Voter’s Guide

effinghamdailynews.com/peopleschoice
THANK YOU for Voting us Top 5!

☑️ Best Building Contractor/Remodeler
☑️ Best Roofing Service

THANK YOU for Voting us Top 5!

☑️ Best Building Contractor/Remodeler
☑️ Best Roofing Service

Adept Construction
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- New Construction
- Remodeling
- Pole Buildings
- Roofing
- Siding
- Stone Veneer
The Effingham Daily News each year conducts the annual People’s Choice Contest. This popular battle of the businesses begins with the People’s Choice Nomination ballot in January. For two weeks in January, Effingham Daily News readers are asked to go online and actually type in the name of their favorite business in almost 200 different categories. Since we do not provide names of businesses on the ballot to choose from, having readers type in the name of your business on this ballot is quite an honor. Our readers care enough to take the time to let our local businesses know just how much they really enjoy their products and services by recognizing them on the ballot. When the nomination process ends, we receive a list of all businesses recognized. At this point, the top 5 in each category then go to be listed on the People’s Choice Voting ballot.

The People’s Choice Voting ballot will be available online starting today through Saturday, March 5. See page 4 of this People’s Choice Voting edition to find out how to register and begin the voting process. We encourage our readers to take the time to vote for their favorite business of the top 5 listed in each category. As you read through the voting ballot, you will notice that some categories have more than 5 listed while a few have less than 5 listed. For those categories with more than 5, there was a tie or multiple ties for 5th place. It is only fair, then, to also include all those who tied for 5th on the voting ballot. Rest assured, in many cases there were even more wrote in than those listed on our Voting ballot. We thank our readers for their votes, even though they did not make the top 5. For those categories with less than 5, we have listed all those who were nominated on the January Nomination ballot.

If you go in to register for this Voting ballot and have trouble getting registered, please give Jody Hardiek a call at (217)347-7151 ext 141 for assistance.

Once the Voting ballot process has ended, we will tabulate the results and report the winner in each category in our March 26 People’s Choice Winners guide. It really is fun for us when we get to contact a business to let them know they were the winner in their category. There is immense pride and many times they are very humbled by the news. We truly live and work in an area where businesses support one another and cheer each other on. They really love what they do and this award is just one way for us to let them know just how much they are appreciated and loved by their customers and our readers. And the best part is that they get to promote this all through the year on their billboards, in their advertisements in the newspaper, and on their Facebook page, just to name a few. It really is an honor to be recognized as a “favorite” among the majority of our Effingham Daily News readership. Each winner also receives a wooden plaque that includes a certificate to hang on their wall at their places of business in yet another way to promote their achievement.

So, from all of us to all the businesses in our readership area, best of luck during the next two weeks during the Voting ballot process. And please know that even if your business is not chosen as the top winner in your category, we very much appreciate what you provide in products and services to this area and beyond. We know it takes all of us to provide the needed products and services to this area we are proud to call home.
NOW EXCLUSIVELY ONLINE!

Here’s your chance to vote for your favorite businesses, places, personalities and products.

It’s easy as 1 — 2 — 3

1. Log in to or create your account online at: effinghamdailynews.com/peopleschoice
2. Vote for the 2022 People’s Choice awards February 19 through March 5

CATEGORIES INCLUDE:

- Food & Beverage
- Healthcare
- Around the Home
- Personal Services
- Retail Stores
- Financial/Legal/Insurance
- Transportation (purchase/repair/care)
- Home & Business Services
- And more!

Limit one voting ballot submission per registered user. People’s Choice ballot will consist of the top nominees in each category. All voting is conducted online at effinghamdailynews.com/peopleschoice.

Thank You!

I Appreciate Your Nomination For Best Real Estate Agent!

Katie Koester, Agent
Coldwell Banker First Realty
217-821-9292
Thank you for nominating Midland States Bank for Best Banking Institution!

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855-696-4352 | midlandsb.com
Member FDIC

Thank you for nominating Midland States Bank for Best Banking Institution!

Midland States Bank

110 S. 5th Stet | Effingham, IL 62401
855-696-4352 | midlandsb.com
Member FDIC

Thank you for nominating Midland States Bank for Best Banking Institution!

THANK YOU!
For Your Nominations Best Podiatrist
Dr. John Killough, DPM

I am humbled by your support and honored to serve our community with my dedicated team.

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FOOD & BEVERAGE

BEST ASIAN FOOD
Fujiyama Japanese Steakhouse
China Express
Classic Thai
Effingham Food Express
China Buffet

BEST BAKERY
Kirby Foods IGA Plus
The Cookie Jar
Holli’s Flour Shop
Daylight Donuts
Joe Sippers Café

BEST BARBECUE
Lickin’ My Chicken & Pullin’ My Pork BBQ
Gabby Goat
Kick Addis BBQ
Veteran’s Smokin’ Hot BBQ
Gopher’s Grill

BEST BREAKFAST PLACE
Niemerg’s Steakhouse
Cracker Barrel
Denny’s
The Open Door Diner
Joe Sippers Café
TK Grille

BEST BAKED GOOD & PIES
Niemerg’s Steakhouse
Joe Sippers Café
Plum Pies Bakery
The Cookie Jar
Kirby Foods IGA Plus
Bakery

BEST BEER ESTABLISHMENT
Orchard Inn
Effing Brew Company
Gabby Goat
A1 Liquors
Top Shelf Beer, Wine & Spirits
Ping’s Tavern

BEST CATERING
Deb’s Catering
Niemerg’s Steakhouse
Kirby Foods IGA Plus
Lickin’ My Chicken & Pullin’ My Pork BBQ
Joe’s Pizza

BEST CHICKEN
Niemerg’s Steakhouse
Kirby Foods IGA Plus
Lickin’ My Chicken & Pullin’ My Pork BBQ
Kentucky Fried Chicken
Culver’s

BEST CHINESE FOOD
Fujiyama Japanese Steakhouse
China Express
China Buffet
Panda Express
Effingham Food Express
Classical Thai

BEST COFFEE SHOP
Joe Sippers Café
Fox Holler Coffee
Starbucks
Niemerg’s Steakhouse
The Open Door Diner

BEST CUSTOMER SERVICE GROCERY STORE
Kirby Foods IGA Plus
Aldi
Save A Lot
Heartland Health Food Store
S & W Supermarket

TOP 5
• Best Beauty Salon
• Best Nail Salon
• Carrie Bloemer for Best Hair Stylist
• Laynae Arnold for Best Nail Tech

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Thanks for Your Votes!

