LAKE OF THE OZARKS

Valentine's Day Explained

Alison did some research on the holiday and explains the origins of Lover's Day. Page 5.

Spa Skiki the Best

Monica Vincent files a story on the resort's accolades. Page 60.

Lake area hunters "flock" to hunt Truman Lake area

Why they drive so far to hunt migratory waterfowl, and set up clubs. Page 10.

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A great event, a great cause. Page 6.

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The return of a worthwhile event raising money for a good cause. See page 7.

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Technology and Lifestyles

MLS RACE

A favorite geeky look at gadgets. Page 46.

NEWS IN BRIEF April Osage Beach Health care task elections coming

Even though the Municipal Elections in Osage Beach are stills weeks away, we thought we'd give you a quick rundown of the candidates for the various positions.

Ward 1 Alderman: Rich Martin (I), Morgan McNally and Julie Lentz

Ward 2 Alderman: Lois Farmer (I) and Janell Bednara

Ward 3 Alderman: John Oliverri and Eric Medlock (I)

Collector: John M. Barry (I) Mayor: Penny Lyons (I) and Tony Cicerelli

In the Mayor's race, we asked the candidates what they thought were the important issues, and what if anything, they would differently after winning the election.

Tony Cicerelli, currently serving as Ward 1 Alderman said he would take a "more progressive stance" toward city government, being "proactive, not reactive".

What's important? "Honesty. Always in the forefront." Tony answered. When we asked what he would do differently, he replied, "Bring more of the city back to the people. An open forum. The City's doing better [in the last three years] because of the board. I'm a businessman. It's everyday business for me to get up and by David A. Lieb operate in that fashion. I don't have to be taught to do it. I'm Matt Blunt created a health professional. What's right is right, and what's wrong is wrong. And it's not who's right, it's what's right. I'm straightforward instead of politically cor-

What are the issues? "The growth of course, how to balance it. "Tony said, "We live in a great place. We don't need to give it away. Make sure it doesn't grow so fast that our infrastructure and everything can't support it."

Penny Lyons, incumbent Mayor of Osage Beach said that it is the infrastructure that has allowed the city to grow. The important issues? "The stability of our economy," Penny said. That's one of the main reasons we've done so well. The city has looked stable, and is stable as far as investment into the city. So I think stability is one of the most important things for a small town our size."

What will she do in the next term (2 years) as Mayor? "I'm looking forward to actually finishing up the water system." Lyons said. "Almost six years ago, we did not have city-wide water. And we have just one continued on page 2 force created

Jefferson City, AP— Gov. care technology task force to study how the state can encourage the use of electronic medical records that can more easily be shared among doctors, hospitals, pharmacists and other medical providers.

The task force is the first step toward recommending how to spend \$25 million that Blunt has proposed for a new health care technology fund.

"This will help reduce costs with improved outcomes for Missouri patients," the governor said.

The 14-member task, to be led by Department of Health and Senior Services Director Julie Eckstein, is to study the cost and issues involved in adopting "interoperable health care information technology," and identify private resources that could help fund it.

Eckstein said part of the goal is to develop a computer system platform that could allow patients' medical histories to be accessed by any physician who treats them.

Blunt compared it to computer systems that already allow vehicle service companies to know when motorists

last changed their oil, no matter where that oil change occurred. He also cited the ability of package shipment companies to know where a package is at any given time.

Yet many medical records are kept on paper, and a doctor at one medical office often does not know what tests or treatments have been ordered by a physician at another medical group, Blunt said.

"There is a need to share health care information efficiently, so that information is readily available to health care providers, consumers and important public health agencies in order to make the best possible health care decisions,' Blunt said.

Under one scenario for the future, medical patients could carry electronic cards similar to credit cards that health care providers could swipe through computerized scanners to view the patients' medical histories, Eckstein said.

But the new Missouri task force is a long way from recommending any specifics, she

Blunt's executive order seeks initial recommendations from the task force by July 1, the continued on page 39

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Page 2 February, 2006 Lake of the Ozarks Business Journal

BUSINESS JOURNAL



Publisher
Denny Benne
Editor
Darrel Willman

Production Assistant
Corey Scott

Marketing Consultant
Susan Law

Contributing Writers
Michael Gillespie

Mike Bissell
Monica Vincent
Dwight Weaver
Alison Schneider

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Candidates in April's election

continued from page 1 area to finish now, so we've got about 95% of city-wide water and fire suppression in. It was a fifteen-year projection, and we've got it done in less than six years. I think that's allowed for a lot of the growth." She added.

"I don't think some of the businesses we have now would have located here if they had to drill their own wells."

What would she do differently, if anything? "Since it's worked so well for the last six years, I would think working with the staff— and listening to their recommendations— and acting on those. Being available, I don't know that I would change those, they seem to have worked well in the past. The city's done well. Just

listening, and working on those issues."

Over the next two years, Penny says as Mayor she would continue to work with MODOT in regards to the planned expressway. "Making sure in comes in smoothly. We have six interchanges as of now, making sure those interchanges work well with the rest of the city."

The Camdenton Area Chamber of Commerce recently held a ribbon cutting for a new member, AFLAC. Steve and Lorrie Thackston, independent associates representing AFLAC, can work with your current health plan or could act as your primary provider. For more information call them at 573-873-3531. Other pictured are Joyce Cooper, Advertising Impressions; Scott Christensen, Elmer Meyer, Den-

QuickTime# and a TIFF (Uncompressed) decompressor are needed to see this picture. nis Jones, Fire Marshall, Police Chief Laura Webster and Mayor Kerry Shannon representing the City of Camdenton, Linda Sweat, Camden County Collector; Sherry Meissert, Camden County Treasurer; Johna Stanfield, Chris McElyea, and Nate Dierking representing Central Bank of Lake of the Ozarks, Jack Crowell, First National Bank; and Alan West, President of the Chamber and Bruce Mitchell Chamber Executive Director.



Blunt's tourism budget increase to benefit Lake area

The 2006 fiscal year tourism budget will receive a muchneeded boost of \$1 million, says Jim Divincen, Missouri Division of Tourism Commissioner.

"This very wise investment will allow the State to maintain and hopefully increase our market penetration in our competitive set states, the eight abutting states to Missouri. This news endorses the fact that Governor Blunt is very concerned about increasing the economic development and growth for the state of Missouri.

Research shows that for every dollar invested in the Division of Tourism, \$2-\$3 is returned to the state's general fund through state sales tax generated from tourism revenues.

We tremendously applaud Governor Matt Blunt's supplemental tourism funding for this year and his proposed increase in the tourism budget for next year, and we're thrilled to have the extra funding for promoting and advertising the state and the Lake of the Ozarks area."

This \$1 million boosts the 06 tourism budget to \$14.3 million. The announcement said all funds will go towards advertising Missouri as a tourist destination. Along with the increase for 06, Blunt also said he is proposing \$17.7 million for '07, an increase of over \$4.5 million.

The Governor when contacted said, "I am pleased to provide this funding for tourism advertising in my budget. It should make a real difference for communities all across Missouri. Last year's budget decisions make this funding possible."

Jessica Robinson, Governor Blunt's Press Secretary added, "Tourism has a significant impact on our state's economy. Lake area residents know firsthand the benefits and entrepreneurial opportunities tourism can bring our state and local



Jim Divincen

communities. The governor this year recommended an additional \$4.5 million for our state tourism division. This increase will bring the total state funding for tourism to \$17.8 million."

Representative Rodney Schad for the 115th District said: "Rarely do we have an opportunity to invest any state dollars where the return is so great. When we invest dollars in



Governor Matt Blunt

tourism, we get a great returnit's been estimated as seven to one. It's a win-win situation.

I am very hopeful there won't be any problems getting the bills through. We may be spending one million, but the return will be great."

Chuck Purgason, Senator for the 33rd District, said: "It's in the first bill we pass every year, the supplemental bill. I don't forsee



Rep. Rodney Schad

any opposition to it, I think it'll go through rather smoothlyespecially the million for '06- and I don't anticipate any problems for the '07 budget either. It's a good investment, for us especially (the Lake area), it's a state investment but it fits our area pretty good." ■

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Blunt orders legal action against AmerenU

by Margaret Stafford

Kansas City, AP— Gov. Matt Blunt asked Attorney General Jay Nixon to bring civil or criminal charges against AmerenUE in the collapse of the Taum Sauk reservoir.

The governor said in a news release that his request is based on the results of a Missouri Department of Natural Resources investigation into the Dec. 14 rupture of the reservoir. which sent more than a billion gallons of water into Johnson's Shut-Ins State Park.

The collapse caused extensive damage to the park and destroyed park superintendent Jerry Toops' home. Toops' three children were hospitalized but have since been released.

Blunt said he has directed the DNR to turn over the findings to Nixon's office, after which the governor wants the attorney general to file charges against the company.

Steve Sullivan, Ameren senior vice president and general counsel, said the company was surprised by Blunt's request.

"We have been working with

the Missouri Department of Natural Resources on a daily basis." Sullivan said in a news release. "They have indicated that they are more than satisfied with our performance, so we were completely taken aback by this press release.

"We have said from the beginning that we are taking responsibility for this incident. At the end of the day, we are confident that there is not going to be any finding of criminal liability here."

Nixon said his office looked forward to reviewing the DNR's information.

"We will also review the separate information compiled by law enforcement agencies, then I will determine the appropriate legal action for the state of Missouri," Nixon said in a written statement.

The governor's news release did not provide specific allegations, but his spokesman, Spence Jackson, said the DNR's findings were similar to those in a story in the St. Louis Post-Dispatch. Jackson said he did not have more details.

Quoting e-mails from a park superintendent, the Post-Dispatch said Ameren supervisors had been warned about a potential collapse less than three months before the rupture.

The e-mail from Richard Cooper, superintendent of Ameren's Taum Sauk Hydroelectric Plant, said water had overflowed the northwest wall of the reservoir on Sept. 25. He said the overflow had washed away rock at the base of the reservoir wall, leaving trenches a foot deep in some areas.

"Overflowing the upper reservoir is obviously an absolute 'NO-NO,"' Cooper's e-mail said, noting that it would "cause eventual failure ... Those kind of headlines we don't need."

Company e-mails also showed that the plant for months had problems accurately gauging water levels in the reservoir.

Ameren never reported the September overflow to federal regulators, although it would be required to under federal regulations, the newspaper reported.





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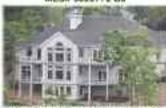
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Lake of the Ozarks Business Journal February, 2006

St. Valentine's Day demystified Everything you ever wanted to know about this sweetest-of-all holiday

by Alison Schneider

Is it a vast conspiracy by the chocolatiers, jewelers and greeting card companies or is there more to the story? Was there really a St. Valentine? Whats with the naked flying baby and the arrows? Why did we ever start having a special day to say "I love you"— are humans really that self-involved that we need a prod every year to be romantic? Hold on, because all your questions are about to be answered.

Of course, as with most things, there is controversy over the actual origin of the remembrance, but by piecing together several of the legends, a picture begins to form that looks something like this-

Beginning in Ancient Rome in about the 4th century B.C., Romans marked young mens' rites of passage with a festival honoring the god Lupercus the Roman god of fertility, husbandry and the protector of herds and crops.

The Romans believed that honoring Lupercus would cause him to protect Rome from wild bands of wolves, which would devour people and livestock. Lupercus was represented as being half-naked and dressing himself in goat skins. It is estimated that this event, beginning February 15th was known as Lupercalia (loosely translated as the festival of sexual license).

In his honor, as part of the ritual, the priests of Lupercus sacrificed goats and a dog to the fertility god, drank lots of wine, and would run through the streets of Rome holding pieces of the sacrificed goats' skins over their heads, touching all people who crossed their path with the skins and thus blessing those lucky touchees with fertility.

Their touch was highly sought after, especially by young women, who believed that the touch of the priests would make them both fruitful and promise them an easy childbirth. The ceremony took place on Palentine Hill, where Romulus and Remus were sheltered and nursed by the she-wolf prior to their founding

By around 270 A.D., the festival had evolved and now included placing the names of young women into a box to be drawn at random by the young men of the village. This progression had taken place in efforts to throw in

an honorarium to the goddess Juno Februata (the goddess of fever and love, women and marriage).

On February 14, the names of the teenage women were placed in the box and on the 15th, the young men would take out the names. During this time, the couple would participate in the games, feasts and parties of the festival and would then live together in a form of monogamy for one year, until the next festival and pair-drawing. It was around this time that the emperor Claudius II issued an edict forbidding marriage. He supported the festival and the rites of passage associated with the couple lottery, but felt that marriage made his soldiers weak due to their unwillingness to leave their families to partake in battles.

Valentine, the bishop of Interamna offered young lovers to come to him in secret, where he would join them in marriage. When Claudius became aware of Valentine's rebellious practice, he ordered him brought to the palace where he tried to coerce the bishop into renouncing Christianity and marriage and convert him to honoring the Roman gods. Valentine not only didn't renounce, but attempted to convert Claudius to Christian-

This enraged Claudius and he ordered the bishop's death by beheading. However, during his incarceration in the palace prison, Valentine reportedly fell in love with the jailer's blind daughter. On the day of his death (February 15th) he left behind for her a love letter and signed it "your Valentine".

She was so moved by his words of pure adulation and devotion that she regained her sight. The Catholic Church named Valentine a martyr for his dedication to the church and his refusal to renounce his faith to the death, later making him Saint Valentine.

Also during this time, the church determined that it was time to make a stand against the Lupercinian rituals and caused the coupling lottery to be altered in 496 A.D. The Pope Gelasius felt that Valentine was the ideal representative of the new and improved festival. He ordered the lottery to be altered by replacing the names of willing young women with the names of



Detail of Jacopo Bassano's "St Valentine Baptizing St Lucilla", c. 1575, courtesy Nicolas Pioch's WebMuseum.

saints. Both men and women would take part in the drawing of names and in the following year they were expected to emulate the life of the saint they had drawn. While there was quite a bit of resistance, the Catholic beliefs were becoming more popular in Rome and eventually the pagan festival was replaced by a Church Holy Day overseen

spiritually by St. Valentine, honoring the priest on the eve of his death (the day he wrote the letter), February 14th. Because of his support of true love, and the miraculous return of the jailers daughters sight it eventually became a day of declarations of affection and love, much as it is today. The Europeans added their own unique twist to the day, however when Chaucer wrote of the 14th being the day when the birds choose their mates. In his Parlement of Foules he wrote; "For this was Seynt Valentines Day, when every foul cometh ther to choose his mate." John Donne also wrote of the birds mating on February 14th, tying it into an homage to St. Valentine. Shakespeare got into the act as well, as did the poet Drayton in his poem "To His Valentine" in which he says "Each little bird this tide, doth choose her beloved peer, which constantly abide, in wedlock all the year." Some feel that this preoccupation about birds' mating rituals is where the phrase and inference "birds and bees" comes from,

but it's of course, hard to say for

While the Christian tradition of drawing names on St. Valentine's Eve continued, the idea of birds choosing their mates on the day eventually led to the idea that boys and girls should choose a mate as well.

In 1600's England, the name drawn by a boy would be worn on his sleeve and he would attend and protect her from harm for the next year. This made the girl his "valentine" and they would exchange love tokens on that day and throughout the following year.

Later this changed to the boys giving love tokens to the girls (much like today), usually without names and signed only "your valentine" or "with St. Valentine's love". By the end of the century, the French had developed the tradition of both sexes drawing from the box.

They would both wear their drawn name on their sleeves or dresses for several days, but the boys took their choices more continued on page 56

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Polar Bear Plunge set for Saturday Feb. 25

by Darrel Willman

The Polar Bear Plunge will be held Saturday, February 25th, at Public Beach Number Two in the Lake of the Ozarks State Park. Susan Stegeman and the Special Olympics Missouri (SOMO) organization expect more than 500 participants this year. In the ten years the event has been held, it has raised more than \$600,000.

Plungers will show their costumes in the parade set to start at 2 p.m., with the first 20-person heats entering the water at 2:30 p.m. Proceeds from the Plunge and the related events go to support year-round sports training and athletic competition for the 14,178-plus children and adults with mental disabilities who participate in Special Olympics Mis-

32Stegeman explained how the Plunge has expanded. "This is the 11th year for the event, and it has grown to include five events across the state, but the Lake is the only one that has the strut. This is the fifth year for the Strut. The Plunge is February 25th, registration opens at Noon.

People can register that day—it's not a problem, people are registering now, and we encourage them to go online to register at www.somo.org."

Susan told us that Special Olympics Missouri is handling the donations from the events differently this year.

"It's really quick and easy," she said. "But the fun part of it is that they can create their own web

page and then email their friends and family for support. So instead of just asking people locally they can plan it, and then email their Mom, Grandma, coworkers- anybody."

They've included an internet tie in this year with some help, that is enabling participants to collect donations from anywhere in the world, not just the local area. The donations are now

Commission has graciously offered their services to the charity, and so will be processing the pledges for the Strut, the Plunge and other SOMO events. They then issue SOMO one check for the events, instead of the agency processing the hundreds of individual payments themselves. Staff then tracks the donations back to individual participants when figuring totals for the prizes that are awarded. "This is handled through a secure website. People who are doing the Strut or the Plunge can set a goal, and then watch it grow. The thermometer will kind

handled online through a secure

website. The Kansas City Sports

If plungers or strutters get their entries and minimum pledges in by February 6th, they'll get free entries for the Waverunner giveaway donated by Surdyke Sports, and all participants get the commemorative sweatshirt.

of fill in, and grow as people

"When people register, they get a warm sweatshirt, because they're 'freezing for a reason'. And



everyone who registers and turns in \$50 by Feb. 6 will receive five entries in a drawing to win a Yamaha 2006 VX-110 Waverunner that was donated by Surdyke Yamaha," Stegeman says. "Entry tickets for the drawing also can be purchased for \$10 each and

continued on page 38



"Smurfs" take to the water at the '05 Plunge.

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"Cops on Top" at HyVee February 17

by Darrel Willman

Join local police officers, disc jockeys and spectators on February 17th at HyVee in Osgae Beach from 6 a.m. to 6 p.m. for the third annual Cops on Top event

The offiers and radio personalities will brave the cold weather in order to raise money for Special Olympics Missouri. The public is invited

to drive by and put whatever they can in the bucket for the cause. Groups annually issue challenges to others to try and out-raise each other.

The Osage Beach Department of Public Safety said officers Kevin Friend and Steve Edson will be participating, but we are sure that our buddy Pete Leya will swing by as well.

Sue Chatham, Administra-



Mix 92.7's Dave Friday and Mike Clayton with Osage Beach Officer Kevin Friend on top of the Blockbuster Video building during the 2005 Cops on Top fundraiser.

tive Assistant for rhe Department and the Chief of Police said, "I think Pete Leyva's on duty, but he'll probably pop up there once or twice during the day. And Darren, the DARE mascot. The officers will be lowering the bucket down to the public for donations. Typically, once they're up there and on the radio, we've had this outpouring of support from the community. All of the businesses and everyone has just come out brought them food, and lunch, and coffee— whatever they've needed to be able to stand it and stay up there. And, there was quite a few competitions going on last year, between the realtors and the different businesses, donating and competing to get the most

But Sue added a challenge of her own. "Go ahead and come out— drop by HyVee and show your support."

Susan Stegeman, Special Olympics Missouri (SOMO) says, "This is the third year for



Willmai

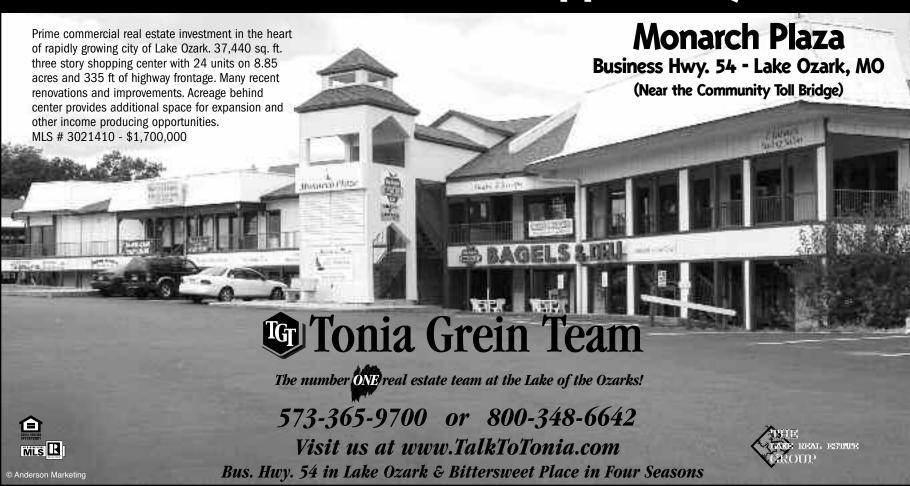
Osage Beach Department of Public Safety Corporal Pete Leyva with "Darren" the DARE mascot, at the 2005 Cops on top event.

Cops On Top. People will literally drive by and drop off their spare change. Last year they raised \$8,115, and they're out to top last years' total. Even one more dollar is an increase. It's so important (Cops on Top) to

Special Olympics that we've started copying it. It started about ten years ago in Illinois on top of an outdoor billboard. It had an incredible amount of exposure and raised a lot of money. Everything couldn't be brought together the next year to replicate it, so we didn't do anything for a while. Then an officer up in Jefferson City did it, then the Osage Beach guys took it- since then its really started expanding. A lot of law enforcement agencies around the state are doing Cops on Top now, because it is one or two days that they can put their officers out there and really make a difference. This is a fun way for them-being on the air with the DJ's, talking about what they do, and getting the support of the community. It's kind of a grass roots program and you couldn't design a better one, really. Organization like the Osage Beach Department of Public Safety are priceless—invaluable to us."

continued on page 49

Commercial Business Opportunity!



mega Coffee Co. - Ā passion for taste

by Michael Gillespie For thirty years, Kenneth Pearon had a hobby. It started when a friend sent him some fresh roasted coffee from New Orleans. "It was so different than anything that I had ever experienced before," says Pearon, "that it caught my attention." The local entrepreneur, who for a number of years operated an area pest control business, found that he could purchase specialty coffees from mail order firms and blend them to suit his taste. Then, in the year 2000, he decided to turn his acquired talent into something that everyone could enjoy. And that was the start of the only coffee shop along Highway 5 from Camdenton to Versailles — the Omega Coffee Company, of Laurie.

Pearon, a genuinely friendly man with an easy smile, muses about his avocation as he prepares another steaming cup of joe. "Coffee is an interesting

thing," he says. "You get to studying your coffees and finding out where they come from and what kind of character each coffee has." Pearon says he was "pretty much selftaught," but along the way he found a professional coffee consultant and buyer, who served as a mentor and shared information with him. "There's a lot to it," Pearon says.

Pearon chose the name Omega from the book of Revelation. He wanted it to reflect his Christian faith. All of his former businesses had a faithbased name as well. Visitors to his coffeehouse find it a comfortable, informal place to spend part of their day. There are souvenirs to peruse: baskets, wood carvings, nickknacks, stuffed dolls, and even men's ties. Along one wall sofas and an easy chair surround a (what else?) coffee table. Up closer to the counter one finds dispensers of ready-to-purchase coffee beans. In an

alcove near the back of the store a vat of beans are roasted and mixed in a large blending roaster. The aroma beckons one to linger and visit a while. Customers come and go. They all seem to be on a first name basis.

"We're primarily a coffee bar," says Pearon. "But I'm a coffee roaster. We have 20 to 22 origin coffees - you know, coffees from different parts of the world. We blend those coffees, and we also flavor them. All totaled we have 50-plus different types of coffees and flavors.

"The most popular are the blends that we do here, and I name them after the area. We've got a Sunrise Beach blend, we have an Ozark Morning blend, we have a Shawnee Dark blend."

