



TimesDaily  
**READERS' CHOICE**

2022

Your Guide  
to the 2022  
**Readers'  
Choice  
Winners**

Advertising  
Supplement of  
the TimesDaily.  
Friday, October 28, 2022

for **Outstanding  
Community Businesses**

**TIMES  
DAILY**



# Eight Time Winner of the # 1 Roofing Company in the Shoals



## A BBB ACCREDITED ROOFER IN THE SHOALS

If you're looking for a locally owned and operated Shoals area roofer to make repairs or installations, ICS Roofing & Construction Inc is at your service. As a family company, our team of highly trained professionals insists on quality workmanship, and we'll treat your home like our very own. To help you deal with your problems on a timely basis, we can schedule your initial appointment during our convenient hours. Our team can assist you with storm damages, and we have multiple licensed insurance adjusters on our staff. We'll aim to make any of your repairs so that they'll last for years to come. We can help you with a variety of tasks, including:

### **Gutter Installation, Gutter Guard Installation, & Full Service Insurance Claims Assistance.**



ICS Roofing & Construction Inc is an Owens Corning preferred contractor. We can address your questions in English or Spanish, and we aim for excellent services and fast turnaround times. Call us to receive your estimate from a Sheffield, AL, roofer.

## Roofing & Construction, Inc.

3312 N. Jackson Hwy. Sheffield, AL 35660

256-383-ICSR(4277)

Fax: 256-383-4210

icsroofingco.com

info@icsroofing.com

# Thank You Shoals Area

for voting us your **#1 day spa!**



Massage | Pedicures | Derma Plane Facial | Microdermabrasion | Chemical Peels  
Acoustic Lipo | Laser Hair Removal | Eyelashes | Full Service Hair Salon

 **OASIS**  
DAY SPA & SALON

Mon - Fri 9 to 6 | Sat 9 to 5 | Gift Certificates Available



2471 Mall Road | Florence AL 35630 | 256-766-8085 | [www.oasisflorence.com](http://www.oasisflorence.com)



- Readers' Choice -

# It's time to celebrate!

# You're a winner and congratulations.

Thank you local TimesDaily Readers. Once again you voted and we listened. The TimesDaily is proudly presenting the 2022 Readers' Choice Award Winners, listed in this special section by categories.

Readers' Choice has become a tradition, providing our readers, your customers, with the opportunity to give kudos, congratulations and thanks to you on the outstanding products, services and staff your business offers the local community.

Since launching our Readers' Choice awards, the response and enthusiasm has grown tremendously!

This promotion gives you an opportunity to brag about your business and tell our readers why you were chosen by readers as one of the best places in the area to do business with.

Having a great reputation is what businesses need and being able to talk about the positive things you're doing will have a big impact on your business, while allowing us to brag about the quality of businesses in our area.

Your brand is what makes you one of the 2022 Readers' Choice Award Winners and it defines you among your customer base while helping to drive business through your door throughout 2022-2023.

As an award winner you have bragging rights, you earn the right to use the Readers' Choice logo in all your advertising, marketing, social media, banners, etc. Don't forget to thank the ones who voted for

you. Incorporate your appreciation into your advertising and marketing campaigns.

If you did not win, don't hesitate to run special promotions throughout the year with the TimesDaily and give our readers a reason to talk about you and vote for you next year.

We have many special business promotions to help you tell your story. Let us help you get your business noticed, and build your brand.

The TimesDaily can help you reach the changing marketplace more effectively. You will reach more prospects through our print and digital campaigns.

For more information on how TimesDaily advertising can help you attract more shoppers, call your newspaper account representative today at 256 740-5815.

Again, congratulations and we hope you will get lots of traffic and business. Advertise today and give customers a reason to vote for you next year.



## DROKE HEARING AIDS, INC.

Thanks for voting us

# #1

Hearing Aid Specialist in the Shoals

*We're Proud To Have Served The Shoals For 66 Years! Thanks for your vote.*

Call Our Dedicated Staff To Schedule Your Appointment.

Call 256-764-0888, 256-764-0896 or 256-381-9444

215 W. Alabama Street • Downtown Florence • 116 E. 5th Street, Tuscumbia

OPEN MON. - FRI TO BETTER SERVE OUR CUSTOMERS



**Voted #1**  
Readers' Choice  
"Women's Formal Wear"

## Promenade Formal Wear

112 East 6th Street, Tuscumbia, AL  
256-386-0160



509120-1

# A special thanks goes out to all the Shoals area businesses that advertised in and supported this special section!

You can view these amazing local businesses by turning to the pages listed below.