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**TUESDAY - SATURDAY 11AM - 9PM**

**SUNDAY - MONDAY 11AM - 8PM**

<table>
<thead>
<tr>
<th>BURRITOS</th>
<th>TACOS</th>
<th>TACO SALAD</th>
<th>QUESADILLAS</th>
<th>TAMALE</th>
<th>NACHOS</th>
<th>TERAZA PLATE</th>
</tr>
</thead>
</table>

**VISIT OUR TRUCK BY QUALITY GLASS!**

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**Best Mexican Food**

- Joe’s Pizza & Pasta
- Lucia’s
- Pizza Man
- Niemerg’s Steakhouse

**Best Japanese Food**

- Fujiyama Japanese Steakhouse
- China Express
- Panda Express
- Effingham Food Express

**Best Italian Food**

- Joe’s Pizza & Pasta
- Lucia’s
- Pizza Man
- Niemerg’s Steakhouse

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**Thanks for your nomination for**

- Best Pool & Spa!
<table>
<thead>
<tr>
<th><strong>BEST MILKSHAKE</strong></th>
<th><strong>BEST PIZZA CARRY OUT ONLY</strong></th>
<th><strong>BEST PIZZA DINE IN</strong></th>
<th><strong>BEST SALADS/SALAD BAR</strong></th>
<th><strong>BEST STEAKS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Homewood Grill</td>
<td>Pizza Man</td>
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<td>Firefly Grill</td>
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<tr>
<td>Steak ‘n Shake</td>
<td>Joe’s Pizza &amp; Pasta</td>
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<td>Niemerg’s Steakhouse</td>
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<td>Cruiser’s Drive Thru</td>
<td>Domino’s Pizza</td>
<td>Firefly Grill</td>
<td>Kirby Foods IGA Plus</td>
<td>TK Grille</td>
</tr>
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<td>Culver’s</td>
<td>Little Caesars</td>
<td>Lucia’s</td>
<td>Joe Sippers Café</td>
<td>TGI Friday’s</td>
</tr>
<tr>
<td>Andrew’s Eats</td>
<td>Papa John’s</td>
<td></td>
<td>Joe’s Pizza &amp; Pasta</td>
<td>Roe’s Steakhouse</td>
</tr>
<tr>
<td>Dairy Queen</td>
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<td>Golden Corral</td>
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<th><strong>BEST SANDWICHES</strong></th>
<th><strong>BEST SEAFOOD</strong></th>
<th><strong>BEST SPORTS BAR</strong></th>
<th><strong>BEST WINERY</strong></th>
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<td>McAlister’s Deli</td>
<td>Fujiyama Japanese Steakhouse</td>
<td>Gabby Goat</td>
<td>Tuscan Hills Winery</td>
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<td>Firefly Grill</td>
<td>Gopher Grill</td>
<td>Vahling Vineyards</td>
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<td>Panera Bread</td>
<td>TGI Friday’s</td>
<td>Buffalo Wild Wings</td>
<td>Irene’s Vineyard</td>
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<td>Joe Sippers Café</td>
<td>Long John Silver’s</td>
<td>Ping’s Tavern</td>
<td>Willow Ridge Winery</td>
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<td>Jimmy John's</td>
<td>Niemerg’s Steakhouse</td>
<td>Niemerg’s Brass Rail Lounge</td>
<td>Cameo Vineyards</td>
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* Buffet
* Catering
* Chicken
* Customer Service
* Grocery Store
* Deli
* Donuts
* Salads/Salad Bar
* Convenience Store (Midtown)
* Convenience Store (In-Store)
* Home Cooking
* Produce
* Produce Department
* Florist
* Plumbing
* Electrical
* Heating
* Cooling
* Hardware
* General Merchandise
* Food
* Non-Food
* Gift Cards
* Pharmacy

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Lavender Ridge

BEST ASSISTED LIVING
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Effingham
The Glenwood
Lakeland Rehabilitation & Healthcare Center
Lavender Ridge
Willowbrook Memory Support Residences

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Dr. Justin Pals
Dr. Samantha Morrison
Dr. Kevin Borntreger
Dr. Rodney Stanfield
Dr. Laura Ames

BEST DENTAL OFFICE
Effingham Dental Group
Dr. Ted Koester Family Dentistry
Balda Dental
Campos Family Dental
Heartland Family Dental Care
Sehy & Huel General & Family Dentistry P.L.L.C.

BEST DENTIST
Dr. Ted Koester
Dr. Greg Campos
Dr. Scott Moore
Dr. Adam Link
Dr. Margaret Merry-Niebrugge
Dr. Robert Huey

BEST DOCTOR
Dr. Eric Bloemer
Dr. Robert Frost
Dr. Michelle Braddy
Dr. Tina Rozene
Dr. Colleen Bingham
Dr. Jeffrey Brummer

BEST EYE CLINIC
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CLINIC
Schackmann Hearing
Beltone
Audibel Hearing Center
Sarah Bush Lincoln
Effingham ENT Clinic
Miracle Ear

BEST HEARING AID
SPECIALIST
Kerri Schackmann

BEST HOME HEALTH CARE
SERVICES
HSHS Illinois Home Care
SPS Home / Hospital Care
Visiting Angels
Sarah Bush Lincoln Lincolnland
Home Care & Hospice

BEST HOSPITAL
Sarah Bush Lincoln Hospital
HSHS St Anthony’s Memorial
Hospital
Carle

BEST MEDICAL CLINIC
Runde Clinic/ Mid-Illinois Medical
Sarah Bush Lincoln Effingham Clinic
Family Care Associates
Springfield Clinic
HSHS Medical Group

BEST NURSE
Faith Miller at James Graham
Bev Wodtka at HSHS St. Anthony’s
Memorial Hospital
Margo McMahon at Springfield
Clinic
Claire Schuette at HSHS St.
Anthony’s Memorial Hospital
Kara McNeely at Sarah Bush Lincoln
Candi Estes at Family Care
Associates

