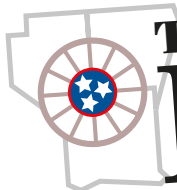


READER'S CHOICE

THE BEST OF
**CARROLL
COUNTY**

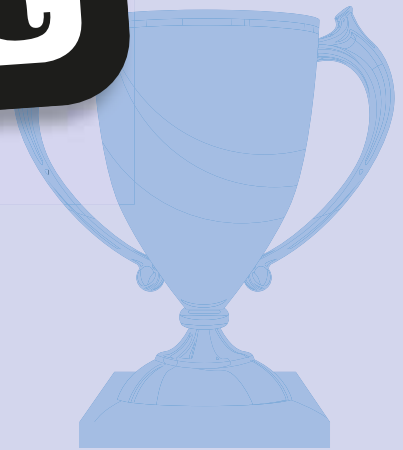
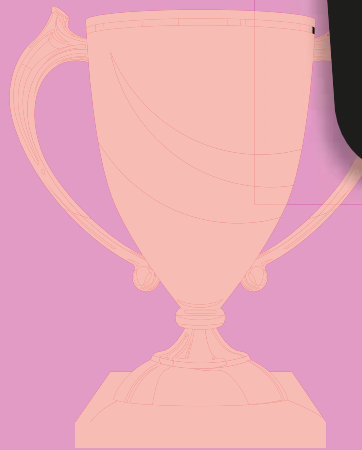
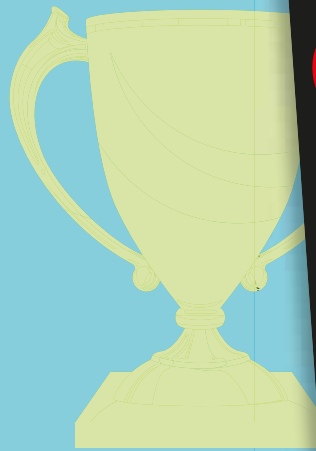
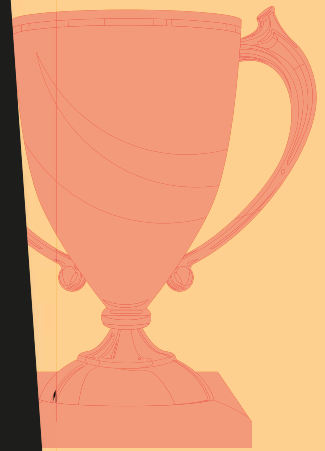
NINTH
ANNUAL

2018



THE

BANNER



RESULTS



McKENZIE BANNER SPECIAL EDITION • APRIL 2019

How Communities Can Celebrate Local Businesses

Owning a business is the goal of many would-be entrepreneurs.

Being your own boss has certain perks, including making your own hours and not having to report to anyone but yourself.

But owning a business is a lot of work, especially for new business owners trying to get their businesses off the ground.

According to Bloomberg, eight out of 10 entrepreneurs who start businesses fail within 18 months of opening their doors. The Small Business Association indicates the numbers are not so dire, saying 30 percent of new businesses fail in the first two years of operation;

50 percent during the first five years; and 66 percent during the first 10.

Local businesses face an uphill battle to survive, but there are many things residents can do to support these valuable additions to

their communities.

Shop locally. Shopping locally not only supports local businesses, but it also contributes to the local economy. Shopping locally keeps money in the community, which can benefit everyone.

Shopping locally produces a trickle-down effect, as local businesses that are thriving may patronize other local businesses, and so on.

This, in turn, helps grow other businesses in the community, making it a nicer place to live and work.

Spread the word. Word-of-mouth advertising is effective. A respected member of the community who shares a good experience with a local business may propel others to patronize the business.

Speak up when you feel a business owner has provided an exceptional level of service. Recommend a company to friends and neighbors.

You also may want to review a business via online rating websites such as Yelp or Angie's List.

Attend grand openings. Each community is unique, and often the vibe of a community is defined by the businesses that call that community home.

Attend grand openings to show you are invested in the quality and vitality of your community. When others see a business doing well, they may be more inclined to shop there as well.

Apply for work. Another way to support a local business is to work for one. Small local businesses employ millions of people across the country, and many foster great working environments.

In addition, small businesses are known for their customer service, and employees often become experts in their products and services because of the hands-on experience



they gain while working for small businesses.

Supporting and celebrat-

ing all of your local businesses can instill a great sense of community pride

and can easily benefit the local economy in a myriad of ways.



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Congratulations to Gale Edwards for being voted Best Nurse of Carroll County!



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Congratulations, Thank You

Congratulations and thank you to everyone who participated in the Ninth Annual Best of the Best in Carroll County Contest. Each year, we at The McKen-

zie Banner see strong participation in this contest. We are very pleased the community is involved and takes the time to recognize individuals and businesses that

go above and beyond all year long for their customers, clients, and patients. Often, we get so busy with our lives that we forget to say "thank you" to the people

who are there for us when we need them. The health professionals, plumbers, preachers, waitresses, volunteers, accountants, firefighters, police, and others always make those that they serve a priority. Thank you for all that you do. With numerous categories

and one winner and two finalists in each, it took several man-hours to tabulate the results from both the in-print and online ballots. A big thank you to area businesses and everyone who voted! Let's keep up the good work.

