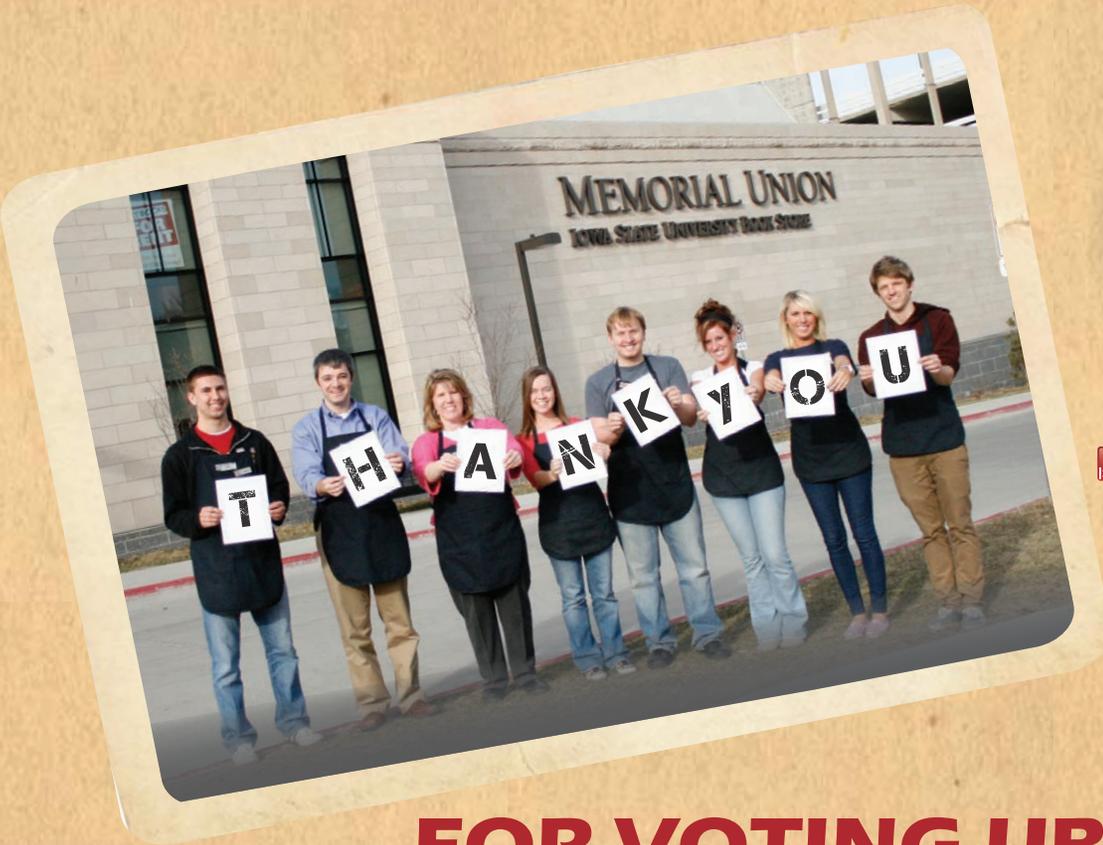




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Student Choice Coupon

Ames Racquet & Fitness

Best Overall Fitness Center



What sets your business apart?

"We are a full service health club that offers equipment and programs for all ages and fitness levels. We have the variety somebody needs to start and stick with a life long exercise program."

How does it feel to be voted the best?

"We are very honored that the students chose us as their top choice!"

How long have you been in business?

"We have been in business since 1977 and look forward to staying around for many years ahead."

What is your favorite ISU tradition?

"We love the energy that ISU game days bring!"

A piece of advice you would like to give?

"The two most important things for you to focus on is your education and your health. ISU is a premier location to get your education and we hope that ARFC can fulfill your health needs with the same quality. You get one body to work with for the rest of your life, so treat it well!"

Ames Silversmithing

Best Jeweler



What sets your business apart?

"Our business is unique. Most jewelry store are simply buyers/sellers of jewelry where at Ames Silversmithing, we have 5 artists who design and create jewelry every day. In addition, Ames Silversmithing has perhaps the finest selection of loose colored stones and diamonds in the state! We design and create jewelry in not only silver, but gold and platinum as well."

How does it feel to be voted the best?

"To be voted the Best Jeweler is sweet validation and so rewarding. We take great measures to ensure our customers receive spectacular service second-to-none and that the jewelry they buy from us is made to the highest quality standards."

How long have you been in business?

