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QUOTE OF THE WEEK

"The role that art plays in our lives is huge.

- ... It's what separates us from animals
- appreciating the finer things in life, things that are aesthetically pleasing."

-- Priscella McKinney, president. **Little Bird Marketing**

- P18

BUSINESS & THE BIBLE

"Whoever works his land will have plenty of bread, but he who follows worthless pursuit lacks sense."

— Proverbs 12:11

ON THE COVER

Agents from Keller Williams of Southwest Missouri flank three of this year's Top 10 Realtors – the Doris Carlin Team (No. 1), the Flanagan Group (No. 2), and the Israel Thompson Team (No. 8).

- Story on P13

Mikell Warren



Larry Warren



David Mink

Stacey Lindsay











Shelly Mock



Kavlin Schatzer

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hyllic Robrone



Angella Saporit

Compiled by David Mink dmink@jrbj.biz

Distribution

Bruce Long has been named president and chief operating officer of Ozarks Coca-Cola/Dr. Pepper Bottling Co. Long is a 15-year veteran of the company, having most recently served as vice president of marketing and business development. Prior to his career at Ozarks, Long was a professional baseball player for the Houston Astros and the Philadelphia Phillies.

Education

Phyllis Behrens has been named the procurement specialist for the Missouri Procurement Technical Assistance Centers. In her role, Behrens will provide assistance to firms in the Southwest Missouri region in obtaining government

contracts. She is a former professor in public and health administration, as well as a former commercial loan specialist and real estate loan analyst.

PTAC is program supported by the University of Missouri Extension Business Development Program, a statewide network which helps businesses obtain government contracts.

Bruce Dallman, dean of the Pittsburg State University College of Technology, has announced he will retire at the end of the spring 2016 semester. Dallman has been a teacher for more than 30 years, and has been dean of the College of Technology for the last 10 years.

Health Care

Dr. Krishna Kosuru has joined Mercy Clinic Pediatrics as a pediatrician. Kosuru received his education at Rangaraya Medical College in India and completed his pediatric residency at Michigan State University and Sparrow Health System in Lansing, Michigan.

Angella Saporito has been named administrator of Mercy Hospital Columbus in Columbus, Kansas. Saporito assumes the role in February, taking over for the outgoing administrator, Cindy Neely. Saporito has been with Mercy for 10 years, starting as a public affairs coordinator at Mercy Hospital Joplin. Since 2012 she's been the hospital's media relations specialist.

Neely retires from Mercy after a nearly 35-year career with the hospital system, 20 of which she served as the Columbus head.

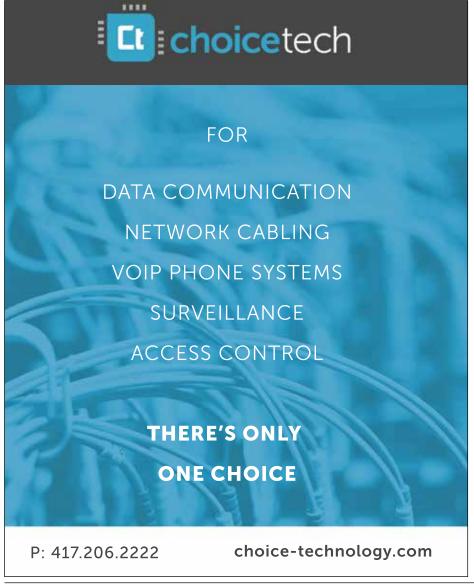
Dr. Michael Selby has joined Mercy Clinic Nephrology as a nephrologist. Selby received his medical education at the University of Missouri-Columbia School of Medicine and completed his residency in internal medicine – and his residency in nephrology – at Mayo Clinic in Rochester, Minnesota.

Insurance

Jonathan Unruh has accepted a position as a commercial producer for Connell Insurance. Unruh earned his bachelor's degree in economics and finance at William Woods University in Fulton, and he earned his master's in education administration at Pittsburg State University.

CORRECTION

In the Jan. 18, we incorrectly identified AT&T as the entity that awarded a \$10,000 grant to Bundles of Hope, the issue's Business Spotlight. The actual company was U.S. Cellular.





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JOPLIN AD FEDERATION FOCUSES MISSION

After tornado loss ADDY group reinvents, zeros in on strategies for growth in membership

By David Mink dmink@jrbj.biz

Although it's been in existence for more than 30 years, the Joplin chapter of the American Advertising Federation is experiencing a rebirth, of sorts.

Started in the late 1980s, AAF Joplin was a membership organization for professionals in the advertising, media and creative industries. It provided networking and educational opportunities for members, and each year it celebrated the region's best and brightest professional and student accomplishments with its ADDY Awards.

In its heyday in the '80s and early '90s the group boasted more than 100 members. As the media and communications industries have changed with technology and the rise of the Internet, and as multiple recessions and economic disasters have caused companies to tighten their belts, membership has suffered.

"For the last 10 years or so we've had fluctuated between 25 and 45 members," said Dave Woods, Joplin AAF president. "When the economy gets really bad, the first thing that companies do when they're

cleaning house is cut advertising and communications budgets. Memberships for local organizations are the first to go."

And then in 2011 AAF Joplin went through a crisis period. The tornado destroyed the homes of several of the group's officers, and although no one was hurt the group lost nearly all of its historical records and official documents.

"We lost just about everything," Woods said. "That was our institutional knowledge, and a lot of it was basically blown away."

In the years since AAF Joplin has rebuilt. The group drew up a new set of bylaws and installed its officers and board members, and Woods said today the group is rethinking the role it plays for its members – members that come from industries outside traditional media and advertising.

"Our job is to support and grow the creative industry," he said. "We're kind of a support group. Many of us in these industries day-to-day are competitors, but in AdFed we're all coming together to support what we do and the industry

See AAF, page 18



SJRBJ photo by DAVID MINI

Judges look over this year's Joplin American Advertising Federation ADDY award entries on Jan. 16. Joplin AAF President Dave Woods said the group brought in judges from outside the region to score the local entries. Pictured are Corey Johnson, art director with "Currentland" in Talequah, OK; Josh Mangum, senior product designer with "Outdoor Cap" in Bentonville, AR; and Sara Miller, creative director with "The Oklahoman" in Oklahoma City, OK.

PROJECT: MYSTERIOUS CODENAME

O'Brian updates council on unannounced economic development projects

By David Mink dmink@jrbj.biz

In the economic development world, secrecy is sometimes necessary.

When a company is considering locations for its next facility, it often keeps that information as quiet as possible until the last moment, according to Keller Williams commercial Realtor David Glenn.

"If the project is still up in the air, companies generally like to keep things quiet," Glenn said. "The last thing they want to do is make a big announcement that they're coming to an area, only to find out down the line that the zoning issues don't work out or the land deal falls through. It's bad for publicity."

For an agent like Glenn or an economic development official like Joplin Area Chamber of Commerce President Rob O'Brian, secrecy is part of the game. But, unlike Glenn, O'Brian works in the public sector; his economic development efforts are often funded by the city of Joplin, and he's therefore answerable in those efforts to the city council and the public.

When he does have to talk about upcoming projects that are still in the classified phase, O'Brian often uses codenames. Many of those names are chosen by the companies themselves, according to O'Brian.

At the Jan. 4 regular Joplin City Council meeting, O'Brian updated the council on the chamber's current batch of 14 codenamed ED projects – the first four of which are new as of the last quarter of 2015.

Project DM

Listed as a "small sales/distribution operation," Project DM concerns a site in Crossroads Industrial Park. A broker for the company contacted the chamber early in the year and took an option on a Crossroads parcel, pending a decision by the company. The company closed on the land in September, but hasn't indicated when the project will proceed.

Project Cracker

Of several interested parties being courted by General Mills to purchase the Annie's Homegrown Inc. facility (formerly Safeway, 1401 W. 13th St.), only one remains: Project Cracker. The company toured the building in October, submitted incentive packages to the state of Missouri in November, and in December told the chamber it was working on financing arrangements and funds for workforce training.

Project Eggs

This project involves a local call center that intends to create a new division focusing on health care plans. The company is considering several locations and is seeking state and local assistance for training. The new call center could create 200 new jobs. The chamber is working with the Workforce Investment Board, Crowder College and the state to coordinate training funds.

Project Grain

A project that has seen rocky ground, Project Grain was amended by the company after it lost a zoning variance case with the city of Webb City. A vendor for Heartland Pet Food, the company needed a site with rail service in Webb City. After initially choosing a location, the company changed the scope of the project and decided on an existing location instead. It sought a zoning variance for storage towers, but was denied by the Webb City Planning and Zoning Commission and the Webb City City Council. In the end the company decided to use the building for finished product warehousing rather than processing.

Project Soar

Although very preliminary, O'Brian included this as the last of the new projects. The project involves a company seeking an airport location for a fleet service operation. The chamber responded to a request for information from the company's consultant, and the consultant indicated the company would begin the search early this year.

Project Shell

An older project, this involves a food processing firm seeking an existing building in Joplin. O'Brian and

See CODENAMES, page 16

Hometown

Being on the frontlines of economic development, the staff at Joplin Regional Business Journal often get to tour local manufacturing companies and see what workers are making right here in our own backyard. Our newest feature, Hometown Made, is a way for us to bring that knowledge to your desk. Throughout 2016 we'll bring you the stories of our local manufacturers: what they make, how they make it and what it means to you.



©JRBJ photos by DAVID MINK

Eric Etcheson, production manager at Clean the Uniform Co., pulls a clean floor mat from a storage rack in the company's 3,500-square-foot Webb City facility.

LOADS OF LAUNDRY

At Clean Co.'s facility, clothing is measured in pounds and hung by the thousands

by David Mink · dmink@jrbj.biz

There are washing machines, and then there are washing machines.

Clean the Uniform Co. uses the latter. The company has four of them lined up in its 35,000-square-foot facility off of St. Louis Avenue in Webb City. The giant machines stand more than 12 feet tall, and each one is capable of washing 450 pounds of shirts, pants, towels, sheets, linens, gowns, mats or rags in about an hour.

The plant is a hive of activity every morning, as drivers head out before 8 a.m. to deliver clean clothes and the nearly 30 workers in the plant begin sorting, washing, drying and hanging the days orders.

The soiled laundry – uniforms from a local manufacturing facility, or towels from a hotel in Pine Bluff, Arkansas – starts at a sorting station, where employees separate the laundry into giant canvas bags. The bags hang on scales, and workers fill each one to 150 pounds before hooking it onto a hydraulic lift and hoisting it up to the overhead conveyor system.

