

LAKE OF THE OZARKS BUSINESS JOURNAL

NEWS IN BRIEF

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Osage Beach Developments Exceed Expectations

by Darrel Willman

Osage Beach, MO— The sounds of construction fill the air along Highway 54. From the Bagnell Dam to the junction of Highway KK, concrete is being poured, steel and wood are rising, and business is booming. This sudden rush of development seems to have popped up almost overnight. Osage Beach Mayor Penny Lyons indicates it is all in the water.

In more than one way, she is right. The waters of the Lake of the Ozarks are the lifeblood of the area. With the dam's completion in 1931, Missouri's 55,000 acre playground was born. But Ms. Lyons refers to the lines beneath the streets rather than the breakers along the main channel. The City of Osage Beach became a more attractive business location with the entry of Lowe's Home Improvement and the water system.

"As of about six years ago we didn't have a central water system in Osage Beach. We completed the fifteen year water plan in about five years, and by having water and fire suppression available, that really

opened the door for expansion. You don't get a major franchise to come down here if they have to drill their own well. The infrastructure, and the location of Lowe's in the TIF (Tax Increment Financing) spurred all of the growth."

Lowe's became the first of a string of high-profile retailers and restaurant chains to open locations at the Lake. Target, Hy-Vee, Outback Steakhouse and Applebee's have followed, to name a few. Convenience stores, shopping centers and shops are all in planning or under construction. With such growth, some pains are to be expected. Mayor Lyons says everything is under control.

"We're very much in charge. We always have a few glitches. No one could have envisioned what is happening here now, and so we're entering a year long process of updating the comprehensive plan that was done in 1992."

She also notes that the additional revenues gained through licensing fees and assorted permits gives the city more dollars to develop the infrastructure.

story continues on back page

Lake Ozark To See Big Changes in 2005

Lake Ozark, MO— With its historic Bagnell Dam Strip, is an annual tradition to families all over Missouri. Each summer, crowds stroll along from shop to shop, grab a bite to eat, and enjoy the summer sun. The large AmerenUE sign that welcomes visitors marks it boundaries. Inside, growth is readily apparent everywhere.

Gary Weber, Mayor of Lake Ozark indicated large areas on their planning map that are currently in the stages of development.

"The rock quarry is just about finished, and will be leveled off in the next couple months. That will all be commercial. The Shops at the Bend. Some of those shops will open by fall. There's going to be some real



Mayor Gary Weber

Willman

large section of property which covers the interior of Lake Ozark, scheduled to get a road through to Highway 54, opening it to commercial development. Other developments included the new Paul's Supermarket, and an area off the highway near

"I'm real excited about Lake Ozark. I know things are in the hopper. Over the next six months or a year, people are going to be really amazed."

— GARY WEBER, MAYOR OF LAKE OZARK

nice shops in there. And, we're working on the Strip. There are some major changes there."

New life is springing up along the Strip, construction taking place on at least four structures. Mr. Weber also pointed out a

the Highway 54 Business Loop

"Right now we have quite a few things working, a lot of it we can't talk about right now. There's definitely some major, major developments coming to Lake Ozark in the near future." ■

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New Missouri Legislation Protects Restaurants, Others From Frivolous Lawsuits

Jefferson City, MO— Recently, food manufacturers have been the targets for an increasing number of frivolous lawsuits. Fast food chains and snack food manufacturers have been the target for lawyers alleging the products have caused a range of health ills including weight gain and health problems due to obesity. Missouri

bill HB 1115 was signed by the governor outlawing such litigation. The "Common Sense Consumption Act" disallows civil lawsuits aimed toward manufacturers, distributors, and food retailers claiming weight gain, obesity or health problems associated with them. ■ *Press Release*

EDITORIAL

"Our liberty cannot be guarded but by the freedom of the press, nor that be limited without danger of losing it."

— THOMAS JEFFERSON, 1786

With the first issue of *The Lake of the Ozarks Business Journal*, I am reminded of the freedoms the press has enjoyed over the 218 years since the Constitution was enacted.

The first amendment reads: "Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the Government for a redress of grievances."

Freedom of speech has been challenged and clarified many times during those years. One such example was the right of journalists and newspapers to protect their sources. Shield laws have been enacted in most states since then, protecting writers from being forced to reveal their sources.

The latest attempt to quash the rights granted under these shield laws comes from a pair of lawsuits filed in California. Apple Computer, Inc., sought to force rumor websites O'Grady's PowerPage.com, Apple

Insider.com and MacNN.com into revealing the sources for articles discussing the computer company's upcoming hardware and software product offerings.

The websites contended online journalists enjoy the same First Amendment rights and California Shield laws employed by print publications.

Apple's argument continues to be that the information presented on the websites discloses confidential information protected under signed non-disclosure agreements (NDAs) entered into with likely submitters.

Apple has since won their legal action against the three. The computer maker is proceeding with its lawsuit against ThinkSecret.com in a separate lawsuit.

It contends ThinkSecret.com broke the law while soliciting insider information from anonymous sources, "inducing" Apple employees to break their NDAs with the company. ThinkSecret's motion for dismissal has placed the suit on hold until mid-April.

Missouri has no statutory shield law. Courts have ruled

however, that there must be a determination that the information sought is material and relevant "if it cannot be secured by any less intrusive means and if its disclosure is essential to protect the public's interest and if there is a legitimate need to see and otherwise use it."

Shield laws aside, the larger question here is the defining factor for "journalist". Do online news websites and others qualify?

Historically, broadcast journalists in television and radio have had less success than their print counterparts in protecting sources under the First Amendment. Are they, and Internet sources of news, less "journalistic" than those of ink on paper? Is it the medium that defines a journalist?

Should the constitution be interpreted to infer that only those using a "press" be afforded its protection under free speech?

Along with the arguments posed in the lawsuits Apple has filed, the courts may be deciding a larger issue, one the founding fathers could never have imagined. ■ *Editor*



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Local Business Leaders Discuss Growth Potential

by Monica Vincent

Lake of the Ozarks Business Journal sat down with a spectrum of local company owners and officers to discuss their take on the rapid development our communities are experiencing as well as the impact felt by their own companies.

David Behr, President at Bank Star One says, "I foresee nothing but good growth and golden investment opportunities over the next 8 to 10 years with some glitches and some businesses that won't make it." Does he think our communities are prepared to handle the growth?

"Our growth within this company is amazing. We've just had our best January and February ever."

— BOBBI BASH, REALTOR®

Behr is cautiously optimistic. "As long as we continue to keep pace with our infrastructure, I see a lot of good things happening."

Says Jeff Alderman, Partner at A.G. Edwards Lake Financial Group and board member of Lake Regional Hospital, "My partner and I have spent our personal and professional lives in this lake area, and made the decision to establish offices on this side of the lake to take

advantage of the tremendous growth and opportunity that we both see exists." When asked if he thinks the real investment opportunities will occur in the next 10 years he replies "I see a lot of it happening in a much quicker time frame —over the next 3 to 5 years." He continues to add, "There is a reason why our Lake Regional Hospital has invested so much over recent years in the highest quality staff and infrastructure. They realize our population is booming, and people looking to retire and move to the Lake area want to know they have medical facilities

they can rely on."

There are some who see things in a more conservative light. Says Matt Redd, President of US Mortgage, "I think some of the expectations are too high. I don't really see us becoming a top year round destination. After all, there's no golf in the winter — it's still cold." He goes on to say, "Our population will probably continue to grow at the current controlled rate which has been a

luxury for us. But either way, it won't change the way we do business."

When checking in with one of our top local realtors, Bobbi Bash says, "Our growth within this company is amazing. We've just had our best January and February ever." She reports that most of the home market is in the higher brackets. "There is next to nothing to find out there under \$300,000 and it is even getting hard to find anything in the \$400,000 to \$600,000 range. Last year there were eight \$1 million dollar plus homes sold and we sold three of them. In the lake area there are currently 29 homes in that price range on the market."

Mike Elliot, Broker/Co-owner of Gattermeir-Elliott Real Estate, echoes Bobbi in saying, "We just had the best January we've had in 34 years. Every year has been a record year for the last 4 consecutive years, and based on the first quarter of this year, it looks like we'll have another record year." He adds, "Commercial property is just exploding."

I sat down with Jim Hickam of the Lake Condo Connection to consider the \$100,000 and under

housing options available. Says Hickam, "That's a very difficult price range to find in condo units at the Lake. Even the older complexes are appreciating and being maintained. A resale in a good complex rarely sits on the market for more than 30 to 60 days." Hickam claims the condominium demand is on the rise,



Willman

"Commercial property is just exploding"
Above: Target and Hy-Vee in the Prewitt's Point Development

"Already we've had an extremely strong early season this year." He adds, "There are over 180 complexes in existence, plus there are allegedly 3,000 new condos under permit. With only about 900 on the market and a quick turn around, that creates a high

demand." He explains this demand by saying, "This is one of the only developed waterfront resort areas in the US where you can still buy waterfront condominiums in the 100k range, and the principle reason people buy condos is because it is much more affordable than buying a home with lakefront property."

Says Brian Pachenka, General Manager of Glencove Marina, "Adverse weather in our boating season definitely affects our traffic here at the Lake." He goes on to say that their largest boat show in St. Louis "exceeded expectations in 2004 by 20% and was up again this year by about 10% over last year. I'm hopefully optimistic for this year."

Michael and Joy Triola are recent transplants and owners of Pelican Spas on Hwy 54 in Osage Beach. When asked why they chose to leave their Kansas City business and move to the Lake they said, "Our first dream was to live by water. We considered the growth at Table Rock as well as here and chose the lake area for its investment and growth potential as well as the friendliness and helpfulness of the community." ■

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Tourism: "Fuel" for the Economy

by Benjamin Wiese

Successful Lake area businesses directly and indirectly rely on tourist traffic. Staying in our hotels, motels and campgrounds, visiting our stores, buying or building second homes or obtaining products and services, tourists are the fuel for driving the lake economy.

In the same way tankers bring fuel to gas stations, the Lake of the Ozarks Convention & Visitor Bureau (CVB) brings tourists to the Lake area. Now, in its 73rd year, the CVB is recognized by the Missouri Division of Tourism as the official designated marketing organization for the Lake of the Ozarks.

For years, the CVB struggled to find the money to advertise and promote the Lake of the Ozarks. In the early nineties, the CVB coordinated the efforts that created both the lodging tax and TCLA. From the beginning, the two organizations developed a unique relationship that leverages the maximum amount of matching funds from the Missouri Division of Tourism, and the Lake of the Ozarks, now, appears in 28 magazines, 11 newspapers, and on television and radio within a 750-mile radius of the Lake area.

The mission of the CVB is to promote the Lake of the Ozarks as "The Premier Family, Golf, and Group Meeting Destination of the Midwest." The CVB works toward this goal through a close partnership with the Tri-County Lodging Association (TCLA) and on a cooperative level with area chambers, cities, businesses, the Golf Council, and the Missouri Division of Tourism.

Some of the tools used to promote the Lake are the Vacation & Service Guide, special events, ad production and placement, the creation and maintenance of the fun-

lake websites and public relations. All of this is accomplished through the TCLA advertising budget, CVB membership support and Vacation Guide and Restaurant Guide ad sales.

The Vacation and Service Guide is the most widely distributed publication to promote the entire Lake area and its businesses. Distributed at 14 sport shows, ads, websites & state travel centers, 165,710 Vacation Guides were distributed in 2004. Lake Life, a pull-out section of the Vacation Guide, is distributed locally showcasing attractions, restaurants and businesses.