"Ames Silversmithing opened in 1976 with Gary and Karen Youngberg as the owners. Gary and Karen welcomed their sons, Kyle and Kirk into the business about 12 years ago and along with the 5 other full-time employees, continue to offer quality jewelry, great prices and a selection that will astound!"

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What is your favorite ISU tradition?

“Campaniling, of course!!!”

Why did you start your business?

“I decided to open Ames Silversmithing after becoming disenchanted with college. I had a year at Iowa followed by a year at Iowa State but simply found little value in my experience. I had always liked rocks so, after checking a few books out of the library, I actually taught myself how to silversmith and, well, here we are 37 years later!”

What would you like to say to your students?

“Buying a diamond or a fine piece of jewelry is easy, knowing what you bought is not. So many jewelry stores offer “false” discounts to their customers to make the customer feel like they got a real “deal” while in actuality, the stores have simply marked up their prices in order to give the illusion of a discount. When was the last time you saw gas “of-fered for \$7/gallon and then “on sale” for \$3.50/gallon? You NEVER have because everyone knows a gallon of gas is not \$7! But jewelry is a tough item to compare and many stores take advantage of that fact. At Ames Silversmithing, we offer straightforward, honest and fair pricing with an attention to detail seldom seen in today’s world. No phony sales, no pie in the sky claims, just good, honest VALUE day in and day out! Please stop in a see what we are all about here at Ames Silversmithing!”

Ayden Lee

Best women’s apparel store

Ayden Lee

What sets your business apart?

“We have our own label of clothing and we carry unique one of a kind trendy clothing for women at affordable prices. We also give back to the Ames community as much as possible!”

How does it feel to be voted the best?

“Honored, truly honored to be recognized by the ISU students that I work hard to bring clothing that they will love to wear.”

How long have you been in business?

“We have been open for 4 years.”

What is your favorite ISU tradition?

“Veishea and the Fashion Show.”

Why did you start your business?

“As I was an Iowa State student and living in Ames I felt there was a lack of variety in shopping and I wanted to fill in that gap and also keep shopping local instead of going to Des Moines.”

What would you like to say to students?

“Take advantage of all of the opportunities that are given to you in college, get involved with local businesses, enjoy every minute before you get to the real world. It goes by so fast.”



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Buffalo Wild Wings

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What sets your business apart?

"Our commitment to community involvement, plus great wings!"

How does it feel to voted the best?

"Awesome, thanks!"

How long have you been in business?

"Our company started in 1982."

A piece of advice would you like to give?

"When you look back on your life, you won't regret what you did, you will regret what you didn't do.' -Mark Twain"

Cafe Beaudelaire

Best Cafe

Best place to go for happy hour



What sets your business apart?

"A unique atmosphere with fantastic food, beer and cocktails."

How does it feel to be voted the best?

"It feels fantastic. All the hard work that goes into running a campustown restaurant is made worth it by this honor."

How long have you been in business?

"24 years."

What is your favorite ISU tradition?

"Veishea and Cafe Beaudelaire's long islands!"

Why did you start your business?

"To create an accounting atmosphere for all cultures, races and ages."

What would you like to say to students?

"Don't be afraid to try new/different beers."

A piece of advice you would like to give?

"Don't forget to tip your server/bartender!"

Chinese Homestyle Cooking

Best place to get Asian

What sets your business apart?

"Cooking mandarin style."

How does it feel to be voted best?

"Good."

How long have you been in business?

"18+ years."

What is your favorite ISU tradition?

"VEISHEA"

Why did you start your business?

"Family oriented, we wanted to run our own business."

What would you like to say to students?

"We love our customers like family. Thanks for your business!"

A piece of advice you'd like to give?

"Keep working hard and continue being part of the community."

Dentistry at Somerset



Best place to go for dentistry

What sets your business apart?

"Our goal is to achieve the best, long-lasting results, while providing an experience that exceeds patients' expectations. The Dentistry at Somerset team is committed to seeking out and utilizing the latest technology to make dental treatment more predictable and as comfortable as possible. We offer a wide range of services from the most basic dental procedures like fillings and cleanings, to more involved cases like teeth straightening, dental implants and other types of advanced cosmetic dentistry."

How does it feel to be voted the best?

"It is a great honor to be voted the best dentist in Ames! I'm very proud of the way our team is able to impact patients' lives in a positive way every day. I have to give most credit to my team. I'm lucky to work

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How long have you been in business?

“I’ve been in practice for 15 years with twelve of those being in Ames. I moved to Ames after spending three years as a dentist in the U.S. Navy in Okinawa, Japan and in Chicago. I joined my previous partner, Dr. Paul Readhead, after he moved his practice to the Somerset location. Paul originally started this practice in the early 1970’s.

