

Springfield business journal

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By Michelle Higginbotham,
associate publisher

According to the U.S. Small Business Administration, small businesses have been growing over the last decade while larger companies have been shrinking their workforces. Small businesses now provide more than half of all jobs in this country, and also account for just over half of all retail sales. Locally, our economy has taken a hit in recent years from reductions in the state workforce, but the number of small businesses continues to increase, and the Springfield metro area unemployment rate has consistently been one of the lowest in the state. Small businesses are the backbone of our economy, but due to their size they may not individually get the recognition they deserve.

Since 2003, United Community Bank has partnered with *Springfield Business Journal* to recognize outstanding small businesses in our community. Each year, 15 businesses with fewer than 15 employees are selected for this award. They must also have been in business for more than two years and be located in Sangamon or Morgan county.

UCB will host a reception at their Montvale branch to recognize the selectees, and the Honorable Leslie Graves will be the keynote speaker for the awards ceremony that follows. Celebrating the achievements of the 15 small businesses who are profiled in this issue demonstrates that the Springfield area is a great place to work and live. Congratulations to this year's selectees, who represent a wide variety of industries but have all been successful in our community. Thank you to our sponsor, United Community Bank, for making it possible to celebrate these local businesses.

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RECOGNIZING EXCELLENCE IN SMALL BUSINESS

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KEYNOTE SPEAKER

Leslie Graves was raised primarily in Springfield and attended District #186 schools. She graduated from Springfield High School in 1980, followed by Illinois State University in 1984 and Southern Illinois University School of Law in 1988. She began her legal career at the Sangamon County State's Attorney's office and later worked for the State Board of Elections and the Attorney Registration and Disciplinary Commission. Before being elected Circuit Judge in 2000, she had a solo practice



The Honorable
Leslie Graves

concentrating in criminal defense and juvenile law.

Judge Graves will be entering her 15th year on the bench this December. In 2010 she was elected Presiding Judge of Sangamon County and in 2012 she was elected Chief Judge of the six counties of the Seventh Judicial Circuit.

She is the daughter of Gene and Norma Graves.

Gene was very active in Illinois politics in the 1960s and 70s and Norma served as City Clerk of Springfield for three terms.

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- Boondocks
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- Cookie Factory Bakery
- CopperTree Outdoor Lifestyles
- D&Js Café
- Habitat for Humanity Restore
- Harry's Pharmacy
- Jamie's The Diamond Mine
- KB Consulting
- Kinner Kennels
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Alterna-Care helps keep patients out of the hospital

By Teresa Paul

Kathy Sgro, founder and owner of Alterna-Care Home Health System (319 E. Madison Street, Suite 3L in Springfield), has developed a hospital prevention program, HOSPREVENT, which is now in its 10th year. The system uses a TeleHealth monitor which at-home patients use to take their own vital signs on a daily basis.

"We can receive the patient's daily vital signs such as blood pressure, heart rate, temperature, weight, oxygen level in their blood and glucose level," said Kathy's son, Joseph Sgro, Alterna-Care's Chief Development Officer. "Alterna-Care can receive this information on a daily basis by having the TeleHealth monitor with them in their home."

"When looking at the Affordable Care Act, we are looking at how we pay for health care and are paying based on performance," said Kathy, a registered nurse with a doctorate in nursing practice. "Under the Affordable Care Act we do not want to pay for poor health care," she continued. "Under the pay-for-performance system, you get rewarded for good outcomes. Poor outcomes will be penalized."

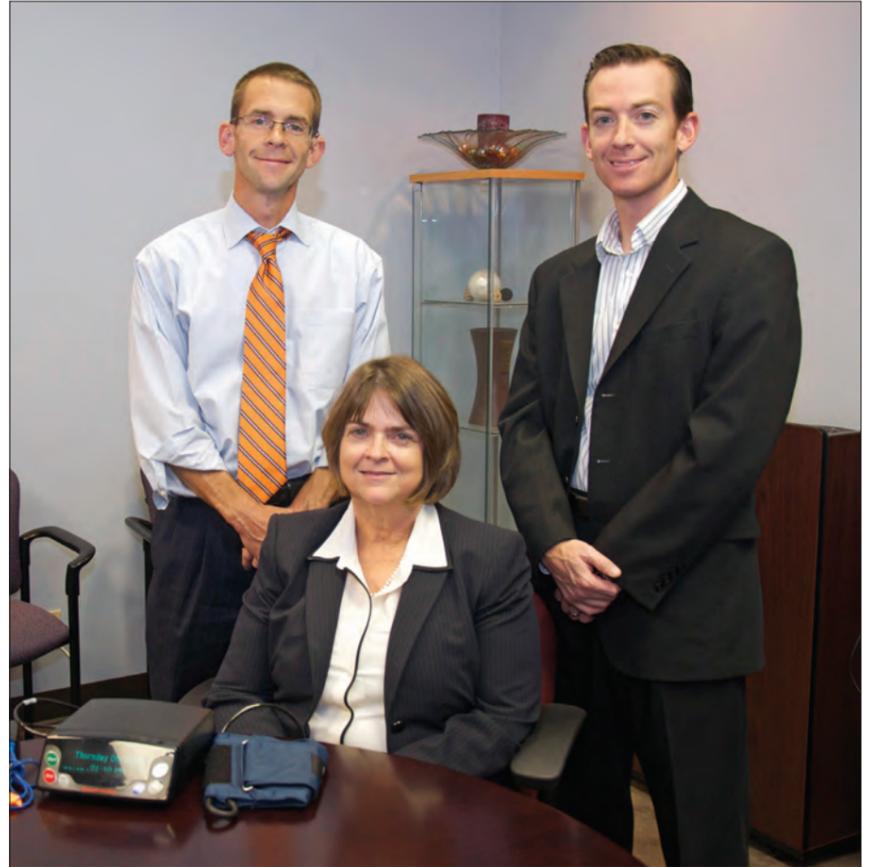
Kathy said the Affordable Care Act could

mean a cost savings to the program. "They realize that rewarding good post-acute care providers will help save Medicare dollars. Under the Affordable Care Act, people are looking at hospitals, nursing homes and post-acute providers to help them reduce repeat hospitalizations."

Alterna-Care has utilized HOSPREVENT since 2004 and has developed a model of home health services that focus on reducing repeat hospitalizations, which typically impact most on diabetic, cardiac and mental health patients.

"In response to the Affordable Care Act mandate, our model of care consists of the nurse meeting with a specialty physician monthly in reviewing those patients' treatment protocol," said Kathy. "The specialty physician makes recommendations on changing their medications, their diet and other treatment regimens."

By using the HOSPREVENT program, Alterna-Care has reduced repeat hospitalizations for their patients by 50 percent. Part of their model includes the use of the mobile TeleHealth units provided to patients, which allow for direct communication of vital information to



Richard, Kathleen and Joseph Sgro with a Honeywell HomMed Vital Signs Monitor. AlternaCare has been using the monitor for clients for the past 10 years.

PHOTO BY GINNY LEE

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health care facilities.

Alterna-Care purchased their TeleHealth units in 2004. The units are made by Honeywell and are called the Honeywell HomMed Health Monitoring System™. TeleHealth units have been available to health care providers since the mid-1990s and the system has improved over time.

"The entire AlternaCare program was developed by Kathy Sgro and has been extremely successful," Joe Sgro said. "The program has been written about in several nursing magazines. She has trained others all over the country. She has written a chapter in a nursing textbook about the program."

"Anyone can get the technology," Kathy Sgro said. "That is just one piece of the whole program."

"We receive daily vital signs information about the patient so we can respond when there is a change in the patient's condition," Kathy continued. "Whereas before we had TeleHealth, we would show up at a visit and find out the patient is going into congestive heart failure. It may be too late at that point and we have to send the patient to the hospital."

"Now we can find out the day there is a change in their condition and we can respond immediately," Joe said. "That is what is keeping our patients out of the hospital."

When a patient does go to the hospital, family inconvenience and costs are an issue.

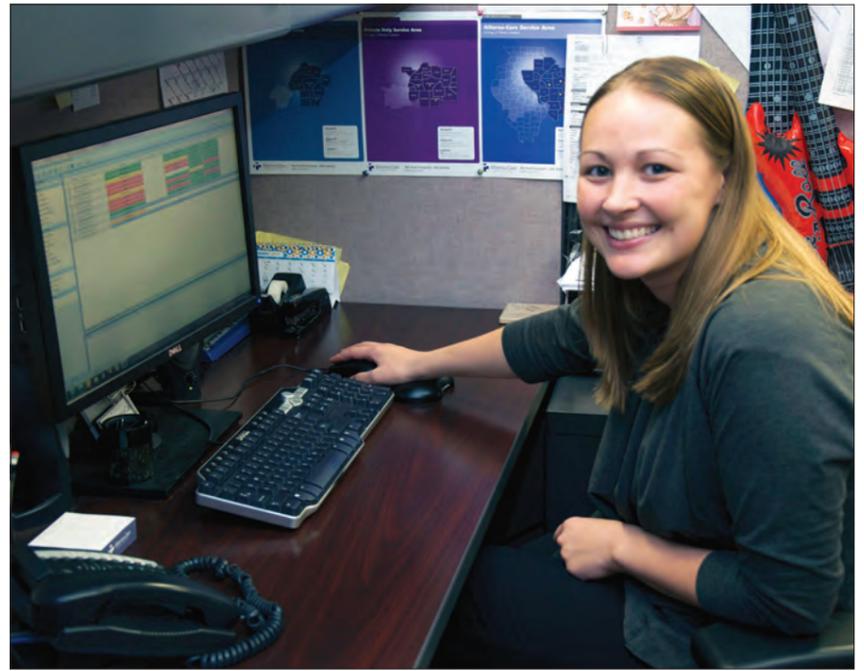
"When a family goes to the emergency room at the hospital, the family has to take off work," Kathy said. "Once you get into the system, the hospital starts running all kinds of tests, chest x-rays, blood tests and urine tests." The costs only mount from there but AlternaCare is helping. "We had patient surveys when we first used the monitors," said Kathy. "We had only positive feedback from the patients."

"The other advantage to the TeleHealth monitor is the peace of mind for the family – the children who may not be living with Mom and Dad," said Joe Sgro. "All the information we receive from the monitors is compiled in a printout which we fax or email to the primary care physicians. Doctors are happy with the program."

Christine Jimerson, daughter of TeleHealth patient Dolly Jimerson, both of Springfield, said the monitoring system has given her and her mother peace of mind. The Jimersons have been using the HOSPREVENT system for almost a year.

"My mother's weight tends to go up and down," Jimerson said. "Whenever my mother's weight goes up, the nurse will call the heart clinic and tell the clinic what is going on with my mother's health. If her blood pressure is going up, the nurse will call and ask my mother questions to see what is happening," Jimerson said. "I like that about Alterna-Care."

Jimerson explained an incident where her mother had a blood pressure reading of



Telehealth Manager Niki Squires checks vital signs readings of Alterna-Care clients.

PHOTO BY GINNY LEE

over 200. "Had it not been for the monitor, we would have not known to get my mother to the hospital," Jimerson said. "The monitor system has been very helpful. Alterna-Care has a great group of nurses and are very caring people and they have a very good

device," Jimerson said. □

Teresa Paul is a personal lines account manager in the Taylorville office for Dansig Insurance. She can be reached at 217-565-9535 or teresadawn1970@yahoo.com.

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Shooting for the top

Springfield Archery offers indoor range

By Gabe House

Mark Beck works as a broker in agricultural and recreational land sales for United Country Real Estate, so he recognized a good fit for a new archery shop and range in Springfield when he saw it. With the closure of Two Bears Custom Archery, and the former Camelot Banquet Center off Recreation Drive being an ideal site, Beck opened Springfield Archery in August.

"I just saw the need for personalized service and locally owned expertise," Beck said. "Experience matters, and archery equipment is only as good as the people setting it up. We're all selling the same things, so it needs to be set up properly to perform the best it can."

Beck remodeled the banquet center extensively to create an indoor archery range, a pro shop and a lounge area.

"We have a 25-lane range where you can come out kind of like a driving range, and you pay a \$10 fee to shoot all day long," Beck said. "We have instructions and lessons from beginner all the way up to junior Olympic. People can come in, hang out in the lounge, get a free cup of coffee and watch the people on the range shoot."

Beck said interest so far has been phenomenal. Visitors have come from as far

as Pekin and Champaign, Beck said, and he attributes that to the indoor range and also his staff. Full-time manager Gary Rigney is a professional archer who has competed in numerous competitions for a number of years. His wife, Kimberly, is also an instructor who works with Springfield Archery.

"People know Gary and his wife, their experience and knowledge," Beck said. "They have a good reputation."

The rest of the staff – four or five part-time employees – includes several individuals who previously worked at Two Bears Archery. The result is more than 60 years of combined archery experience, Beck said.

"I don't want to throw people under the bus, but other stores that hire part-time people ... you can't learn archery equipment overnight," Beck said. "It takes a long time and a lot of experience. People come here and know they can come back in a few weeks and ask the same people questions."

And while archery is typically a male-dominated sport, things are beginning to change. It has become far more inclusive for women and children who have shown a huge interest in the sport. A phenomenon such as bow-wielding heroine Katniss Everdeen, from the book and film series *The Hunger*



Mark Beck opened Springfield Archery in August in a former banquet hall between Skateland South and Knight's Action Park .

PHOTO BY GINNY LEE

Games, has created a groundswell of interest in archery.

