

# Chamber Celebrities

## Riverbed Concrete ROCK STAR RENOVATOR

Ever wonder what it takes to become a celebrity? For Riverbed Concrete, the answer is simple: ingenuity and inventiveness! David Harris and David Forren, president and vice president, respectively, for Riverbed Concrete, say these intangibles — ingenuity and inventiveness — are the hallmarks of Riverbed Concrete and its core staff, Steve Forren, Keith Neville, Joe Corsa, Steve Chase and Marsha Bell.

“Our ability to create and execute new ideas in a rapidly growing industry has fueled our company’s rise from a modest startup to a leader in the decorative concrete industry,” said Harris.

Not just an industry leader, this young company has achieved celebrity status. Riverbed has gained the attention of national TV and is now being featured on the ABC, HGTV and DIY networks. It’s been a very impressive rise for this small Boerne-based company.

In the early days, as a young entrepreneur, Harris began selling handmade tables and tabletops door-to-door to local merchants on Main Street in Boerne (hint: Ingenuity). Harris quickly gained the attention of the high-end builders in the area and recognized an opportunity to carve a niche, quickly expanding his offerings to include custom concrete sinks and countertops. Riverbed Concrete’s counters and sinks are true works of art and continue to lead the industry in creativity and quality. After several years of countertop production the company expanded to offer a wide variety of decorative concrete flooring options to both residential and commercial clients.

Riverbed Concrete continues to push forward, staying on the cutting edge of innovative technology in concrete flooring and architectural casting. Its newest adaptation is diamond-polished concrete flooring (hint: inventiveness). This new concept rivals the best of other more traditional flooring options, offering thousands of custom colors, exceptionally low maintenance and an abundance



of decorative options at a fraction of the cost. Through the expansion and development of new products over the years, one aspect has remained constant: Riverbed continually seeks to maintain its commitment to high-quality products, offering more than just concrete products — instead, turning the blank face of concrete into etched, sculpted and colorful works of art.

Riverbed is also excited to announce its new line of polished concrete landscape basins. Available in a wide variety of colors and contemporary shapes, these fire-bowls, water features and planters are the perfect complement to any Hill Country décor. In 2012, Riverbed will also expand into concrete showers, concrete fireplaces and concrete tiles, as well as add to concrete furniture, counter and sink product offerings.

This once door-to-door company is now one of the top-grossing companies in the market, drawing more and more attention from industry experts at the HGTV, DIY and ABC networks. To see a local company making it big, check local listings for features on *I Hate My Bath*, *House Crashers* and *Extreme Make-Over: Home Edition*.

Riverbed Concrete offers a showroom facility displaying the many unique and beautiful offerings they provide. You are welcome to visit them by appointment at 39390 IH-10 in Boerne by calling 830-981-2210.

### FOR MORE INFORMATION

Enchanted Springs Ranch  
www.enchantedspringsranch.com

Riverbed Concrete  
www.riverbedconcrete.com

Tootie Pie Co.  
www.tootiepieco.com

## Tootie Pie

### A GREAT PUMPKIN

Even though Ruby Lorraine “Tootie” Feagan wasn’t one to toot her own horn, the pies and company bearing her name have celebrities honking theirs about her pies’ great taste.

One of Feagan’s creations, a succulent pumpkin pie now sold by Tootie Pie Co., was featured in the November 2011 issue of *Every Day With Rachael Ray*. The article, entitled “Pies Worth the Postage,” honored Tootie Pie Co. for having “The Best Pumpkin Pie.”

“We are delighted that the folks at *Every Day* chose Tootie Pumpkin Pie as the best,” said Don Merrill, president & CEO of Tootie Pie Co. “Rachael

Ray is a nationally recognized personality whose name is synonymous with great food and quality. We welcome her readers to try some of our other wonderful pies as well.”

With a circulation of over 1.7 million and a readership of 7.4 million, *Every Day With Rachael Ray* and *RachaelRaymag.com* offer a whole new audience the opportunity to enjoy the pies already savored in the Hill Country.

Carla Carter, corporate sales director for Tootie Pie Co., says the exposure from the article has led to some other great opportunities for the company.

“It was helpful in an order we had from Discovery channel, promoting ‘Punkin Chunkin,’” she said. “They shipped 400 pumpkin pies to various media outlets to promote their show on Thanksgiving.”

So just what does a Tootie Pie taste like?

“They have great homemade flavor, with amazing perfectly flaky crusts,” said Carter. “They’re large size pies, great for gift giving and sharing.”

You don’t have to come Tootie Pie Co.’s headquarters in Boerne to enjoy that great taste. Place an order online or call 210-737-6600.