Businesses and people advertising in this section thank you for voting for them. Please take a moment to read each "Thank You" carefully. Also, please visit and congratulate them!



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2018 FINALIST PLUMBER

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— Dusty Graves





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Dustie Graves, owner

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and your votes!



Best Bank Finalist

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McKenzie, TN 38201

15345 N. Highland Dr.,
McKenzie, TN 38201

How Small Business Owners Can Market Their Businesses

Small business owners can explore the various marketing options they have to spread the word about their businesses.

According to Forbes magazine, more than 50 percent of the working population works for a small business.

The Small Business Association reports there are almost 28 million small businesses in the United States. Many small businesses are home-based and hundreds get started each month.

Despite their prevalence, only a handful of small businesses survive more than 10 years. Small business owners must learn how to properly market their businesses and garner a larger audience to stay afloat.

While there's no set amount a business should devote to advertising and marketing, such expenses should be included in an organization's operational budget.

Small business owners just getting started may want to consider the following tips as they attempt to market their businesses and

expand their customer base.

Create an online presence. A survey from online marketing firm Yodle found that only about half of small businesses have websites. Customers routinely go online to learn more about businesses and make purchases.

Customers will visit websites to find directions to brick-and-mortar stores, find store hours and/or learn about the products or services offered by a particular firm. Small business owners should establish an online presence and ensure the site is routinely updated and modernized.

Sponsor local events. For a relatively small investment, small businesses can get their names out to the public by sponsoring community events.

When approached by schools and other organizations, lend your help. Donate a basket of goods or a certificate for services for gift auctions. Work with organizations to donate a portion of sales to a charity or school through a special-

ized fundraiser.

Contact a sports league to see if your company name can be printed on uniforms or used on banners around the field. Not only will this get your name out, but it also will establish a positive image of your company.

Establish yourself as an 'expert.' Be accessible to journalists and media outlets who may need quotes or insight when writing articles.

Local papers and circulars can get your name out to the community and bring in new customers. Being quoted in print helps establish a reputation as being an authority in your field.

Don't ignore social media. According to Adroit Digital, 75 percent of Americans who use the Internet admit that product information found on social media influences their shopping behavior and enhances brand loyalty.

Social media accounts are generally free to set up and require minimal effort to maintain.

Social media can help



establish and maintain a brand and help you share messages and other content.

Small business owners can enhance their marketing efforts by taking some

relatively easy steps to widen their reach and get their names out to the public.

How Your Business Can Get More Out of Social Media

Social media has changed the world in myriad ways, and that impact is likely to grow in coming years. In its report titled "Social Media Trends to Watch in 2017," the firm GlobalWebIndex found that nearly 60 percent of users of the popular smartphone instant messaging app WhatsApp used the app more than once per day.

The same report revealed that more than 55 percent of Facebook users took to the popular social networking site more than once per day.

Such figures illustrate the role that social media plays in the average person's life

while suggesting that the influence of social media remains considerable.

Business owners know that thriving in the 21st century and beyond requires the utilization of social media to connect with prospective customers and promote products.

But the ever-changing nature of social media can make it difficult for business owners to stay abreast of the latest trends. The following are a handful of ideas business owners can consider as they look to get more out of their social media presence.

Periodically reassess your social media presence. A platform that's popular today might be outdated tomorrow. Such is the nature of social media.

Business owners should make a point of periodically reassessing their social media presence to ensure they're still connecting with existing customers and enticing new customers. Be sure to create profiles on new platforms that you feel can help your business grow.

In addition, make sure that each of your social media profiles accurately

reflects where your business is today. Determine what's working. Just because there's a new social media platform seemingly every day does not mean you need to create a new profile each day.

If your business has a presence on various platforms, examine the performance of each platform, focusing on those that seem to be doing your business the most good.

Keep your message fresh. Even your most devoted followers will grow tired of your message if it stays the same for months on end.

Create social media campaigns that routinely engage your followers so they're excited to see your updates and get involved with your business.

In addition, present your campaigns differently on each platform to make the most of each platform's particular capabilities. This will allow for you to take advantages of what each platform provides.

Express your appreciation to your followers. Social media is, by definition, social, so don't forget to be sociable and thank your followers when they like a

post or retweet a promotion. In addition, don't hesitate to share or comment on a follower's content if you find it valuable and insightful.

Expressing your appreciation towards your audience is a great way to build a loyal customer base, and such expressions of gratitude take just a few seconds.

Social media has drastically changed the way the world operates, and businesses can utilize social media's vast influence to build a loyal customer base. With a loyal customer base, any business should be able to prosper and grow.

How to Conduct a Small Business Risk Assessment

Deciding to be an independent entrepreneur or open up a small business can be an important decision in a person's life.

Even though each day is filled with new surprises and risks, small business owners typically want to understand what lies ahead and minimize activities that can put their profits and businesses in danger. A risk assessment management plan is a smart bet for any business owner.

Risk is defined as the probability of an event and its consequences.

The United Kingdom-based business advice site NIBusinessInfo says the main types of risk for business owners to consider include strategic, compliance, financial, and operational. Identifying these different types of risk can be simple.

Strategic risk has to do with competitors coming into the market. Compli-

ance risk is how a business responds to new legislation or recommended practices. Financial concerns include repercussions of increased interest charges on a loan or a lower profit margin.

Operational risk assessment involves key equipment and employee performance.