The bags travel down the hanging track to the washers, where other workers unload three bags each into the giant drums.

Clean Vice President Spencer Kelso said the company allows for a weight change after the clothes are cleaned. He said "soil" in the clothes accounts for about 30 percent of their overall weight – about 135 pounds for every 450-pound cycle.

Once the wash cycle is complete, the workers tip the drum, spilling its contents onto a conveyor on a giant, rail-assisted sled. The sled feeds the clothes into the industrial dryers, which can dry the loads in 5-25 minutes.

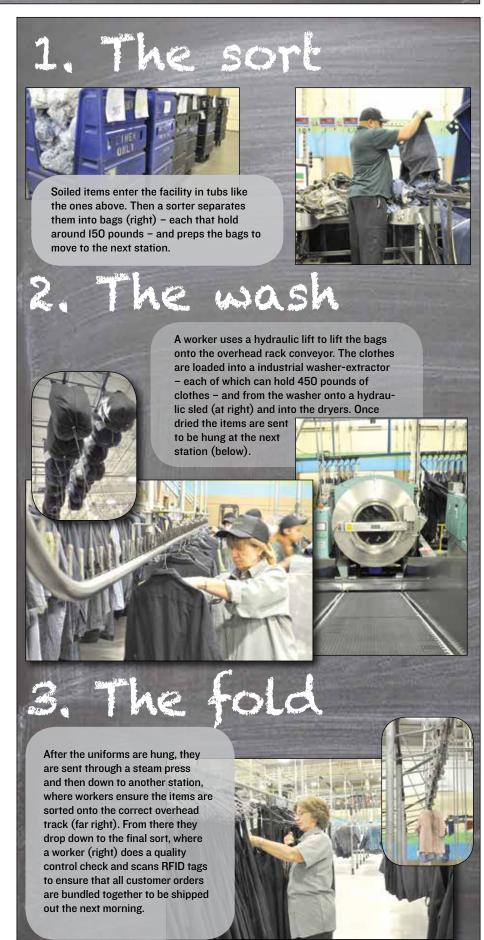
Once almost dry – Kelso said the garments are left slightly damp to make them more easily steamable – the linens are transferred into giant, wheeled cages and taken to another sorting area.

Here employees hang each garment on another overhead conveyor system, this one feeding through a giant steamer before climbing to the ceiling of the facility and traveling to the last sorting area.

Employees walk down deep aisles of hanging aprons and work shirts and slacks. They count garments and scan RFID tags – tags that have been tracking the items through the process since they entered the facility – and then group orders together.

One last trip up into the air on the track system and the clothes make their way to the loading bay, where they'll wait until the trucks line up the next morning.

That, Kelso said, is when it starts all over.



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Jimmy John's

A second Jimmy John's restaurant opened in Joplin on Dec. 29. According to general manager Taylor Willis the new 2703 S. Rangeline Rd. location helps to better serve the southern part of town "We have a certain area we can deliver to," Willis said. "The new location helps us be able to reach more customers like those in the hotels. It relieves a lot of pressure that was on the first store." Willis said that the new restaurant is one of two scheduled to be constructed in Joplin – the other is planned to open on Main Street within the year. "We are looking to reach more people. ... Besides sandwiches, we do last-minute catering. We want to make sure that you have what you need." Hours: 10 a.m.–10 p.m., Monday through Sunday. Phone: (417) 553-7617.

Compiled by Kaylin Schatzer, JRBJ staff writer. Send new business info to news@jrbj.biz



©JRBJ photo by KAYLIN SCHATZEI



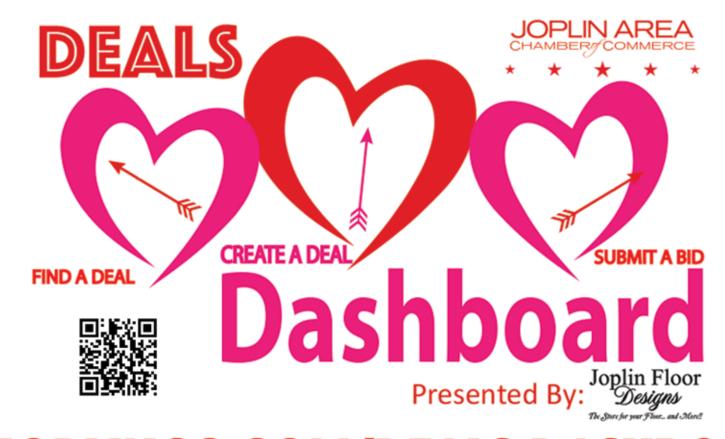
SJRBJ photo by KAYLIN SCHATZEF

Anytime Tire and Road Service LLC

Anytime Tire and Road Service LLC opened at 1131 W. 4 St. in Joplin. Owners Dathan, Amanda and Robert Edwards opened the new shop on Dec. 1. Dathan Edwards said that the reason for opening was to provide a quality service to the area. "We wanted to open a business that everyone needs, and everyone needs tires," he said. Anytime Tire offers new and used tires as well as 24-hour road service. The shop is planning to expand to include break and alignment services this spring. "This is a small family business, and that is important," Dathan Edwards said. "You really get that family atmosphere." Hours: 9 a.m.–6:30 p.m., Monday through Saturday; 10 a.m.–4 p.m., Sunday. Phone: (417) 726-5235

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PSU OFFICIALS HOST ACTIVE SHOOTER TRAINING

University police collaborating with other SEK law enforcement to offer ALICE program

By Stacey Lindsay · slindsay@jrbj.biz

It is a reality of modern times that is hard to accept: public shootings in educational and workplace environments.

In efforts to keep the community safe from such an event, the Pittsburg State University Police Department is working with the Crawford County Sheriff's Office and Pittsburg Police Department to conduct training sessions that will give students and faculty members – as well as others in the community – empowerment and tools for responding to an active shooter or attack.

"We want them to be empowered, we want them to be prepared," said Jason Kegler, Director of Student Rights and Responsibilities at PSU. "A lot of the time people ask us if there is a certain group of people we should focus on. The FBI doesn't have any profile for an active killer any longer. Now it can be anybody. We talk to people about being prepared without being paranoid."

The method the law enforcement officials are using on campus is ALICE, which stands for Alert, Lockdown, Inform, Counter, Evacuate. The first active response training program of its kind, ALICE trains individuals to actively participate in their own survival

and lead others to safety in the threat of an active shooter. Created by former SWAT officer Greg Cane, the program states it offers trainees a "new set of skills (that) will greatly increase the odds of survival should anyone face this form of disaster."

The combination of learning skills and gaining empowerment is what appealed to university officials.

"It gives you an actual toolbox of things you can do specifically rather than just say you can run, hide or fight," said Mike McCracken, Director of Pittsburg State University Police and Parking Services. "That's what attracted us to it and that's why we think it's so valuable."

Kegler agrees. He said the program offers the best option to embolden someone so they do not become a casualty.

"ALICE gives you a toolbox," Kegler said. "Just like if you had a leaky faucet, you would go to your toolbox and pull out the appropriate tool. If an active killer walks in, you'd pull out the appropriate tool, whether that be the counter portion, the evacuation portion, whichever part of ALICE you need to utilize at that time, then you'd utilize it and increase your chances of surviving without sustaining any injuries."

Providing the training on campus has

been a collaborative effort that started about 18 months ago. According to Kander, who is a law enforcement officer, officials received ALICE instructor training in Labette County in August 2014. Soon after, he said PSU officials began building a way to teach the program to campus groups. In tandem, Crawford County Sheriff Deputies began working with the Crawford County Schools to implement the program throughout the county. Pittsburg Police officials have also been working to implement the program.

On the PSU campus, Kegler said the first group to receive training was in March 2015. In December, officials conducted 10 trainings, and exceeded this number in January.

They have trained groups as small as five individuals and as large as 50 in sessions that last about three hours.

"The whole training could last up to a day, but we've adapted it to where we feel that we get good information out with the history and the rationale and talking about active killer incidents," Kander said. "We feel that the three-hour block is the best time to get that information out and do a thorough job to empower people to make decisions."

Since its inception in the early-2000s, more than 300 schools across the nation

have implemented the program.

According to a report from the Federal Bureau of Investigation, K-12 education environments were the second-largest location grouping for active shooters from 2000 to 2013, falling behind areas of commerce including malls and businesses open and closed to pedestrian traffic.

Approximately one-third of the staff at PSU have received the training. Both Kegler and McCracken said the goal is to get all of PSU trained and to ultimately spread the tools throughout the region.

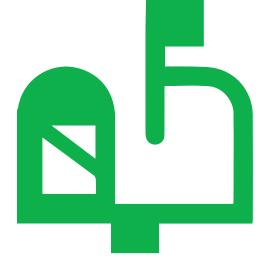
"We really would love to see community involvement with ALICE," Kegler said. He added that anyone in the private sector, such as hospitals or banks, could benefit from the training.

"... ALICE is something that has been developed and evolved and focused mainly on the k-12 setting, but it's just as important for everyone else too," McCracken said. "We are hoping that by making it available here at the university setting, we are able to give that information to people to empower them to make their own choices and make decisions that may enhance their chances of surviving in settings like that."



BUSINESS JOURNAL

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DOGTOWN SOUTHEAST KANSAS

Pittburg city commission approves plans for new skate park; taskforce to raise \$200K

By Stacey Lindsay · slindsay@jrbj.biz

About 17 years ago, skateboarders in Pittsburg and southeast Kansas gained a place to Ollie and grind: a metal and concrete skatepark in Schlanger Park.

For years, they gathered there to practice and play – but as time went on, so did the wear on the concrete, ultimately leaving the park in poor condition for the past four to five years.

"The ramps, for the most part, have held up pretty well, but we've had some wind damage," said Kim Vogel, Director of Parks and Recreation for the city of Pittsburg. "One ramp was knocked over and needed to be hauled off. So we have issues with that out there. And the concrete out there is not conducive for skating anymore. So basically, our skatepark now is utilized mainly for bikers."

Vogel and the City of Pittsburg Skatepark Taskforce – a collective of eight local skaters and enthusiasts for the sport – are working to change this and bring a new, modernized park to the same location.

The group reviewed proposals from three ramp companies – two based in California and one from Joplin's American Ramp Company – and decided on the latter.

On Jan. 12, city commissioners approved the design.

"We're moving forward with getting a better feature for these athletes," Vogel said.

The city agreed to pay for the initial skatepark design, construction documents and specification costs, totaling about \$8,000.

