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New nuclear plant chief leads expansion project

By David Reed

Adam Heflin started his new job this month as AmerenUE's chief nuclear officer and head of operations at the Callaway Nuclear Plant. If company objectives are reached, he will preside over the biggest building project in Missouri's history and witness an economic boom in Callaway and Boone counties.

In late July or early August, AmerenUE will submit a license application for Callaway No. 2 to the Nuclear Regulatory Commission.

Heflin, who lives in Columbia, will spend half his time making sure the nuclear power plant is run safely and efficiently; the other half will be spent running Ameren's campaign to build a second nuclear reactor at Callaway.

Heflin estimated that the construction project would take six years and employ 2,500 workers, with a payroll of around \$400 million a year. When finished, the nuclear reactor would employ about 400 people with a \$30 million annual payroll.

"The economic impact would be huge in this area," Heflin said during an interview in the CBT office.

However, the timetable even with the best-case scenario is lengthy—construction would start in 2012, and the reactor would go online in 2018. And the obstacles are enormous.

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Business Profile:
Missouri Repossession Services

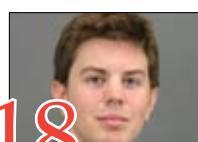
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Jay Scott Christianson, owner of Kaleidescope.

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Editor David Reed

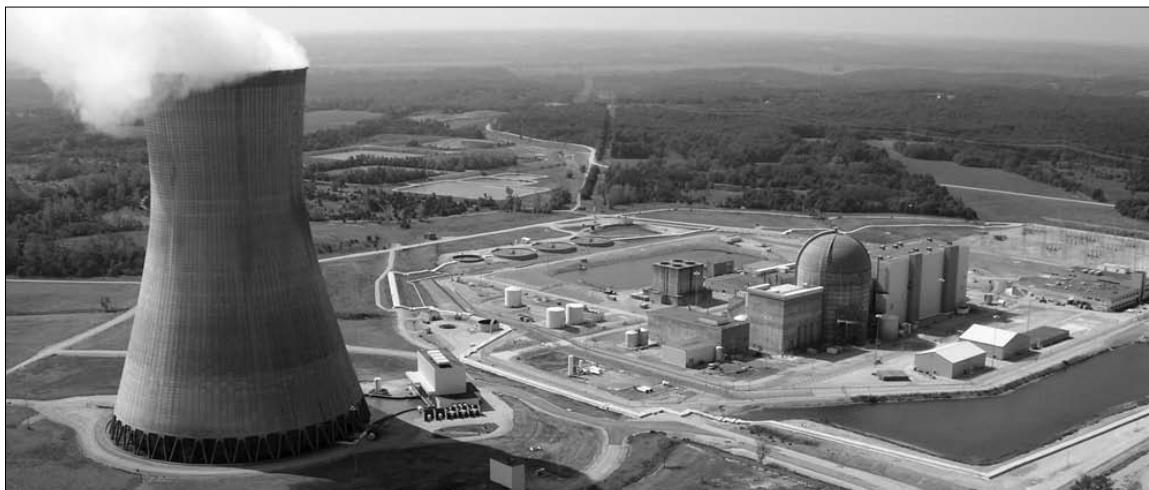
editor@columbiabusinesstimes.com

There's symmetry in AmerenUE's changing of the guard at the Callaway Nuclear Plant. On July 1, Adam Heflin replaced Charles Naslund as Ameren's chief nuclear officer and will be responsible for operating the existing nuclear power plant and for coordinating Ameren's effort to build a second nuclear reactor at Callaway.

Naslund joined AmerenUE in 1974 and was involved in the construction and start-up of Callaway No. 1. The plant now employs about 1,000 workers. They include a couple hundred well-paid engineers of all types—civil, electrical, mechanical, chemical and nuclear. There also are about 120 operators and 250 workers involved with the maintenance of the plant, along with chemists and other scientists, technicians and security personnel. All in all, a virtual small city.

Heflin, who came into the CBT office to talk about his new job, said the project to build Callaway No. 2, if approved, would take six years and employ 2,500 workers, with a payroll of around \$400 million a year. When finished, the nuclear reactor would employ about 400 people with a \$30 million annual payroll. And if the pattern from the first Callaway reactor is followed, most of them will live in Callaway, Boone and Cole counties. But as our article on the subject pointed out, there are huge obstacles for Heflin and fellow advocates to overcome.

Now imagine a complex almost twice the size of the plant shown in the aerial photo below this column.



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The Columbia Business Times strives to be Columbia's leading source for timely and comprehensive news coverage of the local business community. This publication is dedicated to being the most relevant and useful vehicle for the exchange of information and ideas among Columbia's business professionals.

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PEOPLE ON THE MOVE



Downing

Hirings

Mike Downing has joined Missouri CORE Partnership as its executive director. The Missouri CORE Partnership is a 12-county initiative designed to enhance the economic potential of the region by increasing job growth and generating taxable revenues.

Downing has 26 years of experience with the Missouri Department of Economic Development. He most recently served as co-director for the DED division of business and community services. Downing was also co-chair of the 2006-2007 Missouri Interdepartmental Coordination Council on Job Creation and Economic Growth, and 2005 chair of the Governor's Business Incentives Review Committee for Missouri. He is a certified economic developer. He earned bachelor's degrees in business administration, recreation, health and physical education from Arkansas State University and a master's degree in public administration from the University of Missouri.

The YouZeum, an interactive health science center, hired **Jennifer Fenwick** as its new education director. Previously, Fenwick taught eighth grade science in Jefferson City and served as an outreach coordinator at the California Science Center. She will be responsible for developing and managing school, community, outreach and public education programs.

Brad Jenks has been named the new director of development for annual and planned giving for Columbia College. Previously the director of annual giving, Jenks will continue to oversee the college's annual giving program. In his new role, he also will direct a comprehensive marketing campaign for planned giving. Before joining Development and Alumni Services, Jenks was assistant athletic director for Columbia College. Jenks received a bachelor's degree in business administration from Columbia College in 2000 and a master's degree in business administration from Baker University (Kansas) in 2004.

Promotions

Michelle Zvanut was promoted to vice-president of human resources at Boone Hospital Center. Several departments will report to her, including human resources, training and development, employee health, customer relations, spiritual care services and security services. Zvanut began

working at Boone Hospital in 1998 as a social worker on the medical unit. She moved to customer relations in 2000, when she was recognized as the hospital's Leader of the Year. In 2004, she was promoted to director of patient and employee services.

Appointments

Two new members have joined the board of directors for the non-profit organization Access Arts. Visionworks Marketing & Communications owner and president **Lili Vianello** will contribute her marketing and strategic planning skills to promote Access Arts on the board of directors. **Andrea Heiss**, director of the Art-in-Depth Program at the University of Missouri, will also work to promote the program in the community from the board position. Heiss is also on the University of Missouri School of Journalism faculty as assistant professor of magazine journalism.