Even though it is possible to project certain risks, some of them, particularly external risk, may be out of business owners' control.

A changing economy, natural disasters, government regulations, changes in consumer demand, and the arrival of competitors may be predictable, but business owners have no direct control over these factors.

What they can control are the internal risks specific to their businesses, states the accounting and business record keeping software company Patriot Software.

Risk assessment first involves identifying and

jotting down all potential risks, and considering how those risks can impact business. After risks are identified, it is then essential to put systems in place to deal with the consequences, as well as monitor and fine-tune the effectiveness of various risk-management approaches.

Risk management essentially gives business owners a proactive strategy to avoid pitfalls.

So if a problem arises,

business owners already have a plan in place to act immediately. In a worst-case scenario, fast action can stave off serious financial loss.

As off-shoots of disaster prevention, risk management assessments can improve decision-making skills of all involved parties and also build a strong sense of communication.

They also may help allocate capital and resources more efficiently. Risk management is an important tool business owners can use to keep their companies functioning and profitable.

Best of Carroll County 2018 Results

People

ACCOUNTANT

Winner: John Wright, CPA (Wright CPA)
Finalist: Robin Russell (ATA)

ARTIST

Winner: Linda Coleman (Heartworks)
Finalists: Sarah Bradberry and Wayne Bannister

ATTORNEY

Winner: Jasmine McMackins Hatcher
Attorney at Law
Finalists: William Kent Jones Law Office and King & Thompson Attorneys at Law

BANK TELLER

Winner: Rachel Foster (CB&T)
Finalist: Karen Owens (CB&T)

CASHIER

Winner: Betty King (E.W. James)
Finalist: Phyllis Edlin (Save-A-Lot)

ELECTRICIAN

Winner: Trevathan's Electrical Services

Finalist: Tolbert Plumbing & Electric

FIREFIGHTER

Winner: Brian Tucker (McKenzie)
Finalist: Robert Ross (McKenzie)

INVESTMENT BROKER

Winner: Brents Priestley (Edward Jones)
Finalist: Matt Merrick (CB&T)

LAW ENFORCEMENT OFFICER

Winner: Nick Lowe (Carroll County Sheriff's Office)
Finalist: Chris Adams (Carroll County Sheriff's Office)

NAIL TECHNICIAN

Winner: Latisha Scott (The Cutting Room)
Finalist: Paula Pewitt (Designing Women)

PHOTOGRAPHER

Winner: Amy Bourne Photography
Finalist: Megan Butler Photography (Huntingdon)

POSTAL WORKER

Winner: Leslie Cooper (McKenzie)

Finalist: Jimmy Putman (McKenzie)

PREACHER

Winner: Bro. Dennis Trull (First Baptist, McKenzie)
Finalist: Bro. Kenny Carr (Long Heights Baptist Church)

PUBLIC OFFICIAL

Winner: Jill Holland (McKenzie Mayor)
Finalist: Joseph Butler (Carroll County Mayor)

RECEPTIONIST

Winner: Janet Goodrum (Smith & Smith Optometry)
Finalist: Cathy Edlin (McKenzie Elementary School)

SALESPERSON

Winner: Gary Simmons (Gary Simmons Lease-Sales)
Finalist: Adam Fisher (Pepper's Ford)

WAITER/WAITRESS

Winner: Julia Towne (Bobby Gee's Diner)
Finalist: Charla Bazzell (Bobby Gee's Diner)

Health Professional

CHIROPRACTOR

Winner: Southern Chiropractic & Acupuncture
Finalists: One Chiropractic and McKenzie Family Chiropractic

DENTIST/DENTAL SERVICES

Winner: Dr. Travis R. Russell, DDS
Finalist: Dr. William E. Webb, DDS (Webb's Dental Clinic)

FITNESS CENTER

Winner: Flex Fitness
Finalist: Hometown Fitness (Huntingdon)

MEDICAL CENTER/CLINIC

Winner: McKenzie Medical Center
Finalist: The Evans Clinic

MEDICAL DOCTOR/PHYSICIAN ASSISTANT (P.A.)

Winner: Donna Waddell, NP
Finalist: Chris Blount, NP

NURSE

Winner: Gale Edwards (McKenzie Medical Center)
Finalists: Amanda Jamison, Angie Ward and Tonya Edwards

OB/GYN

Winner: Anita Baker-Ross, CNM
Finalist: Dr. Pamela R. Evans, MD

OPTOMETRIST

Winner: Smith & Smith Optometry
Finalist: Spivey Eye Clinic

PHARMACIST

Winner: Dr. Jay Phipps (Phipps Pharmacy)
Finalist: Dr. Nick Warren (Walgreens/Rite-Aid)

PHARMACY

Winner: Phipps Pharmacy
Finalist: Walgreens (Rite Aid) Pharmacy


PHYSICAL THERAPIST

Winner: Results Physiotherapy
Finalist: Dynamix Physical Therapy

CONTINUED ON PAGE 7

Thank you!

for voting
Donna Waddell, AANP,
'Best' Medical Practitioner
in Carroll County!



Nurse Practitioner
Donna Waddell

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A5222

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A4219

Get Organized and Improve Workplace Productivity

Many working professionals aspire to be as productive as possible. Organization can help professionals keep track of their work assignments and stay on schedule.

