

19th ANNUAL 15 UNDER FIFTEEN

The Alamo

**Ashley's At Home
Grooming**

**Axis Accounting and
Tax Service**

Bailey Family Insurance

**Bobby Shaw Building
and Remodeling**

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Keefner's

True Colors Floral

Who Does Your Hair?



15 UCB under FIFTEEN

RECOGNIZING EXCELLENCE IN SMALL BUSINESS

This is the 19th year that *Springfield Business Journal* has partnered with United Community Bank to recognize 15 outstanding small businesses in the local area. To qualify, a business must be located in Sangamon or Morgan county, have been open for at least two years and have 15 or fewer full-time employees. A business is eligible to be recognized again after five years, and several of this year's recipients are repeat winners. The recipients represent a wide variety of industries, and some have been in business for decades – including several second-generation family businesses – while others are much newer. What they have in common is that each of these business owners is passionate about their company and providing a service to the Springfield area.

If reading these profiles makes you think of another small business who deserves recognition, you don't have to wait to make a nomination for next year's 15 Under Fifteen. To submit a nomination and view a list of previous selectees, visit www.springfieldbusinessjournal.com and click on the awards program tab.

SNAPSHOT

Established: 2015
Owner: Ashley Sims
Employees: 1
Services: Pet grooming

3351 S. Sixth St., Suite 5, Springfield
217-971-3072

PROFILE

Ashley Sims opened Ashley's at Home Grooming in order to balance work and family "I worked for a local grooming salon, but with having an infant, it was hard to find reliable care for him," said Sims.

Ashley's at Home Grooming offers quality grooming specifically tailored to each individual pet. "I strive to make every pup look and feel their best. I thoroughly enjoy when dogs come to the

door and are so excited to see me," said Sims. "I strive to make each 'spaw' day a great experience for the dogs. I also make sure each dog is as calm as possible; I work with them and not against them. If a dog is having a hard time, I will give it breaks, and sometimes recommend that in the future, a dog's 'spaw' day be broken up into multiple sessions so it is not a stressful experience," explained Sims.



Ashley's at Home Grooming

ASHLEY SIMS

Photos by Ben Romang

15
15

SNAPSHOT

Established: 1976
Owners: Steven Bailey and Kristopher Bailey
Employees: 4
Services: accounting and taxes

2425 W. Iles Ave., Suite 1,
 Springfield
 217-546-1009
 steve@myaxistax.com

PROFILE

Axis Accounting and Tax Service is owned by Steven Bailey and his son, Kristopher Bailey.

"I started the business because I wanted to have control of my own destiny," said Steven Bailey. "I did not want to be controlled by some corporate giant or government agency. I also thought I could make more money working for myself than I could make working for someone else." Kristopher Bailey joined the

business in 1995.

Axis Accounting & Tax Service specializes in accounting, payroll and tax preparation for small businesses, as well as individuals. "All our people are very friendly, courteous and helpful. We strive to please each and every one of our clients to the best of our ability," said Steven Bailey. "For over 46 years, we have helped our clients with tax planning and financial planning strategies."



Axis Accounting and Tax Service

LEFT TO RIGHT: STEVEN W. BAILEY, BARBARA GRIFFIN, BRENDA ELAM AND KRISTOPHER B. BAILEY



Bailey Family Insurance

LEFT TO RIGHT: KEELY CARDWELL, TYLER BASKETT, MARK BAILEY, CHRISTINE BAILEY, JOHN DRUM AND JOURDAN KITCHENS (DOGS: GUNNER AND DAISY)

SNAPSHOT

Established: 2017
Owners: Mark and Christine Bailey
Employees: 6
Services: insurance

1625 S. Sixth St., Springfield
 217-441-2342
 christine@bfi.us

PROFILE

The mission statement at Bailey Family Insurance is "Loving the community through protection and education," and owners Mark and Christine Bailey take great pride in doing insurance differently because of their passion for helping people. Insurance isn't just a job for the BFI team.