- 2. ICS Roofing & Construction
- 3. Oasis Day Spa & Salon
- 4. Droke Hearing Aids
- 4. Promenade Formal Wear
- 5. TN River Dermatology
- 6. Barnett & Brown Home Furnishings
- 6. C&H Cooling & Heating
- 7. Lauderdale Co Board of Education
- 8. Bank Independent
- 8. Simpson's Collision Repair
- 11. Cook's Pets Control

- 11. The Wood Floor Store
- 12. Florence Park & Rec
- 12. Economy Carpets
- 13. Long Lewis
- 14. North Alabama Bone & Joint
- 14. Bracey Cleaning Services
- 14. Mark Forsythe Painting
- 14. Shelton Financial Group
- 15. Coker Cosmetic & Family Dentistry
- 16. George's Steak Pit
- 16. The Furniture Source
- 17. Window World

- 18. North Alabama Animal Hospital
- 18. Mars Hill Bible School
- 19. Listerhill Credit Union
- 20. Kaleidoscope Florist and Designs
- 20. Florence Foot Center
- 20. Fuller Heat & Air
- 20. Home Instead Senior Care
- 21. NAMC
- 21. Lash's Seafood Restaurant
- 21. Noble Photo LLC
- 21. Colombia Cottage
- 22. Elkins Funeral Home

- 22. Ringer's Garage Door Company
- 22. Williams Cleaners
- 22. The Blue Door Thrift Store
- 22. Medical Associates of the Shoals
- 23. Tax Mart
- 23. Lewis Electric
- 23. Jody's Optical
- 23. Pickett Place
- 23. Adams Auto Body, INC
- 23. Fashion Exchange
- 24. McCutcheon & Hamner



**2022  
Readers' Choice  
Brian Thomas, MD  
Best Dermatologist!**

**Thank you to  
our community  
for selecting Brian  
Thomas, MD  
"Best Dermatologist"  
in the Shoals!**

Dr. Thomas and Tennessee River Dermatology would like to thank the residents of the Shoals and all of the surrounding areas for entrusting us with all of your dermatologic needs. Tennessee River Dermatology continues to offer board-certified dermatologic care for all general, surgical, and cosmetic needs. We have been offering quality care to our patients in northern Alabama since 1997.

**Book an appointment today!**

Florence  
2471 Helton Drive  
Florence, AL 35630  
Tel: (256) 765-2000

Athens  
220 French Farms Blvd., Suite C  
Athens, AL 35611  
Tel: (256) 233-2000



**Tennessee River Dermatology**  
A FOREFRONT DERMATOLOGY PRACTICE

[tennriverderm.com](http://tennriverderm.com)

# BEST PLACES TO SHOP IN THE SHOALS



**APPLIANCE STORE**

*Neal's*  
**Tire & Appliance**

**WINNER**  
**Neal's Tire & Appliance**  
Finalists  
Lowe's  
Fredericksons

**BOOK STORE**

**BOOKS-A-MILLION**  
shop online at booksamillion.com

**WINNER**  
**Books-A-Million**  
Finalists  
Mars Hill  
The Rock 310

**CARPET STORE**

**Economy Carpets**

**WINNER**  
**Economy Carpets**  
Finalists  
Wood's Wholesale Flooring  
The Carpet Store

**CONSIGNMENT STORE**

*Fashion Exchange*  
CONSIGNMENT+BOUTIQUE

**WINNER**  
**Fashion Exchange**  
Finalists  
American Thrift Store  
Blue Door

**DRUG STORE**

**CVS**  
pharmacy

**WINNER**  
**CVS**  
Finalists  
Barnett Drugs  
Walgreens

**ELECTRONIC STORE**

**Electronic Express**

**WINNER**  
**Electronic Express**  
Finalists  
Audio X  
Best Buy

**FLORIST**

*Kaleidoscope Florist*

**WINNER**  
**Kaleidoscope**  
Finalists  
Flower's By Shirley  
Lola's

**FURNITURE STORE**

*Barnett & Brown*

**WINNER**  
**Barnett & Brown**  
Finalists  
Story & Lee  
The Furniture Source!

**GARDEN CENTER**

**LOWE'S**

**WINNER**  
**Lowe's**  
Finalists  
Rudy's  
Porters

**GRANITE & STONE**

**Frye Granite**

**WINNER**  
**Frye Granite**  
Finalists  
Spartan Stones  
Granite Gallery

Thanks! For Voting Us...  
**#1**

**Barnett & Brown**  
*Home Furnishings*  
[www.barnettbrown.com](http://www.barnettbrown.com)

Thanks from the Entire Barnett & Brown Team

**ASHLEY** FURNITURE INDUSTRIES, INC. **Bassett** **catnapper** **TEMPUR-PEDI**

3020 Florence Blvd. • Florence, AL • 256-767-1995  
**"Lowest Prices Guaranteed"**  
Thanks For Choosing Us #1 in Furniture & Rugs

**Carrier**

turn to the experts

Thanks for your vote!

**Cooling and heating is our only business.**

That's why we're the experts!