Staying organized does not come naturally to everyone, and those finding it difficult to juggle various assignments at once can try the following strategies to

stay organized and increase their productivity.

Stop multitasking. While it can seem counterintuitive for people with a lot on their plates to stop multitasking, researchers at the University of Utah found that performance suffers when people try to do more than one thing at a time.

While researchers discov-

ered that a small percentage of people they dubbed "super-taskers" were capable of multitasking without adversely affecting their performance, the vast majority of people should avoid trying to tackle more than one task at a time.

Professionals can work on different projects throughout the day, but allot time

for each project rather than trying to work on several at once.

Schedule each day. Establishing a schedule and making it as accessible as possible is another way to stay organized and increase productivity. Cut back on time spent in meetings. A 2014 survey from AtTask conducted by Harris Poll reported that

American workers at companies with 1,000 employees or more spend just 45 percent of their workdays tending to their primary job duties. Survey participants reported spending 40 percent of their time in meetings, tending to administrative tasks and dealing with interruptions.

In lieu of in-person meetings, professionals can discuss projects via mass emails, which can be a much more efficient means to or-

ganizing and discussing a project than sitting in a room several times per week.

Take breaks throughout the workday. Busy professionals may feel as though they don't have time for breaks during a typical workday. But such breaks can benefit workers in ways they might be unaware. Researchers at Baylor University discovered that mid-morning breaks were more beneficial than late afternoon breaks.

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Health Professional

...From Page 5

VETERINARY/ANIMAL SERVICE

Winner: Tri-County Animal Clinic
Finalist: Huntingdon Animal Clinic

Special Categories

BEST CHARITY/CAUSE

Winner: McKenzie United Neighbors
Finalist: Beating Hearts Help Center

BEST CIVIC CLUB

Winner: McKenzie Rotary Club
Finalist: Huntingdon Lions Club

BEST OVERALL BUSINESS

Winner: Arnold's Hardware, Carpet & Rental
Finalist: City Florist

BEST YOUTH ACTIVITY/ AFTER SCHOOL PROGRAM

Winner: Kapeller's Taekwondo MMA
Finalist: Basic Sports (First Baptist Church, McKenzie)



CONTINUED ON PAGE 9

Thank you for voting us Charity/Cause
Finalist in the Best of Carroll County!



Beating Hearts



A6018

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Thank You!

We appreciate your votes for
the Best of Carroll County.



Best Bank
Winner



Best Bank Teller
Rachel Foster, Winner



Best Bank Teller
Karen Owens, Finalist



**Best Investment
Broker**
Matt Merrick, Finalist



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A235

HUNTINGDON - MCKENZIE - McLEMORESVILLE



Voted Best AC/Heating for 2018!



WHAT AN HONOR!

“Thank you to our valued customers for giving us the opportunity to create your healthy home and we appreciate your continued trust and support of our company, our employees and their families.”

— Zach Cox, Owner

A1781

The Quick Lube Celebrates 10 Years of Service

McKENZIE — The Quick Lube and The Car Wash, located near the intersection of State Route 124 and Highland Drive, is celebrating more than 10 years of service to the McKenzie community.

Alan Nunnery, owner, said the businesses will hold a community celebration in June with random drawings for a free barbecue grill, free oil changes and car washes. The event will include free hamburgers and hot dogs to celebrate the decade of service.

The Quick Lube is staffed by Leo Ortiz, Orry Hodo, Josh Brewer, and Alan Nunnery. They offer 15-minute oil changes as the customer waits in the reception area. Customers can view the technicians working on their automobile.

The standard oil change is \$35.95 and includes a quality synthetic blend of motor oil, filter, topping off all fluids, and checking air pressure in the tires. Two oil change bays allow for quick service without an appointment. Additional services include minor mechanic work, such as tune-ups, and the sales and installation of new tires.

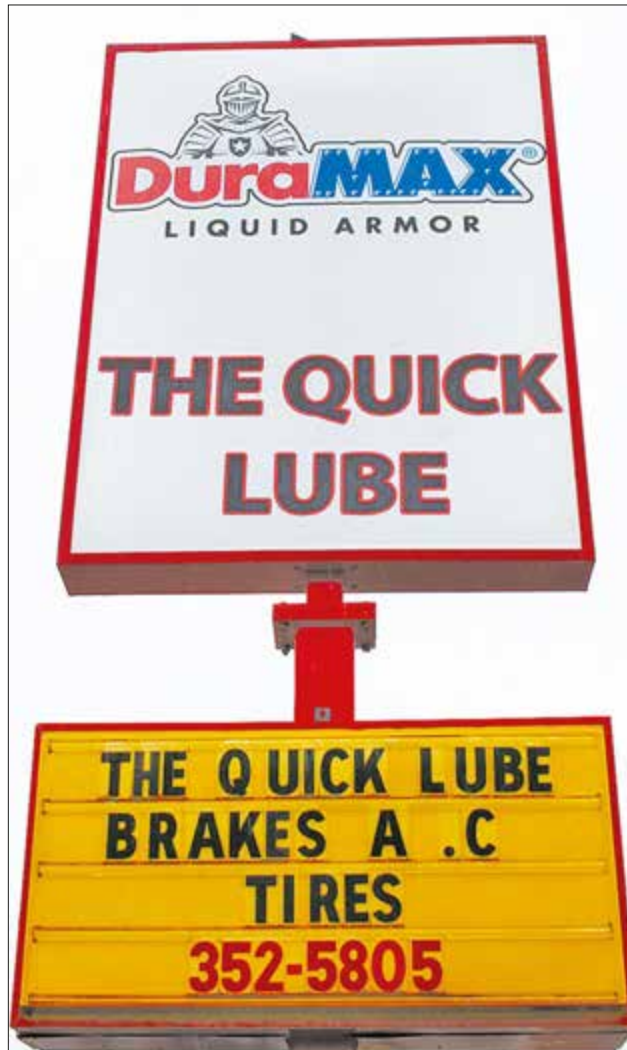
The Quick Lube is open 8 a.m. to 5 p.m. Monday through Friday, and 8 a.m. to noon on Saturday.