BEST NURSING HOME
Heartland Senior Living
Evergreen Nursing & Rehabilitation
Center
Lakeland Rehabilitation & Health
Care Center
Willowbrook Memory Support
Residences
Lutheran Care Center

BEST OPHTHALMOLOGIST
Dr John Kay
Dr Chris Weber
Dr Joseph Spraul
Dr. Michael Stock

BEST OPTOMETRIST
Dr. Tony Weber
Dr. Chris Weber
Dr. Matt Jones
Dr. Brian Sehy
Dr. Mollie Raddatz

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Dr. Michael Hage

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Andes Health Mart Pharmacy
Kremer Pharmacy
Kirby Foods IGA Plus Pharmacy
Brown’s Drug Store
Walgreens

BEST PODIATRIST
Dr. James Graham
Dr. John Killough
Dr. Tom Sehy

BEST REHABILITATION SERVICES
HSHS St. Anthony’s Physical Rehabilitation & Wellness Center
Lakeland Rehabilitation & Health Care Center
InLine Physical Therapy
SBL Bonutti Clinic Physical & Occupational Therapy

BEST PHARMACY TECHNICIAN
Jamie Westjohn
Elixa Hernandez
Kathy Helmuth
Courtney Probst
Amanda Fisher
Danyelle Kessler
Ashley Cravens
Jayme Florida
Sandra VanAtta

BEST PHARMACIST
Chip Andes
Duane Kremer
Jenny Kabbes
Rob Runde
Courtney Carr
Greg Uebinger
Nicole Yocum

BEST SURGEON
Dr. Ruben Boyajian
Dr. Jason McAllaster
Dr. Frank Lee
Dr. Nash Naam
Dr. John Powell

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AROUND THE HOME

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Lustig Custom Cabinets
Stevens Industries
RDM Designs Custom Cabinetry & Flooring
Kuche Fine Cabinetry & Design

AROUND THE HOME

BEST CONTRACTOR/REMODELER
Adept Construction
Bloemer Construction
Goldstein Construction & Remodeling
Mette Construction LLC
Niemerg Construction

BEST HOME BUILDER
Conant Development
Niemerg Construction
Bloemer Construction
Frederking Construction
Fieldcrest Homes

BEST HOME IMPROVEMENT STORE
Menards
Effingham Builders Supply
The Home Center
Niebrugge Lumber Company
Bob’s Discount Home Improvement Center

BEST INTERIOR DESIGN
Wright at Home Interiors
Kuche Fine Cabinetry & Design
Elizabeth Yager Designs
Pyramid Marble & Granite
DM Design Construction
Hollar’s Design with Style LLC

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Menards

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Best Banking Institution
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Katie Koester
Jill Wendling
Emily Springman
Donna Smith
Art Geen
Jeff Speer
Brian Henning
Jeff Fleeharty

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Whitney Roofing
Affordable Home Improvement
Adept Construction

PERSONAL SERVICES

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Marcus Robinson
Hayley Lankford
Ron Willenborg
Kandice Houser
Emily Brumm
Alex Anderson
Carmen Schuette
Jade Price

BEST BARBER SHOP
Tolliver & Co
Hair Xperts
Kera Cuts
Dimensions Salon
Once Upon A Fade
Hair by Traci

BEST BEAUTY SALON
Hair Xperts
Foxy Styles
Parlour on 3rd
Plot Twist Salon & Spa
Kera Cuts

BEST BRIDAL SERVICES
Vayda Jane Bridal
Wild Rose Bridal
Ooo La La Bridal
Elite Hair Studio
Hair Xperts

AROUND THE HOME / PERSONAL SERVICES

Fujiyama Japanese Steakhouse
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For Best Asian, Japanese,
Seafood & Fine Dining!

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Sunday 12 noon-9 p.m.

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Dr. Mara Fehrenbacher
Dr. Lindsey Goekner
Dr. James Gratz
Dr. Tanner Kirby
Dr. Jessica Schultz
Dr. Katie Shreve

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T-F 7:30-5;
SAT. 7:30-NOON;
CLOSED SUN.

AN EFFINGHAM TRADITION OF EXCELLENCE
BEST DAY CARE
Little Lambs
Montessori Kids Universe
Country Clubhouse –
Monica Henkelman
Treehouse
Treehouse Two

BEST DAY SPA
Branches Massage & Spa
T-A Nails and Spa
Elite Hair Studio
Dimensions Salon
Boho Chic Clinique

BEST DRY CLEANING
Wiedman Cleaners

BEST DAY SPA
Branches Massage & Spa
T-A Nails and Spa
Elite Hair Studio
Dimensions Salon
Boho Chic Clinique

BEST FRONT DESK RECESSIONIST
Shelby Willenborg at American Fiber Network
Casey Koester at J & R Collision
Millie Lange at Premier Broadcasting
Julia Myers at Branches Salon & Spa
Annie Wendt at Dan Hecht Chevrolet Toyota

BEST HAIR STYLIST
Amber Conder
Hayley Lankford
Carrie Bloemer
Katie Martin
Brittany Tucker

BEST FRONT DESK RECESSIONIST
Ashley Swingler
Marissa Gunn
Wendy Kellams
Michelle Caraway
Rebecca Kelly
Jessica Kessler
Rob Yardley

BEST NAIL SALON
T-A Nails and Spa
O K Nails
Hair Xperts
Elite Hair Studio
K C Nails
Parlour on 3rd

BEST HAIR STYLIST
Ashley Swingler
Marissa Gunn
Wendy Kellams
Michelle Caraway
Rebecca Kelly
Jessica Kessler
Rob Yardley

BEST NAIL SALON
T-A Nails and Spa
O K Nails
Hair Xperts
Elite Hair Studio
K C Nails
Parlour on 3rd

Thank You
Effingham Daily News Readers
for nominating us
Best Hotel / Motel

Thank You
for nominating TK Grille
Best Fine Dining
Best Breakfast Place
Best Steak
BEST NAIL TECHNICIAN
Jason Luong
Kara Curtis
Kara Shimboff
RaeLee Zumbahlen
Laine Stewart
Laynae Arnold

BEST TANNING SALON
Tan Express Effingham
Planet Fitness
Evolve Fitness & Climbing
Keratanz
The Cuttin’ Corner Hair & Spa