Honors

M. Frederick Hawthorne, director of the University of Missouri International Institute of Nano and Molecular Medicine, will receive the 2009 Priestly Medal, the highest American Chemical Society honor. The ACS has 160,000 members and awards the medal to someone who demonstrates distinguished service in the field of chemistry. The award recognizes Hawthorne's work on the chemistry of the element Boron. Hawthorne has taught at the University of California-Riverside, UCLA and MU. The award will be presented to Hawthorne at the Spring 2009 American Chemical Society meeting where he will speak about his work.

Columbia received an Outstanding Achievement Award in the energy source category for small cities at the 2008 Mayors' Climate Protection Awards ceremony in Miami, Fla. **Mayor Darwin Hindman** accepted the award, which recognizes Columbia's Biogas Energy Plant. A panel of judges evaluated applications based on mayoral leadership, creativity and innovation, reduction of greenhouse gas emissions and/or improved quality of life. Columbia's Biogas Energy Plant can produce enough electricity to power 1,500 homes using methane and other landfill gases.



Jenks



Zvanut

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Nuclear plant expansion project ... continued from Page 1



Adam Heflin.

Several hundred people attended a public hearing Wednesday night in Fulton concerning AmerenUE's upcoming application for a construction and operating license to build a second nuclear reactor at Callaway. The NRC arranged the meeting to describe its process for reviewing the application and to answer questions. Opponents held a news conference outside the meeting to publicize their concerns.

The last time the NRC approved the construction license for a new reactor was in 1978, the year before an accident at the Three Mile Island nuclear power plant in Pennsylvania caused the release of radioactive material.

Callaway also would need to get the Missouri General Assembly to pass legislation allowing pay-as-you-go financing through rate hikes to make the project feasible. Having to borrow the money to build the reactor would increase the cost by another \$2 to \$3 billion and make the project too risky to pursue, Heflin said. The proposed legislation will be introduced next year.

Another fact that could draw opposition: all the low-level and high-level nuclear waste produced at Callaway's reactor would have to be stored on site.

Still, Heflin is optimistic about the chances of Callaway No. 2 becoming a reality.

The 20-year process to locate a permanent repository for high-level nuclear waste and spent nuclear fuel has reached a milestone. During the next three months, the NRC will review the U.S. Department of Energy's application to construct the underground repository at Yucca Mountain in Nevada.

Congress passed an energy bill that contains economic incentives for the construction of nuclear reactors, and is considering legislation that would add to the price of coal production through a tax on carbon emissions.

The combination of global warming and escalating demand for electricity works in favor of production from modern nuclear power plants, which produce no greenhouse gases.

Utilities in eight states are seeking permission to build new reactors. The license application

that will be submitted for Callaway will be the 16th under review by the NRC.

Ameren is going to need to build either a coal-fired plant or a nuclear plant to keep up with rising demand for electricity, Heflin said.

Heflin perceives that people are more open-minded about nuclear power today than they were a few years ago.

"The conversations are different now," Heflin said. "The receptivity is a lot higher now. More people are worried about the environment. People also know more about nuclear power, and our safety record has been quite good."

Heflin added that the Callaway expansion has "a lot of legislative support now."

"I think it's the right thing to do from a customer's perspective and from an environmental perspective," Heflin said.

The second Callaway reactor would generate about 1,600 megawatts of electricity, enough to power about 1 million homes. The second reactor also would generate an estimated \$115 million in tax revenue in Callaway County during the construction period, Heflin said, and about \$17.5 million annually after it's operating. The 66 counties in Ameren's service area, including Boone, would split up about \$72 million in annual property tax revenue, he said.

Heflin, 44, is a mechanical engineer who was raised in Colorado and received his nuclear training as a submariner in the U.S. Navy. He was hired as vice president at Callaway three years ago, and started his new job in Fulton on July 1.

His wife, Toni, is studying psychological communications at Columbia College, and his two youngest sons are attending Rockbridge High School and Mill Creek Elementary.

Heflin said his oldest son is a welder working in Texas who often works on industrial projects, including those at nuclear plants.

"I feel the best about his safety when he's at a nuclear plant," Heflin said. "Everything we do has to be done with precision. There can't be any casual operation going on." ♦

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ABOVE: Dave Miller, left, of Missouri Repossession Services looks on with son Zach as a new repossession is brought into the storage lot. Miller said he repossesses about 150 cars a month and 10 to 20 ATVs a week. **RIGHT:** Miller uses the accounts board to keep track of every possible repossession. He says half his job is paperwork and finding people.



Columbia's Repo Man: 'I can track down just about anyone'

By Jennifer Herseim

Dave Miller, owner of Missouri Repossession Services, is well aware of the misconceptions about his profession, which is growing in this slumping economy.

Just the word "repo" conjures a scene: In the dead of night, with moves rehearsed from S.W.A.T. team movie scenes, repo men wearing matching black bulletproof vests and wielding crowbars and tow hooks break into cars and drive them away, just as awakened owners start to give chase.

Lost in lore

Lost in layers of lore and hype, the reality of repossession is often as elusive as debtors repo men and women track down. Some misconceptions are easy to cast aside: No, they don't wear matching uniforms, carry guns or impersonate police officers. However, laws and ethics that define what repo men and women can and can't do vary from state to state and from company to company.

Missouri is a self-help repossession state, which means a creditor may seize a loan's collateral, most often a vehicle. In Missouri, repossession is a largely unregulated industry. A licensed repossession, Miller has been lobbying for stricter regulations and adheres to standards he has learned from nearly 15 years in the business.

Missouri Repossession Services has six employees and two offices, one in Columbia and one in Springfield, where they coordinate repossession across mid-Missouri.

For Miller, a former arson investigator and police officer, the choice to go into the repossession business was something of an accident.

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BUSINESS PROFILE | REPO MAN

"A banker friend called me up with an offer of \$300 a piece to pick up two cars and find two people. I found them in a couple days and their cars," Miller said.

After completing the lucrative transaction, Miller began doing repossession part-time and made \$85,000 in the first nine months.

"After that, I started to take it seriously and started educating myself about the business," he said.

Laws and regulations

A lot has changed in the repo business since Miller's first repossession. Laws and regulations have replaced old-school tactics, ubiquitous at that time. For instance, repossession agencies are not allowed to seize a vehicle when seizure breaches the peace, a difficult term to define. The Missouri Peace Disturbance defines breach of peace as knowingly disturbing or alarming another person, which could be as subtle as a person's refusing to give up a car. Technically, the repossession would be unable to take the vehicle in that case. The lines are sometimes blurry, and banks and repossession services often are responsible for making the distinction.

When doing repossession, Jerry Garrouette, Miller's nephew and employee, remembers: "Dave always tells us, if you're going to lose sleep over it, don't do it. We'll get it another time."

Garrouette and Zach Miller, Dave Miller's son, work as a team. They will never take a car if kids are inside or around the vehicle or if the debtor is using it, Garrouette said.

"We don't want to humiliate anyone," Miller said. "We treat people the way we would want to be treated. Oftentimes, we are meeting these people at the lowest point in their lives and we are making it worse for them."