"We're seeing that women are one of the fastest growing segments of the archery industry. It's absolutely had an impact ... and we want to capitalize on that," Beck said. "There are bows with more draw weights that reduce the force needed to pull back," Beck said. "Companies are making better equipment that women and children can actually pull back and use now. They're filling that gap, and there is a lot of high-quality equipment."

Beck said several birthday parties have already been planned for the future as well. With a private party room, supervised shooting and provided equipment, Springfield Archery advertises them as great

events for ages from eight to 99.

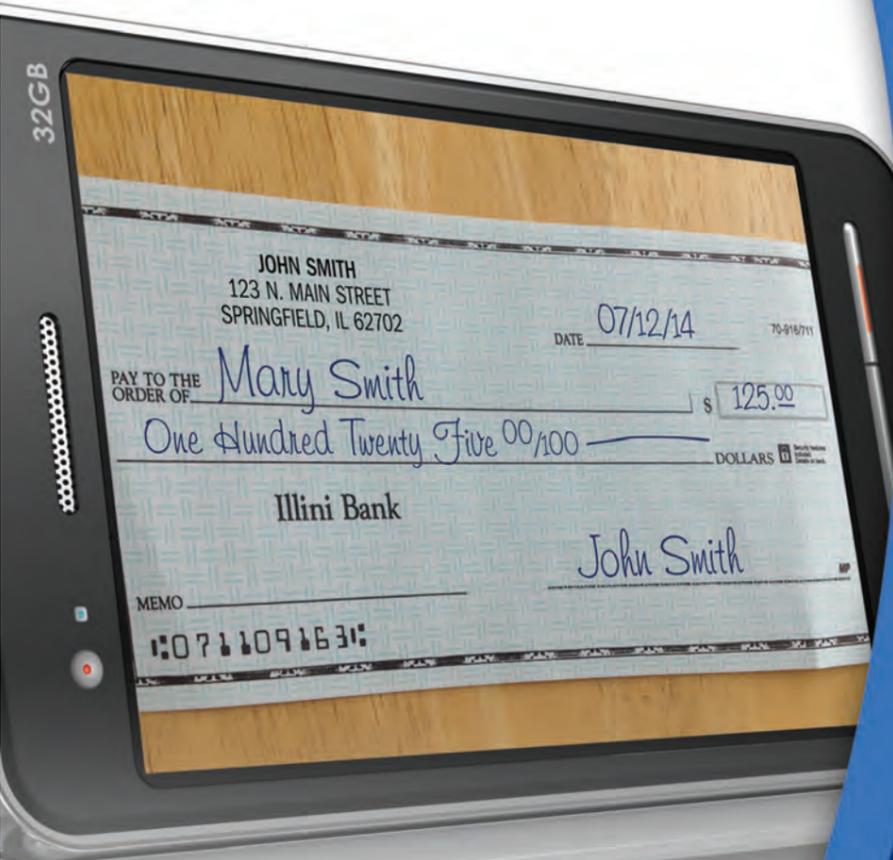
Beck said sales for the shop in its first month were well above his estimates, and he hopes to see that continue as more people learn of Springfield Archery.

"The main thing is our experience and you can try it before you buy it. We'll always allow customers to test-run a bow, and that's one thing we pride ourselves on," Beck said. "And having an indoor range in town, probably the only one within 30 or more miles, is great. There are some others around, but we definitely do have something locally that nobody else has." □

Gabe House can be reached at 217-787-3000 or ghouse@ucbbank.com.

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Birds of a feather at Redbird Electric

More than just another tattoo parlor

By Gabe House

It's all about lines for Brian McCormic, owner of the Redbird Electric tattoo shop.

The clean lines of a professional tattoo, the line between social norms and rebellious self-expression, and finally the need to balance quality with quantity are all daily themes in McCormic's year-old shop at 2112 North Grand Avenue East.

"I opened this shop in response to needing the quality and type of shop I wanted to work at," said McCormic, who has 12 years of experience as a tattoo artist. "I feel like there's only one other shop in town that is on par with us. There might be eight shops in Springfield, but only four of them are worth going to, in my opinion."

McCormic obviously has strong feelings about quality and craftsmanship when it

comes to tattooing. From licensed artists who turn out shoddy work to unlicensed individuals tattooing out of their home, McCormic has little use for them.

"We spend a lot of time here fixing their work, and I personally take offense to it, because someone pays \$60 for a bad tattoo and they come to us and it costs \$100 to cover it up," McCormic said. "I don't like people getting bad tattoos. I don't care who you think you are ... there are no good tattoos, no healthy tattoos coming out of unlicensed homes or shops. It's a serious health issue."

Additionally, McCormic doesn't like to be associated with "those people." As he put it, he's not just some guy tattooing out of his kitchen; he's a business owner who



Brian McCormic & Redbird Electrical Tattooing will celebrate its first anniversary at the shop at 2112 N. Grand East in Springfield in October.

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PHOTO BY GINNY LEE

pays taxes. He trained and apprenticed and he takes pride in the cleanliness of his shop and professionalism of his staff.

Business practices aside, McCormic still loves the defiant connotation tattoos can have, while also recognizing the popularity and increasing acceptance of them.

"I'm not going to turn my nose up to the popularity of tattooing, because it's good for business, but I would still like tattooing to have a bit of that rebellious nature, and I think that's what Redbird is about," McCormic explained. "It's rebellious but also sticking with social norms, which is a strange development in tattooing. That can take some of the fun out of it. But if you want the same tattoo someone else has, I'll do it and I'll do it well."

McCormic said business has been steady in the year Redbird Electric has been open. He and his handpicked staff – Aaron Moses and Jesse Sherman, who share 16 combined years of experience – could probably be busier, McCormic said, but they're more interested in doing the "right" tattoos for their clients.

Each artist has a particular style they gravitate toward. Moses is what's typically referred to as an American traditionalist, focusing more on the iconic Navy-style tattoos. Sherman, meanwhile, combines his love of photography with tattooing to create photorealistic tattoos. McCormic

said he's a neo-traditionalist who straddles those lines to create tattoos with depth and contour but also longevity. All three gladly work with customers, though, for that perfect piece.

"A lot of times we talk with clients and talk them out of bad ideas," McCormic said. "We may not tattoo them that day, but they'll come in two weeks later, after our talk, with a totally different idea. We want to put you onto a tattoo that really fits you."

The most difficult part, according to McCormic, has been getting Redbird's name and philosophy out to the public. Rather than being "just another tattoo shop in Springfield," McCormic wants Redbird to be seen more as a brand.

"The one thing that I tell more people than anything when I run into them is that everyone is invited into the shop," McCormick said. "I tell people all the time, 'you don't have to get tattooed, just come in and meet us. Get a feel for what we do and who we are and I guarantee you'll feel more comfortable with us than the majority of shops in town,' and I'm really proud of that." □

Gabe House works in the lending department at United Community Bank. He can be reached at 217-787-3000 or ghouse@ucbbank.com.

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SMALL BUSINESS



Veronica Williams, founder of Diversity Agreements, Procurement and Communications Solutions.

PHOTO BY HEATHER STANLEY

Diversity Agreements advocates for the disadvantaged

By Scott Faingold

Diversity Agreements, Procurement and Communications Solutions (DA-PCS) is a small business in the business of helping other small businesses. According to company founder Veronica Williams, there is a real need for guidance among small business owners when it comes to utilizing government assistance available to minorities and other disadvantaged businesspeople. "It's quite daunting," she says, "and I believe it's meant to be frightening and intimidating. There are so many opportunities out there – the government is literally throwing money at it – but that money is being wasted because no one's there to acquire it."

The mission of Williams' company is to make people aware of such opportunities and to facilitate the application and certification processes. "There are government-funded entities that do help you figure out what avenues to take for small business ownership. The difference between them and me is, I actually help facilitate that for you."

Williams explains that government agencies may well point aspiring businesspeople in the right direction regarding, for instance, which forms to fill out, but their responsibility does not extend much farther. "They will say, 'You need to go down here and fill out this paper.' But they're not going to say, 'You need to meet with me, and this is what you need to fill out here, and this is what this line means.' So that's the gap that I fill between the two."

Williams is uniquely qualified for her role. "My father was a small business owner throughout my childhood and I figured at some point I probably would become one myself. I have in-depth knowledge of how that works, being part of a family-owned business."

Williams places a high value on education, having followed an associate's degree with a bachelor's and earning master's degrees in both legal studies and public administration. "Of course, once you have that education, you're told you need to get experience to go with it," she says. "However, I find it very difficult to climb the social and financial ladder."

Out of this frustration was born the idea for Diversity Agreements. "I thought, let's make a business that not only profits me but also individuals like me, whether it be minorities, women, veterans or others who are at a disadvantage."

Diversity Agreements also provides marketing services, including research, promotion, advertising, sales forecasting, feasibility studies and human resource development. Williams herself is a graphic designer with work experience at University of Illinois Springfield and Midamerica Advertising.

Data and program management, data collection, data analysis and business management are all also provided by DA-PCS, along with human capital development, contract negotiation and contract mediation. In addition, Williams is working in conjunction with Springfield's Black Chamber of Commerce on a program to prevent or correct costly mistakes in administering government funding.

As if all this were not enough, Williams will also be running leadership training sessions at First United Methodist Church through the beginning of next year.

"Obviously I have a lot of irons in the fire," Williams says. "It is all very exciting."

Visit www.diversityagreementspcs.com for further information. □

Powerlifting a dream into reality

By Eric Woods

A Springfield native born and raised, Joe Tavine enjoys living in the capital of Illinois, where his family has owned multiple businesses over the years. "I love the community. You always run into people you know here," he said. Tavine also enjoys the ease of getting around and the close proximity to several larger cities. On the flip side, the cold winters and sometimes heavy snowstorms are not his favorite things. Also, Tavine would like to see better funding for the education system. Overall though, he is happy living in his hometown.

Growing up, Tavine wanted to be a lawyer. His first job was as a busboy for Saputo's restaurant while in high school. The worst job he ever experienced was working in a concrete yard where he had to unload concrete by hand. "That job was brutal," he said. Tavine has spent the past 14 years working for Nudo Products, but over the past several months he and his wife have been putting the final touches on something that has been a dream for Tavine since he was 19 years old.

Max Barbell Gym, named after Tavine's son, Max, had its grand opening on Sept. 27. The gym offers a large array of competitive-grade equipment for powerlifting, Olympic lifting and strongman competitions. There are the traditional fitness and cardio machines as well. "We have benches for competitive and incline, and we also have a competitive squat rack," said Tavine. "There is a monolift here, which is the only one

in Springfield. We have a rogue rack and rogue bars, and brand new weights." Other features include atlas stones, Olympic bumper plates, a reverse hyper machine, and farmers walk handles. During the warmer months there will be an outdoor training area, and the overhead doors will also be open.

Now Tavine is able to follow through with his vision of providing a friendly atmosphere conducive to reaching personal goals. "I want people to feel like they can come in and shoot the breeze, get advice, and form a plan of attack," he said. "Novice-level lifters who want to not be judged by the big box gyms can come here."

Tavine's target membership number is between 200 and 250, and he aims for a family atmosphere. "Our philosophy is 'being different by working the basics, and working the basics in a different way.' We provide the tools they need," he said. The gym will be open 24 hours a day, seven days a week with key access for members during non-staffed hours. Tavine intends to be open and transparent, providing assistance to his members when needed. He is a certified personal trainer through Action Certification and Expert Training, and he is also a certified strength coach through EliteFTS.

Promoting awareness and giving back will be two main concepts at Max Barbell Gym. Quarterly meets are being planned, the

first being Pounds for Pink in October, which will help raise awareness for breast cancer. Tavine also plans to work with the Boys and Girls Club and encourage kids who may not be as gifted in traditional sports to try weightlifting. "I want to get them in here and see about getting them into strength sports," he said.

For those hoping to start their own business, Tavine stresses organization and preparation. "Use the Small Business Association to get a business plan, and work with your lending institution," he said. "There will be a lot of times where you will second-guess yourself, but see it through. My dad always told me to follow my dreams. I did not want to look back when I hit 50 and wish I had done it."

The opening of Max Barbell Gym is just the beginning for Tavine and his family. Looking forward, he hopes to eventually open more facilities around Springfield while he and his family continue their own personal bodybuilding achievements. "I hope my son is part of a lifting team and my wife is a top level strength athlete," he said. Eventually Tavine will hand the franchise down to his son, who has been an inspiration throughout the process. "There is nothing better than being a parent. I believe I was born to be a father." □

Eric Woods can be reached at ericw93@aol.com.