What is your favorite ISU tradition?

“My family always looks forward to the Veishea parade. I really enjoy making it to football and basketball games when I can.”

Why did you start your business?

“I started my own business for the same reason I chose to become a dentist. I experienced the positive and life-changing impact that dental care has on a person’s life when my mother underwent some complex treatment to help her with TMJ problems. I liked the idea of working with my hands and applying both the science and the art of dentistry to help improve patients’ lives on a daily basis.

What would you like to say to the students?

“Thank you for your continued confidence in our office! We feel lucky to be part of the great ISU community. I promise we’ll do our best to continue meeting your needs in whatever way we can. While some students are looking for long-term dental care, we realize many students are far away from their hometown dentists and may only need our services for a short time. Either way, we’re happy to help and will make you feel welcomed and comfortable.”

What piece of advice would you like to give?

“I’d recommend seeking out a variety of academic and life experiences throughout your college experience. Developing yourself mentally, physically, socially and spiritually will benefit you far more than simply getting A’s in class.”

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DG's Taphouse

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for live
music



What sets your business apart?

"We offer 56 beers on tap and we host live entertainment four nights a week."

How does it feel to be voted the best?

"It feels great! It's an honor to serve the Ames community."

How long have you been in business?

"Seven years."

What is your favorite ISU tradition?

"Veishea and ISU Athletics."

Why did you start your business?

"We saw a need for an excellent live music venue in Downtown Ames. Our town has a diverse culture and we love to contribute to it."

What would you like to say to students?

"We are proud to serve you and provide a space for experiencing original music."

A piece of advice you would like to give?

"Try new things. And really live in Ames while you are in school here. It's a great town."

Fuji

Best place
to get
sushi



What sets your business apart?

"Serving Japanese food, sushi and hibachi."

How does it feel to be voted the best?

"Feeling great! Thank you so very much for this. We really do appreciate this. Keep voting us number one."

How long have you been in business?

"Five, going on six, years."

What is your favorite ISU tradition?

"Graduation! We get great business from you guys. Never forget to celebrate your graduation with us."

Why did you start your business?

"All of a sudden we just had a thought, 'Let's open a Japanese restaurant in Ames!'"

What would you like to say to students?

"Live your life! Study hard, party harder and don't forget—all you need is love and some sushi in this world!"

Haverkamp Properties

Best Property Management

What sets your business apart?

"We are locally owned and managed and provide efficient housing. We also include cable and other amenities others don't."

How does it feel to be voted the best?

"It's exciting to have this honor for the fourth year in a row. We are very honored and try to fit our residents' needs."

How long have you been in business?

"We started in 1997."

What is your favorite ISU tradition?

"The first year we received this award, we held a thank you tailgate with free food and t-shirts, so we really like tailgating."

What would you like to say to students?

"Thank you for choosing us for the fourth year."

A piece of advice you would like to give?

"Start looking for housing sooner rather than later and make sure you get everything you're looking for."



Dutch Oven Bakery

Best bakery



What sets your business apart?

"We are family owned and operated; we are here on a daily basis making the product and talking to customers to make sure that the product is the best it can be."

How does it feel to be voted the best?

"It's great! We have been very fortunate to have the community of Ames and the students at ISU support us for so many years."

How long have you been in business?

"Denny and I opened our bakery in Boone in 1983. We opened our 2nd in 1989. At the moment we have 3 generations of family working for us."

What is your favorite ISU tradition?

"There are so many great traditions at ISU. Of course Veishea and Homecoming stand out. Getting to work with couples that have met while at ISU in designing their weddingcakes is always memorable."

Why did you start your business?

"Denny started out working in the bakeries in Pella during high school. Pella has always been known for their amazing bakeries so he had great teachers to learn from. When the opportunity arose for us to start our own bakery in Boone, we jumped at the chance. Both Boone and Ames were very supportive in helping make our bakery a success."

What would you like to say to students?

"Get involved! Join organizations, volunteer, study abroad. You never know what experiences or connections you may make now that may help you somewhere down the road."

A piece of advice you would like to give?

"Find a career that you really enjoy and are passionate about. Don't be afraid of trying new things to evolve and grow your business or job position."

Heroic Ink

Best
place to
get a tattoo



What sets your business apart?

"We work really hard to individualize for each customer. We keep Heroic Ink a very clean and welcoming environment. We do a lot of first timers and everyone from every walk of life. We're just normal nerds who love what we do!"

How does it feel to be voted the best?

"Awesome! We did not see this coming. The fact that people are willing to do their research and come here is great."

How long have you been in business?

"Four years."