**C&H** **Service • Maintain • Replace**  
[chcooling.com](http://chcooling.com)  
**256-248-4886**

COOLING & HEATING, INC  
AL #06222 • AI Certification #50045

*Serving the Shoals for 66 years!*

# BEST PLACES TO SHOP IN THE SHOALS



**GROCERY STORE**



**WINNER**  
**Foodland**

**Finalists**  
Publix  
Aldi

**HARDWARE STORE**



**WINNER**  
**Lowe's**

**Finalists**  
Peck Ace Hardware  
Rogersville Hardware

**HARDWOOD FLOORING**

**Wood's Wholesale Flooring**

**WINNER**  
**Wood's Wholesale Flooring**

**Finalists**  
The Wood Floor Store  
Cornerstone Flooring

**JEWELRY STORE**




**Grogan Jewelers**  
BY LON

**WINNER**  
**Grogan Jewelers**  
BY LON

**Finalists**  
Jamie Hood Jewelers  
Tie - Genesis Jewelry & Kay Jewelers

**LADIES' CLOTHING SPECIALTY**



**WINNER**  
**Belk**

**Finalists**  
Marigail's  
The Village Shoppe

**LIGHTING STORE**



**WINNER**  
**Progressive Lighting**

**Finalists**  
Valley Fixtures  
Lowe's

**MATTRESS STORE**



**WINNER**  
**Mattress Country**  
by Bedzzz Express

**Finalists**  
Barnett & Brown  
Mattress King

**MEN'S CLOTHING SPECIALTY**

**BILLY REID**

**WINNER**  
**Billy Reid**

**Finalists**  
Coats Clothing Company  
Belk

**NEW CAR DEALERSHIP**



**WINNER**  
**Long-Lewis** (Muscle Shoals)

**Finalists**  
Ray Miller Buick GMC  
Greenway Honda

**PET STORE**



**WINNER**  
**Pet Depot**

**Finalists**  
Petco  
Pet Smart



On behalf of Superintendent, Jerry Hill, Board Members, and all Lauderdale County employees we would like to say thank you! We are proud of the school system we serve and look forward to many more years of serving the students and communities in our area. This award would not be possible without the outstanding efforts made daily by all employees. Our children are our biggest blessing and we appreciate your trust in serving them each day.



*Superintendent - Jerry Hill*  
*Board Chairman - Ronnie Owens*  
*Board Members - Jerry Fulmer, Larry Hill, Terry Holden, and Daniel Patterson*

# BEST PLACES TO SHOP IN THE SHOALS



## POOL STORE

**Pool Pro**

**WINNER**  
**Pool Pro**

**Finalists**  
Bama Pools  
Shoals Pool & Spa

## RUG STORE

*Barnett & Brown*

**WINNER**  
**Barnett & Brown**

**Finalists**  
Woods Wholesale Flooring  
Economy Carpets

## SHOE STORE

**SHOE**  
**CARNIVAL**

**WINNER**  
**Shoe Carnival**

**Finalists**  
Austin's Shoes  
Pam's Shoe Store

## SPORTING GOODS APPAREL

**Academy**  
SPORTS+OUTDOORS

**WINNER**  
**Academy Sports**

**Finalists**  
Dick's Sporting Goods  
Hibbett's Sporting Goods

## THRIFT STORE

**Blue Door**

**WINNER**  
**Blue Door**

**Finalists**  
Hearts Cry  
St. Vincent De Paul

## UNIQUE GIFT SHOP

*Fiddledee D*

**WINNER**  
**Fiddledee D**

**Finalists**  
Purple Pear  
Sidelines

## USED CAR DEALERSHIP

**LONG-LEWIS**  
AUTOMOTIVE GROUP

**WINNER**  
**Long-Lewis** (Muscle Shoals)

**Finalists**  
Adam Rue  
Greenway

## WINDOW STORE

**Window World**  
"Simply the Best for Less"

**WINNER**  
**Window World**

**Finalists**  
McDaniel Window & Door  
Blinds, Shades and Shutters

## WOMEN'S FORMAL WEAR

*Promenade Bridal*

**WINNER**  
**Promenade**

**Finalists**  
Juanita's Fashions  
Dillard's



**BANK INDEPENDENT®**

**THANK YOU**  
**BEST IN THE**  
**SHOALS VOTERS!**

We're proud to be your bank of choice.