Profit margins

The current economic state and sub-prime lending problems have lead to an increase in repossession around Missouri, but that doesn't directly translate into larger profits for Missouri Repossession Services.

"Everybody wants to be in the repo business, because all they see is the dollar sign," Miller said. "But it takes a lot of money to do this. I've seen maybe 20 to 30 companies come and go around here. It's a lucrative business, but it's a hard business."

Whittling down the figures, Miller said the same factors that contribute to more individuals being unable to make their payments also diminishes his business profits. The price of doing business has skyrocketed as gas prices and insurance costs rise.

Zach Miller and Garrouette spent \$107 to fill up a truck for a short repo trip to Holt's Summit and Fulton. They try to consolidate pick-ups in one or two locations to avoid unnecessary trips, but required reconnaissance work on a unit before repossession usually goes unpaid. If they drive an hour and don't return with a vehicle, high gas prices will put their profits in the hole.



Dave Miller reports that the Dodge Neon one of the most commonly repossessed car.

Once fuel, labor and insurance costs are subtracted, the \$375 to \$425 for each car collected doesn't add up to large profits. Also, the market for repossessioned cars has not maintained. Collected vehicles oftentimes are difficult to resell at all.

"If I hadn't gotten into the business years ago, I couldn't afford to get into it now," Miller said. "You can't run a business like this from your back pocket."

Owner of Midwest Adjusters Inc., a repossession agency in southwest Missouri, Debra Burham said business has decreased from this time last year. In the last four or five years overall, she has seen the numbers peak.

"I started looking at it in 2004 when the sub-prime lending hit us, and now it's really coming to a head," Burham said. "We're actually eight units less than this time last year. We have been picking up more heavy equipment, RVs, motor homes and boats. They're losing their toys, first, before they give up their cars."

Repo pick-up

On a recent repossession, Zach Miller and Garrouette encountered a blend of personalities as they visited three locations: a compliant friend of a debtor, a helpful neighbor and a rude debtor.

Before an attempted repossession, Garrouette was hung up on three times by an irate man who refused to deal with anyone who could not pronounce his name, despite Garrouette's apologies.

The two agents also found a debtor's boyfriend, but were unable to tell if he was lying about where the debtor worked. Two hours later, they ended up with two large ATVs collected from a relatively friendly debtor. With their mission successful and collateral recovered, Zach Miller and Garrouette returned to the Columbia office.

Bad situations

Not every run has the same outcome. In fact, Miller said you never know who you are going to encounter when you try to reposess property.

"You have to be able to juggle a lot of personalities and be able to control the situation," he said.

While picking up a vehicle in southern Missouri a few months ago, Zach Miller and Garrouette found out how a peaceful situation can turn into the worst possible scenario. The two agents met a debtor's husband at his front door and were told the vehicle was in a barn beside the house. The husband allowed them to hook up the vehicle to tow it away. But when they went back to the house, they encountered the debtor, intoxicated and armed, they said.

"She was drunk and decided she was going to shoot us," Zach Miller said. "She got her rifle and shot at us and hit her own truck a few times."

Escaping unharmed and surprisingly unrattled, Zach and Garrouette continued reposessing cars until about 3 a.m. the same night.

(continued on Page 9)

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Jim and Kathryn Hayden.

Couple with romantic story starts romantic business

By Rachel Schneider

Jim Hayden, when he was 5 years old, got down on one knee and proposed marriage to his next-door neighbor, Kathryn. Even after he grew up, Jim knew this was the girl for him, and just about everyone who knew them through their school years in Belle, about 70 miles south of Columbia, assumed they would be a couple. They remained next-door neighbors and classmates for years, until life and different circumstances drew them apart.

They raised separate families and pursued very different careers. Jim moved to Florida and worked in retail as a store manager for Petco. Kathryn worked for an insurance agency. Meeting again at school reunions, Kathryn and Jim started to rekindle their relationship. Finally, at their 35-year reunion, they were both single and both realized they could not lose each other again.

Jim proposed a second time and Kathryn accepted, for real this time, and on Sept. 1, one year after the school reunion, they were married.

Jim quit his job in Florida and moved to Columbia, while Kathryn decided to keep her full-time job at American Family Insurance. After looking around for a business they could start together, they chose rose imprinting. In May 2007, they created A Rose by Any Name.

They developed the business from a small office in their new home. The online business (www.arosebyanyname.com) relies on word of mouth and local business deals.

They use a specialized printer, a laptop and a closet full of Lifetouch roses, which have the texture of real roses but the advantage of never dying. They decided it would be too costly and complicated to print on real roses.

The first public display of these printed roses was on their wedding day. The general reaction to the flowers was surprise and awe, they said.

"It usually goes in steps," Jim said. "First, they don't notice that there is anything on there and then you can see the double take and their heads snap around to ask what is on there. They

always want to touch them, feel them and smell them when they hear that they are not real."

A Rose by Any Name is part of the Wedding Connection, a network of wedding vendors in Columbia. The Haydens arranged to put their bouquets on display at the Villager, Lindsay Rentals and Dillard's.

"We actually introduced our business to Dillard's while we were picking out the China for our registry," Kathryn said.

Dillard's also has a package that they give couples when they sign up for their registry, which includes discount cards for A Rose by Any Name and other local businesses.

The Haydens also are trying to sell their products to other local businesses as a wholesale distributor.

"It would be nice to have our roses in the stores for wholesale," Kathryn said. "That way the purchase would be on impulse."

A Rose by Any Name can also print on golf balls, candles or anything with a small flat service that a customer would like personalized. ♦



BUSINESS PROFILE | REPO MAN



Jerry Garrouette repossesses a car in Columbia. He said he loves his job because, "I get paid to steal cars and it's fun."

continued from Page 7

Adrenaline hook

The adrenaline rush often caused by repossessing vehicles can lure employees as much as the lucrative pay does.

"Once you take your first car from a driveway, you're hooked," Garrouette said. "At first I liked the rush. It's something different and you get to travel a lot."

Most of Missouri Repossession Service's employees are either Miller's family members or lifelong friends. Zach plans to inherit the business.

Some of Miller's clients are just as familiar after doing business with Missouri Repossession Services for years. Missouri Title Loans has used Miller's company to collect collateral since they opened in Columbia eight years ago.

"They do a really good job of keeping in contact and finding cars that are hard to find," said Matt Langley of Missouri Title Loans. "The communication is excellent. They'll email me, fax me, call me to keep me up on the progress of a vehicle."

Langley said they usually find and collect on about 85 percent of the jobs he sends them each month.

In Missouri, a car owner doesn't need a title to relinquish a vehicle at a junkyard, making finding cars and people difficult. But for Miller, who worked at a large-scale investigation firm before opening Missouri Repossession Services, skip tracing is his forte.

