

2023

Readers' Choice Winners

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Family Restaurant - Breakfast, Lunch & Dinner

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VOTED #1

- BEST BURGER
- BEST LUNCH
- BEST WINGS
- BEST STEAK DINNER
- BEST BAR & GRILL

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Vicki Devine



Chuck Yow

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- BEST BLINDS STORE

READERS CHOICE 2023

And the Winners Are...

Best Burger- Whittle's Pub & Grub
 Finalist - Cree Mee
Best Breakfast- Silver Dollar
 Finalist- Whittle's Pub & Grub
Best Lunch- Whittle's Pub & Grub
 Finalist- Albertson Cree Mee
Best Coffee Shop- Brew Brothers
 Finalist- Serendipity
Best Baked Goods- Serendipity Roasting Company
 Finalist- Nolt's Dutch Market
Best Salon- Hair Affair
 Finalist- Weber & Co.
Best Cosmetologist- Sydney Adelman at Hair Affair
 Finalist- Mackenzie Weber
Best Barber- Sydney Adelman at Hair Affair
 Finalist- J&M Razor
Best BBQ - Eric Burkhardt- UNCLE BUB'S LLC
 Finalist- Whittle's Pub & Grub
Best Health Food Store- Nature's Source
 Finalist- Nolt's Dutch Market
Best Pre-Owned Dealership- GT Brothers
 Finalist- Lloyd Belt Automotive
Best Pre-Owned Sales Person- Richard Gray with GT Brothers
 Finalist- Jay Dunham with GT Brothers
Best Tire Center- Brun's Automotive Center
 Finalist - Eldon Tire
Best Automotive Center- Lloyd Belt Automotive
Best Insurance Agency- Joe Vernon State Farm
 Finalist- American Family Kevin Stokes Agency
Best Insurance Agent- Kevin Stokes with American Family
 Finalist- Mike Holland with Assured Partners •

Naught Naught Agency
Best Florist- Above and Beyond Floral Design & Gifts
 Finalist- Forever & Always
Best Family Entertainment- Sarah's Art Shop
 Finalist- Club Spyn
Best Antique Market- 54 Vintage Antique Market
 Finalist LOZ Antiques
Best Furniture Store- Eldon Furniture Company
 Finalist- A to Z Liquidators
Best Blinds Store- Eldon Furniture Company
 Finalist- RP Lumber
Best Flooring Store- Eldon Furniture Company
 Finalist- Menards
Best Used Furniture- 54 Vintage Market
 Finalist- A to Z Liquidators
Best Bank- Central Bank of Lake Ozark- Eldon Branch
 Finalist- Citizens Bank
Best Bank Teller- Crystal Barnhouse with Citizens bank
Best Investment Firm- Central Bank Investments
 Finalist- Edward Jones Robb Young Agency
Best Investment Agent- Chalee Crouch
Best Loan Agent- Tony Halderman CBOLO
 Finalist- Debbie Rogers- Citizens Bank
Best Mortgage Co.- Central Bank of Lake Ozark
 Finalist- Citizens Bank
Best Pet Groomer- Eileen's Pet Grooming
 Finalist- Melody Lepper Zoom and Groom
Best Clothing Boutique- Bella's Boutique
 Finalist- Nickel Brick Trading Co.

Best Pharmacy- Eldon Drug Company
 Finalist - Gerbes
Best Pharmacist- Sasha Wells
 Finalist- Miranda Henley
Best Clinic- Capital Region Medical Center
 Finalist- Lake Regional Clinics
Best Physician- Dr. Scott Griswold
 Finalist- Dr. Randy Barnes
Best Chiropractor- Dr. Megan Porter Eldon Family Chiropractic
 Finalist- Brian Berlemer with Berlemer Health and Wellness Clinic
Best Massage Therapist- Jessica Beckmann
 Finalist Shana Clemmons
Best Yoga Instructor- Dianne Henley
 Finalist- Soul Centered Yoga
Best Accounting Firm- Jason Blankenship CPA
 Finalist- Every Penny Counts
Best Accountant- Jason Blankenship
 Finalist- Kayla Parey
Best Oil Change- Lloyd Belt Automotive
 Finalist- Tam's Triple T
Best Pizza- Joey's Pizza
 Finalist- Ry's Pizza
Best Pest Control- Mid Missouri Pest Control
 Finalist Sanning Pest Control
Best Real Estate Agent- Laura Simmons
 Finalist- Amy Dunn
Best Real Estate Agency- Devine & Associates
 Finalist- Ed Sanning Real Estate
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 Finalist- Shinn Construction
Best Remodel Co.- Ahart Enterprises
 Finalist- Shinn Construction

