

LAKE OF THE OZARKS BUSINESS JOURNAL

CAPITOL REPORT

A MONTHLY NEWS MAGAZINE FOR THE LAKE OF THE OZARKS

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Divincen: E. coli story 'unconscionable'

There's been a lot of talk recently about E. coli levels in Missouri lakes, but the most heat on the subject has been felt here at the Lake of the Ozarks.

A newspaper report in Kansas City earlier this year caused a lot of confusion and panic over the subject of E. coli in our waters.

Unfortunately, that report may have hurt our local economy this past tourist season. Was there evidence of the bacteria in the lake...sure. It shows up in all freshwater sources; one of those pesky laws of nature.

Pretty much every living thing, including free roaming animals, deposit fecal matter at some point. Rainwater helps distribute the remains into the groundwater and eventually into our natural water sources. It's the natural cycle of things.

The heavy rains in April and May this past year caused the E. coli readings to rise, which is normal. After the rains, those levels rise in any natural body of water, but the levels dissipate pretty quickly, also the natural order of things. Unfortunately, the post rain rise coincided with a scheduled testing of our waters and resulted in a slanted outcome of results.

While the Department of Natural Resources monitors all waterways in the state, we have another watch group that was formed as part of Ameren UE's

lease agreement for Bagnell Dam. The Lake of the Ozarks Watershed Alliance operates under the DNR and they sample multiple areas of the Lake six times during the course of each year.

The LOWA's water samples taken right after the heavy rain in May included at least two samples in which E. coli levels were higher than the state standard of 126 colonies per 100 milliliters of water. But the same areas that were retested later that month were back to normal levels. Sampling focuses on this type of bacteria because it is found in animal's intestine and is a good indicator of the presence of feces in water.

The safe level for "whole body contact" (such as swimming) for E. coli is 126 colony-forming units per 100 milliliter of water, expressed as 126CFU/100ml. In the past five years, the DNR reports show that the general readings of Lake samples have been very much in the "safe" zone, well under the minimum allowable amounts. On occasion, one or two areas of the Lake would indicate slightly above allowable levels, and never consecutively for each location tested. Furthermore, those areas which did test over limit were primarily low-water, less traveled areas. In other words, areas that don't easily lend for natural dissipation.

Tri County Lodging Association President Jim Divincen is upset about the report to say the least.

"We (Lake residents) make every effort to act as responsible stewards of this valuable resource and for someone to suggest otherwise is unconscionable" said Divincen. "We are so fortunate to have the LOWA monitoring our waters and of course we don't want to ignore or hide those results".

Divincen went on to say that the reports were inaccurate and premature. Among other things, the KC report claimed that the DNR purposely held the report so as not to impact the Memorial Day vacationers and the revenue they generate. "To suggest that the state and local authorities would purposely put vacationers in harm's way is ridiculous." In fact, the report was made publicly available in time and on line just like all the reports on all the other waterways, there was just not a big press release on the subject - there usually isn't. A few weeks after the Memorial Day story, the paper did publish a story on the revised safe bacteria readings after normal dissipation, but without the big headline warning of looming danger.

The big scare of E. coli is that it can cause flu-like illness in people infected through open cuts or through ingestion. The



Jim Divincen

symptoms can be quite severe and will appear within 48 hours of exposure. Lake Regional Hospital in Osage Beach has not treated one single case of E. coli caused by swimming in our Lake for at least the last two years, according to Divincen.

Ironically, the E. coli levels for other destination lakes in Missouri tend to run higher than those of Lake of the Ozarks according to the published records of the DNR, including very popular bodies of water in the Kansas City and St. Louis areas.

Because of the LOWA efforts, our waters are tested more often throughout the year. We have a better handle on what our lake contains and we are better able

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Recovery money to educate

by Nancy Hogland

Seven Career Centers, including those in Eldon, Camdenton and Versailles, have a total of \$3.5 million to provide job training and schooling for displaced and laid-off workers. The money was made available July 1 through the American Recovery and Reinvestment Act of 2009.

"There have been a lot of people laid off that need to pursue an entirely different career path because the jobs they've been doing are no longer there,"

said James R. Dickerson, director of the Workforce Development Division of the Missouri Career Center in Camdenton.

He said many come into the Career Centers, which serve 19 different Missouri counties around the state, knowing they want to go to school. However, most don't have any idea what direction to take.

"That's where we can help. A staff member will sit down and talk to them. If necessary, we can give an aptitude test to help determine their strengths and

interests. Then we try to help them select a career that's going to be expanding and providing more jobs and steer them away from another dead-end career that's soon going to experience massive layoffs," Dickerson said, adding that the number of people coming into the Career Centers to request assistance has been on the rise lately.

He said staff members will also help find grant money to pay tuition cost above what is available thru the Stimulus Act.

Hammons court date standing firm

by Nancy Hogland

Osage Beach city officials said they're optimistic that the John Q. Hammons case will go to court as scheduled on Oct. 5.

A lawsuit was filed against the city in November 2007 by attorneys representing Four Seasons Marina, owned by Peter and Susan Brown soon after aldermen approved a Tax Increment Financing (TIF) Redevelopment Plan to fund \$3.7 million of a proposed \$100-million resort to be built by Hammons.

The European-style, 15-story, 320-room waterfront hotel, 100,000-square-foot convention center and spa, is slated for 30 acres off Passover Road in Osage Beach. Lew Bridges, with the Curran and Sickal law firm, said the group was challenging the "blighted" designation given to the land.

However, City Administrator Nancy Viselli said because the courts have never ruled against a municipality in this situation, everyone is anxious to get it into court so it could quickly be tossed out.

"We know there isn't a snowball's chance that they will win so even if they plan to appeal, we've

already been told Mr. Hammons will begin work immediately and go full steam until it gets done," she said. "We've also been promised that Mr. Hammons has no intention of backing down. He's in this for the long haul and they can try to drag it out as long as they like, but the resort is going to be built."

Viselli also said although Hammons has made the decision to register the resort as an Embassy Suite, the project is not going to be scaled back.

"It's still going to be the same size, feature the same amenities – he's just changing the name in order to have that world-wide name recognition. 'Chateau on Lake of the Ozarks' and 'Hammons' will be big names here, but once you start marketing past St. Louis and Kansas City, people won't recognize them. That won't be the case with Embassy Suites," she said.

The court case originally was scheduled for Camden County Circuit Court. It was moved to federal court in 2008 after the Browns' attorneys made reference to a federal law. The attorneys then filed motions to move it back to Camden County; their

third request was successful. They have since requested the case be allowed a trial by jury but that motion was denied.

Viselli said although they all expect attorney John Curran to file for another delay, because this project promises to be one of the largest to come to the Lake in a long time, employing hundreds of people and pumping millions into the economy, everyone, including officials with the Tri-County Lodging Association and the Lake of the Ozarks Convention and Visitors Bureau, hopes that it will soon be over.

Scott Tarwater, executive vice president-development for John Q. Hammons Hotels and Resorts said they originally had hoped to have the hotel/resort construction run concurrently with the Osage Beach Expressway project. The schedule was later changed to have the facility under construction by the summer of 2009 with completion no later than spring of 2011.

Viselli said in a recent conversation with Tarwater she was told if construction could begin this fall, there was still a good chance the resort would be open in 2011.

New state highway map available

The latest edition of one of the state's most popular publications, the state highway map, is hot off the press and available to the public at no charge.

The 2010-2012 map shows the addition of about 90 miles of four-lane highway to the state's system. The recently opened Avenue of the Saints corridor, a 550-mile four-lane highway connecting St. Paul, Minn. and St. Louis, Mo., is another new

addition to the map. An aerial view of a refurbished stretch of Interstate 44 west of Ft. Leonard Wood graces the map's cover.

In addition to charting Missouri's 33,685-mile highway system, the map notes major rivers, lakes, forests, state parks and historic sites. It also helps travelers find hospitals, airports, Amtrak stations, and colleges and universities.

Other helpful bits of infor-

mation include easy-to-locate emergency telephone numbers, reminders about some of Missouri's traffic laws and contact information for the Missouri State Highway Patrol and Missouri Department of Transportation district offices.

Maps are available at MoDOT offices, highway rest areas, visitor centers, the Missouri Division of Tourism and many other state offices.

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Well-known civic leader throws his hat into the ring

by Nancy Hogland

Joe Roeger, who recently announced he would be seeking a spot in the Missouri House as representative for the 155th District, said it's something he's been considering for a long time. It's just recently, however, that he decided he had the talent and the time to devote to the job.

That seat will be vacated next year when term limits require Dr. Wayne Cooper to step down.

"I've been involved in politics for years, campaigning in all four races for Dr. Cooper, and also for Blaine Luetkemeyer and I've served for several years as legislative chairman for the Lake Area Chamber of Commerce, so it's obviously something I'm interested in. In fact, whenever I was working on other people's campaigns, I'd get asked when I was going to run for office. I would think about that for a while, but it just never seemed like the right time to step into the political arena."

He said he started thinking about it more seriously as the time neared to replace Cooper.

"I knew it was important that we get someone in there that would do a good job then I started thinking about my qualifications – wondering if I had what it takes to be a good legislator," Roeger said. "Terri, my wife, who is fully in support of my serving, and I are now pretty much 'empty nesters.' Our three daughters are married and living on their own and our son is a senior at University of Missouri. So I decided that for the first time in my life, I have the time to devote to the position."

Roeger, a certified public accountant with an MBA in accounting and finance from the University of Missouri and the owner of First Title Insurance Agency Inc. in Lake Ozark, said he next examined his background to determine if he was trained and skilled in the areas crucial to providing competent representation to constituents. He decided that the past few years of his life had actually been preparatory time for the position.

"My education and job experience will allow me to bring

fiscally disciplined leadership to the table. For one, I believe the government should be run like a business – you don't spend money you don't have and you don't borrow money you can't repay. I know what it's like to have to make payroll – in fact, I process the payroll for my own business," he said, adding that his volunteer service also gave him knowledge and insight that would be beneficial as a state rep.

He has served for several years as vice president-treasurer of the Lake of the Ozarks Community Bridge Corporation; he is a board member and treasurer for the Four Seasons Lakesites Property Owners Association; a board member and current president of the Lake Regional Hospital Foundation; a board member and prior president of the Lake Area Chamber of Commerce; he also serves on HK's Hospital Benefit Golf Tournament Committee and is a member of the Executive Committee of the Lake Area Transportation Council.

"I've always been very inter-



Joe Roeger

ested in improving transportation. If I'm elected, I will do all I can for the Lake area economy; and transportation – especially on the Westside of the Lake – will be a primary focus," he said.

However, Roeger said, when elected, his chief objective will be to act as an advocate and

problem solver for his constituents.

"I will of course work to pass good legislation and oppose bad legislation, but primarily I want to do everything I can to help those I represent – both individually and civically," he said.

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'Neither snow nor rain' doesn't address economy woes

by Nancy Hogland

Rising fuel costs, depressed retail sales and significantly reduced volumes of first class mail have all caused the United States Postal Service (USPS) to consider closing hundreds of offices nationwide. However, as of now, the Lake area is safe, according to a spokesperson for the agency.

Valerie Hughes, who manages communications for the Gateway District, which encom-

passes the Lake area, said none of the post offices in this area were on the chopping block.

"We've been conducting a study for the past four months and will be consolidating some of the facilities in the St. Louis area, but nothing is planned for the Lake," she said, adding that while rumors were flying about cutting mail delivery back by one day a week that change would require an act of Congress.

That's because the number of days of delivery is mandated by federal law.

"We've been told that going to a five-day-delivery week is under consideration but whether it will happen – and what day of the week they'll cut, if they do cut – is not up to the Postal Service," Hughes said, adding that the economic downturn is largely to blame for the nation's mail carrier woes.

She said the volume of deliv-

ery for 2009 was down by 9 million pieces in the Gateway District alone.

"Unfortunately, at least in this case, mail volume tends to follow the economy. Nationwide, we're seeing the largest fall in mail delivery since the Great Depression. Internet diversions have played a part but typically, they account for only a 1-percent loss per year. Now we're seeing a huge decline in the number of business mailings – flyers, sale ads, even banks and credit card companies aren't mailing like they used to," Hughes said. "I'm sure less junk mail is welcomed by some but it's the junk mail that allows us to keep first class postage rates down."

Rising fuel costs have also played havoc with the USPS budget. In 2008, the Postal Service spent \$6.96 billion for mail transportation, including terminal dues, transit charges, and other international expenses discussed below – a \$459 million increase over 2007.