"I can find just about anyone," he said. ♦

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Website: www.missourirepossessionservices.com

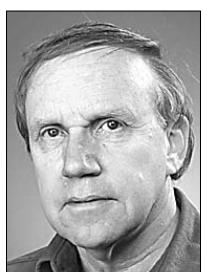
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From the Roundtable**Future of Columbia utilities remains uncertain****Al Germond**

Al Germond is the host of the "Columbia Business Times Sunday Morning Roundtable" every Sunday at 8:15 a.m. on KFRU. He can be reached at al@columbiabusinesses.com.

The most important matter engaging Columbia municipal officials right now is the future of its electrical power supply infrastructure conducted under the aegis of the Columbia Water and Light Department.

Nothing else even comes close.

The generation and distribution of electricity has been a municipal concern here for more than a hundred years. Somewhat odd among communities in general, the city owns the electric utility outright and is responsible for making sure its customers are reliably and continuously supplied with this essential silent servant.

Faced with steadily increasing demand tied to community growth while burdened with aging boilers that need to be replaced by 2015, municipal officials, the City Council and the Water and Light Advisory Board are faced with the daunting task of trying to figure this one out.

Columbia has already engaged Burns & McDonnell in Kansas City, which in the past has consulted the city on matters related to its utilities. One can easily get lost wading through their "interim" executive summary, part of "... an Integrated Resource Plan that evaluates the potential development of supply side and demand side resources to meet the future load requirements of Columbia."

Columbia's biggest problem has been that we've grown too fast. How different things might have been if there had been the fore-

sight say 70 or 80 years ago to have replicated what Springfield, Ill., did in mapping out its utility needs. Having lived there for a while still leaves me envious of the environmental and recreational gifts that community ended up with through the efforts of its municipally-owned City Water Light and Power (CWLP) utility.

The Illinois capital had a considerable head start in population and importance during the "flapper" age. By 1935, the CWLP had created a beautiful 4,200-acre lake for its water supply needs in conjunction with construction of the V.Y. Dallman Lakeside electric plant, which uses that body of water for cooling purposes.

Columbia's municipal electric plant began on a much smaller scale with a tiny lake a fraction of the size of Springfield's, which was even available for recreation at one time. Although our plant has seen its share of additions, the land footprint at the current site simply isn't available for an addition on the scale of Springfield's latest expansion, a 200 megawatt coal-fired power plant currently under construction.

In retrospect, it was probably a mistake to build our power plant where we did and successively add to it over the years, hemmed in by highways and its proximity to business and residential areas. How different things might have been if a lake had been created by damming an area stream and building an electric plant on its shore. The lake would have been

justified as a water supply reservoir, as well as recreation, and there would have been plenty of land available for a new power plant and its successive expansions.

Here is where Columbia's policy relative to electric power differs from Springfield, which has steadily added on to its lakeside generating facilities. Our expansion in town has been relatively modest, stressing instead the investment in and purchase of power from large scale regional facilities.

Leaving envy aside, Columbia has wisely maintained the Business Loop 70 power plant, and it's important that this facility be maintained to provide base load requirements irrespective of the power we buy from others.

One of the "others" may well be AmerenUE, which owns the Callaway Nuclear Plant near Reform in Callaway County. One of the most exciting developments on the regional economic scene is the forward motion underway leading to the probable realization of a second reactor: Callaway II. Under the cooperative tutelage of Areva SA, AmerenUE will build a state-of-the-art nuclear facility that could be online by 2018.

Imagine the thousands of construction jobs, plus 400 new jobs once Callaway II is online, in addition to the 1,000 or so already employed. A certain boost for the regional economy and a step out of the real estate slump, Callaway II might even boost the fortunes of our regional airport.

Citizen Journalist**Empty rhetoric belies County Hall's poor planning****Mike Martin**

Columbia resident and science journalist Mike Martin earned a master's degree in business administration from the University of Washington, with a concentration in entrepreneurship and innovation. He can be reached at mike.martin@nasw.org.

Public School Playbook

Proving it's never too late to jump aboard a bandwagon, Karen Miller, Boone County's southern district commissioner and re-election candidate, recently boarded the sound planning express with a quarter-page open letter to her constituents that appeared in several local newspapers.

"It is imperative that Boone County works closely with other counties, related agencies, utilities, etc. to develop long range plans and policies," she wrote.

But Boone County government has done little to promote cooperation or planning during Miller's 16-year tenure. As if County Hall had ripped a page from the Columbia Public Schools playbook, county commissioners recently announced they are short of money after spending big on projects like the \$14 million, sales tax-financed office space expansion.

"Although the Boone County Courthouse expansion project is adding two floors...the county treasury might not have enough money to hire the custodian who would help keep the new building clean," wrote *Columbia Daily Tribune* reporter Sara Semelka last month.

County Hall's history of poor planning took another turn during the debate late last year about how to cover the cost of this year's elections, about \$913,000.

Commissioners Ken Pearson and Miller advocated raising property taxes. Northern

district commissioner Skip Elkin disagreed. He suggested spending money from county reserves.

Citing "economic uncertainty," Pearson told the *Tribune* a tax increase would be the better choice. "We aren't certain what revenues are going to be coming in," he explained.

But just months earlier, Pearson and Miller had led the charge to blow most of County Hall's 2006 surplus – about \$700,000 – to buy the Johnston Paint Building, paying \$20,000 over its appraised value with "no specific plan."

Wealth Concentration

Rather than build and staff satellite offices in surrounding communities to handle routine county chores like property tax payments and courthouse filings, county commissioners have concentrated millions of tax dollars within a two-block radius of the downtown courthouse.

The 2007 Johnston acquisition capped a three-year, \$4 million, 30,000-square-foot building-buying binge that included the former Jerry's Hair Studio – which our fickle commissioners sold a year later to attorney Bob Murray; the Ford, Parshall and Baker law offices, where a "For Rent – Contact the County Commission" sign has been hanging since the early Paleozoic Era; the old Lifestyles Furniture building that tenant Fera Technologies abandoned, sticking County Hall with over a quarter million dollars

in unpaid rent; and the Guaranty Land Title building.

Despite Commissioner Miller's oft-repeated explanation that it's all part of some grand plan to expand court-related services, not one acquisition came with a plan.

The Guaranty Land Title building was, in fact, the only property commissioners even "suggested for a county function," the *Tribune* reported, "but nobody knows what."

The only visible result is a vast land and building reserve that has systematically deprived other communities and priorities of their fair share of tax dollars, from the sheriff to public works, from mental health care to county road care, from Ashland to Centralia, from Rocheport to Harrisburg.

It has also apparently deprived the average county employee of decent wages. Calling this year's 1 percent county employee raise "insulting," county assessor Tom Schauwecker even weighed in.

"Adding to Schauwecker's frustration were recent capital acquisitions, such as the Johnston Paint and Lifestyles furniture buildings, which he said depleted reserve funds and did not go through the budgetary process," the *Columbia Tribune* reported on Jan. 4.

Did not go through the budgetary process? Sounds less like poor planning and more like a scandal to me.