Joe Tavine

Title: Co-Owner, Max Barbell Gym
Address: 721 N. Bruns Lane, Springfield, IL 62703
E-mail: joetavine@gmail.com

Education: A.S. in Business Administration/ Construction Management from Lincoln Land Community College
Family: Wife - Jodelle; Son - Max

Favorites -

Hobby: Powerlifting
Movie: *Braveheart*
Band: Led Zeppelin

Tidbits -

Avid St. Louis Cardinals and Dallas Cowboys fan
Wants to someday travel to Australia
Active in competitive powerlifting with his wife

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HOTELS

Sources: The Hotels.
(Ranked by Number of Rooms)

	HOTEL NAME ADDRESS	PHONE (-) FAX (=) WEBSITE (www.)	NUMBER OF ROOMS	NUMBER OF MEETING ROOMS	ROOM RATE SINGLE/ DOUBLE	GENERAL MANAGER	AMENITIES
1	Hilton Springfield 700 E. Adams St. Springfield, IL 62701	217-789-1530 217-789=0709 springfieldil.hilton.com	369	30	\$109 - \$209	Jeff Waide	50,000 sq. ft. meeting space, Bennigan's Grill & Tavern & Starbucks store on-site, free high-speed internet, 17 suites, pool / health club, HDTV, in-room safe, 34 fully furnished corporate apartments for short-term and long-term lease, Pinnacle Club and Nick & Nino's Penthouse Steakhouse 30th Floor
2	President Abraham Lincoln Springfield - A DoubleTree by Hilton 701 E. Adams St. Springfield, IL 62701	217-544-8800 217-544=9607 doubletree.com	310	17	\$99 - \$179	Bob Van Bergen	Lindsay's Restaurant and Globe Tavern, complimentary wi-fi in guestrooms, all guestrooms completely renovated, indoor pool, health club, hot tub, sauna, coffee maker, mp3 alarm clock, Bath & Body Works amenities, suite shop, business center
3	Crowne Plaza Hotel 3000 S. Dirksen Parkway Springfield, IL 62703	217-529-7777 217-529=6666 crowneplazaspringfield.com	288	25	\$89 - \$175	Troy Benavides	66,000 sq ft of versatile meeting space. Rosewood Restaurant open daily for breakfast lunch and dinner. Mahogany Lounge open daily for appetizers and cocktails. Indoor rooftop pool and fitness center. Ample parking, including bus parking.
4	Holiday Inn Express 3050 S. Dirksen Parkway Springfield, IL 62703	217-529-7771 217-529=1777 hiexpress.com	140	4	\$89 - \$165, (2 suites)	Denise Kruger	Free high-speed internet access, fitness center, free local calls, guest laundry, complimentary hot breakfast bar, next-door to the Crowne Plaza Hotel, Crowne Plaza pool access
5	The Statehouse Inn - An Asend Hotel 101 E. Adams St. Springfield, IL 62701	217-528-5100 217-528=4358 thestatehouseinn.com	125	6	\$89 - \$139	Ian Moore	Complimentary full hot breakfast buffet, business center, fitness center, lounge, complimentary on-site parking, complimentary in-room wi-fi, 3 blocks from Amtrak, 6,500 sq. ft. of meeting space
6	Hampton Inn 3185 S. Dirksen Parkway Springfield, IL 62703	217-529-1100 217-529=1105 hamptoninn.com	124	3	\$99 - \$149	Christina Harper	Complimentary hot deluxe breakfast, free wireless internet, indoor pool and fitness center, easy interstate access, great location
7	Drury Inn & Suites 3180 S. Dirksen Parkway Springfield, IL 62703	217-529-3900 877-732=0594 druryhotels.com	117	1	\$119.99 - \$149.99	Chris Fultz	Free hot quickstart breakfast, manager's reception, hot foods, indoor pool/jacuzzi, exercise room, guest laundry room, micro/fridge combos, in-room coffee, wired & wireless internet, business center, free long distance
7	Hilton Garden Inn Springfield 3100 S. Dirksen Parkway Springfield, IL 62703	217-529-7171 217-529=7172 springfieldil.gardeninn.com	117	7	\$95 - \$199, (13 suites)	Stacy Hamlin	Indoor pool, whirlpool, exercise room, free wired / wireless high-speed internet, restaurant and lounge open daily, free local calls, free business center with wireless printing from the rooms, refrigerator and microwave in every room, complimentary parking, Fit Club passes
8	Route 66 Hotel and Conference Center 625 E. Saint Joseph St. Springfield, IL 62703	217-529-6626 217-529=4666 rt66hotel.com	114	7	\$72 - \$150, (8 suites)	Joseph Vala	Outdoor swimming pool, restaurant on-site, wireless internet service, fitness center pass for the Fit Club, in-room coffee maker, iron & hair dryer, on-site guest laundry, two-room suites available, free parking, bar on site
9	Candlewood Suites 2501 Sunrise Drive Springfield, IL 62703	217-522-5100 217-522=5101 candlewoodsuites.com	110	1	\$99.99 - \$129.99	Janie Deheve	Complimentary wireless high-speed Internet and full kitchens in spacious guest rooms for longer visits. Free laundry facilities, unlimited access to a state-of-the-art business center, an exercise room and the Candlewood Cupboard convenience store for meals and snacks., Green Certified hotel
10	Residence Inn Springfield South 2915 E. Stanford Avenue Springfield, IL 62704	217-527-1100 217-527=1101 marriott.com/residenceinn	108	1	\$149.99 - \$199.99	Darin Dame	Studios, 1-2 bedroom suites (w/ full kitchens, separate living space, work areas, sleeping areas), evening reception/social hour Tue-Thu, onsite exercise room, indoor pool, whirlpool, laundry facility, coffee in lobby, coffee/tea in-room, complimentary continental/grab-n-go/hot breakfast, phone calls: toll-free, safe deposit boxes at front desk, pets allowed - contact hotel for details
11	Northfield Inn, Suites & Conference Center 3280 Northfield Drive Springfield, IL 62702	217-523-7900 217-523=7273 northfieldinn.com	107	8	\$89 - \$149	Marianne Zarndt	Free high-speed internet in Guestrooms and Conference Center. 13,000 sq. ft. of meeting space, fitness center & business center. Free extended Continental Breakfast. In-room coffee makers, refrigerators, and microwaves. Jacuzzi Suites, Standard, and Accessible Rooms available. Free parking and indoor pool
12	Motel 6 6011 S. Sixth St. Springfield, IL 62712	217-529-1633 217-585=1271 motel6.com	104	0	\$39.99 - \$45.99	Subhash Bhatia	Kids under 18 Stay Free (With Parents), Pets Welcome, Outdoor Pool, Free morning Coffee, Free Local Calls, WIFI, Guest Laundry, Cable with two HBO Channels and three ESPN Channels
13	Ramada Springfield North 3281 Northfield Drive Springfield, IL 62702	217-523-4000 217-523=4080 springfieldramada.com	97	2	\$89 - \$149	Marianne Zarndt	Complimentary Deluxe Continental Breakfast, Free Wi-Fi, All non-smoking hotel, Indoor Pool, Fitness Center, Refrigerator/Microwave in all rooms, Business Center, Jacuzzi Rooms, 32" flat screen TVs, guest laundry facilities
14	Comfort Suites 2620 S. Dirksen Parkway Springfield, IL 62703	217-753-4000 217-753=4166 comfortsuites.com	92	1	\$90 - \$100	Sherri White	All rooms equipped with wet bar, refrigerator, microwave, whirlpool tubs, pull-out sofa bed, remote TV w/ DVD, free high-speed wireless internet access, separate work / leisure areas
15	Comfort Inn & Suites 3675 S. Sixth St. Springfield, IL 62703	217-529-8898 217-529=4354 comfortinn.com	90	1	\$90 - \$110	Beth Wagner	Cable/Satellite TV, Free Local Calls, Hair Dryer, In-Room Coffee Maker, In-Room Safe
16	Hampton Inn & Suites 2300 Chuckwagon Drive Springfield, IL 62707	217-793-7670 217-793=6522 hamptoninn.com	83	2	\$129 - \$160	Darrin Thurman	Complimentary hot breakfast, indoor pool, 24-hr. fitness center, free high-speed internet, wireless internet, business center, 2-room suites, microwaves and refrigerators, van shuttle, manager's reception
17	Staybridge Suites 4231 Schooner Drive Springfield, IL 62711	217-793-6700 217-793=6694 staybridge.com	82	1	\$124 - \$179, (all suite hotel)	Bruce Hertz	Complimentary hot & cold breakfast, free wireless & hard wired internet, free local calls, direct phone line w/ voice mail, indoor pool w/ jacuzzi, 24-hr. fitness center, convenience store, business ctr., complimentary evening social (m-th w/ soda, beer, wine & food), pets welcome
18	Howard Johnson Inn & Suites 1701 J. David Jones Parkway Springfield, IL 62702	217-541-8762 217-541=8774 hojo.com	79	3	\$69, \$89	Shailesh Parekh	Complimentary continental breakfast, free local calls, outdoor pool, 24 suites, truck parking, free wireless
19	Courtyard By Marriott 3462 Freedom Drive Springfield, IL 62704	217-793-5300 217-793=5300 marriott.com	78	1	\$109.99 - \$179.99	Nathan Biermann	All non-smoking hotel, heated indoor pool, spa, exercise room, breakfast buffet, lounge, in-room coffee, iron, free high-speed wireless internet, restaurant - The Bistro, Starbuck's coffee, HD-TV in all rooms
20	Baymont Inn & Suites 5871 S. Sixth St. Road Springfield, IL 62703	217-529-6655 217-529=6510 baymontinn.com/hotel/17908	75	1	\$69.99 - 149.99, (8 suites)	Mihir Tals	100% smoke-free hotel, indoor / outdoor heated pool & hot tub, free hot breakfast, free wi-fi, fitness room, close to many major restaurants, all rooms have microwave and refrigerator, free hot breakfast, 32" flat-screen plasma TVs in every room

NETWORKING GROUPS

Sources: The individual Networking Groups
(Ranked by Numbers of Members)

	ORGANIZATION NAME MEETING LOCATION MEETING ADDRESS	PHONE (-) WEBSITE (www.) EMAIL	MEETING TIME	NUMBER OF MEMBERS	CONTACT	DUES	YEAR EST'D
1	Prospectors Referral Group Engrained Brewery 1120 West Lincolnshire Blvd. Springfield, IL 62711	217-483-1536 tforme@formeainsurance.com	Wednesdays, 11:30am, (1st & 3rd weeks)	45	Tracy Formea	Lunch cost only	1999
2	McBrien Lincoln Douglas Toastmasters Club Our Savior's Lutheran Church 2645 Old Jacksonville Road Springfield, IL 62704	217-341-0100 http://mcbrienlincolndouglas.toastmasters.org Dan.Filla.gz@statefarm.com	Thursdays, 6pm	28	Dan Filla	\$48/6 months	1936
3	Noontime Toastmasters Laurel United Methodist Church 631 South Grand Ave W. Springfield, IL 62704	217-414-7378 http://noontime.toastmastersclubs.org stormwolf@gmail.com	Mondays, Noon	16	Storm Wolf	\$44/6 months	1998
4	Capital City Toastmasters IDOT Building (Hanley Building) 2300 Dirksen Parkway, Room 214A&B Springfield, IL 62764	217-415-0867 http://1313356.toastmastersclubs.org joelsander@yahoo.com	Wednesdays, Noon	15	Joel Sander	\$37/6 months	2009
5	The Network Group The Sangamo Club 227 E. Adams St. Springfield, IL 62701	217-496-3686 edclarkphoto@gmail.com	2nd Tuesday of the month, 11:45am	14	Ed Clark	Lunch costs only / \$90 twice a year	2000

Professional Women's Calendar of Events
You play a key role and we thank you for your contributions to our community.

Illinois Women in Leadership (IWIL)
IWIL will hold its monthly luncheon on Thursday, October 16th from 11:30-1 p.m. at the Sangamo Club. Join us for what is sure to be an invigorating conversation with The Honorable Karen Hasara, Springfield's first female mayor. The cost for members is \$18. Non-members and walk-ins are \$23. Reservation forms are available at www.iwil.biz.

Women Entrepreneurs of Central Illinois
WE-CI will hold its monthly meeting on Wednesday, October 8th, from 11:30-1 p.m. at Indigo Restaurant, 1330 Lindberg Drive. Ms. Sheila Mack will present a program on "Women in Transition" and a panel will offer insights to help us deal with the present and plan for our futures. The cost for the meeting is \$17 for members, \$20 for guests & \$25 for walk-ins. Please RSVP by noon, Friday, August 10th. Additional information is available by contacting L. Gay Davidson, 725-8500 or at reservations@we-ci.org.

Association for Women in Communications
AWC will hold its monthly meeting on Wednesday, Oct. 8th from 11:30-1 p.m. at the Sangamo Club. Carly Shank, Director of Audience Development, and Jen Tibbs, Coordinator of Public Information and Marketing, for Sangamon Auditorium will be discussing how they draw audiences for event after event. Members are \$17, guests are \$22, students \$11. RSVP to programs@awcspringfield.org.