Hughes said because the Postal Service is a self-sufficient agency, receiving no federal funding, the cost of the operations must be financed by the revenues generated from the sale of postal products and services. Because the USPS is allowed to adjust rates annually each May, to help cut costs further immediately, addition measures are also being considered. Early retirement was being offered and vacated positions were not going to be filled. In some areas, routes were being

consolidated; in others, hours were getting cut.

Paul Dameron, postmaster for the Lake Ozark facility, said while hours were changed for the summer months, he expects they will return to normal sometime in September. Hours are currently set at 8:30 to 5 Monday thru Friday and 9 to noon on Saturday. Once they are extended, they will be 8:30 to 5:30 during the week and from 8:30 to 2 on Saturday.

"We're optimistic that we won't see any additional changes," he said.

Note: While the creed, "Neither snow nor rain nor heat nor gloom of night stays these couriers from the swift completion of their appointed rounds" is inscribed on many post office buildings around the United States, the statement was actually derived from a quote from "Herodotus' Histories" referring to the ancient courier service of the Persian Empire.

However, after the terrorist attacks on Sept. 11, 2001, the USPS created a television commercial using Carly Simon's song, "Let the River Run" in which the following text was shown:

"We are mothers and fathers. And sons and daughters. Who every day go about our lives with duty, honor and pride. And neither snow, nor rain, nor heat, nor gloom of night, nor the winds of change, nor a nation challenged, will stay us from the swift completion of our appointed rounds. Ever."

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The Camdenton License Office has been awarded to Alternative Opportunities Inc. of Springfield. This company has previously been awarded the Joplin, Nevada, Republic, Springfield-State Office Building, and South Fremont License Offices. The Camdenton office will remain at 61 McCrory Drive.

Cara L. McMenamy has been awarded the right to operate the Crane License Office. The office will remain at 103-2 South Street.

The DeSoto License Office has been awarded to Julie Lewis Wagner, LLC., the office will stay at its current location of 324 South Main Street.

Paul R. Schmidt, Sr. will con-

tinue to operate the Imperial License Office. The license office will remain at 1238 Main Street.

Red Moon Enterprises, LLC is the new agent for the Parkville License Office. The Parkville office will remain at 6523 North Cosby Avenue.

Details about changes in office operations, if any, will be announced by the agents.

The five offices awarded today are the latest to have their management chosen using a comprehensive bidding process that was implemented when Gov. Nixon took office on Jan. 12. The process calls for people or groups to submit detailed bids to obtain the management contracts to operate the offices.

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including events, schedules and rides, visit www.LakeoftheOzarksBikeFest.com.

Festival date change promises to be 'better for business'

Oma Noma Days are being moved from the fall to the spring

by Nancy Hogland

While the change is being made to attract more visitors and to accommodate organizers, many of whom are business owners and too busy over

the summer to take on the additional work needed to help the festival grow, the change of date actually brings the event in line with its anniversary.

The festival, which has been

moved from this September to May 15, 2010, is named after Oma and Noma Degraffenreid who, as legend has it, woke up early in the morning on May 30, 1931 to make their mark in history. The two, along with Edna Degraffenreid, drove to Bagnell Dam, and then waited from 4 to 6 a.m. for the official opening. At 6, when the barriers were taken down and the road was opened for the first time to traffic, they started their trek in anticipation of being the first to cross the 2,543-foot-long span. As the story goes, when the girls rounded the bend on the north end, they saw another car, driven by the wife of the dam superintendent, heading toward them, also contending for the bragging rights of being "first over." Noma then "floored it" and reached the other side before their unknowing competitor.

"It was in honor of that spirit that we originally decided to name the festival after them," explained Jeff Van

Donsel, a Lake Ozark alderman and member of the Bagnell Dam Strip Association, which sponsors the event. "Everyone enjoyed dressing up in period costume and the old-time games have certainly been a hit, so we'll continue on with that same theme. However, while the festival has been very successful, we envision a much larger celebration."

He said because bluegrass was the music of that era, organizers would like to turn Oma Noma Days into the largest outdoor bluegrass jam session in the world.

"Of course, doing the work to make that happen will require a lot of time – something that none of us have over the summer months. By moving the festival to the spring, we'll have all winter to meet, organize and help it grow," Van Donsel said, adding that organizers have also been promised corporate sponsorship if the event was held in the spring.

"That would allow us to do more advertising which, in turn, would draw bigger crowds

to Lake Ozark, as well as the rest of the Lake area. That will help all business owners jump-start their season," he said.



Champion checker players who have been practicing for this year's Oma Noma Days will have a few more months to make their moves. Nancy Hogland photo.



Competitors have a few more months to put their heads together and come up with an outhouse design that will garner the award for the fastest privy in the Ozarks. Nancy Hogland photo.

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Lake Ozark gets 'high tech' warning system

By Nancy Hogland

Lake Ozark will soon be able to warn residents that tornado warnings have been issued by the National Weather Service. However, officials will also have the ability to spread information about Amber Alerts, hazardous chemical spills - even bad traffic tie-ups.

But it won't be done by broadcasting those messages thru an early warning siren system. Instead, the city has gone "high tech," partnering with CellPhoneCops Alert Systems, a new provider in Missouri, that can puts instant alerts 24/7/365 in the hands of cell phone and PDA users in an area of up to a 3,000 mile radius.

"We're really excited to get on board with this system," said Mark Maples, chief of the Lake Ozark Police Department, which will be responsible for issuing the alerts. "Although aldermen are looking into the cost of purchasing a siren system, this will let us do a lot more than just warn about storms heading this direction. Because the program allows us to pinpoint who receives certain messages, if someone tries to pass a counterfeit bill on the Strip, we'll be able to send warnings out to the rest of the business owners in town to alert them. Actually the

uses are pretty much unlimited."

The beauty of the system is that the reporting and alert service is provided free of charge to law enforcement agencies that have a computer, modem and an Internet connection. The cost is picked up by the end user who pays a nominal fee - in this case a one-time fee of \$5.95 - to subscribe to the service.

Maples said the system should be up and running very soon. Once details are finalized and dispatchers are trained, a public awareness campaign will begin in order to get residents and business owners subscribed to the service.

Skip Ruediger, national marketing director for CellPhoneCops, said since working with Maples, the word has gotten out to other organizations in the area who also want to tap into the system.

"In fact, our programmers are being kept busy writing new applications as fast as the requests come in. Since working with the police department, we've also been contacted by the Lake Ozark Fire Protection District, who wants to be able to use the system to notify volunteer firefighters; by School of the Osage, who wants to be able to let parents know

if school is closing early for snow and to get in touch with their bus drivers quickly and easily; and by AmerenUE, who's looking at the system as a way to easily reach their employees when they're needed after a storm."

The Lake Ozark Police Department was the first in Missouri to sign up with the new provider; Miller County is set to be the second. Sheriff William Abbott said he too is anxious to give the system a try.

"Since we are faced with budget cuts, anything we can do to enhance our ability to communicate with the public, especially when we can do it without spending any additional money, is a plus," he said.

Ruediger said the benefit to law enforcement agencies will actually be double-sided: the alert system will also allow subscribers to use their cell phones to photograph or record video and then send that, along with a text message, to alert authorities of suspicious or criminal activities.

CellPhoneCops, which has offices in both Missouri and Florida, is also in the process of developing a digitally enhanced Sexual Predator Alert Notification program.

For more information about the system, visit www.cellphonecops.org.

Early warning for tornadoes needed - any time of year

According to the University of Missouri Extension Office of Social and Economic Data Analysis, Missouri is at high-risk status from tornadoes. The state has been placed in "Tornado Alley," which means it's in the top five in the nation for funnel-cloud activity. Although the majority of tornadoes in Missouri occur between March and August, there have been several reported in October, November and even December.

According to the U.S. National Oceanic and Atmospheric Administration (NOAA), in October 2007, 87 tornadoes touched down during a three-day span, setting a new U.S. record for the month. Five fatalities, two in Missouri and three in Michigan, were associated with these storms. A total of 105 tornadoes were reported for the month, the second highest behind 117 which occurred during October 2001.

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State colleges, universities coping with budget crunch

By Michael Gillespie

The first regular session of the 95th Missouri General Assembly got underway last January, amidst a wave of concern and optimism. To be sure, the economy was tanking, and that meant serious budget cuts were on the way. But at the same time there was a feeling that Washington was somehow going to mend it all by flooding the individual states with huge chunks of money.

And, like it or not, Washington came through. As of mid-August, Missouri has received \$648.8 million through the American Recovery and Reinvestment Act. But much of it was earmarked for specific grants and programs, which left a trifle over \$269 million for legislators to shore up the fiscal year 2010 budget for state agencies.

The operating budget of the state is divided into six broad categories. One of those categories

is higher education — Missouri's universities, community colleges, and technical schools. All combined, these institutes of higher learning draw about 12 percent of the total state budget. For fiscal year 2010, that slice of the pie comes to \$1,049,749,808. It's a lot of money, but is it enough?

Consider the number of state colleges and adjunct functions. Missouri has ten state-funded 4-year colleges and universities.

The University of Missouri system is counted as one, although it is a four campus institution — Columbia, St. Louis, Kansas City, and Rolla. Then there are twelve 2-year community colleges. Some, like the Metropolitan Community College in the Kansas City area, have separate campuses in the various suburbs, while others, like State Fair Community College, operate satellite learning centers, such as the one in Osage Beach. Additionally, there is Linn State Technical College, which is in a category of its own as a 2-year technical trade school. There are twelve other university-related programs and centers, most of them health related. They include the University of Missouri Hospitals and Clinics, the Ellis Fischel Cancer Center, the Missouri Institute of Mental Health, and the Missouri Rehabilitation Center. Additionally, there are adjuncts, such as the State Historical Society. All of these must share in that \$1 billion budget. Collectively, they had asked for more.

Back in January, Governor Jay Nixon came to an understanding with the various state universities and community colleges. The plan was this: Nixon pledged to not reduce each school's current operating funds if those schools in return agreed not to increase tuition or education-related fees. The deal was stuck and the various schools now could breathe a little easier knowing they would not have to face massive cuts.

When the governor submitted his budget request in February, it included certain "core reductions" affecting state universities. Nixon requested reductions ranging from 2.5 to 7.5 percent of last year's budget for most of the University of Missouri health programs and the historical society. He also asked for \$15.4 million in reductions that would eliminate construction of University of Missouri and Lincoln University extension program facilities in nine counties. When the legislature balked at these cuts and included funding for them in the appropriations bills, the governor made use of his line item veto power.

The governor's June 25 veto message included the scrapping of two hoped-for projects in the UM system, both contained in

House Bill 22. One was the Ellis Fischel Cancer and Medical Education Center in Columbia. As the state's designated cancer center, Ellis Fischel offers multidisciplinary services and treatments to Missouri residents. Advocates for the center, which has been in operation for 70 years out of the same building, had hoped for \$31.1 million for a new facility by 2013. Its directors had stated that in order to continue with its advances in cancer treatments and research, replacement of the existing facility was "critical."

And the governor also struck down \$28.1 million for infrastructure improvements and expansion to Benton and Stadler Halls at UMSL. The two halls are part of a five-building math and science complex. It was a particularly disappointing outcome for UMSL since the school had been asking the state for ten years to make money available for this renovation.

On June 19, when it became obvious that the governor would use his veto pen on these projects, the UM board of curators voiced their concern. "As the governing board of the university," went a public statement, "we find reports that higher education and the University of Missouri are once again being considered as a place to make budget cuts on previously committed capital projects very troubling."

"Capital projects in House Bill 22 were previously approved and planning resources were committed — but now for the second time in six months those projects are said to be at risk. During this time, however, the university has repeatedly taken on a variety of difficult measures to keep its required mission to the state strong and even more relevant in these times: we have forced contributions to pension plans; frozen salaries; eliminated programs, centers, and institutes; held at various times more than 500 positions open; restructured the overall system administrative area; and hosted a summit relevant to economic development for the state with more to come."

Once the veto was made, University of Missouri president Gary Forsee issued a statement of his own: "The University of Missouri System is disappointed

continues on back page

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RESPONSIBILITY MATTERS

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Lake Ozark's BDSA headed back to the drawing board

by Nancy Hogland

Although the Bagnell Dam Strip Association (BDSA) was turned down on its request for \$12 million in federal stimulus money to revamp the strip and create the new Port of Lake Ozark, that's not stopping the group from moving forward with the plan.

Alderman Jeff Van Donsel, who also sits on the BDSA Board of Directors, said the group is "exploring other funding options" while continuing its application for funding through the Missouri Downtown Economic Stimulus Act (MODESA).