VOICES

Speaking Out

Summer just started, and I'm already sick of this election



David Shorr

David Shorr practices law at Lathrop & Gage in Jefferson City and Columbia. The views expressed in this column are Shorr's and do not reflect the views of Lathrop & Gage. He can be reached at (573) 761-5005 or dshorr@lathropgagelaw.com

I used to enjoy the sport of politics. It was for me, like many, an art form — the debate, the issues, the future.

There are rare occasions in which that art form still exists. One is the Columbia Business Times' Sunday Morning Roundtable. Another is Meet the Press. The unique atmosphere of those environments places the candidate, official or leader in a position of having to talk about issues versus talking about their opponent.

Every day, either at my office, I receive a call from someone asking me for money for a political candidate. It's getting as bad as telemarketers and bill collectors! Some candidates I know and some of them are friends. But others I wouldn't know if I were standing right next to them.

I take that back.

If I were standing right next to them, they'd shove their hand at me and say, "Hi, I'm so-and-so. I'm running for X. I need money." Heaven forbid you engage them about an issue on a call for money. Like a physician, their allotted time is queued up to make other calls to generate more money. They'll only give you five minutes to discuss the problems of the world.

While I recognize this is cynical and not universal, it is what the American people think as well. I know because I ran a poll of 15 people, who I barely know, who all said the same thing because I asked the question in exactly the right

way. My campaign committee and my national party have structured my response according to strict tenets to support my party's position and to encourage you to adopt the way of life which I, along with my party representatives, perceive as the most appropriate. I will

policy to register. That's what I do for a living, so I dutifully follow the law.

By definition, to be a lobbyist in Missouri does not mean you bother people only in the general assembly. This law actually extends to state departments, commissions, city councils and county commissions, but is seldom, if ever, followed except by those lobbying state senators and representatives. The law of unintended consequences is wholly at work with the ethical requirement to register. Conveniently for politicians who wish to run, a list of potential donors is available from your ethics commission, those being all registered lobbyists in Missouri.

So, if you are a politician, rather than the list of lobbyists being available for its intended purpose, a ready list can be printed for your convenience of those to call to find out who wants to influence you. No more going through the grapevine. Just pull down the list!

The opportunity at this election, especially in Missouri, is profound. If you want bipartisanship, the answer is very simple: It really doesn't matter who is in charge. What matters is how big their margin is. The tighter the margin of available votes to prevail on an issue, the more cooperative the parties must be. The smaller the majority, the more likely that bipartisanship will take the day.

(continued on Page 24)

Every day, either at my office or my home, I receive a call from someone asking me for money for a political candidate. It's getting as bad as telemarketers and bill collectors!

not vote independently, because, if I do, I will be punished by my party and ostracized into making the decision that they want.

Sorry. I digressed.

I get lots of phone calls for money for one reason: I am a registered lobbyist. Missouri law requires anyone who wishes to discuss a department rulemaking or general public

Soap Box

Council passes test, Skala & Sturtz wrong on vote, planning comments



Larry Schuster

Larry Schuster is a former city councilman and political observer.

Last month I asked the following question in regard to the then-upcoming vote on the extension of Maguire Boulevard across Grindstone Creek: Is the city council's word good? A previous council had adopted a priority list of projects to be constructed with the last extension of the capital improvements sales tax and set in motion the gears of our municipal bureaucracy with staff time and money to begin the project. On a 4-3 vote, the current city council approved the project.

Disconcerting within the extended dialogue were the comments of council members Karl Skala and Paul Sturtz. Skala, under the guise of frankness, tried to argue that no commitment had been made to voters to build the projects, which were promoted during the campaign for approval of the capital improvements sales tax. Even when confronted with a resolution from December 2005 adopting a list of projects to be built with funds collected through the capital improvements sales tax extension, he persisted in the notion that the official action of the city council was not a commitment.

Skala, along with Sturtz, contributed several comments during the evening, alluding to poor growth planning, the poor location of Concorde Industrial Plaza and the inappropriate conduct of former city manager Ray Beck regarding commitments to build a bridge across Grindstone Creek.

Sounding the alarm bell further, Sturtz lamented that "one could count the votes" and that his vote or opinion was in vain but possibly his vote would send a message. He also commented "that a conversation was soon needed to discuss where the city limits of Columbia

would end." Paul is a cordial and well-intended soul. I hope the latter comment does not by any measure mean we should follow the disastrous course of community planning that created a nightmare of inflated property values in Portland, Ore., the high cost of housing in Boulder, Colo., or the meandering quagmire of suburban St. Louis. Further, if he thinks that by not choosing the prevailing side, his vote and opinion have only symbolic value, I sug-

To accuse former city councils and city administrators of inadequate planning and improper conduct is reprehensible. An apology is due Ray Beck.

gest he resign his seat so an individual who is less egocentric and understands the process of democratic decision-making may serve.

Over the decades—not years, decades—we have spent hundreds of thousands of dollars planning and mapping our future. The original investors of the Smithton Land Company which platted Columbia, planned for a wide street known as Broadway. They had observed the problems associated with narrow streets in other communities. We learn as we grow. We have immensely improved

streets, water, sewers, trash, electrical, police and emergency services over the years. New technology and theory are part and parcel of a vibrant, progressive society. We should consider all avenues to improve community living. We should not, however, yield to the pressure for change, for change's sake alone. Some new ideas will be valid and others simply will not pan out. To accuse former city councils and city administrators of inadequate planning and improper conduct is reprehensible. An apology is due Ray Beck. His administration was never marred by serious impropriety. The couple of occasions that did arise were not dismissed but dealt with swiftly and firmly. He demanded integrity from all he worked with.

We each rise to the occasion of service with the best of intentions, using the best tools and practices and community input available at the time. Community priorities change. Basic governmental service has been the priority most of our history. Only in the last 15 or so years has affluence risen to such a level that we place amenities and community luxuries above fundamentals. Hard times, tight budgets and shifting economies will bring community priorities back into focus. Such is the case of guarding our flagship university campus and our commitment to economic development. For as I have said many times and will continue to state: parks, pedways, walkable communities and such mean little to those underemployed or unemployed.

So as my mother would say: "Put that in your pipe and smoke it."



John J. Walker

Vice President and Market Manager of Cumulus Broadcasting in Columbia and Jefferson City

AGE: 40

JOB DESCRIPTION: Manager and supervisor of eight radio stations in the Columbia & Jefferson City area.

YEARS LIVED IN COLUMBIA: Five months

ORIGINAL HOMETOWN: Wichita, Kansas

EDUCATION: I have had the great fortune of being mentored by some of the best broadcasters in the country. Some of my mentors include the late Mike Oatman, owner of Great Empire Broadcasting, as well as executives at Clear Channel and Cumulus Broadcasting.