The Restaurant Guide came about at the request of area restaurant owners. It was their goal to produce a comprehensive guide to dining at the Lake complete with sample menus and maps. This is the newest of the CVB publications and growing in popularity each year.

The CVB has played a pivotal role in growing and developing annual events that draw visitors from different genres and areas of the country. The Harbor Hop, Crossover Christian Music Festival, Great Lake of the Ozarks Gospel Sing and Midwestcoast Summerfest are just a few of the established events bringing thousands to the area each year as a result of these efforts.

The Lake of the Ozarks Convention & Visitor Bureau is proud of its long history of promoting the Lake and will continue to find new ways to deliver the "fuel" for our area economy. For more information on the Convention & Visitor Bureau and Tri-County Lodging Association or to request any of our publications please call 573-348-1588 or 1-800-FUNLAKE. And, check us out on the web at www.funlake.com.

Tri-County Population Continues to Rise

by Monica Vincent

Lake Ozark, MO— In August 1987, the Lake of the Ozarks Research and Development Foundation produced a report which estimated 2.7 million people visited the Lake of the Ozarks annually. Of those, 2.3 million were identified as "traditional tourists". The remainder were second home owners that visited

and Morgan Counties which are frequently referred to as the Tri-County region. Over the past two decades population growth for the region has outpaced the State average. During the 1980's the tri-county population grew by 21.8 percent, while the state average was just 4.1 percent. Population growth accelerated during the 1990's, increasing by 25.3 percent



Willman

AmerenUE's sign marks the entrance to the Bagnell Dam Strip. Lake Ozark experienced a 104.3% increase in population from 1990 to 2000.

the Lake area an average of six times per year. By 1994, the level of "traditional tourists" had increased to an estimated 3.7 million people annually. Estimates now put it at over 4 million people annually.

Osage Beach is considered the primary tourist community on the Lake of the Ozarks, its resident population base of 4,000 people increasing more than ten-fold during peak seasonal periods to over 50,000.

Current summer traffic volume on US Highway 54 is approximately 39,800 vehicles per day. This volume with the completed development of Prewitt's Point Shopping Center is expected to reach approximately 45,700 vehicles per day. Estimates based upon these trends indicate volumes are expected to reach approximately 55,300 vehicles per day in 2010.

In contrast, the current summer traffic volume on Missouri Route 42 is approximately 7,900 vehicles per day. Upon the completion of Prewitt's Point, this is expected to reach approximately 9,800 vehicles per day. And by 2010, estimates indicate approximately 13,700 vehicles per day.

The Lake of the Ozarks region encompasses Camden, Miller

to 79,924. Missouri's population expanded by only 9.3 percent during the same period, nearly reaching 5.6 million.

During the 1990's Camden County led the Lake of the Ozarks region in population growth, increasing 34.7 percent to 37,051 residents by 2000. Morgan County grew by 23.9 percent over the past decade, with a current population of 19,309 residents.

According to population projections published by the Missouri Office of Administration, over the next 25 years the rate of population growth within the Lake of the Ozarks region is expected to continue to outpace the State as a whole. By 2010, the Lake's population is forecast to reach 94,189, increasing to 101,024 by 2025.

In the Lake of the Ozarks region, communities reporting the strongest rates of population growth for the decade were Sunrise Beach (120.4%), Lake Ozark (104.3%), and Osage Beach (40.3%). In terms of absolute growth, Osage Beach led with the addition of 1,053 residents. ■

Sources: Canyon Research Southwest, Inc., U.S. Census, Missouri Office of Administration, Prewitt's Hwy 54 Enterprises, LLC.



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Cops on Top Shows Business Support

Lake Ozark, MO— Special Olympics Missouri held the tenth annual Polar Bear Plunge on February 26th. The event, along with the Cops on Top fundraiser generated more than \$103,000 to benefit Special Olympics in the state. Osage Beach Department of Public Safety's Corporal Pete Leyva talked about the businesses who aided the Cops on Top portion of the event.

"Businesses like Remax, Ken Peters Team, Albers, restaurants like Risky's, Pickled Petes, Papa John's, Cozy Coney, Flirts and Earth Angels, Family Tree Service, everybody has pitched in to help us raise money... way more than we expected. I know I'm forgetting a lot. The business community really turned out— not only did they donate money, but they donated things so that we could give [them] a way to get people here. There's people coming here

who donated \$20 and got \$30 worth of stuff [in return], we had that much to give away."

Businesses donated prizes as incentives, as well as food and beverages. Other officers involved in the project include: Officer Lance Hendrick, Officer Kevin Friend and Cpl. Steve Eidson. The organization has participated in the Polar Bear Plunge since its inception, and started the Cops on Top fundraiser last year. Total donations this year reached \$8,115.

Mike Clayton, Program Director at local radio station Mix 92.7 FM, was on top of the building with the officers. He was very enthusiastic about the event, and the Polar Bear Plunge that followed.

"This is a big event that we participate in every year, only our second Cops on Top event, but we've been doing the Polar Bear

Plunge since its inception. We're at the \$500,000 mark so far this



Willman

Osage Beach Department of Public Safety Corporal Pete Leyva.

year, and hoping to get a one-day total of over \$100,000." All three daytime staffers from Mix 92.7 participated, taking their turns atop the Blockbuster Video building in Osage Beach. "We take the money raised from Cops on Top and add it to the Polar Bear Plunge and hopefully we break all sorts of one-day records for Special Olympics in Missouri. It's a thrill to do this for the kids and adults who participate in Special Olympics." Mike has especially high praise for the local businesses who came by to add to the total. "The businesses always stand behind us. That's what makes the Lake of the Ozarks great. The business community is the best in this area. They all support causes, even if it's not Special Olympics... they band together for whatever need is there."

Susan Stegeman, Torch Run Director at Special Olympics Missouri talked about the event.

"It was the best ever. When the weather cooperates, it seems to bring people out. We had a hundred people walk up [to enter] that day. People don't mind standing in line, because they're not freezing. They barbequed and tailgated in the park, it was just a fun day."

510 plungers in total participated, some wearing costumes. 92 participated in the Polar Bear Strut, a five kilometer event for walking or jogging held the same day.

Special Olympics is "a global movement that provides athletes with mental disabilities an opportunity to experience the excitement, joy and personal fulfillment associated with sports training and competition". ■



Willman

Mix 92.7's Dave Friday and Mike Clayton with Osage Beach Officer Kevin Friend on top of the Blockbuster Video building during the Cops on Top fundraiser.



"Plungers" enter the water at the 10th annual Polar Bear Plunge submitted photo

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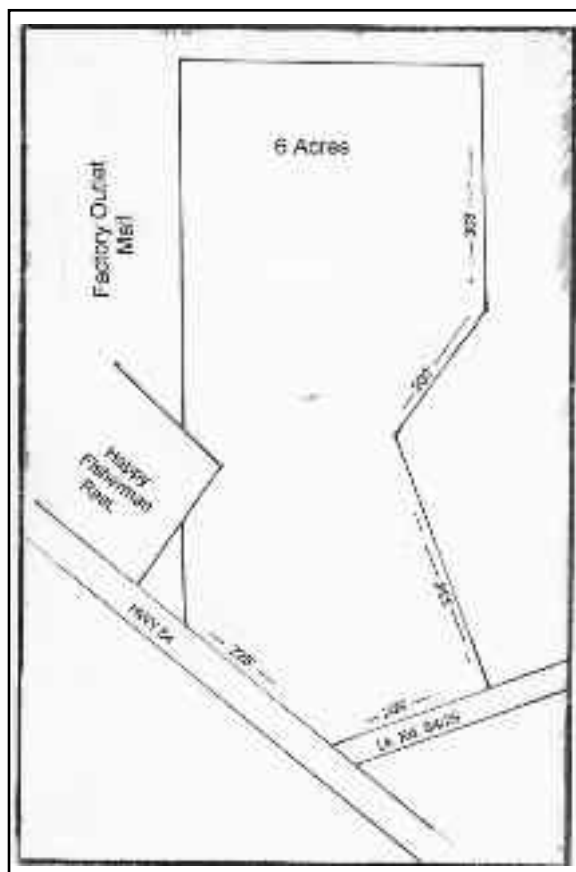


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REALTOR® Tips: Red Flags

The Johnsons had a problem. A leaky roof. Now that their home was about to go up for sale, Johnson arranged to have it repaired. Good thinking, Johnson. Almost. After the job was finished at great expense, the yellow water stain still remained on the ceiling. Mr. Johnson thought he had already spent enough on the roof and any buyer would believe him when he showed them the repair bill.

The old adage of being penny-wise and pound foolish bore fruit. Each prospect asked about the stain. The receipted bill never quite put their minds at ease. One structural problem in a house is a red flag waving and warning — “Don’t get involved with this headache.”

Fortunately for the price of a restaurant dinner, the ceiling was repainted. It finally sold, but only after too many of the best prospects had gone onto other properties. The moral is obvious. The fewer apologies you have to make for your property, the easier it is to sell. If you have obvious red flags waving — remove them.

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Team Jane Kelly Tops Regional RE/MAX Rankings

Lake of the Ozarks, MO— The RE/MAX Mid-States Region has awarded Team Jane Kelly the Number One Team in Missouri/Kansas for 2004. The team was also inducted into the prestigious “RE/MAX Millennium Club” and “Chairman’s Club”. Rounding out the commendations, Team Jane Kelly was honored for placing among Missouri’s top five associates, with the highest number of transactions.

“Jane and her team have continued to uphold their reputation for superior performance in a very competitive arena. With

more than 27 years of real estate experience, 10 of which have been with RE/MAX Lake of the Ozarks, Jane’s outstanding accomplishments are obviously well deserved,” said Frank Christensen, Broker/Owner, RE/MAX Lake of the Ozarks.

Team Jane Kelly includes Jane Kelly ABR, CRS, GRI, Buyer Specialists Mary Maher, Denise Maher and Margie Rudolph, Listing Manager Penny Wright, Closing Manager Lori LaManno, Special Projects Manager Terri Preston and Client Services Representative Bob Nelson. ■

Press Release



Jane Kelly

Lake Area Chambers See Growth in All Areas

Lake Ozark, MO— Chambers of commerce are traditionally the voice of business in areas such as legislation, taxation and zoning, just to name a few. With the close ties they have to the business community, they are a good source for information. The Lake Area’s three chamber directors gave the *Lake of the Ozarks Business Journal* their take on growth.

Trisha Roberts, Lake Area Chamber of Commerce: “There’s been some tremendous growth in the Lake Ozark area, with Paul’s and the shopping center development there, the shops at the Bend is going to be a nice development, and I’m very excited about the Strip in Lake Ozark. The Strip is a historic part of our community. I know that they’re working on the River Walk, that will be fantastic. We’re [the Lake area] not the

Memorial Day to Labor Day [destination] any longer— with the retail establishments, the lodging facilities, the dining opportunities, and the diversity the Lake has to offer, that season has been extended well into the Christmas shopping period. You’re looking at a year-long market.”

Michael Kenagy, Lake of the Ozarks West Chamber of Commerce equates the Community Bridge to an artery, allowing visitors to the Lake of the Ozarks to get to the west side more easily. “With the opening of the bridge, that really opened up the West side of the Lake. With travel times reduced to thirty minutes, developments like Porto Cima and The Villages have come in. Also, Laurie’s expansion of the water system. We’re still deemed or considered the quiet side of the Lake. People want to get in here

now, and try to capture some of that. Is it going to stay forever? Probably not.”

Wayne Morgan of the Eldon Chamber of Commerce. “We’re starting to see some growth here also. You look at Movie Gallery that moved in, of course the race track being built here— indications that people feel that this is a growth area.”