BEST TRAVEL AGENCY
Travel Quarters
Effingham Travel Agency

BEST PHOTO STUDIO/PHOTOGRAPHER
Priceless Images by Tisha
Alicia Schuette
Photography & Conversions
Alex Hoedebecke
Photography
Amy Eubanks Photography
Ja-Fa Photo – Jennifer Hecht
Steffen Harris Photography

BEST WEIGHT LOSS CENTER
SiemerWorks CrossFit Effingham
Physicians Choice Wellness
Weight Watchers
Jeremy Zumbahlen
Higgs Lifestyle / Tara Higgs

BEST ACCOUNTING FIRM
Tucker Accounting
Kemper CPA Group
Ring Financial
Goeckner Accounting
West & Company

CONGRATULATIONS
- Carrie Vahling, Best Bank Teller
- Ruth Dasenbrock, Best Bank Teller
- Marcy Scott, Best Financial Advisor
- Chad Sutton, Best Financial Advisor & Best Investment Representative

TOP 5!

THANK YOU FOR VOTING US IN THE TOP 5 FOR
- Best Banking Institution
- Best Mortgage Company

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Deb Repking  
April Florida  
Carrie Vahling  
Ruth Dasenbrock

**BEST BANKING INSTITUTION**  
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Teutopolis State Bank  
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**BEST CREDIT UNION**  
Land of Lincoln Credit Union

**BEST FINANCIAL ADVISOR**  
Alec Ring  
Chad Sutton  
Kory Doty  
Doug Schultz  
Luke Doedtman  
Melissa Willenborg  
Marcy Scott

**BEST INSURANCE AGENT**  
Brad Meinhart  
Chris Tingley  
Tom Henderson  
Stephanie Uebinger  
Jeff Mihlbachler  
Jay Mix  
Tammy Douthit  
Tim Weis  
Wayne Donsbach  
Jennifer Hurley  
Scott Mosher

**BEST INSURANCE PROVIDER**  
Country Financial  
State Farm Insurance  
Tingley Insurance  
American Family Insurance  
Mihlbachler Insurance  
Shelter Insurance

**BEST INVESTMENT REPRESENTATIVE**  
Chad Sutton  
Kory Doty  
Alec Ring  
Dwight Erskine  
Austin Kemmerer  
Matt Beck  
Lynn Beck  
Luke Doedtman

---

Thank You For Nominating Lifeline
Best Christian Book Store!

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Bus: 217-342-6792  
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Nathan Meitzner
Elliott Goeckner
Dewayne Day

BEST MOTORCYCLE DEALER
Legacy Harley Davidson
W Bros Powersports
Owen Motorsports

BEST MOTORCYCLE / ATV REPAIR
Legacy Harley Davidson
CW Motorsports
Owen Motorsports
W Bros Powersports

BEST NEW CAR DEALER
Dan Hecht Chevrolet
Toyota
Northside Ford
Roy Schmidt Honda
Goeckner Bros
Russ Braunecker’s
KC Summers

BEST USED CAR DEALER
Dan Hecht Chevrolet Toyota
Northside Ford
Goeckner Bros
Jansen Auto Sales

BEST USED CAR SALESPERSON
Gene Zerrusen at Dan Hecht Chevrolet Toyota
Kary Jansen at Jansen Auto Sales
Eric Morales at Dan Hecht Chevrolet Toyota
Mary Burrell at Dan Hecht Chevrolet Toyota
Josh Stone at Northside Ford

BEST OIL CHANGE PLACE
ProLube of Effingham
Dan Hecht Chevrolet Toyota
Roy Schmidt Honda
Goeckner Bros
Al’s Tire Mart

BEST TIRE DEALER
Al’s Tire Mart
Effingham Tire & Auto
Dan Hecht Chevrolet Toyota
Goeckner Bros
Wabash Tire & Auto

BEST TRANSMISSION REPAIR
Dan Hecht Chevrolet Toyota
Konrad Automotive Repair Service
Goeckner Bros
DHB Transmission Specialists
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Thank you for Nominating us as Best Deli, Best Butcher Shop, Best Grocery Store & Best Meat Dept

Nuxoll’s Food Center
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217-342-4070
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Transportation

Balloting will go live at EffinghamDailyNews.com on Saturday, February 19 and will remain open through Saturday, March 5.

900 E. Fayette | 1304 Thelma Keller | Al’sTireMart.com | (217) 342-2611 | 📞 📩

Thank you for Nominating us in these categories:
New Car Dealer - Used Car Dealer
Car Rental

Also thanks for nominating Jake Traub & Robert Tuman as Favorite New Car Salesperson & nominating Josh Stone as favorite Used Car Saleperson.

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Huelsing Trucking
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Krampe Trucking
Jared Nelson Trucking LLC
3 Sisters Logistics LLC

BEST ANTIQUE DEALER
It’s Almost Home
Country Peddlers Antique & Craft Mall
Wolf Creek Antique Mall
Road Dog Antiques
Banker Street Antiques & Oddities

BEST TRUCKING COMPANY
Heartland Towing & Recovery
Cumberland Towing LLC
Tri-Power Towing & Recovery
Foreman Towing & Repair

BEST ANTIQUE DEALER
It’s Almost Home
Country Peddlers Antique & Craft Mall
Wolf Creek Antique Mall
Road Dog Antiques
Banker Street Antiques & Oddities

BEST APPLIANCE DEALER
Roger’s Home Appliances
Probst Refrigeration and Heating
Sears Hometown Store
Weber Bros
Teddy’s Rent to Own

BEST APPLIANCE DEALER
Roger’s Home Appliances
Probst Refrigeration and Heating
Sears Hometown Store
Weber Bros
Teddy’s Rent to Own

BEST ARCHERY SHOP
Smith Archery
Addis Archery
Buck Stop Archery

BEST ARCHED GOODS STORE
Hibbett Sports
Treign
Baseball Card Connection

BEST BRIDAL STORE
Vayda Jane Bridal
Wild Rose Boutique
Ooo La La Brides and Prom Queens

BEST BUTCHER SHOP
Nuxoll Food Center
McMahon Meats
Kirby Foods IGA Plus
J & J Meat Processing
Howe Custom Deer Processing
Save A Lot