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To have your event added to the Women's Calendar of Events, Please fax your information to (217) 753-2281 or e-mail to info@springfieldbusinessjournal.com

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ADVERTISING AGENCIES

Source: The advertising agencies. * - Does not include entire employee count, only reflects those directly working with comprehensive marketing and media services. (Listed by Number of Full-Time Employees)

	BUSINESS NAME ADDRESS	PHONE (-) FAX (=) WEBSITE (www.) EMAIL	NUMBER OF EMPLOYEES	PARTNERS/ PRINCIPALS	MAJOR CLIENTS	DIGITAL MEDIA	DIRECT MAIL MARKETING	IN-HOUSE PHOTO. VIDEO	PROMO/ EVENT MARKETING	PUBLIC RELATIONS	TRADITIONAL ADVERTISING	YEAR EST'D
1	HPR Marketing & Consulting Group 4481 Ash Grove Drive Springfield, IL 62711	217-698-2023 217-698-2024 hprmarketing.com info@hprmarketing.com	12	Wally Hamlin	Nudo Products, Ryan Electrical Solutions, Springfield Area Home Builders Association, Springfield Plastics Inc., Buraski Builders, Schwieterts Cones & Candy, DeKalb Sycamore Chevrolet, Growth Corp, Wes Finch Auto Plaza, Ronald McDonald House Charities of Central Illinois, Sparc, Village of Chatham, Distinctive Realty Service, City Motor Company, AMBUCS, Bridge Care Suites, Fritsch Custom Finishes, Midwest Garage Door Co., Mike Williams Plumbing, Nicoud Insurance	✓	✓	✓	✓	✓	✓	2001
2	HIP Advertising 2809 Mansion Road, Suite A Springfield, IL 62711	217-789-4447 217-789-4441 hipadvertising.com mhoffman@hipadvertising.com	10	Myra L. Hoffman	American Lung Association (Ill. Tobacco Quiltline), BJ Grand Salon & Spa, BOS, Burrus Hybrids, Butler Funeral Homes, Central Illinois Builders Association, CES, Colorific, do. Active Products, Halverson, KEB, LLC Foundation, Orthopedic Group at Springfield Clinic, Renken Dentistry, Schon Dental, St. Agnes School / Parish, Terry Farmer Photography, Tom Lange Co., USCA, Vision Care Associates, Wiley Office Furniture, Zara's Collision Center	✓	✓	✓	✓	✓	✓	1993
3	Illinois Press Advertising Service 900 Community Drive Springfield, IL 62703	217-241-1700 217-241-1701 illinoispress.org jholman@illinoispress.org	6*	Illinois Newspapers	Ameren, American Lung Association, Coventry Healthcare, Illinois Department of Public Aid, Illinois EPA, Illinois Secretary of State, Illinois State Bar Association	✓					✓	1865
4	Omni Communications Group, Inc. P.O. Box 9620 Springfield, IL 62791	217-523-0503 217-697-0499 omniideas.com info@omniideas.com	4	Jill Schuller-Kinnett	IL Dept. of Employment Services, Garrison Group, Peterman Financial Group - Money Concepts, Springfield Art Association, Sagamo Chapter Credit Union	✓	✓		✓	✓	✓	1992
5	Encore Consulting 3309 Robbins Road, PMB 204 Springfield, IL 62704	217-816-5415 encoreconsulting@gmail.com	2	Terri Noel	Bella Milano, Bundy Office Machines, PJP Auto, Prairie Capital Convention Center, Coonrod Financial Group, Deb Sarsany - Agent for Re/Max, Don Smith Paint Co., Hold the Dream Production Co, Max Karpman Furs & Fashion, Nuvo Direct-Mail Design & Printing	✓	✓	✓	✓	✓	✓	2003
6	Central Illinois Marketing P.O. Box 651 Rochester, IL 62563	centralillinoismarketing.com cim1@comcast.net	1	Scott Moss	Declined to provide information	✓	✓	✓	✓	✓	✓	2005
6	Corbin Design 16963 Vaneman St. Petersburg, IL 62675	217-636-8947 217-636-8943 deana@corbindesign.net	1	Deana Corbin	Animal Protective League, Illinois Association of School Boards, Illinois Ventures for Community Action, Looking for Lincoln Heritage Coalition, Modern Mailing and Printing Services, St. John's Hospital		✓				✓	2002
6	Fine Tune Creative 2228 Cloverfield Lane Springfield, IL 62711	217-622-6363 pzubeck@msn.com www.finetunecreative.biz	1	Perry Zubeck	The Curve Inn, Arizona Tile, Mowies Cue, Sebastian's Hideout, Lake Pointe Grill, Public House 29, Taco Gringo	✓	✓	✓	✓	✓	✓	2013

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Selling the radio life

By Eric Woods

Originally from Montana, Fiona Irvin loves her current home in Springfield. "It is awesome to be centralized and close to St. Louis, Chicago and Indianapolis," she said. Although she does admit that Montana is not close to anything in the same way, she does miss the mountains and not being able to go skiing locally. "I do love the community here. I find it pretty, and the people are so friendly."

Irvin has run the gamut of job industries since she was a child. Growing up she wanted to follow her love of animals to become a veterinarian. "I was not good at biology, so I learned early on that was not going to happen," she said. Her first job was packing irrigation pipe on a farm. That job consisted of a 5 a.m. start and then returning at dusk to move the pipe again. While in high school, Irvin worked in fast food, which was her least favorite job experience, lasting a mere six months. One of her greatest life experiences was graduating college. "People told me I could not do it. Tell me that and I will show you I can."

For more than eight years, Irvin has worked for Mid-West Family Broadcasting. In her current position she helps oversee and come up with events. "I look for fun events that people will enjoy," she said. There is also

a sales team Irvin administers, although she sees herself as more coach than manager. "As a coach I give them the tools they need to go out and be successful. If I have to manage, we have a problem."

Irvin also handles the company's intense training program in which new employees spend four to six weeks learning the Mid-West Family Broadcasting system. She has voiced commercials, which is usually the only time she goes on the air. "I get dragged in from time to time on the air, but not very often," she said. "Radio gets in your blood. I was gone for nine months and came back."

A career in radio and sales is not for everyone, according to Irvin. "If you are just looking for a job, this is not it. This is a tough job," she said. "If you cannot stand rejection, this is not a good career." Developing relationships with clients is a key component in radio sales, as Irvin stresses doing the best for the client. She also stresses the importance of communication with others, especially teammates, even when having a bad day. Keeping this kind of thing to yourself can result in what she calls "head trash," which can build up and create an even bigger problem.

Irvin is excited for a number of events in the coming months at Mid-West Family

Broadcasting. At the end of October, the company will sponsor Trick-or-Treat Street at Southwinds Park for the third year. "With this event, kids will have a safe place to trick-or-treat," she said. Thousands of people attended over the first two years and Irvin has been blown away by the response. The annual Stuff-a-Truck event will also return in November, and it is the event Irvin considers her favorite. "To see the generosity from this community, even when the economy got tough, is humbling," she said.

Looking to the future, Irvin hopes to eventually become a general manager for one of the stations. "I am very dedicated to my career. I am passionate about the product and what we can do. We are employee-owned and locally owned, so we can make decisions in this building," she said. Irvin is proud of everything the company already does for the community and wants to continue doing more. She never sees herself retiring, and intends to work for the radio company until her time is up. "They will carry me out in a pine box." □

Eric Woods can be reached at ericw93@aol.com.



Fiona Irvin

Title: Sales manager, Mid-West Family Broadcasting
E-mail: firvin@wqlz.com
Education: B.S. in Healthcare Administration from University of Great Falls
Family: Children - Sydney and Taylor

Favorites -
Hobby: Quilting
Restaurant: Bella Milano
Band: Barenaked Ladies

Tidbits -
 Has a passion to work with Doctors Without Borders
 Serves on the Board of Directors for FBI Citizens Academy
 Fan of both the Dallas Cowboys and Chicago Bears



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Keeping up with the local landscape of radio

By Eric Woods

For the better part of 40 years, Mid-West Family Broadcasting has been a staple of the Springfield radio scene. In 1976, Tom and Marilyn Kushak purchased the talk radio station WMAF. This station would be the first of four they would acquire over the next four decades. The company, which began in 1956 and was already present in five markets when they purchased WMAF, lives by the premise of local ownership, according to Tom Kushak. "We did not want absentee owners," he said. "We may have some cross-ownership with our other markets, but we want a local team involved. Radio is at its best when it is local."

Current general manager Mark Birch stresses that all business decisions are made locally, which makes it easier to partner with the community. "There is no real corporate level," he said. "That is different than other radio groups."

The Kushaks have been building a strong core in the Springfield market over the years, picking up radio stations that touch a variety of

demographics. In 1983, seven years after the purchase of WMAF, the company purchased WNNS, an adult contemporary music station. In 1993, hard rock fans were served with the purchase of WQLZ. "Each station that came available was great. It was exciting to reach new demographics," said Tom.

Mid-West Family Broadcasting acquired Alice and added its adult alternative format to the lineup in 2001. The addition of Alice was a key component for the Kushaks, who were looking to scale back their daily workload. Tom served as general manager from 1976 through 2001, while Marilyn served as sales manager from 1991 through 2001. She is still company president but has handed over many responsibilities to others in the company. "When we decided to retire from day-to-day management, we made two promises to the staff," said Marilyn. "First we agreed we would acquire a fourth station to reach that last demographic. We also promised a new renovated building with more space. We said we would continue until

we did those two things."

A company milestone, according to Marilyn, was the hiring of current creative services director and on-air talent Johnny Molson in 1996. "Before (Johnny), everyone was writing their own commercials," she said. Marilyn says Molson goes beyond just writing commercials by developing campaigns that get results for the clients. "We have gone from sales to marketing and teaching clients to brand themselves."

The past, present, and future success continues to rely heavily on maintaining local ownership and knowing how to change with the times. Molson admits that each market is independent of the others. "There is no big 'mother ship' above," he said. Each radio station has its own website, and Molson understands that content is what ultimately drives success. "The commonality is the message itself. You need the meat or it will not work."

Mid-West Family Broadcasting is known for its radio stations, but the company is loaded with events which they sponsor

throughout the year. Some, such as Stuff-a-Truck, Taste of Home, and the anti-bullying campaign are sponsored by all four stations. Others are station-specific. According to Birch, events are usually tied to a charity. "We have a lot of local nonprofit events that are in-kind. Almost every weekend we have a nonprofit event," he said.

Given the ever-changing landscape of media and technology, Mid-West Family Broadcasting understands the radio industry must adapt in order to survive. "We have to be nimble," said Molson. "What is true now will not be true 18 months from now. There will be something new on the horizon."

One of the newest technological features in radio involves FM chips that exist in smartphones, although many phone carriers have not activated the feature. "People will be able to take us with them," said Birch. "The phone will not need Internet. It is just FM radio."

Although changes in the radio industry are important and must be constantly monitored,



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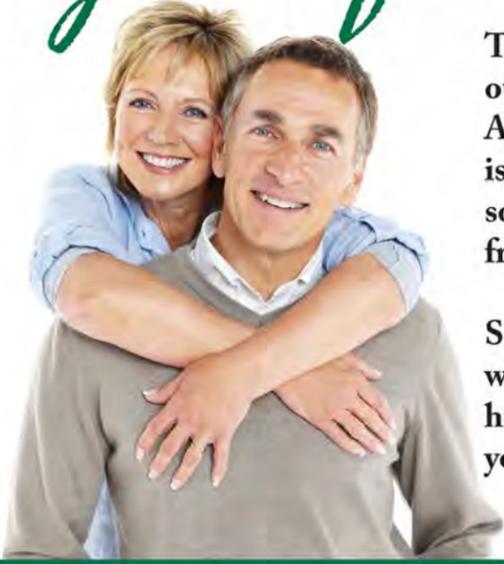




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Marilyn Kushak, Tom Kushak, Mark Birtch and Johnny Molson.

PHOTO BY GINNY LEE

Birtch knows that clients and listeners are going through constant changes themselves. "We have to address their changing worlds as well," he said. "If listeners want us streaming, we need to be streaming. We must leverage the relationships on the digital side with the customers also."

The combination of radio and social media is a powerful one, according to Marilyn. "We work with our clients through their social media outlets. We have to keep up with technology because new things are happening," she said. "There is a very exciting future ahead." Radio stations are now branding themselves in such a way that they are staying current with the

latest trends, but Marilyn admits they must remain diligent.

Mid-West Family Broadcasting has come a long way since taking over WMAY in 1976. They are now in seven different markets including Springfield, Rockford, Springfield, Missouri, Madison, LaCrosse and Eau Claire, Wisconsin and Southwest Michigan. "We have three bosses: the listener, the advertiser and the employee. If we continue to serve, we will continue to prosper," said Tom. "There may now be things like iPods and iPads, but radio is still magic." □

Eric Woods can be reached at ericw93@aol.com.