COMMUNITY INVOLVEMENT: In Wichita, I was heavily involved with the American Cancer Society and the Leukemia and Lymphoma Society's Team in Training. While in Topeka, I was involved with Junior Achievement, an organization that educates and inspires young people to value free enterprise, business and economy to improve the quality of their lives. Since arriving in Columbia, I have become involved with Feed The Children, an international relief organization that delivers food, medicine, clothing and other necessities to individuals, children and families who lack these essentials due to famine, poverty or natural disaster. In July we will have a Backpacks for Kids Radiothon on five of our radio stations to benefit the homeless school children of Columbia and Jefferson City. The money raised will be used to deliver backpacks full of school supplies, food and personal items for these children.

PROFESSIONAL BACKGROUND: I worked in retail management for Dillard's and Sheplers Western Wear from 1986 to 1996. In October 1996, I entered the radio broadcast industry, selling radio advertising in Wichita, Kan., for a classic rock station. Two years later, I worked in sales for a heritage country station until 2002. In 2003, I was hired by Clear Channel as general sales manager for two of their four stations. Six months later, I was promoted to director of sales of all four stations at Clear Channel. In October 2006, I joined Cumulus as market manager of their six-station cluster in Topeka, Kan. In 2008, I became a vice president, and on Feb. 1, I moved to Columbia to manage the eight Cumulus stations in Columbia and Jefferson City.

A COLUMBIA BUSINESSPERSON I ADMIRE AND WHY: In the short time I have been here, the people who stand out to me are Al Germond, the previous owner of the stations I currently manage, and Gary Drawing at Machens. Mr. Germond is a visionary who pursued a dream and made it a reality. Gary Drawing's attitude that "we will drive our own business" is admirable. When others are singing the blues, he continues to grow and gain market share.

WHY I'M PASSIONATE ABOUT MY JOB: If I don't love what I am doing, I get bored in five minutes. Radio has never allowed me to grow bored. We manufacture a fresh new product every day and we give it to our listeners for free. The public loves radio because it touches them in a way that is relevant to them and in a way that piques their imaginations, creating a bond unique to the medium. So many businesses depend on us for their advertising and business promotions, and the public depends on us for news and entertainment. Creating that impact with such a creative and determined team of individuals is incredibly rewarding.

IF I WEREN'T DOING THIS FOR A LIVING, I WOULD: Be a race car driver. I have a lead foot.

BIGGEST CAREER OBSTACLE I'VE OVERCOME AND HOW: Taking the chance to go from a salaried position to a commissioned sales position. Failure was not an option. As it turns out, it was the best decision I have ever made. As I learned more, I became better and, as a result, my life became better as well.

A FAVORITE RECENT PROJECT: My current role and tasks are, without a doubt, my favorite role to date. I love the radio stations and the team we have put together at Cumulus. We have a bright future and I am looking forward to it.

WHAT PEOPLE SHOULD KNOW ABOUT THIS PROFESSION: It moves at a very fast pace and it is challenging. Radio is truly a performance-based business. You must have a good product with great talent as well as a very well-trained sales force.

WHAT I DO FOR FUN: I love to run and bike. My passion for running began at a young age. It was then that I started competing at a high level. In the years following, I have maintained my competitive edge and have completed several triathlons.

For me, a leisurely Sunday consists of relaxing in the parking lot at Arrowhead Stadium where I have had season tickets for years.

FAVORITE PLACE IN COLUMBIA: Shakespeare's Pizza—their pizza is addictive—and the MKT Trail to run off the pizza.

ACCOMPLISHMENT I'M MOST PROUD OF: I am proud to have built productive and highly functioning teams at each of the stations I have managed. I also take great pride in seeing many of the individuals whom I have brought into this business enjoy the same passion and success that I have experienced.

MOST PEOPLE DON'T KNOW THAT I: I can wiggle my ears, talk like Donald Duck and stand on my head! Standing on my head has become a frequent occurrence in my professional career. I have deemed it a reward for the sales staff when they present me with a signed annual contract.♦

Local builders installing geothermal energy systems

By Jordan Milne

Several local developers and the Columbia Public Schools are turning to geothermal energy to provide heating, cooling and hot water to homeowners and school children.

At the new Boulder Springs condominiums and The Vistas subdivision, they're discovering that going green can also save some green.

"According to the EPA, each house that uses geothermal energy takes one car off the road each year as far as energy consumption goes," said John John, RE/

MAX realtor and former Columbia City Councilman. "Another big benefit is the monetary savings. An average home of 1,000 square feet takes only \$60-65 per month to heat and cool."

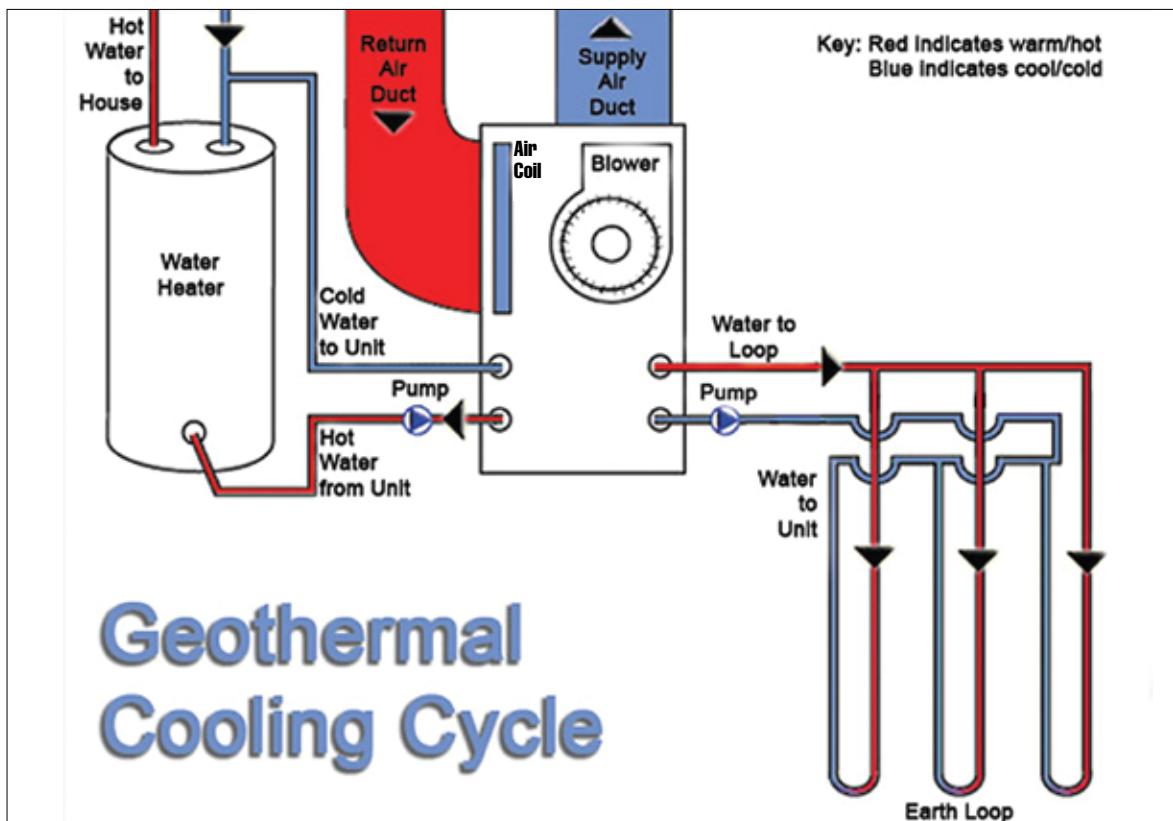
This gift from the ground is energy generated from heat created by the sun. Geothermal energy is used to

(continued on Page 14)

PHOTO BY JENNIFER KETTLER



John Welek, owner of Welek Construction.