The Car Wash is in its 12th year and provides four self-wash bays and one touch-free automatic bay.

The automatic bay uses quality washing detergents and hot water to maximize the quality of the wash. Four levels of service range in price from \$6 to \$10, which is the price of the ultimate car wash. The ultimate wash takes approximately seven minutes and the basic is three minutes. The automatic wash operates year-around and has bay doors that automatically open and close during freezing weather.

The self-serve bays have heated floors to prevent ice buildup in the winter months and hot water to improve the wash. A hub scrub cleans the wheels on the more premium packages.

The outside service islands have vacuums, fragrance sprayers, and carpet shampooers. A vending dispenser allows patrons to purchase additional cleaning products to detail their automotive.



Continued

...From Page 7

BEST VOLUNTEER

Winner: Donald Bennett (McKenzie First Baptist) and Terry Howell
 Finalist: Krista Martin (Southern Chiropractic and Acupuncture)

Food & Dining

BAKERY/DESSERTS

Winner: City Florist (Ginger Baby Cakery & Cooper's Cafe)
 Finalist: E.W. James & Sons Supermarket

BARBECUE

Winner: Big Daddy's BBQ
 Finalist: Big Max BBQ

BREAKFAST

Winner: Bobby Gee's Diner
 Finalist: Joe's BBQ & Diner

CATERING

Winner: Mallard's Restaurant
 Finalist: Big Daddy's Bar-B-Que

CATFISH

Winner: Mallard's Restaurant
 Finalist: Old West Steakhouse

COFFEE

Winner: City Florist (Ginger Baby Cakery & Cooper's Cafe)
 Finalist: McDonald's

DONUTS

Winner: McKenzie Donuts
 Finalist: E.W. James & Sons Supermarket

FAMILY DINING

Winner: Mallard's Restaurant
 Finalists: Bobby Gee's Diner and Maria's Mexican Restaurant

BURGER/SANDWICH

Winner: Bobby Gee's Diner
 Finalist: Dairy Queen

ICE CREAM

Winner: Dairy Queen
 Finalist: Sonic

MEXICAN

Winner: Maria's Mexican Restaurant
 Finalist: El Vallarta

PIZZA

Winner: Block City Pizza
 Finalist: Domino's Pizza

STEAK

Winner: Mallard's Restaurant
 Finalist: Old West Steakhouse

WINGS

Winner: Domino's Pizza
 Finalist: The Mic Stand Bar & Grill

Businesses

ADULT BEVERAGE STORE

Winner: 79 Spirits & Wine
 Finalist: City Wine & Liquor

ANTIQUES

Winner: McKenzie Antique Mall
 Finalist: McKenzie Outlet Mall (MOMs)

APPLIANCE STORE

Winner: Blaylock's Maytag
 Finalist: JHicks Appliances

AUTO DEALERSHIP

Winner: Peppers Ford
 Finalist: Gary Simmons Lease-Sales

AUTO PARTS STORE

Winner: Carquest (McKenzie Auto Parts)
 Finalist: O'Reilly Auto Parts

AUTO BODY SHOP/REPAIR

Winner: Superior Auto Body
 Finalist: Pete's Body Shop (Huntingdon)

AC/HEATING

Winner: Central Refrigeration
 Finalist: A Plus Heating & Air

BEST BANK

Winner: Carroll Bank & Trust
 Finalist: McKenzie Banking Company (MBC)

BARBERSHOP

Winner: Darnell's Classic Barbershop
 Finalists: Clean Kutz and Jim's Barber Shop (McKenzie)

BEAUTY SALON

Winner: The Edge Hair Design
 Finalist: Designing Women and Rejuvenate MedSpa & Salon

BOUTIQUE/GIFT SHOP

Winner: City Florist
 Finalist: Cloud 9 Boutique

BUILDING SUPPLY

Winner: Carroll County Lumber Company
 Finalist: Arnold's Hardware and Watson Lumber

CAR WASH

Winner: The Quick Lube Tire & Car Wash
 Finalist: Shooter's E-Z Wash (Huntingdon)

COMPUTER REPAIR

Winner: Hometown Computers (Chad & Carl Byars)
 Finalist: Terry's Computer Repair (Terry Woodruff)

CONSIGNMENT/THRIFT STORE

Winner: My Sister's Closet & Boutique
 Finalist: Merchant's Outlet Mall (MOMs)

CONSTRUCTION/RENOVATION

Winner: Randy Delaney (McKenzie)
 Finalist: Roy Lawrence (McKenzie)

CONVENIENCE STORE

Winner: Casey's General Store
 Finalist: Shell/Pockets Convenience Store (McKenzie)

CONTINUED ON PAGE 11



The McKenzie Antique Mall would like to thank The McKenzie Banner for all of the hard work they put into the Best of Carroll County voting and totaling of the results each year.

