

# ARIZONA BUSINESS GAZETTE

THE BUSINESS RESOURCE

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## INSIDE

### DOWNTOWN DILEMMA

Two new hotels from well-known companies will open in downtown Phoenix within the next few years, but some historic preservationists fear that other storied buildings may be lost in the process.

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THURSDAY, MARCH 20, 2014

A GANNETT COMPANY

\$1.00



Justin Philipp (right) supervises dental assistant Linda Sontag-Jones as she finishes a tooth crown repair for patient Jaki Ryan at J. Philipp Centers for Family & Cosmetic Dentistry in Chandler. CHARLIE LEIGHT/ABG

## Striving to bring smiles

Personal touch helps dental practice cater to uneasy patients

By Georgann Yara  
Special for the ABG | azcentral.com

For most who've gone through the procedure, memories of getting their wisdom teeth pulled don't leave a positive impression.

But it did for Justin Philipp, a Chandler dentist who opened J. Philipp Centers for Family & Cosmetic Dentistry in 2007. The experience of getting his

wisdom teeth removed at age 15 had a huge influence on his career.

When my dentist pulled them, I thought, 'Wow, this is interesting stuff,' said Philipp, a native of Oshkosh, Wis. "The way he was able to take out those teeth and get rid of the pain ..."

But Philipp, who said he has always had positive experiences in the dentist chair, understands that this feeling is uncommon. In fact, his effort to be extra compassionate and sympathetic toward patients has drawn those who fear of going to the dentist and, in

some cases, find it downright terrifying.

His patients run the gamut from those with healthy mouths who diligently come in every six months for a cleaning to those who have neglected dental visits for years due to financial reasons or severe apprehension. His practice is authorized to offer sedation to the particularly phobic.

"Some patients have had bad experiences and are afraid," Philipp said. "Once we figure out their phobia and find out why, we do a good job of

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## Recession was a boon for My Sister's Closet

By Helen Tracey-Noren  
Special for The Republic | azcentral.com

My Sister's Closet, an upscale consignment store that started in Phoenix, saw its best days during the great financial crisis, when cash-strapped consumers were in search of bargains.

Though the financial downturn is now over, sales at the 23-year-old business remain strong, and the retail operation is growing and adding locations.

"In 2008, when the (crisis) hit, our sales went up an insane amount," said Ann Siner, who co-founded My Sister's Closet with her two sisters. "Our comprehensive store sales were up 20 percent year after year. Now that the economy has leveled out, we're still going up. OK, you have your job back, (and) you're making \$80,000 a year again. But you'd still rather buy the \$100 shirt for \$9.99."

After Jennifer Siner graduated from college in 1991, Ann enlisted her help to start My Sister's Closet.

Why open a consignment store?

"Consignment stores are just ripe to take it from a mom-and-pop kind of store to a store that

is truly run like a business," Ann said. "Convenient hours, convenient location. Everything we could do to make it convenient for the customer. We are here for the sake of the customers, not for the sake of us."

That strategy appears to be working. My Sister's Closet has grown to 14 stores, including My Sister's Attic furniture and home-decor stores and a men's store called Well Suited.

The sisters, with third sister Tess Loo, recently moved their flagship location on the Camelback side of the Town & Country Shopping Center to the North 20th Street side of the complex, a move that gave the retail business 5,000 additional square feet of space.

Ann said decorating the first Town & Country location was a do-it-yourself project. "Jenny and I got a few of our friends together, and we got a faux finisher to teach us how to (decorate the store), and we did the entire interior of the store ourselves."

These days, the sisters have a little more help. The business employs an estimated 250 people, Ann said.

Selling such items as Mi-

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