"We wish the Stimulus grant would have been handled a little differently. First we were told in May that the application period had been extended until June because they hadn't received enough applications. Then a short time later we were notified that too many had applied – that they received 117 applica-

tions requesting \$174 million when they only had \$6.5 million to give away," he said. "From what I understand, they handed out several small grants until it was used up."

Van Donsel said the MODESA program, which has nothing to do with the recently created economic stimulus package, is offered through the Missouri Department of Economic Development to "blighted" business districts where at least 50 percent of the buildings are more than 35 years old. The money from the program is to be used for redevelopment of downtown areas in order to provide essential public infrastructure and create jobs. Under the program, a portion of the new state and local taxes created by a project can be diverted to fund eligible public infrastructure and related costs for a period of up to 25 years.

"It's handled a lot like a TIF (Tax Increment Fi-

nancing) District. Developers, who apply on a case-by-case basis, can recover some of their costs," he explained, adding that any development would first have to meet certain architectural guidelines established by the BDSA.

He said best case scenario, the MODESA application will be submitted by year's end. The latest submission date would be June 2010.

Van Donsel said the BDSA will also be applying for a Neighborhood Assistant Program (NAP) Grant, which provides state tax credits to business owners and donors for up to 70 percent of the contribution or

The BDSA plan, which may be downsized, depending on the amount of money available through other funding mechanisms, includes purchasing sev-

eral properties on the Strip. It also calls for demolition and clearing of those properties which then will be landscaped, used for public parking, and/or prepared for other potential future development.

In the meantime, however, Van Donsel said owners of the derelict buildings were required to bring the buildings up to code.

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Understanding Advertising

Part 1 - Print

by Darrel Willman

Newspapers and magazines can be effective media for promoting your business. Today's printing processes allow for more creativity than ever. With high-speed internet and e-mail, you can work faster than ever with publishers. Knowing how the process works can help make sure you get the most for your advertising dollar.

Ever since man developed the written word, there has been a need to duplicate it. Examples of woodblock cut printing go back over 2,000 years. Movable type, which brought the ability to re-use letters and words for printing came in around 600 years ago.

The earliest mass-printings from Europe used wooden blocks with reversed images and letters carved into them. The blocks were rolled with ink and then pressed onto paper or parchment. This allowed for the easy reproduction of texts, where before scribes sat and laboriously copied every word by hand.

Printing eliminated the errors that hand-copying brought, and with the advent of paper meant more people could have access to printed materials. Printing presses were used as far back as the middle 1400's. High-quality metal letters brought the use of different 'fonts' or type styles, and durability.

The letters were arranged in rows, each row was stacked on top of the last, eventually forming the page inside a framework. The framework was

then clamped into a press (as shown above). Images still had to be cut in reverse into wood or metal, called 'engraving', with lines of varying thicknesses to indicate shading.

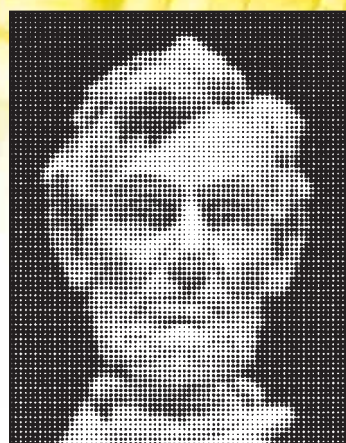
Engraving images was needed because artwork and photos cannot be printed 'continuous tone' like a photo. The ink would simply be a big blob. The dots and lines break up the ink. A good example of engraving is still in use in our currency. The presidents' portraits are illustrated using cross-hatching, lines and dots.



Cross-hatching (behind Washington) along with lines and dots, was used to show shading- simulating continuous tone.

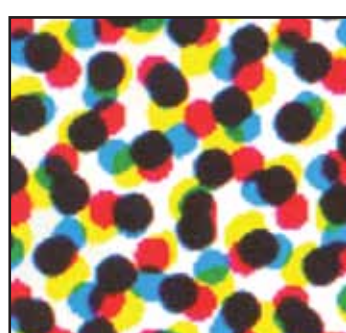
All continuous-tone images have to be broken up into lines or dots for printing. Drawings like black and white pen and ink do not.

Rather than lines of varying thicknesses, today's printing uses dots. The more dots per inch, the smaller they get. Newspapers use around 100



lines of dots per inch, magazines can use 200 lines of dots per inch or more. Lincoln above is shown with the dots roughly twice as large as normal.

Four-color printing, also called *full color* for images, uses four different images broken up into dots like Lincoln there, one in each of the colors—cyan (like blue), magenta (like pink) along with yellow and black (all four shown above).



The image above shows the four color dots arranged in circular clusters called *rosettes* in the industry. These are formed by offsetting the colors so they don't print exactly on

The four colors in printing are shown above, left to right: cyan, magenta, yellow, full-color and black at right.

top of each other.

The dots in color printing, even those on this page, are likely too small to be seen by the naked eye, and so trick your eyes into seeing full color.

Images for the press are referred to in *lines per inch*.

Our modern computers, scanners and digital cameras use and display images differently than printing.

These devices break up the images into pixels, which are essentially dots, made up of only three colors: red, blue and green. The difference between the two is crucial.

Imaging on these is expressed in *pixels per inch* or *dots per inch*. Your computer monitor's 640x480 resolution means 640 pixels across by 480 pixels vertically. Scanners refer to dots per inch, like 300 or 600 dots per inch. Your digital camera captures images in *megapixels*, meaning millions of pixels.

They are all referring to dots essentially. Again, in order to trick our eyes into seeing continuous tone, we have to have a certain number of dots per inch.

IMAGES FOR PRINTING

Here is where knowing your stuff about printing comes into play. Let's assume for a moment that you want to place an ad in the paper. You want some photos in it. Because the newspaper prints at 100 or so lines per inch, in order to get enough pixels, or dots into the image so our eyes are fooled, we need about 2-1/2 times as many.

This produces good images. In this case, 100 lines times 2-1/2 equals a 250 dpi image.

But there's more. The 250 dpi image has to be the right size as well. If I want my photo 2" wide in the paper, and it is a 4x6" print, it will have to be shrunk to fit, reducing it. The reverse is also true, if it is to print at 8" wide we must enlarge it.

Printers scan the image for use in the paper. If the image needs to be at one-half its original size, they will scan the image at half the resolution they need, or in this case, 125 dpi. Conversely, if it is to be twice as large, they need a 500 dpi scan.

Digital images come out of our cameras at a set resolution.

My multi-megapixel camera takes images that are 3,744 x 2,808 pixels. If I want to use these at 250 dpi, that is roughly a 15" x 11" photo (3,744 divided by 250, 2,808 divided by 250).

The image gets smaller if I increase the dpi. How do you know how big the image is? Open your pictures folder and click on the image. In the window it should give you the dimensions. Hovering over the picture will also pop up a small box with the information.

If I don't want the whole image, and crop it, the new dimensions are divided by the dpi to know how big it can print in the paper.

Slightly less is usually acceptable, more is always good.

When choosing your images, unless the source is very large, internet pictures don't have enough pixels to use in print.

continues next page

continued from previous page

They are almost always 72 dpi, and we need 250 in this case.

Your 'source' images, those you want for printing, should always be as large as possible--either a photograph that can be scanned, or the unaltered digital photo from the camera-- just tell them how you would like it cropped.

BUYING PRINT ADS

When you decide to use newspapers or magazines as an advertising medium, there are a few things to consider.

Print is priced by the column inch for the most part. Newspapers will often have pricing that is specifically setup this way. Magazines, and other non-daily pieces will sometimes have pre-set sizes with prices, but most are also based on a cost-per-inch.

If you have a budget in mind and know how much you want to invest, your other consideration should be frequency. How often should your message appear in order for it to not simply be forgotten in between printings?

Price and frequency will often also dictate size. If you know you want to spend \$500 per month and run 5 times per month, \$100 per ad will determine how big the ad is.

Publications with a longer "shelf-life"- like magazines and other monthlies get your ad out to readers more than once, and sometimes, to more than one reader if the publication is 'passed along'.

Opinions vary, but generally larger ads will get more views than smaller ones. Color in your advertisement will get more views than black and white, and a color photo will garner even more attention.

Newspapers, used to running black and white, will generally charge more for color in the ad.

Tabloids, magazines and other non-dailies will usually have some sort of pre-built color pricing. Almost all magazines on coated (slick) paper will be in four color, and black and white ads in these publications are unusual.

Experience has taught that vertical ads are more eye-catching than square or horizontal shapes, and ads appearing on the right-hand page or above the fold (top-half of the page) are preferred.

Larger ads and news get preference in most cases above the fold, smaller ads will be

placed lower on the page.

So, this shows us that larger, colorful ads will get more notice and be placed higher on the page. Right-hand reads and guaranteed placement (such as specifying a page) will cost more most of the time.

If is usually advantageous to run a larger ad less often to meet budgeting requirements.

But smaller ads can work too, if placed properly. One such location is inside the Classifieds section. Here, smaller boxed ads can be effective because they stand out against the grey sea of classifieds. And, since the classifieds are a highly-read area of the newspaper, this is prime territory. Newspapers however, know this too, and so display ads often cost more per inch here.

Obituary, editorial and wedding pages are also good locations that are heavily-read.

There are some 'sweet-spots' as far as sizes, when a smaller ad can dominate a page. In daily papers, it's the 3 column x 10-15" size, roughly a quarter of the page, but because it is a vertical ad, it often attracts much more attention. Vertical half-pages in any publication will dominate.

CREATING PRINT ADS

Most publications will have a composition department with professionals that can prepare your ad for you. In some instances, however, you may have to handle the task yourself or get a creative agency to build them for you.

Getting noticed in print is the whole idea. You want to stand out, draw the eye, be different from the rest of the page. Splashes of bright color, large type or even black and white against the color are good examples.

But if you get noticed, be sure to accomplish your goals of promotion. A good ad does little good if they can't contact you, or don't understand what you're offering.

Keep the message brief and the pictures large. People don't want to read a lot of type, or small print. Get to the point. And every ad should include the Name of the business, the Address or Directions to the business, and a Phone Number.

Ads today will almost always also have a website address if one is available.

If you are offering a special, an incentive, a coupon or other enticement, make sure it's worthwhile.

The customer needs to feel

it is worth the effort to redeem the offer. The large corporate retailers use 'loss-leaders' for a very good reason.

They know it will drive traffic into their store, and once there, the chances are good the buyer will pick something else up while they are there.

Proofread your ads carefully. Make sure the information is correct. Don't use very small type. Remember that the demographic with the most spending power, that is the age group with the most money, are at least middle-aged. Their eyes appreciate larger type in ads.

JUDGING RESPONSE

It's important to know which ads are working and which publications are bringing you customers.

But quantifying results can be tricky. Asking customers where they heard about you, or where they saw the ad usually doesn't work well. Offers with coupons do better, when you can tell the publication it came from. You can run in specific publications at different times to judge how effective they are and gauge the response in that way. Evaluate your media purchases based on the answers you get.

CHOOSING THE MEDIA

Finally, take a look at the publication's circulation. Where are they distributed? Do they reach the neighborhoods or towns you want? Is there value in the publication that draws readers?

Ask your friends, co-workers or relatives which publications they are familiar with. Which ones do they read?

But print may not be the only place you want to advertise. Next time, we'll take a look at electronic media-- radio and television advertising.

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LAKE STORIES WITH MICHAEL GILLESPIE

The Bridge to Nowhere

Of all the tributary streams that flow into Lake of the Ozarks, the Niangua River is, arguably, the most scenic.

Rising in Webster County, near Marshfield, Missouri, the stream flows northward over bedrock and gravel bars, past bridges and bluffs, alternating between shallow pools and riffles, until it reaches the basin of the Osage River.

Along the way the Niangua is fed by Bennett Springs, HaHa Tonka Spring, and many smaller founts. Indeed, the very name Niangua — an Osage word — alludes to the several springs flowing into it. The Osage also called it the Nehemgar River, meaning bear, for there was a time when black bears were common along its banks. It has other names, a couple dozen of them, but they are all corruptions of the original two.

The Niangua is a very crooked river. It is said to be 142 miles long, though from one end to

the other, as the crow flies, it is closer to 45 miles. Along the way it fills Lake Niangua, a modest impoundment, nearly a century old, that provides headwater for an early day hydroelectric plant. And the last twenty miles of the Niangua is not a river at all, at least not for the past 78 years. Rather, it is a pool of flat water that comprises the Niangua Arm of Lake of the Ozarks.

The Niangua has always been considered a fine fishing stream, and a goodly stretch of it — about 60 miles from near Buffalo, Missouri, to near the south Camden County line — is considered a fine canoeing stream. In our own time, the river has spawned a cottage industry of outfitters, liveries, and campgrounds.