"Now we will start working with

American Ramp Company on the design," Vogel said.

"What they gave us, obviously, was nice, but they'll be some things that are changed on it from what the final outcome will be."

Moving forward, it will be the taskforce's charge to raise the funds for the construction and implementation of the park, which is estimated to cost \$190,000 to \$200,000.

"Once we get down to the construction of the park, that is what we as a taskforce are going to have to start going out and fundraising for," Vogel said. "(I'm) not saying that we don't put some funds back on the side in the future years, but as of right now there are no dollars committed to that portion of the park."

The new park will feature a modernized design that Vogel said will feature solid concrete ramps – a quieter option to the antiquated metal forms currently in the park.

"They don't build them like that anymore, for good reason," she said.

While the future park will simply offer a place to recreate for some, others see it adding to the community on a grander scale.

Michael Iori, a Pittsburg-based taskforce member and skater who advocated for the first park nearly two decades ago, said it will give the younger generation a place to learn.

"It's going to not only bring the community together, but it's going to give kids a safe place to congregate and learn from some of the older guys who have been around a while." He added that the park could have a positive economic impact on the city by keeping local talent in the area, as well as attracting others from outside

communities.

According to Iori, the current dilapidated state of the park has caused many local skaters to travel to Joplin, Lawrence, Kansas City and other cities to continue to enjoy their sport.

"Most people who are my age and still skate don't have enough time to travel outside of town, so we're kind of in limbo until we get a new park."

"They are essentially leaving town every weekend to skate out of town and they are not here to teach our younger kids how to skate, how to behave at the skate park," Vogel said.

"They are not here watching over the environment and helping to teach our youngsters."

Now with the city's approval, Iori said he hopes the taskforce can garner the momentum and support to bring the project to fruition.

"The city has been great," he said. "They haven't caused us any hiccups and they seemed pretty happy about moving forward with the project. I just hope we can raise enough funds."

"Hopefully, they can get on board with that like they did years ago, and we can build a nice park for the kids," Vogel said. "And we've had such great support in Schlanger Park this is going to be another asset to that park to help drive traffic and make the park usable and keep it a safe place to be."

Hopefully, (the taskforce) can get on board (fundraising) like they did years ago, and we can build a nice park for the kids. ... This is going to be another asset to that park to help ... make the park usable and keep it a safe place to be.

- Kim Vogel, director of parks and recreation, city of Pittsburg, KS





SMALL BUSINESS SEFE YEAR

by Christine Smith news@jrbj.biz

The Carthage Area Chamber of Commerce held its annual banquet Jan. 15 at the Congregation of the Mother Co-Redemptrix Hall in Carthage. As it does each year, the chamber awarded its Small Business of the Year award to one of three finalists. The 2016 winner -- The Palms Massage and Day Spa -- and the finalists are profiled below.

The Palms Massage and Day Spa

After two decades of working at a dependable factory job, Doug Osborn handed in his notice and packed his bags for massage school.

"A lot of people were telling me how crazy I was," he said. "It's nice to see some of those same people come and congratulate me now."

Osborn's business, the Palms Massage and Day Spa, was named the 2015 Small Business of the Year by the Carthage Chamber of Commerce.

"I like to say that the universe was pushing me to do this," Osborn said. "I got my first massage in Hot Springs when I was 23, and I was hooked. I couldn't believe that there was a job where people come to you hurting and they walk away with a smile on their face."

After quitting his job at Dyno Nobel Inc., Osborn moved to Fayetteville, Arkansas, to attend the Edge School of Massage. He completed his program in 2012, and is currently licensed in both Missouri and Arkansas.

After graduation he worked at another Carthage spa, but he eventually decided that he needed to build his own client base. So he rented some space in a 140-year-old building on the Carthage Square and set up shop.

Eight months later, Osborn and his wife Jalayne purchased the building, dedicating 2,500 square feet to the first-floor spa and renting out the second

The majority of treatments requested at the Palms are deep tissue massages, many of which are accompanied with hot stone therapy.

"Therapeutic massage is what we are seeing more and more of," Osborn said, noting the medical community is recognizing its benefits as well. "Some of my cancer clients have brought me literature from Mercy Hospital and M.D. Anderson in Houston, and it says right there to get a massage. Stress makes everything worse. What takes it away? Getting a massage! You wouldn't have seen that 10 years ago."

Osborn's partner in the spa is Terri Johnson, a licensed massage therapist and esthetician, and they both share the same philosophy: "Make customer service the No. 1 priority and be knowledgeable about what you do, and drama will not come through the front door."



Doug Osborn and Terri Johnson, owners of The Palms Massage and Day Spa in Carthage. The Palms won the 2016 Carthage Chamber of Commerce Small Busines of the Year award.

While Osborn is following his passion through massage therapy, he acknowledges the challenges he faces as a small business owner.

"Learning your trade is one thing, but you'd better learn some business stuff on the way," he said.

He credits the Carthage Chamber of Commerce for being an invaluable resource for him in providing answers regarding details like planning, zoning, and licensing.

"If it were not for the Chamber of Commerce, this spa would not have its doors open still."

Herrington Dental PC

For Dr. William Herrington, patients are like family.

Over the past 33 years Herrington has seen that family grow at his practice, Herrington Dental, 1515 Hazel St., Carthage, which was one of three finalists for the Carthage Chamber of Commerce Small Business of the Year award.

Herrington knew that he wanted to become a dentist when he was a sophomore in high school.

"I wanted to help people, and dentistry seemed to be a means of doing so," he said.

He graduated from the University of Missouri-Kansas City School of

See DENTAL, page 23



Dr. William Herrington, owner of Herrington Dental PC in Carthage. Herrington Dental was one of three finalists for the Carthage Chamber's

Liberty Tree Gun Shop

While teaching a concealed carry certification course in the community room at the Avilla Fire Station, entrepreneur Gabe Royer heard the same thing over and over

"People would say, 'You need to open up a gun shop! I'll be there, and I'll buy all of your guns," Royer said.

He'd started the course himself after attending a similar course at a local gun shop and wanting more.

"They just taught, 'Here's the law, and here's how you get around it," Royer said. "But I wanted to know what was expected of me at the state level."

So he recruited former Carthage Patrol Officer Eli Bruton, whom



Gabe Royer and Eli Bruton, owners of Liberty Tree Gun Shop in Carthage. Liberty Tree was one of three finalists for the Carthage Chamber's SBOY.

he knew through mutual friends, to break down the legal side of concealed carrying and teach the

See LIBERTY, page 23

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BUSINESS JOURNAL AROUND THE REGION: OKLAHOMA

OKLAHOMA'S AERO ALLIANCE

A cluster of industries in Grove is rivaling tourism as the region's strongest economic boon

By Sheila Stogsdill news@jrbj.biz

City leaders in Grove, Oklahoma have used Grand Lake's recreational fishing and boating activities to lure tourism dollars to the community for the past 75 years.

Now, however, they are counting on aerospace companies to help skyrocket the city's

A small-knit aerospace group exists in Northeast Oklahoma, and it comprises four companies: Valence Pride Plating, Ferra Engineering, Precision Machine Manufacturing and Malone's CNC Machining, Inc.

"Oklahoma is very strong in the aerospace industry," said Ron Lay, Grove Economic Development Authority chairman.

Lay also functions as a consultant to Valence Pride Plating, a company he founded in 1989 and subsequently sold to Valence Industries.

Currently there are 400 aerospace jobs in Grove, and that number is expected to quickly grow to 600 jobs, he said.

Lay said the presence of a regional logistics industry - and the subsequent ease of shipping or transportation - is one of the main reasons the aerospace companies are succeeding in Grove.

Approximately 92 percent of the business for Valence Pride Plating comes from outside Grove, he said, noting much of the company's work is in governmental contracts with Boeing and other similar companies.

"I think that figure would be around the same for the other [Grove] companies," Lay

"Aerospace has been growing in Grove since early 2000," said Jerry Cook, Precision Manufacturing chief operating officer.

"Production rates in commercial aerospace, defense and general aviation are growing at unprecedented rates," Cook said, "Our business will continue to grow if we always deliver a quality part on-time."

The small community itself, close proximity to the lake and the presence of a local plating house are chief reasons for the industry's success in Grove, said Jackie Bandy, Malone's CNC Machining materials supervisor.

Additionally, Grove's central location - it is within a day's drive of major metropolitan centers in Oklahoma City, Tulsa, Joplin, Little Rock, Arkansas and Wichita, Kansas.

Precision Manufacturing has had a presence in Grove since 1969, and it is also ranks eighth on the list of the city's top employers with 145 workers.

Malone's CNC has been in Grove since 1982 and employs around 40 workers. It is also ranked among the top ten manufacturing employers in the Grove area. Malone's is the highest governmental contractor in the state and is sole source on many parts for the older aircraft such as the B52 and KC135, Bandy said.

The company was also one of the winners in the 2011 Oklahoma Governor's Manufacturing Leadership Awards.

"The City of Grove is working to develop additional industrial sites in the area of the Industrial Park and the Grove Regional Airport that can be used to enhance the growth of the aerospace industry in our community," said Bill Keefer, Grove city manager.

"Aerospace is a huge benefit for Grove," said Mayor Marty Follis. "Nine out of 10 people in Grove have no idea of the aerospace industry we have here."

"I know I didn't," Follis said.

Precision Machine manufactures the aerospace parts, Pride Plating coats the parts and Ferra Engineering assembles the parts, he said.

"It's hard to put a dollar amount on what the companies have brought into Grove,"

Motels, restaurants, boating and fishing supply stores bring in sales tax revenue for most of the year.

"The aerospace companies provide an economic boost with housing and other similar economic factors," Follis said.

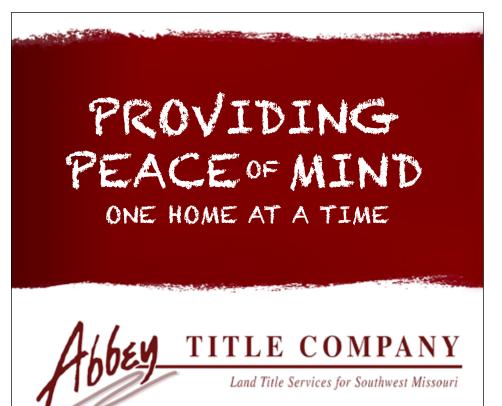
"If we want to build Grove, we have to build industry first. That will build our community."

Follis cited Ferra Aerospace as an example.

"Ferra had the opportunity to open a plant anywhere in the United States," Follis said. "They had the chance to open a plant in Chicago, but they chose us."