“We’ve had inquiries from site selectors for some retail possibilities, we think this year we’ll pick up a couple more retail. What we have seen more importantly, is the people working down there have to find housing, and Eldon has been fitting that bill. People are coming here because there are jobs here. It’s always been my belief, that if the job opportunities are there, people will come.” ■

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AmerenUE's Bagnell Dam - Fueling the Lake's Economy

by Monica Vincent

Osage Beach, MO— When considering the tremendous growth in the Lake area there is one entity whose contributions play a vital role in making it all possible - AmerenUE.

AmerenUE's Bagnell Dam, consists of eight main electric generators and two small house generators with a total licensed capacity of 176.2 megawatts. The Bagnell Dam creates the Lake of the Ozarks. When full, the lake is 92 miles long, covering 55,000 acres, has 1,150 miles of shoreline, with 2 million acre feet of water. Power generated at the dam flows into a "pool", allocated to the areas that need it. As such, it is difficult to say just how much of the electricity generated at the dam meets the needs of customers in the Lake Area.

A quick look at statistics on power usage can indicate growth however. For the lake area, AmerenUE currently has on record some 35,000 customers. Their growth data is reflective of what is happening in the lake area. With a service area that covers the most populated areas of Osage Beach, Lake Ozark, Eldon and Versailles, we can discern growth as surely as through population numbers. Records show an average growth in electric load of 3.1 percent annually since 1988. In 2004, the number of new customers increased 3.5 percent, setting a record.

But the waters of the lake do more than generate electricity. As Missouri's playground, the lake provides a recreational mecca, drawing tourists and visitors from all over the Midwest.

On a typical summer day, there are likely to be more than 10,000 boats on the lake, from jet skis to 50 foot yachts. There are approximately 25,000 docks, the larger ones consisting of dozens of slips. AmerenUE regulates docks, seawalls and other structures on Missouri's Lake of the Ozarks under provisions of its federal license for Bagnell Dam and the Osage Power Plant.

In response to increased public concern about the impact of large docks on navigation and recreational use of the lake, AmerenUE has implemented new limits on the maximum length of boat docks permitted

at the lake. These changes apply only to proposed new docks. Existing permitted docks will not be subject to the new requirements, but would be reviewed if changes are made to the dock. For more, log on to their website at http://www.ameren.com/Environment/ADC_ev_DockComments.asp

Fishing is second only to boating, and anglers on the Lake enjoy approximately 80 different species of fish existing within 20 mile downstream of the dam. The river immediately downstream of the dam may have the highest fish catch rate in the state. Revised plant operations at the dam have enhanced the dissolved oxygen in the river, significantly improving the fisheries environment downstream of the dam.

AmerenUE sponsors the Adopt-the-Shoreline program to encourage volunteers to help with litter control, and they maintain a hotline (573-365-9203) for reporting derelict docks, pollution, or other concerns about the lake. Adopt-the-Shoreline volunteers remove about 200 tons of foam flotation material from the lake's shoreline each year.

AmerenUE banned any new installation of non-encapsulated foam in 1995. To ease the impact on dock owners, the company did not require the immediate removal of existing foam if the flotation was still in good condition until 2003. Dock owners now have until Dec. 31, 2008, to replace all non-encapsulated foam flotation material with encapsulated floats approved by AmerenUE.

In recent years, the number of dock permit applications has grown from 900 in 1990 to more than 3,000 annually. For quick access to all of their permit applications and policies you can log on to their website at www.Ameren.com and look under the heading "Environment".

Improvements continue to take place at the Dam with a recent closure for several months in the late fall of 2004 to rebuild and resurface the 70 year old road across the Dam. Security is also not taken lightly. Public tours were discontinued

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several years ago, and since 911 many more security measures have gone into effect, some of which cannot be disclosed.

Perhaps the most important change has come in the form of better communication between Ameren and law enforcement agencies from the FBI and National Homeland Security to Local Police and Water Patrol.

Says Mike Cleary, with Communications at Ameren Services, "This is very important in allowing both sides to know what resources they have at hand in the event of an emergency and how quickly we can expect a response time."

— Ameren, headquartered in St. Louis, is the parent company of AmerenUE. They are a pri-

vately owned utility serving more than one million customers in Missouri and Illinois. Ameren itself was formed in 1998 by a merger of Union Electric and Central Illinois Public Service. ■

Information provided by
Ameren Services

Adopt-the-Shoreline Honors Members

Lake Ozark, MO.— More than 100 persons were on hand as the Adopt-the-Shoreline organization at Missouri's Lake of the Ozarks held a recognition dinner, March 1, to kick off the 2005 Spring Shoreline Beautification Cleanup. •

Program volunteer and Zone Coordinator, Donn Nelson served

the award in his honor.

"Hundreds of volunteers work annually to protect the shoreline of the Lake of the Ozarks, and they all deserve to be recognized," said Adopt-the-Shoreline Coordinator Jeff Green. "Our annual Adopt-the-Shoreline dinner allows us to honor our volunteers and kickoff this year's



Adopt-the-Shoreline Chairman Phil Thompson (left) presents the Outstanding Volunteer Award to the family of Frank Bachelier, who passed away last fall. Accepting the award is Frank's wife, Tracy (center), and son, Joe (right). • Also shown is Bruce Thompson, who gave the speech introducing the award submitted

as master of ceremonies for the event, which took place at Tan-Tar-A Resort in Osage Beach. The cleanup, itself, is set to begin March 19 and continue through April 3.

The recognition dinner was sponsored by AmerenUE, which presented gifts of appreciation to each member organization, as well as to supporting members. Adopt-the-Shoreline Advisory Board members were recognized for their efforts to monitor and improve the program. •

Recognition gifts also went to the Zone Coordinators who work with Adopt-the-Shoreline groups within their zones and coordinate trash removal with local sanitation companies.

The Outstanding Volunteer Award went to the family of Frank Bachelier for his past dedication to the Adopt-the-Shoreline program. • Frank, a long time Zone Coordinator for the program, passed away last fall. • Frank's wife, Tracy and son Joe accepted

cleanup."

AmerenUE created Adopt-the-Shoreline and continues to sponsor it, providing administrative support and paying for disposal of the trash and debris removed during cleanups, but the actual cleanup work is performed entirely by volunteers.

Begun in 1994 with nine civic clubs adopting 89 miles of shoreline, Adopt-the-Shoreline has grown to include 92 businesses, organizations and individual property owners, with more than 600 miles of shoreline adopted between Bagnell Dam and Truman Dam. • The groups expect to provide more than 800 volunteers for this year's Spring Shoreline Beautification Cleanup, but Green says additional help is always welcome.

Anyone who would like to participate in the cleanup, or join Adopt-the-Shoreline, should call 573-365-9214. ■ *Press Release*

Lake Area Chambers to hold Job Fair April 28

Lake Ozark, MO— The Lake Area, Lake West, Waynesville/St. Robert and Rolla Chambers of Commerce have partnered together to hold a job fair titled "Operation Workforce". To be held Thursday, April 28, 2005 in the St. Robert Municipal Center from 2 p.m. until 7 p.m., the event seeks to unite would-be workers and employers. Trisha Roberts, Director of the Lake Area Chamber of Commerce commented about the job fair.

"Employees can do interview-

ing, distribute applications, [employers can] collect resumes, whatever [they wish]."

Ms. Roberts knows however the event is not a panacea.

"To say it's going to be the golden egg, and will solve all the [employee shortage] problems, it will not. This is however, an opportunity for the employers to tap into an area that will help ease the pressure. Businesses are signing up now, and can do so through the first part of April."

Ms. Roberts recognizes the

distance between these cities and the Lake poses some difficulties of its own.

"We would also like to provide a listing of ride-share opportunities, to do a carpool from here to there and back. We would also like to look at some sort of shuttle service."

Prospective employers and employees who want more information can contact the Lake Area Chamber of Commerce at 573-964-1008. ■

Help! Lake Area Businesses Discuss Hiring and Retaining Employees

—Lake of the Ozarks, MO— Crystal McDowell, manager of the McDonald's location on Highway 54 in Osage Beach indicated they have felt the shortages in workforce more acutely than perhaps some of the other establishments. "We have lost several



McDonald's Restaurant

employees. However, with the new businesses, they know they can go to another business. Which means we are losing our good people. And so when we hire, we have slimmer pickings." Crystal indicated they were contemplating raising the starting wage in order to attract more applicants. "I believe we're about to increase our starting wage, yes."

When asked if they were having to search outside the immediate Lake communities in their hiring efforts, she was quick to respond. "Definitely. Yes. We've hired people from Crocker,

Eldon, all over." McDonald's relies on word-of-mouth and in-store displays to attract applications, as well as crew incentives, she said. "We tell our crew that we will give them thirty dollars if they can get us an employee that stays 30 to 60 days, you know, something like that."

Tracie Williams, Manager of



Outback Steakhouse

Outback Steakhouse in Osage Beach had this to say.

"Outback is pretty much the same as when we opened. I think it's benefits and working conditions [that allows up to keep our employees]. It's how you treat them. We work as a family, we take everybody out, we go bowling, we do employee appreciation night, we do a lot of different things with the staff. You keep them happy, and they're going to stay." Tracie is convinced employee relations is key to hiring and

retaining employees.

Ron Kinnison, Manager of the Osage Beach Wal-Mart Superstore has a positive outlook on his staff and filling vacancies. When asked if the recent openings and development of so many new businesses has had an impact on Wal-Mart's hiring he



Wal-Mart Super Center

replied, "Slightly. We haven't seen as much impact, because I do have pretty much a steady year-round workforce already. We are still getting quite a few applications coming in. I have not really seen the impact I thought I would see." Wal-Mart does not advertise locally when positions are open, rather relying on an in-house application terminal and walk-in job seekers. Ron said the vast majority of his current staff had been with him for some time, and so the demand to fill positions has declined in recent years. ■

West Side Readies for Roadside Cleanup

Lake Ozark, MO— Both residents and visitors appreciate the natural scenic beauty of the Lake of the Ozarks and believe scenic beauty is a principal reason so many people visit the area. Roadside trash is nearly epidemic and presents a contradiction to the beautiful scenery everyone enjoys.

A group of volunteers formed a Beautification Committee under the sponsorship of the Lake of the

Ozarks West Chamber of Commerce. • The road clean up project has since become an annual event. • This year's roadside clean up is scheduled for the week of March 28. • Dumpsters will be available on Saturday, April 2 from 8 a.m. to 4 p.m.

Last year, the Westside Road Clean Up campaign picked up over 22 tons of trash, as well as 4 flatbed trailers of scrap metal and 4 flatbed trailers of appliances.

Volunteers from Gravois to Greenview will meet to pick up road trash during the event.

Interested residents are encouraged to help by donating time, money or both.

Volunteers can call the Lake West Chamber office for more information at 374-5500. • Trash bags are free and are available to the Chamber office or at each dumpster site the day of the pickup. ■ *Press Release*

From The Helm

Missouri Marine Dealers Association

The Missouri Marine Dealers Association held its first organized meeting on December 8, 2004 at the Lake of the Ozarks. A group of 31 representatives from all four areas of the state came together with the purpose of electing a Board of Directors and determining officers. Among those present were marina owners, marine dealers, and those in marine-related businesses. To be a full voting member you must be registered with the state as a marine dealer. Associate members, such as lenders and product suppliers may participate and attend MMDA meetings and functions, but may not vote or hold office.