Pearon admits that the local names probably have something to do with the popularity of those blends. At least, he says, that's what gets people started on them. But it's more

than that. "They're good, solid quality coffees," says Pearon. "I roast them for a couple of shops in other areas and they've been just as popular there, out of the area, as they are here. Somebody in Jefferson City is not going to buy a Sunrise Beach blend just because of it's name." Generally, all of his coffees combine beans from Columbia, with those of Central and South America. But that's as much information as he'll give. After all, laughs Pearon, "I don't want to give away my recipes." Pearon's menu lists espresso drinks, pressed coffee, frozen specialties, fruit drinks, teas as well as regular and decaffeinated roasted beans. He also offers cookies and doughnuts.

Pearon doesn't worry about coffeehouse chains. He's found his niche in Laurie, and beyond. "We have a lot of tourist trade,"he says. "We ship coffee to twelve, fifteen states. Most of that comes from peo-

ple who have stopped in while they were vacationing at the lake, or people who have winter homes in other places. We're very small, so we can give people personalized service. I have a whole group of people who come in here every day. I make their drink before they come in the front door. I know them personally; I know what they drink." And the quality, he says, is as good as anywhere maybe better.

Lake of the Ozarks Business Journal

So what does Kenneth Pearon think, after turning a hobby into a business? Without hesitation he replies: "I love it. I'm having a great time with it. It's really a fun business and I enjoy the contact with the people." And, like a true connoisseur, he's quick to add: "I get to work with my coffees."

The Omega Coffee Company is located on the east side of Highway 5 in Laurie, at 520 North Main, about a block north of the traffic light. ■







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Local business owners flock to Truman Lake area

by Denny Benne

It seems there has been a migration of sorts, Lake area business owners and managers who are flocking to the Truman Lake area, not for business opportunities, but for a little "R & R" after a long and hectic summer season.

As with any seasonal resort area, Lake area businesses are slammed from March to October. With employee shortages and obligations to provide services, many businesses—whether realtors, restaurateurs or marine dealers, find themselves putting in twelve plus hour days for weeks or months at a time.

The Fall and Winter hunting seasons provide a refuge for these owners and managers, to relax and recharge their batteries. It's becoming more and more likely that you'll run into someone you know at the Clinton Wal-Mart or Wall's General Store in Blairstown as you pickup your supplies for the week-



Pictured (from left to right) Lake area hunters after a successful day in the duck blind: Jeff Krantz (RE/MAX Lake of the Ozarks), Michael Ismail (Michael's Steak Chalet) and Randy Kelly (Kelly's Port).

nd hunt.

While there may be a lot of casual humor about business in the dick blind, no one ever talks business— that gets you banned from a lot of duck clubs.

Sure, it is a lot of fun, but this type of recreation comes at a price, which is why many choose to form clubs to defray the cost of property, housing and the annual planting.

We had an opportunity to talk to Scott Shoemaker, an avid duck hunter and realtor at Re/Max Truman Lake. Scott has developed several duck clubs including Spangler Prairie, Whistling Wings Lodge, Mallard Lodge and a number of individual properties. Scott knows a little about duck hunting and what it has done for property values in continued on next page

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Lake of the Ozarks Business Journal February, 2006

Business owners flock

continued from previous page the Truman Lake area.

We asked Scott first of all, why people were coming to the area. He replied, "Truman Lake has actually changed some of the migratory bird fly-ways, which has brought a lot more birds to the area. Truman Lake holds a lot of ducks during the migration, and they'll travel up and down the tributaries like the Grand River and Big Creek, to feed. This makes property along those tributaries prime for duck hunting."

We asked Scott where his clients were coming from. He told us, "Most are from the Kansas City area, we're only an hour East, so a lot of duck hunters can do a one day hunt and be back home that night. A lot of people building the clubs are from a little farther away,

maybe two hours or so. We've seen a lot of hunters from Columbia, Jefferson City, and the Lake of the Ozarks area."

Scott told us that the property values in the area on Big Creek and the Grand River are around \$2,000 per acre, and property for sale is getting harder to find. The development costs associated with the area are all over the

board, depending upon the property. Some require more bulldozing work than othersthat's important when you are considering property for developing a duck club.

Scott said as well, "If you really want to add to the pleasure of your club, try bow hunting for Whitetail deer. There are some trophy bucks in the area, and bow hunting is really a chal-

NORTH AMERICAN FLYWAYS Migratory ducks and geese follow "highways in the sky" during their semi-annual migrations. The Mississippi Flyway passes over the Truman Lake area. Inside the flyways, ducks and geese follow lakes, rivers and streams to feed. ATLANTIC FLYWAY MISSISSIPPI FLYWAY **CENTRAL FLYWAY** PACIFIC FLYWAY Source: National Wildlife Federation Business Journal Graphic by WILLMAN

The Al Elam Column

With Tim Tabor

Increase your Selling Price

Buyers pay a premium for a home that is in top-notch, move-in condition, so once you decided to sell, make sure the home is ready to be sold.

First, you have to figure out what needs to be done to your home. A thorough property inspection up front will help to identify problem areas. Having the property inspection done and all the corrections taken care of before you get offers also shows the buyers that you are conscientious homeowners. This will relieve some of their anxiety about buying a home.

Properties in prime condition are a pleasure for real estate agents to show, so they get shown more often. The more exposure a property gets, the better the chance of selling it quicker and for a higher price.

Here are a few things to consider when preparing your house to be sold:

Spruce up the outside of your home. This can include painting the exterior, yard maintenance, and making sure the front entry, driveway, and other outdoor areas are clean and free from defects and obstructions.

Make sure all basic home components such as windows and doors are clean and in working order. Carpets, floors and walls should also be thoroughly cleaned. Replace necessary bulbs in all lights and fixtures, and see that all switches work properly.

One of the best and least expen-

sive ways to improve the "showability" of your home is to open up as much space as possible. You can't change the size of what you have, but you can try to present it in a pleasing way. This includes clearing out all unnecessary items from closets & storage areas, counters & cabinets, as well as the garage.

All this may seem like a lot of work, but it means a quicker sale with less hassle and more money in your pocket. Not to mention the pleasure you and your family will receive from living in a well-kept home.

If you have any questions or concerns regarding the buying or selling of your home, please give me a call or stop by the Al Elam Real Estate Co. office; (573) 365-2311; 2860 Bagnell Dam Blvd., Lake Ozark, MO 65049.



Tim Tabor



age 12 February, 2006 Lake of the Ozarks Business Journal

Bill seeks to spur competition in cable TV

by David A. Lieb

Jefferson City, AP— The reception to the "Fair Competition in Video Act" was at times a little fuzzy as the cable and telephone industries, consumer advocates and city government representatives each tried to channel lawmakers toward their way of thinking.

But the picture was perfectly clear to Sen. John Griesheimer as he surveyed the standing room only crowd for a committee hearing on his bill.

"Really, we need to change the title of this," said Griesheimer, R-Washington. "It's going to be the Lobbyist Employment Act of 2006."

Griesheimer's bill would make it easier for local telephone companies to offer television service in competition with cable companies.

Its main backer is Missouri's

largest local phone provider, AT&T Corp., formerly known as SBC Communications Inc. and, before that, Southwestern Bell. The phone company promises to invest more than \$100 million to bring its television service to Missouri if lawmakers pass the bill.

Cable companies have been joined in opposition by many local governments, which receive about \$35 million annually in franchise fees from cable operators.

The result is a bunch of lobbyists.

The Missouri Cable Telecommunications Association has doubled its normal lobbying budget, said executive director Greg Harrison, now listing 15 lobbyists employed through at least six agencies.

AT&T has 26 lobbyists registered with the Missouri Ethics Commission, although more than half of those are company employees who do more than just talk to lawmakers, said AT&T Missouri spokeswoman Ellen Bogard.

And that doesn't begin to count the lobbyists hired by other phone companies, individual cable companies, cities, counties and consumer groups.

The amount of money being spent on the legislation cannot be determined, because Missouri law does not require lobbyists to report how much they are paid by their clients, nor companies to report their payroll for government persuasion.

As it is, cable and phone companies already compete. Cable companies can offer local phone service. A phone companies can reach franchise agreements with cities or counties to also offer television service.

Griesheimer's bill would spare phone companies from having to strike deals in each of the state's 553 cable franchise areas and instead let them get a stateissued franchise allowing them to enter multiple markets.

Those phone companies could choose to offer television service only in certain neighborhoods, instead of having to serve the cable franchisee's entire area. In Jefferson City, they could target only the Capitol building itself, said Harrison, using an unlikely example to drive home the point of the cable companies.

His point is that phone companies likely would target the areas perceived to be most profitable.

In practical terms, it may mean that suburban residents are more likely than rural residents to see TV service from phone companies. "The denser the population, the easier to bring service there profitably," said Paul Lane, the general counsel for AT&T Missouri.

Cable companies claim the bill would give AT&T an unfair advantage to cherry-pick their best customer areas. And they point to a 1996 state law, which required those seeking to compete against local telephone companies to offer service to the entire standard toll-free local calling area—typically the whole city and, in some cases, beyond.

To be fair, cable companies contend the legislation should mandate that phone companies provide TV service to the entire area served by a cable franchise.

But officials at AT&T say there is an important distinction. Whereas competing phone services can rent space on AT&T's existing network of lines, AT&T is not piggybacking on the existing TV cables—it's building its own video-quality transmission lines.

Some lawmakers see irony in the fight. Local phone companies, once monopolies resistant to competition, are seeking to be TV competitors. Meanwhile, cable TV companies, once clamoring to compete against phone companies, are resisting an effort to entice competitors into their markets.

"There's just a touch of hypocrisy on both sides, because it's just role reversal on the arguments," said Sen. Matt Bartle, R-Lee's Summit.

Griesheimer hopes to strike a compromise—perhaps allowing phone companies to initially target only certain neighborhoods in a cable service area but requiring them to expand to the rest of the service area over a certain number of years.

A Federal Communications Commission report shows that for the year ending Jan. 1, 2004, cable TV prices were 15.7 percent lower in markets that had wireline competitors than in those without such competition.

That's why Griesheimer believes the state must do something to spur competition.

"The consumer is going to win," he said, "because it will drive down cable rates." ■



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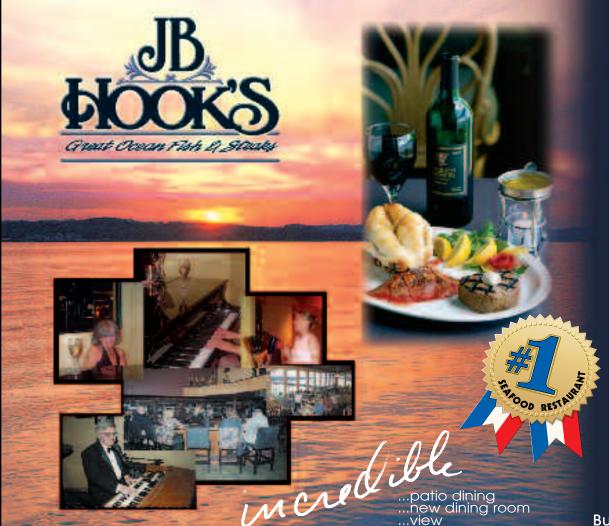


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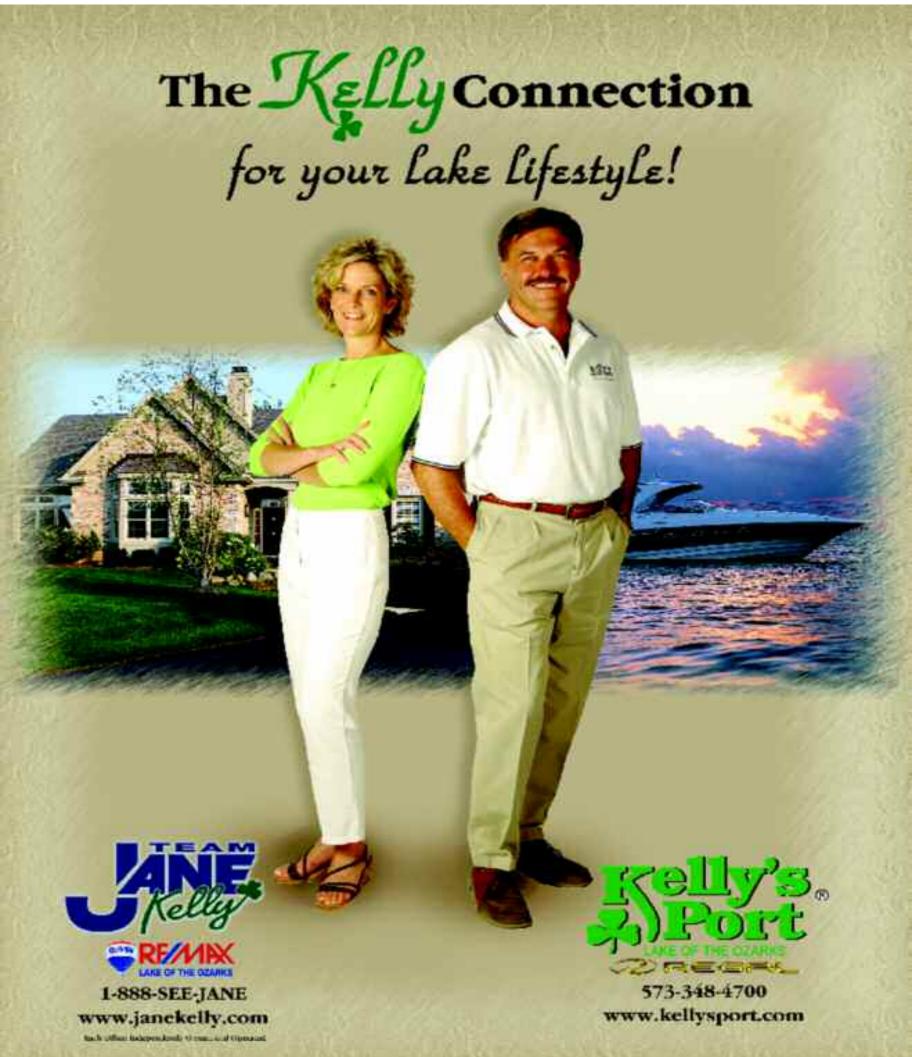
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Ozark Adventures begin at Ozark Outdoors and Cyclery

by Mike Bissell

For many, the idea using the word "adventure" in conjunction with a visit to the Lake of the Ozarks might conjure visions of venturing out for a quart of milk on a 4th of July weekend. For Tim and Leigh Ann Gobber of Ozark Outdoors and Cyclery in Lake Ozark, the word has many definitions; any of which they will gladly help you put into practice.

Becoming involved with cycling to the point of making it a profession was a natural evolution for Tim Gobber. "When I was a little kid, I delivered newspapers on my bike in a small town, a lot like Eldon, right outside of Omaha," Gobber said. "If I wanted to go anywhere, I rode my bike. I rode to school everyday, and delivered newspapers after school. When I went to college, I didn't have a car, so I rode my bike. I got my first mountain bike my second year of college and rode it the whole time. Bikes were all that I cared about. I had to buy my own when I wanted a good bike. Bikes have been in my blood ever since I can remem-

The idea for a bicycle and out-

door adventure shop at the Lake of the Ozarks was planted many years ago. "I did an internship at Tan Tara in 1993 and had my bike down here, as did the other interns," Gobber explained. "When we would go ride on the Trail of Four Winds out at the State Park, we found that after we finished, there wasn't anyplace to get parts or service. We couldn't even get accessories. I thought it was kind of weird that we had to go to Jeff City for whatever we needed when we were in an area that had such an amazing potential for growth. I went back to college and after another semester graduated and tried the corporate world in nutrition for about six months before realizing that it wasn't going to work out. So I went to a bike shop in Omaha, which is one of the biggest in the country, and worked there for two years, knowing the whole time I was going to move here, (the Lake) to open a shop. I was just there for experience, basically. I went to mechanic's school to concrete the idea that I was a competent mechanic, because a good mechanic is the foundation of

any bike shop."

Gobber's first venture, named Ozark Bicycles, opened in February of 1997 in the approximate area of what is now Outback Steakhouse. In March of 2000, the shop was moved to the Rockaway Center and re-named Oz Cycles. "Don't know why I changed the name," Gobber smiled ruefully at the thought. "Big mistake. It confused everybody." In March of 2005, the shop moved again to its present location across from McDonald's on Business 54 in Lake Ozark. between the toll bridge turnoff and the dam. "Before I moved here, (the current location), this was Ozark Outdoors for five years, so this was already established for kayaking, footwear and apparel--a destination store, a specialty store. So I just merged my business with the existing business and added the word "cyclery" to the existing name."

Ozark Outdoors and Cyclery offers advice and gear for anyone who is interested in following through on a more healthy New Year's resolution. The feature of the store, of course, is on cycling, but kayaking is also a component. "We have information about where to enjoy the outdoors here in the Ozark Region," Gobber explained. "We have trail maps, not just for cycling, but for hiking as well. Also, we have information on where to float if they want to bring their kayaks or canoes, or we rent kayaks as well. We provide a shuttle service, too. Say a family would like to spend a day on the water, but can't afford a \$1,000 for a boat rental, we can set them up for a float down the river to see a different side of the Lake area."

"One of our favorites, in season, is floating down the Osage River. We have a relationship with Riverview Campground for putting in and then the take out is at Cat Rock Resort. Hopefully, for the coming year, we can include the Niangua River as well. Some tourists want to hit the Lake, so we send them down to Public Beach One down Highway 42. From the boat launch up the Auglaize makes a nice float."

Good information is invaluable in any endeavor. It is particularly indispensable in cycling. The average person who is thinking of cycling as a primary mode

of exercise may think that because they rode a bike as a child, the skill will still be there as an adult. The worst thing which can happen to you, is to spend your hard earned money on a good bike and gear, then go out and go past your capabilities the first time. Often as not, a bad first experience will help you to rationalize quitting, and before you know it, your bike will end up hanging in the garage with a coating of dust on it.

"You must have an idea of what you want to do and what you're capable of so you don't hurt yourself and ruin the experience," Gobber explains. "I hate to say this, because it sounds like bragging, but we're experts in our field. People should trust that we'll give them good advice-we're a family owned business after all. Our big thing is that we're consultants on trail riding, cycling and kayaking. My wife and I are both cyclists and have been forever. I'm a certified mechanic and have a degree in nutrition, I consider us consultants because a lot of people want to take what they're doing to the

continues next page

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Ozark Outdoors and Cyclery

continued from previous page next level. That's where we come in. We help them go to that next level, whether it's buying the right equipment, right apparel or right gear, we'll fit them properly to their bikes and kayaks. People can get correct trail information from us, or even rent a bike if they want to go that route first." "Some places sell one size and one size only and we all know we're all built a little differently. Someone who is 6'4 and buys a bike from a chain store and it's built for someone who is 5'10-well, there's going to be problems. The bike probably wasn't assembled correctly and may not actually be designed for the



Tim Gobber of Ozark Outdoors and Cyclery.

Bissell

type of riding you're wanting to do. A good first experience is everything," Gobber concluded.

How does cycling compare to other forms of exercise? "It's unique in that it's low impact on your knees, so it's very easy on the joints, whereas jogging and some of the impact sports are harder on the body. It's very good for your cardio system and it's a full body workout. It burns roughly 500 calories an hour. You get the enjoyment of independence as it's not a team sport, and there are certainly no age limits," Gobber said.

"The greatest health benefits are achieved when the least active individuals become moderately active," writes researcher Ingrid J.M. Hendrickson. The American Heart Association says a lack of physical activity is clearly a risk factor for heart disease. The AHA estimates that up to 250,000 deaths a year in the U.S. are do to a lack of regular physical activity. One of the activities the AHA recommends is bike riding three or four times a week to improve the fitness of the heart and lungs, although it is always a good idea to check with your physician before beginning a vigorous exercise regimen.

So now you've bought your



Ozark Outdoors and Cyclery array of products.

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bike and the proper accessories, now what do you do? "Everyday, someone comes in who was born and raised here and has no clue that there's a public, paved multi-use trail on Horseshoe Bend that's five miles in length, which is just about right," Gobber explains. "If you're interested in off road riding, we have a new trail we're putting in off of A Road near McCubbin's Point, and of course there's the Trail of Four

Winds in the State Park off of Highway 42. We have the bikes, apparel and gear to make sure you can ride all year long. If you're geared up correctly, there's no such thing as bad weather. Whether it's road cycling or off road, we can take care of all of your specific needs. If you don't care to be out in the elements, we have Air Dynes and ellipticals as well. We also have continued on page 57

Krantz and Associates The Number One Lake Area Commercial Broker in 2005!

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February, 2006 Lake of the Ozarks Business Journa

John Farrell Real Estate opens new location

John Farrell Real Estate has been serving the needs of real estate customers for many years at the Lake. They are proud to announce their new location at 5750 Hwy 54 in Osage Beach.

The experienced real estate staff can assist you in finding your "dream property and location," or assist you in the selling of your current property.

Stop in at their new location or call (573) 348-2181 for more information.

Participating in this recent

Lake Area Chamber and Camdenton Chamber Ribbon Cutting Ceremony were Bruce Mitchell, Camdenton Chamber Executive Director; Jonas Farrell, Real Estate Specialist; John & Lynn Farrell, Broker/Owners; Jim Mead, Central Bank; • Joe Roeger, Lake Area Chamber Board; Trisha Roberts, Lake Area Chamber Executive Director; Diane Holmquist, Real Estate Assistant; • Brandon Stewart; Sheryl Vossman, Real Estate Specialist; Cynthia O'Neal, Real

Estate Assistant; Amanda Latham; Doug Stockton, Cold Stone Creamery; Anna & Hank Emerson; Gene Bishop, Real Estate Specialist; Scott Henderson, Real Estate Specialist; Connie Wardenburg, Reece & Nichols Real Estate; Ebbie Bogema, ReMax Real Estate; • Hal Bonacker, Real Estate Specialist; Helen &• Joe Watson, John Farrell Real Estate Customers; and the Lake Area Active Volunteer Chamber Ambassadors.







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The new generation of handsets are packed full of powerful applications and extra goodies.

Let's look at camera phones for a moment. These are becoming standard business tools for realtors, builders, & landscapers. There are few professions that can not benefit from this technology and as for consumers well camera phones are just plain fun! Professionals and consumers can now snap a photo with their phone and immediately e-mail it to a client or

MP3 players are emerging as one of the newest killer applications. Why carry an Ipod if your phone can do the same thing.

Smaller more powerful more feature packed and amazingly these extras are not at all expensive especially compared to the price of buying a phone, mp3 player, camera, and organizer all separately.

Even the most simple, inexpensive handsets come w/ date books and calendars to help organize our busy lives.

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The Connoisseur's Connection

by Eric Robbins

Rose petals float atop a warm bath. Candles cast a romantic glow. In the air is the sweet perfume of flowers. A bottle of Champagne chills while the sounds of light jazz fill the room. Whether you celebrate Valentine's Day alone or with a special someone, you deserve a little romance. Here are some suggestions to ignite a spark in your taste buds, if not your significant other.

It seems that all things old become new again. Bell bottom jeans are one example—I, personally, could have done without those the first time around. Fondue is another fad that has enjoyed a resurgence of late, and you won't hear me complain. There is something whimsical about dipping assorted fruits or breads into a warmed pot of some sort of sauce. Fruit sauces, cheese sauces and butter sauces make great fondues, but probably my favorite kind of fondue is chocolate. This Valentine's Day, picture the scene above but throw a Belgian chocolate fondue, fresh strawberries and bananas and your imagination into the mix, and I would guess that you would have a night to remember. Saxon Chocolates produces a fantastic fondue in the classic milk chocolate or white chocolate variety. Try them both.