The plant opened in 2012 and currently employs 11 workers and plans are to hire a dozen additional workers - at \$34,000 salaries - later this summer. By 2020, the company is expected to employ 100 workers.

There is not another cluster of tech industries like this in Oklahoma in a similar size city, he said.



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(Above) Kristin Girard, owner of Kristin's Laboratory, displays some of her wares - boutique, artisan jewelry pieces made from antiques, repurposed collectibles, everyday items and "dibs and dabs" of anything she can find. (Below) Some of the creations from Kristin's Laboratory.

BEAUTY IN THE UNEXPECTED

Artisan jewelry maker and former microbiologist repurposes everyday items into whimsical pieces

KRISTIN'S LABORATORY

Services: Hand-crafted, repurposed jewelry

made from antiques, collectibles and

Owner: Kristin Girard

everyday items.

Phone: (417) 483-4722

Founded: 2007

By Stacey Lindsay slindsay@jrbj.biz

"This is an old watch with fossilized ammonites I put

Kristin Girard is holding a necklace she made as she stands in Urban Art Gallery in downtown Joplin, a newly opened exhibit space and gallery where she sells her handmade and repurposed jewelry collection.

Girard handles the necklace as if it were a gift to herself - with delicacy and reverence. And she continues to describe the elements of the piece with the enthusiasm of a child.

"The inside of a watch is so interesting to me," she said. "And I find them fairly inexpensive."

If one were to describe Girard's jewelry business, Kristin's Laboratory, the interiors of a watch could set the tone: intricate, detailed and boldly unique. The table where she stands holds a sea of colors and textures - earrings made of antique candy tins share space with bracelets and necklaces made of vintage Christmas beads, seashells,

fossils, dried flowers and furniture pieces.

"This here is an old button," she said. "And a spoon handle for a pin."

Each piece exemplifies Girard's professed love for the quirky, old and often mundane.

"I love flea markets," she said.

Just like her jewelry collection, Girard herself is a study in contrasts. A former microbiologist who worked in various hospital, food and veterinarian laboratories, the art of jewelry making grew out of an affinity for "little bits and dibs and dabs of stuff."

She first learned about the potential of creative repurposing from her mother, whom she described as

"crafty." Whether it be scraps of fabric or an old household piece, Girard's mother would never let the end of an item's first life hinder its potential for a second.

she didn't save bread bags, but if we'd finish up with a honey container, for instance, she'd look at it and say that it was cute and we should save it and do something with it," she said.

See JEWELRY, page 23



"She wasn't a hoarder,

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'OP 10 AGENTS OF 2015 - P14-15

REAL ESTATE

Multiple Listing Service data shows Keller Williams leads property market

by David Mink dmink@jrbj.biz

The top 25 real estate agents in the Joplin market sold more than \$250 million worth of property in 2015, according to newly released market reports from the Ozark Gateway Association of Realtors.

The report breaks down the top 25 Realtors based on total volume of properties sold - from residential and commercial land to farms and rental properties - throughout the

Standing out on the report is local agency Keller Williams of Southwest Missouri, which topped the market in every category, including total volume sold among the top 10 and top 25 and total number of agents represented in the top 10 and top 25.

Keller Williams had three agents in the top 10 this year: the Doris Carlin Team, at No. 1; The Flanagan Group, at No. 2; and the Israel Thompson Team, at No. 8.

Those three teams accounted for more than \$52.5 million in overall sales in the top 10 - beating out Pro 100 by nearly \$20 million.

In the top 25 Keller Williams had nine agents represented, from Doris Carlin at the top to Kent Eastman at No. 24. All told, the Keller Williams teams accounted for \$95.1 million of the revenue of the top 25 - nearly 37 percent of the market.

Pro 100, meanwhile, boasted seven of the region's top 25 agents, accounting for an overall \$61 million - about 24 percent of the market.

On the commercial side of the spectrum, Keller Williams continues to stand out. The company has three agents in the top 10 commercial brokers: David Glenn (\$5.7 million), Tim Goostree (\$3.2 million) and Gil Stephens (\$1.2 million). In the top 25 the company boasts another three agents, bringing its grand total to six agents and total sales revenue to more than \$15 million - a 28 percent share of the market.

Pro 100 claimed the second highest number of agents in the top 25 with four, but based on market volumes the company fell to third, losing the second place spot to Alan Buttram Commercial Real Estate, which earned 13.4 percent of the market with \$7.7

Keller Williams hasn't experienced the success overnight, according to Kent Eastman, a partner in the company. In fact, the company was formed only about 10 years ago, when Carlin and Eastman and a handful of other

Keller Williams Realty – Joplin's parent company – is an international real estate franchise that focuses on providing continuing education opportunities for its members and supporting the entire team - not just an agent's own interests - according to Carlin.

area agents teamed up to start a new firm in Joplin.

"We had all worked at other companies in the area, and I don't think any of us were happy where we were," she said. "We wanted more control over what we were doing, but we also were interested in creating this environment of support for other agents. Too often real estate can be so competitive, and we wanted to create a company where we shared knowledge and valued that mutual education."

Carlin and fellow partner Seth Dermott said the company is going to continue its upward growth through that tailored approach.

"We have a great group of young agents," Dermott said. "The challenge is helping them understand how they want to run their businesses, how they want to get those leads and eventually prosper. And we'll concentrate on continuing to be agent-centric and providing that educational support to our young members."

OUT IN FRONT | STATE OF THE MARKET

Top-selling agents weigh in on the market and regional recovery

by Kaylin Schatzer and David Mink news@jrbj.biz

Each year the Ozark Gateway Association of Realtors releases a market share report of its top-selling real estate agents, highlighting area Realtors who do the briskest business throughout the year, based on revenue.

They each have their own methods and strategies, and what one Realtor claims is the quality that makes him successful might be something that only gets in another agent's way. One agent may rely on a high volume of cold calls to produce leads; another might attribute their success long hours of networking and volunteering in the community.

Whether they earned their success through hard work, perseverance or the assistance of a team around them, they each did what it took to make it to the top. On page 14, JRBJ's double feature ranks out this year's top 10 and asks each one what their secret to success is.

However, as top-selling Realtors they're also uniquely suited to address the state of the local housing market - to guide the rest of the community in understanding what the housing industry looks like in Joplin nearly five years after the 2011 tornado and almost 10 years after an economic crisis nearly leveled the housing market.

Following is a roundup of thoughts from some of these agents on the state of the market, the condition of local housing stock, the activity of regional builders, and Joplin's recovery from both the 2011 tornado and the 2008 financial crisis.

Judy Lowe (Kanakis & Lowe, Pro 100 Realtors)

"Joplin, while a lot of places were dealing with the recession, didn't get hit as hard. ... Joplin has also had the privilege of the JHAP program, which has boosted a lot of our sales I think. It has kind of kept inventory moving along. I think that our market will stay consistent. I think that - as far as it being a pure buyer's or seller's market - it's really kind of hard to say right now because our prices are so true to what they should be. It's wonderful, because you don't have a seller who feels like they have to give away their home and you don't have a buyer who feels like they are getting taken advantage of by this high supply-and-demand deal."



Kathleen Martz-Spidell (Realty **Executives Tri-States**)

"I don't feel for a minute that the recession is behind us. I think that we are looking at harder times coming. I think that the home-buying process should be a very big part of families and individuals planning their future with the uncertainty that we've got to have it. I think as far as the interest rates still being as low as they are, people who want to own a home should take it very seriously right now, and not over-extend themselves. If they want to own a home, this is the time. They better do it."

Kim Higdon (Higdon Real Estate **Group, Pro 100 Realtors)**

"We see no large houses being built right now - nothing over \$400,000 unless it is a custom (build). That tells you that contractors are not making money on what they sell. Since the tornado office space has a two-to-four-year supply of surplus. That is going to continue on as we go. Also two-bedroom

See REALTY, page 22

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REALTORS

NF

2015

Each year, the Ozark Gateway Association of Realtors compiles a list of the top real estate agents of the year, based upon multiple listing service figures. The MLS determines agent market shares based on volume sold. The Doris Carlin Team, with Keller Williams Realty of Southwest Missouri, tops this year's list. This is the 10th consecutive year that Carlin's team has topped the OGAR list in JRBJ's coverage.



The Doris Carlin Team • \$21.7M Keller Williams Realty

Whenever you're developing a team, bring together people that you like to work with, that you feel have the same work ethic as you and have the same value system you do, and deliver an excellent product to your client or customer. That to me is the most important. ...

We always work at bettering ourselves, being the best we can be and being better than we were last year.

- Doris Carlin



The Flanagan Group • \$20.8M Keller Williams Realty

As a team we have embraced (and) implemented systems for being as efficient as possible and also for remaining top of mind when it comes to real estate knowledge. ...

It comes from hard work, working hard for people. If you're not willing to come in literally seven days a week and work hard for the people that are trying to buy property, then it is going to be hard to be in the Top 10.

- Ryan Flanagan



West-Cobb Alliance • \$15.6M CJR Red Carpet Realtors

-We are all full-time agents, but we really give credit to blessings of God and then to our customers. There is not one of us that would tell anybody that we are good real estate agents. I kind of kid around with people and tell them, 'I'm not a good agent, but I work for one that is – and that is in reference to God, not my broker.'

-That's the truth of it. We've been blessed, and we appreciate the fact that we have been blessed.

- Mike West and Becky Cobb



C. Allyn Burt • \$14.9M

You just constantly keep in touch with your people and you work very, very hard. We are always trying to improve what we've done the year previous.

If anything, it's working unbelievably hard, always trying to do better.

— C. Allyn Burt



Kathleen Martz-Spidell Team • \$14.3M

Realty Executives Tri-States

My secret? I guess figuring out what works and sticking with it. I've been doing it for, gosh ... 34 years. I better be getting something right! I'm a third generation realtor, so it is kind of in my blood. My dad is Charles Burt; my grandmother started in real estate in California in the 1940s. Both of my kids do it also. That's a fourth generation!

- Kathleen Martz-Spidell



Kanakis & Lowe • \$13M

I know this sounds crazy, but we actually come to work every day. A lot of people have a misconception about realtors and their schedules. ... We just have that practice of (coming) to work at 8 a.m. and we stay until the work is done.

- Nick Kanakis



Dee Kassab • \$10.8M

I don't think about it. It's just that I know that there's a lot of people that we have to take care of, and it's very good for the city of Joplin to help the sellers and the new buyers that are coming in or the buyers that are already here transferring homes for one reason or another. It's helping.