BEST CARPET DEALER
Hoedebecke Flooring Inc
Wrights Furniture & Flooring
Niebrugge Furniture & Flooring
Menards
Habing Furniture & Flooring

BEST CBD DISPENSARY
RISE Effingham
Alohma/Kure CBD & Vape
Fogwind Vapor Company
Lucky Luciano’s Smoke Shop
Discount Tobacco Inc

BEST CELLULAR PHONE DEALER
Al’s Electronics
Russell Cellular - Verizon
T Mobile
Cricket Wireless

BEST CHILDREN’S CLOTHING STORE
The Beanstalk Boutique
Sugar N Spice & Everything Nice
Ten Brooke LeAnne
Sweet Pea & Me

NOTE: The highlighted parts are the winners in each category based on Peoples Choice Voting.
RETAIL STORES

BEST CHRISTIAN BOOK STORE
Lifeline Books & Gifts

BEST COMPUTER STORE
Effingham Computer Sales & Service
KTD Computers
TEAM ITS, LLC
Turnkey Computer Solutions
SDS Technology

BEST CONVENIENCE STORE
Midtown Fuels
Casey’s General Store
Mach 1
Fast Stop
Wessels
Speedway

BEST ELECTRONICS DEALER
Al’s Electronics

BEST FARM FEED STORE
Rural King
South Central FS
The Equity

BEST FARM SUPPLY STORE
Rural King
South Central FS
The Equity

BEST FLOORING STORE
Dittamore Implement
Sloan Implement

Wright’s Furniture & Flooring
Hoedebecke Flooring Inc
Niebrugge Furniture & Flooring
Menards
Habing Furniture & Flooring
Bob’s Discount Home Improvement Store

BEST FLORIST
Burkland’s Florist & Gifts
Flowers by Kirby Foods IGA Plus
Blossom Paradise
Awesome Blossoms in Greenup
Janet Huston at Burkland’ Florist & Gifts

BEST FURNITURE STORE (NEW)
Wright’s Furniture & Flooring
Niebrugge Furniture & Flooring
Habing Furniture & Flooring
Bob’s Discount Home Improvement Store
W.S. Broom & Co

BEST FURNITURE STORE (USED)
It’s Almost Home
Silk Purse

BEST GAME PLACE
Game Stop
Bobbaloo’s
Gopher’s Grill
Lion’s Liquors
Shoebox Gaming Pub

BEST GARDEN CENTER
Menards
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Heartland Landscaping
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The Home Center

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RETAIL STORES

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Favorite Things
Party Worx
Country Peddlers Antique & Craft Mall
The Beanstalk Boutique

BEST GREETING CARD STORE
Dollar Tree
Party Worx
Burkland's Florist & Gifts
Brown's Drug Store
Hazel Jayne’s Crystal & Gift Shop

BEST GROCERY STORE
Kirby Foods IGA Plus
Aldi
Save A Lot
Nuxoll Food Center
Heartland Health Food Store

BEST GUN SHOP
Accuracy Firearms
Rural King
County Line Shooting Center

BEST HARDWARE STORE
Menards
The Home Center
The Equity
Niebrugge Lumber Company
Weber Bros

BEST HUNTING / FISHING SUPPLIES STORE
Rural King
Wessels
Smith Archery
Craig's Sporting Goods
Accuracy Firearms

BEST JEWELRY STORE
Weber's Jewelry
Hazel Jayne’s Crystal & Gift Shop
Anderson's Jewelry
Kay Jewelers
Ten Brooke LeAnne
Rauch's Jewelry
Reiniger Jewelers

BEST LAWN/GARDEN STORE
Menards
Rural King
Bahns Equipment
Heartland Landscaping
Alwerdt's Gardens

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Thanks for Your Nominations! We Appreciate Your Support!
Thank You for the Nominations


Tina Rozene, MD
*Best Doctor Nominee*

Margo McMahon, APRN, CNP
*Best Nurse Nominee*

Springfield Clinic Effingham
*Best Medical Clinic Nominee*
Thank you for your votes of confidence in Roy Schmidt Honda, nominating our dealership in the following categories:

- Best New Car Dealer
- Best Used Car Dealer
- Best Auto Dealer Service Dept.
- Best Oil Change Place

Thank you for nominating Doug Mette
Sales Manager - 27 Year Sales Professional
as Best New Car Salesperson

Voted #1 in 2021

Sales or Service, our customers are the most important facets of Roy Schmidt Honda! It is an honor to serve you. Your votes are appreciated. Come see us today and experience the Roy Schmidt Difference.

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Lion’s Liquors
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McMahon Meats
Kirby Foods IGA Plus
Save A Lot
S & W Supermarket

**BEST MEN’S CLOTHING STORE**
Weber’s Clothing

**BEST MUSIC STORE**
America’s Groove Record Store
Chesnut Family Music
Bruce’s House of Guitars

**BEST PAINT DEALER**
Sherwin Williams
Menards
Dust & Son

**BEST PARTY SUPPLY STORE**
Party Worx
Dollar Tree

**BEST PRODUCE / PRODUCE DEPT**
Aldi
Kirby Foods IGA Plus
Save A Lot
Sean’s Produce
Martin’s IGA at Newton

**BEST RESALE SHOP**
Silk Purse Thrift Store
Goodwill Industries
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THANK YOU!
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Board Certified Foot Specialist
900 W. Temple, Suite 202 - Effingham, IL
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THANK YOU!
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We are open and selling all the meats, appetizers, and delicious food you can handle!