In the past year, we at the McKenzie Antique Mall were honored for being voted the Best Antique Mall in Carroll County again. Now for nine consecutive years we have had this distinct honor.

We would like to give a special thanks to all of the customers and vendors from all over the county or wherever they may be from for making this past year another successful and prosperous year!

The customers we see from day to day are not only customers, but have become some very dear friends of ours.

We also lost a very special part of our team here in 2018, Sandi's Mom, Ann Hugueley. She was a special part of the McKenzie Antique Mall for years, so we are dedicating this year's honor of being the Best of the Best to her memory. Thanks for being a part of the mall here.

A huge thank you again to all the customers and vendors, our staff and other family members for all of their help and support.

A sincere thank you from Sandi, Eddie and everyone at the McKenzie Antique Mall!

**Best
 Antique Mall
 Winner**



McKenzie Antique Mall

Antiques • Collectibles • Crafts • Glassware

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How to Successfully Manage Your Company's Online Reputation

Today's small business owners face unique challenges that businesspeople of yesteryear never had to confront. While the internet has made it possible for even the smallest businesses to have a global footprint, it's also forced business owners to devote substantial time to managing their online reputations.

A company's online reputation can have a major impact on its ability to survive and thrive. In its 2018 "Local Consumer Review Survey," BrightLocal, a United Kingdom-based company that focuses on the needs of digital marketing agencies and local businesses, found that 91 percent of consumers between the ages of 18 and 34 trust online reviews as much as personal recommendations. In addition, the survey found that 57 percent of consumers won't use a business that has a star rating of fewer than four stars.

The BrightLocal survey

underscores the effort small business owners must put into managing their companies' online reputations. Whether business owners feel their online reputations are warranted or not, ignoring them can greatly affect their bottom lines. The following are a handful of simple ways business owners can manage their companies' online reputations in the hopes of benefitting their businesses and expanding their customer base.

Don't ignore negative reviews. Small Biz Ahead, a service from the insurance provider The Hartford that aims to help business owners manage and grow their businesses, advises business owners to acknowledge negative reviews. Respond privately to customers, apologizing for their unsatisfactory experience and thanking them for their feedback. When communicating with customers, always keep these communications friendly



and constructive. Dismissive, confrontational and/or rude interactions with customers will only further damage

your online reputation.

Actively monitor your reputation. Websites such as Yelp and Google, via its Google

Reviews capability, give customers plenty of places to go to share their comments about your business. Stay

up-to-date on these, making a concerted effort to monitor your reputation. If you're open for business seven days a week, chances are customers will be reviewing your business seven days a week. Reach out to customers who had negative experiences as soon as possible, and report any comments you feel violate websites' standards the moment you see them.

Don't hesitate to ask customers to edit their reviews. When you successfully reach out to customers who left negative reviews, don't hesitate to ask them to consider editing their reviews. Many customers are happy to update their reviews if issues were promptly and successfully addressed.

Online reputation management is important for today's business owners. Though managing online reputations can seem like a full-time job, a positive reputation can greatly benefit your bottom line.

WINNER Best Public Official



Jill Holland

"Thank you for voting for me!"

A3319

THANK YOU FOR VOTING
TREVATHAN'S
ELECTRICAL SERVICES

"BEST ELECTRICIAN"

IN THE 2018 BEST OF
CARROLL COUNTY CONTEST!

2018
WINNER



ELECTRICAL
SERVICES

256 PARIS STREET
MCKENZIE, TN 38201

731.234.5879



A7162/R13113

Businesses

...From Page 9

CHILD CARE

Winner: McKenzie First Baptist Church Child Development Center (CDC)
Finalist: Wee Care Center (Huntingdon, FBC)

CHURCH

Winner: First Baptist Church (McKenzie)
Finalist: Long Heights Baptist Church

EMBROIDERY

Winner: Thred's Ink (Chris Hall)
Finalist: Taylor Made (Kelly Fowler Simmons)

EMPLOYMENT SERVICE

Winner: Manpower
Finalist: The Hamilton-Ryker Group, LLC

FARM SUPPLY

Winner: Power Supply (McKenzie Feed & Grain)
Finalist: Carroll Farmers Co-op

FLOORING DEALER

Winner: Arnold's Hardware and Watson Lumber
Finalist: Carroll County Lumber Co.

FLORIST

Winner: City Florist
Finalist: Belles on Broadway

FUNERAL HOME

Winner: Brummitt-McKenzie Funeral Home
Finalist: Chase Funeral Home

CONTINUED ON PAGE 13

THANK YOU for voting for us in the Best of Carroll County!
We are truly appreciative of our wonderful customers!

Finalist Building Supply	Best Flooring Dealer	Best Paint Store	Best Overall Business
			

ARNOLD'S
Carroll County's Most Diversified Store!

16030 N. HIGHLAND, McKENZIE, TN • 352-9223 • 352-9245
STORE HOURS: Monday-Friday 7:30-5, Saturday 7:30-12
MasterCard • Visa • Discover **FINANCING AVAILABLE**

A570

 **BEST ACCOUNTANT FINALIST**

Robin Russell, CPA

"Thanks so much for this recognition by my faithful clients of nearly 32 years!
It's very appreciated!"