A perfect companion to chocolate covered strawberries is Champagne. I heard a statistic recently that claimed the French drink an average of three bottles of Champagne per person per year, while in the United States, those same three bottles would serve 50 Americans. Sure, Champagne originated in France, but I think the French have a better understanding of its uses. Champagne is not only for celebrating special occasions, but also, I think more

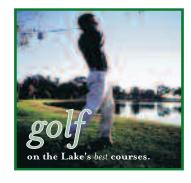
importantly, celebrating life with good food and good friends. Champagne gets the conversation started. It is a great apertif to a meal. It accompanies a wide variety of foods, from popcorn to shellfish, and adds a touch of class to any occasion. Champagne is one of my favorite things-whether a "true" Champagne, a Cava from Spain, or a sparkling wine from a number of wine regions throughout the world. One of my favorite sparkling wines is made by Mumm Cuvee Napa, and is called DVX. It gets its name by removing the vowels Devaux--Guy Devaux was the fouder of Mumm Cuvee



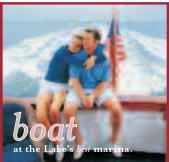
Eric Robbins, owner of The Connoisseur's Connection located at 5405 Hwy. 54 in Osage Beach, has nearly two decades experience in the spirits industry. He encourages you to join him for wine tasting Monday through Saturday, or call 573-302-1919 with any questions you would like to have addressed in his column.

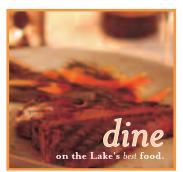
Napa. Mumm Cuvee Napa DVX is a Brut made from Chardonnay and Pinot Noir grapes. It has a pale straw color, and explodes in the mouth with flavors of green apples, yeast, bread dough and a trace of nuts and butter toffee. Should you find yourself on the Silverado Trail in Napa Valley, California, I highly recommend the tour at Mumm Cuvee Napa.

Some may find a Brut Champagne to be too dry. If you are one of those, try adding a little Chambord Raspberry liqueur or a Crème de Cassis liqueur for the classic French cocktail—Kir Royal. Lejay-Lagoute produces a pre-mixed Kir Royal that is absolutely delicious. A soft Ruby/Garnet color and the distinct perfume and flavor of cassis will enchant and delight you. Why wait for Valentine's Day? Try it for a Champagne brunch anytime.









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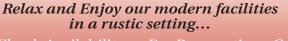




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February, 2006 Lake of the Ozarks Business Journal

Lake Ozark City designates detour for car show

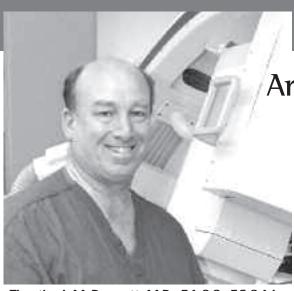
The Street Meet Nationals is the largest show of its kind in Central Missouri.

The anticipation of over 7,000- 10,000 visitors immediately alerts officials to public safety. The Street Meet Leadership Team worked to address safety issues as well as do a more effective job in moving visitors up and down the strip, while eliminating the one lane traffic congestion from past shows.

An alternate route with a detour, allowing traffic to bypass the event area during the peak days on Saturday and Sunday, May 6 & 7 from 6 AM to 5 PM was established.

On Friday, May 5, 2006 the

traffic will not be diverted. The traffic on Saturday and Sunday will be directed to Valley Road with spectator parking available at the American Legion. Free shuttle service will be provided from the American Legion parking to the event area.



Timothy J. McDermott, M.D., F.A.C.C., F.S.C.A.I. Board Certified Cardiovascular Physician

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Soft Market Opportunities

Like everything in life the insurance industry has cycles. Many call these cycles hard and soft markets. During the economic boom of the 1990's insurance companies lowered pricing in an attempt to gain market share. They would also lower minimum premiums, the minimum amount insurance companies would take in order to write a policy. As prices dropped many insurance agents were able to provide additional coverages, increased limits of insurance and still have renewal pricing lower than the previous years. This even allowed insureds to lower their deductibles with little adverse affect to their policy premium.

After the economy began to slow down at the end of the century, many companies started to see this reflected in their bottom lines. Meanwhile customers had become accustomed to turning in smaller claims that had previously been self absorbed underneath a higher deductible. These situations created an environment where companies would change underwriting philosophies. This was the beginning of a "hard" market. More strict guidelines were given to agents when writing new business and rates began to slowly creep up from past lows. Some companies restricted classes of business they would write while others put a new business freeze and would allow little or no new business to be written for a time. Customer loss history was scrutinized and deductibles began to increase to help with the premium costs and to curb further loss frequency.

For the last several months many companies have eased their pricing and underwriting guidelines and are asking for growth in new business. This is an opportune time for business owners and agents to get together and look at their policies to examine coverages that may not have been updated in recent years due to pricing concerns. Some insureds will be eligible for company credits that previously may not have been available. Credits give premium savings for those accounts that meet additional underwriting guidelines.



Steve Naught, CIC

Most companies are showing the signs of a new "soft" market,

but it is unlikely we will see the price wars of the 1990's for some time. While underwriting is loosening and rates are lowering there are still concerns that last years storms could affect property reinsurance rates for the

Steve Naught is a Certified Insurance Councilor with the Naught-Naught Agency. He can be reached at 573-348-2794.



Starbucks coffee houses come to Osage Beach

by Michael Gillespie

"Starbucks is always on the lookout for great coffee-loving communities," says Keith Stewart, regional marketing manager, Starbucks Coffee Company.

For that reason, the Seattlebased specialty retailer has chosen Osage Beach as the site for three of its newest outlets. In addition to its Stonecrest Mall location, shoppers can now find Starbucks inside the Hy-Vee and Target stores. The coffee shops opened in November.

Stewart says the three stores in close proximity to one another make it handy for clients in need of a pause. "Our coffeehouses in Osage Beach allow us to service our customers where they find it convenient— whether that means while they're shopping for groceries, picking up a couple of things at Target, or while they're just out for a drive."

According to Stewart, Starbucks maintains a licensing agreement with selected chain stores such as Hy-Vee and Target. This, he says, enables the chain to reach customers who might not ordinarily visit their free-standing outlets.

Nationally, Starbucks can be found in retail stores, licensed locations, grocery stores, and venues where, says Stewart, "our customers expect us to

Known for its whole bean coffees, expressos, and blended beverages, Starbucks is the world's leading retailer and roaster of specialty coffee. Having more than doubled the number of stores in the past five years— there are over 10,000 outlets world wide now— it was only a matter of time before the retailer discovered Osage Beach and Lake of

Noting the area's mixture of seasonal visitors, year-round destination resorts, and a growing residential base, Stewart added that "Starbucks wants the tourists and vacationers to feel at home while visiting Lake of the Ozarks yet, at the same time, provide the Osage Beach

the Ozarks.

residents a gathering place where they can come together to connect over coffee."

Coming together to connect over coffee is what the company refers to as the "Starbucks Experience." In its earliest days, Starbucks sold only coffee

Then, in 1984, the director of retail operations, Howard Schultz, convinced founders of Starbucks to test a coffeehouse concept based on Italian expresso bars. After some testing, the original owners of Starbucks rejected the idea and Schultz left to found his own company.

Three years later, Schultz's company, Il Giornale, acquired Starbucks and permanently established its theme as a coffeehouse and expresso bar. Basically, the stores provide a quiet, unhurried place to mull over the day's activities and visit with friends.

The selection of "handcrafted" beverages include dozens of coffee blends and flavorings, teas and water offerings, as well as pastries and ice creams. Customers can purchase bags of roasted coffee, bottled coffee drinks, coffee makers, and the firm's own line of music CDs.

Dave Wall is district manager for the firm. Part of his job is knowing who the clientele are. "It's difficult to characterize our customers as any particular group of people," he says. "Starbucks customers in Osage Beach include business people, stay-at-home parents, office workers, students, seniors, and others. We see a lot of morning coffee drinkers but we also product offerings throughout the day that draw various people." Wall expects the coming vacation season will bring in seasonal customers from metropolitan areas in the region, but he points out that the local Starbucks stores have already attracted "a strong base of customers who are residents of the Osage Beach area."

Each of the local stores employs 20-30 people. The company refers to its employees as "partners." Starbucks offers an employee benefit package, which includes health benefits, 401k, and stock option plans to its partners who work a minimum of 20 hours per week. Partners also receive a free pound of coffee each week and discounts on merchandise.

In 2005, the company's board of directors approved a

two-for-one stock split. This was the fifth two-for-one split of Starbucks common stock since its initial public offering in 1992.

Company chairman Howard Schultz has chronicled the growth of Starbucks in his book, Pour Your Heart into It.

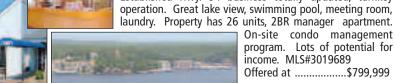
Along with the company's rise to prominence, Starbucks has elevated two relatively obscure words into the consciouness of modern pop culture. The behind-the-counter employees who prepare the various coffees and teas are referred to as "baristas." The word is Italian for bartender.

And the company name itself is drawn, in part, from the Herman Melville novel, Moby Dick. "Starbuck" was the name of the first mate in the novel.

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LAKE STORIES WITH MICHAEL GILLESPIE

"Lake trivia"



by Michael Gillespie

Here's a trivia quiz that should challenge the old-timers, enlighten the newcomers, and entertain everyone. The answers follow below, but no peeking allowed.

1.) This one is a riddle: it was not too large, but bigger than life; you could see it by day, but view it by night; most folks

went there by car, but seldom got out; it was on Lake Road 5-14. What was it?

- **2.)** Which two hydroelectric dams discharge their waters into the Lake of the Ozarks?
- **3.)** What was the nickname of the original Grand Glaize Bridge?
- **4.)** What was the commercial cave (now closed) whose highway billboards featured two large Indian arrows?
- **5.)** What are "tainter gates?"
- **6.)** How long did it take the lake to fill?
- **7.)** Which was the only lakeshore town to be served by railroad?
- **8.)** Bagnell Dam originally had six main electrical generating turbines; now there are eight. In what year were the last two turbines added?
- **9.)** What small village once stood at the mouth of Bollinger Creek Cove (mile marker 44)?
- **10.)** Why is "Big Island" on the Little Niangua misnamed?

TRIVIA QUIZ ANSWERS:

- 1.) The **GRAVOIS DRIVE-IN THE-ATER**, located on old Lake Road 5.
- 2.) TRUMAN DAM, which is located 92.5 miles up lake from Bagnell Dam, and Tunnel Dam on State Route D in Camden County. Truman Dam began operation in 1980 and forms Truman Lake, which is nearly as large as Lake of the Ozarks in surface area. The lesser known TUNNEL **DAM** is on the Niangua River about seven river miles above (south of) Ha Ha Tonka, and forms the shallow, 360-acre Lake Niangua. The present powerhouse and dam arrangement dates to 1931, the same year that Bagnell Dam came online. Tunnel Dam provides 3 megawatts of electricity for Show-Me Power.
- 3.) The **UPSIDE DOWN BRIDGE**, so named because the latticework of steel girders was placed under the roadway deck to provide an unimpeded view of the lake. In engineering lingo, it was termed a deck truss bridge.
- 4.) **INDIAN BURIAL CAVE** on State Road D. Government surveyors

discovered the cave in the early 1800s. It originally was known as Big Mouth Cave. The Atkisson family opened the cave to the public in 1960. They intended only to display Indian artifacts and skeletal remains found there rather than showcase the cave itself, but that would change a few years later when partners Lee Mace and Al Lechner leased the site and developed the cave for viewing. Mace and Lechner built a tramway to the cave entrance and featured a pontoon boat ride on an artificial underground lake. Other tourist amenities included electric lighting, artifact displays, and--of course--a gift shop. The cave closed upon the death of Lee Mace, about 1987. Mace was best known as a country music showman and originator of the Ozark Opry. Indian Burial Cave billboards were unique. The legs were shaped like two large Indian arrows with the point in the ground and the feathered ends up high. The arrow shafts were about the size of telephone

- 5.) Steel TAINTER GATES are the common type of flood gates utilized on high dams. Tainter gates lift to open, thereby allowing the waters to flow through the gap created between the bottom of the open gate and the spillway. For that reason they are sometimes known as underflow gates. There are twelve tainter gates at Bagnell Dam. Each measures 22 feet high by 34 feet wide. They are lifted into the open position by two moveable gantry towers. When closed (down) there is a gap between the top of each gate and the highway deck above. This gap allows high water to overtop the gates in the event of a sudden rise or mechanical malfunction. Truman Dam also utilizes tainter gates.
- 6.) The sluiceways at the bottom of Bagnell Dam were closed on February 2, 1931. The rising water reached spillway crest elevation on May 20, 1931. So the answer is 107 days, or about **3-1/2 MONTHS**. The average fill rate was just over a foot a day. The

continued on page 50



Lake of the Ozarks Business Journal February, 2006 Pagi



QuickDrop Opens at 3924 Prewitt's Point. A great business addition to the Lake is the opening of Quick Drop at Prewitt's Point in Osage Beach. Call QuickDrop for more information at (573) 302-4905, or stop in at 3924 Prewitt Parkway, Osage Beach. Participating in this recent Lake Area Chamber ribbon cutting and Open House celebration ceremony were Orville Stoeber, First local QuickDrop customer; Shari McGowan, QuickDrop Area Developer; Mary Jane Cody, Area Developer; Dee Dee Fanning, Area Developer; Dawn Busick, Owner; Matt Ladouceur, Internet Trading Assistant; Regina Lock, Internet Trading Assistant; Luke Thompson, Internet Training Assistant; Blake Busick, Internet Trading Assistant; Randy Thompson, Internet Trading Assistant; Cold Stone Creamery; and the Lake Area Chamber Active Volunteer Ambassadors.



Borders Printing & Mailing Hosts Open House & Ribbon Cutting Celebration. Located at 1140 Industrial Drive, Osage Beach; formerly Classic Print, is a full service digital and hi-speed reprographic printer. (573) 348-5900. Participating in this recent Open House and Lake Area Chamber ribbon cutting ceremony were Bill Borders, Borders Printing & Mailing President; Britt Morrison, Screen Printer; Rachel Duncan, Graphic Designer; Issac Crawford, Bindery Delivery; Debbie Gustin, Production Manager; Windy Crawford, Vice-President Operations; Garrett Whitfield, Press Operator; Erin Whitfield, Office Manager; David Howard, Press Installer; and Candy Wilson, Lake Area Chamber Director of Marketing.



The Fish Tank Sports Bar & Grill on Hwy. W, Lake Ozark (573) 365-1161. Participating in this recent Lake Area Chamber ribbon cutting ceremony were Christian Myers, Owner; C.J. Myers, son; John Urban, Cook; Forrest Alumbaugh, Cook; Chris Kurt, Bartender/Server; Candy Wilson, Lake Area Chamber Director of Marketing; and the Lake Area Chamber Active Volunteer Ambassadors. Not pictured is Shannon Myers, Owner.





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The Camdenton Area Chamber of Commerce recently held a ribbon cutting for new member•On The Go Coffee Company, LLC.• On•The Go provides coffee, cappuccino, espresso and other beverages delivered right to your desk in your own place of business• For more information call them at 573-434-9219. Owner Steve Hall is pictured with his wife Tabitha and daughters Sequoia and Ariel. • Other pictured are Joyce Cooper, Advertising Impressions: •• Scott Christensen, Elmer Mever, Dennis Jones, Fire Marshall, Police Chief Laura Webster and Mayor Kerry Shannon representing the City of Camdenton,; Linda Sweat, Camden County Collector; Sherry Meissert, Camden County Treasurer; Johna Stanfield, Chris McElyea, and Nate Dierking representing Central Bank of Lake of the Ozarks,; Jack Crowell, First National Bank; and Alan West, President of the Chamber and Bruce Mitchell Chamber Executive Director.



Neurologist Elvin Hamlin Welcomed at Lake Regional

Members of the medical staff and hospital administration greeted boardcertified neurologist Elvin Hamlin, D.O., at a welcome breakfast on Tuesday, January 17.• Dr. Hamlin (left) is pictured here with Lake Regional Health System CEO Michael E. Henze.

Cardiovascular screening Feb. 18

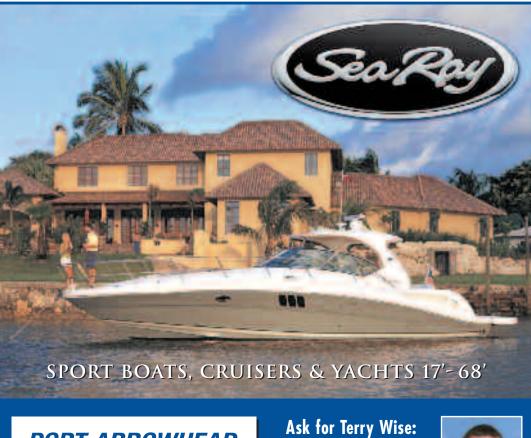
Lake Regional Hospital will host a Cardiovascular Screening Day on Saturday, February 18th. The event will be held in the Hospital's 3rd floor conference rooms from 7:30 a.m. until 11:00

Free screenings will include: Blood Pressure Checks, Blood Sugar Screenings, Body Fat Measurements, Body Mass Index, Pulmonary Function Testing, Nutrition Counseling.

Additionally, Pocket EKGs will be available for \$15. This fee includes an electrocardiogram test and a wallet-sized copy of your EKG reading. Lipid Profiles will be \$5 and fasting for 12 to 14 hours prior to Lipid Profile testing is required.

Black coffee and water are acceptable. Take all routine medications.

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The Vandervort Report

Let's make the YMCA a reality!

Has anyone been out to visit the new Tri County YMCA facility being built across from the Osage Beach Airport? What a fantastic addition for our community and lake area children!

You may not realize it but the lake area has had a YMCA organization for over a decade, but not a YMCA facility. Somehow the organization has managed to put together some great programs for kids, using various accommodations around the area, but always dreamed of their own first class facility to call home. In a few short months the dream of a lot of hard working volunteers and YMCA staff members will finally become a reality.

The new building is unlike any other recreational facility or fitness center in central Missouri. The YMCA is ever so close to raising the rest of the funds to complete phase one. Now is the time for our entire community to stand with the Y, dig deep in our pockets, and help them reach their goal!

The New YMCA will have 2 basketball courts, a running track, a wellness & fitness center, childcare programs, sport fields and administration offices. Phase two will include an indoor and out door swimming pool.

For everyone who is always saying that the lake area needs a place for our kids to go, that place is the new YMCA, and it's finally here! They do however need our help to reach their fund raising goals and make it to the finish line.

My company (Millennium Design Build) has had the honor and the privilege of designing and building this quality facility for our community and kids. All of our children can literally be enrolled in various programs, in this remarkable building by the beginning of summer, if we all pitch in to make this dream become a reality! I encourage everyone reading this column to give back to our community. Help our local YMCA organization, and give this gift to our lake area children today! Please contact the YMCA at 573-348-9230 to make your tax-deductible gift.

I would like to extend a personal thanks to Dr. Joanne Rutherford, Dr. Chris Leslie, and the entire board and staff who gives so much of their lives every day to make a difference in the life of a child. I also want to extend a sincere thank you to everyone who has donated to this project. Without every ones hard work and financial support this project would have never gotten off the ground. I would also be remiss if I did not extend a special thank you to Central Bank of Lake of the Ozarks, whose efforts and support were instrumental in getting this project off the ground.

I'll see you on the court!

Merlyn Vandervort, CR, CGR Millennium Group of companies



Lake of the Ozarks Business Journal February, 2006 Page 27

Senator Vogel reports

One issue making headlines isn't even going to be debated this Session. Last year, a bill dealing with Concentrated Animal Feeding Operations (CAFOs) attracted attention during much of the Session before being defeated during the final weeks. The legislation would have prevented counties from enacting environmental regulations which were stricter than those enacted by the state. Opponents of the bill argued additional controls were needed locally to maintain the integrity of groundwater and air quality, while those pushing the bill said any new restrictions would drive animal production out of the state to a friendlier climate.

Missouri has a long, proud heritage of agricultural production, but the CAFO issue has pitted neighbor against neighbor and county governments against state regulators. Those involved in animal production on a large scale have argued they must be able to produce large numbers of livestock in order to maintain profitability. This position has been countered by neighbors who say these production facilities are a threat to groundwater supplies, cause excessive odor, and drive down real estate values of adjacent landowners.•

Several counties have already enacted their own ordinances pertaining to CAFOs. Others are considering it. A version similar to last year's bill was introduced in this Session. In a somewhat surprise move, the leaders of the House and Senate Agriculture committees announced they would not be pursuing passage of this legislation even though we are only a few weeks into Session. Apparently researchers claim to be on the verge of new technology which will address the odor concerns, as well as groundwater problems.•

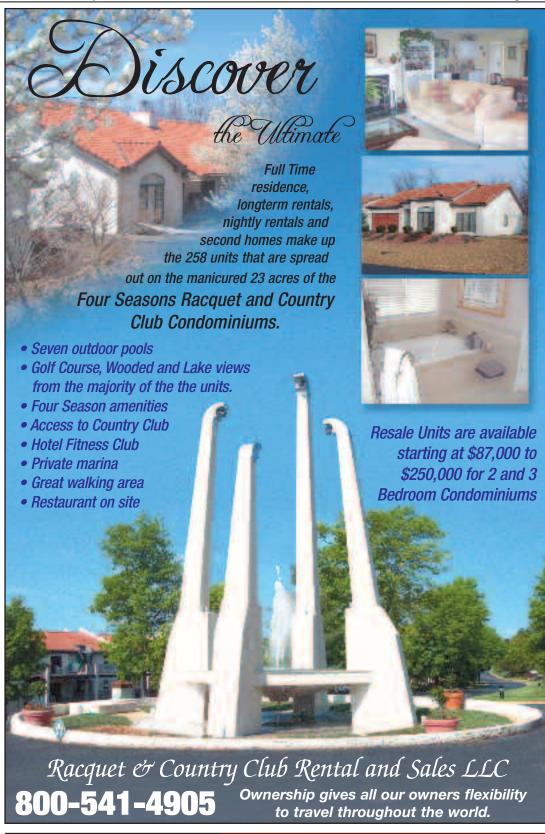
Last year my office received a large number of phone calls and emails on both sides of this issue. As people move their families to the country, the problem is only going to exacerbate. If a solution can be found to address this concern without passing new laws, it will be to the benefit of all involved.

Many of you have called or emailed about the retirement incentive for state employees. The latest version of the legislation was voted out of the Pensions Committee unanimously this week. The next step is for debate on the Senate Floor.

The most recent language restricts the benefits to those who qualify for 80 and out, allows the use of accumulated sick leave to reach this qualification, moves the window for retirement to May 1 through August 1, and changes the benefit from five years to three years or until the employee becomes Medicare eligible.

I have received many requests as to whether the dates could be changed or the length of benefits could be increased. I wish I could accommodate all the suggestions and favors, but this version represents a compromise between several parties and it is tenuous at best. If it is changed substantially from this version, I fear it will not have the votes to pass and garner the Governor's signature. Also, many of you have asked my opinion of the chances of success. I wish I knew and I don't want to give anyone false hope. I thought last year we had a great chance and it died in the House. All I can say is I am going to do my best to see it through to fruition.

As usual, I can be reached at State Senate, State Capitol, Jefferson City, MO 65101, or 573-751-2076, carl_vogel @senate.mo.gov for your questions, comment, or advice.



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Insulating concrete construction offers alternative to home builders

by Michael Gillespie

There is a new technology in home construction at the Lake area. It's called insulating concrete form construction, or ICE It's been around for more than two decades but it's only now getting the notice it deserves. ICF technology is simple: instead of wood framed exterior walls, ICF walls consist of concrete sandwiched between two permanent layers of expanded polystyrene. The result is a solid, energy saving house that is fire, wind, and termite-resistant. And the overall cost is only slightly higher than traditional stick-built exteriors.