— Dee Kassab



Israel Thompson • \$10M

Keller Williams Realty

I'd say it has to be systems and following up on buyers and sellers. It's about working harder than anyone else, and if you do work hard, you'll succeed. Having positive energy and working hard and doing what you say you're going to do.

- Israel Thompson



Higdon Real Estate Group • \$8.7M
Pro 100 Realtors

- This ... year we will have changed almost everything. We modernized, reinvented, renamed, reestablished ... brought in agents.

- We have rebranded ... to allow people to come in and be part of our group. Real estate is a hard career for people to get into ... so we brought some people in. Starting in 2016, we are going to be a force to be reckoned with.

— Kim and Christina Higdon



Danny Ross • \$8.2M

I put in 40-60 hours a week to make it happen. In our industry ... each agent is an independent contractor, and so they have to motivate themselves to come to the office, go to work, make phone calls, and it's not easy to do. ... I have to work hard to stay on top of things.

— Danny Ross

Rounding out the Top 25

- II. The Real Estate Girlz, RealPro \$8.IM
- 12. Jo Kleinsorge Team, Keller Williams \$8M
- 13. Alan Buttram, Buttram Commercial Real Estate \$7.7M
- 14. Greene-Salchow Team, Pro 100 \$7.6M
- 15. Tami Adams, ReMax Classic Carthage \$7.5M
- 16. Tim Goostree Team, Keller Williams \$7.5M
- 17. Tanya Scott, Pro 100 \$7.1M
- 18. Debbie Hutson, Keller Williams \$7.IM
- 19. Steven M. Johnson, Keller Williams \$7M
- 20. Jim and Alyssa Hunter Team, Pro 100 \$6.9M
- 21. Joyce Liggett, Pro 100 \$6.8M
- 22. Micci Coggeshell, New Generation Realty \$6.8M
- 23. Lisa Fletcher Team, Keller Williams \$6.7M
- 24. Kent D. Eastman, Keller Williams \$6.3M
- 25. Kandice Yaple, ReMax Classic Joplin \$6.IM

CODENAMES:

Several top projects are expansions of existing, local companies

Continued from page 5

city officials have been meeting with representatives of the company since March. As of December the company had received a contract for purchase of a site in Crossroads, but was holding the contract pending state and local incentives, which the chamber is working to facilitate.

Project Heat

This project involves a local company that considering expansion three years ago but put the project on hold. Today the company has received state training funds to begin the expansion, but has not reported new employment at this point.

Project Grow

As of December, the local manufacturing company behind this project had finalized a contract on a land purchase and selected a contractor to build an expansion to house raw and finished materials in order to increase space for production. The company is expected to sign a contract for the land in January.

Project Market

A nearly completed project, this one involved another small area manufacturer expanding into another facility. Although the company initially wanted to build a new facility at Crossroads, by December it had moved into an existing facility and was expecting full production to kick off early this year.



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Top 10 Commercial Realtors

- Alan Buttram, Buttram
 Commercial Real Estate \$7.7M
- David Glenn, Keller Williams of Southwest Missouri \$5.7M
- Tim Goostree, Keller Williams \$3.2M
- Danny Ross, Real Pro - \$2.3M
- **S** Kanakis & Lowe, Pro100 \$2.2M
- Tami Adams, ReMax Classic Carthage – \$1.8M
- Thomas Kevin VanStory, SWMOHomes.com \$1.2M
- Gil Stephens, Keller Williams \$1.2M
- Jeff Ball, Paradise Properties – \$1.1M
- West-Cobb Alliance, CJR Red Carpet Realtors \$1M

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REGIONAL PROFILE

A CONVERSATION WITH SHELLY HUNTER

Title: Chief financial officer,

Mercy Joplin, Mercy Carthage and Mercy Kansas **Education:** Bachelor's degree in accounting and bachelor's degree in computer information systems, Missouri Southern State University; master's in business administration, Pittsburg State University.

Experience: Divisional accountant, TAMKO Building Products Inc.; Medicare analyst and director of decision support, Freeman Health System; director of strategy, vice president of strategy, chief financial officer and regional chief financial officer, Mercy.



You were named one of the nation's 130 Hospital Leaders and Health System Women to Know by "Becker's Hospital Review." What does this mean for you?

It's kind of a career highlight. And I wasn't just recognized for my work in finance, either. It's "health care leader," so it's based on other things I 've done in my career. In order to be well rounded in a health care leadership position I can't just know how to do finance, I have to understand operations, I have to understand strategy, I have to be involved in other things. I'm very involved in our community, I'm involved in the national HSMA too. So I stay involved in national health care trends, but I'm locally involved in charitable organizations.

I think it's a well rounded person, who's a thought leader – I hate to use the phrase "change" agent because it's so overused. But that's kind of what they're looking for, somebody who is a thought leader, and who has something that sets them apart from other leaders. For me it's a career highlight just being recognized for being an expert in my field on a national level. That was the biggest thing for me.

Why do you think they landed on your name? Was it a specific quality you have as a CFO?

They didn't write a feature story, so I only know what little they included in the announcement. But I am on a panel for their national conference on leadership and emotional intelligence and why it matters. I have contributed to articles for them, I've contributed when they asked for CFO input on specific topics for probably the last five years. They've asked me to speak a couple of times. I've been involved with them on some level for a number of years, through input and feedback. Part of that just comes from being known in a national setting, and that really comes from - I got a lot more asks to speak after the tornado. Having made it through almost five years post tornado, having gone through the entire journey gives you some credibility as well. Because we didn't just survive a disaster, we came out of it (stronger).

How do you think the tornado shaped the national image of Joplin?

Joplin and specifically Mercy got a lot of recognition. We had four temporary facilities, we were very successful working with FEMA, we were successful with the insurance companies, and we have won awards for construction because of the design and build and speed of the new hospital. I think all of those things gave us national attention, and the sustainable part is that here we are five years later, and we're getting noticed – and I think I was noticed in this – simply because it's not just a disaster anymore.

We continue to move forward, we continue to be strategic about what we do and stay involved with the trends, and we came out stronger. I think that's probably what I was recognized for, coming out as a strong strategic leader, but it's really the resilience of this entire community.

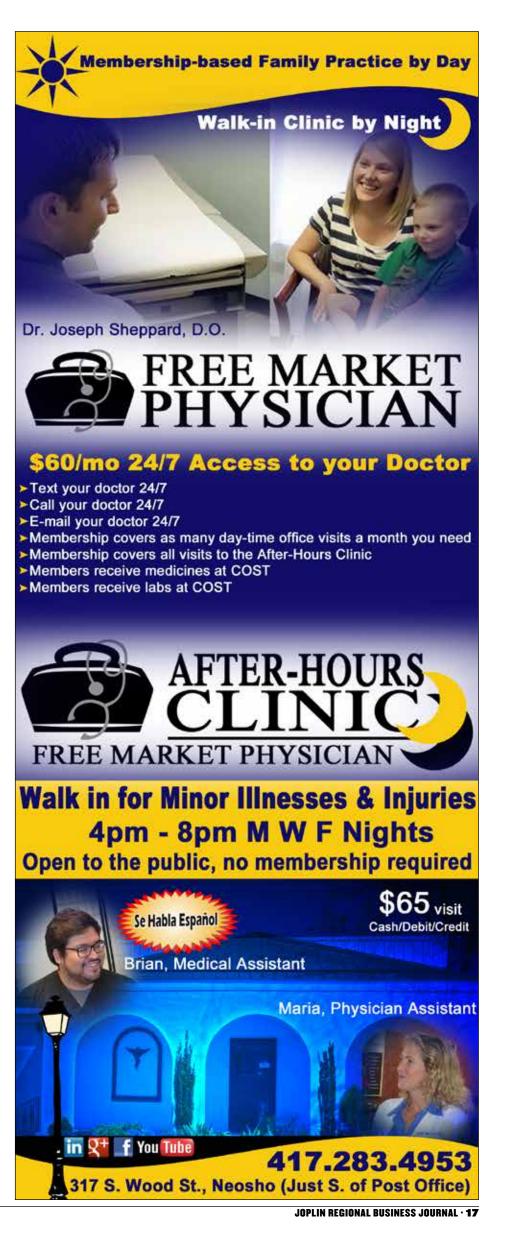
What is your leadership style?

I always attribute everything I do to the people that I work with, because a leader alone isn't really that strong. It's really who you're surrounded by. Your colleagues, your team, the people that work with me in finance, the people that work with me on the executive team here as well as the Mercy team. You're only really strong and a great leader if you're surrounded by great people.

What are you most proud of in your career?

I'm really proud of being able to build a successful career in my hometown. There's nothing like being able to work in your hometown, having the collaboration of the community, because I know a lot of these people from even high school. So it's just a really nice experience for me to be able to have that and not have to move to a bigger city to get promoted. I was able to do it here and still have the support of community leaders I grew up with.

Interview by David Mink · dmink@jrbj.biz.



AAF:

Group works to foster local talent and create jobs that will keep them in the region

Continued from page 5

in which we work. And there was a day when it was more focused on print-based designers and advertising agencies, but industries have changed so much. We're not just for ad folks anymore."

Woods and AAF Joplin Treasurer Bobbie

Snodgrass said the group is pushing to drive up membership, in one sense, by expanded the breadth of industries and professions the group pulls from.

"We're bringing fresh eyes to this," Snodgrass said. "We're trying not to do things the way they've always been done. That includes exchanging ideas with other chapters and thinking differently about who can benefit from membership with our organization."

AAF is open to anyone from a creative industry – anyone whose job is to create a product that moves people to emotion. And there's a lot more of those than people think, according to Little Bird Marketing President Priscella McKinney.

"The role that art plays in our lives is huge," McKinney said. "There's not a pin you're wearing or a screen you're holding or a shirt you're wearing that hasn't been designed by one of us. It's what separates us from animals – appreciating the finer things in life, things that are aesthetically pleasing.

"We could all be writing with a piece of lead covered by a piece of unfinished wood, but we like the finer things – and the moment you realize that you need an artist."