For all of its scenic beauty, the one point along the Niangua that seems to attract the most attention and curiosity is not a specimen of nature. It is a man-made feature. For quite

to everyone's surprise, about midway between Buffalo and the Camden line, in what might be considered the middle of nowhere, there are bridge piers — three tall stone piers more or less in the river, plus a headwall and wingwall to one side — with nary the trace of a superstructure, no approaching road, and no apparent reason for being there.

It is a mystery that begs explanation. The piers jut some twenty feet above the normal steam level and appear to be quite old. Yet even the nearby campground operator is hard pressed to explain how they got there, or when.

But the answer to this mystery lies in ruins hidden nearby. Amidst the tangle of undergrowth, near the foot of the adjacent bluff, are the crumbled and decayed remnants of a town. It was the site, in days long past, of a settlement called Corkery.

In his book, *The Big Niangua*

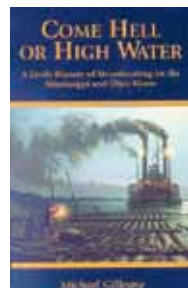
River, author Glenn “Boone” Skinner traces the settlement to the year 1863. In that year Edward Corkery, a millwright from Scotland, set up a waterwheel-powered grist mill on the river for one William Poynter. Apparently Corkery stayed on after the mill was built and established a store nearby. Over the years this embryo of a town attracted a few other settlers. There would be, in time, a blacksmith shop, a sawmill, a ferryboat, and a larger general store with a post office.

Fittingly, Edward Corkery was its first postmaster. Others who lived nearby made their living either by farming or by cutting railroad ties out of the surrounding forest and floating them down the river.

All that activity — especially the grist mill, where a farmer could have his wheat ground into flour and his corn crushed into meal — attracted a constant, if not lively flow of individuals and families who were rather starved for human interaction. They came from both sides of the river and likely



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.

stayed a day or two just to catch up on the news of a world that was so very distant and different from their own.

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Choosing employee retirement plans

by Michael Gillespie

Retirement plans tend to be overlooked by small businesses and by the self-employed. Typically, those individuals who do not have an employer-based pension plan try to build a retirement nest egg through a savings account, or a certificate of deposit, or a money market account. But while simple and frugal, the real beneficiary of such plans may be Uncle Sam. Money that goes directly into common savings programs actually is taxed twice: first, when the money is earned, and second, when the money accrues interest.

Nor do these savings plans tend to generate enough money to last through the retirement years. The IRS estimates that Americans will need 70 to 90 percent of their pre-retirement income to maintain their current standard of living when they quit working.

There is an alternative to simply socking your money away and hoping for the best. The IRS authorizes several different retirement plans for small businesses and for the self-employed. Depending on the plan, there can be significant tax advantages. Employer contributions are deductible from the employer's income. Employee contributions are not taxed until distributed to the employee. And the money that goes into the program grows tax free.

Recent tax law changes have made retirement plans an attractive benefit for recruiting and retaining good employees. These changes include higher contribution limits, catch-up rules for employees age 50 and over, tax credit to small employers for the cost of starting certain plans, and tax credit for certain low and moderate income individuals who make contributions to their plans including the self-employed.

The best way to find out about setting up an employee retirement plan is to visit with an accountant or financial advisor. There are a lot of different options, says Bobby Medlin, CPA, in Lake Ozark. I would look at the age of the client and when they expect to retire, how many employees they have, what their taxable income is, and what they expect the future will hold.

Here are some specific plans and pensions that the IRS

sanctions

Payroll Deduction IRAs. An employer can arrange for employees to fund an IRA account through pre-tax payroll deductions. The employee establishes the IRA with a bank, brokerage, or financial institution and makes all the decisions regarding the amount and frequency of deductions. Contributions to an IRA plan are tax-deferred until withdrawal. The advantage is this: most retirees will realize an overall tax savings since they will be in a lower tax bracket when their income is derived from the IRA. Maximum contributions for tax year 2009 are \$5,000 for individuals under 50 years old, or \$6,000 for those 50 or older. Generally, withdrawals cannot be made before age 59. For the 2009 tax year, Congress has suspended the regulation that withdrawal must begin by age 70 1/2 in order to avoid penalties.

Besides the traditional IRA, an employee earning less than \$116,000 annually, if single, or \$169,000, if married, may choose the Roth IRA. The Roth contribution is not tax-deferred; however, the withdrawals made during retirement are tax free. Withdrawal can begin at age 59, provided funds have been in the account for at least 5 years. The maximum yearly contribution to a Roth IRA currently is limited to \$5,000, if under 50, or \$6,000, if 50 or over the amount is less for employees with very high adjusted gross incomes. Unlike the traditional IRA, an individual is not required to begin withdrawals from the Roth IRA at a certain age. In fact, working individuals who do not wish to retire may contribute to the plan for as long as they deem necessary.

There are no tax advantages to the employer for setting up the payroll deduction IRA plan since the employer does not contribute to either type of IRA. Nevertheless, the plan costs the employer almost nothing to initiate and maintain, therefore many employers who cannot otherwise afford a retirement option use this plan as a gesture of goodwill toward their employees.

Simplified Employee Pension (SEP). This is a type of IRA in which employers contribute a uniform percentage of pay for each employee. As the name

implies, it is a pension plan: employees do not contribute to it. Employers transfer the funds to the employees financial institution, which manages the fund. The employers contribution is tax deductible. Employers can change the percentage amount of contribution each year, which allows for flexibility as business conditions vary. Typically, says Medlin, the employers contribution comes from a profit sharing plan. The employer gets to put a percentage of their own

profit in there as a tax deduction.

SEPs have low start-up and operating costs, says the IRS, and can be established using a two-page form. The contribution limit is 25 percent of the employees salary, or \$49,000. SEP is a defined contribution plan, meaning that there is no promise of a specific amount of benefit at retirement. The self-employed can participate under a special set of rules.

Savings Incentive Match Plan for Employees (SIMPLE IRA). Under this plan, employers must either match employee

pre-tax contributions dollar for dollar up to 3 percent of an employees compensation or make a fixed contribution of 2 percent for all employees whether they are contributing or not. Employer contributions are tax deductible. The plan is open to companies with 100 or fewer employees, including the self-employed and contractors, but it is not available if the company has another retirement plan in place. In 2009, employees may contribute up to \$11,500 if below age 50, or \$14,000 if 50 or above.

continues on page 18

WHEN THE GAME IS ON THE LINE NOTHING IS LEFT TO CHANCE.

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GLIMPSES OF THE LAKE'S PAST

With Dwight Weaver

ANGEL'S SHOWER

One of the most unusual groups of crystalline formations to be found in caves of the Ozarks is the Angel's Shower in Ozark Caverns, seen here being admired by two young ladies. The view is from the formation's back side. Photo by H. Dwight Weaver, 1965.

Located off Highway 54 and A Road in Lake of the Ozarks State Park, Ozark Caverns was discovered in the 1830s and opened to the public for tours in 1952. It was electrically-lighted and privately owned and operated until purchased by the State Park in 1978. Electric lights were removed from the cave shortly

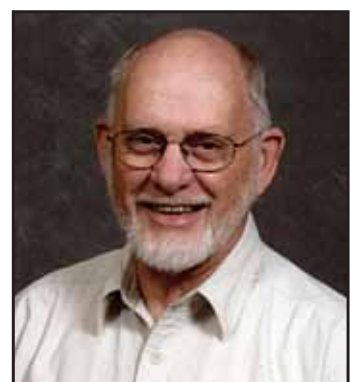
afterwards and today's tours are made by lantern light, which is cave-critter friendly, allowing visitors to see bats, blind salamanders and other forms of cave life that normally hide from visitors in electrically-lighted caves.

Ozark Caverns has many interesting and uncommon cave formations including helectites,

spathites, thin white blade-like formations that exhibit green tones when a light is passed through them, flowstone formations that can glow a ghostly white in the dark for several seconds after being flood-lighted for a few minutes, tiny ebb-and-flow water spouts that discharge acidic water from the sides of cascade-like formations, and the spectacular Angel's Shower. The shower formation, rare among cave formations of the world, produces a constant spring-fed rain of water that pours from overhead stalactite masses to be captured in a crystalline basin that has grown up on the cave floor beneath the shower of water. The Angel's Shower discharges about 25,000 gallons of water every 24 hours and has never been known to cease its flow. It is fed by a perched water table that exists somewhere in the layers of limestone that lie above the cave.

This vintage postcard is from the collection of H. Dwight Weaver. The photographer and publisher are unknown. Weaver is the author of three books on the history

of the Lake of the Ozarks. "History & Geography of Lake of the Ozarks, Volume One," his newest book, is available from Stone Crest Book & Toy in Osage Beach, or by mail. For information, contact the author at dweaver@socket.net. Or call him at 573-365-1171. Other books by Dwight Weaver are available online at lakeoftheoarkbooks.com.



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The Bridge to Nowhere

continued from page 14

At some point a low water bridge was constructed to get their heavily-laden wagons across the Niangua. But the bridge did not last long, nor did the first grist mill. Both were victims of flooding along the capricious river. The big flood that everyone spoke of took place in 1902. No one can account for the ferryboat after that; probably it left for the lower valley on the crest of the rising torrent, never to be seen again.

A new grist mill was built after the flood, this one apparently sat back from the banks of the river and used a gasoline engine for its source of power. For a while, business resumed — but there were problems. In drier seasons, the river was shallow enough to allow wagons to ford across. And even early day automobiles, with their high ground clearance could get over at times.

But it was a tenuous crossing, at best. If a driver were not careful, his low axle vehicle was likely to become a raft in midstream. Upriver near Buffalo, the state built a bridge over the Niangua. Folks around Corkery wanted a bridge, too, and they appealed to the Dallas County Court for assistance.

Then, in 1918 or 1920 — the sources disagree — the county came forth with some money and the piers were constructed with local labor. Plans called for a steel and wood decked superstructure.

Then two things happened that put an end to any hope for a bridge. First, the grist mill, Corkery's mainstay business, closed. Isolated as it was, even with the miller's tithe of flour and meal from every farmer who brought grain to the place, it just wasn't making money. And then some unnamed individual, who

was supposed to be holding the money for the bridge construction, absconded with it. There was no more to be had.

And so, the bridge was never finished. What was left of Corkery gradually diminished until it literally disappeared into the wildness from which it once stood out.

There is a cemetery there, and Edward Corkery is said to be buried in it. But one would be hard pressed to point out his burial site. Like most of the tombstones, his marker has been worn smooth by the passage of time. One might instead regard the piers as Corkery's monument; they stand silent and forlorn and hint at things that might have been.

For those readers who are intrigued by such tales, there are a couple of sources for further reading. In addition to the book mentioned above, there are interesting accounts of old Corkery available online.

For ten years, beginning in 1973, Lebanon High School students produced a quarterly magazine called *Bittersweet*. Under the guidance of a talented English teacher, Ellen Gray Massey, the students ventured out to interview folks who told their stories from first-hand experience. Supported by subscriptions not only from family and friends, but also from subscribers world-wide who found the magazine to be a treasure trove of Ozark folkways, *Bittersweet* quickly became a benchmark publication of local cultural history.

All issues of *Bittersweet* can be accessed through the Springfield-Greene County Library website, <http://the-library.springfield.missouri.org/>. Click on the local history tab, then scroll down to Regional Periodicals. The Corkery article, by Rebecca Baldwin, is in the Spring 1979 issue.



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E. coli report

continued from page 1
to be prudent and responsible custodians of our resource. If a problem arises, the LOWA enables us to correct the problem.

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tional exposure as a great place to live and work.

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Choosing employee retirement plans

continued from page 15
401(k) Plan. The 401(k) is both a savings plan and an investment toward retirement. Its deducted from the employees paycheck as pre-tax money, which provides an income tax break for the individual. The money usually is placed in stocks or mutual funds. In either case, the participant chooses how the money is invested. There is the risk of loss; the employer supervises the fund, but does not guarantee it. At age 59 the participant can begin withdrawing money from the fund without penalty, but the withdrawal is subject to income

tax. Or the money can be rolled over into an IRA, which will extend its tax-deferred status until withdrawal. Employers may or may not contribute to the plan, at their discretion.

Its a variation of the SEP IRA plan, explains Medlin. It allows employees to defer a portion of their pay and not pay taxes on it. Typically, the employer will match a percentage of what the employee puts in there. When the companies want to save costs, they amend their plans to eliminate or reduce the match, and leave it up to the employee to fund their own retirement.