R13140

McKENZIE AUTO PARTS & ELECTRONICS

15385 HIGHLAND DRIVE, McKENZIE, TN 38201
731-352-5333



A464

 **BEST AUTO PARTS STORE WINNER**

McKENZIE CITY FLORIST & MORE, LLC
GINGER BABY CAKERY COOPER'S CAFE
731-352-5897

2281 Cedar St. • McKenzie

THANK YOU FOR VOTING FOR US!

CITY FLORIST
Winner Best Florist & Boutique/Gift Shop • Finalist Best Overall Business

COOPER'S CAFE Winner Best Coffee
GINGER BABY CAKERY Winner Best Bakery/Dessert

"WE ARE HONORED AND HUMBLLED BY THE SUPPORT WE HAVE RECEIVED FROM OUR HOMETOWN. WE APPRECIATE YOUR BUSINESS AND FRIENDSHIPS."
DAVID & MICHELE JARRET, CITY FLORIST

A5180

Thank You for voting us...

CASEY DREWRY REALTY
The key to finding your dream home

PHONE: 731-393-0233
17636 HIGHLAND DRIVE
McKENZIE, TN 38201
www.caseydrewryrealty.com

BEST Real Estate Agency



A7846

Thank you for your votes!

Linda Coleman
Best Artist



A1349

Factors to Consider Before Starting a Business

Owning a business is a goal for many professionals. Being self-employed and having final say over business decisions can give people a sense of satisfaction and professional accomplishment.

The small business landscape continues to evolve and expand. The Small Business Administration says that more than 50 percent of the working population is employed in a small business. There are almost 30 million small businesses in the United States, with roughly 540,000 new start-ups each month.

While owning a small business can be rewarding, it's important that prospective business owners recognize that only around one-quarter of such businesses survive 15 years or more.

Taking heed of certain factors and educating themselves about entrepreneurship can help prospective small business owners prepare for and overcome some

of the ups and downs of owning their own business.

Explore the nature of the business and if there is room in the industry/market for something of its type. Is industry oversaturated? Is there a need for this product or service?

Understand who might be your target customer. Identify the people who will be drawn to your product or service, even if it is a small, niche market.

Identify the best possible locations for the business. This is true whether the business will be brick and mortar or strictly an online business. Explore ways to position the company so it will attract as many potential customers as possible.

Conduct an analysis of potential competitors to get an idea of the strategies they are employing. It also is helpful to know the other people providing similar products and services so you'll understand what is necessary

to set your business apart.

Devise a plan for funding and establish a budget. You will need to properly identify your sources of capital to get the business up and running. If you are not good with numbers, establish who will help you with bookkeeping and accounting to ensure the business stays on track.

No business is complete without an effective business plan. A plan puts all thoughts on paper and provides direction. Such plans spell out which steps you will take and when you will take them.

Assess your expertise in the field. If this is something new to you, consider an apprenticeship or continuing education to obtain the skills necessary to help your business thrive.

Starting a new business can be an exciting venture. However, it should not begin without forethought and research.



**Thank you so much for voting us
#1 Body Shop in Carroll County!**

**We appreciate each and every one
of our customers.**



A4753



**SUPERIOR
AUTO BODY**

223 South Main Street
McKenzie, TN 38201
Phone: 731.352.4966
Fax: 731.352.3328

Jim Bellis Owner

**Thank you for your votes!
We appreciate your business!**



**Best Employment Service
FINALIST**



HAMILTON-RYKER®

1961 E. Cedar St., McKenzie, TN 38201
731.352.4817

A246

Businesses

...From Page 11

FURNITURE

Winner: Williams Furniture
Finalist: Merchant's Outlet Mall (MOMs)

GROCERY

Winner: E.W. James & Sons Supermarket
Finalist: Save-A-Lot

MOTEL

Winner: Best Western (McKenzie)
Finalist: The Heritage Inn (Huntingdon)

INSURANCE

Winner: Farm Bureau Insurance
Finalist: Maddox Insurance

LAWN CARE SERVICE

Winner: Barksdale's Lawn Service
Finalist: Toombs Lawn Care

LAWN CARE EQUIPMENT DEALER

Winner: Power Supply (McKenzie Feed & Grain)
Finalist: C & S Outdoor Power Equipment Inc.

MONUMENT SERVICES

Winner: Curtis Monument Company

Finalist: Griffin & Powell Monument

NURSING HOME/ASSISTED LIVING

Winner: AHC McKenzie Senior Living & Rehabilitation (McKenzie Health & Rehab)
Finalist: Lakeside Senior Living Community

OIL CHANGE

Winner: The Quick Lube Tire & Car Wash
Finalist: Auto Clinic

PAINT STORE

Winner: Arnold's Hardware, Watson Lumber
Finalist: Carroll County Lumber Co.

PEST CONTROL

Winner: Servall Termite & Pest Control
Finalist: HTP Termite & Pest Control, Inc.

PLUMBER

Winner: Tolbert Plumbing & Electric
Finalist: Graves Plumbing

REAL ESTATE AGENCY

Winner: Casey Drewry Realty
Finalist: Stafford Real Estate & Auction Co.

