

2004 W. Curtis Strube Small Business of the Year Award

Diverse group of businesses reach final five

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Five very different companies — Anberg Entertainment, Andy's Tavern, Cantini, Custom Manufacturing & Tooling Inc., Midwood Golf & Bagging Club and Nova Java House & Cafe — have something special in common. All five are in the final five lists for the 2004 W. Curtis Strube Small Business of the Year Award, which will be presented Mar. 1 by the Springfield Area Chamber of Commerce.

Janis Charters, business assistance management/development coordinator at the Springfield chamber, believes that the importance of the annual award goes beyond mere publicity.

"When you are a small business it can be very difficult to stand out. This award makes someone really stand out from the rest," Charters said.

Criteria

Individuals may nominate their own business or businesses that be nominated by outside parties. Nominations must have complete applications in order to be considered for the award.

Final qualifications for the award are simple: a business must be a member of the chamber and have been in business for at least 10 years to be considered.

Applicants for the award are judged on the variety of the components of their business systems and management philosophy; company history; revenue; challenges; innovative products and services offered; community-oriented

contributions; and a commitment to safety when the nomination supports their applications with any additional information.

Twenty-five businesses were nominated and 11 applied. Charters believes that the five finalists are the epitome of small business in Springfield.

"They are all successful businesses. That is difficult to accomplish in and of itself," Charters said. "I like to think of each as examples of the best of small business in our community."

Anberg Entertainment

Anberg Entertainment, owned by Ted Anberg, strives to make entertaining easier for its clients.

"In the last five years, we've changed the really traditional model of starting out doing magic at restaurants and holiday parties," Anberg said. "Then, a few years back, I got involved with fun for event planning, and I wanted to really be able to give clients what they needed — one-day events, one-day parties, planned events."

Anberg Entertainment, founded in 1996, has 12 full-time employees and is involved in approximately 400 events per year, and has tripled its revenue the last five years, according to Anberg, who believed to provide quality service members, Anberg utilizes his computer systems to be versatile and high-quality customer service.

"We have great client equipment, and it's really hard to get right," Anberg said. "We have three divisions within Anberg Entertainment: One is Game Magic, which is casino parties. We also have the music division. The karaoke, band — everything from big national acts, regional and local acts, to singing programs. We even have

singing programs too."

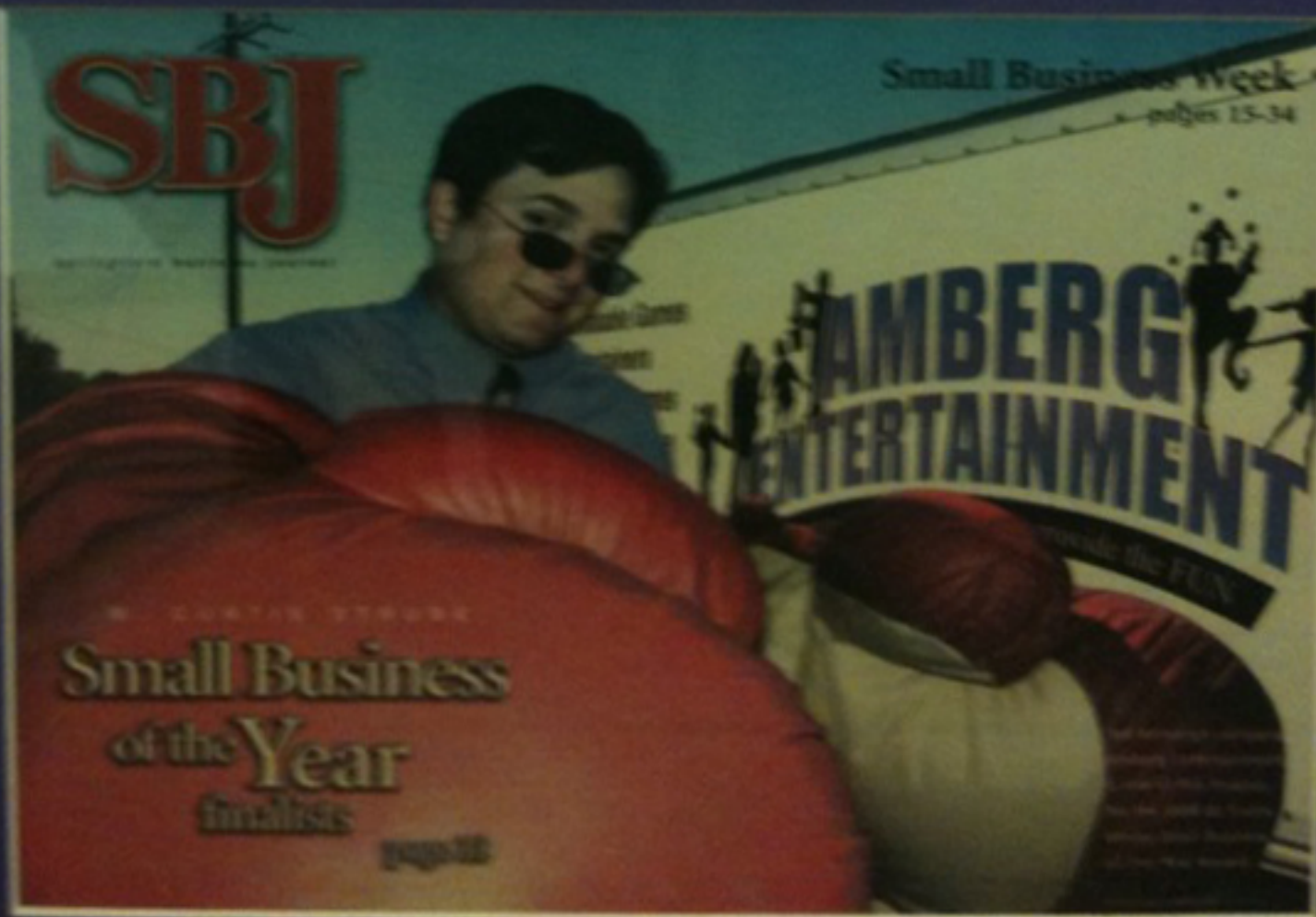
The other division is Events Unlimited. It has nothing to do with what you need customer needs. We cater to other entertainment companies worldwide. We do graphic design and web software programs that help track and log

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everything we do here is our daily lives. It costs revenues, customers, sales equipment is in and out. We didn't create it to sell to other companies, we created it for us because there is nothing like it on the market."

Anberg has also pursued a marketing course to help toward other entertainment companies called The New Profile. Anberg is also particularly proud of his company's charitable contributions. "We get around three to six charity calls a day. I'd love to take them all, but I can't. But we donate time, money or equipment to at least 40 charities per year," he said.



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