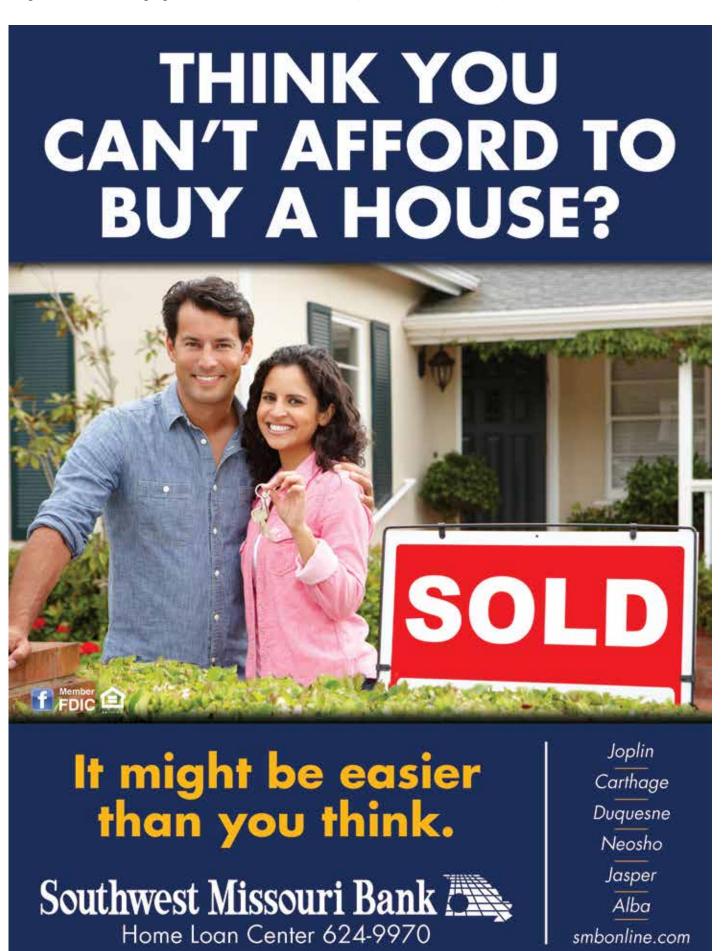
AAF, McKinney said, provides a central hub for those creatives to network and pursue professional development. Each year the group hosts educational retreats and symposiums, competitions, social nights and other group activities. It fundraises each year, as well, and uses the money to fund scholarships for students pursuing careers in marketing and media.

The group is probably best known for its American Advertising Awards presentation, through which it recognizes excellence in media and design with its ADDY Award. Each year the group receives more than 150 professional and 50 student entries, and this year with the opening of the contest to the Springfield/Branson AAF chapter, the competition saw about 250 total entries.

"I'm always impressed with the caliber of work that comes out of our region," Woods said. "It's outstanding. You could put some of these people right up there against designers in tier-one markets, and they'd hold up."

McKinney said one of the most important missions of AAF is retaining that talent and keeping it here in the region.

"As an agency owner, I'm a member and I support it with money and time because it helps us create and provide a gravitas of seriousness to the fact that there are competent artists in our community. And I need a talent pool of artists who stay here. We have to continue to support artists and help them find their ways into careers that require art. "



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HANGING UP ON PHONE BANDITS

Local utility and sheriff share simple steps for avoiding a common utility scam

By Stacey Lindsay slindsay@jrbj.biz

It's a classic scam scenario: a restaurant owner is prepping for the lunch rush when she receives a call from someone claiming to be a representative from her utility provider. The caller says that the restaurant owner is late on her electric bill and that she needs to pay soon or her power will be terminated.

And the caller demands payment using a prepaid debit card. While this may raise a red flag from afar, it often elicits a different response from those on the receiving end.

"These scammers are hoping that rather than taking the time to think through whether or not their account is current, they'll panic and go to the local store and purchase a prepaid card and then call them back with that number," said Gina Penzig, Media Relations Manager for Westar Energy. "What these scam artists are doing is they are trying to capitalize on that moment of panic that someone is going to act quickly before they stop and think that this doesn't make sense."

Such well-choreographed utility scams are happening with more and more frequency across the region and nation. Because various credit card and transfer service companies have become vigilant in thwarting scam artists and their methods, the pre-paid debit card ploy is gaining speed.

According to Penzig, the scam artists are becoming more sophisticated regarding who they pinpoint – and when they act.

"They like to target small businesses, like a restaurant, a little bit before lunchtime, or a hotel," she said. "... With a restaurant or a hotel, they will have a good idea of what an electric bill would be. And they'll ask for a dollar amount that seems reasonable for someone who has been paying the bill for that facility."

Scam artists also target individuals. Both Penzig and Bourbon County Sheriff Bill Martin said senior citizens often fall victim.

"Usually it's the elderly," Martin said. "Usually what scammers will do is look through the obituary in the papers and look for the ones who have a surviving spouse of senior age. At that time, that is when they are vulnerable because they are trying to cope with the loss of their loved one. So that's when (the scammers) prey on them because there is a lot on their mind."

Keep calm, carry on

While scam artists are adept at targeting people when they are vulnerable, this does not mean those who receive the calls are defenseless. There are several ways to avoid the wrath of scams.

An essential step, according to Martin, is to take a moment and reflect.

"The first thing they need to do is not panic," Martin said. "... The first thing scammers try to do is intimidate the caller quickly."

Martin said it is crucial to stay calm, gather one's thoughts and never give out any information.

"It's OK to tell the caller, 'No, I am not going to pay you anything because I do not know who you say you are. I will call the company myself and find out what my status is on my account."

Penzig agrees, particularly if one's utility bill is known to be in good standing.

"A couple of things should raise a red flag here," she said. "If you feel confident that your bills have been paid, then that should be your first point where you think, 'I'm going to stop and check this out."

Various utility providers in the region and across the nation have made efforts to increase public awareness about these deceptive calls. Westar published information on its website to help customers identify true employees of the company. Empire District Electric Company has posted warning information for customers online. Both utilities have said they will never request customers pay with a prepaid debit card.

If one's account is overdue, Penzig said Westar will send notices in the mail asking the customer to pay via mail, in-person or by calling the company.

"We do unfortunately have customers sometimes who fall behind on their bill and with that they will receive several notices in the mail," she said.

"Customers can (also) login into the website to make sure everything has been paid up."

When asked if there are specific times of the month – or year – that attract scam artists, Penzig said it happens year-round, but research has shown a pattern around the beginning of the month or shortly after the mid-month pay period.

"We did see an influx ... when people are getting paid," she said.

Alert officials

Staying calm and taking a moment could mean the difference between getting fleeced and walking away unscathed.

"That extra couple of minutes could save someone from losing potentially hundred to hundreds of thousands of dollars," he said.

Both Martin and Penzig said customers should never give out personal information over the phone unless they are certain they are speaking to an official utility employee.

But in the case that one does fall victim, Martin said it is vital to call local authorities.

Penzig recommends contacting the state consumer fraud division, as well as the utility company so it can keep a record for investigation.

"They can call and report it to us," Penzig said. "We have been keeping track of these incidents, trying to compile and see what we can do while working with other utilities and the attorney general's office to see if we can help combat this."

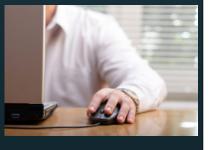
Lastly, Penzig said if one does fall victim, it is important not to let shame get in the way of forwarding viable information to authorities.

"We find that if somebody has fallen for this, they are embarrassed because, one, they've realized they've been scammed," she said. "Even in that case, it's really important to go ahead and report it, so that if somebody does get caught ... there is an opportunity to follow up and help remedy that. I would encourage folks to go ahead and make that call."

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COMMUNITY BANK & TRUST

100 S. Wood St., Neosho



Owner/Developer: Community Bank & Trust General Contractor:

Branco Enterprises Inc.

Estimated Completion: March

Project description: Community Bank and Trust is renovating its downtown Neosho location. According to President Oleg Tyurikov the renovations are occurring on the first floor of their IOO S. Wood Street location, and the project will entail adding a new floor and ceiling as well as LED lighting. The renovation also consists of a remodeled lobby area for customers, a new loan administration area and offices for loan officers and retail branch personnel. Another aspect to the project is an employee break room complete with full kitchen including stove, dishwasher, refrigerators and additional counter and cabinet space. The renovations are estimated to be completed by this March.

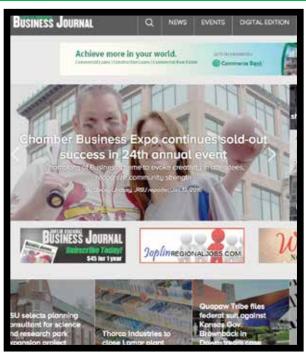
Compiled by Kaylin Schatzer, JRBJ staff writer.





BUSINESS JOURNAL

DIGITAL CONTENT ' MOBILE NEWS ' TIMELY UPDATES



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YOUR NEWS WHEREVER YOUARE

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BUSINESS JOURNAL

Crawford County Health officer discusses efforts to encourage activity in community

By Stacey Lindsay slindsay@jrbj.biz

Despite overall health challenges, Crawford County is showing visible signs of progress and making efforts to improve the lives of its residents.

The county is working to get more people on foot by promoting the benefits of active transportation and the creation of more walking and biking trails.

"In Crawford County there are multiple

organizations working together as a community encouraging physical activity in all age levels, including seniors," said Janis Goedeke, Crawford County Health Officer.

Two entities making the push include Live Well Crawford County, a nonprofit group that works to promote healthy lifestyle choices through education, motivation, and support for all generations, and the city of Pittsburg's Active Transportation Board, formed in 2014. Together, the groups are working with the county health department to make the region a place conducive to walking and biking by advocating and planning new trails.

A push came in January 2015 when the county received a federal \$240,000 public health grant. Since then, leaders from the county commission, various cities, pharmacies, hospitals, and businesses have met to discuss how the grant should be used to tackle the health challenges facing the county and state.

In the 2015 County Health Rankings Key Findings Report that rated 101 of the 105 counties in Kansas, Crawford County fell at 92 for overall health in the state.

Furthermore, the United Health Foundation's 26th annual America's Health Rankings report ranked Kanas 26th in overall health in the nation – an improvement from its 27th ranking in 2014. The report noted 27 percent of county residents between the ages of 45 and 65 do not engage in any physical activity during

the day other than their regular job. On the upswing, the national report showed that Kansas had a 10 percent decrease in physical inactivity overall in 2015.

"I think that there is a big push across the nation to become healthier and more active," Goedeke said.

Mirroring the blueprints of walkable cities across the nation, Goedeke said it is the aim of both Pittsburg and Crawford County to get more of it residents on foot and on bikes. Combined efforts between the county, Live Well Crawford County and PedNet Coalition, a non-profit group that influences transportation policy and provides education for people to easily use bicycles, wheelchairs and trails, are working toward extending the current sidewalks and trails in Pittsburg, as well as adding more bicycle lanes.