ROOFING

Winner: American Roofing Co.
Finalist: Stambaugh Roofing

STORAGE

Winner: Main Street Storage (Billy Webb)
Finalist: Centre Storage

TANNING SALON

Winner: Tropical Tan
Finalist: Sun Shack

TIRE DEALERSHIP

Winner: Anderson Tires
Finalist: Huntingdon Discount Tire Center

The Hidden Boost That Buying Local Provides

Though consumers no doubt understand how buying from local merchants can benefit those merchants, few may grasp just how beneficial buying local can be to their entire communities.

In 2012, Civic Economics, an economic analysis and strategic planning firm, analyzed data from 15 independent retailers and seven

independent restaurants, all located in Salt Lake City, comparing those businesses' local economic impact with four national retailer chains and three national restaurant chains.

The study found that the local retailers returned 52 percent of their revenue to the local economy, a figure that dwarfed the revenue

returned by the national chains, which returned just 14 percent of revenue to the local economy.

Restaurants provided an even bigger boost to local economies, returning 79 percent of their revenue compared to just 30 percent for the national chain restaurants.

The reasons for these dis-

parities include local businesses spending more on local labor and relying more heavily on local service providers.

So while buying local may be more convenient and eco-friendly, it also can greatly benefit local economies. This is why buying local is the one of the best ways to benefit your community.



Thank you for voting us
Best Pharmacy & Pharmacist
in Carroll County.



You are our family, friends and neighbors and that is exactly how we treat you!

732.352.0820
205-B Hospital Drive, McKenzie

A5750

McKenzie Family Chiropractic

Dr. Duane Patrick IV

Thank you for voting for us!

Are you suffering from...

- Headaches
- Back Pain
- Joint Pain
- Lack of Energy

or just a general feeling of not being your best?

Chiropractic care could be the answer you have been looking for. Give us a call and let Dr. Patrick help you feel your very best!

Call **731-352-7161** to find out what Chiropractic care can do for you.

Hours: Mon., Wed., Fri. - 8 a.m. - 6 p.m.

Tues. 8 a.m. - 12 Noon

Located behind Carroll Bank & Trust

Because Your Health Matters!

Finalist Chiropractor



A6890



ENLIST TODAY TO RECEIVE

\$5 OFF
1 YEAR
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Offer Expires July 31, 2019

Limited time offer. Valid only in the Tri-County area of Carroll, Henry and Weakley counties in Tennessee. Good for new or renew. Regular price is \$28 for 1 year print and online delivery. Discounted rate is equivalent to getting 2 months free. Offer entitles reader to 12 months membership to the newspaper. Payment is required to begin offer. Limit ONE per customer.

Yes! *I'd like to receive one year of The McKenzie Banner for \$23 and I am enclosing payment with this advertisement. Offer expires July 31, 2019*

This subscription is for:

Me **OR** It's a Gift

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Address _____

City, _____ State _____ Zip _____

Phone (_____) _____

New Renew

Call: 731.352.3323 • Mail To: The McKenzie Banner, 3 Banner Row, McKenzie, Tennessee 38201

Sesquicentennial Merchandise ORDER FORM

Own a piece of history! The 149-year-old McKenzie Banner has created a special shop for McKenzie, Tennessee's year-long 150th birthday celebration. As McKenzie's oldest business, it is important to the Banner to commemorate this milestone with special keepsakes, a weekly column, old photos and updates on Facebook and Instagram, and event planning and coverage throughout the year. We're proud to be your community newspaper. More exciting things are in the works! Watch the newspaper and social media for more information. Thank you for reading. **Use the form below to reserve your piece of the celebration.**



Call 731.352.3323

Mail Form and Payment to:
The McKenzie Banner,
3 Banner Row, McKenzie, TN 38201



✓ QTY.	ITEM	PRICE
<input type="checkbox"/>	___ Woodgrain Bottle.....	\$15
<input type="checkbox"/>	___ Sesquicentennial Lapel Pin.....	\$5
<input type="checkbox"/>	___ Light It Up 150th Keylight.....	\$5
<input type="checkbox"/>	___ Keepsake Canvas Tote.....	\$8
<input type="checkbox"/>	___ Bamboo Coasters (1).....	\$5
<input type="checkbox"/>	___ Bamboo Coasters (4).....	\$15
<input type="checkbox"/>	___ 13-Month Calendar 2019.....	\$2
<input type="checkbox"/>	___ 150th Birthday Party Poster.....	\$2

Total: _____

BILLING INFORMATION

Total \$ _____ Cash Visa MasterCard Check Enclosed Phone _____

Card Number _____ - _____ - _____ - _____ Exp. Date ____/____/____ CSC Code: (3 digit code on back of card) _____

Cardholder Name (Please Print) _____ Signature _____ Cardholder Zip Code _____

SHIPPING INFORMATION

Name _____ Phone _____ E-mail _____

Address _____ City _____ State _____ Zip _____

If you need help, please call our office at 731-352-3323



CALL: 731.352.3323
E-MAIL: shop@mckenzie150.com

VISIT: 3 Banner Row, McKenzie, TN
SHOP: www.McKenzie150.com

**Voted Best
Car Wash &
Oil Change!**

Quick Lube



& Car Wash



***Thank you for trusting us with your car care.
Proudly serving the community for 10 years.
We appreciate your business.***

731-352-5805

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