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Famous Footwear
Ten Brooke LeAnne
Kohls
Weber’s Clothing

BEST TEA SHOP
Whistling Kettle Tea Shoppe
McAlister’s Deli
Joe Sippers Café
Heartland Health Food Store

BEST VAPE OR TOBACCO SHOP
Alohma/Kure CBD & Vape
Fogwind Vapor Company
Lucky Luciano’s Smoke Shop
Discount Tobacco Inc
Top Shelf Beer, Wine & Spirits

BEST WOMEN’S BOUTIQUE / SPECIALTY STORE
Wild Rose Boutique
Ten Brooke LeAnne
Katie Jo’s Boutique
The Red Thread
Millennium

BEST WOMEN’S CLOTHING STORE
Wild Rose Boutique
Ten Brooke LeAnne
The Thomas Shop
Maurices
The Red Thread
Katie Jo’s Boutique

BEST WOMEN’S SPECIALTY STORE
Wild Rose Boutique
Ten Brooke LeAnne
Katie Jo’s Boutique
The Red Thread
Millennium

HOME & BUSINESS SERVICES

BEST AUCTIONEER
Trent Schmid
Mark Schackmann
Justin Krile
Marty Smith

BEST CONCRETE COMPANY
JB Esker & Sons
John L. Lewis Concrete
Construction
Siebert Concrete Construction
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Pruemer Concrete Construction
CCI Redi-Mix
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- Pals Electric
- Integrity Electric & Plumbing
- Sandschafer Electric
- Zumbahlen Electric

#### BEST FARM EQUIPMENT DEALER
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- Dittamore Implement
- The Equity’s Planters Precision
- Sloan Implement
- Bluff Equipment

#### BEST HEATING / COOLING SALES & SERVICE
- Probst Refrigeration & Heating
- Jansen Heating & Air
- Merz Heating & Air Conditioning
- Steffen Heating & Air Conditioning
- Effingham Heating & Air

#### BEST LANDSCAPING SERVICE
- Bob’s Lawn Care
- Maxedon Custom Landscaping, Outdoor Solutions & More
- Alwerdt’s Gardens
- Heartland Landscaping
- Wendling Landscaping

#### BEST LAWN CARE SERVICE
- Bob’s Lawn Care
- Heartland Landscaping
- Nichols Lawn Care
- Maxedon Custom Landscaping, Outdoor Solutions & More
- Lakeside Service Landscaping Company
- Burrow Turf Care

#### BEST LOCKSMITH
- Barlow Lock & Security

#### BEST PEST CONTROL
- Arrow Pest Control Inc
- Arab Termite & Pest Control
- Sentinel Pest Control
- Flenner Pest Control
- Advantage Pest Management
- Salt Creek Pest Control

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Kevin Clayton (217) 240-0188

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- Wente Plumbing & Fire Protection
- Niebrugge Plumbing & Electric

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**BEST STAFFING SERVICE**
- Job Match
- Innovative Staff Solution
- StaffQuick
- Express Employment Professionals
- Westaff

**BEST TREE SERVICE**
- Kreke’s Tree Service
- JT’s Tree Service
- Dust Enterprises & Big Daddy’s Tree Service
- Jay’s Tree Service
- Buff’s Tree Service LLC
- Willie & Walkers Tree Service

**BEST WASTE DISPOSAL SERVICE**
- Sanitation Service Inc. / The Rubbish Gobbler
- Doty Sanitation
- Sutters Disposal

**BEST CLEANING SERVICE**
- Mike Elliott at Wright’s Furniture & Flooring
- Sunny Sisters Cleaning LLC
- Maid For You
- SERVPRO of Effingham, Mattoon, Charleston
- ESS Clean

**BEST DANCE INSTRUCTOR**
- Bryonina Meskimen
- Rachel Anderson
- Ashli Davidson
- Lynn Buenker
- Mia Pratchard

**EVERYTHING ELSE**

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- Stang Arts

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_Thank you for your nominations in:_
- Best Hospital
- Best Nurse
- Best Home Health Services
- Best Rehabilitation Services
- Best Pharmacist
- Best Pharmacy Tech

_We Appreciate your Vote!_
BEST DANCE STUDIO
Cayla’s Stars
The DanceLife Center at Jansen’s Gym
Exclusively Dance
Cayla’s Power Tumbling, Cheer & Dance Center

BEST ENTERTAINMENT VENUE
Effingham Performance Center
Tuscan Hills Winery
Effingham Event Center
Teutopolis Banquet Hall
West End Reception and Events

BEST EVENT IN EFFINGHAM COUNTY
Effingham County Fair
Summer Sundown Music Fest
Artisan Fair
Cruise Night at Teutopolis Banquet Hall
EffingHAM-JAM

BEST PARTY RENTAL
Party Worx
Kinks Tents & Event Rentals
Blushed. Event + Design Co.
Neeley’s Tumble & Fitness
Cayla’s Stars

BEST HOTEL/MOTEL
Holiday Inn Effingham
Country Inn & Suites by Radisson
Best Western Delta Inn
Fairfield Inn & Suites by Marriott
Cobblestone Inn & Suites
Holiday Inn Express & Suites Effingham

BEST INTERNET PROVIDER
Illinois Fiber Connect / Wabash Communications
American Fiber Network
Mediacom
KNR Wireless LLC
Consolidated Communications

BEST PARTY RENTAL
Party Worx
Kinks Tents & Event Rentals
Blushed. Event + Design Co.
Neeley’s Tumble & Fitness
Cayla’s Stars

BEST PET GROOMING/SERVICES
Flying Fur
Dogs By Design
Heidanes Hidden Timbers
Pawsley’s
Fetching Mobile Pet Grooming
Lauren’s Paws N Claws

BEST PET STORE
Noah’s Ark Pet Shoppe
Special Pet Foods
Rural King

EVERYTHING ELSE
Thanks for your Nominations!
We Appreciate Your Support!
New Spring Inventory Arriving Daily in Our Gift Shop. Stop In Today!

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✓ Best Garden Center
✓ Best Landscaping Service
✓ Best Lawn Care Service

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217-342-2579 | www.effinghamlandscaping.com
Winter Showroom Hours: Open Daily Monday-Friday 8 a.m. to 3 p.m.

The Beanstalk Boutique
Thank You for your nominations for Best Children’s Clothing Boutique and Best Gift Shop!
I’m so happy I’m able to provide Effingham with a unique place to shop for personalized gifts for all ages and children’s clothing! -Sara Rahall, Owner

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The numbers don’t lie. Locally owned businesses may be classified as “small,” but they have a big impact on the national economy.

According to the Bureau of Labor Statistics’ Business Employment Dynamics report, small businesses created 10.5 million net new jobs between 2000 and 2019, accounting for 65.1 percent of net new jobs created since 2000 in the United States. The Government of Canada reports that the number of small businesses in Canada in 2020 was far greater than the number of medium and large businesses, accounting for 97.9 percent of all the businesses in the country.

Supporting locally owned businesses is a great way to support a neighbor, but that’s not the only attraction. Here are several reasons to shop small.