**BIBANK.COM | MEMBER FDIC | 877.865.5050**

508829-1



*Thanks for*  
*voting us your*

**Simpson's**  
COLLISION REPAIR  
Florence • Killen • Sheffield

**#1**

*Wrecker Service for*  
*18 years in a row!*

509062-1



# BEST IN THE SHOALS FOR PERSONAL SERVICE



**APARTMENT COMPLEX**

**Copper Creek**

**WINNER**  
**Copper Creek**

**Finalists**  
Arbor Village  
Red Fern

**ASSISTED LIVING FACILITY**

**Columbia Cottage**

**WINNER**  
**Columbia Cottage**

**Finalists**  
Cedarview  
Morningside

**AUTO BODY REPAIR**

**Adam's Body Shop**

**WINNER**  
**Adam's Body Shop**

**Finalists**  
Simpson's  
Campbell's Auto Body

**AUTO MECHANIC**

**WALTONS**

**WINNER**  
**Waltons**

**Finalists**  
Auto DOC  
Vics

**AUTOMOTIVE SERVICE DEPT.**

**LONG-LEWIS™**  
AUTOMOTIVE GROUP

**WINNER**  
**Long Lewis**

**Finalists**  
Ray Miller  
Greenway Honda

**AUTO RENTAL**

**enterprise**

**WINNER**  
**Enterprise**

**Finalists**  
Long Lewis  
Hertz

**BARBER SHOP**

**GREASY HANDS**

**WINNER**  
**Greasy Hands**

**Finalists**  
Great Clips  
Earnest Barber

**BRIDAL REGISTRY**

**TARGET.**

**WINNER**  
**Target**

**Finalists**  
Dillard's  
Belk

**CARPET CLEANER**

**Bracey Cleaning Service, LLC**

**WINNER**  
**Bracey Cleaning Service, LLC**

**Finalists**  
Bama Clean  
White Glove

**CAR WASH**

**Mister CAR WASH**

**WINNER**  
**Mister Car Wash**

**Finalists**  
Melvin's on the Spot  
Golden's

**CATERER**

**Rhoda P's**

**WINNER**  
**Rhoda P's**

**Finalists**  
Southern Skillet  
Panera/Sweet Basil

**CBD STORE**

**NuWay VAPE**

**WINNER**  
**NuWay Vape**

**Finalists**  
Greenleaf  
n/a

**CHURCH/PRIVATE DAY CARE**

**Mars Hill Preschool**

**WINNER**  
**Mars Hill Preschool**

**Finalists**  
Kids of the Kingdom  
Woodmont Baptist

**CREDIT UNION**

**Listerhill CREDIT UNION**

**WINNER**  
**Listerhill Credit Union**

**Finalists**  
TVA CU  
ACCU AL Central CU

**DAY CARE**

**BRIGHT BEGINNINGS**  
CHILD DEVELOPMENT & LEARNING CENTER

**WINNER**  
**Bright Beginnings**

**Finalists**  
Little Angel  
Kidz Camp Academy

**DAY SPA**

**OASIS DAY SPA & SALON**

**WINNER**  
**Oasis Day Spa**

**Finalists**  
Simply Massage  
Bluewater Massage

**DENTISTRY**

**COKER Cosmetic & Family Dentistry**

**WINNER**  
**Coker Cosmetic & Family Dentistry**

**Finalists**  
Singing River Dentistry  
Ryerson

**DERMATOLOGIST**

**Dr. Brian Thomas**

**WINNER**  
**Dr. Brian Thomas**

**Finalists**  
Dr. William Welborn  
Dr. Joseph Hanson

**DRY CLEANER**

**Williams**

**WINNER**  
**Williams**

**Finalists**  
Coleman's  
Quality

**ELECTRICAL COMPANIES**

**Lewis Electric**

**WINNER**  
**Lewis Electric**

**Finalists**  
Irons Electric  
Jones Electric

**FAMILY PHYSICIAN/GROUP**

**Medical Associates of the Shoals**

**WINNER**  
**Medical Associates of the Shoals**

**Finalists**  
Rogersville Family Chiropractic  
Shoals Primary Care

**FINANCIAL INSTITUTION**

**BANK INDEPENDENT**

**WINNER**  
**Bank Independent**

**Finalists**  
First Metro Bank  
Regions Bank

**FUNERAL HOME**

**ELKINS FUNERAL HOMES**  
A TRADITIONAL FUNERAL HOME EMBRACING CHANGING TRENDS.

**WINNER**  
**Elkins Funeral Home**

**Finalists**  
Rogersville Funeral Home  
Morrison Funeral Home

**GARAGE DOOR**

**Ringer's GARAGE DOOR COMPANY, INC.**  
SALES • SERVICE • INSTALLATION  
RESIDENTIAL • COMMERCIAL

**WINNER**  
**Ringer's**

**Finalists**  
Shoals Overhead Door  
Best Door Company

# BEST IN THE SHOALS FOR PERSONAL SERVICE



## GOLF COURSE

**Blackberry Trail**

**WINNER**  
**Blackberry**

**Finalists**  
Turtle Point  
Joe Wheeler

## HAIR SALON

**OASIS**  
DAY SPA & SALON

**WINNER**  
**Oasis Day Spa & Salon**

**Finalists**  
Parlor 217  
Teresa and Associates

## HEALTH/FITNESS CLUB

**CRUNCH**  
FITNESS

**WINNER**  
**Crunch**

**Finalists**  
Planet Fitness  
Docs Gym

## HEARING SPECIALIST

**DROKE**  
HEARING AID CENTER

**WINNER**  
**Droke Hearing Aids**

**Finalists**  
Beltone Hearing  
Kabel Hearing

## HEATING AND AIR CONDITIONING

**FULLER**  
HEATING • AIR CONDITIONING • PLUMBING  