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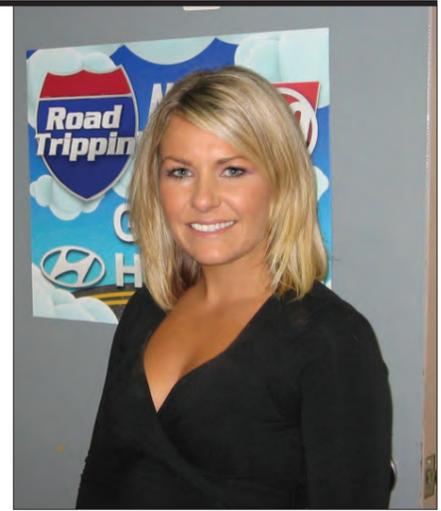
RADIO STATIONS

Sources: The Radio Stations.
(Listed Alphabetically)

	STATION NAME ADDRESS	PHONE (-) FAX (=) WEBSITE (www.) EMAIL	OWNER	GENERAL MANAGER	PROGRAMMING	WATTS	YEAR EST'D
1	KISS 99.7 FM 3055 S. Fourth St. Springfield, IL 62703	217-528-3033 217-528-5348 997kissfm.com	Neuhoff Communications	Kevin O'Dea	Contemporary Hits	50,000	2001
2	WQQL 93.9 FM 3501 E. Sangamon Ave. Springfield, IL 62707	217-753-5400 217-753-7902 abefm.com blake@capitolradiogroup.com	Capitol Radio Group	Amy Nelson	Oldies	25,000	1980
3	WCVS 96.7 FM 3055 S. Fourth St. Springfield, IL 62703	217-528-3033 217-528-5348 wcvs.com	Neuhoff Communications	Kevin O'Dea	Classic Rock	6,000	1982
4	WDBR 103.7 FM 3501 E. Sangamon Ave. Springfield, IL 62707	217-753-5400 217-753-7902 wdbf.com blake@capitolradiogroup.com	Capitol Radio Group	Dylan Rudisil	Top 40	50,000	1982
5	WFMB 1450 AM 3055 S. Fourth St. Springfield, IL 62703	217-528-3033 217-528-5348 sportsradio1450.com sportsradio1450@sportsradio1450.com	Neuhoff Communications	Kevin O'Dea	Sports / Talk	1,000	1926
6	WFMB 104.5 FM 3055 S. Fourth St. Springfield, IL 62703	217-528-3033 217-528-5348 wfm.com 1045@wfm.com	Neuhoff Communications	Kevin O'Dea	Country	50,000	1965
7	WLCE 97.7 FM P.O. Box 460 Springfield, IL 62705	217-629-7077 217-629-7952 alice.fm eoo@alice.fm	Midwest Family Broadcasting	Mark Birtch	Adult Alternative	6,000	2007
8	WLJ 89.7 FM 600 W. Mason St. Springfield, IL 62702	217-528-2300 217-528-2400 wlj.org comments@wlj.org	Cornerstone Community Radio	Richard Van Zandt; John McBride, Station Manager	Christian	20,000	1987
9	WMAY 970 AM P.O. Box 460 Springfield, IL 62705	217-629-7077 217-629-7952 wmay.com eoo@wmay.com	Midwest Family Broadcasting	Mark Birtch	Local News / Talk	1,000	1950
10	WNNS 98.7 FM P.O. Box 460 Springfield, IL 62705	217-629-7077 217-629-7952 wnns.com eoo@wnns.com	Midwest Family Broadcasting	Mark Birtch	80's, 90's & Now	50,000	1980
11	WQLZ 92.7 FM P.O. Box 460 Springfield, IL 62705	217-629-7077 217-629-7952 wqlz.com eoo@wqlz.com	Midwest Family Broadcasting	Mark Birtch	Active Rock	25,000	1990
12	WQNA 88.3 FM 2201 Toronto Road Springfield, IL 62712	217-529-5431 x164 217-529-7861 wqna.org info@wqna.org	Capital Area Career Center	Paul LaMantia	Student / Community Radio	250	1979
13	WLFZ 101.9 FM 3501 E. Sangamon Ave. Springfield, IL 62707	217-753-5400 217-753-7902 cool1019.com anelson@capitolradiogroup.com	Capitol Radio Group	Jane Cochran	Country	50,000	2013
14	WTAX 1240 AM 3501 E. Sangamon Ave. Springfield, IL 62707	217-753-5400 217-753-7902 wtax.com adegman@wtax.com	Capitol Radio Group	Alex Degman	News / Talk	1,000	1930
15	WUIS 91.9 FM WUIS130 - 1 University Plaza Springfield, IL 62703	217-206-9847 217-206-6527 wuis.org wuis@uis.edu	University of Illinois Springfield	Randy Eccles	News / Information / Eclectic	50,000	1975
16	WYMG 100.5 FM 3501 E. Sangamon Ave. Springfield, IL 62707	217-753-5400 217-753-7902 wymg.com jcochran@capitolradiogroup.com	Capitol Radio Group	Jane Cochran	Classic Rock	50,000	1986
17	WEAI 107.1 FM 2161 E. Old State Road Jacksonville, IL 62650	217-243-2800 217-245-6711 weai.com	Jacksonville Area Radio Broadcasters, Inc.	Gary Scott	Contemporary Hits / Sports	6,000	1989
18	WJIL 1550 AM / 102.9 FM 1251 E. Morton Road Jacksonville, IL 62651	217-245-5119 217-245-1596 wjil.com sarahwjo@mchsi.com	Morgan County Broadcasting	Sarah Hautala	60's, 70's & 80's	1,000	1961
19	WJVO 105.5 FM 1251 E. Morton Road Jacksonville, IL 62651	217-245-5119 217-245-1596 wjvofm.com sarahwjo@mchsi.com	Morgan County Broadcasting	Sarah Hautala	Top 40 Country	6,000	1986
20	WLDS 1180 AM 2161 E. Old State Road Jacksonville, IL 62650	217-245-7171 217-245-6711 wlds.com	Jacksonville Area Radio Broadcasters, Inc.	Gary Scott	News / Farm / Talk / Adult Contemporary Music	1,000	1941
21	WABZ 101.1 FM 3501 E. Sangamon Ave. Springfield, IL 62707	217-753-5400 217-753-7902 abefm.com jcochran@capitolradiogroup.com	Capitol Radio Group	Dylan Rudisil	Contemporary Alternative	50,000	2000

A sparkling (on-air) personality

By Eric Woods



Lesley Cox loves the Springfield community and the feeling that the city is her hometown. "I have met some wonderful people and have a number of different affiliations and associations," she said. "People have been coming up with fun events in Springfield for the past 10 years." Cox is very active in the community. She volunteers for the American Cancer Society, genHkids, Boys and Girls Club and St. John's Children's Hospital. She also coaches youth soccer and works with United Cerebral Palsy, Special Olympics, and the MDA Lock-up.

Cox grew up wanting to be a news reporter and says she has never had a job from which she did not learn something. Her very first job was at Panera, and while in college she worked for the Daily Egyptian, the college newspaper at SIU-Carbondale.

For the past five years, Cox has worked for the local Fox 55/27 station. As an on-air personality, she can be seen during the "Fox Scene" promotional videos which highlight special events. She also handles on-air duties for "Friday Night Blitz," "Good Day Illinois," "Ask the Expert," and "Road Trippin'." Along

with appearing on television, Cox also handles promotions for the station's radio partners. When she is not performing on camera or over the radio, Cox assists with marketing, fills logbooks, and helps create promotional efforts for the television stations.

Last December, Cox and the rest of the Fox 55/27 and CW 23 crew moved into the News Channel 20 building on Cook Street. The previous building still houses the master control, and according to Cox there are renovations planned. "Every day is evolving," said Cox. "We have a new general manager, and he has plans in store for me. Things are changing, but I am not sure what they all are yet."

Although Cox is living her dream job from her childhood, she does admit that any person who wishes to get into the industry needs to have thick skin. "Work smart, not hard. Do your best, be yourself, and be confident in yourself," she said. "Do not try to fit into a mold. I had no experience on the air before this job."

Cox has taken her own advice since childhood. As an eight-year-old, she

participated in a tractor pull contest and dominated the competition. "They bumped me up four age groups because I was doing so well," she said. "At age eight I was beating the 14-year-olds. It was mind over matter." This event was Cox's greatest achievement as a child. As an adult, her greatest achievement to date has been purchasing her first house two years ago.

Cox, while active in the Springfield community, also sees issues with the city. "Unemployment is a problem. People are having trouble getting jobs," she said. She is also anxious to know where she will be in 10 years. "Hopefully I am successful and with a family," she said. In the immediate future, she will soon be serving as maid of honor for her best friend's wedding in Wisconsin. She also plans to travel back to Florida either next fall or winter. As for the long term, Cox does not even think about retirement. "I will always be doing something." □

Eric Woods is a freelance writer from Springfield. He can be reached at ericw93@aol.com.

Lesley Cox

Title: On-Air Talent and Promotions Coordinator, FOX 55/27

E-mail: lacox@sbgstv.com

Education: B.A. in communication from Southern Illinois University Carbondale

Favorites -

Movie: *The Princess Bride*

Restaurant: Fritz's Wagon Wheel

Sports team: Chicago Bulls and St. Louis Cardinals

Tidbits -

Active soccer and volleyball player

Favorite getaway spot is Naples, Fla.

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MEDIA



Jamey Dunn of *Illinois Issues*; Rachel Otwell, WUIS reporter; Dusty Rhodes, WUIS education reporter; and Randy Eccles, WUIS station manager.

WUIS and *Illinois Issues* come together

By Ann Strahle

Over the last few decades, changes in technology and newsgathering methods, as well as economic recessions, have caused a decline in newsrooms on both the national and local levels. With newspapers folding and reporter positions being eliminated in print and broadcast fields, there has not been much good news when it comes to the journalism profession. However, with the recent merger of two local news outlets, investigative reporting in the Springfield area may see a resurgence.

WUIS, Springfield's National Public Radio (NPR) station has joined forces with *Illinois Issues* magazine, a monthly publication that focuses on in-depth public affairs reporting. WUIS General Manager Randy Eccles said, "WUIS and *Illinois Issues* are unique in the market in that they are not commercially driven. This merger allows us to take the time to focus on explanatory journalism. To look at why things happen and keep our audience informed at a higher level."

With this new merger, the already busy Eccles takes on even more responsibility as he will serve as both the radio station general manager and the publisher of *Illinois Issues*. One of his overarching missions with this merger is incorporating the COPE principle, or create once, publish



everywhere. "We can send the reporters out to do the stories, and then work with them in order to help them deliver them in the right way for broadcast, digital and print," Eccles said.

Both of the outlets are under the umbrella of the Center for State Policy and Leadership at the University of Illinois Springfield. David Racine, the executive director of the center, said the combination of news departments means an increase in the amount of stories covered. "Last year, WUIS had about five full-time employees working in the newsroom, and *Illinois Issues* had basically one employee. With



PHOTOS BY GINNY LEE

coverage. "They'll be able to drill down even more than in traditional beats. For example, thinking about what's the most important thing in education or health. The reporters will hopefully become the experts," said Crawford. "For the last few years we have struggled to do the job that we have wanted to do in term of public affairs reporting, and we're hoping that this will allow us to do it in the way that is necessary."

With any change come some learning curves. A combined newsroom means that reporters have to learn the differences in writing and producing radio or print stories. There are also different deadlines to get used to, considering that *Illinois Issues* publishes monthly and WUIS has a daily demand for news.

As the Executive Editor of *Illinois Issues*, Jamey Dunn-Thomason says that she is very

excited to tackle these changes. "It's going really well, people are jumping in and trying new things such as broadcasting, which can be a little scary, but really exciting," Dunn-Thomason said.

One of the main long-term goals for *Illinois Issues* is an improved web presence in order to share its content with more people. This collaboration will help work toward that goal as WUIS already has a strong web platform thanks to NPR content management support and strategies. Dunn-Thomason said, "I'm really proud of the quality of the content we have, but it is not getting in front of enough eyes. The big goal is to get it out on the web, to get it shared, to get people talking about it, get people reading the stories. The folks that subscribe to us now, love us. But a lot of folks haven't heard about us, and we're

going to change that."

While some of those changes may not currently be visible – or audible – they are coming soon. Listeners may hear new voices on WUIS bringing them their daily news or an in-depth report, while readers of *Illinois Issues* may see some new bylines. This is truly a journalistic merger that has the potential to significantly change the Springfield and state media landscape. □

Ann Strahle is an assistant professor in the Communication Department at University of Illinois Springfield, teaching courses such as Media Law and Ethics, News Reporting, Advertising and Interviewing. Prior to her position at UIS, she was a television and radio reporter and anchor for 16 years and taught at Indiana University's School of Journalism.



Randy Eccles, WUIS general manager, has been with the npr station since 2008.

this merger, the number of full-time journalists will double, along with freelancers," said Racine. "With more reporters, the goals of the reporting staff can become even more focused on in-depth public policy reporting."

Considering that WUIS feeds Statehouse news to all of the NPR stations within the state, coverage of state issues and policy will continue to be a priority for reporters such as Amanda Vinicky and Brian Mackey but some of those stories may expand for a print version in *Illinois Issues*. The news department just hired reporter Dusty Rhodes, who will head the education desk, and future hires will include a "harvest desk" reporter who will handle food and environmental issues, as well as a technology reporter.