Through his military career and insurance experience, Mark Bailey has dedicated his life to helping people. After obtaining her MBA and growing other small businesses during her marketing career, Christine dreamed of owning her own small

business. By opening their own independent insurance agency, they had the power to make an impact on their community and help each client set their lives up for security and success.

"BFI was built on a family-centric foundation, with customer experience at the base of its core values," said Christine. "We often say, 'Welcome to the BFI Family' during the onboarding process with both clients and team members, as we truly do invite you in and treat you as one of our own."



Bobby Shaw Building and Remodeling

LEFT TO RIGHT: SHAUN SHAW, CHANTELL CHASE, BOBBY SHAW (OWNER), DANNY RUNKEL, TRAE RUNKEL

SNAPSHOT

Established: 1987
Owner: Bobby Shaw
Employees: 9
Services: home remodeling

217-546-3973
bobby@bsmaint.com

PROFILE

Bobby Shaw Building and Remodeling started out as a handyman service outside of Bobby Shaw's day job. After a couple years, he was able to turn the company into a full-time business.

"We are not just one specific type of contractor. We are able to offer full service, covering all aspects of a customer's project," said Shaun Shaw, Bobby's son and operations manager. "We can handle residential and commercial maintenance and remodeling. The customer only has

to reach out to one person to handle any of their needs. We started this business as a family 35 years ago, and to this day remain family-owned and operated."

The Shaw family prides themselves on the principles of quality workmanship, timely completion, competitive pricing and integrity in all business dealings. "We combine knowledge and research with our extensive practical experience to ensure a specialized approach for your property," said Shaw.

SNAPSHOT

Established: 2013
Owners: Terry Stromquist and Steve Brink
Employees: 12
Services: auto sales and service

4580 W. Wabash Ave., Springfield
217-546-4002
adam@creditproautos.com

PROFILE

As vice president of Mercantile Bank in Quincy, Terry Stromquist saw an opportunity to open his own business by providing dependable transportation for those with no credit or poor credit. Today, Stromquist, along with Steve Brink, own both the Springfield and Quincy Credit Pro Autos dealerships.

"We provide our customers with the combination of quality vehicles, affordable financing and expert servicing after the sale," said Adam Karger, accounts manager. "What sets us apart from other

businesses in this field is the two-year/24,000-mile limited warranty each customer gets free of charge. We have a highly capable service department that can fix any maintenance issues that may come up. We also report monthly to TransUnion, which is helpful for those customers looking to build their credit."

Credit Pro Autos' employees pride themselves on being personable, dependable and always willing to go the extra mile to satisfy their customers.



Credit Pro Autos

LEFT TO RIGHT: MIKE SIELSCHOTT, FRANKLIN WILLIAMS, AMANDA PINGLETON, JEREMY SMITH, FRANK PHILLIPS, ADAM KARGER, TANNER PARRISH, HEATHER HULL, BRANDON BRADY AND ASIF RAZA.
NOT PICTURED: PATRICK ECKHARD

SNAPSHOT

Established: 2018
Owners: Jeff and Monique Wantland
Employees: 5
Services: air duct cleaning

217-891-3809
ductdusters@comcast.net

PROFILE

After learning that their 4-year-old daughter suffered from respiratory allergies, Jeff and Monique Wantland knew it was crucial for her to breathe clean air. At the time, Jeff was working for a plumbing and HVAC company that also offered air duct cleaning, and they had this service performed regularly at their own home. Then, Jeff met someone who worked for a company that designed and built duct cleaning equipment. He became convinced that machinery was superior but couldn't find a local company with anything similar.

After a few years, the couple decided to start their own air duct cleaning company, with Monique handling the business side and Jeff taking care of day-to-day operations. The Wantlands said that a key to their success is keeping things simple. "We stand out because we have a simple approach to business: people first and business second," said Jeff. "We treat people the way we like to be treated: by charging a fair price, showing up on time, being friendly, admitting mistakes and believing in what we do."