& ELECTRICAL

**WINNER**  
**Fuller Heating & Air**

**Finalists**  
Birdwell  
C&H

## HOME HEALTHCARE PROVIDER

**Home Instead**  
SENIOR CARE  
*To us, it's personal.*

**WINNER**  
**Home Instead**

**Finalists**  
Keller Home Care  
Shoals Home Health

## HOME IMPROVEMENT

**LOWE'S**

**WINNER**  
**Lowe's**

**Finalists**  
A&J Home Improvement  
Handyman of the Shoals

## HOSPITAL

**North Alabama**  
MEDICAL CENTER

**WINNER**  
**North Alabama Medical Center**

**Finalists**  
Helen Keller Hospital  
North Alabama Bone & Joint

## HOTEL



**WINNER**  
**Marriott Shoals**

**Finalists**  
Clarion  
Tie - Days Inn/Residence Inn

## INSURANCE AGENT

**BRAD TANK**

**WINNER**  
**Brad Tank**

**Finalists**  
Justin Shelby  
Jason Parker

## INVESTMENT FIRM

Raymond James

**WINNER**  
**Raymond James**

**Finalists**  
Edward Jones  
Tie - Morgan Stanley/  
Exec. Invest

## LANDSCAPE COMPANY

**GrassLife**

**WINNER**  
**GrassLife**

**Finalists**  
Woods Lawn Care  
Murphy Bros. Landscape

## LAW FIRM



**WINNER**  
**McCutcheon & Hamner**

**Finalists**  
Bo Ritter  
Tina Parker

## LOCKSMITH

**Roman's**  
**Lock Service**

**WINNER**  
**Roman's Lock Svc.**

**Finalists**  
Security Lock & Key  
Affordable Locksmith

## MORTGAGE COMPANY

**SHELTON**  
Financial Group, Inc.

**WINNER**  
**Shelton Financial Group**

**Finalists**  
First Federal  
Bank Independent

## MOTORCYCLE DEALER



**WINNER**  
**Longshore Cycle Center**

**Finalists**  
Harley Davidson

## NAIL SHOP

**Julie's**

**WINNER**  
**Julie's**

**Finalists**  
Sugar Nails  
Nail Kandy

## OIL CHANGE

**EXPRESS**  
OIL CHANGE  
10 MINUTE SERVICE

**WINNER**  
**Express Oil Change**

**Finalists**  
Jiffy Lube  
Mitchell Tire

## OPTICAL STORE

**JODY'S**  
OPTICAL

**WINNER**  
**Jody's Optical**

**Finalists**  
Florence Eye Center  
Walmart Optical

## ORTHOPEDIC PHYSICIAN

**DR. A. E. JOINER**

**WINNER**  
**Dr. A. E. Joiner**

**Finalists**  
Dr. Jeffrey Goodman  
Dr. Jeff Hovater

## PEDIATRICIAN

**Dr. Crenshaw**

**WINNER**  
**Dr. Crenshaw**

**Finalists**  
Dr. Charles Melvin  
Dr. David Colvard

## PEST CONTROL

**COOK'S**  
PEST CONTROL

**WINNER**  
**Cook's Pest Control**

**Finalists**  
Shoals Pest Control  
Rick's Pest Control

## PET GROOMING

**Pet Depot**

**WINNER**  
**Pet Depot**

**Finalists**  
Debbie's Tidy Dog  
Lucky Dog

## PLUMBER

**Roger Hamlin**

**WINNER**  
**Roger Hamlin**

**Finalists**  
Barnett Plumbing  
Fuller

# BEST IN THE SHOALS FOR PERSONAL SERVICE



## PODIATRIST

*Dr. Michael Hames*

**WINNER**  
**Dr. Hames**

**Finalists**  
Dr. J.D. Smith  
Dr. Dr. Kent Martin

## PRIVATE SCHOOL

Mars Hill Bible School

**WINNER**  
**Mars Hill**

**Finalists**  
Shoals Christian  
Covenant Christian

## PROFESSIONAL PAINTING COMPANY

*Mark Forsythe*

**WINNER**  
**Mark Forsythe**

**Finalists**  
A Couple of Painters  
DC Painting

## PUBLIC SCHOOL DISTRICT

LAUDERDALE COUNTY

**WINNER**  
**Lauderdale County**

**Finalists**  
Florence City Schools  
Tuscumbia

## ROOFING COMPANY



**WINNER**  
**ICS Roofing**

**Finalists**  
Faith Const. & Remodeling  
Henderson Roofing

## TAX SERVICE

Tax Mart

**WINNER**  
**Tax Mart**

**Finalists**  
Norvell & Associates  
Briggs Tax Service

## URGENT CARE

*EXPRESS CARE*  
OF THE SHOALS

**WINNER**  
**Express Care of the Shoals**

**Finalists**  
Hamilton Family Urgent Care  
Med Plus

## VETERINARIAN

Dr. Troy Youngblood

**WINNER**  
**Dr. Troy Youngblood**

**Finalists**  
Dr. Matthew Connolly  
Dr. Galbraith

## WEDDING EVENT VENUE

*Pickett Place*

**WINNER**  
**Pickett Place**

**Finalists**  
Ava's Place  
Danclay Farms

## WEDDING PHOTOGRAPHER

*Noble Photography*

**WINNER**  
**Noble Photography**

**Finalists**  
Creat Portraiture  
Tie - Rebecca Handley,  
Keelan Walker, Savanna  
Rutherford, Photos by Lucy

## WRECKER SERVICE



**WINNER**  
**Simpson's Wrecker Service**

**Finalists**  
Cox Towing  
Horne Wrecker



THANK YOU  
FOR VOTING US

#1

AGAIN!