Annual Laker Invitational Golf Classic 2009 to be September 7th

The Lake Athletic Boosters are pleased to announce the 23rd annual Laker Invitational Golf Classic to be played on the fabulous Oaks Golf Course at Tan-Tar-A Resort on Labor Day, September 7th, 2009. This event has raised over \$700,000 that was used to financially support the Camdenton R3 School District's athletic facilities and to provide equipment to each and every student athlete.

This event is a four person Las Vegas Scramble. There will be a team pairing done by blind draw. Players may enter their own four person team as well. Prizes will be awarded for both the blind pairings and the four person teams.

Each team will consist on an A, B, C and D player. The \$125

entry fee includes a round of golf, golf cart, tee gifts, hat, refreshments and lunch at the Oaks Golf Course.

The entry fee is included for the \$275 Gold Club Sponsors. Sponsor names will be prominently displayed at each athletic event as well as the Laker Sports Guide all year.

Over \$4,000 in prizes were awarded at this event last year.

This is a great social event kick-starting the 2009-2010 school year!

Request entry forms or send entry fees to Camdenton Athletic Boosters, P.O. Box 410, Camdenton, MO 65020 or 680 Hwy 54 West, Camdenton, MO 65020. For more information call Jason Hulett, 346-7272 or John Blair, 346-2235.

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Forrester Research, Inc., May 2009.

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Experts say residential real estate numbers show its right time to make the move

By Nancy Hogland

Time soon will be running out to take advantage of the incentive for first-time home buyers. A federal law that went into effect at the end of July arbitrarily lengthens the time between when the contract is signed and when the transaction is closed, shortening the time buyers have to shop for a home and still qualify for the incentive.

"Basically Regulation Z is designed to get hold of predatory lenders and to stop their 'bait-and-switch' tactics. They can't come to closing with higher costs than those originally stated," explained Gerry Phillips, mortgage loan officer with Bank of America Home Loans. "It's not a bad regulation but one of the unfortunate side effects is that it impedes the process of bona-fide transactions from bona-fide lenders because it does slow the closing process."

To counteract the effects, he said buyers do need to be aware that it could take longer to close than it has in the past and allow extra time – especially if they're meeting a deadline like that set by the American Recovery and Reinvestment Act of 2009.

In its efforts to stimulate the economy and revive the housing market, earlier this year Congress enacted legislation that provides an up-to-\$8,000 tax credit for qualified buyers. However, to receive the credit, buyers must purchase the homes and close by Dec. 1, 2009.

Single-family homes, condominiums and manufactured homes are all eligible, however the home must be used as the primary residence and buyers must meet income requirements. Individuals are eligible for the full credit, which cannot exceed 10 percent of the cost of the home or up to \$8,000, if their annual income is not more than \$75,000; married couples can make up to \$150,000.

Because it is a tax credit, it does not have to be repaid.

Initially, the program allowed the credit to be applied to any taxes owed for 2009. If no taxes were owed, the filer would be reimbursed the total amount. Then this summer the Federal Housing

Administration (FHA) decided to allow qualified buyers to obtain short-term bridge loans to access the money so it could be used as a down payment or for closing costs on homes instead of waiting until taxes are filed in 2010.

According to the FHA website, potential home buyers could also access the money allocable to the credit by reducing their income tax withholding up to the amount of the credit, enabling them to accumulate cash by raising take-home pay.

"For many young couples, this tax credit will make the difference between being able to afford to buy a home or continuing to rent," said George Bogema, broker and co-owner of RE/MAX Lake of the Ozarks. "Not that there's anything wrong with renting, because there's not – especially if you plan on moving in the next couple years. However, for someone who wants to stay put for a while and start building some equity, this is a great program."

Karie Jacobs, vice president of the Bagnell Dam Association of Realtors, said she's been trying her best to get the word out that the "time to buy is now."

She said currently there are 831 single-family homes on the market priced between \$60,000 and \$180,000, typically the range of a first-time home, in the area served by the local Multiple Listing Service. Of those homes, 182 are in Camdenton, 78 are in Eldon, 19 are in the Village of Four Seasons, 34 are in Lake Ozark, 84 are in Osage Beach and 74 are in the Sunrise Beach/Laurie area.

"But regardless of whether it's a first-time buyer or someone looking for a second home at the Lake, the best time to buy is at the bottom and since it looks like we're now heading the other way, to get the best deals buyers shouldn't wait any longer," Jacobs said adding that according to the latest report from the National Association of Realtors (NAR), for the first time in five years, existing home sales have increased for four months in a row. The monthly sales gain was the largest on record for the total existing home

continues on page 29



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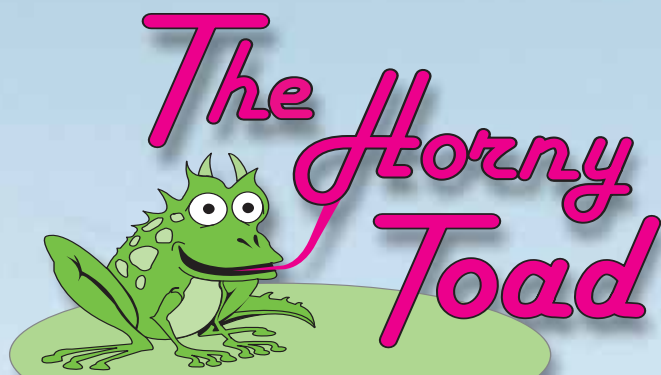
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Lucky ducks winners

The date was August 15th, 2009 and thousands of people descended on the banks of the Osage River to witness the largest Duck Drop on the river to date.

The day began early with a 5K Fun Run and Waddle Walk, which 115 people participated in, followed by a huge Family Fun Zone with family fun for all. The Dam Bait Shop and Campground came alive with a carnival type atmosphere including live entertainment, wake boarding demonstrations, bouncy houses and games for the kids, and many vendor booths offering everything from great food and face painting to health, wellness and safety information. The anticipation in the crowd grew as the drop time neared and you could feel the excitement growing. With people lining the banks of the river and the finish line in place, Lake Ozark Helicopter, with the assistance of boats beneath, dropped thousands of rubber ducks into the river and the race was on. Bobby Medlin, acting as Auditor at the finish line pulled

out the first three to cross.

H. Fred Schien of Lake Ozark was awarded the first prize of \$5000. Fred happily accepted the prize, noting that he planned to donate a portion of it back to Easter Seals. Second Place of \$1000 was awarded to 13 lucky employees of Hi Tech Auto Body as they had collectively purchased tickets in hopes of a big prize – and that wish came true. Debbie Flanery was awarded third prize which was a \$500 Paul's Supermarket Grocery Card. Ten other winners were awarded various prizes including: Jason Cooper, Felicia Parrack, Lynne Bukobic, Jim Gierke and Ernest Karen Pither were all awarded \$100 Hy-Vee Grocery Cards; Natalie Fisher won a Mizzou Helmut House from Fan's Best Friend; Sam Gicinto and Susan Law both won \$50 gift certificates to Pickled Pete's Restaurant; Isaac Crawford won a \$50 Gift Card to Wal Mart; and the Lane Duck, which was a frozen duck, went to Katherine Racine.



1st Place Winner photo from left to right are: Jeff Carroll, Bagnell Dam Strip Association; Whitney Baker, Lake Area Chamber; Fred Schien, 1st Place Winner; Trish Creach, Lake Area Chamber; Aaron Spieler, Kiwanis of Ozark Coast.



2nd Place Winner photo along with the Hi Tech Auto Body winners from left to right are: Trish Creach, Lake Area Chamber; Whitney Baker, Lake Area Chamber; Aaron Spieler, Kiwanis of Ozark Coast.

Lake Ozark moving city hall

by Nancy Hogland

In between time spent running the city, Lake Ozark employees are busy sorting, organizing and getting ready for the move to their new city hall, set to take place late in the year.

After a town hall meeting in August where the public expressed overwhelming support for the plan, aldermen approved using the current city hall, along with two lots behind the building, all of which was owned free and clear, as a down payment on a new facility. The city entered into a lease-purchase agreement with the Lakewood Corporation to purchase the 7,800-square-foot building and land next to Bentley's Restaurant. The cost of the new facility, which will house city hall, the police department and public works office space and storage, was \$1 million.

Interim City Administrator Joe Barfield said the city will be leasing the building for the next five years with the owner holding the note at a 5-percent rate of interest. He said payments will be about \$3,700 per month with approximately 5 percent of that payment being applied towards the principle.

"Then when the five years are up, we have the option of extending the note for two more years at the current rate of interest for a 30-year mortgage, but at the end of that seven-year period, we'll have to refinance. That's all the longer Lakewood will own finance," he said adding that the new facility would need little remodeling to

make it usable. "The electrical and phone lines are pretty much run like we need them, we'll have plenty of offices and the meeting room, which will also be used for court, is double the size of our current room. The only thing we'll really have to do is some minor work to make holding cells for the police department."

The state of the police department building, located just off the Bagnell Dam Strip, helped prompt the move. Police Chief Mark Maples reported at an earlier meeting that because of electrical problems in the building, several computers had been damaged beyond repair. In addition, inadequate space forced officers to share desks and offices.

Barfield said employees at city hall were also cramped and the lack of space forced them to store files off site. In addition, most court nights found attendees spilling out into the parking lot.

City officials also put down any criticism that the city paid more than it should have for the property, saying it closely compared to similar listings currently on the market.

According to the Bagnell Dam Association of Realtors Multiple Listing Service (MLS), the 10,205-square-foot building across the street that houses Befuddled Bar and Grill is listed at \$999,000. However, there is a long-term lease on approximately one third of the building that would have had to be bought out at an additional cost

and parking was inadequate. The 8,000-square-foot Millennium Real Estate building located across the street and a few hundred feet away is also priced in a similar range. That facility, which would have required extensive remodeling to accommodate the police department and expansion of the parking lot, is priced at \$990,000.

The only concerns expressed about the move were over the city's ability to come up with the money to pay for the new building if revenues didn't pick up.

Resident Ron Lunsford was one of a handful of people who spoke at the public hearing, saying that while he agreed with the need for a new facility, he didn't want Lake Ozark residents acting as the city's "piggy bank."

Alderman Jeff Van Donsel said he was concerned about what would happen in five or seven years if the city didn't have the funds to pay off the debt.

"We're going to have to go out for a bond issue or face another move. I don't like the idea that this is so open-ended. This is Lake Ozark – you never know what the voters will do," he said.

However, Barfield said he wouldn't have recommended the lease-purchase if he didn't think it was "do-able." He also said a growing city, and the need to grow the support staff to adequately run the city, necessitated a move.

"I honestly don't know how everyone has been able to operate as efficiently as they have, considering their working conditions," he said.

Osage Beach Airport Manager Phillips dies

Phil Phillips, airport manager for the city of Osage Beach since 2004, passed away last week after suffering a heart attack at a family gathering.

City Administrator Nancy Viselli said Phillips, who just turned 50 this past February, had been with the city since 2001, originally hired as airport technician.

"It is going to be very hard to replace him – he left a big hole to fill because he's done such an excellent job with both airports. He really improved them – turned them around and brought them up to date," she said adding that he was also very well liked by everyone. "He was such a nice guy. He never had anything bad to say about

anyone. This has hit us all very hard."

Viselli said city ordinances require them to post the job opening internally for five days. If anyone currently with the city applies, he or she will be interviewed for the position. The city will advertise outside the city only if the applicants don't meet the criteria set for the position.

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Your Grandma's dream come true

Laurie's Ozark Quilts and Primitives

by Michael Gillespie

As the saying goes, sometimes when God closes a door, He opens a window. Carolyn Kay Gillotti understands. It's been a long and difficult road. But somehow she always knew she'd have her own quilt shop. It all began when she was a girl, working at her grandma's side.



Carolyn Gillotti at her Gammill quilting machine

"My grandmother hand quilted and embroidered," says Carolyn. "I watched her do everything and I was always helping her. I knew nothing but quilting."

"After I graduated from high school, I went to Sears as a buyer. I didn't like that. I went back home to Warrensburg to my quilting at night with grandma. She kept saying, 'Why don't you do quilting?' We kept making all these embroidery tops, and grandma would take them to a lady she knew who would put them together for her and quilt them."

"We got to selling a few to neighbors and friends, and before we knew it people were ordering them all the time. But Grandma couldn't make them fast enough by hand. One day she said to me, 'Honey, why don't you get one of those fancy quilting machines?' And I said, 'Grandma, I can't afford to do that.'"

"With all these orders we've got," she replied, 'we'll just keep all this money back and we'll buy one of them.' And I said, 'Okay,

but that sounds like a lot of money.'