The new officers are: President - Randy Kelly, Kelly's Port Marina at the Lake of the Ozarks, Vice President - Larry Tague, Lake Viking Marine in Gallatin; Secretary - C.J. Brown, St. Charles Boat and Motor in St. Charles; and Treasurer - Wayne Crosby Lebanon Suzuki & Kawasaki in Lebanon. The acting Executive Director is Mike Atkinson. Mike can be reached at (573) 365-6166.

All of these people and many others are joining together to improve and promote the quality of the product, sales, and service boating enthusiasts receive. Whether you fish, ski, cruise or sail, the association will be working to increase

communication, provide access to information and monitor legislative and regulatory issues. With navigable lakes, streams and rivers too numerous to mention, the Missouri Marine Dealers Association members offer acres of new and used boats, financing at all levels, parts and repair facilities and many practical and fun nautical accessories.

Plan to include a visit to one of the many boat dealers across the state or attend the boat show taking place this spring. This organization was developed to be a voice for the marine industry and assure that you have the best Missouri boating can offer.



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Boater Safety Law Now In Effect

Jefferson City, MO— The Missouri State Water Patrol has issued a statement reminding boaters that beginning January 1, 2005, every person who operates a vessel on Missouri lakes and was born after January 1, 1984 shall be required to possess on the vessel a boating safety identification card issued by the MSWP along with a valid photo ID. A vessel under Missouri State law includes every motorboat and motorized watercraft including personal watercraft.

Out-of-state boaters visiting Missouri will have until January 2006 to comply with the new requirement. Boat operators successfully completing the Missouri course will be required to carry a boater certification card with them while they are operating a vessel.

In addition, new regulations require *every* person convicted of Boating While Intoxicated, Reckless and Negligent Operation, Failing to Stop on Signal of Water Patrol, or

Leaving the Scene of a Vessel Accident to complete a Boating Safety Education Course at their own expense. Boaters convicted of such offenses cannot operate a vessel on Missouri waters until the course has been completed and the certificate has been filed with the court.

Boaters needing to get certified under the new regulations can register locally in a class offered by the Missouri State Water Patrol, take the online course or order the home study course. For the home study course by the MSWP, call (573) 751-3333 or register online at www.mswp.dps.mo.gov. Call 1-800-830-2268 for the home study course. Participation in the course given by the MSWP is free to boaters, but a processing and printing charge of \$15 is assessed for the certificate card.

Sergeant R.L. Bledsoe of the MSWP said the first year is not necessarily a time for officers to write tickets. ■ *Press Release*

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The Vandervort Report

"The End of the Beginning"

by Merlyn Vandervort, President, Millenium Group Companies, CR, CGR
The times they are a changing; good or bad, like it or not, they are changing. The only thing in life that is inevitable is change.

That statement couldn't be any more certain any place else in the world (except maybe the Middle East) than it is right here at the Lake of the Ozarks!

The Lake is at the end of it's beginning, and regardless of whether you are for it or against it, this train has left the station and there is no turning back. A huge part of that inevitable change is development, and this area is certainly moving full steam ahead in that department. New chain restaurants, huge retailers, large condo developments, the list goes on and on. Is the lake ready for such growth? If we are not ready, we had better darn sure get ready!

Camden County recently developed their "Planning and Zoning", and I suspect that Miller and Morgan County will follow their lead in the near future. Planning and Zoning is definitely a necessary asset to a growing community and probably should have been put in place several years ago. It does however need a tremendous amount of direction from the developers who are willing to move this area into a first class twenty-first century resort community.

A clear vision of the future and a very strong, pro-economic development strategy to achieve that vision of the future is a must for Planning and Zoning to be a success and have a positive impact on our community.

Certainly, there is a vocal minority who would just as well see the lake stay the way it has been for decades, stop all of the development and stay a quiet little spot in the middle of Missouri. Too late! Our secret is already out, the cat's out of the bag and Pandora's box cannot be closed!

People from coast to coast have discovered the secret of this fantastic lake resort area that we call home and they are coming in droves whether we like it or not! We can choose to either be at the forefront of this destiny or get ran over by it, either way it is going to happen! For those who cannot accept it, there are a lot of other lakes throughout Missouri that do not have our flourishing economy, growth or development and would probably welcome those individuals with open arms.

What are the economic development plans of the lake area?

What is being done to build the infrastructure to support our inevitable population boom and growth of our community? Why do you suppose all of the large retailers and restaurants are moving into our town?

These are some questions that we had better figure out the answers to right now! There are roughly fifty thousand permanent residents of the lake, and close to a million second homeowners.

All you have to do is evaluate the demographics of the majority of those second homeowners and you will realize what all of the big chain retailers have figured out about the lake area market. The majority of second homeowners are baby boomers, early retirees with above average incomes and a solid plan to retire at the lake within the next ten years.

You've probably heard that the permanent lake population is expected to increase by fifty percent in the next five to ten years; if the before mentioned is only half right, our population will increase by many times over in the next five to ten years.

Lee Iacocca, former Chairman of Chrysler once said; "lead, follow or get out of the way," I would suggest to all Developers, Entrepreneurs, Business leaders and our community's elected representatives, that we do lead before we are forced out of the way by more forward thinking Entrepreneurs that will certainly follow us.

The Lake is at the end of it's beginning and thank God for all of the hard working individuals who invested their lives in making our community what it is today—a beautiful place to live, with somewhat of a small town atmosphere and a flourishing economy.

Myself, as well as every other person who plans to make their stake on the world at the Lake of the Ozarks will always owe a debt of gratitude to those who came before us. I challenge every other Business Leader, Developer and Entrepreneur who plans to invest their future in our community, to come together and step up to the plate in building that future!

The right group of leaders can accomplish anything; a pro business, economic development & political action coalition could mold the future of this lake.

MO State Water Patrol Warns Hypothermia Possible

Lake Ozark, MO.— With water temperatures hovering around 40 degrees, the MSWP advises: "What should you do if you fall overboard into frigid waters? Always wear a Personal Flotation Device. In addition to keeping you afloat, your PFD will buy you extra time in the water by provid-

ing some protection from hypothermia.

Quickly climb back into the boat or on top of an overturned boat. Getting completely out of the water is critical to survival. Conserve your energy. Remaining still and, if possible, assuming the fetal, or Heat

Escape Lessening Posture (HELP), will increase your survival time. Keep your head out of the water because 50 percent of the body's heat is lost from the head. Do not swim unless there is absolutely no chance of rescue and you are absolutely certain you can make it." ■ Press Release

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2003	Shottfire Ridge	This limited production wine was my favorite, with a deep purple/black color. Rich and full-bodied with notes of plum and berries and a hint of chocolate.	\$22	★★★★
2003	Possum's	A classic styled Shiraz. Smoky and spicy, rich and plump, this purple/black wine has fine-grained tannins and a finish that clings to the palate.	\$27	★★★
2003	Penny's Hill	More tannin in this wine means that it will probably cellar very well. Nice body, with berry fruit notes and a hint of mint.	\$27	★★
2002	Milton Park	Medium-bodied with soft tannins, this wine has a core of cherry and plum flavors that should appeal to the merlot drinker.	\$12	★★1/2
2002	Black Wing	Purple/black color with a definite smokiness, a hint of spice and jammy black raspberry flavors. This incredible value is certainly a show-stopper.	\$11	★★★1/2
2004	Woop Woop	Light to medium-bodied, this purple wine is a fruit bomb with loads of plum and blackberries. Very easy to drink.	\$10	★★



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The Connoisseur's Connection

by Eric Robbins

Welcome to the w.w.w. I am not referring to the internet— rather the wonderful world of wine. Over the coming months, it will be my purpose, and my pleasure, to educate, inform and enlighten you to one of life's greatest treasures— fine wine. And that's just for starters. From time to time, I will also be reviewing wine's perfect companion— cheese. You might even find news on the latest spirit trends. And for those of you who enjoy the finer things in life, and occasional cigar report. I love what I do and I am not just blowing smoke.

Since this is a business journal, let's get down to it. Australian wines remain very popular with consumers for a wide variety of reasons. A broad range of wine styles paired with a wide array of price points means there is an "Aussie" wine for everyone. From the occasional imbibor to the true connoisseur.

Shiraz, also known as Syrah in most wine growing regions throughout the world, is king of the red grape varieties in Australia. Depending on a particular winemaker's style, Shiraz can be light and fruity or bold and opulent, and range in color from purple-red to inky black. Typical descriptors for the grape

are blackberry, raspberry, plum, black and white pepper, smoke and sometimes chocolate. Most often used to make dry wines, Shiraz can also be made into blush, sparkling and dessert styles. At left is a list of several Shiraz for your consideration.



Eric Robbins, owner of the Connoisseur's Connection on Highway 54 in Osage Beach has nearly two decades of experience in the spirits industry. He welcomes any questions or comments at conconn@charterinternet.com.

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National, State Groups Look To Increase Missouri's Alcohol Excise Fee

by Darrel Willman

Jefferson City, MO— House Bill 901 proposes an increase of “two cents per drink” in Missouri’s alcohol excise fee to aid in the prevention of underage drinking, fund treatment for alcohol abuse, and increase funding to Missouri law enforcement.

A poll sponsored by the Missouri Alcohol Impact Coalition found ‘overwhelming support’ existed favoring the increase.



Representative Bill Deeken submitted

The bill’s sponsor, Representative Bill Deeken (R, 114th District, Jefferson City) polled his constituency in 2004. According to Dan Duncan, spokesperson for the National Council on Alcoholism and Drug Abuse in St. Louis, Deeken received a favorable response as well. “[He] got a pretty strong response that people would support a modest increase in the alcohol excise fee in Missouri, if the money was used to deal with alcohol related problems, specifically youth prevention programs, treatment and law enforcement.”

It’s been thirty-four years since an increase in Missouri’s Alcohol Excise Fee. Levels established in 1969 fixed the rates at .06 cents per gallon on beer, .30 cents per gallon on wine and \$2.00 per gallon on distilled spirits. Duncan indicated his organization, a member of the Missouri Alcohol Impact Coalition, thinks it’s time to raise those levels. “We think it’s a cost-effective approach, it’s a reasonable approach.”

He went on to explain the impetus behind the measure. “The new mantra in Jefferson

City is of course, we all know, not to raise any taxes, or any fees of any sort for any reason, no matter who’s hurting, no matter what the need is.”

“But we have a state that is doing precious little in prevention and has a real delivery problem in treatment— in that we’ve got waiting lists all over the state. And of course law enforcement could always use help. We can’t just simply afford to absorb these costs without making changes or increasing funding.”

“And we’re not saying to the alcohol industry that you’re responsible for all of the problems your product causes, but you have to do your share.”

Duncan estimates the cost to Missouri taxpayers from underage drinking alone is \$1 Billion dollars annually. The total cost, he estimates, in all respects related to alcohol problems is \$3.5 Billion each year.

Anheuser-Busch regional Vice President in charge of governmental affairs, Rod Forth, explains why the brewing company opposes the legislation.

“Anheuser-Busch opposes higher excise taxes on beer. The vast majority of beer drinkers... don’t impose additional costs on society or on government and they don’t deserve to be singled out to pay higher taxes.”

“The beer industry already provides significant support to Missouri’s treasury through excise taxes and sales taxes, payroll and corporate income taxes, as well as though income taxes paid by the thousands of Missourians who work at Anheuser-Busch and for our wholesalers.

“We are proud, as well, of the decades of work and the hundreds of millions of dollars our industry and our company have invested in proven programs and campaigns to fight alcohol abuse and promote responsibility. We share the bill author’s concerns about alcohol abuse, but we trust Missouri state lawmakers will agree that higher excise taxes are not the way to address those concerns.”