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 Finalist- Tim Bashore Plumbing
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 Finalist- Stark Electric
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 Finalist- Rogers Heating and Cooling
Best Assisted Living Facility- Rock Island Village
 Finalist- Lee House
Best Health Provider- Dr Barnes with Lake Regional
 Finalist Jillyn Hull with COMC
Best Steak Dinner- Whittle's Pub and Grub
 Finalist- The Hut
Best Wings- Whittle's Pub & Grub
 Finalist- Joey's Pizza
Best Ice Cream- Ice Cream 4 Ice Cream
 Finalist- Ice Cream Factory
Best Photography- Taylor Morgan Photography
 Finalist- Divine Moments Photography
Best Automotive Detailer- K&H Detail
Best Lawn Care Service- Wray's Lawn And Landscape
 Finalist- Finnegan's
Best Bar & Grill- Whittle's Pub & Grub
Best Insulation Contractor- Green Space Insulation
Best Dental Clinic- Eldon Family Dentistry
 Finalist- Vernon Dental
Most Iconic Business- Cree-Mee

Small businesses have adapted to meet one key consumer demand

Convenience might be the first word to come to mind if consumers are asked why they rely so heavily on big-box retailers. Such retailers can offer a variety of products with a speed that the average mom-and-pop operation cannot possibly keep up with. But the tide in regard to online buying is shifting, as surveys show a growing satisfaction with small business' online offerings. A 2021 survey commissioned by the digital marketing platform Sendinblue found that 58 percent of consumers in the United States prefer the online shopping experience with small businesses over their larger counterparts due to the former's ability to provide a more personalized and customized online shopping experience. In addition, 53 percent of consumers surveyed indicated they preferred online shopping with small businesses because they felt they received superior customer service with these firms when compared to larger online retailers.

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How businesses can persevere in the face of adversity

How businesses can persevere in the face of adversity

Loading Preview Image...

Millions of individuals envision being their own boss and gaining financial independence, and those are just two reasons why starting a business can be an exciting prospect.

Novice entrepreneurs are likely familiar with just how difficult it can be to get going and sustain a business for years. The United States Department of Labor Statistics says 20 percent of small businesses fail within the first year. By the end of five years, nearly 50 percent have closed their doors. This information shouldn't make aspiring entrepreneurs run for the hills, but it can serve as motivation to avoid common mistakes and learn from others.

Every new business venture is met with obstacles along the way. Recognizing potential challenges and learning how to sidestep them is an important part of growing a successful business.

Make a business plan

A business plan is crucial and will begin with

your vision and what you want to achieve. The business guidance site The Balance: Small Business suggests including the following in your business plan: a mission statement; list of the products or services that will be offered; the niche a business intends to establish itself in; marketing strategies; which problems a business will solve in its industry; and how business owners plan to position themselves against competitors. An effective business plan can serve as a guide that business owners can use to get started and then return to as their business grows and evolves.

Choose the right people

The business solutions company Don't Do Business Without It says choosing the right employees or cofounders is very important. It may be tempting to hire a friend or family member because you want to do them a favor. You may even have had a successful working relationship in the past. But it's best to base hiring decisions on applicants' competence and skills. Integrity also is a good trait to look for in an employee.

Strategies for retention also should be a priority. Pew Research says roughly 40 percent of millennials will change jobs in a year's time.

Figure out how to make your business so attractive that employees will want to become long-term fixtures.

Ask for help or consider mentors

All business owners experience problems from time to time, but the obstacles a business faces have no doubt challenged others in the past. Business owners should not feel as though they need to go it alone to prove their mettle. Business owners can reach out to a mentor or someone in their professional network when faced with a new and challenging

obstacle. A study by UPS showed that 70 percent of business owners who received mentoring survived for five years or more. That's nearly double the rate of those who didn't seek assistance. Asking for help with problems can also free up energy for other components of the business, which allows owners to play to their strengths.

Any business will face obstacles and adversity, but with the right mindset and people, any obstacle can be overcome

Did you know?

Conscientious consumers who want to help local entrepreneurs thrive may not need any extra incentive to support small businesses in their communities. However, that doesn't mean it isn't worth noting the tax benefits of buying local compared to buying online or in other towns or cities. Small businesses pay sales taxes to the city and county where the business is located, which means a significant amount of the money spent at local businesses is ultimately going to the community at large. In addition, local businesses tend to hire local residents, who pay taxes on their incomes. Those taxes also benefit the towns and cities where workers live and work. This ripple effect of supporting local businesses is one reason why the Small Business Administration estimates that, for every \$100 consumers spend at a small business, \$48 remains in the community.




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5 reasons to shop small versus big box 3 fun event ideas that can benefit local businesses

The importance of small businesses to the economy cannot be overstated. Though national chains often garner publicity, local businesses are equally, if not exceedingly, worthy of attention.

where they are located. That familiarity can come at the cost of variety. On the other hand, an independent business offers the products and services that are reflective of the customers and the community they serve.

meetings and updates to corporate policies. Changes also can be customized to the local community at large.