**COOK'S PEST CONTROL**



CONTACT US FOR YOUR

**FREE ESTIMATE OR TERMITE ASSESSMENT.**

**256.764.6801 | [cookspest.com](http://cookspest.com)**

**THANKS FOR VOTING US #1**  
**in the Shoals for Wood Floors**



380 Seville St., Florence (next to Kohl's)  
256-767-6389 • [www.woodfloorstore.net](http://www.woodfloorstore.net)

"North Alabama's #1 Full Service Flooring Store"





## BAKERY

**Yummies**  
Bakery & Deli

**WINNER**

**Yummies**

**Finalists**

Sugarbaker's  
Krispy Kreme

## BARBEQUE

**BUNYAN'S**  
BAR-B-Q

**WINNER**

**Bunyan's Bar-B-Q**

**Finalists**

Rick's Barbecue  
306 BBQ

## BREAKFAST



**WINNER**

**Cracker Barrel**

**Finalists**

Big Bad Breakfast  
Jack's

## BUFFET

**Sweet**  
**Tea's**  
Restaurant

**WINNER**

**Sweet Tea's Restaurant**

**Finalists**

Golden Corral  
Southern Farm Table

## CATFISH



**WINNER**

**Newbern's Catfish**

**Finalists**

Fish Creel  
Lash's Seafood

## CHICKEN



**WINNER**

**Chick-fil-A**

**Finalists**

Zaxby's  
Kentucky Fried Chicken

## CHICKEN WINGS



**WINNER**

**Buffalo Wild Wings**

**Finalists**

Sledge's  
Zaxby's

## CHINESE



**WINNER**

**Rice Box**

**Finalists**

Umi  
Mongolian Grill

## COFFEE SHOP



**WINNER**

**Starbucks**

**Finalists**

Turbo Coffee  
Rivertown Coffee

## COUNTRY COOKING/ SOUL FOOD



**WINNER**

**Cracker Barrel**

**Finalists**

Sweet Tea's Restaurant  
Momma Jean's

Thank you for making  
**Blackberry Trail**  
the **#1 Golf**  
**Course!**

112 Clubhouse Dr.  
Florence, AL 35630

**256-740-8825**

Thank You  
For Voting Us  
#1 Carpet Store



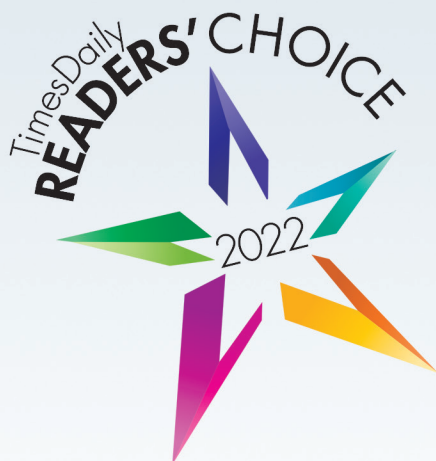
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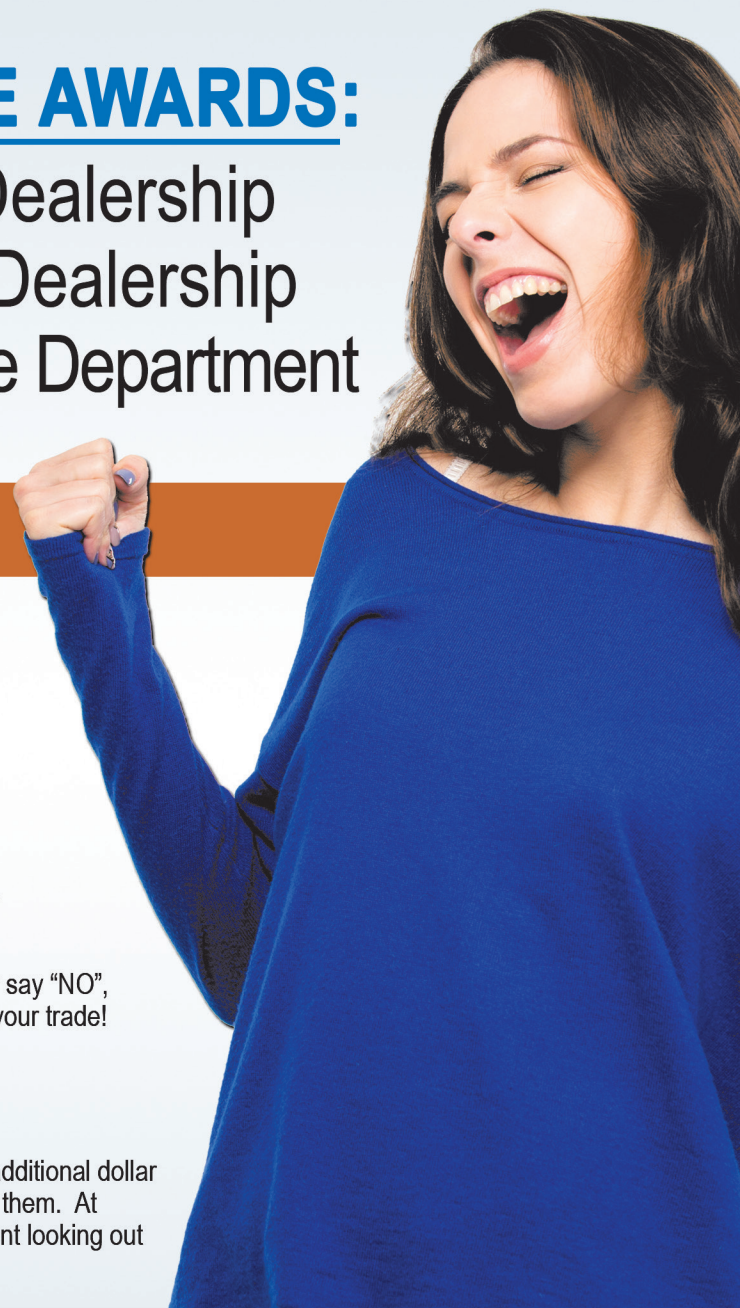
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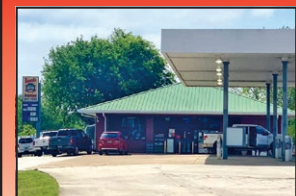
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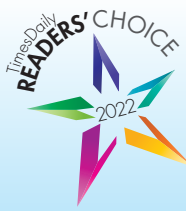
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Every Year in October the TimeDaily will publish this Readers' Choice winners and finalist special section.