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Geothermal heating ... continued from Page 13

heat and cool homes, instead of fossil fuels or electricity, and heat water. It also reduces heating and cooling energy consumption and costs by up to two-thirds during the course of a typical year.

"This technology has been around since the first oil crisis in the 1970s," John said. "People are just becoming more aware as there becomes a need."

Geothermal energy is the second largest source of heat to the Earth after solar energy and is concentrated in underground reservoirs, usually in the forms of steam, high-temperature water and hot rocks. The three applicable technology categories include geothermal heat pumps (GHP), which use the earth near its surface as a heat sink and heat source for heating and cooling; direct-use applications, which utilize naturally occurring geothermally heated water for heating; and electric power plants, which use electric turbines fed by geysers to generate electricity.

John Welek, owner of Welek Construction, is incorporating geothermal energy into all 90 homes in his new development, The Vistas at Old Hawthorne. Welek, who has been building large homes for the past 15 years, has incorporated geothermal energy in past projects and found the benefits to be substantial.

"One of the reasons the electric companies want to give us rebates is that the electric grid is maxed," Welek said. "With the rebates offered to us and the type of construction we already do with efficiency windows and insulation, we knew that using geothermal would enhance our product."

Travis and Brenda Rehagen, owners of Rehagen Heating & Cooling Inc., sold Welek the geothermal systems.

"One of the largest benefits is the environmental impact. Every unit has the carbon footprint offset equivalent of planting 297 trees.

Between the 90 units, that's 2,700 trees," said Travis Rehagen. "For the trees we've taken out, we've replaced them tenfold. It's like we're creating a forest out here."

Another major benefit of geothermal energy is the quality of the air produced, Brenda Rehagen said.

"We hear from our clients all the time that the air conditioning has a crisp, cool feeling compared to a conventional A/C," she said. "This is because a conventional air conditioner pulls in outside air, which brings in moisture, whereas our units use the ground."

The Vistas units use a vertical loop method to obtain geothermal energy. These closed loops, made of high-density polyethylene pipe, are buried in the earth to transfer heat by circulating a solution of water and environmentally safe antifreeze.

"Anywhere in Mid-Missouri, no matter what time of year, when you're 5-feet-deep, the ground is always 58 degrees," Travis Rehagen said. "With geothermal, the water furnace only has to raise the 58 degree temperature 14 degrees to get your home to 72 degrees."

Columbia Public Schools are using geothermal energy in the new high school to be located in northeast Columbia, as well as retrofitting it into some older schools.

"What I get excited about is that we can bring it to everybody. With the vertical system, you could put it in the middle of downtown Columbia or under your driveway, and you wouldn't even know it was there; you don't see an old air conditioner rusting away," Welek said. "In Mid-Missouri wind power is out of the question, and nobody can afford solar, but we can put geothermal in every home in Columbia. Stand outside in the yard, and we're right on top of our heating and cooling system." ♦

Restaurants time openings with return of college students

Several restaurants under development downtown are planning to open shortly before mid-August when thousands of college students return to school in Columbia.

Travis Tucker, owner of Bleu, said construction on the restaurant should be finished by the end of July. Bleu, located adjacent to the Tiger Hotel on 8th Street, will open and take reservations before school starts in mid-August, but will have a grand opening party for September.

A few blocks up the street from Bleu, a restaurant, bar and lounge called Room 38 will open in early August. Room 38 is located on the corner of Walnut and 8th Street in the space formerly occupied by Otto's Bar. The address is 38 N. Eighth Street, the basis for the name.

Owner Billy Giordano, the former general manager of Forge and Vine, said he wanted something simple to go with the contemporary design, "using real clean lines." "We are definitely doing an upscale restaurant and bar and lounge so we didn't want the name to be one or the other but a little bit of both," he said. "I probably went through 100 different names before I decided on this simple one."

Tapas (TAH-pahs, not to be confused with TOP-less) are popular throughout Spain in bars

and restaurants. They are, according to the epicurious.com dictionary, appetizers but also can form the basis for an entire meal and can range from simple items, such as olives or cubes of ham and cheese, to more elaborate preparations like cold omelets, snails in a spicy sauce, stuffed peppers and miniature sandwiches.

Replacing Village Wine & Cheese on the corner of Broadway and Tenth Street is Kim Perry's Mississippi Fish Shack, previously located in Booneville. Inside the fish shack, Columbians will get a taste of authentic Mississippi catfish, frog legs and traditional Southern gumbo when it opens in mid-July. Originally slated to open June 1, Perry said city compliance issues delayed the original date. Inside the dining area, a bar, remaining from its predecessor, Village Wine & Cheese, will receive an old-fashioned renovation to transform it into a soda fountain where Perry plans to serve ice cream and banana splits.

Quinton's and Tonic, established bars on Ninth Street, will add a roof-top patio above their current locations for patrons to gather below the night sky. A city ordinance issue delayed construction on the patio. Work is now underway and expected to be complete by September, said owner Michael McClung. ♦



George Carney, general manager of CenturyTel stands on top of the company's building in Columbia.

CenturyTel joins local digital television competition

By Jordan Milne

The newest competitor providing digital television service in Columbia re-opens its showroom later this month at the northeast corner of Cherry and 7th Street downtown. Yes, that's been the office of the city's telephone company, CenturyTel, since it took over from Verizon in 2002.

But it's a sign of the times in the telecommunications business, in which telephone companies, cable providers and satellite services are all encroaching on each other's traditional territories.

"It's a very competitive market, and all this competition is good for consumers," said Phyllis Peters, communications director for Mediacom.

Another big development is the elimination of analog television next February, which will hasten the already fast movement toward high-definition television, or HDTV.

"Now that all the TV's are going digital, analog TV's will not work without a converter box as of February '09," said John Kendrick, wireless consultant for Mid-America Wireless, an Internet and mobile provider that also offers DISH Network and DirecTV services. "You also can't get HDTV on an analog TV as of February '09. Even with the converter you get ED or enhanced definition TV."

CenturyTel is now competing with cable and satellite companies by offering Microsoft IPTV, Internet protocol television, through its existing telephone wires in Columbia.

The downtown CenturyTel location, currently being remodeled, will re-open on July 21 with various IPTV displays. They will hold the store's official grand re-opening the first week of August.