What defines a small business as "small" varies significantly, but these businesses are generally privately owned and generate far less revenue than big corporations. General consensus also defines small businesses as companies with fewer than 500 paid employees, according to the U.S. Small Business Administration.

2. Local hiring strategy

Certain big box retailers will hire local residents, but hiring policies may push for promoting from within the organization. This could mean relocating an employee rather than bringing in someone from the community who may be more in tune with local sensibilities. Small businesses may be more inclined to hire residents they know and keep hiring centralized to the local area - something that keeps more resources and money in the community.

4. Investing in the town

According to the financial resource Financial Slot, shopping at locally owned businesses rather than big box retailers keeps more money in the community. Local property taxes and other taxes paid by the businesses go right back into the community. This helps raise overall value for homeowners and can even reduce their taxes. The funding helps keep police, fire and school departments functioning properly.

5. Turnover is greater

While no one wants to see a small business fail, that fate is sometimes unavoidable. However, that turnover helps teach communities what was done poorly and helps others learn from those mistakes. It also means fresh businesses will come in and replace the old, driving new growth, opportunity and competition that keeps prices competitive.

The shop local movement is a worthy endeavor. A thriving Main Street can foster a sense of community, encourage entrepreneurs young and old to pursue their dreams and expose residents to a host of new ideas and products. But the benefits of a strong local business sector don't end there. In fact, communities have much to gain economically from promoting Main Street.

Though the numbers vary from year to year, a recent report from the U.S. Small Business Administration indicated that, for every \$100 a consumer spends at a small business, \$48 remains in the community where that business is located. By contrast, just \$14 out of every \$100 remains in the community when that money is spent at a big-box store or national retailer.

With so much to gain from a thriving local business scene, community leaders and residents can plan and embrace events that showcase the many small businesses that make their towns and cities unique. There are many ways to promote local businesses, and the following are three creative event ideas to get locals and non-locals alike excited about the businesses that offer so much to your community.

Here's a deep look at why small businesses are so vital, and why consumers should direct more of their purchasing power to smaller companies rather than the big box retailers and other national chains.

1. Autonomy and diversity

The layout and offerings at national chains will be identical whether you live in the mountains or at the beach. Big box stores follow a consistent marketing strategy and look the same regardless of

3. Adaptability and change

Local businesses can move more quickly to respond to economic factors that require change. Since they are focused more on the needs of their customers rather than stockholders, changes can be implemented rapidly without having to go through red tape,

6 obstacles small businesses often face

Rewarding but tough may be the general consensus established entrepreneurs use to describe owning a small business. When working for someone else, individuals primarily only need to concern themselves with their own role in the company. When a person owns a company, the weight of that responsibility rests primarily and exclusively on his or her shoulders.

businesses face is relying too heavily on the support and financial contributions of one client. Diversifying a customer base is the key to growing and maintaining a business.

see their companies grow. Also, owners may not bring on adequate staff in an effort to save money or ensure their vision is adhered to. A lack of help can lead to fatigue and burnout. Trying to go it alone is one of the biggest mistakes an entrepreneur can make.

growth starts to impede on the quality of the service or product, it may not be so beneficial. Business owners need to strike the right balance between expansion and quality.

Regardless of their industries, small business owners often encounter similar obstacles. A greater awareness of such obstacles can help entrepreneurs ride the waves and be better prepared.

2. Financial management: Some people are ideas people, some people are customer service people, and others are money people. Everyone handles these tasks differently. Properly managing the finances of a small business is essential to keeping it running smoothly. If it's possible to hire an accountant or bookkeeper knowledgeable in finance, all the better. However, software can assist novices with keeping the books in check.

4. Overdependence on a founder: The business needs to be able to run smoothly even when the founder or owner isn't on the premises. If the owner becomes ill or takes an extended vacation, operations need to flow. If the company is dependent solely on the owner being around day in and day out, it can staunch potential.

6. Customer service: Business owners have to devote the right resources to maintaining optimal customer service. A happy customer often is a returning customer. Failure to address negative reviews or compromised service will make it harder to succeed.

Small business owners can learn about the common obstacles entrepreneurs face and then devote resources to avoiding them.