**Starting in August, you can vote for your favorite businesses, places and people.**

Next year in August, please cast your vote for the businesses in the Shoals Area that you think are deserving the title TimesDaily Readers' Choice Winners and you can have a **chance to win \$250.**

**CONGRATULATIONS** to  
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**2022 Readers' Choice drawing!**



## Questions to ask when soliciting customer feedback

by METRO NEWS

The value of customer feedback is significant. According to Dimension Data's 2017 Global Consumer Experience Benchmarking Report, 81 percent of organizations credit improving the customer experience with differentiating them from their competitors. In addition, 84 percent of firms reported a growth in revenue after implementing strategies to improve the customer experience.

In order to improve the customer experience, business owners must first recognize what their customers want. Soliciting feedback from patrons can help business owners identify what their customers want. Thanks to email, social media and online services like Google Reviews, it's now easier than ever for businesses to solicit and identify customer needs. In addition to asking patrons to review their experiences online, business owners can ask the following questions to improve experiences for their customers.

- How did you hear about us?
- Did we meet your expectations?
- Was the staff helpful?
- How could staff be more helpful?
- What was the most enjoyable part of your experience with our business?
- What do you most enjoy about our products or services?
- Did you shop online or in store or both?
- How can we improve your in store or online shopping experience?
- Are you likely to recommend us to friends and family?
- What would you change about your experience?

These questions are straightforward and can be answered in a matter of minutes, but honest feedback from customers can be incredibly valuable to business owners. Feedback also can be valuable for customers, especially when they feel their voices have been heard. In fact, a recent report from Apptentive, who specialize in customer feedback services, indicated that 97 percent of customers are somewhat likely to exhibit brand loyalty to a company that implements their feedback.

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# How to identify what customers want

by METRO NEWS

Generating repeat customers should be the goal of any small business. Various studies have found that consumers spend more the longer their relationship with a business lasts, which only underscores how vital repeat customers can be to the long-term success of a business.

One component of keeping customers happy and returning time and again involves understanding what patrons are seeking from a business. Addressing customer needs early on generally involves solving a current problem or thinking about what customers may need in the future — perhaps even before they recognize it themselves. The following are some of the factors customers look for in the products and services they choose.

## Good price

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

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

## Ask customers questions

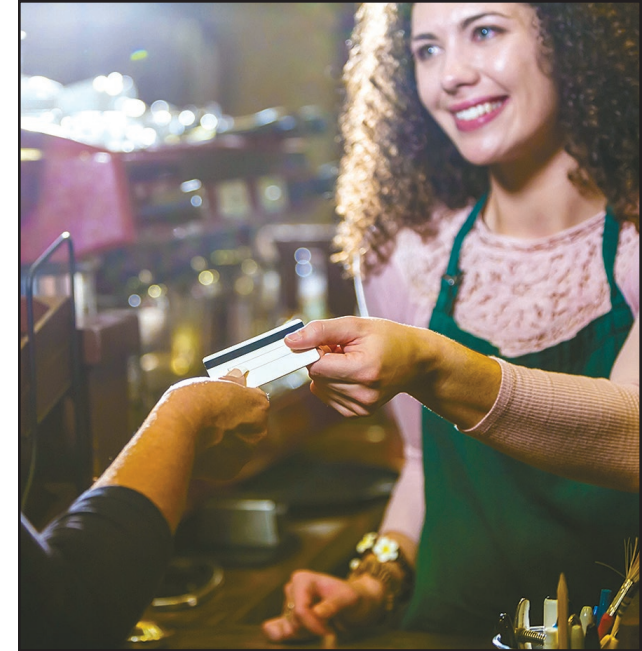
Figuring out what customers want may come down to asking them. Reach out to customers to learn about why they visited your establishment. Getting a clearer picture of what makes you stand out to customers helps you to fine tune that advantage even further.