Sean Crawford, the news director at WUIS, says there will still be the daily news demand, but this system will hopefully add more to both outlets'



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1	Frye-Williamson Press, Inc. 901 N. MacArthur Blvd. Springfield, IL 62702	217-522-7744 217-522-7785 fryewilliamson.com info@fryewilliamson.com	Richard Serena, Lynn Serena	24	Yes	Publications, Direct Mail, Advertising, Literature, Pocket Folders, Corporate Identity Packages, Large Format Digital Output	1968
2	Capitol Blueprint, Inc. 1313 S. First St. Springfield, IL 62704	217-523-1003 217-523-7770 capitolblueprint.com jobs@capitolblueprint.com	Rick Reed	19	No	Xerox & Color Copying, Digital Copying, Blueprinting, Large-Format Color Copying, Finishing Services, Magnets, Business Cards, Brochures, Canvas Prints, Newsletters, Notepads	1954
3	A & B Printing Service, Inc. 2122 N. Republic Springfield, IL 62702	217-789-9034 217-789-9170 anbprinting.com anbprinting@sbcglobal.net	Joe Bruso, Randy Bruso, Elmer J. Bruso, Charlotte Bruso	12	Yes	Offset Printing, Digital Color Reproductions, Direct Mail Services, Carbonless Forms, Business Cards, Signs / Banners, Custom Decals, Advertising Specialties	1993
3	Color World of Printing 612 S. Dirksen Parkway Springfield, IL 62703	217-753-1049 217-528-5407 colorworldofprinting.com	Jerome Watson	12	No	Letterhead, Envelopes, Brochures, Publications, 1-4 Color, All Types of Finishing, Digital Color Copies, High-Speed Copies, Graphic Design	1971
4	ISI Printing 5119 Old Route 36 East Springfield, IL 62707	217-523-8422 217-523-2484 isiprinting.com customerservice@isiprinting.com	Jim Palazzolo	10	No	Full Color Printing, Business Forms, Wide Format Banners/Vinyl Lettering, Foil Stamping, Mailing Services, Color Copies, Embroidery	1979
4	Modern Mailing & Printing Services, LLC 150 Forrest Ave. Springfield, IL 62702	217-522-2780 217-522-2883 modernmailingandprinting.com ron@modernmailingandprinting.com	Larry Sweat, Charley Woods	10	No	Direct Mail, Mailing Lists, Letterhead, Envelopes, Brochures, Booklets, Carbonless Forms, Newsletters, Mailers, Digital Color Copying, Commercial Offset Printing	1974
4	Star Graphics & Media 621 E. Monroe St. Springfield, IL 62701	217-744-7225 217-744-7227 stargraphicsmedia.com contact@stargraphicsmedia.com	Robert Koch	10	Yes	Large Reprographics, Trade Show Displays, Digital Printing, Vehicle Graphics, Banners, CD/DVD Duplication, Screen Printing, Embroidery, Jeweled Shirts, Heat Press Products, Engraving	1998
5	Emerson Press 103 W. Dodds St. Divernon, IL 62530	217-628-3441 217-628-3606 emersonpress.net emersonpress@comcast.net	Leonard & Jane Emerson	9	No	Any kind of business material, Banners, Signs, Canvassing, Letterhead, Business Cards, Carbonless Forms, Envelopes, Foil Stamping, Die-Cutting	1968
6	Rudin Printing Company, Inc. 927 E. Jackson St. Springfield, IL 62701	217-528-5111 217-528-7699 rudinprinting.com info@rudinprinting.com	Carl P. Rudin; Chris Rudin, Manager	8	No	Premium Quality Color Printing, Booklets, Newsletters, Graphic Design, Brochures, Letterheads, Envelopes, Business Cards	1956
6	Solution Printing, Inc. 3135 S. 14th St. Springfield, IL 62703	217-529-9700 217-529-1433 solutionprint.com steve@solutionprint.com	Steve Shelton	8	No	Financial, Educational, Non-Profit, Manufacturing, Healthcare, Religious Institutions, Sports Entertainment, Offset and Digital Print, 1-4 Color, Wide Format, Artwork Setup	2003
7	GM Services 2785 S. 11th St. Springfield, IL 62703	217-744-8700 217-744-8740 gm-serv.com info@gm-serv.com	Jim Good, Dave Magowan	6	No	Color Copies, Business Cards, B&W Copying - Manuals, Spiral Binding, Paper Sales - Ream/Case - Wide Variety On Hand	2005
7	Springfield Reprographics, Inc. 1620 S. Fifth St. Springfield, IL 62703	217-523-4632 217-544-6570 springfieldrepro.com service@springfieldrepro.com	Steve Wakefield	6	No	Digital Blueprinting - Large/Small Format, Digital Color Printing - Large/Small Format, Digital B&W, Printer Repair - HP/Lexmark, HP Plotter Repair, Imaging supplies, printer toner and inks	1920
8	J. Gooch and Associates 140 W. Lenox Ave. Springfield, IL 62704	217-522-7575 217-522-9355 goochandassociates@gmail.com	Jim & Sherry Feagans	5	No	Books, Brochures, Newsletters, Full Color, Business Forms, Magazines, Digital Copying - Color / Black & White	1972
9	Tailored Printing, Inc. 4855 Sage Road Rochester, IL 62563	217-498-1057 217-498-1157 tailoredprinting.com kevin@tailoredprinting.com	Kevin J. Slot, Evelyn K. Slot	3	No	Online Print Shop for Full Color & Large Format. Online Company Stores for Buying or Selling Print, Promotional Products and Apparel, Single Source Brand Management	1994

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PROFILE

Café Moxo has been serving Springfield diners since 2007. Owner Mark Forinash had no expectations when he moved to Springfield and opened a restaurant. He wanted to offer quality food served a certain way that he saw a need for in Springfield.

He is passionate about customer service. He believes customer service is about more than food, it is about atmosphere. Customers have certain expectations when they eat out and he and his staff ensure the level of service each customer receives matches their expectations.

Customers appreciate the attitude they get when they come in. It is less about how ingredients are put together than how they are served, and this sets Café Moxo apart from its competition.

Forinash said Café Moxo would not be where it is today without the people who work for him. "You have to find people who not only love the restaurant industry but love people."

Lauterbach Tire



Snapshot

established: 1985
 owner: Jay Lauterbach
 employees: 10
 services: full service mechanical
 address: 1569 Wabash Ave., Springfield
 phone: 217-546-2600
 website: lauterbachtire.com
 e-mail: mail@lauterbachtire.com

PROFILE

Lauterbach Tire and Auto Service has been in the Lauterbach family for more than 30 years. Springfield native Jay Lauterbach purchased the locally owned and operated full-service mechanical shop, which is now run by his two sons, from Bill Lewis in 1985 and changed the name to his family name.

The shop had first opened in 1978 under the name Lewis Tire and later was known as Midtown Tire.

Lauterbach Tire and Auto Service offers a full range of services. They feature Bridgestone and Firestone tires and also sell and service most tire brands. They carry tires for autos, light trucks, boat trailers, motor homes and lawn and garden equipment.

The shop also does mechanical work, including wheel alignments, brakes, water pumps, cooling and electrical systems, along with performing complete diagnostic services and services national accounts.

Lauterbach Tire and Auto Service offers outstanding customer service. When you deal with them, you deal with the owners. Their customers trust them and are happy with the work they do.

Maid-Rite



Snapshot

established: 1924
 owner: Sam Quaisi
 employees: 4
 services: sandwich shop
 address: 118 N Pasfield St, Springfield
 phone: 217-523-0723

PROFILE

The iconic Maid-Rite restaurant has been serving up its original loose meat sandwich to customers since the early 1900s. A Springfield tradition, the recipe hasn't changed since 1924 – it still uses the same blend of seasonings and is made fresh daily using good quality meat.

Sam Quaisi purchased the restaurant from Clarence Donley in 1996. Well-known as the nation's first drive-thru restaurant, the Springfield Maid-Rite is the original franchise and still operates out of an old train caboose parked on a concrete slab and contains the restaurant's original fixtures.

Maid-Rite has been featured on numerous television stations. Located along historic U.S. Rt. 66, the building is listed on the National Register of Historic Places. Quaisi now offers overnight delivery anywhere in the United States.

Quaisi said no one does what he does. The loose meat sandwich is similar to a sloppy joe and is served on a steamed bun with pickles and onions.

KB Computer Consulting



Snapshot

established: 2000
 owner: Karl Backs
 employees: 5
 services: IT company
 address: 510 E Apple Orchard Rd #103, Springfield
 phone: 217-529-0108
 website: kb-consulting.net
 e-mail: karl@kb-consulting.net

PROFILE

KB Computer Consulting, Inc. is a full-service IT company that specializes in working with small to medium sized businesses. Karl Backs founded KB Computer Consulting, Inc. in 2000 to fill a niche for a consulting company that focused on attention to detail and customers that was not being met in the area.

He and his staff offer managed IT services to central Illinois businesses and partners with Microsoft and Cisco. His staff installs a device on your PC or server which manages and monitors your computer network. Among the services KB Computer Consulting, Inc., offers are procurement, onsite and remote support, off-site hosting and cloud storage.

KB Computer Consulting, Inc., offers customer service above and beyond to make sure every customer is satisfied and guarantees a technician will respond in four hours or less should a problem arise. The company prides itself on having a staff with a skill set second to none.

Jamie's The Diamond Mine



Snapshot

established: 1993
 owners: Cliff & Kelly Hughes
 employees: 7
 services: fine jewelry
 address: 137 E Jackson St, Virden
 phone: 217-965-4542
 website: jamiestdm.com
 e-mail: jamiestdm@royell.org

PROFILE

Cliff and Kelly Hughes purchased Jamie's in Virden in 1993 and added The Diamond Mine to the name. The business has been up and running as a jewelry store since 1970. The couple are both jewelers.

The store carries a line of fine jewelry from unique designers including Gabriel, Allison-Kaufman, Breunning Gorman and Kelim along with private-label watches, fine silver items and Debbie Brouss purses, while also specializing in custom jewelry. Jamie's The Diamond Mine does everything from engraving high school plaques to setting three- and four-carat diamonds.

Jamie's The Diamond Mine offers a quality product at a fair price with a personal touch that makes it a destination for customers from as far away as Chicago and St. Louis. Kelly is a master bench jeweler who restores old jewelry and can turn a piece of heirloom jewelry into something wonderful and new. She and Cliff always do their best to exceed expectations. Their motto is, "If you don't know jewelry, know your jeweler."

D & J Café



Snapshot

established: 1974
 owners: John Price
 employees: 14
 services: diner
 address: 915 W Laurel St, Springfield
 phone: 217-753-1708
 e-mail: jonboy8691@yahoo.com

PROFILE

D & J Café opened its doors 40 years ago and is Springfield's oldest "mom and pop" diner. Family owned and operated, Dennis Price started the business and his son, John Price, bought it out three years ago. Prior to this, he and his brother leased it for 15 years.

Everything is made fresh daily, from the vegetable soup to Salisbury steak, using local ingredients when possible. John Price believes in shopping local rather than spending his money outside of Springfield. He says that if an item isn't on the menu, just ask. If he has it, you can have it.

The comfy café seats 90 and is known for its horseshoes. Price says the secret to D & J's success is his staff who treat you like you're family. He uses his dad's recipes and sells good quality food at a great price. "If you don't offer a good cup of coffee, no one will come in."

He credits the fact he is still standing to community support.

The Organized Home



Snapshot

established: 1989
 owners: George & Cindy Coontz
 employees: 3
 services: design & build custom organizational systems for homes
 address: 2601 Chuckwagon Dr, Springfield
 phone: 217-698-6460
 website: the-organizedhome.com
 e-mail: George@the-organizedhome.com

PROFILE

Springfield natives George Coontz and his wife, Cindy, came across a company that designed and built customized organizational systems for the home when building their own home. He could see a future in the industry and it changed his entire life. His son, George, is now learning the business.

The couple opened The Organized Home in 1989. There were only 25 businesses in the industry. Coontz brings an architectural background to the business and his design ability sets him apart.

He analyzes clients' existing organizational situations, then designs and builds a customized system to meet specific storage needs whether for a closet, pantry, garage or home office. Coontz says he uses superior products and all work comes with a lifetime guarantee.

Coontz works within your budget to help reduce unorganized mess and relieve stress. He takes pride in having helped pave the way for where the industry is today.

Boondocks



Snapshot

established: 2012
 owners: Pat and Carole (Grigiski) Keating
 employees: 6
 services: concert venue hall
 address: 2909 N Dirksen Pkwy, Springfield
 phone: 217-679-0145
 website: boondockspub.com
 e-mail: carole@boondockspub.com

PROFILE

Pat and Carole Keating opened the doors to central Illinois' largest concert venue hall in 2012. They purchased a former nightclub that had sat vacant for almost 30 years, totally gutted the building and started over. Both love music with a passion and Pat regularly travels to Nashville to book talent for the venue.

Before they opened, the couple received some great advice from a famous songwriter who said Boondocks was going to be big. A lot of up-and-coming artists have played there and the venue attracts national acts. Florida-Georgia Line played one of its first shows at Boondocks.

Carole strives to keep ticket and drink prices reasonable so people can come out and enjoy several shows a month in an intimate setting. She credits an amazing fan base for supporting the shows and making Boondocks a success.

Upcoming shows include the Charlie Daniels Band, Kentucky Head Hunters, Sam Hunt and Cole Swindell. The music industry is a small industry and people know Boondocks.

Habitat for Humanity Restore



Snapshot

established: 2002
 executive director: Colleen Stone
 employees: 5
 services: construction
 address: 1514 W Jefferson St, Springfield
 phone: 217-523-2710
 website: habitatsangamon.com
 e-mail: executivedirector@habitatsangamon.com

PROFILE

The Habitat for Humanity Restore opened its doors in 2002 and generates income for Habitat for Humanity while allowing it to focus on its primary mission of building. Colleen Stone is the current executive director.

The Restore fills a niche in the market and takes items that other nonprofits cannot, including building materials like doors, windows, cabinets, bathroom vanities, toilets and light fixtures as well as leftover lumber and drywall. The store helps keep these items out of landfills and is open to the public. The most frequent purchasers are landlords who are renovating rental properties. The public can purchase good used items at a great price.

Pickup service is available for large items. By law, the Restore cannot accept dishwashers or mattresses but can take just about everything else. Stone said donors come from all over.

The Restore will soon be moving to its new location at 2744 South Sixth St. in 2015 and will increase its space four times.

Harry's Pharmacy



Snapshot

established: 1976
 owner: Scott Borntreger
 employees: 13
 services: pharmacy
 address: 620 E. Jackson St.,
 Auburn
 phone: 217-438-6141
 website:
 harryspharmacy.com
 e-mail:
 harrys@newwavecom.net

PROFILE

Harry's Pharmacy has been an Auburn landmark since 1976. Pharmacist and owner Scott Borntreger credits the founder, Harry Buck, with bringing him and his family to Auburn to take over the pharmacy from Roger and Dee Lubben in 1991.