The feel-good factor

Doing for others certainly has an impact on the person on the receiving end, but also benefits the do-gooders. A November 2020 survey by Union Bank found that 72 percent of Americans said supporting small businesses was more important than getting the best deals. That may be due to the feeling of helping out a fellow neighbor.

Create job opportunities

Shopping at small businesses keeps those establishments afloat, and it also keeps their employees afloat. Small businesses are the largest employers in the United States. That’s also true in Canada, where 68.8 percent of the total labor force works for a small business. A person may never know when he or she — or a relative — will need a job. Keeping small businesses viable provides a strong job market for locals.

Keep more money in the community

The Small Business Administration says $48 out of every $100 spent at a small business stays in the community. Spend the same $100 at a national retailer and only $14 stays.

Enjoy a more local flavor

National retailers and other businesses follow a global business model that may not allow for much customization, but small businesses can provide products or services that relate directly to the needs of the communities they serve. These same small businesses also may be more inclined to work with local vendors and start-ups than national companies that have global supply chains.

These are just a few of the many reasons to seek out small businesses when in need of products or services.
The COVID-19 pandemic had a profound impact on communities across the globe. No individual, household or industry was unaffected by the pandemic, and the ripple effects of the virus may be felt for years to come.

Though many effects of the pandemic have been devastating, one unforeseen and potentially positive consequence of the spread of COVID-19 was a growing recognition of the invaluable role played by local newspapers. Responses to the virus and strategies regarding how to combat it varied greatly, and local newspapers were a go-to resource for citizens who wanted to learn about rules and regulations in their towns. For example, in England the Bishop’s Stortford Independent, a local weekly paper in Hertfordshire, experienced a significant monthly web audience growth during the pandemic. Prior to the global outbreak in January 2020, the paper’s monthly web audience was 260,000. By October, that number had spiked to 360,000, reflecting a growing need for local news outlets as readers across the globe sought to learn about the pandemic within their own communities and how local officials were responding to the threat posed by COVID-19.

If the pandemic illustrated the vital role local newspapers can play, it’s important that readers recognize that role won’t be any less valuable when COVID-19 is in the world’s rearview mirror. Educators can help the next generation of readers recognize the importance of local newspapers by taking various steps to incorporate newspapers into their lessons.

1. Employ newspapers when teaching current events. Everyone was directly affected by the COVID-19 virus, making the story of the pandemic one of the most unique in modern history. Though children are often sheltered from global news stories about conflicts or economic crises, no such sheltering was possible during the pandemic, as kids were forced to learn from home and confront life with little or no access to extracurricular activities. Educators can show how local newspapers reported on the pandemic when teaching current events, using that example as the foundation for teaching current events in the future.

2. Utilize the newspapers when teaching ESL. Students who do not speak English at home or as their primary language can benefit greatly from their local newspapers. It might be easy to learn how to say certain words in English, but reading them in a newspaper gives ESL students a chance to see the words they’ve learned in context. And because local newspapers feature sections on everything from news to sports to entertainment, ESL students are sure to find a recap of their favorite team’s most recent game or a review of the latest superhero movie or a local news story about their town to pique their interest. Students may not realize it, but they’re learning when reading such stories by developing their vocabularies, fine tuning their comprehension skills and catching up on current events.

3. Use newspapers to encourage a love of reading. Just like ESL students are bound to find something that interests them in the local newspapers, their English-speaking classmates are sure to find a recap of their favorite team’s most recent game or a review of the latest superhero movie or a local news story about their town to pique their interest. Students may not realize it, but they’re learning when reading such stories by developing their vocabularies, fine tuning their comprehension skills and catching up on current events.

The valuable role played by local newspapers was on display during the pandemic. That role won’t be any less valuable in a post-pandemic world, and it’s a lesson teachers can apply in their classrooms.
Online reviews have long been a mixed bag for small businesses. Though positive reviews can help businesses stand out from their competitors, negative reviews can be as harmful as positive reviews are helpful. That’s true even when negative reviews do not reflect the average customer’s experience.

Search Engine Land, which covers digital advertising technology, reports 88 percent of consumers trust online reviews as much as personal recommendations. Unfortunately for businesses, Inc. magazine and entrepreneur Andrew Thomas found that a customer who has a negative business experience is highly likely to share that experience by leaving a bad review. On the other hand, someone who has had a positive experience is unlikely to leave a good review. Roughly 10 percent of happy customers say they were pleased by a product or service. Furthermore, Thomas indicates it takes roughly 40 positive customer experiences to undo the damage from a single negative review.

Customer happiness should be the goal of businesses, with the added benefit of helping to generate more positive reviews and word-of-mouth recommendations. While that is happening, customers can think twice about online reviews.

• Speak to product quality especially when you have a very good experience with an item. Many retailers request feedback via email shortly after consumers have made a purchase. Take advantage of this opportunity to offer positive feedback.
• Companies gather personal information from customers so they can follow up in many cases. Great customer service helps prevent bad reviews and defines companies’ brands. If you are asked for a phone number or email address, provide it. Doing so helps companies improve their products or services.
• Happy customers can reach out to friends and family members to share their experiences with certain companies. Posting your own review on social media also can drum up business for a company you respect.
• Customers should weigh

The impact reviews have on businesses

- Air Force Commendation Medal for Meritorious Service.
- 2004 Rotary Vocational Excellence Award
- 2006 Illinois Humanities Service Award
- 2013 BESI Award (Business Ethics & Social Involvement)
- 2014 Effingham County Citizen of the Year Award
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their words heavily and think before posting a review. The marketing and consulting resource The Chat Shop says 31 percent of customers are interested in grocery store reviews, 60 percent are likely to read restaurant reviews and 70 percent rely on technology product reviews. Make an effort to discuss issues with a company before leaving a negative review. You may be pleasantly surprised with the outcome. There’s no need to hesitate when leaving positive reviews. Simply explain why you were pleased.

Reviews can make or break a company. Both business owners and customers have a role to play in making online reviews a valuable way to learn about a company.
CNHI NEWSPAPER OF THE YEAR

2020 Division II Winner
The Effingham Daily News is a newspaper serving the counties of Effingham, Clay, Cumberland, Fayette, Jasper and Shelby counties in Illinois. The Joseph McNaughton family owned the paper for 46 years. For 25 years, it has now been owned by Community Newspaper Holdings, Inc.

