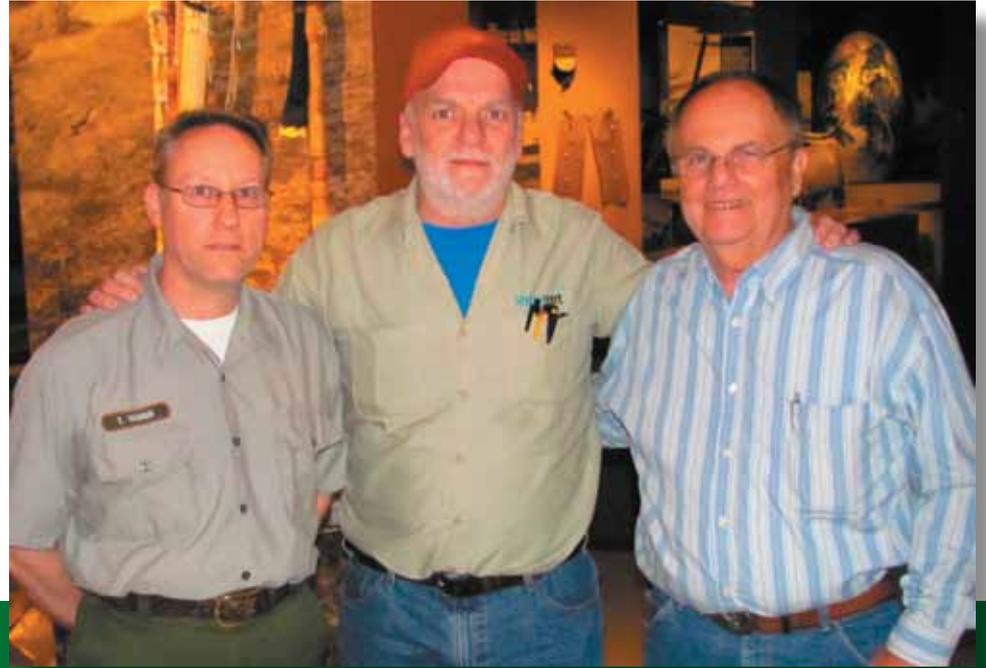


*The St. Louis Arch,
home of the Museum of
Westward Expansion.*

Innovation is part of the Innovet name, as witnessed by this debris-catching screen.



Innovet's Michael Whipkey, vice-president Scott Keifer, president Charlie McCarty and vice-president John Howard.



Terry Weber, National Parks Service, Charlie McCarty and Jack Gorzny, One Source Rentals

Today, Charlie's journey west has brought him back full circle. Under the feet of St. Louis' Gateway Arch, the centerpiece of the Jefferson National Expansion Memorial, is the Museum of Westward Expansion. The Museum preserves some of the rarest artifacts from the days of Lewis and Clark and through the exhibits one can explore the world of American Indians and the 19th Century pioneers who helped shape the history of the American West.

To better illuminate those exhibits and in a more cost efficient manner, all of the old track lighting needed to be upgraded with new track and LED lights, providing 80 percent savings in energy costs. Innovet was awarded the job. Partnering with Guarantee Electrical, Innovet employees have had to work at night on the three-month project, only being allowed to come in after the tourists have left and the museum is closed. Adding to the late-night shifts are the requirements of protecting the priceless exhibits and working within tight spaces.

A JLG 1932 Scissor Lift rented from One Source Rental fit the bill. Easy to maneuver and tall enough to reach the ceiling, the lift proved to be the perfect tool. When the question came up concerning what to do about falling debris that could damage the exhibits below, a special screen was designed and mounted on the lift by Innovet employee Steve Schueler to catch anything that fell.

When asked why One Source Rental was chosen, Scott Keifer said "We didn't know One Source beforehand, but we would definitely use them again. Their salesman, Jack Gorzny stayed on top of the job. He does what he says he is going to do."

As an electrical and general construction contractor, Innovet is providing the quality of service and value that its clients demand. As an employer of qualified disabled veterans, Innovet is providing a chance and hope that its employees deserve.

To find out more about Innovet, visit their Web site at www.innovet.us, or give Charlie a call at 314-353-9700.



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