A family-centered, customer-oriented pharmacy, Harry's Pharmacy carries medical equipment and has a full card and gift line. Borntreger goes out of his way to do what is best for his customers and his cellphone number is on the door.

Harry's Pharmacy offers a unique service no other pharmacy does: specialized medication packaging. It also sends out refill reminders and offers home delivery service to Auburn, Waverly and Pawnee. Borntreger is also developing a series of programs to help his customers stay healthy.

His employees reflect the business and are the reason customers keep coming back. Two have been with the pharmacy for 23 years.

Harry's Pharmacy prides itself on being part of the community. When you deal with Harry's, you deal with someone you know.

CopperTree



Snapshot

established: 2006
 owners: Mark & Laurie
 McWilliams
 employees: 11
 services: landscape
 architecture &
 installation/
 outdoor lifestyles
 address: 3111 Cockrell Ln,
 Springfield
 phone: 217-793-0900
 e-mail:
 info@coppertreedesigns.com

PROFILE

Mark and Laurie McWilliams specialize in landscape architecture and installation along with outdoor lifestyles. The couple opened CopperTree Outdoor Lifestyles eight years ago where they work with clients to both design and build pleasing outdoor living spaces and accessorize them. Mark handles the design and building aspects of the project while Laurie accessorizes the space.

CopperTree Outdoor Lifestyles differs from a traditional plant-oriented garden center. The business focuses on furniture, containers, fountains and garden art. Recently they opened a new division called CopperTree Organics and are working with a California company with over 40 years of experience.

Current trends in their industry include pool designs, fire features and outdoor kitchens. A big part of their business is creating what they describe as "cool entryways" for homes.

Mark and Laurie enjoy building relationships with their clients. They are extremely creative with design ideas and offer clients many options. They work with their clients to create customized outdoor living spaces.

Kinner Kennels



Snapshot

established: 2006
 owners: Amy Kinner DeReinaeker
 and Drew DeReinaeker
 employees: 4
 services: pet boarding, grooming
 & day care
 address: 2315 Parkes Kinner Rd.,
 Pleasant Plains
 phone: 217-626-1000
 website: kinnerkennels.com
 e-mail: amy@kinnerkennels.com

PROFILE

Kinner Kennels is licensed through the Illinois Department of Agriculture and offers a safe, fun boarding facility for pet owners. Owner Amy Kinner DeReinaeker opened the 36-kennel facility in 2006. She offers everything from half-day day care to extended boarding and grooming services.

Ninety percent of her customer base comes from Sangamon County but she also draws clients from out-of-state who hear about her via word of mouth. The kennel offers individualized care for your pet. It is important to DeReinaeker that clients feel comfortable leaving their pet here.

During the week, the kennel houses between 30 and 40 pets, with between 40 and 65 pets on the weekends. Each pet has its own accommodations with an inside and outside area for napping, eating and overnight sleeping.

Kinner Kennels wants to ensure each pet is happy and healthy. It offers individual and group playtime four times a day.

DeReinaeker would like the kennel to become a one-stop doggie shop and branch further into retail beyond its current offering of pet food.

Cookie Factory Bakery



Snapshot

established: 1977
 owners: Randy & Carin Shaw
 employees: 8
 services: bakery
 address: White Oaks Mall, lower level
 phone: 217-787-9838
 e-mail: rshaw70@aol.com

PROFILE

The Cookie Factory Bakery has been selling its fresh-baked mouthwatering cookies to hungry customers since 1977. Located on the lower level of White Oaks Mall near the carousel, Randy and Carin Shaw purchased the business from Ed Dowling in 2006 and completed a major remodel two years ago.

The store specializes in cookies for all occasions and prides itself that none of its cookies or cakes are pre-baked. The Cookie Factory Bakery caters to everyone's individual needs and offers 13 kinds of cookies, decorated cookie cakes, specialty cookies and cakes made to order, along with plain Rice Krispy treats and more in addition to a selection of sandwiches and soups. Cookie varieties include chocolate chip, M & M chocolate chip, snickerdoodle, oatmeal raisin, triple chocolate chip and sugar cookies.

Randy or Carin Shaw are each happy to work with customers personally to fill orders. Custom orders must be placed 24 hours in advance. Cookie cakes are available in three sizes: 11-inch, 16-inch and rectangular sheet cakes.

Kulavic's Auto Body



Snapshot

established: 1993
 owner: Anthony Kulavic
 employees: 10
 services: collision repair
 address: 4601 Wabash Ave, Springfield
 phone: 217-793-9777
 website: kulavics.com
 e-mail: tony@kulavics.com

PROFILE

A lifelong Springfield resident, Anthony Kulavic opened a collision repair shop on Dirksen Parkway 21 years ago before building Kulavic's Auto Body and moving to Wabash Ave. in 1996. At the time there was not much out there except cornfields.

Kulavic focuses on getting people back in their cars after an accident. Whether you have a scratch, ding or dent, if your car has been involved in a collision he can help get you back on the road. He is also one of the few that does boat repairs.

A little something extra Kulavic's Auto Body offers customers who spend \$2,000 or more is membership in the Forever Detail Club, which entitles them to four free cleanings annually.

Kulavic and his staff of technicians work to turn a negative experience into a positive experience and help get your life back together with as little stress as possible. Kulavic says it is nice to see the look on someone's face when the last vision they had of their car was a wrinkled mess. "They come in and go, wow, it's better than brand new."

Springfield Running Center



Snapshot

established: 1979
 owners: Matt Lamsargis,
 Tracy Dowell
 & Chadd Morrissy
 employees: 10
 services: running specialty
 store
 address:
 2943 W White Oaks Dr,
 Springfield
 phone: 217-787-4400
 e-mail:
 tracy@runningcenter.com

PROFILE

The staff at the Springfield Running Center has been professionally fitting people with the right shoe for their foot since 1979. They work with runners, walkers and people with medical needs who are referred by their physicians or physical therapists.

Tracy Dowell joined Matt Lamsargis and Chadd Morrissy as a co-owner of the business this year.

The Springfield Running Center prides itself on its customer service that sets it apart from the big box stores. The staff listens to the needs of the customer and educates them about the differences between shoes.

The store carries a full line of shoes including brands like Nike, Asics, New Balance and Saucony as well as apparel, accessories and orthotics.

The Running Center staff is trained to listen carefully to customers and the company offers instructional seminars on running and other topics. They want to educate their customers about how to get a healthy fit with the right shoe. The company is involved with the community and partners in local racing and sporting events.

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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
Nickorbobs Home Decor
R. R. Ross, D.D.S.
Springfield Autobody & Towing

-----**2010**-----

Benchmark Auto Sound & Security
Box & Go
Chatham Collision
Check Point Tire
Davis Cleaners

Delano Law Offices
Luker Dental Care
Ken's Appliance Service
Melissa Dowson Vorreyer / Remax
Micropower Computer

Midstate Meats
R & M Cyclery
Star Graphics and Media
Sunsup Kafe
Yanni's Gyros

-----**2009**-----

11 Acre Studio
Airmasters, Inc.
Cajun Lawn Care
Cummins Engineering Corporation
Fitness Together

Formea Insurance Group
Frontline Public Strategies
Global Printing
Humphrey's Market
Illinois Times

The Pizzeria and The Bakery
Premiere Audio-Visual, Inc.
The Rock Shop
Siebert and Sipes Podiatry
Springfield Trolley Tours

-----**2008**-----

Affordable Shred
B&R Builders
Beatty Televisual
Capitol Blueprint Inc.
Fox Audio Visual

Hot Dog Design
Incredibly Delicious
Inn at 835 / Conn's Catering
Jay Rebman, CMY
Jim Herron Ltd.

Prairie Dental Group
Pure News USA
Robertson Lawn Care Inc.
Trim
Work Space Solutions

-----**2007**-----

Baskin Robbins
Beggs Barber Shop
Bella Boutique
Boyd's New Generation
Capital City Speakers Bureau

ID Signs
Kitty Hawk Travel
Nation Dental Lab
Omni Communications Group
PJP Auto Enterprises

Recycled Records
Sarah Petty Photography
Spinner Plastics
The Studio on 6th
Tinsley Dry Goods

-----**2006**-----

Appearances Skin & Body Centre
BikeTek Inc.
Charles Electronics
China Towne
Churchill's Eurosport Inc.

The Corkscrew Wine Emporium
Cullen Communication
Draperies Unique
Dycus & Orr Insurance Agency
Jewelry Service Center

Iris & Ivy
Melotte Morse Leonatti Ltd.
Mid-America Advertising Midwest
Party Creations Inc.
Springfield Overhead Doors by Hart

-----**2005**-----

A&B Printing Services Inc
Cook's Spice Rack & Chili Co.
Dellert's Paint & Wallpaper
Ed Clark Photography & Music
Goldman's Gourmet Inc

Distinctive Designs
Max Karpman Furs
Microchip Computer Solutions
Pampered Pet Center Inc.
Rezin Insurance Group Inc.

Ryan Homes & Development
Sandler Sales
John Shafer & Associates Inc.
Trendsetters Design Inc.
The Wardrobe

-----**2004**-----

709 Cut Rate Package Liquors
Arizona Tile
The Boat Dock
Boy Scouts of America
Capital Square Grill

The Enrichment Group
Garrison Group
Glenn Brunk Stationers
Grady Realtors
Kennedy Kitchens

The Kids Closet
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RESTAURANT REVIEW



Luca's special slice pizza with black olives, green peppers, onion and garlic with a Sicilian slice with jalapeños, green peppers, onions and mozzarella.

PHOTOS BY GINNY LEE

Luca means excellent pizza

By Thomas C. Pavlik, Jr.

Located in the former Di Piero's space on Dirksen Drive, Luca's Pizza's new location (in addition to its West Iles space) elevates Springfield's pizza game and offers the business crowd a more "grownup" space to nosh on pizza over a business lunch.

Luca's kept much of Palermo's Italian trattoria feel. We found the country music a bit incongruous for an Italian restaurant, but appreciated Luca's smart use of the space such that we never felt intruded on by our fellow diners. The clean interior extended to the kitchen, which was visible from the dining area. The day we visited, it was about two-thirds filled with a mix of diners drawn mostly from the business and social lunch crowd.

Our server quickly appeared and provided us with menus. Not surprisingly, pizza features prominently, but there are many more options, running from the usual lineup of pastas (\$4.50 to \$7.99 - all served with garlic bread), salads (\$2.75 for a side salad up to \$5.99 for more involved offerings), and specialty rolls (all \$4.99 each, calzones and strombolis). Beer and wine are available if you are so inclined.

Pizza is available with either thin (Neapolitan) or thick (Sicilian) crust. Thick is available in a 16-inch size only, and starts at \$16.99 (cheese) with toppings an additional \$2.50 each. Thin runs from a 10-inch to a 20-inch and spans a price range from \$9.99 up to \$22.99. One of my more observant dining partners noted that any pizza ordered with more than three toppings is deemed a "special" pizza and caps out on price. In other words, the sky's the limit as to how many toppings you want to add - it won't cost more than the stated maximum price. We all thought this was a nice touch.

We opted to start with an order of the "garlic knots" (\$2.50, served with marinara) which were a dozen delectable pieces of baked bread served in a garlic sauce. Don't eat this one if you're worried about what your breath will smell like at

work. That being said, my guests and I annihilated the plate.

As our entrees, we went for the calzone (\$4.99, sausage and cheese), the mostaccioli with meatballs and meat sauce (\$5.99), and a 20-inch supreme pizza (\$22.99, sausage, pepperoni, mushroom, onion and green peppers).

Regarding the pizza, although we were informed it was only eight slices, we failed to anticipate just how large those slices might be - suffice to say, the pizza had to be served on its own tray perched right next to our table. The pie itself was perfectly cooked - the crust was crispy but not hard and the cheese was brown but not charred. It was topped with just about the right combination of sauce and cheese. Luca's doesn't try to cover up mediocre pizza with a mound of cheese. The sauce wasn't too sweet and packed plenty of flavor. The toppings themselves weren't surrounded by a pool of grease, weren't cooked to within an inch of their lives, and delivered plenty of flavor. We did an honorable job, but ended up taking some home. In any event, this pizza was at the top of Springfield's food chain.

The calzone was reported as equal to the pizza and the mostaccioli was appropriately sized, accompanied by two generous (and moist) meatballs.

Service was good. Special requests were honored and the waitstaff appropriately balanced friendliness with efficiency while honoring what was clearly a business lunch.

In terms of value, my guests and I all concluded that Luca's prices were more than fair for what we received. Quite honestly, \$22.99 for our pizza seemed to be one of the best values around. Don't tell the owner - I'd hate to see the prices go up.

Luca's is a nice addition to Springfield's dining scene. We all plan on coming again. □

Tom Pavlik is an attorney with Delano Law Offices, LLC, in Springfield.



Luca's Pizza

Address: 2690 S. Dirksen Pkwy., Springfield, IL	Atmosphere: ★★★★★
Phone: 217-679-3780	Service: ★★★★★
Hours: Mon-Sat - 11 am to 10 pm, Sunday Noon - 9 pm	Food: ★★★★★
Wheelchair access: Yes	Price: ★★★★★
Credit cards: Yes	Suitability for business lunch: ★★★★★
	OVERALL: 4.5



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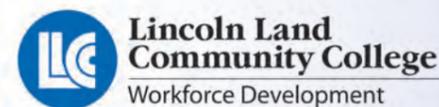
Common Opportunities for Low-Cost Operational Improvement Dec. 3

Facility Electrical Systems Dec. 17



Funding for this program is made available by the U.S. Department of Labor, with partnership and delivery provided by Lincoln Land Community College. Training is provided by Midwest Energy Efficiency Alliance.