Duct Dusters

LEFT TO RIGHT: ERIC COURTAWAY, JEFF WANTLAND, MAC WANTLAND, KURTIS MCCUBBIN



East Side Marine

TOP ROW: JAMES BRANSON, STEVE POE, ANDY VINCENT; BOTTOM ROW: ELAINA BRANSON, DEB WALLACE, GEOFF BENDORF. NOT PICTURED: DEVIN MARTIN AND KEVIN MARTIN

SNAPSHOT

Established: 1964
Owners: Steve Poe, Debbie Wallace, Terry and JoEllen Dalton
Employees: 7
Services: boat sales and service

2525 North Grand Ave. East, Springfield
217-522-2408
esmbboats@aol.com

PROFILE

East Side Marine opened as a small retail and repair boat business and was subsequently sold in 1984. "I bought into the business in 1996 because of my friendship with the owner at that time and my love of all things boating fostered throughout my life," said co-owner Steve Poe. "Prior to East Side, I had spent 20 years in the medical profession."

Poe's business partners are Debbie Wallace, along with Terry and JoEllen Dalton, who own The Boat Place in Rockville, Indiana.

"Our success is a direct result of the type of people who work at East Side Marine. All are hard-working, dedicated individuals who are highly skilled and a lot of fun to be around," said Poe. "When you sell fun, you should exude it. When prospective clients come in, they leave as customers and friends. We've grown from a local one-room business to a much larger intra- and interstate business due to these individuals' desire to please our customers."



Hellowater

RUSTY JONES

SNAPSHOT

Established: 2017
Owners: Rusty Jones and Tom Bushkie
Employees: 10
Services: beverage sales

15 S. Old State Capitol Plaza, Springfield
888-474-3556
rusty@hellowater.com

PROFILE

Hellowater is a manufacturer of enhanced waters. The company was co-founded by innovators Tom Bushkie and Rusty Jones, who wanted to provide true functionality without sugar for the next generation of beverage consumers.

"Hellowater includes three varieties, each designed to deliver quality wellness benefits in digestive health, immune defense and pH balance," said Jones. "Hellowater was born with the mission to inspire health. It meets the needs of

people with active lifestyles who are looking to make good choices that will positively impact their health."

The company has been helped by the support of the leadership team at Innovate Springfield, who has opened doors along the way. "Hellowater understands the value of a community," said Jones. The company has also recently partnered with Springfield-based business BRANDT in bringing to life a patented immunity beverage, Hellowater Defense.

SNAPSHOT

Established: 1930
Executive Director: Matt Hart
Employees: 6
Services: trade association

932 S. Spring St., Springfield
217-789-6017
matt@iltrucking.org

PROFILE

The Illinois Trucking Association is a nonprofit, full-service trade association led by trucking companies. It works to promote and protect the interests of the trucking industry throughout Illinois.

The ITA is dedicated to enhancing the effectiveness of its member companies by providing excellence in education, advocating for sound public policies, providing quality training and information and promoting a safe, dependable

and cost-effective transportation system.

Also, the ITA is committed to articulating the concerns of the trucking industry to government, regulatory bodies and the general public. The association further assists member companies in managing the impact of change in the trucking profession and enhancing the professional and economic growth of their many members.



Illinois Trucking Association

LEFT TO RIGHT: JENNIFER GRIDER, LINDA BLISSET, MATT HART AND ADINA DUNN. NOT PICTURED: BRIAN SCHUMACHER AND DANA FALCO.

15/15



Jerk Shop Go

LEFT TO RIGHT: JKWON LEE, JEMARI JACOBS, KADEJIA BERKLEY (OWNER), LES FAVOR AND DEANDRE AVILA.

SNAPSHOT

Established: 2020
Owners: Kadeja Berkley
and Ken Berkley
Employees: 9
Services: restaurant

213 S. Fifth St. and White Oaks Mall
217-717-0299
jerkshopgo@gmail.com

PROFILE

Jerk Shop Go is run by the father and daughter duo of Ken and Kadeja Berkley. "We opened up our Springfield shop in March 2020, right before the pandemic started, in hopes of providing a fresh and savory Caribbean flavor to the city of Springfield," said Kadeja Berkley.