What is your favorite ISU tradition?

"The Polar Bear Plunge! It's always great to do something fun and have it serve a purpose."

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Why did you start your business?

"We really wanted to make an environment that is art-based and calm. Everything is very open and friendly."

What would you like to say to the students?

"Thank you for taking the time and effort to come downtown and see us! The fact people are willing to come down is really appreciated."

A piece of advice?

"When it comes to tattooing, do your research. Don't settle—it's on you forever. Whether it's with us or not, make sure it is exactly what you want."

Hickory Park

Best BBQ

Best place to get great service

What sets your business apart?

"Here at Hickory Park, we strive to offer quality products and service at reasonable prices that bring our customers back again."

How does it feel to be voted the best?

"Being voted best is a great honor for Hickory Park. We attribute this honor to our good quality help."

How long have you been in business?

"Hickory Park restaurant has been an Ames establishment since 1970."

What is your favorite ISU tradition?

"Our favorite ISU tradition is the fan base. Through thick and thin, the ISU sports teams have always had superb fan base that cheer on the Cyclones."

Why did you start your business?

"We had an opportunity to start a restaurant in Ames and a family to support."

What would you like to say to students?

"We appreciate your continued business and hope that you remember us as you come back to Iowa State in the future."

A piece of advice you would like to give?

"Anything is possible if you work hard."

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What sets your business apart?

"Our employees and their dedication to giving a great customer experience every time."

How does it feel to be voted the best (consecutively)?

"We are very excited once again to be voted the best and appreciate the continued support of the university students and faculty."

How long have you been in business?

"Since 1930 as a company."

What is your favorite ISU tradition?

"We have no real favorite but I would say that tailgate season ranks right up there, family weekend or Homecoming."

Why did you start your business?

"To take care of the customers and provide the best supermarket possible."

What would you like to say to students?

"Thank you for all your support to Hy-Vee. We truly appreciate your trust in our stores to take care of your needs."

A piece of advice you would like to give?

"Five basics to success

1. Make sure that people in your life know that they matter to you
2. Avoid negative people
3. Never be satisfied
4. Set a good example
5. Do the right thing"

Jax Outdoor Gear

Best outdoor store



What sets your business apart?

"Quality and variety of products."

How does it feel to be voted best?

"As the second year in a row, excellent. We are very happy when students visit. We appreciate their business and what they're interested in."

How long have you been in business?

"This store since 1955, exclusively as military surplus."

What is your favorite ISU tradition?

"Veishea."

Why did you start your business?

"I'm an outdoors person, I love hiking and camping."

What would you like to say to students?

"If you haven't been here, check us out! We have an amazing selection of disc golf, backpacks and bags."

A piece of advice you'd like to give?

"Be sure and get outside. Get away from technology and get outside and play!"



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Ayden Lee



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Health Market



Chinese



Kitchen



Jeff's Pizza

Best Carryout

Best Late Night Deal

Best Lunch under \$10

Best Place to get Pizza

What sets your business apart?

"We can make things exciting!"

How does it feel to be voted best?

"Great! We appreciate everyone's support."

How long have you been in business?

"Over six years."

What is your favorite ISU tradition?

"Veishea."

Why did you start your business?

"Pizza was exciting and something I could do."

What would you like to say to students?

"Thanks for being so supportive!"

A piece of advice?

"Know yourself and what you can and cannot do and how to apply it to your best qualities."

Le's Salon

Best Nail Salon

What sets your business apart?

"This is a family business based on honesty and quality."

How does it feel to be voted the best?

"Very happy to be recognized for all our hard work and very surprised. We strive to improve our services and techniques."

How long have you been in business?

"July of 2010"

What is your favorite ISU tradition?

"Veishea parade."

Why did you start your business?

"To serve the community and to provide for my family."

What would you like to say to students?

"Thanks for supporting our business."

A piece of advice you would like to give?

"You can do anything you set your mind to—dream, focus, be honest, trustworthy, work hard, and don't give up!"



Lynn's Car Wash and Pet Wash

Best Car Wash

What sets your business apart?

"Quality more than anything else."

How does it feel to be voted the best?

"It's an honor. It reinforces we provide a great service to the community."

How long have you been in business?

"38 years."

What is your favorite ISU tradition?

"(Old) Veishea and when students would get out of class on Fridays."

Why did you start your business?

"It's the only thing I ever knew. I started working here when I was 15 and then took over as an owner."

What would you like to say to students?

"Thanks and we appreciate your service!"

A piece of advice?

"Keep Iowa beautiful and drive a clean car."



McFarland Clinic PC

McFarland Clinic

Best place for healthcare

What sets your business apart?