Training begins at 8 a.m. and ends by 4 p.m. Cost for the series is \$100. For more information or to register, call 786.2317 or email david.bowman@lcc.edu.



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LEGAL

Time to talk about time

By Thomas C. Pavlik, Jr.



One of the most misunderstood areas of the law for many of my clients relates to wage and hour issues. I've seen disgruntled former employees contact the state or federal Department of Labor claiming violations of wage and hour laws, which sometimes result in audits of employment timekeeping practices and penalties for noncompliance. And, a few years ago, *Fortune* magazine reported a 400 percent increase in federal lawsuits alleging violations of the Fair Labor Standards Act. What's behind all of the attention? It's primarily that the laws in this area seem counterintuitive to many business owners.

Let's start with some nomenclature. The Fair Labor Standards Act classifies employees as exempt or nonexempt. Exempt positions are excluded from minimum wage, overtime rules and other protections under the act. Exempt employees usually, but not always, are paid a salary and fall into the executive, supervisory or professional categories.

Nonexempt employees enjoy the protections of the act and are entitled to the minimum wage and overtime of not less than 1 ½ times their hourly rates for any hours worked beyond 40 each week.

Let's now explore some of the ways that these laws may be violated by employers, especially in today's climate.

Working off the clock. In past years, before the ubiquitous presence of smartphones, it was easier to "clock out" and not worry about work until the next

day. Today, however, employers have to worry about their nonexempt employees doing work off the clock. Their use of smartphones for business purposes and other work they do at home may well count as compensable time. Enterprising lawyers have already filed suits against large companies claiming violations of the act under this exact situation.

To avoid any claims in this regard, employers should have a policy that requires employees to report all hours they work and that also prohibits them from working at home. Further, and in general, employees should sign their timesheets – thereby acknowledging that they are accurate.

Is your timekeeping system up to date? Do you have an actual timekeeping system? If not, how do you track time? Older systems often rounded to the nearest quarter hour. If it always rounds in your favor, you may well have a problem. Or if you automatically deduct time for lunch breaks, make sure that every employee is actually taking a lunch break. If not, and if you never compensated those employees, you may have violated the act.

Are you properly classifying your employees? Savvy employers regularly do an audit and review of employee classifications and job descriptions. In general, those who fall into the executive, administrative or professional categories are not entitled to overtime pay. If your employees don't fall into those categories, you'd be wise to start

tracking time for them. To assist, the act and the Department of Labor provide some guidance as to whether employees fall into these categories:

“Executive” employees

- The employee’s primary duty must be managing the enterprise, or managing a customarily recognized department or subdivision of the enterprise;
- The employee must customarily and regularly direct the work of at least two or more other full-time employees or their equivalent; and
- The employee must have the authority to hire or fire other employees, or the employee’s suggestions and recommendations as to the hiring, firing, advancement, promotion or any other change of status of other employees must be given particular weight.

“Administrative” employees

- The employee’s primary duty must be the performance of office or non-manual work directly related to the management or general business operations of the employer or the employer’s customers; and
- The employee’s primary duty includes the exercise of discretion and independent judgment with respect to matters of significance.

“Professional” employees

- The employee’s primary duty must be the performance of work requiring advanced knowledge, defined as work which is predominantly intellectual in character and which includes work requiring the consistent exercise of discretion and judgment;
- The advanced knowledge must be in a field of science or learning; and
- The advanced knowledge must be customarily acquired by a prolonged course of specialized intellectual instruction.

There are some additional categories such as “Computer Employees,” “Creative Professionals,” and “Outside Sales Employees.” Further guidance can be found at the Department of Labor: <http://www.dol.gov/whd/regs/compliance/fairpay/>

Wage and hour laws are constantly changing and courts are interpreting these laws in new ways. Employers bear the burden of making sure they comply with these laws and that they properly pay their employees. With the increasing amount of litigation in the wage and hour arena, it literally pays for employers to keep abreast of the law. While this may take time and cause complications, it could save you time and money down the line. □

Tom Pavlik is an attorney with Delano Law Offices, LLC, in Springfield.



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Thinking outside the media box

By Scott Faingold
Associate editor

The media industry is increasingly faced with a conundrum: How do you get customers to pay for something they can easily obtain for free? For decades, the media landscape was such that content – whether an episode of a popular television show, the latest hit song, or a news story – was only accessible through a physical medium (newspaper, compact disc) or via licensed broadcast outlets. Revenue was generated through tabulation of sales or from advertisers based on ratings and sales.

In case you have been taking a Rip Van Winkle-style nap for the last decade or so, those days are largely over. As a result of peer-to-peer file sharing, the entertainment industry has largely been decimated as songs, television shows and movies are freely (and illegally) “leaked” onto the Internet where a click of a link

can transfer a copy straight into anybody’s computer. Meanwhile, all but the most prestigious national news sources have been forced to make their content available for free on websites, often while watching circulation of physical periodicals dwindle.

There has been a lot of hand-wringing by media insiders. Sometimes it is as though their personal feelings are hurt by the realization that their former customers were only ever paying for content because they had no choice. Now that the public can often access the same material for free, the population that previously supported these industries are often bitterly characterized as thieves and ingrates. Somehow, this kind of rhetoric does not exactly seem to endear these industry pundits to their target audience.

Arguments can be made in favor of stricter punishments for pirating as

well as for the heretical notion that the physical media era was but an extended (and profitable) transitional period in the ever-evolving information age. Whichever section of this continuum you fall on, it seems clear that this particular genie is not going back into this particular bottle. Instead of lamenting the state of things and longing pointlessly for the “good old days,” media content providers might fare better putting that same energy into finding new ways to reach and serve their audiences. Far from a foregone disaster, these developments will assuredly be an entrepreneurial bonanza for some smart, savvy businesspeople in the near future. Tomorrow’s media leaders will be today’s innovators, adapting to these changes and refusing to be left in the dust. □

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Address:
P.O. Box 398, Springfield, Ill. 62705
1240 S. 6th, Springfield, Ill. 62703

Phone:
Telephone: 217-726-6600
Fax: 217-753-2281

Website:
www.springfieldbusinessjournal.com

Email:
info@springfieldbusinessjournal.com

Facebook:
www.facebook.com/sbjmonthly

Twitter:
www.twitter.com/sbjmonthly

Editor and Publisher
Fletcher Farrar
fletcher@springfieldbusinessjournal.com

Associate Publisher
Michelle Higginbotham
michelle@springfieldbusinessjournal.com

Associate Editor
Scott Faingold
scott@springfieldbusinessjournal.com

Contributors
Roberta Codemo Thomas C. Pavlik, Jr.
Gabe House Ann Strahle
Ginny Lee Eric Woods
Teresa Paul

Production Designer
David Hine
ads@springfieldbusinessjournal.com

Editorial Designer
Diane Lyddon
ads@springfieldbusinessjournal.com

Business Manager
Brenda Matheis
brenda@springfieldbusinessjournal.com

Administrative Assistant
Irma Wallace
irma@springfieldbusinessjournal.com

Advertising
James Bengfort
james@springfieldbusinessjournal.com

Beth Parkes-Irwin
beth@springfieldbusinessjournal.com

Tia Schoen
tia@springfieldbusinessjournal.com

Nan Bulli
nan@springfieldbusinessjournal.com

Teri Hill
teri@springfieldbusinessjournal.com

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NEW BUSINESS LISTINGS

Every month, we like to provide a listing of new assumed business names (DBA) as provided by the Sangamon County Clerk's office of vital records.

Mae's Kitchen

1406 E South Grand Ave, Springfield
217-971-2186
Owner: Shawn Hughes

Myers Rice Auction & Realty

115 Chatham Road, Springfield
217-787-3200
Owner: Paul D. Rice

Rare Bird

829 Roanoke Dr., Springfield
217-787-1317
Owner: Kathryn Rem

Top Notch Tinting

2516 South Grand Ave E, Springfield
217-652-8709
Owner: Zane M Letz

Freelance Photography

7580 N. Pawnee Rd., Pawnee
299-7365
Owner: Sally A. Neumann

Planet Geek Comics

1605 Bilbridge Lane, Chatham
309-533-2362
Owner: Matt Clarendon

Benefico LLC

16 S Hazel Dell, Springfield
217-725-6868
Owner: Jill D Leka

Andresen Builders

77 Covered Bridge Acres, Glenard
217-415-8872
Owner: Kevin O Andresen

Architektur & Stein

2525 S. Lowell, Springfield
210-2426
Owner: Jeremy Paul Mann

Lats Janitorial

1605 E Reynolds, Springfield
217-761-5077
Owners: Tony R Lathan, Johnetta Thomas

Scooter's Lawn Care & Maintenance

1832 E Watch Ave, Springfield
217-473-1472
Owner: Jacob Godar

Central Illinois Renovation Services

2337 East Converse Street, Springfield
217-361-8842
Owner: Michael Rapacz

Kingsway African and Caribbean Cuisine

3236 Ginger Creek Plaza, Springfield
217-220-3008
Owner: Omolara S. Obebe

According to owner Omolara S. Obebe, this will be the first African restaurant in Springfield, offering authentic delicacies featuring chicken, meat and goat. "We will have a delicious meat pie – it looks like a pot pie, but this one is not juicy like that, just soft and tender, not with the gravy." Another specialty will be the Puff Puff, Africa's answer to the donut. "It's not as sweet as a donut, less sugar – so it's healthier than a donut," said Obebe. The restaurant will be decorated in authentic African style and will be opening in November.

Our Angels Cleaning Services

242 Spring Creek Dr., Springfield
816-8340
Owner: Richard Lopez

Primo Property

1209 E. South St., Springfield
331-3473
Owner: Michael Giacometti

Cloud N9ne Tattoo Studio

3001 W. White Oaks Dr., Springfield
341-8043
Owners: Aaron Wilson, Daniel J Wilson, II

Anything Buy Sell Trade

406 N Dirksen Parkway, Springfield
217-638-7529
Owner: Carrie Doom

Serendipity Hair Studio

980 Clocktower, Springfield
217-553-0677
Owner: Diane Bailey

World Peace Taxi

3337 E. Carpenter, Springfield
544-4704
Owner: James E. Zientara

"It's just a service to the people," says James Zientara of his new business, World Peace Taxi. "I try to provide the best and to treat the people good, keep my vehicle clean. Just real basic, simple things." A dedicated cab driver, Zientara worked almost every day between August 2013 until July 2014 when he was waylaid by a driver who ran a red light, striking his cab. After several months of recuperation he is ready to take to the streets again.

Purple Cat Art

114 S. 5th St., Riverton
720-8654
Owner: Julie Alessandrini-Costa

If you live in Sangamon County and would like to apply for an Assumed Business Name (DBA), find more information here: <https://www.sangamoncountyclerk.com/Vital-Records/DBA>



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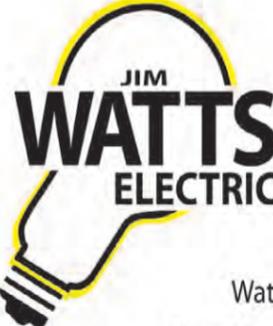

Leslie J. Fyans Jr., M.A., Ph.D.
 Clinical Psychologist

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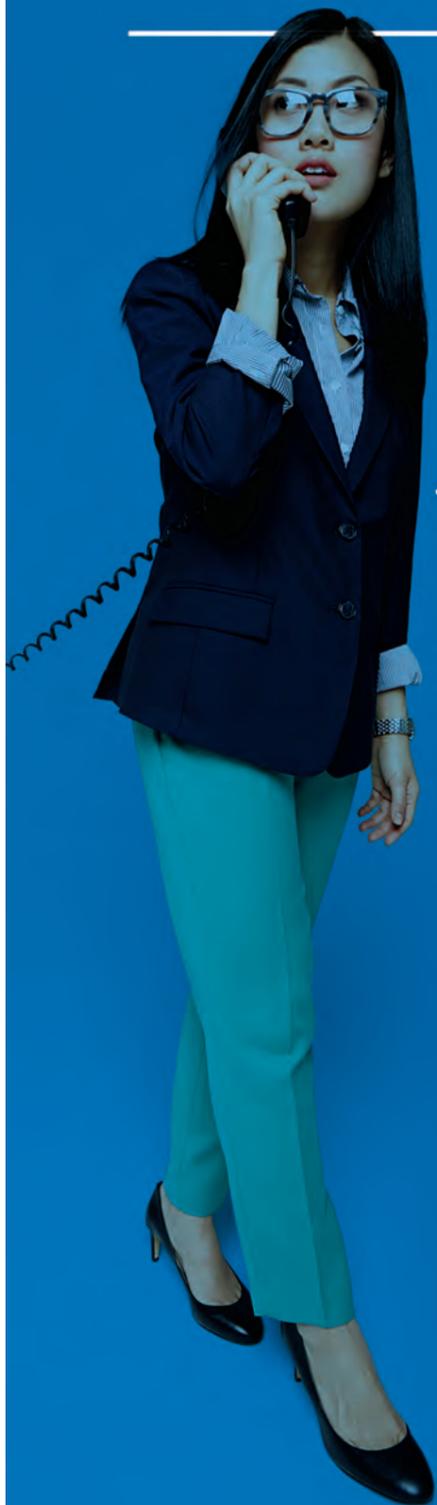

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