"Well, you just start looking around," said grandma. "This is my dream. It's going to happen for you."

"So in 1988 or '89 I went to Branson with a bunch of quilts in a motor home. I went downtown to the main part of Branson and

"They're nice," he said, measuring his words. "I'll tell you what. I'll save you some time from running around Branson and getting in trouble."

"He gave me an address to go to. It turned out to be an old Silver Dollar City lot. I drove there with my husband and out walked this man who introduced himself and said he was with Silver Dollar City and he wanted to see my quilts. He went through the quilts very carefully, looked them over really well and said, 'Come take a walk with me.'

"We walked all through Silver Dollar City, down by the big water wheel, the opera house, everything. He said, 'Where would you like to be in this park?'"

"What do you mean?" I asked.

"With the quality of quilts that you've got there," he said, 'you tell me where you want to be.'

"I said that I'd like to be up there by the big waterwheel."

"You've got it," he said. "Can you be ready in three days?"

"I opened on a Monday and within a week all 50 quilts were gone. I moved into a duplex and brought down my quilting machine from home and I was back in business in a couple of days. I worked night and day because there was a festival coming up. I'd make three quilts in twenty-four hours. My younger son came down and he could strip sew them fast. So I'd cut them and I'd quilt them, and my husband, Frank, would run the booth in Silver Dollar City."

"After the festival, I had a blood clot and got very ill. I had an ulcer in my leg that was cancerous and was told that I couldn't do this anymore. I moved back home to Warrensburg and sat in my living room with my foot propped up — very depressed and very miserable. I'm a person who likes to work."

"The first few months I was trying to save my leg, and then I met a doctor who had a miracle cure — and he cured it. In the meantime, grandma said, 'Let's just quilt and it'll be okay.'"

"In 1993, grandma passed away. I bought a quilting machine and had it placed in the basement of my house. I started quilting and went around to a lot of festivals. And I did very well."

continues on next page

Your Finances

Tips on Paying for College

If you have a college-bound senior in your house, you know that the end of this school year means the beginning of a new adventure. However, while college can be exciting, it's also expensive. If you haven't saved as much as you would have liked, don't despair — even at this late date, you can take some steps to help pay those college bills.

Here are a few ideas to consider:

- **Don't panic** — You don't have to pay the full year's tuition, room and board up front — you will likely be billed in installments that may correspond to the school's quarter or semester system. This payment system gives you some time to find additional funding sources. For example, if you have a bond coming due in the middle of the college calendar, you can use the proceeds to help pay for school.

- **Liquidate assets** in timely manner — If you've earmarked certain investments for college, don't liquidate them until it's time to write a check. The longer you can keep your investments growing, the better off you'll be.

- **Look at Roth IRA** — If you have a Roth IRA, you can withdraw contributions, tax- and penalty-free, to help pay for your child's education. (However, some rules do apply to penalty-free withdrawals, so talk to your tax adviser before making this move. Also, if you withdraw earnings, you may have to pay taxes on them unless you meet certain conditions.)

If You Have More Time

If you still have a few years before your children head off to school, you may want to take advantage of some of the more popular college-savings plans.

Here are two to consider:

- **Section 529 plans** — When you set up a Section 529 savings plan, you put money in specific investments, which are managed by the plan administrator. If you participate in your own state's Section 529 plan, you may be able to deduct your contributions from your state income taxes. Your plan contribution limits are high, and your withdrawals are free from federal income taxes, as long as the money is used for



Tony Reahr
Edward Jones Financial Advisor
573-964-5712

qualified college or graduate school expenses. Withdrawals for expenses other than qualified education expenditures may be subject to federal, state and penalty taxes.

Keep in mind that Section 529 tax benefits are effective through 2010, unless extended by Congress. Also, a Section 529 plan could reduce your child's or grandchild's ability to qualify for financial aid. Because tax issues for 529 plans can be complicated, please consult your tax adviser.

- **Coverdell Education Savings Account** — Depending on your income level, you can contribute up to \$2,000 annually to a Coverdell Education Savings Account. Your Coverdell earnings and withdrawals will be tax-free, provided you use the money for qualified education expenses. (Any other withdrawals from a Coverdell account may be subject to a 10 percent penalty.) You can fund your Coverdell account with virtually any investment you choose — stocks, bonds, certificates of deposit, etc. And you can contribute to a Coverdell account in the same year that you put money into a Section 529 plan.

Consider All Options

Putting together a good college-funding plan — either at the last minute or years in advance — can test your resources and ingenuity. But by diligently exploring all your options, it's a test you should be able to pass.

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Grandma's dream

continued from previous page

"I had been declared legally disabled, but I wanted to go back to work. So I went to the disability people in Sedalia and they told me that nobody wants to give up disability to go back to work — people just don't do that. I said that I loved quilting and wanted to go back to it. They said, 'Okay, we'll help you. We'll give you a \$5,000 grant to relocate to wherever you want to go.'

"I told them I had always wanted to live at the Lake of the Ozarks — it was a dream I had, but could never get grandma to move to the lake.

"I was a country girl and I wanted something small. When I came to Laurie, I knew this was the place for me. I looked for a building and I found a place near O Road. I was there for over a year, but it was really too small. "From there I went to lease the place I'm in now. The bank — the Community Bank of the Ozarks — asked if I'd rather purchase it. The building had been a gas station and it was a horrible mess. The bank said they'd help me get it together. They did a lot of the remodeling."

And there, at 253 S. Main, in Laurie, is where you'll find Ozark Quilts and Primitives. Carolyn has definitely filled a niche. Carolyn notes that since Walmart has stopped handling fabrics, she's got one of the largest inventories in the area — about 1,500 bolts of cloth, and she's planning on stocking more. She handles everything from the low end cloth, at \$2 per yard, to heavier, designer name brand fabrics at \$12.99 a yard.

And, of course, she's got quilts. "I do the nautical themes for the people that are on the boats; I do the fishing things for the people that are here. I also buy from local craftsmen that make primitives. I like to buy American every chance I can. Just like those little dolls," she says, pointing to one of her well stocked shelves. "They're all made by senior citizens."

"The all year round people are my main customers," says Carolyn. "I'd say maybe 30 percent are the seasonal people." She notes that the year-rounders have to watch their money more carefully than the tourists, and for that reason she tries to keep everything reasonably

priced.

In a back room of Carolyn's store is a well-used work area equipped with a surger, a fully programmable embroidering machine, and a long, table-like apparatus with an overhead sewing arm called a Gammill quilting machine. "It has a big roll of batting underneath it that goes in between the quilts," she explains. "You put on the front quilt that you have sewn yourself and you quilt them together. On the back part of my machine I have a design that I can follow, called a continuous quilting line. The front is self-guided. You have a laser light on there and you follow the line."

All of this comes in handy, because Carolyn not only makes and sells quilts but she also teaches others.

"We recently started beginner quilting classes. We start with tools that you use, sewing machines, the proper way to iron and cut the fabric, the color coordination, and then we make a hands-on quilt. We charge \$15 a class, and there are three classes for the beginner. If they have the tools, they bring them; if they don't they can purchase them — we give a discount for that. Everybody likes to do it. I had a five-year-old girl sign up with her dad."

Customers can bring in their sewn tops for Carolyn to make into quilts. "I bind all my quilts with a commercial binding made by a company in Kansas City."

"I do special order quilts. They can choose the fabric here, tell me the design they want, and I will make it. I also do picture quilts — I call them generation quilts or heritage quilts. They bring me a picture of anything they want and I can make a whole album on the quilt. Just recently I made one of a grandfather and a grandmother in the middle of the quilt, with the children on one side and the grandchildren on the other. It takes a couple of days. I do a lot of first birthday baby quilts, too."

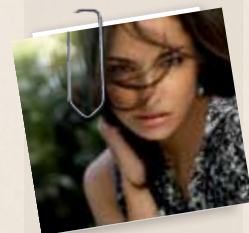
Carolyn is understandably pleased with what she's accomplished. Her new building on Highway 5 looks great. And it's hers. "In the spring," she says, "I'm going to expand out back and have a larger classroom and more fabric. I'm here to stay."

Grandma would be proud.

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The Lake Area Chamber of Commerce was please to recognize member ServPro of Lake of the Ozarks with a ribbon cutting. ServPro of Lake of the Ozarks. For more information or to schedule an estimate for your home or business contact 573.346.7200. Pictured from left to right: Jessica Steinbach, Marketing Manager; Michelle Cook, Marketing Dir. Lake Area Chamber; Jesse Cox; Robby Cox, Owner.



The Lake Area Chamber of Commerce was on hand to welcome new member business Osage Feed, Seed Bait & Tackle with a ribbon cutting. Conveniently located off Hwy 54 in Mead Flat, between Lake Ozark and Eldon. For more information call 573.365.7878. Pictured are: Tony Reahr, Edward Jones Financial Service; Trish Creach, Executive Director, Lake Area Chamber of Commerce; Joe Roeger, Lake Area Chamber Board Member; Pam Reis, Owner; Bob King, Manager; Jim Reis, Owner; Marla McDonald, Ole McDonald Work Clothes-Carhartt; Bob Elliot, Ad Express; Mark McDonald, Ole McDonald Work Clothes-Carhartt.



The Lake Area Chamber of Commerce was excited to announce new member American Powder Coating with a ribbon cutting. American Powder Coating 507 Hwy 42 in Osage Beach (behind American Sun Control) or call 573.348.4200. Pictured along with Chamber Active Volunteer Ambassadors, from left to right are: Diane Parsons, Office Manager; Dennie Pendergrass, Sales; Mike Bennett, Sales; Pat Thurston, Manpower; Brian "Otis" Brumm, Manager; Mark Shackelford, Production Coordinator; Karen Zaborac, President.

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When the Hammer Falls: Luxury Lake Home Auctions

Curiosity combined with a desire to be on top of the Lake real estate market led me to attend the July 18th Luxury Home Auctions here at Lake of the Ozarks.

Each of the four homes advertised for auction were investment speculation homes. None of these were distress sale situations and certainly none were anyone's personal home they were in danger of being put out of. All of these homes had minimum reserves or bid requirements set.

The results of the auction were interesting. One home was contracted before the auction took place, the remaining three were contracted on auction day as a result of the auction however, two of these are now back on the market leaving one home sold at auction still under contract at the time of this writing.

Each of the four homes are listed with various real estate companies and the listing agents worked with the auction house to facilitate and market the auction process. The auction process was handled very professionally and had a large attendance.

In a down real estate market, sellers are looking for an edge and buyers are looking for a deal. A real estate auction is simply another method of selling real estate. It is a real estate marketing process that involves the public sale of any property -- most certainly including those that are non-distressed -- through open cry, competitive bidding.

Any auction can also be affected by national and world economic situations. Auction dates are set weeks in advance. A rash of bad news in the days before an auction can affect bid prices, and, ultimately, the sale price.

*Real Estate and Lake News
with C. Michael Elliott*



As a seller, you need to do your homework to know what services are offered, how your property will be promoted, what fees and commissions you will be responsible for and the auction house's track record. Most auction houses charge an upfront marketing fee in addition to commission.

As a buyer, you need to complete your due diligence and have your financing in order before the auction. No inspection clauses or financing contingencies are allowed in most auction sales. Most auctions charge a buyer premium or percentage of the purchase price; at the auctions I attended it was a 6% fee. You also need to realize the auction house is representing the seller and you'll want to be sure to obtain any required documents in advance for review.

If you would like a detailed sales report on your specific property type or neighborhood, or would like to ask a lake real estate question, contact Michael at 877.365.cme1 (2631) or cme@yourlake.com View all lake area listings at www.cme1st.com You can also log your opinions on Michael's real estate blog, www.AsTheLakeChurns.com



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Experts say residential real estate numbers show its right time to make the move

continued from page 21
sales series dating back to 1999.

"And it's taking place in all regions – not just in places like California or Florida. The NAR breaks the nation into regions and then looks at them individually and they found sales were on the increase everywhere," she said.

In the report, Lawrence Yun, NAR chief economist, wrote that he was encouraged by the numbers.

"The housing market has decisively turned for the better. A combination of first-time buyers taking advantage of the housing

stimulus tax credit and greatly improved affordability conditions are contributing to higher sales," he said.

However, Jacobs said although interest rates were fluctuating, industry leaders expected them to rise steadily once the market picked up again.

Freddie Mac reported the national average commitment rate for a 30-year conventional, fixed-rate mortgage rose to 5.42 percent in June from 4.86 percent in May. In July, it fell again to 5.22 percent. The rate was 6.43 percent in July 2008.