Over the years various manufacturers have produced different styles of ICF forms. Most of these forms are made of two parallel sheets of Styrofoam that are uniformly spaced apart by plastic or steel grids. After they are assembled into the appropriate wall size and shape, the void between them is filled with concrete. Hence the concrete, and the two outer layers of foam, together comprise an integrated wall system. Vertical strips are imbedded in the Styrofoam at regular intervals for screwing on exterior siding or interior sheet

Larry Deves, owner of Deves & Associates, general contractors and developers, has been building ICF homes for over twenty years. "We've got six or seven that we've done in the last nine months," he says, "but I've heard of or know of another dozen that have been built with ICFs someplace around the lake area." Deves is currently building fortyeight ICF townhouses on Lake Road 54-22. Finished ICF projects include the nine story Falls Condominiums in Lake Ozark and several homes in Camelot, north of Camdenton. Over the years Deves has settled on ICF forms produced by American Polysteel. These, he says, are superior to other brands because they use steel grid ties, instead of plastic, to hold the forms in place while pouring and curing the concrete, and steel attaching strips for the exterior and interi-

An ICF work-in-progress looks somewhat different than traditional wood frame home construction. In place of wooden

or wall coverings.

exterior wall studs, the passerby sees only solid Styrofoam sheets encasing concrete. "When we're building it - halfway through a lot of people look at it and go, 'How is that going to look like a house?"" muses Shawn Maschino, vice-president of operations for Deves & Associates. "And two months later it's completely finished and you can't tell the difference whether it was built with wood or with PolySteel." Interior walls are framed in the traditional stick method, but roofs can be



General contractor Larry Deves sees the day when most new homes will be built utilizing ICF methods.

formed with either wooden rafters or with special ICF spans

and concrete. ICF homes can be built to look like any other house. Since the forms are Styrofoam, they can be cut to any angle, and the poured concrete will follow the shape. "We have a project right now with a 15-degree corner we have to set in," Maschino says. "We just cut the foam, butt it up, brace it, seal it, and there you have your angle." Similar methods are used to form circles. Stucco is the most commonly used exterior surface on ICF homes. It adheres well to the Styrofoam. But the embedded steel strips in the Styrofoam panels will hold any exterior finish, including lap or vinyl siding. According to Maschino, "Whatever type of exterior finish you can place on stick framing, you can put on this."

The inside of ICF walls usually are covered with sheet rock. When something very heavy, such as hanging cabinets, are to be built on the inside wall, builders may screw plywood panels into the attachment strips first, to insure the strongest possible surface. This is especially necessary if the builder uses ICF forms with plastic strips. Groves and indentations are cut into the Styrofoam to allow for the placement of electrical outlets and switch boxes, and for wiring

"There are several major reasons why people are going to ICFs right now," says Maschino. "Number one is energy costs. This product mainly started up in Canada, where it's cold. You're putting eight inches of concrete and surrounding it with 2-1/2 inches of Styrofoam on each side. The R-value on that is somewhere between R-40 and R-50, which is awesome. Number two is the structure itself - how structurally sound it is. It withstands 200 MPH winds. Third, vou don't have to worry about termites." Maschino also cites noise reduction afforded by the thick concrete walls, and fire resistance. "Concrete's just not going to burn," he says. "And since it does not burn, you're going to qualify for lower insurance rates."

Building ICF homes has definite advantages for the contractor, as well as for the buyer. It takes two or three homes for a crew to become familiar with the method. After that, says Maschino, "you can actually get the project up and built just as quick, if not quicker, than with traditional wood framing. We did a 3,000 square foot house, boxed it in, put the roof on, and put the interior walls up within seven weeks. If a contractor wants to build with this, he can pour his own footings, strip his forms, start stacking the blocks the next day, and then pour the concrete. He doesn't have to wait for a subcontractor to come out."

Compared to a home with traditional wood-framed exterior walls, the ICF method is not much more expensive. "It will go from even up with the wood frame structure, to a maximum of five percent more," says Larry Deves. "It'll be just about dead even if you're building a two-bysix exterior wall house. It doesn't make any difference whether it's a thousand square-foot starter home or a six thousand squarefoot mansion. There really isn't that much of a change except that you're encased in concrete." The initial cost can be offset, he



Stacks of ICF panels await placement. ICF panels may someday replace piles of lumber at home construction sites.

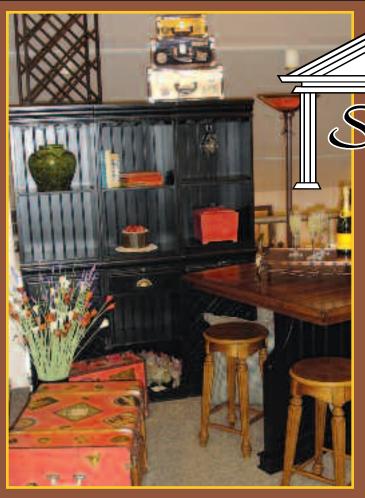


Steel grids and rebar give added strength to the concrete as it drys between the polystyrene forms. Gillespie

adds, through energy savings. Depending on the size of the house, it may be possible to install smaller or fewer heating and air conditioning units than in a comparable-sized wood frame house.

Deves and Maschino both believe that ICF construction is the wave of the future. "It's new and progressive," says Maschino. "We're getting a few builders who see the advantages of this. It's going to take a time or two to

learn it, but in the long run they will be putting out a better product. You're going to see a lot more of this." For Deves, the choice is clear: "Who would buy a standard framed house when for the same amount of money, or for a very few percentage points more, they could be living in a home built like a storm shelter, that won't burn, and can't be damaged by termites?" ■



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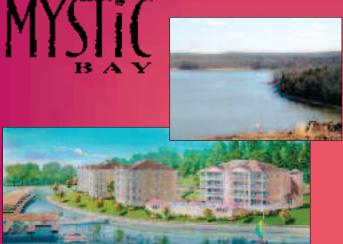
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Rep. Rodney **Schad reports** from the House

Missouri is full of caring and generous people. I am sure many of you make donations to your local church and when Hurricane Katrina ravaged our southern states you pitched in to help with the recovery efforts.

We do these things because Missourians are good people and we care about the welfare and the comfort of our fellow man. Very few of us can donate thousands of dollars that get Hollywood celebrities media attention, but the collective effort of our good work accumulates and always makes a real difference in the lives of those struggling.

When we contribute our hard earned money we hope it will be used in the best possible way with the greatest impact. One way to insure your money will have a tremendous impact is by donating to your local food pantry. No one should ever have to go hungry in this land of plenty, and our food pantries are on the front lines fighting to make sure no one has to go hungry ever again. That is why I am very enthusiastic about legislation that will be passed this year to benefit food pantries all over the

The Local Food Pantry Tax Credit Program will offer a 50% tax credit to individuals or businesses who wish to make a donation to food pantries.

There will be a \$2,500 donation cap, and the program will be administered through Department of Revenue.

The program will sunset in four years in order to test the success and monitor the growth of the program. This initiative will not increase state control over food pantries, but will help them attract more donations to better serve their communities.

If we can encourage more people to get involved with local food pantries we can assure they never have to turn anyone away because they do not have enough to go around. I know this legislation will promote their cause and enable them to serve everyone who needs help.

One sector of our population that has come to rely on food

pantries more and more these days is the elderly. The sky-rocketing cost of heating fuels and medicines have caused many seniors to make difficult choices with their limited income.

We are working to alleviate this problem by appropriating an additional \$1 million targeted to non-Medicaid recipients for the use of home-delivered meals. These meals provide homebound senior citizens with a hot, healthy meal and a visitor everyday to check on their well-being.

This will also help stem the tide of senior nutrition centers closings. We lost 17 centers in Missouri between 2004-2005 primarily due to cost increases and funding restrictions. This week was filled with committee meetings. We passed one bill out of Elementary and Secondary Education committee and heard a lot of testimony on Agriculture and Natural Resources Appropriations. It seems activity is already at a frenzy but it will only get worse

Dr. Grant Barnum Joins Lake Ozark Clinic

(Osage Beach, MO)• Dr. Grant Barnum will join Lake Ozark clinic, owned by Lake Regional Health System, on February 1. Dr. Barnum has been in practice in the Lake area for 10 years and is board certified in internal medicine and geriatrics.

He joins internist Corinne Rao and pediatrician Shobha Bhaskar at the Lake Ozark Clinic on Business 54. Appointments may be made with any of these physicians by calling 365-







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The Camdenton Area Chamber of Commerce recently held a ribbon cutting for their newest member Emily and Dave Kollander, Independent distributors for Nature Sunshine Vitamins, Mineral, Herbs and Supplements.• The Kollander's also provide other supplemental brand products and can be reached at 573-317-9226.••Other pictured are Joyce Cooper, Advertising Impressions; ••Scott Christensen, Elmer Meyer, Dennis Jones, Fire Marshall, Police Chief Laura Webster and Mayor Kerry Shannon representing the City of Camdenton,; Linda Sweat, Camden County Collector; Sherry Meissert, Camden County Treasurer; Johna Stanfield, Chris McElyea, and Nate Dierking representing Central Bank of Lake of the Ozarks,; Jack Crowell, First National Bank; and Alan West, •President of the Chamber and Bruce Mitchell Chamber Executive Director.



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age 32 February, 2006 Lake of the Ozarks Business Journal

Sen. Chuck Purgason Reports

The budget committee again spent the week listening to public testimony and working on the supplemental budget that includes heating assistance for low income and elderly people throughout the state.

In floor action, the only bill of real interest that passed was a bill that outlaws demonstrations immediately before, during, and after a funeral. Apparently, in some areas of the state, demonstrations were being

held to protest the war at funerals of soldiers that were killed. Several of the families involved testified as to how distressing it was to them to see the signs and hear the voices of protest while attending the funeral of their loved ones. Whether you agree with the war or not, I do not understand the mindset of people who would do these types of demonstrations at a funeral. The bill will now go to the House for final passage.

The Senate also listened to a

speech made by former Speaker of the United States House of Representatives Newt Gingrich. He is founder of the Center for Health Transformation. Mr. Gingrich wants lawmakers across the nation to envision a health care system that provides insurance for all and that would work to eliminate the health disparities that we have in this country. His approach to medical care would center the system on individual decision-making and information,

changing the institutional and provider systems and a instituting a greater reliance on scientific changes.

One example cited of the

reasons for changing the system was diabetes. Mr. Gingrich stated that diabetes is the largest single cost-driver of Medicare. This disease takes one quarter of the Medicare dollar. Diabetes leads to the amputation of limbs, it is the leading cause of adult blindness, and it leads to loss of kidney function and heart disease.

But in today's world, we have an epidemic of diabetes and obesity among children much of which is due to absence of exercise and the wrong diet. If allowed to continue, this trend will put our ability to maintain the Medicare system in danger because of the long-term effect this will have on the budget of the program.

Among the ideas introduced by Mr. Gingrich was supporting the public release of pricing plans for medical procedures and prescription drugs. He also thinks hospitals and other medical facilities would have to release intromission about their quality of care. Such moves, he said, would allow patients to choose doctors according to cost, track their records, and introduce competition that would drive down costs and improve care.

In essence, we cannot approach our health care needs with the same mentality that we do when we rent a car because nobody ever washes a rental car. We have to get more people interested in preventative care and in making healthy choices in their lives which in turn leads to a more pleasant and productive quality of life. If we do not do this, we will face a financial crisis in future budgets that will put our most vulnerable citizens at risk.

Some of the highlights of this year's budget include a \$137 million increase in basic aid to public schools. This is an increase of 4.6 percent. As you may remember, the General Assembly last year passed a new foundation formula that funds our public schools and this increase is the first phase of appropriations to fund that new formula. I remember last year some of the opponents of the new foundation formula stated that in order to fund the new formula, new funding sources must be found and taxes must be raised. I am glad this was not needed this year and that funding our educational system was the number one priority.

Education funding also included a 2.0 percent increase to our colleges and universities. This will result in an additional \$17 million for our institutions of higher learning. After the past few years of reductions and flat funding, I am glad that we are finally able to give our educational institutions of higher learning an increase.•

Another funding increase that benefits our area and the entire state includes an additional \$1.8 million for the Approgram. This program is a major reason many of our young adults are able to attend college in this area. This investment in our educational system will allow us to prepare people with the tools they need to compete in today's job market.•

Other highlights include a 4.0 percent increase for state workers with additional increases for our state correctional officers. Our correctional officers are some of the lowest paid in the nation and, hopefully, this is a start to reversing that trend.•

One of the largest cost drivers of this year's budget continues to be the growth of Medicaid. After the attempts last year to slow our growth of Medicaid --- the mandatory increase to fund Medicaid this year is \$275 million. This increase is not due to new programs, but is required just to fund the caseload growth and the inflationary costs of our government run health care system. This is more than \$110 million over what is earmarked for education alone. One bright spot to report is that over 28,000 jobs were created in the past year. Hopefully, the job creation policies put into effect last year will continue to foster this growth.

As always, I welcome your comments. You may reach me at 573-751-1882, e-mail to chuck.purgason@senate.mo.go v, or write to me at the Missouri Senate, State Capitol, Room 420, Jefferson City, MO 65101. If you would like to receive these newsletters electronically, please call or e-mail my office.



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Missouri tuition expected to rise

Columbia, MO-(AP) University of Missouri students and parents can expect tuition increases ranging from 5 percent to 7 percent in the coming aca-

A day after Gov. Matt Blunt received a warm welcome in Columbia for announcing expanded campus building and scholarship programs through a proposed sale of the state's student-loan agency, university system curators learned Friday that tuition for full-time students probably will increase by nearly \$400 a year.

That amount does not include a series of proposed fee increases for health insurance, student housing and campus activities that range from the minuscule (\$2 per semester at the University of Missouri-St. Louis for free copies of USA Today) to the significant (up to \$10 per credit hour at all four system campuses for delayed building maintenance and repairs).

Curators will not vote on the proposals until March. But several asked University of Missouri system president Elson Floyd and other administrators to set their sights on possible cuts, including faculty and staff bene-

Legislature about holding (down) our tuition, but here we're going to have a 10.6 percent increase," curator Doug Russell said.

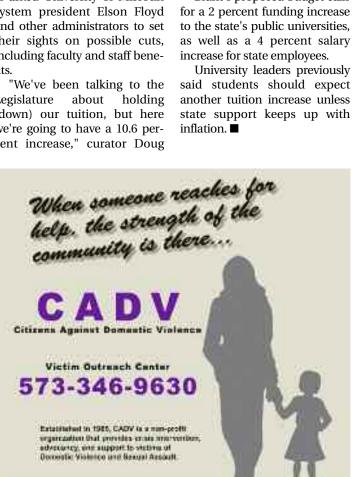
Russell's calculation relied on an assumption of a \$390 tuition increase, which represents a 6 percent rise, as well as students taking 15 credit hours per semester for a total of 30 credits per academic year. That would yield an additional \$300 annual increase in the new "supplemental fee."

The extra money is needed to make up for several consecutive years of declining state support that resulted in roughly \$30 million less for building maintenance and repairs, said Nikki Krawitz, vice president for finance and administration.

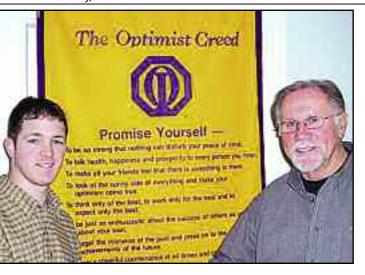
Floyd and Krawitz presented curators with three options for tuition increases: 5 percent, 6 percent or 7 percent.

The added revenue would cover nearly \$30 million in mandatory cost increases, including \$19.8 million for fixed and variable benefits, and an additional \$60.8 million for marginal cost increases such as salary boosts.

Blunt's proposed budget calls



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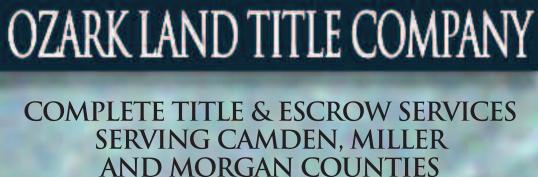


Tyson Baize speaks at **Optomist Club**

Tyson Baize, Child and Family Advocate at Kid's Harbor•is welcomed by Chic Oostendorp, President of Camdenton Optimist Club. Baize explained the function of Kid's Harbor•in responding to reports of child

Optimists meet at CJ's Restaurant at noon Mondays. Visitors are welcome.





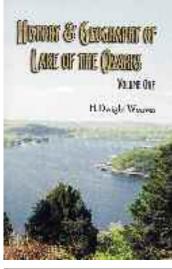
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With Dwight Weaver

In 1942, Thelma I. Mathis built the MATHIS CABIN COURT just east of the Camdenton Square along the north side of Highway 54. The camp was in a wooded area and advertised as being "a camp in a rural setting inside the city limits." Sandstone-veneered cottages were

tucked in among the trees in a semi-circle just northeast of the office building. The building faced the highway. It had a steeply pitched roof and furnished living quarters on the second floor. Out front were Phillips 66 gas pumps and displays of souvenir pottery for sale. Mathis sold in 1946 and the new owners, Mr. & Mrs. J. E. Humpf, renamed the business Lan-O-Lak Cottage Court, presumably shortening of the phrase "Land of the Lake" to create the name. The office building can be seen in the accompanying photo

(photographer unknown). Between 1949 and 1966 the court had several owners. New owners in 1966 did away with the rock cabins, built a motel section with 20 units, and replaced the rock office building with a modern A-frame structure. Each motel unit had a large picture window, wall-to-wall carpeting, a TV and a telephone. They also added a swimming pool for their guests. The motel that occupies this location today is called the Camdenton Inn.





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lets, trash, and tenants." The alternative to this type of labor-intensive management is Tenants-In-Common (TIC) ownership of an absolute net leased property.

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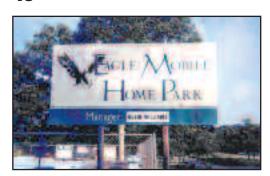
Tenants-In-Common programs allow you to diversify in many property types in different regions, preventing an economic slowdown in one region from affecting your other investments. You may even want to explore investing only in States with no tax on Income. For your 1031 exchange, consider purchasing property in a Tenants-In-Common program and go from "toilets, trash, and tenants" to "tennis, travel and time with the family." Visit www.j-garrett.com for more info, or call 573-302-2320 today.





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An end to the "five hour round"— LaserLink's QuickShot™

by Darrel Willman

Laser Link Golf's President Rob O'Laughlin of Madison, Wis. cashed in big a few years ago when he invented a "must-have" in the golf industry. You hear stories all the time about Wite-outTM and Post-It NotesTM and how they were akin to sliced bread as right up there on the list of all time inventions. How about Soft-SpikesTM? Ever heard of those? This is that guy.

Rob's latest venture is the Laser



Laser Link's Quick Shot

Link QuickShot™ Golf Rangefinder. It is designed to speed up play by giving golfers the exact distance to the flag in any situation, from anywhere on the hole. You're right—he'll do fine on this one as well. Just imagine— no more guessing! Tiger has his caddy's notes, you have the LaserLink QuickShot™.

It's a squirtgun-sized threeeyed gizmo that ships with a very cool pouch to clip it to the side of your bag or on your belt. It's light and easy to use. Just squeeze the trigger and it gives you a threedigit distance readout on the screen in seconds.

And it's accurate. Our tests were conducted at a local golf course and we found it to be within a yard of the actual distance. Our unit shipped one of the reflectors, which are mounted on the top of the each flagstick. This device has prisms on all four sides that reflect straight back, no matter which direction the light comes from. Easy to see why it is so accurate.

We spoke with Rob about the QuickShot.

"This is going to be "the" tool. Everybody looks for sprinkler heads to figure yardage— I think they're going to be interested in this thing."

Rob bought the company from Michael Plitman, a Minnesotan. Plitman founded the company 15 years ago.

Rob told us how he got involved.

"I was Chairman of the Board of SoftSpikes and as often times happens in the golf business, people come into you with new and innovative ideas."

O'Laughlin soon found out that while it was a great idea, it was far from marketable.

"The original product was pretty crude. A guy from Minneapolis worked on it for about ten years. But he had a Ph.D in Tennessee that was a consultant to him. I called the guy up and he said 'what you want to do is hit a flagstick that's 300 yards or less away from you, and it doesn't move, all day long.' I said, that's exactly what I want to do. He said 'that's really easy'."

O'Laughlin redesigned the device to be simpler, and easy to use. He says simplicity may be the product's greatest strength.

Golfers are interested in playing, not figuring out how to use the latest gadget. Since the Quick-Shot uses a pulse laser that is aimed at a stationary reflector, you simply point it and pull the trigger. It's that easy.

O'Laughlin says "It's like changing the channels on your television. When you look at the demographics of golfers these days, the guys that are spending money playing golf, 45-55 years old—these are not tech-oriented guys. They're not interested in sitting down with a manual and reading about a handheld GPS thing that's more complicated than their laptop.

So we focused on doing one thing only. Finding the distance from your ball to the flagstick. Our product does not give you the distance to the bunker or out of bounds— it is simply from the ball to the flagstick."

Speeding up play by reducing the amount of time golfers spend figuring out which club to use is a no-brainer. Rob thinks that the "five hour round" is the biggest problem golf faces today. He says today's younger men aren't playing as much golf because it simply takes too long. They have soccer practices and dance classes and other family commitments that preclude spending the entire day on the course. And he's got a

point. Estimates show the Laser Link takes one tenth the time normally spend guessing yardage. But while his product is innovative, it was also new, and if it's new in golf, that means the powers-that-be will have to decide if it's "a good thing". Rob has spent the past five plus years lobbying the golfing organizations to allow play with the device.

He explains, "The USGA and the Royal and Ancient of St. Andrews Scotland, in a joint announcement September 22, 2005, changed the rules of golf effective January 1, 2006. Their motivation was simple— they realized this device had the ability to speed up play.

Rob now has the system in place at over 800 private clubs, with 700 of those signed before the rule change. He's convinced the rule change clears ups "five years of clouds" over the company's product and sales should take off from here.

The system is also fairly inexpensive. Installation costs for the courses is just \$1200, and clubs usually buy several of the handhelds for rental by players that do not own one themselves.

The units are currently in use at Porto Cima, where Nathan

Arnold, the Head Cart Attendant, had this to say:

"It's great— obviously we have them on every hole. We've also got them on the greens at the driving range, so that when you're hitting range balls on the you can use the QuickShots out there.

The members buy their own units, but we have a few that we demo out, that gives them a chance to test them out and see how they like them.

We also have them out on a few of the holes that have water hazards and stuff like that— we have them intertwined on the hazards so they know how far they are to the hazards."

The pro shop retails the Quick-Shot for \$239.00 and Nate says they're popular among the membership.

They sell well especially this time of the year, with Christmas gift giving."

Larry Salsman of Sycamore Creek allowed us to install the device on one of the holes to test the system, and he had this to say," That's a neat product. I could see where this could really speed up play.

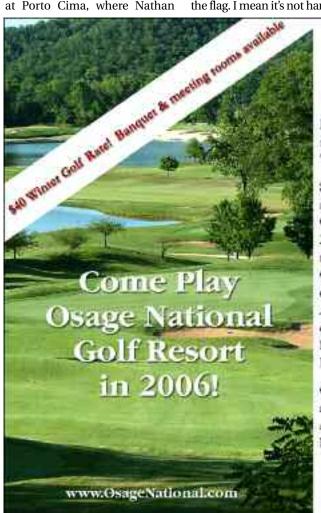
It's neat, and easy to use too— It's surpises me how easyily it picks up on the prism on top of the flag. I mean it's not hard to get it to hit it relatively close enough that it'll read."

"It's really accurate. I know that's a big issue right now—whether or not they can us it on the tour. But you know, they still have to make the shot. Because you know the caddies pace it off anyway. This just saves them some time. They just go click and say it's a hundred yards. It would help speed up the PGA Tour, they're slow enough as it is."