"McFarland Clinic is central Iowa's largest physician-owned multi-specialty clinic. The McFarland Clinic PC network of health care providers serves residents in 10 Iowa communities with additional communities served by physician outreach clinics."

How does it feel to be voted the best?

"We are honored students recognize us to play a part in their healthcare. Students can get their various health care needs taken care of here in Ames."

How long have you been in business?

"McFarland Clinic was founded in 1946. The benefits of a multi-specialty clinic to patients are countless."

What is your fave ISU Tradition?

"ISU Athletics."

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Why did you start your business?

“Care for each patient can be efficiently coordinated, building familiarity and trust. McFarland Clinic prides itself on serving the healthcare needs of central Iowans.”

What would you like to say to the students?

“We encourage being active to your healthcare needs. We’re here for regular check-ups as well as after hours care.”

A piece of advice?

“McFarland Clinic providers encourage patients to be active in their health care by using the patient portal MyChart. With MyChart patients are able to view a portion of their electronic record online and can communicate electronically with their doctors office.”

Mongolian Buffet**Best Buffet****How long have you been in business?**

“We have been in business four years.”

Why did you start your business?

“There was a need for a restaurant in Ames.”

What would you like to say to students?

“Thank you to the people who come into the restaurant.”

Oddfellows Burger Kitchen**Best Burger****What sets your business apart?**

“We have a fun and friendly environment that serves fresh food. We’re known for our burgers, but we have a wide variety on our menu if you’re looking for something else.”

How does it feel to be voted the best?

“It feels great to be acknowledged and supported by the Iowa State community.”

How long have you been in business?

“A little over two years.”

What is your favorite ISU tradition?

“Family weekend because parents get to see what ISU and Ames is all about. We love seeing and talking with new faces about our restaurant.”

Why did you start your business?

“To bring a different and unique atmosphere to Ames with great food.”

What would you like to say to students?

“Thank you! Also remember, ISU students get 25% off on Sundays when they bring their ISU ID card!”

A piece of advice you would like to give?

“Come hungry!”

**Orange Leaf****Best frozen yogurt****What sets your business apart?**

“Our managers are the best, making sure our store is their own and treating it like their own business.”

How does it feel to be voted best?

“We are excited that students chose us for this award, we are honored to serve our community.”

How long have you been in business?

“We opened in August 2011.”

What is your favorite ISU tradition?

“We have ties to other towns and universities and enjoy a little competition among ourselves. Go state!”

Why did you start your business?

“We simply saw it as a good opportunity to be in a new trend that has good profit and is a relatively fun business to be in.”

What would you like to say to students?

“We want to thank the students and we are committed to providing a great place for them to visit.”

A piece of advice you’d like to give?

“Research and study all of the factors of any new business before entering — long term potential, time needed to manage and impact on the community.”

**Party Time****Best party supplies****What sets your business apart?**

“We are central Iowa’s premise tent rental company that offers affordable quality disposable party products.”

How does it feel to be voted the best?

“We are honored to carry the title for two years running!”

How long have you been in business?

“20 years, since 1994.”

What is your favorite ISU tradition?

“Greek Week”

Why did you start your business?

“To provide the Ames community a full service rental business.”

What would you like to say to students?

“We are participants of SAA and ISUAA. Show us your card at checkout and you will receive a discount on your rental purchase.”

A piece of advice you would like to give?

“Simplicity equals elegance! When planning a party, be careful not to go overboard. Choosing a fun pattern as an accent color adds more spice to a party than trying to keep everything color coded.”



Rebarcak Chiropractic



Rebarcak Chiropractic
PAIN RELIEF CENTER

Best Chiropractor

What sets your business apart?

"We offer convenience; five doctors (Dr. Rod Rebarcak, Dr. Ben Winecoff, Dr. Matt Cross, Dr. Brady Rebarcak, and in April Dr. Jahnaya Rebarcak will join our practice), walk-in care if needed and extended hours Monday through Saturday. Besides chiropractic care our doctors are certified in acupuncture, decompression traction, and extremity adjusting. We also offer massage, nutritional counseling with an emphasis on functional medicine, physiotherapy modalities and exercise rehabilitation therapy. Three of our six certified Chiropractic Assistants will have a degree from Iowa State!"

How does it feel to be voted the best?

"Our office is most honored to have the support of the Iowa State community. We have so many great patients, many with an affiliation to Iowa State: coaches, athletes, trainers, students, administrators and faculty."

How long have you been in business?

"We have been in Ames for over 30 years."

What is your favorite Iowa State tradition?