The Effingham Daily News is published on Monday, Wednesday, Friday and Saturday. Every other Monday features a page from the Effingham County Museum. The Wednesday edition features an Effingham County Farm Bureau newsletter page as well as farm news and information on area auctions. Friday’s edition of the paper features a Homes section with listings by area real estate agencies as well as home improvement services and property transfers. Saturday’s weekend edition features a color comics section and a TV Entertainment section.

The Effingham Daily News also publishes a total market coverage edition each Wednesday called Crossroads Supersaver. To fulfill the newspaper’s purpose of serving the community and providing information to readers, the newspaper is proud to also provide an online edition at effinghamdailynews.com, in addition to a complete news edition in print.

The Effingham Daily News is committed to keeping the residents informed about what is occurring in the communities throughout the area. Each publication includes local, state and national news, special interest stories, weather, obituaries, opinion page with letters to the editor and local and syndicated columnists, upcoming events, sports news, classifieds, accidents and Effingham County jail reports and news from The Associated Press. Readers are encouraged to email us at news@effinghamdailynews.com to submit news items of interest.

Effingham Daily News journalists and advertising departments are consistently recognized for the quality of their work by the Illinois Press Association, the Southern Illinois Editorial Association and the Illinois Associated Press Media Editors.

The Effingham Daily News was named Newspaper of the Year in its division for news and sports coverage in 2020 by Community Newspaper Holdings Inc. Judges lauded the Effingham Daily News for their strong local coverage, relevant editorial page, clean design and frequently updated website.

Of CNHI’s 90 newspapers in 22 states, the division of small and mid-size publications has the most — 36. Editor Jeff Long says, “Everyone who works for the Effingham Daily News understands the importance of local journalism – from the people who sell ads and get them in the paper, to those who answer the phone and make sure the paper is delivered.”

“The Effingham Daily News produced robust local online and print content,” the judges said. “Attractive, reader helpful layouts from front page to last page. Well done centerpieces. Focus on everyday local coverage, from big stories to small news. Sports (good mix of local and Chicago pro) and features pages also showcased the paper’s strength. Inviting opinion page highlighted local editorials as well as letters to the editor. Fresh website, with a nice array of photo galleries.”

Besides the newspaper, the Effingham Daily News publishes the quarterly Effingham Magazine, annual Progress magazine, Discover magazine, A Day Away magazine, the annual Farm Fair sections, and many other special features including Citizen of the Year, Top Community Leaders and Peoples Choice. Editor Jeff Long says, “It’s a lot of work for a small staff, but we think it’s important to tell the story of where we live in a variety of ways.” So if you drive by the Effingham Daily News late at night and still see the lights on, you now know why.

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Generating repeat customers should be the goal of any small business. Various studies have found that consumers spend more time on business than they do at home. This underscores how vital repeat customers can be to the long-term success of a business. One component of keeping customers happy and returning time and again involves understanding what patrons are seeking from a business. Addressing customer needs early on generally involves solving a current problem or thinking about what customers may need in the future — perhaps even before they recognize it themselves. The following are some of the factors customers look for in the products and services they choose.

**Good price**
Price is one of the biggest factors in choosing one business over another. Customers frequently compare prices between different sellers. Prisync, which offers competitor price tracking and monitoring software, indicates 90 percent of consumers invest their time to hunt the best online deals, and 86 percent of consumers say it’s important to compare prices from different sellers. Business owners can get ahead of bargain hunters by figuring out how to make their prices more attractive than their competitors.

While you may not be able to offer the lowest unit price, you may be able to bundle items and services or offer some other perk, such as free delivery, which makes your overall product value better.

**Ask customers questions**
Figuring out what customers want may come down to asking them. Reach out to customers to learn about why they visited your establishment. Getting a clearer picture of what makes you stand out to customers helps you to fine tune that advantage even further.

Assess customers’ lifestyles
 Rather than focusing on a product or service, look at the people who will be relying on it and plan with that in mind. For example, if you have a store that stocks housewares and other furnishings, and find that your client base is largely apartment dwellers or those who reside in small houses, you’ll need to offer items that do not take up too much interior space. Identifying these factors can ensure you always have something useful to offer your customers.

**Reliability**
No matter what item or service is offered, most customers want products to last and be dependable, states Power Reviews, a consumer opinion company. If you’re an electrician, show up for the estimate on time and complete the job as promised. A store owner should choose a product line that endures by carefully vetting vendors to ensure only the highest quality products are being sold in their stores.

Learning what customers want involves asking the right questions and getting to know a customer base more deeply.

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### The various advantages to shopping locally

Residents of a given town or city are often encouraged to support local businesses by looking to these firms to fill their needs. Small businesses are not just integral parts of communities, employing millions across the country, they also are operations that fund the very communities they serve.

Efforts to promote shopping local appear to be working. According to the Commonwealth Financial Group, over the last several years there has been a shift in consumer purchasing behavior marked by a preference among consumers to support locally owned shops and stores over big-box retailers and even online shopping.

The following are some key reasons why shopping locally not only benefits small business owners, but also the communities they call home and the customers they serve.

- **More money stays in the community:** According to the American Independent Business Alliance, for every $100 spent at a local business, $68 remains in the community. Conversely, only 43 percent of every $100 spent at a chain retailer stays in the community.
- **Job creation:** The Business Alliance for Local Living Economies says local businesses create the majority of economic growth. They employ millions of Americans by creating roughly two-thirds of private sector jobs. Local business owners also tend to hire people who represent the demographics of the communities where the business is located, which may include historically underserved populations.
- **Diversity of products:** Local stores tend to diversify their products and services to meet the needs of the local communities, whereas chain stores often stock their shelves based on national demands.
- **Personalized service:** A small business owner may be more inclined to go to great lengths to make customers happy because the long-term success of the business depends on customers becoming repeat customers.
- **Personal connection:** Knowing the people behind a business facilitates a connection not easily achieved with other companies. Customers may celebrate when a favorite business succeeds and look to spread the word about that business because they feel like they played a positive role in its success.

Shopping locally has gained momentum and is fueled by the many advantages to supporting local businesses.
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