"I'll tell you what— this is a neat deal. Any golf course that can afford it— this would be one of the greatest ammenities that you could possibly give. How cool would it be to have say, fifty of these for tournaments, and everybody gets one?"

Larry thinks that even for a four-man scramble, the time savings would be substantial. So we'll go on record now— the Laser Link QuickShot should be on every Lake area course's list of possibles. For a modest investment, they will provide a valuable service to customers and members. And speeding up play means more rounds, in turn generating more income.

For more information, visit the pro shop at the Club at PortoCima or laserlinkgolf.com. ■





If you haven't visited Osage National recently, then we invite you to visit the "Must Play Course at the Lake".

Set in a beautiful and tranquil valley along the banks of the Osage River, Osage National Golf Resort features 27 holes of championship golf. Just minutes from the Lake of the Ozarks, Osage National's master-planned golf community surrounds Missouri's only Arnold Palmer Signature Golf Course-site of the 1992 Skins Game between, golf legends Arnold Palmer, Payne Stewart, Lee Trevino and Torn Watson.

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Osage National Golf Resort

Highway 54 at Highway W Lake Ozark, Missouri 65049 (573) 365-1950 Lake of the Ozarks Business Journal

An extraordinary driver offers explosive distance

by Darrel Willman

Another 460cc Titanium driver is not necessarily news. The market is literally inundated with 400-500cc drivers sporting every exotic metal combination you can think of in order to set themselves apart from the herd.

Moveable weights, composite materials, BetaTi, you name it.

Innovex Golf of Overland Park Kansas told us they were developing a new driver last fall, and the dual-plane sole design looked promising. They said it was using SP700 Beta Ti, which has become commonplace in the industry, they were putting the bulk of the weight low and back, it's almost a story you can write from memory.

A couple of months passed,

and while we were firming up the other drivers for the review, Kevin Downey, the firm's President sent us one of his new sticks. At first glance, it's not what you'd call revolutionary. But there's some technology inside.

A lot of it is technical, and even though it went way over our heads, the club itself showed us just what all the techno-babble meant. Long drives. Incredibly long drives. Very surprising given it's outward appearance. Just another tall-faced oversize BetaTi driver.

We took it out to the first of the guys participating in our testing—Larry Salsman at Sycamore Creek. A couple swings later, Larry looked over and said "Wow. That's really long."

It has passed out of sight, so it required going down to find the ball before we realized it was 10-20 yards further than he got on a good day with his top-of-line Titleist.

A few more balls and Larry said, "That is amazingly hot coming off there— I can't believe how long that is." Larry knocked the ball 348 yards off the tenth tee. Sound like a lot? It was.

Kevin explained the technology behind the club to us. "Cupface design doesn't have to do with the number of weld as much as where the welds are. If you try to picture a golf club in your mind, you take the face, and try to remove it by itself. Cut it right at the face, around the head, you would have a traditional weld. Cup face it where the face itself actually has edges that round it out and go back a quarter to a half an inch from the front of the face, so the weld line is about a third of an inch back from the face itself."

So the face is actually shaped like a "C". So the weld line is further away from the face. That factor makes a massive difference in off-center hits. Whether it makes a difference for a dead center hit is up for debate. The USGA number for COR on faces is 822, so theoretically all faces are the same for center hits.

So while I can't claim it is longer on center hits, I can say it is for off-center."

We can say it is longer for center hits, however. You need to check out this driver. Go to www.innovexgolf.com and see the science behind it. Then order one. You'll see. ■



Innovex Golf's CiF Driver

Innovex announces new product additions

Kansas City, KS— Kevin Downey's Overland Park company, Innovex Golf (their irons



Kevin Downey, Innovex Golf

scored very well in our testing) has announced additions to their leading-edge golf club line. A CfD Driver, available in 10, 12 and 16 degree lofts, features a traditional design with large sweet spot. It uses a thin betatitanium face, with a forged titanium body to maximize the MOI (Moment of Intertia), which results in higher ball speeds leaving the face. The 460cc cavity distributes the weight back and down, resulting in a distancebuilding trajectory (look for our review in the March issue). In addition to the drivers, Innovex will be adding a new number 6 hybrid, with a 32 degree loft for those looking to replace another iron.

But perhaps the most exciting offering is the new Horsepower Forged Irons and wedges, moving Innovex into the forged market for golfers seeking the additional feel a forged club provides. Like their other clubs, however, they are engineered to be easier to hit than the blade your Dad

Innovex Golf is located at 16140 Foster in Overland Park in their new World Headquarters and Fitting Center. Their website is at www.innovexgolf.com, where you can inquire about fitting and purchasing equipment online.



Innovex Golf's CiF Driver

Adams Golf updates fairway woods line

Adams Golf introduces their new RPM Low Profile Fairway Woods.

The new RPM Fairway Woods are engineered with Adams' patented Upside Down TechnologyTM - which provides the advantage of increased MOI and a low profile design which lowers the center of gravity. This delivers an incredibly confidence inspiring club that is more forgiving, easier to hit and has a higher ball flight with better launch conditions for longer shots. In fact, when compared to a standard fairway wood 9 out 10 golfers preferred the easy to hit shape of RPM.

RPM Features:

- · Low profile design with patented Upside Down TechnologyTM
- High MOI for maximum forgiveness, low CG for easy to hit shots. Flared twin rail sole design reduces ground interference by 54% and provides a pure feel
 - Tour proven shape
- · Multiple models with a fixed weighting:
- RPM Low Profile with 28 grams of weight positioned for neutral, draw or fade bias.
- RPM Tour features 25 grams of weight positioned forward for low spin, face pull construction for higher COR.

"The RPM is the best-performing and easiest to hit fairway wood Adams has created," says Chip Brewer, CEO of Adams Golf. "This product is yet another example of our strong R&D team and the investments we've been making in this area of the business."

Available in Men's standard, draw and senior models: 3+, 3, 4, 5, 7, 9 right hand and 3, 5, 7 left hand. Women's: 3, 5, 7,9,11 right hand. Also available in RPM Tour: 13°, 14.5°,16° right hand, 14.5° left hand. Flexes: X, S, R, Senior & Women's. Shafts: Aldila NV 75, Aldila NVS 55, Graffaloy Pro Launch 75. RPM Low Profile SRP- \$229.99 and RPM Tour \$249.99 **■**



Polar Bear Plunge set for Saturday Feb. 25

continued from page 6 are available at the Osage Beach Department of Public Safety, where it's on display."

The drawing for the bike will be held at the Plunge, but you don't need to be present to win.

Susan also points out that you don't have to Plunge or Strut to have fun and participate. Just come out, give a donation of whatever you can to help Special Olympics, and enjoy what has become a show of sorts.

""The crowds grow every year if the weather cooperates," she says. "Last year more than 4,000 spectators showed up. We have people that come and plunge in costume— I mean you don't just show up in your swimsuit anymore. We have people that want to be crazier than the year before. So we've had Bo Peep and her sheep, we've had the SS Minnow from Gilligan's Island, we had one crew that was an airplane that crashed into the water, it's really fun."

After the Plunge bears, guests and spectators will all head for Tan-Tar-A Resort for the "Post Plunge Party". Bears get in free, others can donate \$10 to the cause for admittance.

Plungers and Strutters who

raise at least \$400 will receive a free night's stay at a Lake-area hotel. Those who raise \$650 or more will receive a free night's



"Ducks" get set to get wet at the '05 Plunge.

lodging plus a free round of golf. The top prize for raising the most money will be a four-day cruise for two to the Bahamas aboard one of Royal Caribbean's Cruise Ships.

Prizes also will be awarded for recruiting the most "bears" to take the Plunge. And finally, the coveted Golden Plunger Award will be given for the most creative costume or entry into the water.

For registration forms and other information, visit the Special Olympics Missouri web site at www.somo.org, or call (800) 846-2682. Participants must be 14 years or older to plunge and the "bear" minimum donation is \$50. Day of Registrations will be accepted and are encouraged.

"The Polar Bear Plunge has become our cornerstone event, our single largest fundraiser," Stegeman says. "These funds are important because of what they mean to our Special Olympics athletes. But equally significant, through this event we have attracted partners and friends who have become volunteers

and coaches and who support Special Olympics way beyond the Polar Bear Plunge."

This year free shuttles will be provided to transport participants and spectators between the upper level parking lot and the event site at Lake of the Ozarks State Park.

The Polar Bear Strut is a 5k event (about 3-1/2 miles), and will be held the same day, registration is at City Hall in Osage Beach from 8:30 to 9:30. The event starts at ten, and it's a really challenging hilly, winding course back in there. It's a walkrun, it's not like everybody has to be a sprinter. Some people will, but it's a fun run—that's what we call it. My kids are training, they're seven and ten. They're running with their Dad every day after school. So there's no minimum age requirement— where with the plunge there is, you need to be 14 to plunge or win the Waverunner. We had 92 people in the Strut that raised about \$16,000 dollars last year. But the total for all of the events last year I think was \$101,693." ■



Tonia Grein Team announces additions

Cameron Thomson recently joined the Tonia Grein Team as Director of First Impressions. Native to the Lake Area, Cameron brings with her knowledge of the Lake Area that is invaluable when assisting clients. Her education and background in human services lend added value to her abilities.

Thomson's responsibilities include; assisting clients through

the listing process, coordinate showings and keeping the client up-to-date on prospective buyer feedback.

Jessica Esteb recently joined the Tonia Grein Team as Closing Coordinator. Esteb is a graduate of Maple Woods Community College and member of the U.S. Armed Services. She previously held the positions of Senior Mortgage Loan Officer at a Kansas City Area lending institution and Processor and Remote Closer for a title insurance agency.

As Closing Coordinator, her responsibilities include the scheduling of real estate closings and working closely with the title company to ensure all documents are fully executed and presented before closing.

Jenni Glendenning of the Tonia Grein Team in Lake Ozark recently participated in an intensive three-day Advanced Buyer Specialization course in Scottsdale, Arizona. Glendenning, along with a select group of REALTORS®, learned how to dramatically improve the services they render to real estate buyers, thereby enabling their

clients to obtain the home they"re looking for in less time and with fewer hassles.

The Tonia Grein Team recently welcomed Sandy Howse as the newest addition to the team.

Howse returns to Lake Ozarks after completing her education and honing her real estate skills over the past 7 years in Southeast Florida.

Howse has received annual recognition since her first year of over \$3.4 million and holds the prestigious Gold Coast FREC 1 and GRI 1 certificate. She is a member of the Fast Track Training Program, Market Leaders, HouseValues, Realtor.com, and the National Association of Realtors while maintaining multiple licenses with the Missouri Asso-

ciation of Realtors, Bagnell Dam Board and the Florida Association of Realtors, the Greater Fort Lauderdale Board.

A consummate professional, Sandy provides her clients with real estate expertise from the very first meeting through to the signing of the final documents.

Kevin Kribs has recently joined the Tonia Grein Team. Before earning his real estate license Kribs spent many years investing in real estate. His practical experience has given him the knowledge to assist his clients through every step of each purchase.

They may be reached at the Tonia Grein Team office located at 101 Crossings West Drive in Lake Ozark, 573-365-9700.



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Cameron Thomson



Jenni Glendenning



Kevin Kribs



Sandy Howse



Jessica Esteb

Health care task force created

continued from page 1 same day the state's 2007 fiscal year begins. The group has until Sept. 1 to submit a final report.

Eckstein was the only task force member announced. Blunt said other members will be named before the end of the month.

The task force also is to

explore the use of telemedicine to improve access to health care.

A report from a legislative Medicaid reform committee also recommended increased use of such things as telemedicine and electronic medical records. The legislative report suggested higher Medicaid payments to providers who use such things as electronic record-keeping and prescriptions. The report also said the state should require all Medicaid providers to have electronic records within 10 years.

Blunt said that he is not opposed to forcing Medicaid providers to use better technology.

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Lake of the Ozarks Business Journal

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by Michael Gillespie

Why would a retailer specialize in golf clubs, premium cigars, and fine spirits? Co-owner Colleen Reed, of Des Moines, Iowa, smiles as she tries to explain the concept. "My husband and I owned a resort in the Dominican Republic for fifteen years, where probably the finest cigars in the world are made," she explains. "So we became very familiar with the cigar industry. We were going back and forth so many times a year, we thought, 'Why don't we go into business and sell cigars?'"

As the Reeds set out to open their cigar store in Des Moines, it occured to them that another product line might fit well into the plan. "My husband's partner

the Osage Beach store would include wine and spirits. "I guess," says Colleen, "we just were hoping to expand our products a little bit and maybe attract more business. Plus, I'm absolutely a wine lover."

Walk into the store and the first thing that will attract your attention are the racks of wine. The wines come from australia, France, Spain, and Italy. and there are domestic wines from California and Missouri, plus champagnes, ports, and beer. "We try to have things that we know people are looking for," says Colleen, "but we also try to have some wines that are a little bit unusual - maybe a bit hard to find, or the smaller vinyards. We like to have a nice variety of



A wide variety of cigars at Pars & cigars

was an avid golfer who had been building custom golf clubs. We got to thinking that golf and cigars seemed to go together there's a ton of golfers who smoke cigars." and so, ten years ago, Pars & Cigars opened in Des Moines, offering custom-made golf clubs and fine cigars.

Over the next few years the Reeds vacationed frequently at Lake of the Ozarks. "We really fell in love with the area," says Colleen, and while the area was fast becoming a golfer's paradise, with a new golf course opening nearly every year, the Reeds noticed that no one offered custom-made golf clubs. Nor was anyone selling fine cigars. The more they looked into to it, the more obvious it became that this was the place to open a second Pars & Cigars.

Adapting to the perceived market, the Reeds decided that

wines for anybody's taste." To the left of the wine area is a large walk-in humidor. The temperature and humidity in there remain a constant 70 degrees and 70 percent to keep the cigars fresh and moist. "almost one hundred percent of our cigars are what you'd call the premium, hand-rolled cigars," Colleen explains. "They're not your White Owls or anything like that. a majority of them come from the Dominican Republic, but we have them from Honduras and Nicaragua as well." They lay in cedar boxes, some of which are lavishly decorated. Colleen knows that a good cigar is a matter of individual taste. To that end she covers all the bases: "They're anywhere from light or mild, to a medium, to a very robust - what they call maduro. We probably have six hundred different cigars continues next page

IN BITTERSWEET PLACE ◆ 4466 HORSESHOE BEND PARKWAY, FOUR SEASONS, MO 65049

Pars and Cigars

continued from previous page in that humidor." The very best sell for over twenty dollars, but some are less than two dollars. There is also pipe tobacco, and pipes. The most expensive pipes are hand-carved meerschaums, from Turkey. They can fetch over a hundred dollars each. But store manager Charlene McCaslin says the best selling ones are Missouri-made corn cob pipes, at five dollars apiece. McCaslin says her customers don't buy them for the novelty, they really smoke them.

The golf area of the store features clubs, balls, shoes, socks, hats, bags, towels, retrievers, gloves, and spikes. all the readymade clubs are produced in the Des Moines store, as are the custom-mades. "Two technicians do all the club making," says Colleen. "They can make a whole set or any single club. Sometimes people like special drivers or they like a putter that's different than the off-the-shelf model. Or maybe they're really tall or really short, or they have a specific style of swing and they want a

certain temper to the club. Club lengths, strengths, and heads all vary, a lot. Some people like to pick and choose those parts and put them together the way they want them. We have a form that they fill out for any custom club that they need."

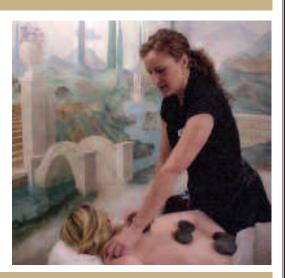
All things considered, the Reeds are satisfied with their Osage Beach operation. "There's a swing because it's a resort area," notes Colleen. "You'll get months when things are real, real busy and then you get months where they're rather slow. Your business has to get accustomed to having that ebb and flow of income." Manager Charlene McCaslin finds that the store attracts golf vacationers from St. Louis and Kansas City, as well as the local trade. For that reason, the store stays open year round, though hours and days of operation are shortened in the off-season.

Pars & Cigars, a unique blend of premium items, is located on the south end of Stone Crest mall, on the lower level. ■



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Proposed bills in legislature detailed

Jefferson Cuty, MO— Bills introduced into the second regular session of the 93rd General Assembly of the state House and Senate include a variety of measures. Bills relating to Stem Cell Research, Eminent Domain and budget matters have held the most interest. Bills have also been introduced raising the fees on alcohol, on tobacco use, and a rash of new legislation regarding driving while impaired or intoxicated.

House Bill 1302, introduced by Rep. Robert Wayne Cooper, (R) Dist. 155, is basically a rewrite of the legislation he introduced into the first session. Higher fees for boats go to form a fund for the Missouri State Water Patrol (MSWP). The prior version included language increasing the number of officers patrolling, this bill instead adds the commisioner of the MSWP will "establish a pay plan" for officers. Like the previous version, this one earmarks the fist \$2 million in proceeds from the fees to go the general fund, with the remainder to be used exclusively for the

MSWE

In brief: this bill increases the fee for a certificate of number when registering the following vessels:

- (1) Under 16 feet in length from \$10 to \$25;
- (2) 16 feet to 26 feet in length from \$20 to \$55;(3) 26 feet to 40 feet in length
- from \$30 to \$100; and
 (4) 40 feet and longer from
- (4) 40 feet and longer from \$40 to \$150.

The first \$2 million collected annually for numbering will be deposited into the General Revenue Fund. All fees collected in excess of \$2 million will be deposited into the newly created Missouri State Water Patrol Fund. Moneys in this fund, subject to appropriation, will be used solely for the expenses of the State Water Patrol. Revenue remaining in the fund at the end of the biennium will not revert to the credit of the General Revenue Fund. When applying for or renewing a vessel's certificate of number from the state or for a vessel documented with the United States Coast Guard, the owner must submit proof that all personal property taxes owed or previously owed on the vessel have been paid or that no taxes were due.

Excerpts from the bill:

There is hereby created in the state treasury the "Missouri State Water Patrol Fund", which shall consist of money collected under section 306.030. The state treasurer shall be custodian of the fund and shall approve disbursements from the fund in accordance with sections 30.170 and 30.180, RSMo. Upon appropriation, money in the fund shall be used solely for the expenses of the Missouri State Water Patrol, including but not limited to personal expense, training expense, and equipment expense, and shall not be used as a substitute for general revenue already appropriated for the operation of the Missouri State Water Patrol."

"Within available appropriations in this section, the commissioner of the Water Patrol shall establish with the advice of the director of personnel, an equitable pay plan for the members of the water patrol and radio personnel taking into consideration ranks and length of service."

Senate Bill 778, introduced by a group of senators including Purgason and Vogel, mirrors the House version.

HB973 sponsored by Rep. Cynthia Davis, (R) Dist. 19. This bill prohibits the withholding or withdrawal of nutrition or hydration from a patient without a specific written power of attorney granting the authority. Before a physician, guardian, or attorney-in-fact may authorize the removal of nutrition or hydration, the physician must attempt to explain the consequences to the patient and give the patient an opportunity to respond. Any person who violates this provision is guilty of a class D felony and, in the event of death or serious physical injury, may be held civilly and criminally liable. The provision will not prevent the withdrawal or withholding of medical treatment if the attending physician decides that the patient cannot

MLS.

tolerate the treatment. However, no one may authorize the removal of nutrition or hydration by natural means with the intent of causing death to the patient.

HB1027 sponsored by Rep. Martin Rucker, (D) Dist. 29. Requires that all gas sold in Missouri contain 10% Ethanol. We spoke with Governor Blunt and he had indicated this was one of his pet projects for the session. HB1416 and HB1270 also introduce legislation requiring 10% ethanol in gasoline sold in the state. Sponsor: Rucker. This bill requires by January 1, 2007, that all motor fuel sold in Missouri for use in gasoline-powered vehicles contain 90% gasoline and 10% fuel ethanol, unless prohibited by law or executive order.

HB1040 sponsored by Rep Ed Robb (R) Dist. 24. Increases the fines in workzones from \$250 to \$1000. This bill and HB1379 seek to change the way offenses are classified when involving state workers, and increase the penalties for offenses in work zones. Workers in construction zones

continued next page





3696 S. Hwy 54 – Lake Ozark, MO 65049

e-mail: cwilson@lakeozark.net

MarineMax buys Port Arrowhead Marina

CLEARWATER, Fla.--(BUSI-NESS WIRE)--January 17, 2006--MarineMax, Inc. (NYSE: HZO -News), the nation's largest recreational boat retailer, today announced that it has completed the acquisition of substantially all the assets, including certain real estate, of Port Arrowhead Marina, Inc. and its affiliated companies, Lake Port Marina, Inc. and Port Arrowhead, Inc. (the "Port Arrowhead Group").

Under the agreement, MarineMax acquired the operating assets, including certain real estate, of the Port Arrowhead Group for \$27.5 million in cash, plus working capital adjustments, and the assumption of certain liabilities. The majority of the purchase price related to the acquisition of substantial real estate holdings consisting of a large marina

with more than 300 slips and two retail stores.

With fiscal 2004 revenue exceeding \$70 million, the Port Arrowhead Group is one of the largest independent boat dealers in the country. Port Arrowhead's operations are located in the states of Missouri and Oklahoma from which it also serves neighboring Midwest boating destinations in Illinois, Kansas and Arkansas.

William H. McGill, Jr., Chairman, Chief Executive Officer and President of MarineMax, Inc. stated, "We are pleased that the Port Arrowhead Group has joined MarineMax. Port Arrowhead and MarineMax's management have been sharing best practices and ideas for years. Our strategies, operations and culture are very similar. We both have an unrelenting passion for the boating

lifestyle and customer service. Given our similarities, we expect that the integration of the Port Arrowhead Group will be among the smoothest we have undertaken. We are also very excited to be capitalizing on the talents of Port Arrowhead's strong team while expanding into additional strong growing boating markets."

The transaction is expected

to be accretive in its first full year, contributing approximately \$0.04 to \$0.06 to MarineMax's diluted earnings per share. Accordingly, MarineMax is increasing its fiscal 2006 earnings per share guidance to the range of \$1.89 to \$2.01 per diluted share. As stated with its previously announced guidance, the range includes a charge of approximately \$0.10 per diluted share related to

stock option expensing as required by Statement of Financial Accounting Standards No. 123R Share-Based Payment (SFAS 123R). Marine-Max was required to adopt the provisions of SFAS 123R beginning October 1, 2005. ■

House bills, cont.

continued from previous page are in serious danger when motorists speed or otherwise break traffic laws.

HB1117 sponsored by Rep. Ray Salva, (D) Dist. 51. Specifies that any new vessel, including boats and watercraft, sold after January 1, 2007, will be treated the same as a new motor vehicle under the provisions of the Lemon Law. The "Lemon Law" basically states that within one year, the consumer has the right to get their vehicle or vessel, repaired or replaced, or have their monies refunded including damages. This bill could substantially affect marine vessel

HB1143, sponsored by Rep. Neal St. Onge. This bill prohibits a person from driving a vehicle across a clearly marked solid yellow center stripe of a roadway, indicating a no passing zone, except when executing a lawful furn.

One of two proposals sure to be very controversial, HB 1162 is sponsored by Rep. Bill Deeken, (R) Dist. 114.

Raises the Excise Fees on alcoholic beverages. This bill creates the Fund for the Reduction of Alcohol-Related Problems and Underage Drinking to be administered by the State Treasurer. The fund will receive moneys through appropriation from increased fees for selling intoxicating liquor. Half of the moneys in the fund will be used for prevention and law enforcement and half for treatment and recovery of alcohol-related problems through statutory programs. "Alcohol-related problems" are defined and described, along with examples of services and programs.