"Graduation ... four down and one to go for Dr. Rebarcak."

Why did you start your business?

"We opened in Ames because we love the town and the affiliation with Iowa State University."

What would you like to say to the students?

"Come and visit us. Walk-in or call 515-233-2263 for your preferred appointment. We would love to see if we can help you. Our office has experience with any insurance you might have, in-state or out-of-state. Visit our website at www.painreliefiowa.com for more information about our clinic."

A piece of advice you would like to give?

"Give your health top priority. Healthy life-long habits established now will stay with you and pay off, as you get older. A nutritious diet, healthy exercise, eliminate stress and keep your spine in line!"

VAN HEMERT'S
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in Ames!

219 Duff Ave. | M-F 6 am - 6 pm Saturday 6 am - 5 pm

1 FREE coffee with purchase of a donut, roll, or pastry.

*does not include gourmet drinks or lattes. Expires 5/31/14.

Skunk River Cycles

Best bike shop

What sets your business apart?

"Our personal experience. Main Street location and community involvement help us develop relationships to help customers find the best bike for their needs and budget. Our goal is a shop to help provide a great cycling experience no matter who the rider might be."

How does it feel to be voted the best?

"It is a great to be honored by the ISU students. We frequently work with student organizations, supplying materials and cycling expertise to a variety of projects and have enjoyed the benefit of working with many talented students in a variety of fields."

How many years have you been in business?

"Our store has been open since 2001 with our cumulative cycling experience over a hundred years in recreation, competition, and technical application."

What is your favorite ISU tradition?

"Sunshine during Veishea and 'the Cyclone 500' Central Campus bike race."

What would you like to say to the students?

"Your time spent at Iowa State is relationship and community as



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well as education. Developing relationships with professors and fellow students will provide a more substantial education than the course guides will mention and offer learning enhancement developed from your years at ISU.”

A piece of advice you'd like to give?

“Sometime a good education will come from inconvenience and challenge. Make these tools to use in your life instead of roadblocks. Appreciate that your achievements are an accumulation of the past.”

Studio 7

Best Salon

*studio7salon
and spa*

What sets your business apart?

“We are constantly updating our salon and spa by adding services that aren’t offered elsewhere in town. Our team works hard to make every client extremely happy!”

How does it feel to be voted the best?

“It’s a privilege as well as humbling. We work hard and desire to always improve. It’s wonderful to know our salon is received so well.”

How long have you been in business?

“Studio 7 has been open for 6 years.”

What is your favorite ISU tradition?

“We love the Iowa State Fashion Show! We have provided the hair and makeup for it for 6 years and it is a wonderful event.”

Why did you start your business?

“My husband Scott and I started it to enable me, Krista, to live out my life-long dream of owning my own salon and spa. We also wanted to help provide job security. Be a part of the community, and help others exceed in their dreams.”

What would you say to students?

“I would like to thank them for their ongoing support for Studio7 Salon and Spa. We strive to always provide excellent service for you. For super great deals and subscribe to our VIP texting, text studio7 to 36000 and you automatically receive a FREE service!”

A piece of advice you would like to give?

“Professionalism, consistency, hard work and a great attitude will allow you to shine and your dreams will become reality!”



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Thanks, Students. YOU are awesome

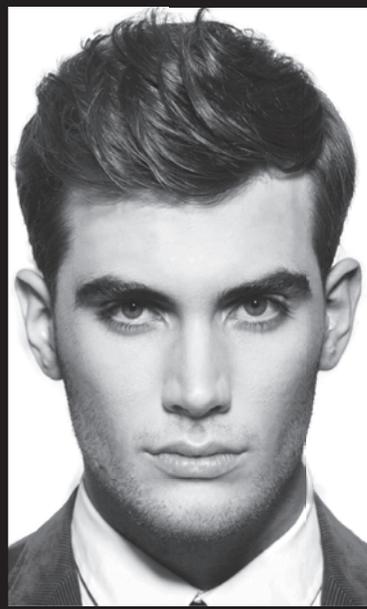
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Sun Tan City

SUN TAN CITY

Best tanning salon

What sets your business apart?

"Based off of affordable memberships at lower prices."

How does it feel to be voted best?

"It feels great. We feel honored."

How long have you been in business?

"We converted two years ago from Tan World."

What is your favorite ISU tradition?

"We do allow Cyclone sweatshirts and t-shirts on game-day weekends."

Why did you start your business?

"It is a good area and a lot of traffic in west and north Ames. The area has different demographics."

What would you say to students?

"Thank you for coming in and voting, we like to see new faces! Watch for our coupons and bring in a student ID for lower membership."