Kids' Harbor Advocacy Center "Blues and BBQ" event is September 13th

Kids' Harbor Child Advocacy Center, along with the Lake Area Blues Society, the Elk's Lodge and other event sponsors will hold the 2009 "Blues and BBQ" event September 13th from 5:30-8:30 p.m. at the Osage Beach Elk's Lodge on Highway 54. Tickets for the event are on-sale now at area businesses and via telephone or email. Locations to buy tickets for \$20 in advance are: Janine's Flowers, Central Bank, Woody's Tavern, the Osage Beach Elk's Lodge and Pickled Pete's. By telephone, call Brooklyn Braun at 573-348-6886. Email: kidsharbor@charter.net.

Tickets the day of the event are \$25. Ticket prices include BBQ provided by Wobbly Boots Road House, Hy-Vee, Half-

Sauced Barbeque, Bandana's Bar-B-Q, Somebody Else's BBQ and Tom's Slaughter House. Music for the event will be The Hiser Brothers along with a jam session by the Lake Area Blues Society musician members.

Proceeds from the event support Kids' Harbor Inc. Child Advocacy Center. "Last year, Kids' Harbor's services helped more than 411 child victims of abuse and the numbers continue to rise. KH provides a child-friendly atmosphere for videotaped interviews, medical examinations and mental health services, as well as coordinating victim advocate services and case follow up with the help of area law enforcement, legal, medical and mental health agencies."

New Church at the Lake

Lake Hills Community Church, the Lake area's newest church, will start on Sunday, September 13. Mike Knapp, pastor and church planter, believes that people really want to make a meaningful connection with God but religion keeps getting in the way.

On Sunday, September 13 at 10:45 a.m., Lake Hills Community Church will hold its first service at the Osage Beach El-

ementary School. There will be dynamic music, practical Bible teaching and a fun, energetic program for kids. Nursery will be available for infants through 3 years old. For more information about Lake Hills and upcoming events visit their website at www.lakehillsfmc.com. Lake Hills Community Church is an outreach of the Free Methodist Church of North America.

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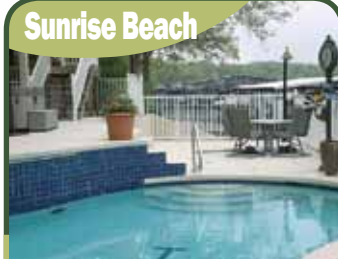
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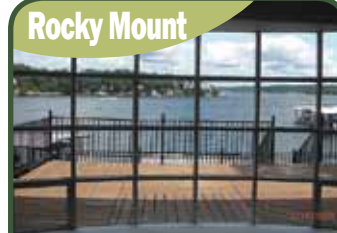
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Lake Regional's Annual Hospital Ball

The city of fountains will come to life at the 33rd Annual Lake Regional Hospital Ball, scheduled Saturday, Oct. 3, at the Country Club Hotel & Spa in Lake Ozark. The evening will begin at 6 p.m. with cocktails and music by Bill Mack's Westside Jazz Band. Dinner and dancing will follow with entertainment by Lenny Klinger and Galaxy. A drawing also will be held for a Kansas City getaway package.

Proceeds from the ball will benefit Lake Regional Cancer Center, which will open later this year at Lake Regional Hospital in Osage Beach, Mo.

Sponsorship packages are available ranging from \$500 to \$10,000. All sponsors will receive preferred seating. Tables will seat 10.

For more information, contact Kitty McCarthy at 573-348-8264.

The Vandervort Report

Nationalized Health Care, a good idea? I don't think so.

Is there any end to the recession in sight? The Federal Reserve Chairman, Ben Bernanke recently announced that we had finally hit bottom, and that the US economy was finally limping its way to a recovery, but that it was likely to be a slow recovery. I guess at this point we'll take whatever we can.

The stock market seems to have picked up some momentum, which is a very good sign, but I would suggest that a lot of that momentum is tied to the President's failing health care proposal, and slipping approval numbers. It seems that the American people have realized that nationalized health care might not be in our best interest, and the President's super majority in both the house and senate may not continue to allow him to ram his liberal policies down the throats of the American people, the way he did on his "so called; stimulus plan".

The President promised if his stimulus plan was to pass, that unemployment wouldn't exceed 8%, and today it's hovering around 10%! When he made that assurance, the unemployment rate was about 6%, which means it grew twice as much as he said it would! I guess the Washington bean counters didn't get that one right. And these are the same politicians that now want us to "trust them" when it comes to our health care? Who are they kidding?

Let's talk about nationalized health care; what on earth would make any citizen think that the government could do a better job at running health care programs than what we already have? Let's see; government run mortgage companies such as Freddie Mac, and Fannie Mae, ended up disastrous for the American economy, and are greatly responsible for the recession we are all in. The Post Office, there is another government ran, finely tuned machine; does anyone really think that the US Post Office does a better job than UPS or Federal Express? I don't think so. Compare any state run hospital to any private or non for profit hospital, and it's like a night and day comparison. Most public schools compared to private schools; again, night and day difference.

Who in their right mind would want to deal with another government bureaucracy when it comes to their health care? The one bureaucracy that most Americans are very familiar with is the Internal Revenue Service; can you imagine having to deal with something on that level every time you needed to go to the doctor? No thank you.

No doubt that our health care in this country isn't perfect and it does need some reform; but nationalized health care isn't the answer. Americans are privileged to have the best health care available in the world, and they are starting to appreciate that, as evident in so many recent town hall meetings where politicians are getting drilled by their constituents, and rightfully so.

You know the old saying; "you don't realize what you have until you have lost it"? I pray that the American people realize what it is that they have, before they do lose it. The grass may look greener on the other side of the "Health Care fence", but it surely isn't.

Sometimes, as a people, it takes us a little time to really take notice to what is going on around us, but I think the American people are really starting to take notice of what is going on, and they don't like it. I sense a movement from the center of this country that Washington had better take notice of. America is often a sleeping giant; the Presidents stimulus plan was a serious poke in the eye, followed up by this health care plan that is a definite kick ass! America is finally waking up, and there are a lot of arrogant politicians that are in for a rude awakening of their own.

Merlyn Vandervort
Concerned Citizen



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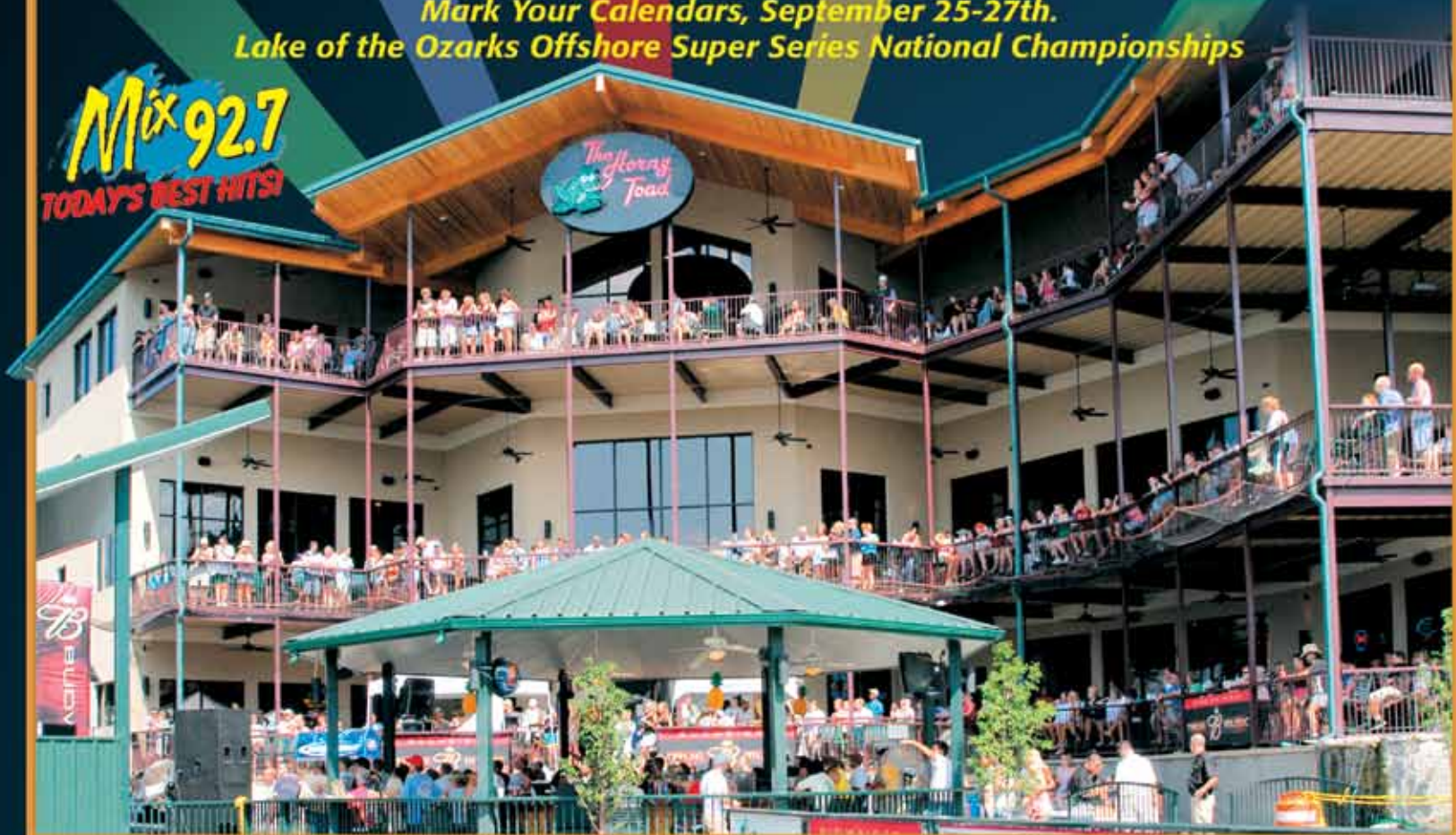
CALL (573) 434-2552 www.toadcove.com

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Mark Your Calendars, September 25-27th.

Lake of the Ozarks Offshore Super Series National Championships

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The Lake West Chamber welcomed Classic Floral Design into their membership with a recent ribbon cutting. Lonnie & Kellie Rayl are excited to be here and a part of the Lake West Chamber. Classic Floral Design is located on Hwy 5 in Laurie just north of FastLane. If you have any questions or need flowers please call 573-374-4779. They will be happy to help in any way. Pictured l-r: Liz Brown, Rob Hoff, Stanley Field, Kellie & Lonnie Rayl, Kristy & George King, Bud Kidder and Steve Rasmussen.



The Camdenton Area Chamber of Commerce recently held a ribbon cutting for Camping Paradise, 630 Camping Paradise Drive, Macks Creek [from Camdenton, 6 miles west on Hwy 54 to J Road right onto J, then ½ mile on left]. Call 573-363-5559 or www.campinginparadise.com. Pictured from left to right: Doug Horman, First National Bank; Andrew Curley, Attorney; Charli Allee and Amy Hadfield, First National Bank; William Morgan, Wrangler; Ken Hutchens, [with scissors] owner; Nancy Carr, Office Manager; Drew Tucker, Maintenance Foreman; and Bruce Mitchell, Camdenton Area Chamber of Commerce.



The Camdenton Area Chamber of Commerce recently held a ribbon cutting for Sports Nation, 772 E. Hwy 54, Suite 7 Camdenton. Sports Nation call 873-2166. Pictured: Joseph Saab, [with scissors] owner, Trae Burke, Cheyenne Mustain, Alan West, Doug Horman, Amy Hadfield and Charli Allee, Tracey Boswell and Chris McElyea, Bruce Mitchell, Brenda Colter and Mike Nichols, City of Camdenton; Lee Steveson, Jo McElwee, Regan Hubbard, Little Miss Dogwood; Brandon McNerney, Little Mr. Dogwood.



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Ask your mortgage professional

Helped the Housing Market or Hurt The Housing Recovery?

Many are debating the ramifications of legislation implementation and how it is affecting the housing market recovery. There have been many changes affecting the entire mortgage loan process. Bankers, Brokers, Realtors, Title Companies, and everyone that works in a field that is closely related to the housing market have been scrambling to make the necessary changes to implement the new legislation. Some of the legislation is open to interruption and many are erring on the side of caution. Let's take a closer look at some of the most recent legislation to be enacted and the ramifications it is having on the industry.