Expect this bill to meet heavy resistance from the alcoholic beverage manufacturers. The fee for selling both 3.2% and 5% beer is increased from six cents per gallon to 24 cents per gallon; spirituous liquor is increased from \$2 per gallon to \$4 per gallon; and wine is increased from 42 cents per gallon to 78 cents per gallon. Beginning in Fiscal Year 2012, and every fifth year thereafter, the fees collected for intoxicating beverages and the inspection fee for nonintoxicating beer will be adjusted, based on the federal Consumer Price Index. The bill contains a referendum clause which must be submitted to Missouri voters in November 2006 or at a special election called by the Governor. Provisions of the bill will expire six years from the effective date.

continued on page 45



News and Information for Boating Enthusiasts from the Lake of the Ozarks Marine Dealers Association

It's beginning to look a lot like boating

It's beginning to look a lot like boating. Sing it to whatever tune you want, the bottom line is we are about 45 days away from summerizing and diving into a new season of enjoying the beautiful Lake of the Ozarks.

And all the early indicators are look like it is going to be a great

With the continued efforts of the Shoreline Clcan-up and the job Truman Dam does of filtering the water and such from the Osage River, things seem to get better every year for those of us that love to boat.

The report from the early shows around the country indicates that sales have been "brisk" to say the least.

Chicago and New York both boasted near record attendance and sales were all dramatically improved over the prior 2 years.

It was also reported that the interest rates being offered, although they are not at the all time lows of 16 months ago, are more competitive than expected and were very well received.

The issue of gas prices has been addressed by a number of manufacturers in the form of gas cards and incentives.

This coupled with the fact that there is always a stray left-over here and there of a 2005 model, there are definitely some bargains to be had at the winter and spring shows.

The majority of the Marine

Dealers Association will be in attendance at the Overland Park Boat Show at the Overland Park Convention Center on January 26th through the 29th.

If you live on the east side of

Missouri, you might want to mark the 7th through the l2th of February for the St Louis Sports show at America's Center & Edward Jones Dome.

If you need more info on who

will be attending and their respective product, please call the Marine Dealers Association at 573.280.5900. ■

www.glencovemarine.com





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House bills, cont.

continued from page 43
HB 1171 sponsored by John
Burnett, (D) Dist. 40. This bill
changes the laws regarding
unsecured loans of \$500 or less.

- (1) Limits the interest and other fees that may be charged on the loans to \$15 for the first \$100 of principal for the first 30 days of the loan and not more than 3% per month thereafter, which is an annual percentage rate of approximately 36%;
- (2) Prohibits repeated renewals of loans to circumvent interest rate restrictions;
- (3) Grants jurisdiction to the Attorney General to issue cease and desist orders against violators:
- (4) Allows the Attorney General to sue for injunctions, rescission of loan contracts and restitution, and civil penalties for violations; and
- (5) Clarifies that the limitations apply to all lenders, whether or not they are properly licensed pursuant to Chapter 408, RSMo.

This bill is long overdue, "Payday Loans" are a vehicle to charge exhorbitant rates to unsuspecting consumers.

HB 1172, also sponsored by Burnett, changes the laws regarding unsecured loans of \$500 or less.

(1) Requires lenders of unsecured loans under \$500 to be registered with the Director of the Division of Finance upon payment of an annual fee of \$300. Lenders are required to file a rate schedule with the director, who will approve rates comparable to those charged in the marketplace in Missouri and contiguous states and review the rates semiannually. If the direc-

tor takes no action within 30 days after the filing of a rate schedule, the rates are deemed approved. The director may promulgate rules regarding the computation and payment of interest, contract statements, payment receipts, and advertising for loans;

- (2) Repeals Section 408.505, RSMo, pertaining to payday loans, persons determined to have entered into a transaction disguised as a loan, persons determined to have engaged in subterfuge to avoid this provision, and loan terms;
- (3) Repeals Section 408.506 which required the division to make a report to the General Assembly every two years containing information about the number of payday loan licenses issued, the number of loans issued by licensees, the average face value of the loans, the average number of times that the loans are renewed, the default rate for the loans, the number and nature of complaints made to the division, the average interest and fees charged, and a comparison of the interest and fees charged in this state and adjoining states; and
- (4) Repeals Section 408.510 defining "consumer installment loan" and "consumer installment lender" to mean loans, and persons making the loans, of any amount that is paid in no less than four installments over no less than 120 days and requires consumer installment lenders to follow the licensure, interest and fees, notice, opportunity to cure, and collection procedures established for other lenders.

Increases the penalties for failure to yield the right-of-way to an emergency vehicle resulting in the death of any emergency vehicle personnel while in the performance of his or her official duties. Missouri has tragically had a rash of deaths resulting from careless or negligent drivers hitting emergency workers performing their duties on the roadside. This bill is long overdue. New legislation mandating drivers to slow down or move to the other lane has also been enacted.

HB1329 sponsored by Curt Dougherty, (D) Dist. 53. Unlawful Credit Card Practices. cardholders are often charged excessive interest rates by unscrupulous credit card companies looking to pre-emptively offset losses. This bill makes it a class A misdemeanor for a credit card issuer to increase interest rates or impose fees because a card holder makes only the minimum payment, fails to make timely payments to any other creditor, or because of his or her indebtedness. A misdemeanor in this instance however, is insignificant to multi-billion dollar corporations. Such penalties will be trivial at best.

HB 1467 sponsored by Rep. Jeff Harris, (D) Dist. 23. Video Games— in the wake of the "Grand Theft Auto" sex scene, this type of legislation has gained popularity nationally. This bill expands the crime of unlawful transactions with a minor by adding provisions regulating the sale or rental of video games. The bill makes it a class A misdemeanor to sell or rent a video game rated M (mature) or AO (adults only) to a person younger than 17 years of age. Video games must contain a rating by the Entertainment Software Rating Board. It is no defense that the defendant believed the person to be 17 years or older unless the defendant examines identification from the person containing both a photograph and proof of age. Retailers must post signs explaining the rating system and provide on-site, informational brochures. Manufacturers and retailers can be fined \$1,000 for failing to properly label a video game and up to \$5,000 for repeated violations. Retailers can be fined in the same amounts for failing to post signs and provide informational brochures. Game developers like Rockstar, recently sued for it's Grand Theft Auto

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indiscretion, will have little trouble with the amounts of fines under this legislation, but with multiple infractions may be persuaded to refrain from mislabelling games. Negative nationwide press has already had a profound affect on the industry.

HB1548 sponsored by David Pearce, (R) Dist. 121. Allows residential and business cell phone numbers to be added to the telemarketing No-Call List.

HJR 30 sponsored by Wayne Henke, (D) Dist. 11. Eminent Domain— this proposed constitutional amendment restricts, upon voter approval, the use of eminent domain. Currently, private property

vate property
cannot be taken or damaged
for public use without just compensation. The amendment
specifies that no use will be considered public in which any entity other than the state, a political
subdivision, public agency, public utility, or rural electric cooperative will use or own the property. The amendment also provides that no land classified as
agricultural and horticultural
will be deemed blighted.

House bills 1193 and 1363 also deal with eminent domain. ■

3+ Bedroom, 2 or 2.5 Bath Units Featuring:



The Studio Electric Type One



Are you an audiophile? Well, have we got news for you. Studio Electric "designs and fabricates limited production high fidelity audio equipment". Purported to "blend a strong asthetic design sense with excellent sonic characteristics", they seek to provide discriminating clients with the new Type One Loudspeaker.

It's machined from heavy gauge stainless steel and aircraft

aluminum, in an industrial design (we'd say medieval design). Providing an almost "magical" listening experience. "The lows are warm, the midrange forward and articulate, the highs smooth and extended."

All for a mere \$7,950 per pair. Well. Put these on my Christmas list for next year! ■ www.studio-electric.com

Pioneer AS-PS 55 Speakers



Sorry, but yes, another one on speakers. Can't resist this one. If you or your kids just can't can't bear to take the iPods off, here's the thing!

These waterproof AS-PS55 speakers from Pioneer are small, colorful, made of plastic and come with a hook to hang anywhere in the bathroom.

This is of course assuming you need small, waterproof speakers for the bathroom while you conduct your ... ahem, *business*.

They have a 35mm stereo jack and run on 4 AAA batteries. Of course you still have to hook these up to something that's well, *waterproof*. A little leak, and if not waterproof, just... poof.

Add some of their "Happy Aqua Lumi" battery powered "aromatherapy candle holders that display changing light patterns soothing your eyes as well as nose for utter blish while showering—or whatever.

Talus Watches



Do you need to get to work "around" 8 a.m.? Maybe that appointment this afternoon at the doctor is "three-ish".

If close enough is good enough for you, then here's a watch you'll instantly identify with.

The Talus watches give you an idea what time it is—the Timeline, left, displays the hour slowly moving down the face for the 60 minutes, then shows the next.

The Talus Timeline, right, gives you "reality-based" time-keeping, with indications like "A Bit Past 5" or It's Nearly 1 Thirty."

Retail price not yet determined. ■

Solar Golf Bag



Know a busy executive that has everything? Nope, they don't. Here's the new Soldius Golf Bag solar charger for cell phones and Blackberry devices.

The bag is compatible with over 250 phones and BlackBerries. Why if you have three hours to kill on the course, this bag can charge your phone completely on a sunny day, according to the manufacturer.

Solidus will have four different models for sale on their website that vary in size and price. www.mysoldius.com ■

The Earscope XL



An electrical manufacturer's president was reportedly interested in seeing inside his ear, and so the Earscope GXL was born.

Why exactly he wanted to see inside his ear is unknown apparently.

This checker-outer for whatever orifice you desire, sports a 7,400 pixel image, and shows pictures of your internals four times their actual size. The article goes on to say "Earcleaning" parlors have opened in Japan because of it. Huh?

Of course the device will do more than probe the unseen depths of the human anatomy, it can also be used for inspecting car engines, computers, anywhere you can put the probe. It starts at just 10,800 Yen. That's about \$92 to you. ■

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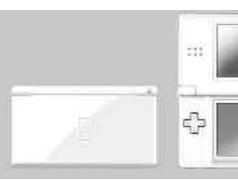






Fascinating gadgets and gizmos for the kid in all of us

The Nintendo DS Lite



They said it wasn't coming, denied all of the reports of the Nintendo portable, but here it is. Smaller and lighter than the current Nintendo hand held, this one's due to be released in March. ■

Tips from TNT

by Brenda Christen

Are you legally licensed?

What kind of question is that? Well...it is a good one, and one that everyone truly needs to understand. This license gives you the right to use that particular program. The program is not to be shared with all your friends and family.

Microsoft licenses in three different ways:

- 1. The full retail package in a box, shrink wrapped, sold at retail stores
- 2. OEM This is short for Original Equipment Manufacturer, usually software pre-installed on the computer system
- 3. Volume Licensing is for larger corporate offices that need to use the same operating system on several machines. Microsoft grants "Licenses."

Every computer needs to have a Certificate of Authenticity, a COA for short. This is the little rectangle sticker that is stuck, or should be stuck to your computer. (For some Windows 98 Computers, the COA is on the front of the Installation book, or CD Case Sleeve) This sticker can be found almost anywhere on the outside of the machine. If you have to reformat your hard drive, a call to Microsoft may be necessary to get a new installation code.

Why is this so important? If you do not have a sticker, book, or CD sleeve, is it a pirated copy of the operating system? Microsoft is cracking down and to get the Windows updates, it will validate your license. If it does not pass, you cannot get the critical updates. So what? Well there are several patches and critical updates that Microsoft puts out to keep the operating system in good working order or to "patch" a security risk in the program that can allow hackers to get access to your computer. People are constantly saying that the icon pops up on the lower right hand of the task bar, but they don't know what it is so they don't mess with it. Please download and install the critical updates! Just click on the icon and tell it to

If you do not have a legal COA, software, etc. and your computer needs to be reformatted or you need to repair your operating system. A computer company cannot legally reinstall your operating system without the COA.

This also brings up the area of businesses that have servers. Please keep your server operating system in a safe place. If your server goes down, there are times when the software must be used to run diagnostics or must be reinstalled. If your favorite computer technician cannot get to you for another day, the server is down, you call in another technician, right? If you don't have your software, or the technician does not, then, the company is down just because you failed to have your software. This can cost businesses LOTS of money with downtime and repair! The company purchased the software, so keep it safe, away from magnets and hot areas, ready for the next emergency!

Wi-Fi Digital Hotspot Spotter

February, 2006



Just in case your trusted canine companion can't sniff out Wi-Fi hot spots for your laptop, here's a gizmo that can.

It "has a 12-character LCD that provides information on signal availability and strength as

well as essential network information, including SSID, security status and channel. When multiple networks are present the LCD will allow you to scroll through information for each network."

\$60. www.thinkgeek.com ■

Swiss Army USB Knife



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What ever happened to KBMX?

by Denny Benne

In January of 1986, the Federal Communications Commission (FCC) issued a construction permit to Lake Broadcasting, Inc. to build a radio facility licensed to Eldon MO, operating at 6,000 watts on frequency 101.9 FM. The station signed on the air broadcasting instrumental music immediately afterwards. Initially it appeared the station was doing well.

Then on August 11, 1994, then owner of Lake Broadcasting Inc., Michael S. Rice, was convicted of four counts of sodomy, six counts of deviant assault in the first degree and two counts of deviant assault in the second degree. The felony misconduct charges for which Rice was convicted involved five children. Rice was subsequently sentenced to a total of 84 years in prison. Because his sentences were to be served concurrently, Rice's maximum term of imprisonment was eight years. Rice was incarcerated in September of 1994 and ordered not to have any further involvement in the radio station's operations.

The FCC's initial decision:

INITIAL DECISION REVOKING THE LICENSES AND CONSTRUCTION PER-MITS OF CONTEMPORARY MEDIA, INC., CONTEMPORARY BROADCASTING, INC., AND LAKE BROADCASTING, INC., AFFIRMED (MM Docket No. 95-154)

The Commission has affirmed the initial decision of Administrative Law Judge Arthur I. Steinberg revoking the licenses and construction permits held by Contemporary Media, Inc., Contemporary Broadcasting, Inc., and Lake Broadcasting, Inc. and denying Lake's application for a new station because of violations of laws relating to repeated sexual abuse of children by the stations' sole owner and misrepresentations by the licensees.

Contemporary Media is the licensee of WBOW(AM), WZZQ(AM), WZZQ(FM)of Terre Haute, IN, Contemporary Broadcasting, Inc. is the licensee of KFMZ(FM), Columbia, MO, and permittee of KAAM(FM), Huntsville, MO. Lake Broadcasting, Inc. is the licensee of KBMX(AM), Eldon, MO, and permittee of KFXE(AM), Cuba, MO.

Michael Rice is President, Treasurer, and a member of the Board of Directors of the three corporations, as well as their sole owner. In August 1994, Rice was convicted of twelve felonies involving the

sexual assaults of five children ranging from under fourteen to sixteen years of age that occurred over a five year period. He is currently incarcerated.

The FCC initiated this revocation proceeding to determine the impact of Rice's convictions on the licensees' qualifications and to determine whether Rice had been excluded from the management and operation of the stations subsequent to his arrest, as had been argued by the licensees. The ALJ also resolved in the licensees' favor a third issue to determine whether Rice engaged in an unauthorized transfer of control of the stations.

The FCC concluded that, although there was no unauthorized transfer of control, Rice's felony convictions and the licensees' misrepresentations and lack of candor regarding his role at the stations constituted grounds for the disqualification of the licensees. The Commission found that Rice had been engaged in consultative and programming activities at the stations, as well as in the hiring of their personnel, demonstrating misrepresentation and a lack of candor on the part of the licensees. In view of this conclusion, the Commission agreed with the ALJ's determination that all of the licensees' authorizations should be revoked and the new station application

denied.

Action by the Commission June 22, 1998, by Decision (FCC 98-133). Chairman Kennard, Commissioners Ness, Furchtgott-Roth, Powell, and Tristani.

-FCC-"

KBMX remained on the air until October 3, 2001 when the final report and order was issued, dissallowing any further appeals by Rice. By FCC order, the station then "went dark", or off the air.

"Before the Federal Communications Commission Washington, D.C. 20554

In the Matter of: Michael S. Rice and his wholly-owned companies, Contemporary Media, Inc., Contemporary Broadcasting, Inc., Lake Broadcasting, Inc.

Request for Expedited Confirmation of Continued Operating Authority

Formerly Licensed Stations WBOW(AM) WBUZ(AM), and WZZQ(FM), Terre Haute, IN; KFMZ(FM), Columbia, MO; and KBMX(FM), Eldon, MO...

...Background

2. On August 11, 1994, Rice was convicted of four counts of sodomy, six counts of deviate sexual assault in the first degree, and two counts of deviate sexual assault in the second degree, all of which are felonies. The misconduct for which Rice was convicted involved five children. Rice was sentenced to a total of eighty-four years in prison. Because his sentences were to run concurrently, he was sentenced to a maximum term of eight years.

He was incarcerated between September 1994 and December 1999. In our 1998 Decision, affirming the Initial Decision, 12 FCC Rcd 14254 (ALJ 1997), the Commission concluded that, in addition to Rice's criminal conduct, the Rice Stations "misrepresented and lacked candor in reporting to the Commission that, subsequent to his arrest, Rice was completely excluded from any further involvement in the management and operation of the Licensees' radio stations." 13 FCC Rcd 114437, 14454 (1998). Based on this record, the Commission revoked each of the authorizations held by the Rice Stations. However, it permitted the Rice Stations to continue to operate until 12:01 AM on the ninety-first day following the completion of judicial review. On March 19, 2001, the Supreme Court denied Rice's petition for certiorari. Rice did not seek rehearing and the decision became final thirty days later. Accordingly, the operating authority of the Rice Stations was scheduled to terminate on July 17,

IT IS ORDERED that the September 21, 2001 Request for Expedited Confirmation of Continued Operating Authority filed by Michael S. Rice and his wholly owned companies IS DENIED, and stations WBOW(AM), WBUZ(AM), and WZZQ(FM), all Terre Haute, IN; KFMZ(FM), Columbia, Missouri; and KBMX(FM), Eldon, Missouri, are ORDERED TO CEASE BROADCAST OPERATIONS no later than 11:59 PM on October 3, 2001."

It has remained off the air since that time. In 2005, the FCC listed the frequency along with more than 170 others across the U.S. and Virgin Islands, to be sold off in an online auction. The agency issued a public notice, and interested parties were allowed to complete applications in order to be eligible for partici-

Lake of the Ozarks Business Journal

Bidding "discounts" or credits of 35% were issued to applicants having no attributable broadcast interests, and 25% to applicants with no more than two broadcast facilities— as long as those facilities did not serve the same mar-

Applicants were required to submit an upfront payment in order to be eligible. Those not submitting the requisite forms and payment were eliminated.

Once applications had been accepted, the stage was setthere were five qualified participants remaining who had interest in, and were qualified to bid on, the former KBMX frequency, permit FM-403a. These were: Benne Broadcasting Company LLC, Kenneth W. Kuenzie, Randall C. Wright, JER Licenses, and Cumulus Broadcasting.

The online auction began on January 12th and the bidding

In the anywhere from two to four rounds of bidding per day, participants were required to increase the bid over the last winner in increments of approximately 10%. They were required to bid "minimum" amounts each round in order to remain eligible, or use one of three "waivers" to pass on the bidding for that

Once a bidder had exhausted their waivers and chose not to bid in the next round, their eligibility was "reduced", essentially taking them out of the running for the frequency's permit.

The last bidder remaining after all others had been dropped would then be awarded the "construction permit", allowing them to build a station and broadcast on the 101.9 FM frequency to the Lake area, with call letters to be chosen by the winner. At press time, the apparent winner for FM-403a, Rice's former frequency, was Randall C. Wright. For complete details, and more information, http://wireless.fcc.gov/auctions/default.htm?job=auctions_all ■



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Lake of the Ozarks Business Journal February, 2006

Cops on Top

continued from page 7 Cops on Top is not, however, the only event that law enforcement supports and sponsors for SOMO.

"Law enforcement raised an all-time high amount of money Missouri for Special Olympics— it ranked us number six in the world. And that's all of the events like Cops on Top and the Polar Bear Plunge, and all of the other things the 172 law enforcement agencies across the state do for us."

Mike Clayton, Program Director and Mix 92.7 radio personality said, "It's always a great opportunity for Benne Media to get involved with community. It's a fun event, and we raise a lot of money for SOMO. We were onboard for the first Lake area Cops on Top and this is our third year to be a part of the event. It's a long, cold day, but it's worth it to help. We'll also be onhand for the Polar Bear plunge, in fact, I'll be emceeing the event. It's become and event— it attracts thousands of people, and people literally talk about it and plan for it every year." ■

Curran's Corner

Where there's a will, there's a way

The Importance of **Estate Planning**

Let's say your great uncle, Bob, passed away. Bob owned a large amount of land and personal property, but he was not married and had no children. His parents and siblings predeceased him. You are one of Bob's only heirs: thirty-two nephews and nieces and twenty-five grandnephews and nieces. A court must decide how to distribute Bob's estate. Who gets Uncle Bob's estate?

The answer may not surprise you: the attorneys.

This is a tongue-in-cheek answer, but long and costly court proceedings are the result of not executing a proper estate plan. What may surprise you is that the facts above come from an 1883 case in Missouri.

Proper estate planning includes more than simply executing a Will. Estate planning allows you to decide how your property is distributed after your death, and how some of your property may be distributed during your life.

There are many estate planning tools available in Missouri.

Transfer on death orders allow you to transfer property to the person of your choosing at the instant of your death. This works well for bank and investment accounts and is even allowed on motor vehicles in Mis-

A Trust allows you to set aside property for the benefit of another person. Trusts also allow you to specify how the proceeds of the trust are distributed. Common examples are trusts for minor children for their care until they are adults or to pay for their education.

Missouri statutes are very particular about how any estate planning tools must be executed. Will kits and the like obtained thru the internet may not be effective when subjected to court scrutiny. The only way to be sure that your estate is distributed the way you wish is to execute a proper estate plan after consulting with an attorney.

You can't take it with you. However, if your estate plan fails in court, you lose the chance to determine the way your estate is distributed.



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

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Al Elam announces Miller, **Robinson win awards**

Tim Tabor, President of the Al Elam Real Estate Co., Lake Ozark, recently announced that Patty Miller was named Salesperson of the Month for December 2005.

Miller has been associated with Al Elam Real Estate Co. since 1996 and holds the Accredited Buyer Representation (ABR) designation.

Tom Robinson was named Listing Agent of the Month for December, 2005. Robinson has been an associate with the Al Elam Co. since 2002.

Orthopedic Surgeons Move **Practice to Osage Beach**

Osage Beach, MO— William Harris, D.O., and Jeff Jones, D.O., will soon move their orthopedic practice to the 3rd floor of Lake Regional Health System's new Imaging Center at 1075 Nichols Road. They will begin seeing patients at the new location on

Monday, February 6, 2006.

Drs. Harris and Iones treat patients suffering from a variety of orthopedic conditions and sports injuries.• The phone number to their new office is 348-0550.





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Lake Stories

continued from page 22

lake was open to boating traffic on May 30, 1931. Incidentally, one of the five sluiceways remained open during the filling process. This allowed some water to flow through the bottom of the dam and prevented the Osage River from drying up for several miles downstream. This was done so that Miller County farmers below the dam could continue watering their livestock in the river.