Anheuser-Busch, headquartered in St. Louis, produces over 90 million of the nation’s 195 million barrels of beer produced annually. ■

LAKE STORIES With Michael Gillespie

“The Original ‘Upside Down’ Bridge”

by Michael Gillespie

The construction of the lake during the years 1929-31 necessitated many changes in the area. The future lake bed had to be cleared, towns and cemeteries moved, and roads realigned.

The two major roadways in the region were Missouri Highway 5— a gravel road running south out of Versailles— and U.S. Highway 54, a paved road that cut the area diagonally toward the southwest from Eldon. Because Highway 54 was a federal route, it had priority in funding and design criteria. All changes to Route 54, including the construction of bridges, would take place before the lake was filled.

Prior to the construction of the Bagnell Dam, Route 54 crossed the Osage River at the town of Bagnell, via a ferry boat. As it continued in a southwesterly course, it dropped into Watson Hollow, crossed the Grand Glaize River on a swinging bridge, climbed the ridge near Damsel, and then dropped again into the valley of Linn Creek. The waters of the lake would flood large seg-



This photo taken in September 1930, looks to the west. The piers were poured during the summer, and now the truss spans are being assembled in place. (Note the temporary support scaffolding under the nearly finished segment.)

Photo courtesy of author

ments of this route, so engineers began drawing new plans.

Under the developing plans, Bagnell Dam would carry Route 54 over the Osage; the town of Bagnell would be sidestepped. The next major realignment would take place at the crossing of the Grand Glaize. The once small stream would now be a major tributary of the lake, and Watson Hollow would become a two-mile long cove. After examining the area, surveyors and engineers identified a favorable crossing of the Glaize valley

located about three-quarters of a mile south of the confluence with the Osage. This location was a mile north of the old swinging bridge.

Two reasons led to the choice of this site. First, it was a narrow crossing— about 1,600 feet; and second, the projecting points on either side dropped away steeply. This was important because it allowed the bridge to be built higher without making it longer. This would save money and minimize the road grade as it

story continues on back page

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Missouri Reports Record Exports in 2004

—Jefferson City, MO. Missouri's export sales rose by a record 24 percent or \$1.763 billion in 2004 compared to the year-end total for 2003 placing the state seventh overall among U.S. states last year, the Missouri Department of Economic Development reported Monday.

"The substantial growth of exports demonstrates that Missouri businesses understand what it takes to be competitive in the global economy," said Gov. Matt Blunt. "Over the past few decades, the state has taken an active role in helping Missouri businesses market their goods and services abroad. My administration will also strive to develop new strategies designed to build upon Missouri's strengths in the global economy."

Missouri exports totaled nearly \$9 billion (\$8.997 billion) in 2004 compared to \$7.234 billion in 2003.

The increase in exports was fueled by particularly high growth

rates in minerals and ores (up \$40 million or 182 percent), agricultural products (up \$93 million or 87 percent), textiles and fabrics (up \$11 million or 51 percent), transportation equipment (up more than \$755 million or 34.5 percent) and chemicals (up more than \$454 million or 30 percent).

In fact, 20 of the 32 largest industries that export goods from Missouri had better than 20 percent growth compared to 2003.

Missouri's growth rate in exports was surpassed by only six other states, including Montana (56 percent), Nevada (43 percent), Idaho (39 percent), West Virginia (37 percent), Tennessee (28 percent) and Vermont (25 percent). Only one of those states, Tennessee had a higher dollar increase, which was \$3.5 billion.

Canada continues to be the largest buyer of Missouri goods by far, purchasing nearly \$4 billion of Missouri products. Sales to Canada increased 28.6 percent from 2003. Mexico remained

Missouri's number two trading partner with more than \$946 million in sales - a 26 percent increase. Rounding out the remaining top five trading partners were Japan (\$434 million, up 3.4 percent increase); China (\$366 million, up 40.7 percent); and the United Kingdom (\$344 million, up 16.7 percent).

Export business was registered for the first time in 2004 between Missouri and the countries of Cambodia, Mauritania, Anguilla, Togo, Western Samoa, the Maldiv Islands, Christmas Island, Turkmenistan and the Falkland Islands.

"The Department of Economic Development's International Trade and Investment Team is assertively reaching out to communities and companies in order to explore their export potential," said Greg Steinhoff, director of the Missouri Department of Economic Development. "The office actively assists over 1,200 Missouri



Missouri Governor Matt Blunt



Greg Steinhoff, director, Missouri Department of Economic Development

manufactures to export their goods overseas. We want to continue building on this strong foundation so Missouri can expand its position in the global economy."

Export data was compiled from the World Institute for Strategic Economic Research. The institute was formed July 1, 2004, to continue the interna-

tional trade data work of its predecessor, MISER, which closed its doors at the University of Massachusetts in June. WISER is located at Holyoke Community College in Holyoke, Mass.

For further information, contact the International Trade and Investment Office at (573) 751-4855. ■ News Release

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Q & A with Gary Prewitt

The developer of Prewitt's point gives us background, future plans

by Monica Vincent

Q: Tell us a little about your history with the Lake area.

A: My great-grandpa lived here, and my grandpa, and my father and mother are still living here. I was born in Flint, Michigan and was one month old when my father moved back to the Lake. I graduated from School of the Osage in 1981, then went to college in Springfield (SMSU), quit for about a year, then graduated from Warrensburg (CMSU) with a degree in aviation technology. I went to Florida to fly airplanes and ended up working construction for 6 months and was living out of my ragtop corvette. I flew planes for 7 years, and then moved back home to Osage Beach and made more money in 6 months on my first real estate deal than I did in 4 years of flying. Then I got into the mobile home development business then moved over to the commercial side of things. One thing that was good for me. You don't realize how nice the lake is until



Gary Prewitt Vincent/Business Journal

you leave it for that kind of time period. It's not that hard to make a living in the Lake of the Ozarks.

Q: When talking about Prewitt's Point, can you explain for us how you acquired that land to begin with?

A: The Prewitt family property consisted of two 24-acre tracts, and we had a family campground on 6 of the flat acres next to 42 (HWY). I eventually bought the

property from my father and two brothers, then added an additional 80+ acres purchased from 7 different landowners in surrounding property. (3 tracts of land in the front, the apartments in the middle, and the 80 acres in the back) We contracted all of those and then moved forward on the TIF. What was positive about our development from the start was that D road was right down the middle, and we had to move that and the apartments. If the TIF hadn't been successful, Lowe's had already determined they were going to move onto that 24 acre tract which would have been a nightmare for traffic arrangement with 54, 42 and D road. The contract with Lowe's was subject to the success of the TIF, and I had a back-up contract just with Lowe's to go on that 24 acres.

Q: What enticements did you use to bring these businesses to Prewitt's Point?

A: Actually, when Wal-Mart came here back in '93, they had

tried to buy our family property first. The deal never was able to be put together and they moved on down the road. Then I came back into the picture and found out that Lowe's had been looking pretty aggressively in the area for awhile, so it was just a matter of putting together a contract for them. They were coming here with or without us. Walgreens took a lot longer – about 5 years. HyVee both took about 2 years. Target was a non-lucrative deal. We basically gave away the land to pay for the interior roads in the form of a TDD. At that point in time, when Target made public they were coming to the area, it made it a lot easier to court the other retailers. As for enticements, the Lake area has very little demographics except for the 1990 census stats. So I had to go out on a campaign to gather information such as the number of residential meters in the area, and backed that up for Walgreens with amount of hospital beds, doctors, pharmacies, nursing homes and

traffic counts. Ultimately, as far as I'm concerned, what eventually sold all of those places was when we hired a company to fly the Lake area and take a picture about the size of a table. I gave a copy of it to the City, and it's hanging in City Hall. When those businesses took a look at that aerial and saw all the rooftops and the docks, they decided to fly down. When they got here I took them on a boat ride from Tan-Tar-A to the Dam, and when they saw all the development that's what sold them – just getting them to understand the market. Walgreens was definitely the hardest, and we eventually had to hire a preferred developer to negotiate the lease.

Q: Can you explain the TDD you used to bring Target?

A: It's called a Transportation Development District. Basically it's a sales tax on development with an extra 1/2 percent to pay for interior roads. By using the TDD to pay for those costs, I was able to give

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Federal Budget's Unfunded Mandates, Cost Shift Could Top \$30 Billion in 2006

Unfunded mandates and cost shifts could reach \$300 Billion over 10 years

WASHINGTON, D.C.— As Congress and the administration try to reign in a growing federal deficit, states are increasingly being forced to cover the costs of federally-mandated programs, according to a new report from the National Conference of State Legislatures.

In the latest edition of Mandate Monitor, NCSL has identified at least \$30 billion in federal unfunded mandates and cost shifts within the 2006 federal budget proposal. This is in addition to unfunded mandates and cost shifts enacted in the previous two fiscal years (2004 and 2005) worth at least \$51 billion.

"While most state lawmakers would applaud Washington's desire to balance the federal budget, to do so at the expense of

list. However, despite a renewed effort on behalf of state legislators to raise awareness of unfunded mandates, new mandates and cost shifts are being added to the list including:

- Implementation of federally-mandated standards for state-issued driver's licenses and other identifying documents: \$60 million;

- Elimination of several education grant programs that states use to help implement provisions of the No Child Left Behind Act: \$1.15 billion;

- Elimination of the Economic and Community Development program: \$1.6 billion;

- Changes to Medicaid Safe Harbor Tax and targeted case management formula: \$360 million.

As the unfunded mandates and cost shifts continue to mount, state lawmakers estimate that the federal government will shift more than \$300 billion to state budgets during the next 10 years.

Delegate Hurson, testifying before the U.S. House Committee on Government Reform, told his federal counterparts that he understands the temptation to pass the buck is difficult to resist.

"Controlling the deficit is a daunting task involving difficult choices - many of which involve our intergovernmental partnerships. We recognize that the pressure for mandatory federal spending cuts promote a tendency to seek the accomplishment of national goals through federal mandates on state and local governments," he said. "However, exporting the federal deficit to the states is not a workable solution.

"NCSL remains steadfast in its resolve to work with federal policymakers to reduce the federal deficit and to maintain critical programs," said Delegate Hurson. ■ *News Release*



Delegate Hurson NCSL photo

state budgets is counterproductive," said Maryland Delegate John Hurson, NCSL's president. "Many programs that began as state-federal partnerships have become a one-sided relationship and are eroding state lawmakers' control of their own state budgets."

Several federally-mandated programs including No Child Left Behind, the Individuals with Disabilities Education Act and the Medicare prescription drug program appear as regulars on Mandate Monitor's cost-shift



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— ROBERT A. HEINLEIN

FOCUS ON

Discussions with your elected officials on the issues

115th District's Representative Rodney Schad

by Darrel Willman

Jefferson City, MO— Rodney Schad, a Republican representing portions of Miller, Morgan, Cole and Camden Counties (115th District) admits he is "brand-new" at a job he loves. Schad won the seat Blaine Luetkemeyer left vacant after his unsuccessful bid for State Treasurer. Rep. Schad spoke with us after the 93rd General Assembly adjourned for spring break. They will reconvene March 29th.

The topics of Tort and Worker's Compensation reform were fresh in his mind. Work on revisions was finished, and the bills sent to the Governor. Blunt has given these reforms high priority this session as part of his pro-business agenda. Schad felt the process went well and the legislation would achieve their goals.

"We here in the house were very pleased with the conference committee report. We were afraid we might lose some of the things that were really important to us. But all in all, we sent them up good legislation, and it's going to do many of the things we want it to. Getting these things done before spring break is just phenomenal. We believe we've come up with something that's going to help the economy of the State of Missouri."