1. Client diversity: Putting all of your eggs in one basket can be an issue when running a business. An obstacle some

3. Burnout: Small business owners often take on extra hours and responsibilities to

5. Quality and growth balance: Every small business wants to grow and continue to see profits rise. However, when

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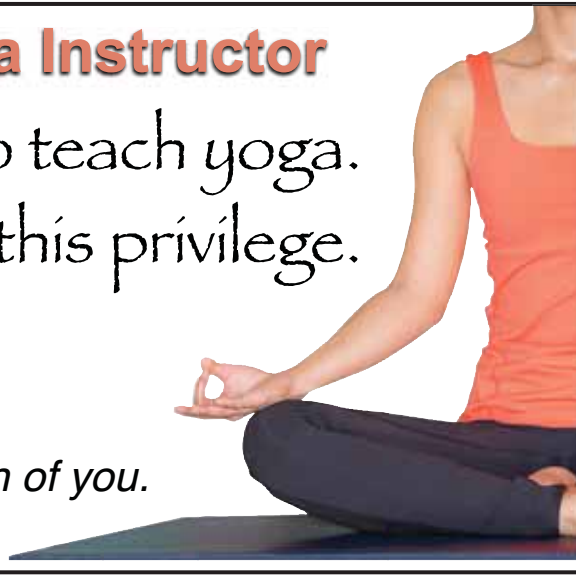


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Local Business Facts

1. Lots of Americans depend on their own Main Street businesses for their own—and their family's—livelihood.
 2. Shopping at a local business is better for the environment than patronizing a big-box store.
 3. More money stays in your community when you shop local.
 4. More than a quarter of small business owners are immigrants.
 5. Low sales or limited cash flow is the main reason that local firms close.
 6. Americans still spend more in-store.
 7. Online search and reviews are critical for local business success.
 8. Many local businesses have a Facebook page but few use Facebook ads.
 9. The top reason shoppers choose local stores are unique product selection.
 10. Workers are more committed to locally owned firms.
 11. Minnesota is the best large state for Main Street entrepreneurship...
 12. ...and South Dakota is the best small state for Main Street entrepreneurship.
 13. Pittsburgh is the best metropolitan area for main street entrepreneurship.
- 7.8% of 18-to-64-year-olds are currently owner-managers of an established business that pays them a salary, wage, or other payment. It's a tough job, but roughly 15,621,419 Americans are still willing to take on the challenge to build something valuable.
- 59.3% of local, independent makers say they occasionally or usually use recycled materials and 7% say they always use these materials.
- 50% of pollution in the US is caused by industrial sources. By purchasing what you need locally, you can reduce processing and packaging, and the generation of transportation waste.
- 53% of grocery stores, 45% of nail salons, 43% of liquor stores, 38% of restaurants, and 32% of both jewelry and clothing stores are owned by immigrants.
- 48% of overall growth of US business ownership in 2000-2013 was attributed to immigrant business owners.
- 28% of main street business owners are immigrants—a disproportionately high number when you look at both entrepreneurs and workers in general. Immigrants only make up 16% of the labor force and 18% of overall business ownership.
- 97% of consumers searched online for a local business and 73% of searchers trust a local business more because of positive reviews.
- 68% of consumers left a local business review when asked. If you're a loyal customer, this is a great way to support your favorite local business. And if you're a local business owner, don't be afraid to ask for an honest review—your consumers will likely do it!
- 65 million local businesses have a Facebook page but only 4 million are taking advantage of Facebook advertising products.
- Far fewer have set up Instagram Business profiles: Only 5 million profiles have been created, and only 500,000 have set up ad campaigns.
- Shoppers provided the following reasons when asked why they prefer small and local retailers. They were allowed multiple answers:
- 61% – They offer a unique product
 - 49% – I couldn't find what I needed from traditional sources
 - 40% – I want to support the community or small businesses
 - 29% – I like to try new retailers
 - 26% – They feature a broader assortment
 - 24% – They provide an innovative shopping experience
- By providing unique products or services, Main Street businesses can set themselves apart from larger competition, as shown by the top two shares of respondents.
- 56% of workers at locally owned firms have high commitment scores, while only 38.7% of workers at non-locally owned firms had similar scores.
- High commitment includes a sense of loyalty and the demonstration of commitment to the organization. The authors of this study write that small, local businesses are "linchpins of community attachment and sustainability." They continue that "locally owned businesses are associated with an improved quality of life and a more robust civil society."
- The Land of 10,000 Lakes, Minnesota, ranked first for these factors:
- its survival rate of 50.76% for firms that remained in operation through their first five years
 - the 7.75% of its population that owns a business as a primary job
 - high number of small businesses per 1,000 firms, 687.2
- South Dakota ranked first because of:
- its survival rate of 53.47% for firms in their first five years
 - the 10.75% of its population that owns a business as a primary job
 - high number of small businesses per 1,000 firms, 681.8
- Pittsburgh is the best metropolitan area for main street entrepreneurship.
- Pittsburgh is ranked first because of:
- its high survival rate of 53.78% for firms in their first five years
 - the 5.25% of the population that owns a business as a primary job
 - and high number of small businesses per 1,000 firms: 694.2

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Finalist for Best Insurance Agent



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