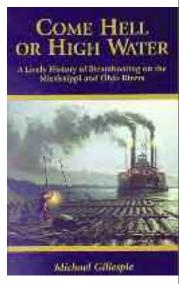
- 7.) WARSAW, which was served by a railroad in the late 1800s. It started out as a narrow-gauge operation in the 1870s and later was widened to standard gauge. The town of Bagnell also had a railroad terminal, but Bagnell is not a lakeshore town.
- 8.) Like many industrial structures, Bagnell Dam was built with room for additional electrical generation capacity. So at the time of its completion, the powerhouse had six generating turbines, plus a small turbine for generating power within the facility itself. THE TWO ADDITION-

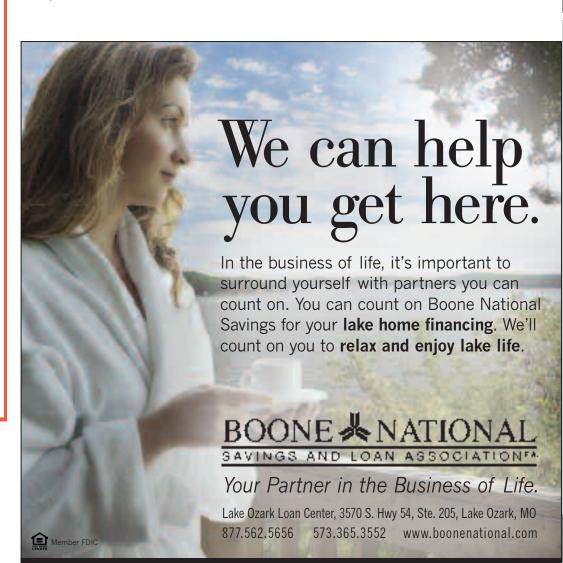
AL TURBINES AND GENERATORS WERE ADDED IN 1953 in response for additional peak demand in St. Louis. The last two generating turbines are located nearest the spillway section. For a long time they were easy to spot because their steel covers were a little different color than the others, as was the surrounding concrete.

- 9.) OSAGE IRON WORKS, or Iron Town as it sometimes was called, began as a few cabins clustered around a mine shaft. Two men, named Condee and Campbell, bought up land in the area in 1871 and began mining deposits of iron ore. In 1873 they built a smelter for processing the ore. During the brief flush times that followed, as many as 150 miners and laborers lived at the site, but the cost of constructing the furnace and associated equipment had depleted most of the company's capital. The operation shut down after only a year.
- 10.) There are several islands in the lake, but Big Island isn't one of them. It's a PENINSULA with a very narrow neck of land con-

necting it, just wide enough to carry lake road AA-109V. That connecting ridge is only 7-8 feet above the lake level. ■

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







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St. Tropez, Osage Beach 5 BR, 3.5 BA, 3300 sq.ft. woth 80 ft of waterfront MLS 3022972 \$599,000



Townehome in Porto Cima 4 BR, 3.5 BA, 2746 Sq.ft. 100 ft of waterfront MLS 3023187 \$649,900



7 Muirfield Court, Porto Cima 5 BR, 5 BA, 6963 sq.ft. 100 ft of waterfront MLS 3023177 \$2,800,000



741 Ledges, Osage Beach 4 BR, 3 BA, 1952 sq.ft. 12x40 slip MLS 3023181 \$269,900



Sunset Road, Lake Ozark 4 BR, 3 BA, 2460 sq.ft. on 100 ft of waterfront MLS 3021974 \$399,900



Relaxation Point, Camdenton 3 BR, 2 BA, 1500 sq.ft. 75 ft of waterfront, 2 well dock MLS 3024126 \$275,900









February, 2006 Lake of the Ozarks Business Journal

Lake Regional enjoys tremendous growth

Medical care at the Lake of the Ozarks has never been better. Lake Regional Health System continues to grow and expand its healthcare services. Since Lake Regional Hospital opened in 1978 (as Lake of the Ozarks General Hospital), Lake area residents and visitors have been impressed with the facility's constant and continuing growth. Lake Regional Hospital is a 501c3, not-for-profit corporation so profits are re-invested in improving the facility and adding new programs.

Some of the additions in recently years include the Center for Radiation Therapy, the Oncology Services Clinic offering chemotherapy, two state-of-theart cardiac catheterization suites, an 18-bed Intensive Care/Coronary Care Unit and a 22-bed Stepdown Unit designed for patients progressing in their recovery from the ICU/CCU.

The most recent addition to



The linear accelerator used to treat cancer patients. at the Center for Radiation Therapy. Willman

100,000 square foot East Tower which increases the facility to 400,000 square-feet in size. The East Tower is home to a 35-bed Emergency Department (ED) which opened in November 2005. The former ED served 35,645 patients last fiscal year. It had 22 beds which were separated by privacy curtains. The new ED has 35 private rooms including four resuscitation rooms for treating trauma patients and a CT scanner. There are also two helicopter pads. The Emergency Department is designated a Level III Trauma Center by the Bureau of Emergency Medical

The East Tower also has three state-of-the-art surgery suites, including a large one for cardiothoracic surgery. Lake Regional Health System added these surgery suites to better accommodate the growing number of patients having surgery at the hospital each year. The second floor of the East Tower features 40 private rooms which opened this month. The third floor will be held in reserve for future expansion.

Construction at Lake Regional Hospital has not stopped with the completion of the East Tower. The addition of a story for 2 North will begin this May to accommodate an expansion of Lake Regional's Laboratory Department.

In October 2005, a new semicircle drive and canopy were added to the north entrance of Lake Regional Hospital, near the Center for Radiation Therapy. This allows easy access and a covered patient drop-off area for those utilizing The Center for Radiation Therapy.

The canopy over the public entrance to the Emergency department will be finished in the very near future. Upon completion of that, Lake Regional will be enclosing the former ambulance drive-up canopy to house a new gift and coffee shop which will be run by the Lake Regional Hospital Auxiliary. Work should finish in two to three months. The Auxiliary has pledged \$300,000 for this project with proceeds coming from the annual Style Show, Benefit Ball, and Bazaar as well as various fundraisers including uniform, plant, jewelry, art, book and bake

Lake Regional Hospital is a past winner of the coveted Missouri Quality Award, given in recognition for distinction in quality leadership and based on the Malcolm Baldrige National Quality Award Criteria for Performance Excellence. The hospital is accredited by the Joint Commission on Accreditation of Healthcare Organizations

(JCAHO).

In addition to Lake Regional Hospital, Lake Regional Health System provides services in 15 locations including medical clinics, rehab therapy sites, pharmacies, and home health care.

A new 18,000 square foot building is under construction on the south side of the current Camdenton Medical Center and Camdenton Pharmacy building on North Highway 5. It is expected to open in August of this year. This building was formerly 8,000 square feet. Camdenton Medical Center, Camdenton Pharmacy and Camdenton Rehab Therapy will all be located there. The rehab clinic will be expanded and will include a heated indoor pool for aqua therapy. In addition to the other therapies offered, Lake Regional is reviewing the possibility of adding cardiac rehab here in the future.

Construction began December, 2005 on a new building which will house Eldon Rehab Therapy, currently adjacent to the Eldon Clinic. The new outpatient therapy clinic should be finished by September, 2006 and will be 7,818 square feet bigger than the existing clinic. Like Camdenton, this rehab center will include a heated indoor pool for aqua therapy. Other rehab services provided include physical therapy, occupational therapy, speech therapy and cardiac rehab. The space that will be vacated when Eldon Rehab Therapy moves will allow for future expansion of The Eldon Clinic practice of Drs. Paul and Maria Bernabe.

A freestanding diagnostic imaging center opened in January of this year located next to Osage Beach Medical Park. The imaging center is a joint venture between Lake Regional Health System and area physicians.

Computerized tomography (CT), magnetic resonance (MR), general radiography and diagnostic ultrasound studies and mobile PET/CT services are offered. This state-of-art equipment makes use of the latest technological advancements which minimize scan times while improving image quality. All systems make use of digital imagery which allows physicians to securely view images from remote locations, making the information immediately acces-

AmerenUE advises residents of annual winter lake lowering

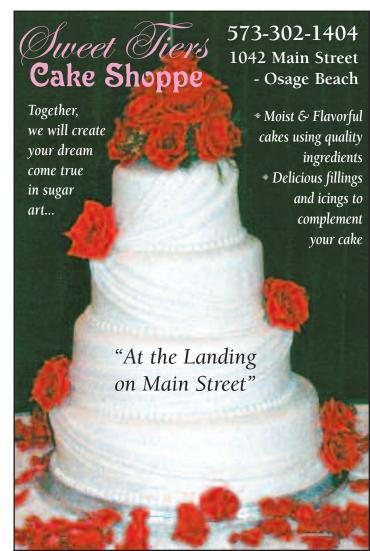
AmerenUE advises dock owners at Missouri's Lake of the Ozarks that the annual winter lowering of the lake level has begun. The company reminds property owners that they should take appropriate measures to protect their docks from the lower water levels and other winter conditions that routinely occur at this time of year.

AmerenUE normally lowers the lake by several feet during the winter months to provide increased water storage capacity for flood control during the spring rainy season. Phil Thompsuperintendent AmerenUE's Osage Power Plant at Bagnell Dam, says lake elevations down to 650 feet above sea level-10 feet below full reservoir-are possible during the winter season. He adds that AmerenUE's federal license permits the level to go as low as 645 feet in an emergency.

AmerenUE provides a recording of lake level informationupdated daily on weekdays-at (573) 365-9205.

To minimize the effects of lower lake levels and other winter conditions, AmerenUE offers the following tips for dock own-

- · Disconnect hinges linking docks and seawalls or piers to allow the entire structures to follow the water level down.
- · Lengthen cables to permit docks to drop as the lake level
- · During any absences from the property, ask nearby neighbors to watch the dock or retain a local boat dealer or dock builder to care for the property during the winter season.
- · Use "bubblers" or other antiicing devices to help protect docks from ice damage. ■



Lake of the Ozarks Business Journal

State eliminates fee for disabled parking signs

by Betsy Taylor

St. Louis, AP— Missouri stopped charging a \$2 fee on Thursday for windshield signs that allow the disabled to park in reserved spaces.

The move came after a federal court ruling Tuesday that the cost was discriminatory.

Missouri's Department of Revenue said the change applies only to fees for permanent disabled signs, but said \$2 fees for temporary signs will remain in place. The temporary hang-tags are issued after a doctor fills out a form showing that someone needs access to one for a temporary period of time.

The agency said state law requires the department to continue the charges for the temporary parking tags, since the court did not call for an end to them.

Those who paid the fees in the past are not eligible for refunds.

A federal court of appeals in St. Louis ruled on Tuesday that the state cannot charge the disabled for the permanent signs necessary to use the reserved parking spots.

In Missouri, the disabled are allowed to park in reserved parking spots outside of businesses,

government and other buildings by displaying a special license plate or the removable, blue parking hang-tag displayed through a vehicle's windshield.

The license plates for the disabled cost the same as standard license plates and fees for the license plates remain the same.

At the end of fiscal year 2005, there were about 365,000 active permanent disabled signs.

Revenue spokeswoman Maura Browning said the department expects to lose at least \$1 million annually from the change. She said it was not clear how the money would be replaced.

People with questions can call the department at (573) 751-4509. Customer service staff is available from 7:30 a.m. to 5:30 p.m. Carol Hull, orginally from Monmouth, Il. where she owned Collector's Paradise Gift Shoppe for 12 years. She is married to Alan and has 2 sons.

Nick Hudelson, originally from Lyon, Ks. where he was in the banking business for 42 years, most recently as president. He is married to Lurlene and has 3 children and 7 grandchildren.

Adopt-a-shoreline workshops announced

LAKE OZARK, MO., Jan. 25, 2006—Workshops are scheduled Feb. 8 and 9 for anyone interested in participating in the Adoptthe-Shoreline program and the 2006 Spring Shoreline Beautification Cleanup at Missouri's Lake of the Ozarks. Current Adopt-the-Shoreline members will also be attending to prepare for the spring cleanup projects and to share ideas with new and prospective members.

Four workshops have been scheduled to prepare volunteers for the spring cleanup, scheduled for March 18 through April 2. Interested persons can choose the location that is most convenient from the following list:

Wednesday, Feb. 8

9:30 a.m. to 11 a.m. and 1:30 p.m. to 3 p.m. at the Missouri Department of Conservation in Camdenton and Willmore Lodge

Thursday, Feb. 9

in Lake Ozark.

9:30 a.m. - 11 a.m. and 1:30 p.m. to 3 p.m. at the Warsaw City Council Chambers and Central Bank in Laurie.

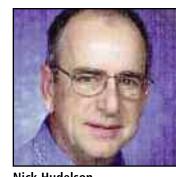
Topics will include how to adopt shoreline or assist other cleanup groups, boating equipment and tools required, volunteer recognition, and safety procedures to ensure a safe and fun cleanup. For more information on the workshops, call the Adopt-the-Shoreline office at 573-365-9214.

Century 21 Land & Shores welcomes agents

Carol Hull, orginally from Monmouth, Il. where she owned Collector's Paradise Gift Shoppe for 12 years. She is married to Alan and has 2 sons.

Nick Hudelson, originally from Lyon, Ks. where he was in the banking business for 42 years, most recently as president. He is married to Lurlene and has 3 children and 7 grandchildren.





Nick Hudelson

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"Safety Challenge" results in \$20,000 donation to local charities



The 124 members of AmerenUE's Central Ozarks Division were honored for their safety record.

Jefferson City, MO—Ameren UE's Central Ozarks Division held a "Safety Celebration", honoring the 124 employees of AmerenUE's Central Ozarks Division who met the 2005 "Safety Challenge".

This was defined as having no work days lost to accidents during the period. The event was held at the Eldon Community Center, January 6.

As part of the challenge, Ameren agreed to donate \$20,000 to five local charities selected by the workers participating. These were: the Eldon Community Food Pantry, the Central Missouri Food Bank, Hospice of Jefferson City and Mid-Missouri, Cole and OSage County 4-H Council, and the Missouri Valley Big Brothers Big Sisters. Checks for \$4,000 each were given to the charities.

AmerenUE Central Ozarks Division Manager Larry Merry said the employee's safety achievement represents about 275,000 manhours worked

safely. "At the beginning of 2005, we issued a special safety challenge to our employees," Merry explained. "We agreed that if our employees worked all year without a lost workday accident, the company would provide a total of \$20,000 to be divided among local charities of their choice. They took us up on that challenge and we're all very proud of the way our employees responded."

Glencove completes Acquisition of Yacht Club Marina

Osage Beach, MO— Glencove Marine Properties LTD is pleased to announce the acquisition of Yacht Club Marina. The acquisition brings together two established and respected names in the industry which will help facilitate Glencoves future growth by providing more options for their customers.

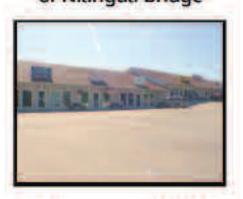
The existing operations of Yacht Club Marina have merged with Glencove Marine and will conduct business under the new name of Glencove Yacht Club Marina for the location at the 21mm and Glencove Yacht Club Showroom for the location on Hwy 54. The company is pleased to have retained the entire group of full time employees at Yacht Club Marina, and is currently fill-

ing positions that will be added. Rusty Clark founded Yacht Club Marina in 1981, and will remain with Glencove until March 2006.

Brian Pecenka, General Manager of Glencove Marine, states: "We are committed to serving our customers' needs in the best of all possible ways. We are confident that the integrated resources will provide our customers with more options, better service and a location to provide more convenience for our customers beyond the 20mm. With Glencove being ranked the #1 Formula dealer in the world, and Yacht Club Marina being #1 Sea Doo dealer in their 17 state region, our positioning as #1 Boat Dealer at the Lake will be strengthened significantly."



Greenview MO Highway 5 North of Niangua Bridge



Unit	Square Ftg
1	1800
3	2220
4	2400
5	1440

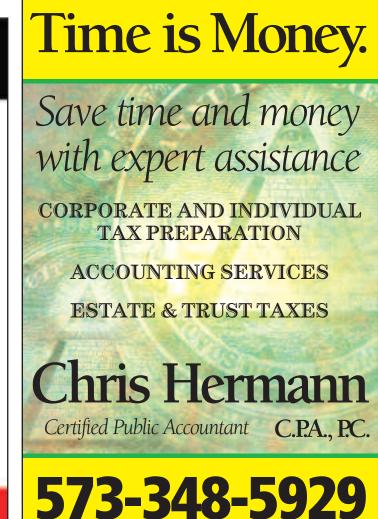
Will Negotiate

Osage Beach MO Medical/Professional Offices



Unit	Square Ftq
1	6300
1A	3300
1B	3000
201	2550
Minut	es from Lake

Regional Hospital



Chamber announces 5th Annual Home and Garden Expo speakers

The 5th Annual Lake Area Chamber of Commerce Home and Garden Expo will feature the following guest speakers in the Four Seasons Exhibit Hall, at the Lodge of Four Seasons:

Saturday, February 18

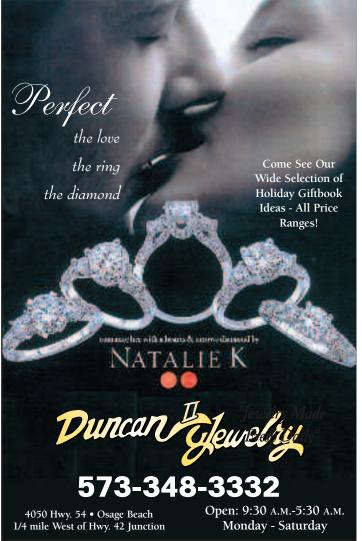
3:00 PM Eric Smith, Dept. of Conservation "Nuisance Critters in Your Yard?". As our community starts to grow it seems like we are seeing more and more wildlife in our backyards. Sometimes this is a joy to see and sometimes the little critters are a nuisance to us. I will talk about how we can take care of the nuisance wildlife so that they are not damaging our property.

Sunday, February 19

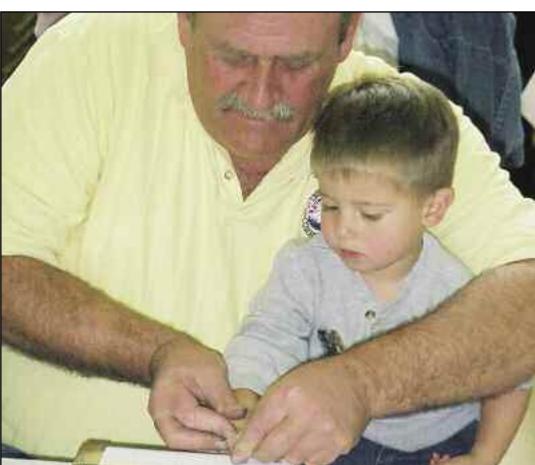
11:00 AM Doug Beck, Lake Ozark Environmental

"How to Identify and Dispose of Household Hazardous Waste". Doug will provide information steps that people can take to reduce the amount of household hazardous waste they gener ate and how to safely store, handle, and dispose of household hazardous waste. As well as ways to reduce the amount of waste generated by suggesting the use of non-hazardous or less hazardous appropriate alternatives to household items containing hazardous substances.

1:00 PM Matt Schatz, "Creating Your Water Garden". Lake of the Ozarks Chapter of the Springfield Water Garden Society. This seminar will help those that are wanting to get started in water gardening but do not know where to begin, as well as those who already have a water garden and want to know more information. Topics will include location, construction techniques, filtration, types of fish, general overview of plants, and questions and answers. ■



Lake Regional Health System's Children's Health Fair Set for March 18 at Stonecrest Mall



Camden County Sheriff John Page fingerprints Casey King of Sunrise Beach.

Bring your children and grandchildren and join Lake Regional Health System for the Children's Health Fair at Stonecrest Mall on Saturday, March 18th. Free screenings, giveaways and fun activities will be offered from 10:00 a.m. to 3:00 p.m. Medical professionals and representatives from many area agencies volunteer their time to provide important screenings and educational activities.

Free screenings will include:

- •Vital Signs Screening
- ■Asthma Screening
- Dental Screenings and Toothprints (dental impression) by Dr. K. L. Young

Fingerprinting by local law enforcement officers

- ■Vision Screenings by Lensmart
- ◆Amblyopia (Lazy Eye) Screening by Lion's Eye Tissue Bank

Free and fun activities:

- ■Face Painting
- ■Coloring Contest
- ■Fun with the Kent Klowns
- ●See the Staff for Life helicopter from 11:00 a.m. to 2:00 p.m.
- ■Register for Door Prizes

Toothprints were developed in the 1980's by a pediatric dentist who began using dental bite impressions as a way of safeguarding his own child and other young patients. When the thermoplastic Toothprints wafer is softened by the dentist, the child bites into the wafer to record the size and shape of the teeth, tooth position within the arch and the relationship of the upper and lower jaw. Additionally, saliva adhering to the wafer additionally provides a DNA sample. Toothprints bite impressions should be taken as early as age 2-3 to record the baby teeth, and then again as the permanent teeth erupt at periodic intervals.

For more information about the Children's Health Fair, call Lake Regional Hospital at 573-348-8222. ■



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St. Valentine's Day demystified

continued from page 5 seriously and continued the tradition of giving tokens of affection to their choice, often drawing the return of affection from their valentine and eventually ending in a love match and courtship and eventually, marriage— a very Christian tradition.

Why then after all this, is the naked, flying baby with an arrow a symbol? Back to Rome on this one as well

According to Roman mythology, Cupid was the son of Venus, the goddess of love and beauty. Cupid was known to have the gift to cause people to fall in love by shooting them with enchanted arrows. But Cupid didn't just cause others to fall in love, he actually fell deeply in love himself— with a mortal maiden named Psyche. Venus was jealous of Psyche's beauty, and ordered Cupid to punish the mortal by denying her ever finding love.

But instead, Cupid fell deeply in love with her. He took her as his wife, but as a mortal she was forbidden to look at him. But her sisters convinced her to take a peek. Cupid punished her by leaving her. Their castle and gardens vanished with him and Psyche found herself alone in an open field. As she wandered around trying to find her love and win him back, she came upon Venus' temple.

Still jealous of her beauty and wishing to destroy her, the goddess of love gave Psyche a series of tasks that, once completed, would bring Cupid back to her. Each task was harder and more dangerous than the last— until for the final task Psyche was given a little box and told to take it to the underworld. She was ordered to gather some of Pluto's wifes' beauty, put it in the box, and bring it back to Venus. Venus thoughtfully provided her with some tips on avoiding the dangers of the realm of the dead. She warned Psyche not to open the box. Her final task completed, Psyche's human nature took over and she couldn't resist opening the box to see the beauty inside. But it was a trick and

she found deadly slumber

inside, causing her to fall lifeless to the ground.

Upon hearing of the death of his wife, Cupid rushed forlorn to her side. He gathered the sleep from her body and put it back in the box. Cupid forgave her for her human frailty, as did Venus. The gods, moved by Psyche's love for Cupid made her a goddess and granted her immortality. The reunited couple came to represent love itself.

Cupid continued bringing lovers together with his archery skills and Psyche the struggles and imperfection of the human soul. Sweet, huh?

What started as a pagan ritual of debauchery found itself to be a celebration of burgeoning emotional interest. So how do we get from these romantic myths and legends to the all-out commercialism of the holiday today? Evolution, my friends, evolution.

So here are some of the cold, hard, facts of today's celebration: The first true Valentine's Day Card was sent in 1415 by Charles, Duke of Orleans, to his wife. He was imprisoned in the tower of London at the time, and wanted her to know he thought of her often. The first commercially designed Valentines were created in the 1840s out of lace, ribbons, and colorful cutouts and were adorned with hearts and cupids.

Over a BILLION Valentine cards are sent out today, making it the second largest card-sending holiday of the year (2.6 billion is the Christmas total). Last year, Americans spent \$937.50 million on Valentine's Day cards.

About 85% of all Valentines are purchased by women.

Worldwide, over 50 million roses are traded on this one day alone. Around 90% of the day's flowers are bought by men. Only 5% of the day's flowers are bought for men - but this figure is growing.

Valentine's Day is celebrated in the U.S., Canada, Mexico, the U.K., France and Australia.