The family's first restaurant was The Jerk Shop, which opened in 2014 on the west side of Chicago. Kadeja and her two sisters opened another location in Macomb while

attending Eastern Illinois University, then she moved to Springfield following her graduation.

"We offer our customers a unique dining experience by utilizing our Jamaican - spiced family recipes to create flavorful, fun and creative menu options," Ken Berkley said. "I believe we stand out as one of Springfield's best small businesses because our meals are made fresh daily and always served with a smile."

SNAPSHOT

Established: 2015
Owner: Angie Keefner-Grieser
Employees: 12
Services: restaurant

1941 W. Iles Ave.
217-546-1941

PROFILE

Angie Keefner-Grieser opened Keefner's as a tribute to her father, Paul Keefner, who owned Bachmann and Keefner Drugstore that was located in downtown Springfield. "I have his menu on my menu," said Keefner-Grieser. "The restaurant has a collection of items that were part of the decor in the drugstore. I worked there as a teenager and young adult."

Keefner-Grieser learned how to run a business while managing the Office Sports Bar & Grill for 12 years before the landlord for Montvale Junction approached her with the idea of having her

own place. "My family was on board, and even helped me financially. It was then that I decided to have a place where folks could enjoy their favorite comfort foods in a comfortable atmosphere."

For her and her staff, their prime objective is to make sure that everyone who walks through the doors of Keefner's feels like family.

Keefner-Grieser extends the family welcome to her staff as well. "I treat my staff like family, and we work well together. My customers recognize that, and it is appreciated," she said.



Keefner's

LEFT TO RIGHT: CHLOE ALBERT, FELICIA YATES, MIKE DAVIS, JIMMY BURKE, ANGIE KEEFNER (OWNER), DEANDRE HOPSON, KRISTI ADAMS, SEAN CUMMINS, JENNY ALLISON, MADDY ST. AUBIN AND CHARLES WELLS

15/15



Pier 55 Lounge

SITTING: LISA TODD (OWNER), KATHY BARTLEY AND LIZ TURY;
STANDING: BRET TODD (OWNER), CURT HOLDENER, STACY WASILEWSKI
AND LISA BARRY

SNAPSHOT

Established: 1992
Owners: Bret and Lisa Todd
Employees: 8
Services: bar

1225 Toronto Road, Springfield
217-585-0241
Pier55Lounge@hotmail.com

PROFILE

Pier 55 Lounge is a friendly neighborhood bar which boasts a cool nautical theme and a 7-foot swordfish as the center of attention. Owners Bret and Lisa Todd purchased the business in October 2020, amidst the COVID pandemic.

"We were sitting at a restaurant with some friends when one of them hollered, 'Hey Bret, you oughta buy the Pier!' The owner's wife was sitting nearby, and she shook her head, confirming that the bar was for sale," said Lisa Todd. "Owning a bar is not something either of us had ever thought we'd do, but we have thoroughly

enjoyed every minute of it."

According to Todd, Pier 55 Lounge is one of Springfield's best small businesses because it is not just in the business of selling alcohol. "We have a dedicated team of bartenders who are committed to delivering a fun yet relaxing environment, serving the coldest drinks and best popcorn in town," she said. "Each brings a unique style and attitude to the bar, and customers love their diverse personalities, which we feel is a huge part of our success. Our employees are full of enthusiasm, making sure that Pier 55 is a fun and friendly place to be."



The Alamo

LEFT TO RIGHT: MADDIE SHURES, DANIELLE CLARK, BARRY FRIEDMAN,
AMY FRIEDMAN, JON CLARKE AND BRITNEY LONG.

SNAPSHOT

Established: 1994
Owners: Barry Friedman and
Amy Friedman
Employees: 10
Services: bar

115 N. Fifth St., Springfield
217-523-1455
310 N. Main St., Chatham
217-483-6699

PROFILE

The Alamo is one of downtown's longtime watering holes and music venues. "I, and others in my age group, had moved home from college and were working young adults," said owner Barry Friedman. "So, when an opportunity happened to present itself (to purchase the business), I knew there were people who were always looking for a fun place to go. Everyone I knew liked to get together, socialize and have a good time."