CenturyTel, which operates in 25 states and is the seventh-largest local exchange carrier in the United States based on access lines served, announced last year that it intended to use Columbia as a test market for IPTV. But the roll-out was complicated by uncertainty among existing franchise fee laws and negotiations with

city officials until Gov. Matt Blunt signed a video franchise bill into law. The new law allows video distribution companies to apply to the Missouri Public Service Commission, rather than individual municipalities, for permission to provide service.

"We're seeing some good growth in this product," said George Carney, CenturyTel's general manager in Columbia, said. "What we're offering is a new technology. There are all sorts of features that come with it, and more coming out of the lab."

Some of the IPTV features Carney speaks of include: local and movie channels in HD, all-digital quality, video caller identification, the quad play DVR (digital video recorder), which can record four shows simultaneously, and a cutting-edge navigation system that can find any actor or artist at any moment via a search. All features are available with bundled packages: combined telephone, Internet and TV services, also known as the triple play.

"Almost all companies bundle anymore," Carney said. "It's very comparative and competitive, and it all depends on the bundle."

But as some Boone County residents have been discovering, bundling doesn't always apply in rural areas. Services such as IPTV, which is only available to customers with DSL Internet capabilities, aren't an option for those who only get dial-up.

"Last fall we started making the service available," Carney said. "We completed the final phase as of June 30, and now the service is available to about 85-90 percent of Columbia. Right now we do not have any plans to expand until we get our feet under us. We have to have a device within 4,000 feet of the customer to use the telephone line. We have had to place a lot of fiber and we will explore covering the last 10-to-15 percent in the coming months."

Mid-America Wireless does not bundle Internet and telephone services with its satellite services.

(continued on Page 17)

**Do you
know this
person?**

**If not,
you
should.**



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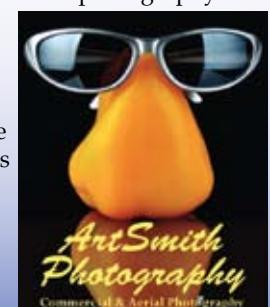
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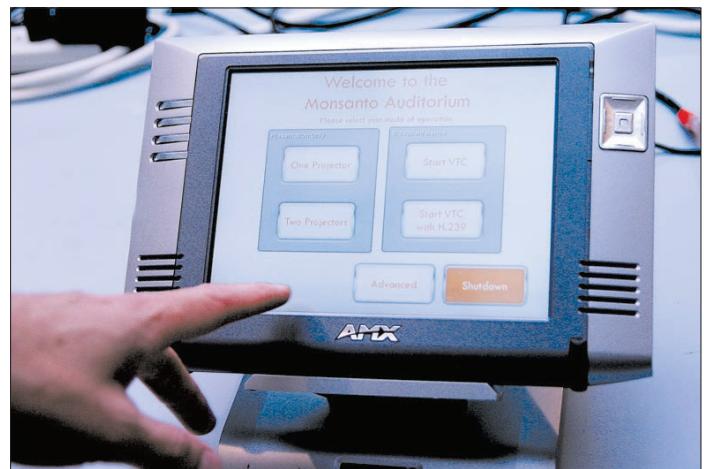
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Scott Christianson talks in his conference room in Columbia with his business partner, Tom Jerzak, who was in New York.



Christianson uses the control panel to make adjustments for the Lifesize Videoconferencing system in the Monsanto Auditorium.

Kaleidoscope Videoconferencing makes meeting magic happen

By Jordan Milne

Teleportation exists only in the imaginations of techies and Trekkies, but Kaleidoscope Videoconferencing has the next best thing that technology has to offer.

The Columbia-based business combines video communications systems with PCs, the Internet and multi-media devices to create customized conferences that allow multi-site, real-time interactive exchanges.

"Videoconferencing is a specialized niche, and we are the only business in Columbia that focuses on it," owner Scott Christianson said. "There are a couple local places that sell some of the equipment, but we sell every brand (LifeSize, Tandberg, Polycom, Sony and Codian) in order to fit the right product to the application."

Kaleidoscope Videoconferencing, formerly known as Kaleidoscope Consulting, has been in operation since 1998. Christianson acts as a Jack-of-all-technological-trades, while his wife, Ava Fajen, serves as office manager.

Kaleidoscope's most popular product is from LifeSize Communication, high-definition video conferencing. With a 1280x720 video resolution at 30 frames per second, the technology provides what's known as TelePresence, or an experience that allows users to meet with remote participants as if they're sitting in the same room.

"Locally we've sold about 20 to 30 LifeSize systems in the past year, and a low-end system costs about a \$10,000 with high-definition display and all the equipment," said Christianson. "We mainly deal with businesses, but there have been a couple instances where we've worked with teachers working remotely, and homebound students."

In August 2007 Kaleidoscope competed in a two-day shoot-out with eight other vendors to obtain the

University of Missouri's Life Sciences videoconferencing contract, which is funded through a grant from NASA. Kaleidoscope secured the contract and has installed LifeSize systems at the university campuses in Columbia, St. Louis, Kansas City and Rolla.

"We all worked together on the decision-making process with the intent of enhancing the ability of researchers on different campuses to collaborate on projects. After narrowing it down to 3-4 systems, we agreed that Kaleidoscope's offering--LifeSize HD Videoconferencing--was the best," said Cynthia Scheiner, IT manager for the MU Life Sciences Center. "I have known Scott for a long time and he's respected and very knowledgeable in the field, so once the project evolved, we decided to have him install a LifeSize System in the Monsanto Auditorium as well."

Another key component of the business is Kaleidoscope's videoconferencing room, which allows the company to connect to over 3,000 locations across the United States and in more than 70 countries. The facility is rented once or twice a week for job interviews, remote depositions, contract negotiations, mediations, client meetings, medical consultation, company meetings and events, and training and seminars.

"In the past couple months we've seen an increase in sales with the steep price of gas resulting in the rising price for travel," said Tom Jerzak, sales manager for Picture Phone Inc. and Christianson's business associate. "People are also dusting off their old systems, and the high-definition quality is even more improved than it was just a year ago."

Videoconferencing, rather than traveling, can generate significant savings on airfare, hotel and meal costs, ground transportation and entertainment expenses, according to the company. Christianson cited recent figures indicating that a business saves an

average of \$1,300 per person each time a meeting is converted into a videoconference from one in which participants would have had to travel to attend.

Kaleidoscope's conferencing room seats as many as nine people and is equipped with Internet Protocol Videoconferencing of up to 768 kilobytes per second, AES Encryption for secure videoconferencing, a 50-foot plasma screen and LifeSize Team Codec capable of high definition video, DVD for presenting, and the ability to send PowerPoint and PC presentations.

Skype and iChat are great, but webcams get frustrating," Jerzak said. They're fun toys, but it becomes difficult when the connection is lost, or the sound doesn't match the video. High definition doesn't rely on a PC and is better for group meetings because you can get a lot of people around the table."

Kaleidoscope's room rental rates depend on the number of connections, the bandwidth of the connection, the duration of the conference and the time of day. There is a minimum one-hour charge for room rental, with additional time billed in 15-minute increments. ♦

Kaleidoscope Videoconferencing

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