The Worker's Compensation bill seeks to reform claims by injured workers, and eliminate advantageous venue changes. The medical malpractice bill restricts damages claims in state courts. Republicans and business groups celebrated the passage of both bills. Democrats opposing Worker's Compensation reform



Representative Rodney Schad (R) District 115

Willman/Business Journal

say it will be more difficult for the injured to get money from those responsible for the injuries.

Rep. Schad characterized the Worker's Compensation situation as "atrocious", explaining that

while accidents on the job were unavoidable and premium increases would result from incidents, employers with no worker injuries were still experiencing three to six percent increases in

their premiums.

On malpractice, he is confident the legislation will have its intended effect. "We believe that this bill will stop the downward spiraling effect that high malpractice insurance premiums has had on doctors," he said.

Opponents of the malpractice reform bill warn that doctors may be less than pleased with the eventual outcome, with no guarantee from the insurance industry that fewer claims and smaller damage awards will curb rates. Schad says insurance reform is the next step, and they are already working on it.

"Insurance reform is coming up... it all needs reform, a looking over. I campaigned on the fact that tort reform needs to bring everybody into the picture, not

continues on page 24



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The Pepper Pad



The trend in the electronics industry has been lighter, smaller, and wireless. A new product from Pepper Computer meets all three of these criteria. The applications for the device are immediately apparent for businesses, students and anyone else who wants the freedom of a laptop without the complexity.

It's light— the 2.3 lb. Pepper Wireless Pad allows users to wirelessly surf the web, instant message friends, do research, take notes, download music, share and store photos, and more. It will even control a television.

Up front is an 8.4 inch color touchscreen display with with thumb-based QWERTY keypad eliminating the need for a separate monitor, mouse and keyboard.

It's wireless— built-in 802.11b allows connection to any Wi-Fi network. It also has Bluetooth support, letting the Pepper pad "talk" to other gadgets like cell-phones, PDA's (Personal Digital Assistant), wireless keyboards, wireless mice and more.

It's small— just over 12"x6", less than an inch thick. Support for MP3's, with 20-bit stereo sound and an SD/MMC card slot built-in. No need for an additional MP3 player.

At it's heart is an Intel XScale PXA270 (624 Mhz) processor with 20 GB hard drive. It runs on two rechargeable lithium batteries. The device is available for pre-order now, and is scheduled to be available nationwide in retailers late spring with a MSRP of \$949. www.pepper.com ■

MP3 Watch



Believe it or not, a watch can now record your most important conversations, play your music or store digital files. With 256 megabytes of storage, the Cybertron MP3 Watch gives you about 9 hours of voice recording or more than 50 average MP3's. The same storage capacity as 183 floppy disks.

With a USB connection you can connect it to your PC or Mac and download the files you want in seconds.

Oh, and it includes a time-piece. Read the time at night with its glow-in-the-dark face. Other features include automatic power off; a built-in charger through the USB jack and a feature for firmware upgrade to keep it current. It's available online at \$170. ■

The SanDisk Photo Album



In keeping with the smaller, lighter, geekier trend, the inexpensive SanDisk Photo Album is small enough to travel (7.4 by 2.6 inches, less than an inch thick) and features no less than eight memory card slots, as well as a slot for USB flash drives so you can easily show both digital stills and digital video on your TV and play MP3 files on your home

stereo. The Photo Album comes with a remote that can add transitions to your slide shows, zoom in and out, and expand video to fill the screen.

If you want to save photos, press Store— a CompactFlash card saves versions of your snapshots compressed for viewing on your TV. Available online for \$150. ■

NexConcept's NoteTaker

NexConcepts now offers a portable solution for capturing and editing handwritten notes.

Yes, your *handwritten* notes, sketches, doodles, you name it.

And, it works with ordinary paper, clipping onto the top of the page. The catch? You have to use their digital pen that doubles as an ordinary pen.

Their literature states: "As soon as the digital pen touches the paper, communication between Mobile NoteTaker and the digital pen is activated. All notes and illustrations that are put to paper are electronically captured, in Mobile NoteTaker, which is visually confirmed by a built-in LCD screen."

The device includes 2 MB of flash memory to record approximately 50 pages of notes and illustrations and uses two AAA

batteries. The digital pen is powered by three watch batteries.

"From professionals to students, people still prefer to take notes the old-fashioned way, that being with a paper and pen," said Kirk Matsuo, Associate Vice President of Marketing at NexConcepts.

Your now-digital notes and drawings are then uploaded to your home or office computer through a USB connection. A software suite for using notes and doodles is included, for example, handwritten notes may be used in Microsoft Office documents.

Notes, drawings, signatures and annotations can be placed into Word, Excel, PowerPoint or Outlook. An editor allows export to jpeg files.

Information on the NoteTaker

can be found online at www.NexConcepts.com. It has a suggested retail price of \$150. ■



Sony's Librie

How's your Japanese? Sony's Librie, the portable book that took three years to develop, is now available in the U.S. thanks to importing firm Dynamism.

As first glance, the product displays text on the screen against a light grey, resembling

newsprint. This feature purports to be easier on the eyes than a PDA or laptop's LCD display. The display also uses a unique static feature that only uses power when changing pages. The manufacturer claims users will get 10,000 pages to a set of four AA batteries.

Under the screen, the Librie has a keyboard for note-taking. But it's not really for taking notes— the screen's refresh rate is too slow. Software is included that turns PDFs into graphics, which can then be displayed.

Dynamism includes a manual in English, and they will provide support, but the whole user interface remains— you guessed it, in Japanese. The Librie is available for \$599. ■



FROM THE

News and Information for
Boating Enthusiasts

Marine Dealers Polled Report Promising Boat Show Season

by Denny Benne

Osage Beach, MO— As marine dealers return from a hectic season of boat shows in Kansas City and St. Louis, the rest of the Lake has been gearing up for what business owners hope will be a great year. As a community, we can learn a lot from the marine dealers in promoting the Lake and from the pre-season trends of boat show enthusiasts and more importantly boat show buyers.

and one-half. The average among those surveyed was eight and one-half. Dealers are optimistic and looking forward to a good year overall.

As a publisher who has participated in six shows this season, our observation has been that people are ready to get back to the Lake as soon as possible. Last year's weather cycle left many second home owners feeling like their summer was cut short, or that they didn't get to enjoy as



A view down the aisle at the Overland Park Boat Show

Willman/Business Journal

In a survey of ten different marine dealers who recently completed the boat show circuit, we asked them to rate the pre-season activity and boat sales on a scale of one to ten, ten being the highest rating. Of the dealers surveyed, the lowest rating given was a seven, the highest a nine

many weekends as they might have in past years, which will fuel this year's leisure time at the lake.

Boat sales are good, so we expect to see a better than average to great year as enthusiastic second home owners anxiously come back to the Lake of the Ozarks. ■

Marine Dealers Move Spring Boat Show To Toad Cove from Tan-Tar-A

by Denny Benne

Osage Beach, MO— For the first time in twenty-three years, the Lake of the Ozarks Marine Dealers Association's Easter Boat Show will not be held on Easter weekend. Nor will it be at

Marriott's Tan-Tar-A Resort. Mike Atkinson, Executive Director of the LOMDA explains: "The number one issue was dock space. The new Toad Cove development will accommodate more boats. Future plans include a 118

slip marina. In the past, we've never been able to accommodate customers coming by water. Through the cooperation of the Toad Cove complex, and other businesses nearby, that's no longer an issue."

The organization has opted for the third weekend in April annually, this year falling on April 15-17. There is also an added attraction for the member marinas. "The new date will remain consistent, and should provide a much more stable weather pattern. It of course, also allows the marina employees to enjoy the Easter weekend with their families," Atkinson said.

The Lake of the Ozarks Marine Dealer Association's Spring Boat Show will be held April 15, 16 and 17, at the Toad Cove Complex in Lake Ozark. Show hours are: Friday and Saturday 10 a.m. to 7 p.m., with 10 a.m. to 5 p.m. on Sunday. ■



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Willman/Business Journal

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Bond Responds to President's Budget Cuts

by Darrel Willman

The *Business Journal* had a chance to speak with U.S. Senator and former Governor Kit Bond (R). We posed a series of questions on budget cuts proposed by President Bush.

Q: What are your thoughts on President Bush's proposed budget cuts, particularly in the areas of social programs and farm subsidies? Your estimation on their impact on rural Missouri?

A: The proposal to open up the Farm Bill and significantly reduce farm assistance is one idea that is premature and I believe will face broad opposition. The little-known reality about our U.S. Department of Agriculture is that the overwhelming amount of money spent there is not for farm programs but nutrition and welfare programs such as food stamps. This year, USDA will spend four times more on nutrition programs than on farmer assistance. The other reality is that America is tremendously successful in providing American

consumers the safest, most abundant, and most affordable food supply in the world.

In fact, the average American has to work only 37 days to earn enough income to pay for their entire annual food supply - again - the lowest percentage of any country in the world.

Finally, it is absurd to unilaterally cut our subsidies at the very moment we are attempting to get our European and Asian competitors to reduce theirs. Their subsidies are a great deal higher than ours and if we reduce ours, we lose our leverage to win concessions from them. That approach didn't work when we were reducing ICBMs with the Soviets and it won't work with international subsidy reduction negotiations.

Q: Do you feel his cuts are enough to make a difference in the rapidly swelling federal deficit?

A: With his budget, the President sent Congress and the people a clear message that he was serious about getting our



Missouri's U. S. Senator Kit Bond

press photo

financial house back in order. His plan saves about \$20 billion dollars in 2006 alone. Bottom line is that this will be a difficult year for Congress and the President as we work to finalize a plan to fund our nation's programs. The President sent us a strong plan with the important underlying principle of fiscal responsibility.

I will work with my colleagues as we work to cut wasteful spend-

ing and also ensure that many of our nation's - and Missouri's - priorities to do not go unfunded.

Q: As Chairman of the Transportation and Infrastructure Subcommittee, do you think the \$280 billion in proposed federal highway spending is enough? I have read the committee initially asked for \$375 billion, in line with USDOT estimates to "maintain the country's highway and transit system at current levels".

A: On one hand I am disappointed that we are still not at the funding level we need. On the other hand, the President's budget request for the highway bill is a move in the right direction.

Q: How will Missouri fare at this level of spending?

A: I will continue to push for a highway bill that is good for Missouri and I am committed to supporting local projects that will improve our community, create jobs, and ease congestion.

Q: The "Education Begins at Home Act". Missourians have long known the benefits of the Parents as Teachers program. Tell us about your plan to move it to the national level.

A: My legislation will provide \$400 million over 3 years to states to expand access to PAT; Encourage and foster more collaboration between PAT and Early Head Start Grantees; Provide \$50 million over 3 years to fund innovative ideas and partnerships at the local level to expand access to PAT in communities with limited English proficiency; and Provide \$50 million over 3 years to reach more military families by expanding access to PAT in schools and community organization that serve military families.

I have been working hard to garner support in Washington, including the Administration. Recently I have even spoken with the newly confirmed Secretary of Education, Margaret Spellings, about the bill. ■

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Talent speaks on proposed Agriculture Cuts

Washington, D.C.— President Bush has sent the Congress a very frugal budget. While I agree with the need for fiscal responsibility, the cuts in the farm budget are a mistake.