"What we have found was the people in the more rural areas didn't have access to walking trails and they probably had an

See CRAWFORD, page 23

WHAT OUR READERS ARE SAYING ...

Working with JRBJ was great, and the article they did on us was wonderful. Best of all, by Monday morning a local business had seen the article and called us about our services.

Josh and Megan Long



REALTY: **Top agents weigh in on the industry**

Continued from page 13

apartments, those are in excess. What is still pretty normal is the three-bedroom, two-bath, two-car garage homes. Up to about \$350,00–375,000 is what's has been selling pretty well normally all along. It's the upper houses, the ones over \$400,000 that have taken a hit as percentages on the price. The tornado is still causing some issues. I still have people asking for houses with trees."

Israel Thompson (Keller Williams of Southwest Missouri)

"I really feel like it's an even market. I don't feel like the buyers have the upper hand and I don't think the sellers have the upper hand, I think it's just an even, healthy market. I don't think our market is inflated, like a lot of markets; we have micro-markets inside of our macromarket. I think there are certain areas, certain micro-areas, markets if you will, that are slightly inflated, but I think they'll be adjusted or have been adjusted over the past year. I think we've healed already from the recessions we've had. The future depends on if we're going to continue to have a stronger market or if we're going to recess, but I see good things for 2016.

C. Allyn Burt (Charles Burt Realtors)

"In Joplin, I would say it's probably more of a buyer's market. It's leaning toward

that. Because of the storm, I think that we got a boost when all of that happened. I think we got a boost that the country did not have. Because of that, we've been getting back every year closer to where the rest of the country is. It means that we were doing a lot more business four years ago than anybody else and now we are going back to what the rest of the country is experiencing.

"I think we are very close to being back. ... Overall it's not a booming market, it's just a steady market. Everything, even prices, to me seem to be staying steady for the last eight years. It hasn't gone up – inflation is not bad – but it hasn't gone down either."

Danny Ross (RealPro)

"(Carthage) is still a buyer's market. Our inventory is somewhat low, but it is still a buyer's market especially in certain segments. The \$75,000-150,000 homes are selling better, and there is more appreciation there than in the \$250,000-and-over market. (With) the \$75,000-150,000 homes people can move out of an apartment, buy a home, and pay less than what they have been renting a home for. As for the houses at \$250,000 and over, there is just not a lot of people making that move right now. They are still a little bit skeptical about the economy. Of those homes in Carthage we are only selling about one every 45 days. We've got a little over 4 years of inventory listed right now. It's tough if you want to sell one of those."

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CRAWFORD:

Continued from page 22

increased likelihood of being inactive," Goedeke said, noting there are also efforts underway to add more signage for bicyclists.

"We are working on making the environment safer for cyclists," she said.

For 2016, Goedeke said the county is working to implement an active transportation board of it own – and to continue its collaborative efforts to bolster health in other ways, including access to fresh foods and diabetes prevention education.

"We've had some good things happening," she said. "We've had the diabetes prevent program that works on physical activity and nutrition, which has been in high demand. We've done the food assessment in the county working with the farmers' market on ways to provide healthier foods to our community."

Various walking groups in Crawford County now offer people an outlet to be active. She said it is important to note that by having a healthy environment and healthy community, "it will increase our marketability for industry. This in turn increases our economic development."

"I think what is making the difference is the communities coming together. We've always said public health can't do this alone and by building those partnerships and collaborations, the active transportation board, we're beginning to have a real solid foundation and are, I hope, making a difference now."

JEWELRY:

Inexplicable pairings the heart of crafted collection

Continued from page 12

While her love for simple and odd things grew, it wasn't until about eight years ago, after a full career in microbiology, that Girard's fire for creating jewelry started to burn. She said it spread while doing various crafts and activities with her children – but a trip to a bead store caused her to burst.

"That was the ah-ha moment when I walked into the artsy bead store," she said. "I thought 'I could make so much stuff with all of this!""

Girard began looking through the house for pieces of jewelry and furniture to repurpose and evoke inspiration. She holds with pride one of the first items she created that continues to be a popular seller today: a tiny bird's nest wrapped and weaved out of a crocheted gauge of wire.

"One day I was out in the yard, and I had picked up a bird's nest that had blown out and I was just kind of marveling at how it was made, and I went 'I could do that!" she said.

She has detailed such pieces for customers with tiny eggs inside, putting in a certain number to signify children or loved ones.

"It's meaningful," she said.

It would be safe to assume that every

piece in her collection is, after learning about its story and the inspiration behind it. And by seeing the eclectic collection of once-banal-now-artful items that make up her pieces, it is clear Girard sees potential in the unexpected.

Just ask her husband, who she said has been witness to her early stages of inspiration countless times.

"I'll pick something up, and he'll say, 'are you really going to turn that into jewelry?"

After years of practice, Girard said she has improved her techniques to create her pieces to be "more functional." She aims to make most everything by hand, but she does incorporate some readymade chains on which to suspend her items. Primarily self-taught, a metal-smithing class at MSSU helped her hone her technical metalworking skills.

When asked if there is one medium she prefers over another, perhaps metals or beadwork, she said she loves them all.

"Some people work just do metalsmithing and some people just set stones," she said. "There are too many lovely things out there, I have to touch them all."

Girard's collection serves as a map of her life and career, exemplifying what she has appreciated over the years. Even her business name, Kristin's Laboratory, nods to her past, as it is an homage to her microbiology career.

"Kristin can be spelled out on the periodic table," she said. "Krypton, Iodine..."

With a goal to "always do something different with things," she said the entire journey has been like many traditional artistic endeavors – ones does it out of passion and then hopes "to make some money at it."

Today Girard's pieces attract customers looking to acquire a piece that is equal parts artistic and edgy – and their ages and background cover the spectrum.

"It depends on the piece," she said. "A lot of the pieces I sell to customers in their late twenties to early forties, but I have some followers who are in their seventies who will buy my pieces too."

She has also garnered custom requests, many of which keep her busy during the holiday season.

And parallel to her continuous awe in discovering a vintage piece or used item to turn anew is her reaction to seeing her creations worn.

"Over the moon! It is crazy. I see someone and I say 'you're wearing my jewelry!"

DENTAL:

Continued from page 10

Dentistry in 1981, and in 1982 he established his dentistry practice in Carthage, near his wife Pam's Missouri roots.

"Carthage is one of the most beautiful cities in the world," said Herrington. "It's been a good place to raise my children."

Professionally, Herrington has seen many changes in dentistry over the years.

"We are now a partner in the medical field and are helping people to maintain health, because we know that there are links to what's going on in the mouth to other medical conditions, like heart disease."

With seven staff members, including his wife Pam, Herrington Dental's practice is "more than just fixing teeth," according to Herrington. In addition to aggressively treating gum disease, Herrington Dental includes oral cancer screening as a standard part of every exam.

"We've had success stories where we've been able to help some of our patients know that there's a problem going on," he said.

Herrington also works with the medical field in the area of sleep

apnea to create oral appliances that can be used in place of traditional CPAP machines, in some cases.

"Not all offices are going to treat breathing disorders," said Herrington.

For the past two years, Herrington Dental has also utilized the Waterlase machine, a laser that puts a tooth to sleep without the need for shots, and Herrington uses this machine on a daily basis for routine procedures like dental fillings.

Once a year, Herrington takes his practice outside of his building and offers a free clinic in Carthage on Good Friday, treating about 100 people on that day. In the future, he hopes to bring in an associate to Herrington Dental in order to allow him time to practice dentistry in countries all over the world. In fact, he and his wife recently returned from Mexico, where they provided dental care to 90 patients in a period of two days.

Herrington is honored that his practice has been nominated for an award in the Carthage community.

"It's nice to be recognized after all of this," he said.

LIBERTY:

Continued from page 10

situational awareness components of the course. With this comprehensive curriculum their courses began filling up, and their students started commenting that the pair should open up their own gun shop.

In April 2015, Royer and Bruton opened the doors of Liberty Tree Gun Shop, one of the three finalists for the 2015 Carthage Small Business of the Year Award.

"It just made sense to go down that road," Bruton said. "People wanted to pair the gear they needed with the training we'd given them."

With a 1,500-square-foot training room, they are able to accommodate up to 40 people per class, and each concealed carry class has reached maximum capacity so far this year. Other classes offered cover topics like AK-47 training, home defense, and church security, with most being taught by Newton County Detective Chad Harris; Bruton and Royer teach when their schedules allow.

After class, students can walk over to the retail area and talk to their instructors about which of the 700 guns in the shop would be the best fit for them. "We try to keep our prices below everyone else's and try to keep our customer service at 100 percent," said Royer.

The store's eight employees serve an "amazingly high-quality clientele," according to Bruton.

"The community is gun-friendly, and that's a huge asset," Royer said.

The two were taken by surprise when they found out they'd been nominated for SBOY.

"We didn't even know the award existed," Royer said.

"It was pretty flattering," Bruton said. "We've strived from the beginning to be more than a retail store and more than a training provider."

Bruton said that goal is reflected in Liberty Gun Shop's name, which is a reference to the famous Revolutionary War Liberty Tree in Boston, where like-minded people met to trade supplies and strategies.

"This is just the modern-day equivalent, where people who are cut from the same cloth can meet."

LD SAYING FINDS NEW MEANING IN AG **GUEST COLUMN**

uring the medieval era, a Persian Sufi poet coined a phrase that remains in use to this day: "This too shall pass."

The phrase has been used in literature and politics to indicate that all material conditions, positive or negative, are temporary.

How true for production agriculture.

Since 2010, our region has experienced a spike in grain prices that has given most producers a sense that they couldn't fail. Then Mother Nature handed us two years of wide spread drought in 2011 and 2012. This lowered inventories, while demand remained constant and then increased. With the can't-fail mentality supported by crop insurance, farmers all over the country changed their long term practices by planting crops on hills and under trees.

With the extra production acreage and Mother Nature providing decent-to-good weather for crop development, we are now back to where we started. In the same time period for beef producers, Mother Nature supplied dry weather throughout the Midwest and storms in the north that forced national herd liquidation. Cattle prices spiked to unprecedented values based on national head counts circa 1950, but nobody stopped to compute what the carcass weight was in 1950 vs. 2015.

Needless to say, nobody was going hungry. Farmers saw an opportunity and retained heifers (both good and bad quality) for breeding to sell to the people who couldn't resist entering the market at its peak and riding it down.