Generations of families have been customers, and with that comes the need for evolution and adaption. "My age group grew up and had kids. Times

change, and the landscape of Springfield has changed," said Friedman. "What used to be a bustling downtown with foot traffic is now a challenge, as well as our latest impasse, the pandemic. But we have always been a small business that does its best to adapt and works to provide a quality environment."

Friedman believes downtown Springfield is pivoting into more of an entertainment hub than a business district, and he intends to continue to provide entertainment for the community, such as taking over sponsorship of the annual Old Capitol Blues & BBQ festival.



UNITED COMMUNITY BANK
The Leader of Community Banking

SNAPSHOT

Established: 1993
 Owner: Jamie Patarozzi
 Employees: 4
 Services: floral shop

501 W. Monroe St., Springfield
 217-787-7919
truecolorsfloral@yahoo.com

PROFILE

Jamie Patarozzi purchased True Colors Floral in May of 2019 and moved to the current location in 2020. "True Colors has been one of Springfield's leading floral design businesses since its opening in 1993," said LeeAnn Nelson, floral designer. "Over the years, we have become known for our beautiful and personal approach to floral design that suits any style or budget. Everyone needs beauty in their lives, and Jamie recog-

nized this and chose to continue the legacy of True Colors," said Nelson.

Whether for a wedding, event, birthday, get well, sympathy or just – because occasion, the full-service flower shop gives the best customer service, value and creativity. "Jamie does not hesitate to jump in and help with all areas of True Color's business. She is an active owner, and we are lucky to work with her," said Nelson.

**True Colors Floral**

LEFT TO RIGHT: MIKAYLA NABORS, KENDY GRISWOLD, LEEANN NELSON AND JAMIE PATAROZZI (OWNER).

15/15

SNAPSHOT

Established: 1987
 Owner: Denise Kerr
 Employees: 4
 Services: hair salon

1530 S. Sixth St., Springfield
 217-528-3613
wdyh1530@aol.com

PROFILE

Denise Kerr and Mary Ushman Schwarz worked together at a hair salon, and when that business was put up for sale, they decided to go out on their own and continue working together. "We originally leased a small salon on West Jefferson that we could decorate with our own style and cater to the needs of our clientele," said Kerr. "Unfortunately, in 1990, Mary was diagnosed with multiple sclerosis and had to step away from the business."

There are now some clients who have been coming to the salon for

more than 30 years, and Who Does Your Hair? strives to capture each person's style with the perfect look for them.

"Our stylists must excel in our specialized training program before they start working on clients. And, our continuing education surpasses industry standards," explained Kerr. Furthermore, "We work together as a team, always helping each other out when we have time. If you would like a fresh point of view, we offer input from multiple stylists on any consultation."

**Who Does Your Hair?**

LEFT TO RIGHT: CYPRIANA (PRI) ADAMS, DENISE KERR (OWNER, SITTING), ASHLEE ROBERTSON AND TAYLOR STOVALL.

15/15

CONGRATULATIONS TO OUR PREVIOUS SELECTEES

15
UCB
under
FIFTEEN
RECOGNIZING EXCELLENCE IN SMALL BUSINESS

For a full list of past recipients
please visit: ucbbank.com/15u15

2020

Ayers Trucking
AZ-T-CA Mexican Grill
Bless'it Beauty Salon
By-Pass Auto Body
Chadito's Mexican American Grill

Element Services
Kennedy Sue
Lake Springfield Tavern
Law Automotive
Sam's Best Brands

Springfield Dance
Springfield Monument
Springfield Select Auto Inc.
Troxell Financial
UNDERDOG Sports, Memorabilia & Games

2019

Dr. Lance Taylor D.M.D.
Eye Candy Boutique
Eye Candy Salon & Spa
Frisina Family Wellness
Johnson & Johnson Auto Services