## Assess customers' lifestyles

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

## Reliability

No matter what item or service is offered, most customers



want products to last and be dependable, states Power Reviews, a consumer opinion company. If you're an electrician, show up for the estimate on time and complete the job as promised. A store owner should choose a product line that endures by carefully vetting vendors to ensure only the highest quality products are being sold in their stores.

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

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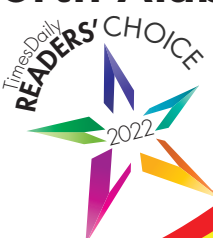
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# How small businesses can engage their communities

by METRO NEWS

Many working professionals aspire to open their own businesses. Those that make the leap know how exciting and challenging opening a new business can be.

It's typically vital for small business owners to engage their communities. Local residents may help a small business stay afloat during the notoriously challenging five-year period after opening, providing necessary capital by making purchases and even spreading the word to friends and family members who can become future customers. According to the Bureau of Labor Statistics, roughly half of all small businesses survive at least five years. By engaging their communities right out of the gate, small business owners give themselves a great chance to survive for five years and beyond.

• **Volunteer within the community.** Volunteering is a great way to help a good cause. Taking time to support a local charitable organization also provides positive exposure for a small business while giving owners a chance to meet potential customers. Sign up for a local cancer walk, encouraging staff members to join you. Print T-shirts with your company logo to let fellow volunteers know your business exists and supports good causes.

• **Work with fellow business owners.** Another great way to engage community members is to work in conjunction with fellow small business owners. For example, restaurant owners can cosponsor a food and beverage tasting with a local brewery or vineyard. Such an event can draw beer or wine lovers to your restaurant, and foodies to your cosponsor's brewery or vineyard.

• **Host special events.** Storefronts can do more than serve as display areas for your products. If you have enough room in your store, offer the space to local artists, like authors or musicians, for public readings or performances. This can be a great way to attract potential customers to your store and gives you a chance to support fellow members of your community.

• **Sponsor a youth sports team or organization.** Many small business owners engage their communities by sponsoring local youth sports teams or supporting organizations that offer activities for youngsters, such as the Girl Scouts. This can garner positive exposure for your business and help support a good cause.

Small business owners can engage their communities in various ways. Such engagement can lay the foundation for years of success.



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# 5 ways to support small businesses this holiday shopping season

by METRO NEWS

Small businesses long have been the heart and soul of local communities. There is something to be said about being on a first-name basis with a local restaurateur or another small business owner, as such familiarity often translates into exemplary service.

According to the U.S. Small Business Administration, small businesses account for 99.9 percent of companies in the country, due in large part to the broad definition of small businesses (those with fewer than 500 employees). However, the vast majority of businesses in the United States have a staff that's smaller than 20 workers, according to the Small Business & Entrepreneurship Council. These firms employ nearly 60 million workers, says the SBA.

Despite the prevalence of small businesses, fewer than 80 percent of entrepreneurial small business ventures make it beyond their first year, and only around half make it beyond five years.

Consumers who want to help their favorite small businesses survive can use the holiday season and beyond to set the course for success. Consumers can make a concerted effort to fuel this important cog in their local economic engines.

**1. Shop local.** The concept is simple but effective. Opting to shop in local stores over larger conglomerates and franchises can help small businesses take root. Before making holiday shopping lists, visit local stores and base



gift ideas on items they have in stock. Chances are those gifts will be one-of-a-kind.

**2. Purchase gift cards/certificates.** All businesses have slow periods, and post-holidays is often a time when sales stagnate. Gift cards may bring new customers into local businesses who might otherwise not have patronized them, potentially creating new repeat customers.

**3. Cater holiday meals and gatherings.** The holiday season is chock-full of entertainment opportunities. Individuals can rely on nearby restaurants and other food and beverage businesses to cater holiday parties. Some businesses also may be willing to discount or donate food for nonprofit group activities, such as church holiday bazaars, school holiday concerts or fundraising fairs.

**4. Mention small businesses on social media.** The holiday season breeds excitement. Therefore, when shoppers are in local stores, they can snap pictures of products and overflowing shopping bags and post them online while praising local businesses.

**5. Think about subscription gifts.** Enrollment in a health club or a massage therapy service are gifts that keep on giving for the recipient, but also help ensure consistent incoming cash for the business providing the service.

When shopping this holiday season, consumers can look to the small, local businesses in their communities that help make towns and cities unique.

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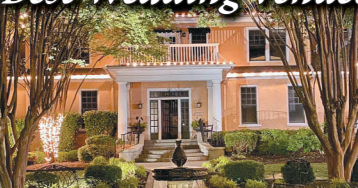
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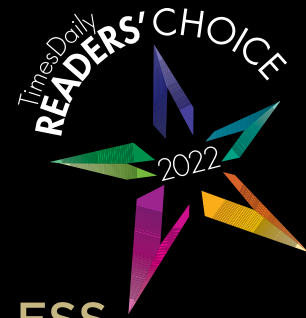
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