What piece of advice would you like to give?

"To be successful, you have to think of what you would do for the customer."

Superdog

Favorite drunk food

What sets your business apart?

"We believe Superdog is an amazing product. It combines broad flavors that folks love and we try to add a frantic brand of customer service. Together the experience is one of a kind!"

How does it feel to be voted the best?

"We are blushing a whole bunch. (Is it obvious)?"

How long have you been in business?

"We purchased Superdog in 2004, so next Fall it will have been 10 years. Boom!"

What is your favorite ISU tradition?

"Veishea: We love a good challenge, and love to meet it with friends, Veishea is the perfect weekend. We get no sleep and destroy our backs fueled only by Lorry's Coffee and Red Bull. We persevere throughout the weekend and on Sunday, we rest. Love, love."

Why did you start your business?

"We purchased Superdog, because when I ate one, I fell in love."

What would you like to say to students?

"We thank you for your appreciation, and we will continue to try to earn it again and again with our commitment to some of the fastest service in Ames."

A piece of advice you would like to give?

"Get in line early."

Taco Bell

Best place for late-night

What sets your business apart?

"Hospitality guests are the key."

How does it feel to be voted the best?

"We achieved what we were striving for."

How long have you been in business?

"We have been in business 2+ years at this location."

What is your favorite ISU tradition?

"My favorite tradition is the Dance Marathon."

What would you like to say to students?

"Always set goals, then work toward achieving them."

A piece of advice you would like to give?

"Never underestimate yourselves or anyone else."



Target

Best place to get school supplies

What sets your business apart?

"We strive for awesome guest interactions."

How does it feel to be voted the best?

"We love this kind of feedback!"

How long have you been in business?

"50 years."

What is your favorite ISU tradition?

"Football! It's easy for us, we already wear red."

What would you like to say to students?

"Thanks for all your flexibility during our very busy times."

A piece of advice you would like to give?

"We love students, come apply!"



The Fighting Burrito

Best Burrito

1. What sets your business apart?

"The Fighting Burrito is a Mexican grill. We set ourselves apart by offering DELIVERY, being



committed to being faster than anyone else and offering you more healthy options for your burrito!"

How does it feel to be voted the best?

"Feels like Iowa State University knows a great burrito when it eats one!"

How long have you been in business?

"We opened in the Fall of 2004, so nearly 10 years."

What is your favorite ISU tradition?

"Naked from Beardshear to Curtis at midnight.

Hands — and pants — down."

Why did you start your business?

"We wanted a big burrito shop in Campus-town, and we got tired of waiting."

What would you like to say to students?

"Thanks so much for the recognition, you guys are too kind!"

A piece of advice you would like to give?

"This is the most amazing time in your life, don't waste it; fight for something."



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Groom Room

Best barber shop



What sets your business apart?

"We're geared for a guy. We offer services guys need like a hot towel neck shave and the products we offer. We're the only place that offers these traditional services."

How does it feel to be voted the best?

"Totally surprised and it's a fantastic honor. It's very humbling."

How long have you been in business?

"Since October 1, 2009."

What is your favorite ISU tradition?

"ISU football games."

Why did you start your business?

"I was disappointed in what was being offered. We wanted to prove to guys they are worth the extra service. There wasn't any place like this. We wanted a comfortable place where guys can talk about grooming products. Guys in Ames deserve better. That's our tagline, Look Better, Feel Better, Do Better. If a guy looks good, he's confident."

What would you like to say to the students?

"A truly, heart-felt thank you. We're totally honored. 85% is a student client base. They're extremely loyal and we are very thankful."

A piece of advice?

"Chase after your passion, not your paycheck."



BEST CAR DEALERSHIP



STUDENT CHOICE

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THE LOFT

Best place to go for consignment goods



What sets your business apart?

"We are the only store in Ames that buys, sells, and consigns men's and women's clothing with a focus on teen, college and trendy adults. We also sell new sunglasses, jewelry and scarves."

How does it feel to be voted best?

"Great. We have worked hard to get students downtown and provide them a store they can buy and sell the latest in tops, jeans, dresses, and men's clothing. Thanks to the students for voting for us the best 4 years in a row."

How long have you been a business?

"The Loft has been in business since 2009."

What is your favorite ISU tradition?

"Veishea"

Why did you start your business?

"We own Duck Worth Wearing and our college employees were going to Des Moines to sell their clothes. We saw an opportunity to give Iowa State students and the Ames community an opportunity to find quality brand name items at affordable prices and for them to make some cash too."

What would you like to say to your students?

"Bring your clothing into The Loft. Make some money, be green and support the community you live in."