ML Refrigeration
Prairie Wholesale Supply Co.
Propel Sliding Door Automation
Quiznos
Rambach Insurance Agency

Recon Techs Springfield
The Roost
Scoop Du Jour Ice Cream & Coffee Parlor
Serious Lip Balm
Wild Time Exotics

2018

Airsmen-Hires Funeral Home
Apple Barn
BSafe Home Inspections of Illinois, Inc.
Cleaning General Janitorial Services, Inc.
GoWeb1

Henry's Service Center, Inc.
Hilda's Antique Mall
Legacy Theatre
Maddy's Tavern
Mosquito Joe of Springfield

Nelson Resource Center
Rotherham & Rotherham & Company
Tacology 101
The Book Rack
The Rage Hair Studio & Spa

2017

All in One On-Site Wash & Detail
The Deb Sarsany Team
Monty's Submarines
Bailey Hardwoods & Woodworking, Inc.
Fire and Ale

Rogers HR Consulting
Best Expo, Inc.
Gypsy Dreamer, Gypsy Tribe & Gypsy Soul
Springfield Jr. Blues
Central States Fireworks, Inc.

Law Automotive, Inc.
Springfield Travel Shoppe, Ltd.
CrossFit XLT
Masco Packaging & Industrial Supply
Your Corner Office, Inc.

2016

Bramley Funeral Home
L.A. Burton & Associates
Cooper's StrEATside Bistro
Dreammaker Bath & Kitchen
Fehring Ornamental Iron Works

Hill Meadow Apartments
Jan's Dance Studio
Nature's Select Pet Store
Kraig D. Osborne, DMD
PhysioTherapy Professionals

Prairie Dental Group
Sangamon Reclaimed
South County Publications
Taft Appraisal
Wiley Office Furniture

2015

AZ-T-CA Mexican Grill
Bath Planet
Capital City Crossfit
Chatham Dental Center
Cherry Berry Springfield

Curry's Family Pharmacy
Donald Stafen DMD
Farmland Solutions
Gypsy Soul
Kyle Killebrew & Company

L&M Gym & Kids
O3 Internet Consulting
Phoenix Collision
The Chiropractors at Springfield Wellness Center
Zelle Title

2014

Boondocks
Café Moxo
Cookie Factory Bakery
CopperTree Outdoor Lifestyles
D&J's Café

Habitat for Humanity ReStore
Harry's Pharmacy
Jamie's the Diamond Mine
KB Consulting
Kinner Kennels

Kulavic's Auto Body
Lauterbach Tire
Maid-Rite
The Organized Home
Springfield Running Center

2013

Andrews Landscapes
Capitol Chiropractic Health Center
Country Market, Inc.
Craig Ladage Builders, Inc.
Dick's Shoe Repair

Gorham's, Inc.
Hoogland Center for the Arts
Lee O'Keefe Insurance Agency
Life Safety Resources
Marriott Real Estate Services

Paul Tree Farms
PhysioTherapy Professionals, LLC
Robert's Seafood Market
Thirdwave Data/Comm, Inc.
Velo Mine

2012

The Barkmeier Group, Inc.
Campo Realty, Inc.
Capital Area Association of Realtors®
Central Illinois Foodbank
Creasey Construction of Illinois, Inc.

Emerson Press
Flowers by Mary Lou
Harmony Limousine & Luxury Coaches
Long Bridge Golf Course
Martin Engineering Company of Illinois

Modern Mailing & Printing Services, LLC
Perrino & Associates, PC, CPAS
Rolling Meadows Brewery
Signature Event Rental
Walton & Associates Architects, PC

2011

AppleBarn
BLH Computers
Capitol Storage
Chadito's Mexican American Grill
D. Lance Taylor, D.M.D., M.S., P.C.

Denney Jewelers
Donnie B's Comedy Club
FWAI Architects Inc.
GoWeb1
Heartland Publications Inc.

Macy Construction
Mike Carter's Westside Automotive
Nickorobbs Home Decor
R. R. Ross, D.D.S.
Springfield Autobody & Towing

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