Missouri's U. S. Senator Jim Talent

press photo

Much of the current fiscal year deficit is the cost of prosecuting the War on Terror, and the cost of making up for sustained cuts in defense during the 1990s. We are spending \$5.2 billion every month on the War on Terror, and the President's proposed supplemental spending bill includes an additional \$75 billion for Iraq and Afghanistan. As a result, the war and defense spending in general significantly

contributes to the deficit.

As we control spending, we can also approve a fiscal 2006 budget in which the agriculture sector doesn't bear a disproportionate share of the budget cuts.

First, the proposed agriculture budget fails to recognize that the farm bill is working. In fact, since its enactment, the bill has already contributed to deficit reduction, with the safety net alone achieving \$16 billion in savings compared to the original cost estimate.

Second, U.S. farm policy for commodities amounts to about one half of one percent of the total federal budget, while helping sustain an economic sector representing 17 percent of the nation's Gross Domestic Product, 25 million jobs, including hundreds of thousands of jobs in Missouri, and \$3.5 trillion in economic activity across the country. We shouldn't try and balance the budget in the name of jobs and growth on the backs of farmers and ranchers who are creating jobs and economic growth.

Third, besides being an economic engine for our country and helping to provide Americans with the safest, most abundant, most affordable food

supply in the world, U.S. farm policy is also about U.S. global competitiveness at a time when foreign subsidies and tariffs are 5 to 6 times higher than our own. Unilaterally disarming U.S. farm policy would place our farmers

in a vulnerable trade position against foreign markets if we make concessions now as negotiations to level the global playing field continue within the World Trade Organization.

Common sense tells us we

need to make decisions that don't end up costing us more long term. We can protect the farm budget while continuing to show real fiscal restraint. ■

Press Release

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Steve Schmidt Speaking "Finances First"

by Steve Schmidt

SOCIAL SECURITY

Social Security is often described as the most popular government program. Social Security is commonly used to refer to retirement benefits. The Social Security system has evolved over time to include other social welfare programs, including survivor's benefits, disability benefits, and medicare benefits. These benefits paid out each year represent the largest expenditures of the Federal Government.

By some estimates, the Social Security system remains solvent today— despite an increase in the number of benefit recipients and increasing expenditures. However, there are studies that show the Social Security Fund Balance will peak in 2028, then will steadily decline until 2042 when it will be exhausted.

Currently, Congress is considering many different proposals and is researching ways to make sure the Social Security Fund Balance will never be exhausted. In each proposal or study there are trade-offs and potential redistribution of income among all individuals including but not limited to the elderly, low-income earners, high-income earners; single individuals, married couples, single-earner families and two-earner families.

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1 Year Notes	3.30	3.19	2.59	2.09	1.17
2 Year Notes	3.65	3.57	2.91	2.50	1.54
3 Year Notes	3.85	3.75	3.12	2.83	1.94
5 Year Notes	4.14	4.00	3.53	3.40	2.71
10 Year Notes	4.51	4.38	4.14	4.18	3.74
30 Year Bonds	4.82	4.73	4.77	4.95	4.66
Dow Avg.	10,833	10,812	10,494	10,313	10,296
NASDAQ	2,067	2,067	2,126	1,850	1,964
S & P 500	1210	1210	1182	1116	1123
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Steve Schmidt is President of First Bank of the Lake, in the Premium Factory Outlets, Osage Beach. Visit their website at www.firstbanklake.com.

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Representative Schad

continued from page 19

just the doctors, not just patients, but insurance companies as well."

After the break, the house looks to be a very busy place. A binder on his desk contains the bills that will come before them, a stack more than three inches thick. One in particular stands out for him however, a bill he has picked up from his predecessor.

Developments and subdivisions throughout Missouri rely on private water companies for sewer and water. His bill looks to make adjustments in the Public Service Commission's authority over them

"The Public Service Commission does not have the ability to take them over when they go defunct or fail to provide adequate sewer and water services to their customers. This bill that I am going to carry in the house will speed that process up... they can go in and assign a temporary receivership right away to provide water to these

people that are doing without."

He explains this bill does not have an effect on a large number of situations. He stresses the commission would work with the companies involved first, trying to get them up and running prior to implementing the receivership.

It would provide for permanent resolution within 30 days if enacted. A small number of companies according to Rep. Schad, stay just ahead of the game, playing the court systems to delay action.

"It's a consumer protection bill," he states. "The commission is powerless when it's hung up in the court systems."

Even though he is new in his post, Schad says he's relishing the work. As the former Morgan County Presiding Commissioner, he'd had experience with the process.

"I really do enjoy it. I am fifty-one years old, and I still love to read, and learn." And he is learning, both the ins and outs of state



Rep. Rodney Schad District 115 (R)

government and the grueling speed it moves at. "I had a pretty good idea of the pace that things run at, but once you're in the middle of it, reality sets in. It's a good thing we have people from all walks of life working down here.

We have attorneys that are very familiar with lawsuits, and Tort, and we depend on them to explain things. And we have educators... we can absolutely go somewhere down the hallway and find someone that understands, and is focused on the issues. That frees the rest of us up

to work on *our* issues."

Rep. Schad farms outside Versailles, and looks forward to spending some time getting work done there during the break.

He summed up the first half of the session in a statement.

"We've accomplished quite a bit. We began this session by identifying some key issues that had to be addressed immediately. Problems in the courts, a lack of jobs, and several pressing social problems were recognized as being in need of immediate action. We've passed legislation to create jobs, improve our economy, and make Missouri an even better place to live.

We also addressed several very important social issues, one of the most important being methamphetamines. House Bill 441 makes it harder for individuals who produce methamphetamines to obtain the materials needed to produce that drug. It is a strong step toward eliminating the problem that plagues our local communities.

The House also took steps to help our seniors and disabled citizens with a fix to the homestead act that limits increases in prop-

erty tax. It will make the process easier and help ensure that those on a fixed income aren't taxed beyond their means.

We not only passed bills to protect citizens here at home, but also passed bills to recognize the heroic actions of the men and women who defend our country.

We're providing educational grants to the children and spouses of soldiers killed in the line of duty; honoring Missouri veterans who have served during wartime with medals and certificates, and creating a fund to provide grants to families of National Guard or Armed Forces reservists who were called to active duty after the attacks of September 11, 2001."

Representative Schad encourages the public to contact him with their views on legislation. Representative Rodney Schad State Capitol, Room 400C, 201 West Capitol Avenue Jefferson City, MO 65101-6806. E-mail: rodney.schad@house.mo.gov 573-751-2077 ■

Next month: We'll visit with Governor Matt Blunt.

Blunt Announces Package to Create Jobs, Economic Growth

Jefferson City, MO — Missouri Governor Matt Blunt announced a legislative package of economic development reforms to create and attract family-supporting jobs through incentives designed to spur economic growth and create significant opportunities for new job creation.

Blunt announced the Missouri Quality Jobs Act, establishing a withholding tax incentive arrangement for state and local economic development officials to use to attract and create new jobs.

"This is a new approach to economic development in Missouri," Blunt said. "It focuses

not just on job creation but on the creation of family-supporting jobs."

The governor's initiative is divided into three programs with separate qualification requirements: The Small Business and Expanding Business Program; the Technology Business Program; and the High Impact Projects Program.

In order to qualify for these programs, employers must offer basic health insurance for new employees in new jobs and pay at least 50 percent of health insurance premiums for all parts of the program. The new jobs that are created must be at or above the county average wage

Employers would retain a portion of withholding taxes paid to employees. In addition, an employee would continue to receive full credit for all taxes withheld from their pay.

"Missouri must be aggressive to create and attract new jobs to our state. The Quality Jobs Act I am proposing would give state and local economic developers the proper tools to do just that," Blunt said. "By creating and attracting high paying, high-quality, family-supporting jobs, not only do our workers and employers benefit, but so do Missouri families. I look forward to working with the Legislature and Economic Development Director Greg Steinhoff in the weeks ahead to implement the Missouri Quality Jobs Act."

The total amount of tax credits issued for all three components combined would be \$12 million per year. The proposed program would be revenue-neutral as it draws from allocations already in place, but not being used to full capacity, from the Rebuilding Communities and Missouri Downtown Economic Stimulus Act programs.

The programs, which would be overseen by the Missouri



Governor Matt Blunt

Department of Economic Development, would allow Missouri to use a portion of withholding taxes on wages paid to employees in newly created jobs as an incentive for the creation of jobs.

In a separate move, Blunt is calling for the combination of the state's Tax Increment Financing (TIF) cap with the Missouri Downtown Economic Stimulus Act (MODESA) cap which will allow the Department of Economic Development to continue to use TIFs for redevelopment projects as the current program is nearly at its cap. This change addresses Blunt's con-

cern over past TIF commitments made by the previous administration that may have exceeded the state's annual TIF cap of \$15 million.

Blunt's plan would also authorize all municipalities and counties to impose a local economic development sales tax with voter approval. Currently, only so-called "charter cities" have this authority.

Blunt held an economic development summit in Jefferson City before taking office with business and community leaders to discuss ways to improve Missouri's ability to attract and retain new businesses.

"Missouri is competing with 49 other states and several other countries for every job that is created so it is essential that we are aggressive in our efforts to expand and grow our economy," Blunt said. "These changes are essential if we are to successfully bring new jobs to the state. Providing communities with more powerful economic development tools is part of my commitment to expanding business opportunities in Missouri." ■

Press Release



Blunt held an economic development summit in Jefferson City before taking office with business and community leaders to discuss ways to improve Missouri's ability to attract and retain new businesses.

Prewitt Q & A

continued from page 17

Target the land. The TIF helped pay for the exterior roads.

Q: Why did you feel the need to have such a deal with Target?

A: The TIF got approved in July of 2000. Then 911 hit and retailers were not making a move. About a year later, the ENRON and other corporate scandal took place, and again no one wanted to do anything. The only way a TIF gets repaid is through generating property tax and sales tax, so for the good of the TIF, the City and myself, I decided that was the right move to make. They should generate somewhere between 30 and 40 million in sales.

Q: What exactly is a TIF, and how have you used it?

A: A TIF only gets repaid by sales tax and property tax. How it works is, property has a base (before development and TIF), and we'll just use a fictitious number here, of say \$10,000. Once the development has matured, which should be about a year from now, the property tax could be like \$700,000. So what we did under TIF law, the developer reaps the difference between the \$10,000 and the \$700,000 which we use to pay bond holders or the banks. What happened was a win-win situation. In good faith to the City, we built a road to the school, took them sewer and water to their property line, built all the roads for the City, and we also gave the taxing jurisdiction – the majority of which goes to the School of the Osage, 25% of the difference in the increase in the property tax (PILOTS). Because we put out the infrastructure and the infrastructure, on sales tax (EATS – Economic Activity Tax), we get half the City's which is 1%, and half the County's which is 1/2%, so we get 1 1/2% total on the sales tax. Counting the 1/2% from the TDD, we have a total of 2% to recoup revenue to pay for the development. Right now only the first issuance of bonds has been sold strictly for the revenue generated off of Lowe's, Patio World, Pier One and Outback. We're holding the debt on the rest of the project with my banks.

Q: Did the businesses you chose have to meet a certain criteria?

A: Our outlet mall is one of the best in the country, and basically, we are talking to people that the Factory Outlet Mall can't accommodate. We are trying to develop what is called a Power Center – businesses that require over 10,000

feet of square footage.

Q: Did you meet any direct resistance during your development?

A: Surprisingly enough, we met very little. Only one local business stood up to voice any concerns.

Q: Where will the employees come from, and have you considered housing for the numbers of people who will be moving here?

A: I have other local businesses which haven't been hurt. If the businesses we've brought in can't find qualified local help, they'll bring them in from other territories. I'm talking about management level and lower level staff. As far as housing goes, I think it is difficult to find in the summer, but a lot easier to find second tier condos in the winter. Actual houses and apartments are slim, and we're looking into building some more apartments ourselves.