Producers who varied from their practices are now starting to see the problems inherent in drastically changing a business model in the face of prevailing market forces. With an overblown beef supply, demand has plummeted and prices have dropped. As producers shift priorities again, they will leave excess machinery and livestock on the market, further exasperating the current situation.

There are truths in productions agriculture that have been in place for years, and producers would have done well to remember the main tenets:

- Keep your crop rotation in place
- Expand into the capacity of your operation over time
- Make improvements and investments in profitable years
- Never forget Mother Nature will always even you out. Good producers vary little from the proven path. They

see production agriculture as a marathon, not a sprint. It is a lifetime of investment and sacrifice.

The American farmer is efficient and has invested in modern production techniques. These investments continue to feed more people in the USA and overseas. We take pride in ownership of the land and have become better stewards through modern farming and conservation management practices.

In my father's day, most of what was needed was desire to work long days. Today, agriculture is capital-intensive, which allows expanded production capacity but also provides limitations. The investment into modern day agriculture

discourages entry for many would-be farmers.

The long-time practices of production agriculture are being highly influenced by changing laws and regulations. If you are not aware of recent changes in other states as well as national agendas, please make yourself aware. They will affect the use of antibiotics, require changes to create animal comfort, and restrict the use of what is deemed public waterways. These changes are being brought on by consumer sentiment and its effect on the marketplace.

Consumers are more and more seeking out the production of "organic" vegetables, "natural" produce and "grass-fed" beef. But the requirements for marketing under these labels is sketchy. Advertising firms aren't explaining the criteria necessary for products to be deemed organic or all-natural. It really does sound good, but is it just another way to take advantage of a current fad?

Perhaps one day one of my granddaughters will write an article on the changing landscape of production agriculture in the early 2000's. By then historians can determine what was right and wrong. But for the present, changing consumer sentiment and demand in the marketplace is forcing change in the industry. This time the push to change feels more compelling and demanding, probably a result of social media and national media sources.

But my granddaughter will have the benefit of reflection, and she will see the past for what it is. As modern market sentiment mounts against us, we would do well to remember the age-old adage:

"This too shall pass."

Ray Tubaugh is a regional loan manager for Arvest Bank in the Nevada, Lockwood and Pittsburg, Kansas markets, and he has a bachelor's degree in agricultural business from Missouri State University. He can be reached at rtubaugh@arvest.com.

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TO RENOVATE WITH INVESTMENT IN MIND

STAFF COLUMN

paint the cabinets - gray!"

happens often that my partner and I will be drinking coffee on a weekend morning when the conversation turns to home aesthetics. "We need to put in a backsplash," he'll say. "I think a backsplash can wait," I'll reply. "Let's

"No, they're stained wood. That would devalue the house." Would it, I wonder? Would it devalue the house? It's certainly a question to ask, particularly if one is looking to resell.

So, in light of our real estate issue, I decided to put my quandary in the hands of Holly Hukill, co-owner of Joplin Floor Designs Inc. and overall renovation/dream home extraordinaire. I asked Hukill for her advice on which home improvements and investments pay off when it comes time to sell. Here are her top five insights:

Top quality

Go for the highest quality material within your budget. "We can all look at our budgets and think, 'we can't afford X,' but in the long run can you afford to replace X in five years because you didn't spend as much money on a good product?" asked Hukill. "If you're going to stay in your home and you want that product to last, then buy a good quality product, no matter what that is, be it flooring, countertops or cabinets."

Spend tough money

Spend the money in the rooms where buyers don't like to: the kitchen and bath. "People walk in and the first thing they say is 'the bathroom is going to cost me \$30,000 to redo.' So they are going to keep you from \$30,000 of what you want on the house," Hukill said. Invest in those rooms. When it comes to the bath specifically, she recommends going for "functional and beautiful with quality tile."

"And choose someone who knows what they are doing, as you may need water resistance in your bathroom that you don't need somewhere else," she said. As for the kitchen, invest in countertops. "Whether you do natural stone, granite or quartz, it's worth the money. When you look at long-term functionality over the fact that laminate will chip, burn or stain, you are getting a much better product in the long run that is going to be ready for you to sell, and that is going to be beautiful."

Cabinets, cabinets, cabinets

Be considerate when it comes to cabinetry. "If the kitchen flows well, you don't necessarily need to replace the cabinets unless they are in horrible shape," Hukill said. "You could try re-facing them, you could replace the doors, or paint them. Painted cabinets are hot right now. But of course, it's taking the steps to using good quality paint and you do the good quality procedure to get in there." I hope my partner is

Mind the rug

Care for the carpet. "There are carpets that are meant to last five years and there are carpets that are meant to last 25 years," Hukill said. "We usually recommend the highest quality carpet (customers) can afford with a good stain resistant built in the fiber so that way the carpet is still going to look good in 10 years. But, if it doesn't and they want to sell their house, they should consider getting it cleaned or replacing it. That is one thing people don't do often enough. They really need to steam clean their carpet at least once every 18 months. And they need to do that to meet the manufacturer's warranty."

Think outside

Pamper the exterior. "Curb appeal is big. If you're putting in plants or doing work outside your home, do quality work there too," Hukill said. "The key is to always use high quality materials and to care for them as you go along. That is going to make them last longer and look better when you are ready to sell. Who wants to go in at five years and spend another \$10,000 because they didn't take care of what they already had? My preach to people is, 'fine buy a new car, but if you don't wash it and take care of it, it's going to be an old car."

In my book, these are all worthy investments. But I'm left wondering: Is a backsplash key?

"To me they are more like a piece of artwork," Hukill said. "Don't go too overboard, stay somewhat neutral. It's fine to put in some accents of glass tile, but you don't need to spend \$5000 on your backsplash. Look at that at a reasonable perspective."

Over coffee this weekend, I'm going to mention painting

Stacey Lindsay is a reporter at Joplin Regional Business Journal. She can be reached at slindsay@jrbj.biz.

SECURING THE LOAN: WHAT YOU NEED TO KNOW **GUEST COLUMN** rom bakers and brew masters to dentists and

doctors, all business owners have one thing in common - they all need money. Whether they're starting, expanding or continuing their operations, business owners need capital to make their worlds go around. Securing financing for a business can be one of the most overwhelming tasks an entrepreneur will ever face.

No matter the amount of money a business owner needs or the type of business they're in, lenders ask certain questions and look at certain criteria when evaluating loan requests. By understanding how banks and lenders evaluate these requests, business owners can be armed with the information they need to successfully seek out and secure a loan.

What's the plan?

Lenders want to know how much money will be personally invested in the business, how much money the creditor is being asked to fund and how the money will be used. For a start-up company, owners will need to present more than the basics, such as a business plan. The business

plan is the opportunity to answer these questions as well as the following questions:

- · Who will own and operate the business?
- What experience and/or qualifications do you have to operate the business?
 - What will the business sell?
 - Who will the business sell to? Who is your target market?
- What is your marketing plan?

For a company that has already been in business two or more years, lenders will require current balance sheets, profit and loss statements, and interim balance sheets. It's a good idea to bring personal tax returns and financial statements, as well.

To successfully secure a loan, lenders must be confident that the owner has a solid understanding of the industry, the product demand and the competition as well as the important tasks that come with owning a business, such as recordkeeping, cash flow management, inventory control and marketing.

Money makes the world go 'round

Once the lender has reviewed the owner's business plan and acumen, they will move on to the money. For a start up, the first question a lender will ask is how much money is needed to start the business and make it profitable? Most businesses need start-up money to provide working capital, including inventory, real estate, machinery or equipment and furniture and fixtures.

The next question: How much money will the business owner personally contribute to the business? Actual cash investment by the business owner is necessary. An existing business will need to present its current balance sheet to demonstrate how much has already been invested and how the money was spent. All of this information will be

reviewed to determine how much actual cash investment remains after paying out expenses and providing a living for the business owner.

These questions will be evaluated by the lender to determine if the business will operate soundly, that the debt burden does not place unreasonable demands on the profits of the business to repay the debt, and that owners have enough capital at risk to keep them committed to the success of the business.

The terms of repayment

The biggest challenge business owners face when seeking a loan is showing the lender how and when they will pay the money back. This is the chance to prove to the lender that the business' earnings will be enough to repay the loan.

To accomplish this goal, existing business owners will want to have historical operating statements to showcase prior sales, expenses and profits. Additional items that are helpful for existing and new business owners in making this case are projections of sales, expenses and profits for the next two to three years, and an annual budget of cash expected from sales. Industry and market research data can serve to back up your projections.

Borrowing money is all about convincing the lender that the business owner has the capital needed to succeed, the ability to repay the loan, the character and skill to implement the plan and the collateral to serve as backup. When entrepreneurs clearly understand the process and questions a lender will ask, they are adequately prepared to go out a secure a loan that will help their business prosper and succeed.

Eric Reisinger is community bank president of UMB Bank in Joplin. He can be reached at **eric.reisinger@umb.com**.



Tabitha Smith Accounting and Tax Services, 705 Illinois Ave., Joplin



Freeman Neighborhood Care, 1636 S. Madison Ave., Webb City

Bringing down the house

A worker with Big John's Heavy Equipment demolishes the former Wok N' Roll building at Seventh Street and Wall Avenue. The property, which is owned by Empire District Electric Co., is slated to be resurfaced as an additional facility parking lot.



©JRBJ photo by DAVID MINK

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A banquet of honors

(Left) Missouri State Representative Tom Flanigan and Richard Webster Jr. presents the Richard M. Webster Citizen of the Year award to Sue Vandergriff. She was presented the award during the Carthage Chamber of Commerce annual banquet on Jan. 15.

(Below) This year's CCC Small Business of the Year award went to The Palms Massage and Day Spa. Owners Doug Osborn and Terri Johnson accept the award Jan. 15. For a story on The Palms and the other SBOY finalists, see page 10.



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JOPLIN AREA CHAMBER OF COMMERCE BUSINESS EXPO







(Clockwise from top left) Joplin Area Habitat for Humanity's Kelsey Milholland enjoys a stop at the Skaggs Chiropractic oxygen bar; Dwayne Hukill and Mike Wiggins share a laugh at the Granny Shaffer's booth; Zack Francis, a designer with Binky Guy Textiles, makes t-shirts at the Binky Guy booth; the group at the Missouri Southern State University booth stop for a picture; Tianna Fisher and Barbara Wilford pet a furry friend at The Party Zone booth; and Greg Pryor, John Mayberry and Dennis Leonard, all former baseball players with the Kansas City Royals, stop for a quick photo during their signing event on Tuesday.







FEB 1-14, 2016

