

Neu, Stephen D. & Deidra L.



YOUNG GUNS 2002

STEPHEN D. NEU & DEIDRA L. NEU

Entrepreneurs

Steve and Deidra Neu have built some extremely successful businesses founded on trust, hard work and a true sense of partnership. "We rely on each other for strength and guidance."

The couple own or are involved in several business ventures. Among them is Neu Rental Properties, which owns and manages more than 50 rental units and provides single family homes for hundreds of tenants from St. Albans to Marmet, West Virginia. Neu Rental Properties is a major residential supplier for West Virginia Housing and Urban Development needs.

Neu Aesthetic Skin Care Clinic, located on Oakwood Road, in Charleston, treats thousands of active clients ranging from five to 97 years of age with diverse skin and health-care treatments and products. Deidra brings years of her own experience with serious acne and dermal challenges to the benefit of an extensive clientele. "I searched the country to procure the science and education necessary to help people who suffer as I did as a child and young adult. My passion is to deal with the complexities of the human body with empathy and results-oriented, proven applications."

Neu was recently selected as the area's best skin care/aesthetician and permanent makeup specialist in Kanawha/Putnam and surrounding areas. She was a finalist for the 2002 Ernst & Young Entrepreneur of the Year Award.

The Neus recently became partners in Absolute Teays, LLC, commonly known as Pizzeria Uno. Steve, who began his business career at age 16, is also the operator for the highly successful eatery, which ranked fourth in the nation its opening year from among nearly 200 stores. Steve's goals at the restaurant are to open several more units within the state and negotiations are currently underway for two more sites. "My parents were restaurant owners in Kanawha City, and the industry is in my blood. My parents were instrumental in my early success, and my wife is instrumental in my current success and happiness."

The duo also owns and operates the Genesis Salon and The Lyndale Group, LLC, a company founded in 2002 that specializes in real estate sales and restoration.

Steve and Deidra are very active in the community and in the life and loves of their son. Big Brothers and

Big Sisters, Junior Achievement/Celebrity Outings, Habitat for Humanity, Marshall University athletics and the Ronald McDonald House all receive time and treasure from the Neu family.

Personal Quotes:

"Success should not be judged by your financial statement, but rather by the level of contentment achieved through loving to go to work and loving to come home. Everything else will sort itself out."

-Stephen D. Neu

"Loving what you do and helping others through that love is the key to being happy and successful. To balance work, family and personal life is a great blessing and a constant adventure."

-Deidra L. Neu