More than 36 million heartshaped boxes of chocolate will be sold this year for Valentine's Day, according to the Chocolate Manufacturers Association. Americans are expected to spend over \$1.09 billion on candy this year for the holiday.

More than 80% of Americans will give their spouse or significant other a greeting card on Valentine's Day. Also, more than half of all couples will celebrate with an evening out (58.7%).

In other gift categories, 65.3% of men plan to send flowers, 32.3% will be giving candy and 21.1% are buying jewelry.

A recent survey said the average man planned to spend \$125.96 on Valentines Day. Women, on the other hand, plan to spend just \$38.22 (thats not counting of course, self indulgences that we find along the way).

But these days, you don't even have to leave the comfort of your chair to show someone you love them. According to VeriSign, Inc., online purchases for Valentine's Day accounted for \$3.9 billion in sales in 2005 and is expected to increase again this year. They analyzed online shopping data from February 1st through the

14th and found a 30% overall increase in online spending compared with the same time period in 2004.

Perhaps most surprisingly, the growth in online sales was led by a 130% increase in the purchase of diamonds alone.

Online spending for candy gifts increased over 25% in 2005, with chocolates specifically accounting for 49% of all candy gifts sold for the day.

Flowers don't escape the online shopping craze by any means. Its too easy to go to 1-800-Flowers or FTD.com, pick out a picture of a reflection of your sentiments and click a button. Online flower spending increased 16% in 2005 overall, with Valentine's Day purchases jumping a whopping 349% over 2004 figures. Jewelry purchases overall rose 34% over 2004, with diamonds (mentioned above) leading that subcategory by a huge 130% over all other jewelry.

Even greeting cards have gone "tech" with spending in this area increasing 50% over 2004.

But gifts have changed somewhat from the sweet, small ges-

tures of decades past. A romantic dinner for two at a high-priced restaurant; a gift certificate for a day at the spa for a much needed rest; maybe even a long weekend in the Caribbean if time and finances allow.

But, you can't just present her with flowers anymore— those roses better have at least some chocolates along with them. Dinner and a movie has given way to a champagne limo ride, a romantic rendezvous, or some other unique and special effort. All this said, there is no replacement for good, old-fashioned attention. In the end, you know your loved one best— you know what he or she requires to feel special. It might be an extravagant gift or gesture but it might just be as simple as a pizza, a great movie and a fireplace snuggle for two. Give it some thought.

No sacrifices of goats, no assigning mates for a season, and no arrows or vain goddesses to deal with. Just a plain and simple show of love and caring. What could be easier?

Good luck. ■



Ozark Outdoors and Cyclery

continued from page 17 trainers and rollers where you can hook your bike up and use it year round."

One of the many fun aspects of cycling is discovering new trails to ride. Once the sport has become ingrained into your lifestyle, you'll realize that the number of new trails you'll want to experience is limited only by the amount of time you can make available. One of the great exercising resources in Missouri is, of course, the Katy Trail, (www.bikekatytrail.com) which stretches 225 miles from Clinton to St. Charles, with numerous spurs not included in that total distance. The trail is remarkable not only in its length, but in the amazing variety of virtually pristine scenery available along its

One man has brought a whole new level of visibility to the sport of cycling in recent years. That, of course, is seven time Tour de France winner Lance Armstrong. His accomplishments are as compelling as the story of how he came through so much to reach the pinnacle of his sport. "A lot of people may have wondered about cycling, but he was the one who got them to take that next step and buy a road bike and get started," Gobber said. "There's no doubt, he's inspired a lot of people. Of course, a lot of that has to do with him being a cancer survivor. He has been a godsend for the bike industry and biking community. He's done a lot. He's touched everybody."

For Tim and Leigh Ann Gobber of Ozark Outdoors and Cyclery, their business is one of the rare instances of where their work is also one of the loves of their life. "This isn't work," Gobber concluded. "It's just taking care of people and making sure they accomplish what they want and get where they want to go. I'm just a tool for that, really. I just happen to love the sport so I love to help others as well--sort of like practicing what I preach."

Miller Surverying sells business

After 36 years of land surveying in the Lake Area, Dale Miller has decided to hang up the transit and chain.

He has sold the long established surveying business, Miller Surveying to Rocky Miller, Todd Miller, his sons and Rick Wilson, a long-time field manager of the firm.

They plan to continue Miller Surveying's tradition of high quality land surveying, while utilizing the most advanced surveying technology.

Along with Miller/Lindsay Engineering, Miller Surveying offers complete residential, municipal and developer surveying and engineering services.

The offices will still be located at 1037 Osage Beach Road (Lk. Rd. 54-24) in Osage Beach. 573-348-5552.

Home & Garden Expo Offers Free Shuttle Service, Admission & Parking

Buddy's Transportation will be offering free shuttle service from two added free parking locations, continually throughout the event, on Saturday, February 18 and Sunday, February 19.

The added locations include the parking area directly across from the Lodge entrance and just past the Lodge on the neighboring parking lot at the Lodges' property owners association lot. Both new lots will be clearly posted with signage. There is also free parking on the Lodge property in the Exhibit Hall parking lot. The over 130 Home & Garden related exhibitors will be show-casing the newest in products and services that the lake has to offer.

Free speakers will be presenting informative sessions, specifically chosen with the Lake in mind

The 5th Annual Home & Garden Expo is a great weekend event for the whole family. For more information•call the Lake Area Chamber of Commerce at (573) 964-1008.

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Blunt proposes selling MOHELA to generate funding

Jefferson City, MO— Gov. Matt Blunt unveiled his Lewis & Clark Discovery Initiative designed to transform the Missouri Higher Education Loan Authority (MOHELA) into a public-private partnership that would generate \$425 million for higher education institutions across the state.

If approved by the Missouri General Assembly the Lewis and Clark Discovery Initiative will provide a one-time infusion of approximately \$300 million for capital improvement projects at state universities. Approximately \$125 million would be spent on a \$100 million endowed scholarship fund, \$5 million to be utilized by the Missouri Discovery Alliance to attract and retain life science companies and to commercialize existing research already being conducted in our state and \$20 million to create endowed professorships for Missouri research scientists.

"This is an excellent opportu-

nity to get full value out of a state asset to provide aid to college students and capital to their universities for important building projects," Blunt said. "I am committed to doing everything I can to enhance educational opportunities in our state and to ensure that our employers and entrepreneurs continue to benefit from the greatest workforce in the world."

In addition to helping students and universities, Missouris working families and the states economy will also benefit from Blunts forward-thinking proposal. According to the Missouri Economic Research and Information Center, the initiative will create an average of 4,880 new jobs annually paying an average wage of \$45,314.00. The total impact is expected to be \$554.2 million in new economic activity on average each year.

The states public bid process would be followed as MOHELA is transferred to a private entity. A

new board comprised of the governor, lieutenant governor, attorney general, state treasurer, and the commissioners of the offices of administration and higher education will be instituted to manage the sale.

The board will ensure the process is open and that taxpayers receive full value for the public-private partnership. The Lewis & Clark Discovery Initiative will also focus on providing more options and better service to student borrowers. Currently, several colleges and universities do not use MOHELA, and there is substantial expertise and competition in the marketplace that will also give students access to competitive loan rates.

Last year Blunt signed a budget that directed more money to Missouris two and four-year public colleges and universities than any budget of the prior administration. This year he is calling for a \$17.1 million increase for higher education.

Nixon sues Internet business selling records of cell phone calls

Jefferson City, Mo. — Missouri Attorney General Jay Nixon today asked for a court order to stop a Web business and its owners from offering to sell the records of cell phone customers. The defendants, who do business online under several names but most prominently as Locatecell.com, are violating state consumer protection laws by misrepresenting that it is legal for them to obtain, possess and sell the phone records.

"There are tremendous privacy concerns at stake here," Nixon said. "The phone records of citizens, companies or anyone else should not be available to whoever has a credit card."

An undercover investigator from Nixon's office initiated an online transaction with Locate-cell.com on Thursday (Jan. 19) to purchase the records of calls made on his own private cell phone. The investigator received the records today.

Named as defendants in the lawsuit filed today in Cole County Circuit Court are First Data Solutions Inc. and its principal owner, James Kester, of Knoxville, Tenn.; and 1st Source Information Specialists Inc., of Tamarac, Fla., and its director Kenneth W. Gorman, of Jensen Beach, Fla.

According to the defendants' Web site at www.locatecell.com, for \$65, anyone may enter a cell phone number and then will receive the name and address of the cell phone user. For \$110, anyone can enter a cell phone number and Locatecell.com will provide a list of calls made from that number. Nixon said the defendants do not have authorization from the wireless and cellular telephone service providers to access the customer information and records that they advertise on their Web site.

"We believe this information has been obtained illegally, and we're asking the court to stop the dissemination of this information," Nixon said.

Nixon is asking the court to issue a temporary restraining order against the defendants to stop them from violating Missouri consumer protection laws. The lawsuit also asks for appropriate penalties and restitution.

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BUSINESS JOURNAL CLASSIFIEDS

BOATS FOR SALE

LOADED WITH OPTIONS... Stock #2297P3 - 2000 Sea Ray 340 Sundancer Twin 380 H.P. Mercruiser, 454 MAG Horizons/CWC Length: 33'6" Color: White/Black/Gold, Air Conditioning, Cockpit Cover, Full Canvas Enclosure, Charge System, Generator, TV/VCR, AM/FM/CD Player & Amplifier, Wet Bar/Sink, and much more! Sale Price: \$140.000.00.

PERFECT FOR THE LAKE! STOCK# 2046P3 -

2002 Sea Ray 280 Sundancer Single 375 H.P. Mercruiser, 496 MAG MPI B3 Length: 31'1" Color: White/Black/Gold, Dockside Air Conditioning, AM/FM/CD Player w/6 Disc Changer/Amplifier, Dual Batteries w/switch, Birnini Top, Cockpit Cover, Compass, Full Canvas Enclosure, TV/VCR, Halon Fire System. Sale Price: \$140,200.00 DON'T MISS THIS ONE! STOCK # 2343P3 2000 Silverton 360 Express Cruiser Mercruiser Twin 502 MAG MPI 415 HP I/O, Bravo III Length: 36'1", Radar Arch, Extended Swim Platform,

Shore Power,Air Conditioning 16,000 BTU, Bridge Enclosure Navy Blue, JVC AM/FM Stereo CD, 13" TV&VCR-Salon, 9" TV & VCR-Master Stateroom, Kohler 7.3 KW Generator, Raydata VX (Speed, Depth, Temp). Sale Price: \$140,200.00. Glencove Marine 573-365-4001, Glencove Showroom 573-348-1997.

CARS FOR SALE

2005 FORD EXCURSION 4WD, V-10 \$28,750.00, 2003 FORD F-150 Short Bed \$6,750, 573-692-0175 Arm **573-692-0175**

ITEMS FOR SALE

FOR SALE USED & SLIGHTLY damaged office furniture at 50%-70% off retail. Osage Office Products 573-348-1440 Hwy. 54-24 Osage Beach

USED COPIERS - COLOR PRINTERS In House Leasing and Service - Osage Office Products 573-348-1440 Hwy. 54-24 Osage Beach

REAL ESTATE COMMERCIAL

3,200 SQ FT BUILDING on Hwy 5 in Greenview, currently a restaurant but easily could be used for another commercial venture. **Julie Wilson Team, Gaslight Properties-GMAC 573-873-3352**

FOURPLEX IN CAMDENTON, well maintained fully rented with good rate of return. Julie Wilson Team Gaslight Properties-GMAC 573-873-3352.

3,000+ FT LF/300+ ACRES has excellent development potential. Julie Wilson Team Gaslight Properties-GMAC 573-873-3352.

NEW CONSTRUCTION, 4,500 SQ FT on Hwy 5 in Camdenton, overhead doors/loading dock, **Julie**

Wilson Team Gaslight Properties-GMAC 573-873-3352.

9,000 SQ FT OSAGE BEACH Commercial building near major retailers, Hwy 54 frontage. **Julie Wilson Team Gaslight Properties-GMAC 573-873-3352.**

COMMERCIAL PROPERTY FOR LEASE 6.5 million cars per year drive by this site (MODOT 2004 count), huge visibility with 800' Highway frontage at "Y" Road Exit. Fronts on only interchange between Osage Beach and Camdenton. 2 acres, 212' x 80' fenced area, 3,260 sq ft steel building, w/multiple overhead doors, office, bath. 3 wide curb cuts for easy access and turn around for large trucks/semis. Lessor will work with Lessee on space-all or part-and signage. Call Pat McNally RE/MAX Lake of the Ozarks 573-302-0302.

OFFICE SPACE IN LAURIE, at 300 South Main, 420 sq. ft. and 840 sq. ft. ample parking, phone Pat at **374-7552**

ON CAMDENTON SQUARE. HISTORIC building within walking distance of Camden County courthouse. 10.3 million cars per year drive by (per MODOT 2004 count). Various spaces available for lease. Street/walk-in level unit has 1,155 sq. ft. Cubicles and phone system available. 2,808 sq ft loft space renovated in urban industrial chic style w/exposed brick. Courtyard could be combined with any available unit for café, coffee house, etc. Smaller spaces and 3 vaults also available. Parking front and rear. Call Pat McNally RE/MAX Lake of the Ozarks 573-302-0302.

TOMAHAWK MOTEL \$895,000 - MLS# 3021387 Property is being sold for land value only. There are no motel financials or figures available, however, sellers will leave all motel inventory if buyer prefers. Otherwise sellers will remove inventory. Good commercial property to develop or run as motel. Call RE/MAX Lake of the Ozarks, Mike Christensen, 573-280-0127

COMMERCIAL LOTS

115 SPRINGRIDGE LANE, Exquisite Highly Visible Commercial Location in Meads Flats adjacent to the Mead Farm, Direct access off of Hwy. 54 to access road. Newly surveyed. 67 acre tract with 206 ft. Hwy. 54 frontage and No Zoning. 14 Second Visibility from North, 10 Second Visibility from the South. Income producing billboard on property. MLS# 3016269 \$99,500 Call Gattermeir Elliott Real Estate @1-573-365-SOLD OR 1-866-YOURLAKE

375' HWY 54 FRONTAGE in Camdenton, close to shopping, excellent visibility \$195,000. **Julie Wilson Team Gaslight Properties-GMAC 573-873-3352.**

6 ACRE DEVELOPMENT PARCEL in the heart of Osage Beach. Frontage on Highway 54 and 54/29. Suited for retail outlets, medical park, hotel/motel or executive offices. Zoned C-1. A pre-

mier property adjacent to the Factory Outlet Mall.

Call RE/MAX Lake of the Ozarks, Frank
Christensen. 573-280-1030

CEDAR GLEN LOTS, Fee simple ground in Tan-Tar-A, Start at \$22,000-\$32,000, Walking distance to pool. **Bobbi Bash Realty. 573-365-2622**

the lake's newest high visibility prime business location. 15 building sites-build to suit lease -lease purchase. City limits, city sewer, city water, Ameren UE 3 phase, Southwestern Bell phone, Charter internet. Offered by FMG Development, Inc. & Bachtel Builders, Inc. P.O Box 1147 - Linn Creek, MO 65052 - 573-346-2044 or 800-216-2741 - Fax 573-346-2249 - bob@teambbi.com

CONDOS FOR RENT

HARBOR TOWN CONDO, 4BD, 4BA, 2100sqft. Great view. 12 x 32 slip \$199,900. Bobbi Bash Realty. 573-365-2622

CONDOS FOR SALE

GOLF COURSE CONDO -2 Bed, 2 Bath fully furnished condo for sale on the course at Osage National. Swimming pool, playground, laundry. Available for Showing. \$90,000. Call 573-280-9939.

LAKE FRONT CONDO 2 BED, 2 BATH, 1,280 SQ FT, BIG NIANGUA 3, FIREPLACE, APPLIANCES, 10 X 28 SLIP, 6,000 LB LIFT, POOL, TRAM. SYCAMORE POINT. \$164,900 OBO 309-676-4490 KENT R ELLIOTT, 1513 W. COLUMBIA TERRACE PEORIA, IL 61606 ELLIOTTFA@HOTMAIL.COM

HOUSES FOR RENT

HOUSE FOR RENT 3 bedroom, 2 bath, one story remodeled house on level lot with cove protection on lake frontage. Well maintained street access on Horseshoe Bend. Small or large boat slip available. One Car garage available. Non smoker, long term lease. \$950 per month, references required. **618-741-0071.**

HOUSES FOR SALE

1450 VIA DEL LAGO, PORTO CIMA Large Porto Cima Lakefront Lot-Cove protection with southern exposure. Exclusive Club lifestyle with Four Season/Porto Cima Amenities Including pools, tennis courts, campground, children's playground, stocked interior fishing lakes, launch ramp, POA activity center, Four Seasons Golf, Security Service. MLS#3018553 \$199,995 Call C. Michael Elliott, Gattermeir Elliott Real Estate @280-0170 or 1-877-365-cme1

3 BED/2BA LF HOME on Shawnee Bend 2, awesome outdoor decks just steps away from the dock with cruiser dock. **Julie Wilson Team, Gaslight Properties-GMAC 573-873-3352** 96 SUNSET-ROAD, LAKE-OZARK, Neat, clean, split level home has garage, fenced back yard, 3 bedrooms, office, and 2 baths. Some lake view year round, terrific winter lake view. MLS#3023044 \$134,500 Call C. Michael Elliott, Gattermeir Elliott Real Estate @280-0170 or 1-877-365-cme1

115 SPRINGRIDGE LANE, EXQUISITE home in The Villages at Shawnee Bend, Immaculate newer home w/high quality construction & awesome architectural detailing! Main level living w/4 oversized BR, 3BA, 3000 sq. ft., custom cabinets, jetted tub, 2 car garage w/easy access drive and gentle yard, Lakeview home with adjoining waterfront community area. Great Village Amenities, including pool, tennis, playground, clubhouse, marina, golf and nature trails MLS#3014534 \$319,000 Call Gattermeir Elliott Real Estate @1-573-365-SOLD OR 1-866-YOURLAKE

COUNTRY HOME, 1 level, sits on 2 lots w/3rd lot for development. 3 BD, 3 BA, new parquet floor, 2 car garage central location \$149,000. **Bobbi**

Bash Realty. 573-365-2622

FOUR SEASON HOME on Kays Point. Great street appeal w/tile roof @ lovely lot. Open floor plan 3 BD, 2 BA, 2 Garage \$164,000. **Bobbi Bash Realty. 573-365-2622**

NEW HOME, 3 BD-1.5 BA. Located in wide quiet cove. Vinyl exterior level concrete parking area. **Bobbi Bash Realty. 573-365-2622**

PRICE-REDUCED! 191 WYE DRIVE, LAKE Ozark, Extremely desirable level lakefront year round home built by Thomas Const. with tremendous access at the end of Horseshoe Bend. 2016 Square Feet, 3 BR, 2 BA, 2 Wood burning fireplaces, large cca deck, seawall, 672 sq. ft. carport with terrazzo type flooring, 1 well 12x24 encapsulated boat dock with hoist and swim platform and pwc

hoist, water pump, sink. Original Owners! Shown strictly by appointment! MLS#3021607 \$279,500 Call Gattermeir Elliott Real Estate @1-573-365-SOLD OR 1-866-YOURLAKE

24 HOBSON LANE, ELDON Extremely desirable lakefront development property, approx. 1.8 acres, 520 ft. lakefront with huge Thomas built brick 4,024 sq. ft. home. Massive lakeside decks, arch. comp roof, 2 well dock with 4,000 lb. hoist, lakefront tram, 215 ft. seawall, oversized two car garage, large extra parking area additional 305 ft. lakefront, Lake Ozark City resubdivision restrictions. MLS#3021541 \$695,000 Call Gattermeir Elliott Real Estate @1-573-365-SOLD OR 1-866-YOURLAKE

610 FORESTRIDGE, THE VILLAGES, 5,800 sq. ft. custom lakefront home offers a chef's dream w/GE Monogram professional appliances & large walk in pantry. Hearth room with media area & casual lakeside dining adjoin the kitchen. Huge master suites, 4 guest bedrooms, family room with fireplace and full bar afford privacy for friends and family. 1,100 sq. ft. of unfinished area offers endless possibilities for personal customization MLS#3020386 \$1,450,000 **Call C. Michael Elliott, Gattermeir Elliott Real Estate @280-0170 or 1-877-365-cme1**

LOTS FOR SALE

KEY LARGO - 101 LOTS FOR \$99,000, under \$1,000 per lot. Great opportunity for builders! MLS #3018646 Call RE/MAX Lake of the Ozarks, Mike Christensen, 573-280-0127

LARGE PARCEL on KK, 22 acres prime for development or large lots. Water & sewer available. MLS #3013326, \$179,900 Call Re/Max Lake of the Ozarks, Mike Christensen, 573-280-0127

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Lake Ozark spa ranks best in midwest says media planners

by Monica Vincent

Meetings Midamerica magazine recently announced the 2006 winners of their annual "Planners' Best Bets" awards. They selected Spa Shiki as the Best Group Spa in the Midwest.

Meetings Midamerica asked meeting planners from across the country who book meetings in the midwest to vote for their favorite suppliers, services and activities as they relate to the meetings industry.

With 16 treatment rooms and staff specifically assigned to coordinate group spa activity, Spa Shiki works closely with groups that visit the Lodge of Four Seasons, tailoring programs and special events. Group and convention business accounts for 70 percent of the lakeside's resort business.

Located at the Lodge of the Four Seasons in Lake Ozark, Missouri, Spa Shiki is one of the largest resort spas in the Midwest and was featured on NBC's "Weekend Today" as one of the top values in the United States for a spa getaway. A result of a \$1 million renovation, the spa opened in the fall of 2000 and offers a comprehensive array of health and wellness treatments, as well as education, for their guests. Spa Shiki is a member of ISPA, the national governing board for resort spas.

Beyond the beautiful décor and atmosphere, what really sets Spa Shiki apart is their level of service. From the unusually broad range of spa procedures available to the unsurpassed level of qualification among their technicians, clients can rely on a safe and comprehensive experience. Says Ann Brown, director of Spa Shiki, "Spa Shiki is, foremost, dedicated to a satisfying guest experience."

Brown cites the 2005 spa industry survey findings of the Coyle Hospitality Group in establishing Spa Shiki's standards. According to their report, in an effort to measure spa performance, Coyle Hospitality Group surveyed 2969 people, representing consumers throughout the United States. The survey covered a variety of service related issues from how many treatments are booked per visit and key enjoyment/disappointment factors, to treatments requested and where spa products are purchased.

The lead response on all accounts was the quality of the treatment provider.

According to Brown, all Spa Shiki therapists are licensed through the state of Missouri and continually receive the highest post graduate training available several times throughout year, depending on procedure type. The hiring process itself is based on rigorous interview and procedure performance standards.

They provide the highest level of training available to spa technicians as one of only two cen-



ters for the American Spa Therapy Education and Certification Council (ASTECC). Throughout the year, Spa Shiki hosts national trainers from ASTECC who provide training to licensed therapists from across the country at their facility.

Because of their training, Spa Shiki can offer a number of services that are hard to find. The Japanese cleansing ritual is a Spa Shiki signature treatment. Aromatherapy massage is a part of that treatment and training is available only through ASTECC, making qualified therapists rare. Other treatments involving indepth training are the oxygen facial and hydrotub. Says Ann,

"(the hydrotub)...is essential to a true spa experience. It gets back to what a spa is all about with the hydrotherapy."

Concludes Brown, "Our mission is to enlighten the guest about the ritual of spa – that starts with the people who provide the service. We want to empower them so they can educate the guest, and that is why training is so important."

A winner of several national awards for meetings and service excellence, The Lodge of Four Seasons is a landmark golf resort and spa in Lake Ozark, Missouri.



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