Home Valuation Code of Conduct (HVCC) May 1, 2009

The purpose of the HVCC is to eliminate the influence or coercion of the lender or other parties involved in the transaction, to manipulate the value of the subject property. Many appraisers initially applauded the legislation, but now many believe it is harming the appraisal industry and the consumer may be adversely affected. The lender is not allowed to correspond directly with an appraiser. Lenders are required to use a third party, an Appraisal Management Company (AMC) to order, receive and deliver the appraisal directly to the investor. The best business practices of the many of the AMC's are being questioned. They are ordering appraisals from appraisers that will give the lowest cost and fastest turn times, however the quality of the work is debatable. Many appraisals are being ordered from appraisers that are not even in the local area (they service the entire state), and they may not even be a part of the local Real Estate Boards. Accessing local information from the MLS is crucial to the validity of the appraisals value. In a recent survey, the National Association of Realtors (NAR) found that 37% of all Real Estate transactions have fallen through because of the new appraisal process.

The Mortgage Disclosure Improvement Act (MDIA) July 30, 2009

The purpose of the MDIA is to ensure that the potential borrowers have adequate time to evaluate rate, costs and fees associated with their loan. Initial disclosure will be the first Good Faith Estimate and Truth in Lending being given to the borrower. You must wait a minimum of 7 business days to close the loan after the initial disclosure. If during the loan process, the APR is over or under by .125% (1/8th of 1%), a corrected Truth in Lending (TIL) disclosure is required. If the TIL is mailed, the closing can occur after the 6th business day of the corrected TIL being mailed to all borrowers. If the corrected TIL is delivered in person, the closing may occur after the 3rd business day of re-disclosing. Important to remember if your rate is not locked in an exact APR cannot be determined and your lender will need to re-disclose. Also if any fees change during the loan process it may be necessary to re-disclose and the required waiting period must follow. Borrowers will need to plan for at least a 30-45 day closing or longer in order to accommodate the appraisal completion and the mandatory waiting periods upon disclosure. Newly enacted it will be several months before we will see the consequences of this new legislation.

If you have questions or comments please email them to drew@askandrewconner.com

Call Andrew today at 573-302-0600.

Listen To "The Mortgage Market Update" Weekly Radio Show on KRMS 1150AM and 97.5 FM Every Friday Morning At 8:35am

Andrew Conner is a Certified Mortgage Planning Specialist. CMPS®. Specializing in the areas of Mortgage Planning, Credit Repair Counseling, Cash Flow Management, and Real Estate Equity Management, utilizing your mortgage as a financial instrument to achieve your short term and long term financial goals. Less than 1% of all Mortgage Originators in the USA have this credential.



The Lake Area Chamber of Commerce was excited to help announce the opening of The Dam Bait Shop and Campgrounds. Conveniently located on the Osage River, below Bagnell Dam, 573.365.9135. Pictured along with Chamber Active Volunteer Ambassadors, from left to right are: (1st Row) Jeff VanDonsel, Monte Davidson, Trish Creach, Keith Browning, Courtney "Corkey" Shoemate, Betsey Browning, Beuford the Dog, Don Edwards, Cameron Reeves & Todd Vitzchum (2nd Row) Aaron Spieler, Tony Reahr, Whitney Baker, Ersa Franklin, Brandon Cavaness and Nick Shoemate.



The Lake Area Chamber of Commerce was excited to welcome new member Mills & Sons Insurance with a ribbon cutting. In the Landmark Building at 3535 Hwy 54 in Osage Beach or call 573.302.1616. Pictured along with Chamber Active Volunteer Ambassadors and many associates, friends and clients from left to right are: Tami Brown, Certified Insurance Counselor; Mitchell Mills, President; Teresa Bollenbach, Certified Insurance Counselor; Angie Adkins, Certified Insurance Counselor; and Gib Adkins.



The Camdenton Area Chamber of Commerce recently held a ribbon cutting for Wee Chef Restaurant, 1113 N. Business Hwy 5, [one mile north of the Square] Camdenton. Open Monday – Friday, 6 AM-2 PM, Saturday and Sunday 7 AM-1 PM. Call 346-6760 for carry out. Pictured in the ribbon cutting are Scott Lotz and Lisa McVicker, owners [with scissors]; Patrick McVicker, James Carlile, Samantha Harbison, Alan West, Charli Allee and Alice Tate, Tracey Broswell, Dennis North, Brenda Colter, Lee Steveson; Jo McElwee, Regan Hubbard, Little Miss Dogwood; Bailee Slack, Miss Dogwood and Brandon McNerney, Little Mr. Dogwood.

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When Can I Add Employees to My Group Health Plan?

There are typically only certain times that employees and their dependants are eligible to come onto your group health policy. The first instance would be when the employee and dependants first become eligible after meeting their waiting period. This is normally the first day of the month following 30, 60 or 90 days of full time employment. If the employee does not enroll at this time they may not be able to come onto the plan until a later date.

The second instance an employee or dependants may become eligible for group coverage is due to a qualifying event. A dependant could be added due to marriage, the birth of a child, or terminated employment. An employee may become eligible as they were previously covered under their spouses plan and they lost coverage because the spouse was terminated.

Employees and their dependants are also generally eligible to get on the group during the companies' open enrollment period. This is usually the 30 days prior to the group health policy renewal. The employee can make changes to the plan at this time by adding or deleting dependant coverage.

If you are adding employees to an HMO style plan the employee and their family may not be subject to pre-existing conditions on the policy. If the plan is a PPO then more often than not

the company will require proof of prior credible coverage in order to cover pre-existing conditions. This is something you and your agent should be aware of when you are switching from one plan type to another.

In each of the above situations you must give timely notice of the change to the company. For instance, if you hire an employee and you forget to add them to the policy at the end of



Steve Naught, CIC

their waiting period, it may be difficult to have them added at the proper effective date six months down the road.

Be sure to discuss your procedures with your agent as the eligibility requirements vary from company to company.

Steven Naught is a Certified Insurance Counselor with the Naught-Naught Agency. He can be reached at 573-348-2794 or at stnaught@naught-naught.com for additional information.

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SERVPRO Of Lake of The Ozarks Honors The Osage Beach Fire Department for National Fire Prevention Month.

October is National Fire Prevention Month.

It marks the anniversary of the Great Chicago Fire that accorded October 9, 1871. That fire raged for several days, claimed hundreds of lives and destroyed more than 17,400 structures.

On October 3rd, from 9am to 11am, SERVPRO of Lake of the Ozarks will host a Pancake Breakfast at Stockton's Pub and Grill, with ALL money raised to go to the Osage Beach Fire department. Many people from the fire department will be on hand as well as a few fire trucks, along with many helpful hints on how to prevent fires and what to do if you are in a fire.



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LAKE OF THE OZARKS OFFSHORE SUPER SERIES NATIONAL CHAMPIONSHIP POWER BOAT RACE

Feature Events at The Horny Toad

Friday September 25th:
FIREWORKS

Liverpool - The Beatles Tribute Band

Saturday September 26th:
FIREWORKS

Rick Derringer - LIVE IN CONCERT
Following the Fireworks

Sunday September 27th:
FIREWORKS

Bali Root - Following the Fireworks

Feature Events at Shady Gators

Friday September 25th:
The Well Hungarians

Lazy Gator Point - plenty of seating

Saturday September 26th:
The Well Hungarians

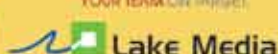
Sunday September 27th:
OSS Viewing at Gator Point

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RESIDENTIAL SUBDIVISION FOR SALE. ATTENTION BUILDERS, DEVELOPERS, INVESTORS: Great location on O road in Laurie, MO close to golf course, movie theaters, shopping etc. 22 build-ready lots with city services, infrastructure in place including water/sewer lines, lighted streets. \$299,900 MLS 3061016 Call Bruce (573) 302-3640. Adams & Associates-RE/MAX Lake of the Ozarks (573) 302-3630. www.Adams-Commercial.com.

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State colleges, universities coping with budget crunch

continued from page 10

that the governor has chosen to withhold funding for Ellis Fischel Cancer Center in Columbia and Benton/Stadler Halls at the University of Missouri-St. Louis, as well as eliminate funding for the agricultural experiment station projects across the state. As a practical consequence, all planning for these projects must come to a halt as the university re-evaluates its options.

"These construction and renovation projects enjoy wide public support and address longstanding problems with aging facilities that no longer serve the purposes for which they are intended. We fully understand the state is facing challenging financial times, but eliminating or delaying funding for shovel-ready projects represents a missed opportunity to stimulate the economy by providing jobs and better education and health care services for Missourians."

The governor, however, pointed to new funding for a program called Caring for Missourians, which would offset budget losses to not only the University of Missouri system, but to other state colleges that had expectations cut by the governor's vetoes.

Caring for Missourians, with its \$40 million price tag, is an initiative designed to train more health care professionals in Missouri's colleges. Under the program, every one of the state's institutions of higher education will offer some type of health-related education and/or practitioner degree program. Those schools that already have such offerings will receive additional funding to bolster their efforts. The legislature approved the funding from federal stimulus

money. UMKC will receive over \$11 million; UM-Columbia will get \$9.4 million; UMSL and Missouri State University will each get over \$2 million. In all, 26 universities and community colleges, including some that do not receive operating funds from the state, will obtain a share of the appropriation. System-wide, the University of Missouri will spend its share for physician training at Columbia and Kansas City; for nursing at St. Louis, Kansas City, and Columbia; for dentistry and pharmacy at Kansas City; for optometry at St. Louis; and for health care professions at Columbia.

But there is a catch. These are one-time expenditures. They come from the federal stimulus money. No one can say what will happen when the money is completely spent. The hope is that the economy will rebound by then.

Allowing for the governor's vetoes and new money for Caring for Missourians, the University of Missouri system received state appropriations in the amount of \$475 million for fiscal year 2010. That is up by approximately \$4.5 million from FY 2009. But still needing much more money to fund capital improvements on the four campuses, the UM curators recently agreed to issue \$332 million in bonds. The money will go toward financing more than a dozen facility projects, such as renovation of the power plant and a new residence hall in Columbia, two new hospital/patient care buildings in Columbia, (one of these will be a shell that would house the Ellis Fischel Cancer Center should it ever receive funding to move), a soccer field and new student union in Kan-

sas City, and a new continuing education center in St. Louis.

"The university's backlog of facility needs continues to grow at an alarming rate," said UM system Vice President of Finance and Administration Nikki Krawitz. "But the good news is that the university is in a position to leverage its strong credit rating to take advantage of historically low interest rates."

The fixed-rate bonds will comprise \$256.3 million in Build America Bonds and \$75.76 million in tax-exempt bonds. Rating agencies Moody's and Standard & Poor's recently gave the university highly favorable credit ratings of AA2 with a stable outlook, and AA with a positive outlook, respectively. The new bonds will increase the system's facilities debt to \$1.2 billion and annual debt service to \$85 million, according to uni-

versity sources. Finally larger appropriations for FY 2010 than FY 2009, but not so for Missouri's 12 community college districts. They each received the same distribution as in the previous fiscal year. That has definitely put the 2-year colleges in a pinch. Like all other state colleges, the community colleges agreed not to increase tuition in return for the same level of state funding as last year.

"The difficulty with that," says Dr. Marsha Drennon, president of State Fair Community College, "is that we are still operating with 2001 levels of funding. So we're a bit behind. At the same time, enrollment growth at community colleges is in the double digits."

In addition to operating costs, the legislature had authorized \$13 million of federal stimulus money for maintenance, repairs, and physical improve-

\$1,083,000," says Dr. Drennon. "Ultimately, we received \$535,000, so we have scaled back the kinds of things that we would be doing with those resources." The deferred projects include an energy efficient roof on one of the buildings. Nevertheless, the money that SFCC did receive is going for a large digital sign on campus, renovated restrooms in two of the buildings, and for the creation of wireless accessibility for students.

"We get \$5.5 million in unrestricted money from the state," Drennon says, "with \$287,000 of that being designated for maintenance and repair. While we're really grateful for it, it's not enough to keep these old buildings up to date."

"We have a 14 county service area through mid-Missouri. But only two of those counties — Pettis and Benton — are taxing districts. It's a challenge to find the operating costs for our off-campus sites. We rely on tuition, but we try to keep our tuition low so that students can access our services."

State Fair Community College is expecting a 20 percent increase in enrollment this fall, which means about 4,000 total students.

And so the dilemma is compounded — at the community colleges as well as the state universities. More students are going to college to obtain specialized training and to wait out the recession. At the same time, with state revenues declining, the institutes of higher education are receiving little or nothing extra in the way of state funding. So they, too, must wait out the recession.



Ellis Fischel Cancer Center

versity sources.

All of the 10 state-funded universities — the 4-year colleges — obtained at least mar-

ments at the various community colleges. The governor reduced that by veto to \$8 million.

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