Q: Do you think our infrastructure will be able to keep up with the growth?

A: I think so. We gave them between 1/2 mile to 1 mile of easement about 3 years ago for the 24" pressure main for the sewer system. They are okay now, but I think they'll have to plan for the future. I think Osage Beach is doing a pretty good job, but from a developer's standpoint, I think Camden County's new planning and zoning has really put the hurt to a lot of developers. I think we need affordable tract housing – anywhere from \$100,000 to \$175,000. And you can put it on the record that I think both Cities and the County and the Tri-County Lodging really made a mistake when they didn't get behind the Lake Transit System.

Q: What plans do you have for the future?

A: I can give you guys something that nobody else has heard. We're talking about redesigning the back 80 acres from the Prewitt's Point development. I'm trying to find an avenue to recoup some road and infrastructure costs on that 80 acres. We're talking about putting a road in between Lowe's and Marshall's to access that land and rebuilding D road with a bridge over the new road. I think we can fill that area up in the next 5 years or so with the same type of clients that you see in front.

Q: What time frame do you think we're looking at in the Lake area for the best investment opportunities?

A: I think it is a 5 year to 7 year time period. I think it's going to

grow toward Kansas City, and if I could find the right tracts of land up the lake, I'd be buying big acreage up the lake.

Q: How do you respond to those who say big business is bad for the Lake, and how do you feel personally as a native and a businessman about whether we're headed in a positive direction with all this growth?

A: You're talking to someone who used to barefoot the main channel on a Saturday back in the 70's. If I had a choice, I'd like to have the Lake back the way it was then. But there's no way to stop the growth across the Midwest, especially Missouri. Springfield, Columbia, St. Louis – everything is growing in leaps and bounds. Instead of fighting the develop-

ment and the progress, we need to have a decent plan in place to make sure it's done right. If I didn't develop the property, the big developers of the world would have done it. We had an opportunity in the early stages to sell to the big developers and chose not to. I'd like to see it the way it was, but economically I think the growth has been good for everyone. ■

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State Income Tax Filing Deadline Approaches

JEFFERSON CITY- The individual income tax deadline, April 15, is just days away, but tax season is in full swing at the Missouri Department of Revenue.

Already more than 1.3 million individual income tax returns have been processed and more than 968,000 refund checks issued.

Taxpayers who have yet to file their individual income tax return should look to filing electronically as their best option. There are many advantages to filing electronically including: proof that the department has received the return, it's easier and more convenient, taxpayers can't lose the paperwork, it's more accurate, and there's no waiting in line at the post office. Filing electronically also lets taxpayers choose to have their refunds deposited directly into their accounts, avoiding mail and check processing time. Already this year more than 900,000 tax returns have been filed electronically.

Taxpayers may choose from three electronic filing options.

1. IRS approved tax practitioners may file any type of Federal or state income tax return electronically. Taxpayers may visit the IRS web site to find a participating tax practitioner.

2. Tax preparation software gives taxpayers the option to file taxes electronically. Taxpayers may purchase software or find Internet filing options that will allow them to file both their Federal and state income tax

returns electronically. There is usually a fee associated with tax filing software, although free filing may be available to qualifying taxpayers. Taxpayers may visit "Free File Alliance" on the department's web site at www.dor.mo.gov/tax to determine if they qualify for free filing.

3. Telefile allows taxpayers to



file their Missouri individual tax return in conjunction with their Federal income tax return from any touch-tone telephone. Not everyone qualifies to Telefile. Taxpayers who may qualify will receive a Telefile booklet from the Missouri Department of Revenue and the IRS. There is no charge to Telefile.

For more information regarding electronic filing options, taxpayers are encouraged to refer to their 2004 state income tax booklet, visit the Missouri Department of Revenue's web site at www.dor.mo.gov/tax, or call (573) 751-3505. ■

Press Release

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Curran's Corner

When Do You Need a Lawyer?

Small business owners are always facing money problems. There never seems to be enough money in the business to pay the necessary expenses. Small business owners consider lawyers to be expensive and simply not necessary. The internet and self-help books prey upon such an attitude. "Pay \$39.95 and receive the business owners book of essential forms. Eliminate the need for paying an expensive lawyer."

Unfortunately there can be disastrous results when a business owner does not seek advice from a lawyer. There have been literally millions of dollars lost by small business owners because they refused to seek competent legal advice.

A Business Owner should adopt a few practical rules for hiring a lawyer.

In Criminal Matters

A business owner should always hire a lawyer when involved in a criminal matter. The lawyer should be hired before the owner is interrogated by the police. Too many times, a person gets in deep trouble because he doesn't hire a lawyer fast enough. Most criminal actions can be avoided or successfully resolved if the business owner would simply seek a lawyer's

advice early on in any criminal investigation.

Commercial Contracts and Civil Lawsuits

When there are questions about non-criminal legal matters, the business owner needs to use discretion. Small business owners set limits on themselves daily as part of running their business. They don't hire an employee unless that employee can make money for the. They do or don't buy a piece of equipment or a tool unless the old one cannot be repaired. They do not do a particular job unless they can make a profit at the end of the job.

Each owner should set his or her own limits when hiring a lawyer. Some owners take the position that any contract or lawsuit involving more than \$5,000.00 requires them to hire a lawyer. Other business owners say \$10,000.00 or \$15,000.00 or \$20,000.

Whatever limit you set, when a civil matter involving money or potential loss of more than your limit, you need to hire a lawyer. It is one thing to lose \$5,000.00 because you are ignorant or untrained in legal matters, it is an entirely different matter to lose \$25,000.00 because the owner is in

over his expertise level on a contract or a particular action.

Generally, a lawyer should keep you from a criminal conviction, make you money or save you money. You should always call a lawyer in criminal matters. You should always hire a lawyer in matters over your personal limit.



John Curran is partner in the law firm Curran and Clifford, 3848 Highway 54, Osage Beach. You can reach him at 573-348-3157.

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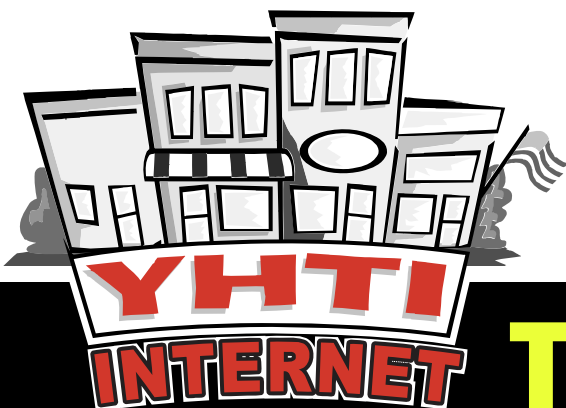
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Osage Beach Developments

continued from page 1



The development at Prewitt's Point, Osage Beach

Willman

"We depend almost 100% on sales tax revenues. We have no property or personal taxes. We're even. And, we are very progressive on infrastructure. We have a process. The impact fees create

"We depend almost 100% on sales tax revenues. We have no property or income taxes..."

— PENNY LYONS, MAYOR OF LAKE OZARK

not as seasonal as we used to be, so instead of waiting for income to arrive in March or April, we can now take care of business more more revenue, allowing us to beef up the system. Which helps everybody. And we put it [the money] all in infrastructure."

Water and sewer at the Lake pose unique problems. Because of the initial planning and construction, all lines literally lead to the roads—uphill.

"We are fortunate in that we have one of the largest sewer systems, with over 1,100 lift stations. Communities like Camdenton and Eldon may have half a dozen or so."

Mayor Lyons has a fondness for the water and sewer in Osage Beach, and it shows. She shows the charts, graphs and displays that outline the work under progress and that to come. She reads off the developments and projects like a shopping list. In addition to the expansion at the corner of Highways 42 and 54, the businesses at the Grand Glaize Bridge and the development at the junction of Highways 54 and KK, the Mayor explains there is more to come. Across from McDonald's on Route KK, there's going to be a fast food restaurant, a shopping mall, and potentially a new supermarket. Of course there are some she can't reveal.

"Until we have something down on a building permit, those are just 'Pie in the Sky'". ■

The "Upside Down Bridge"

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The Grand Glaize Bridge, circa 1950. The view looks northward toward the mouth of the Glaize Arm. The dock near the east end is Chet's Landing, the forerunner of Link's Landing. Bridgeport Marina is at the west end.

Photo courtesy of Brad Atkinson, Fenton, Missouri

climbed out of the valley on either side.

To esthetically enhance the height of the bridge, the designers decided to erect the spans with the supporting trusses below the highway deck--an arrangement known as a deck truss. This would place the roadway some seventy feet above the lake level, and afford an unimpeded view of the tributary—and it could be done without reducing the load capacity of the bridge. Both the Niangua and Hurricane Deck Bridges built some six years later would feature similar designs. Since the Grand Glaize structure was the first high span in the area, it acquired the nickname of the "Upside Down Bridge".

The Upside Down Bridge cost about \$400,000 and was finished in time for the lake to fill under it. Designed as a two lane structure, the traffic demands of the late twentieth century rendered it obsolete. Construction of a new bridge began in the early 1980's. The westbound lanes were completed in 1984. However, the old

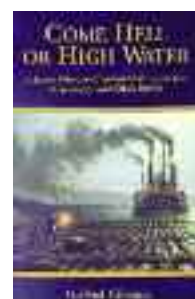
bridge continued to carry east-bound traffic until 1995, when all four lanes of the newer span were finished. Engineers then dismantled the the old span, and the Upside Down Bridge was no more. ■

Historian and tour guide Michael Gillespie is the author of "Wild River, Wooden Boats" and "Come Hell or High Water: A Lively History of Steamboating".

He has also



Michael Gillespie

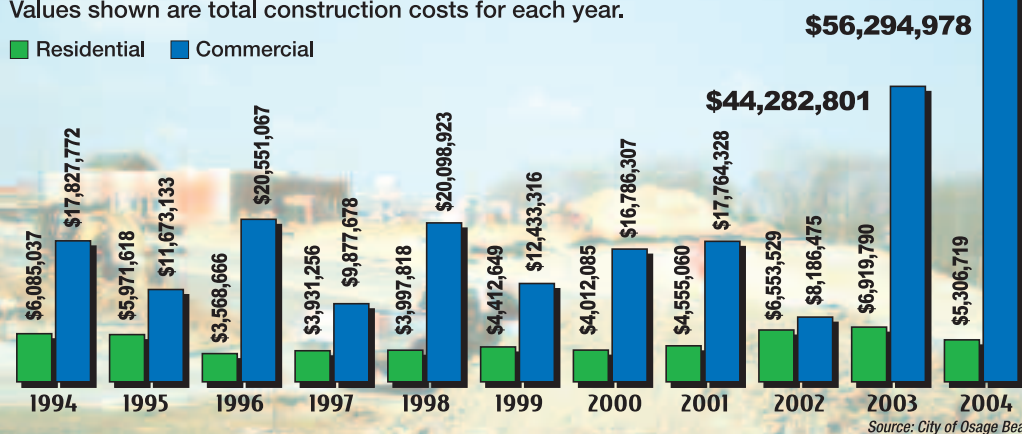


penned dozens of magazine articles. Both of his books are available online at Amazon.com and Barnes and Noble.com.

Osage Beach Construction Permits 1994-2004

The dramatic increase in commercial development in Osage Beach is readily apparent in this ten year comparison of issued building permits. Values shown are total construction costs for each year.

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