A piece of advice you would like to give?

"'The best thing about the future is that it comes one day at a time.' -Abraham Lincoln"

Welch Ave Station

Best bar
Best drink special
Best place to go for happy hour



What sets your business apart?

"We give great friendly service and offer a wide variety of ways to have fun. D.J. night — to take your requests — pool, darts and a dozen big screen tv's with sports subscriptions. When requesting a drink we will have your favorite large beer selection, top shelf liquors, Daiquiris or whatever your request may be. We also have full Pizza Pit menu available to your table."

How long have you been in business?

"29 years."

What is your favorite ISU tradition?

"Homecoming and Veishea weekend, Cy-Stephens or to visit with former Alumnus, employees and friends."

Why did you start your business?

"We purchased an existing bar, spent 2 months remodeling to create a bar that we personally like to go to relax, hang out with friends and compliment our Pizza Pit business upstairs. We wanted a clean bar, fully stocked, lots of fun options, not overcrowded and friendly service!"

What would you like to say to students?

"We thank you for voting for us! We will continue to strive to be one of your favorite places in Campustown!"

A piece of advice you would like to give?

"Don't forget to enjoy your time in college, you'll probably only get to experience it once. Remember why you came to Iowa State, but don't forget to have fun too, because these years maybe some of the best memories of your life."

University West

Best off-campus apartment

What sets your business apart?

"University West strives to provide the best customer service and maintenance response time to our residents requests. We are always willing to give the extra effort to help our residents whether it be sub-leasing, paying rent when out of town, or understanding their lease terms. We want to make living with us as easy as possible, while still being well informed."

How does it feel to be voted the best?

"It feels great to know our residents enjoy living and we're doing a good job satisfying their student housing needs. We're always looking for ways to keep improving our services for the residents."

How long have you been in business?

"University West has been managing the properties since 2007."

What is your favorite ISU tradition?

"Our favorite ISU tradition is move-in weekend! It's exciting to greet all of the new residents, and meet their families."

What would you like to say to students?

"Be sure to look for housing early. Student enrollment has been increasing every year and the amount of housing space available cannot keep up. We are already 93% sold out for August, 2014. The best time to look is during the fall semester to ensure you have a great home for the next school year."

A piece of advice you would like to give?

"Always obtain renters insurance. A renters insurance policy offers you coverage in the event of theft, loss, or destruction of your personal belongings in case of a fire, storm or other covered peril. Sometimes, your neighbors may cause damage to your belongings as well, and this will help you recoup your losses as well."



Wells Fargo

Best place to go for banking

What sets your business apart?

"We are a diversified financial services company, and we can meet all of our customers' financial needs, whether it's a student who needs a loan for educational expenses or a graduate who has their first job is ready with down payment on their first home. In addition to that, one of the key areas that sets us apart is the technology we offer. We want to serve our customers anytime, anywhere. We have traditional brick-and-mortar, but we also offer services like online banking, mobile deposits and SurePay, which allows you to send money to practically anyone using your mobile device. You can reimburse your friend for dinner or pay your sister for buying those concert tickets you wanted so badly."

How does it feel to be voted the best?

"We're honored to be voted the Best Bank. Our success is wholly dependent on providing outstanding service to our customers, so we appreciate this feedback from the community and our many loyal customers."

How long have you been in business? And why did you start your business?

"On March 18, 1852, Henry Wells and William G. Fargo created Wells, Fargo & Company. The new company offered banking and express services to Gold Rush pioneers. Today, Wells Fargo is one of the few American companies doing business for longer than 150 years under its founding name and in its original line of business: banking."

What is your favorite ISU tradition?

"This one's easy for us: Veishea We love the festive environment and the excitement it creates in the community. Veishea is one of the oldest traditions in our community, and we love to be a part of that."

What would you like to say to students?

"Our vision is: 'We want to satisfy all of our customers' financial needs and help them succeed financially.' Every day when we come to work, we have the opportunity to live out that vision and our values. Thank you for giving us the opportunity to serve and bring our vision and values to life in this community."

A piece of advice you would like to give?

"For students, retirement is probably not a huge priority. However, studies show that starting to save early and having a plan goes a long way toward financial fitness when you're ready to retire – so many years down the road. A recent Wells Fargo survey showed that people with a plan have saved three times more than those without plan, and 70 percent are confident they will have enough to retire. Bottom line: Start saving as soon as you can, and it's never too soon to start planning for your retirement."

For those students who really don't want to think about retirement right now, we'll add some career advice: We encourage you to take full advantage of the campus life. Get involved and look for leadership opportunities. Start building your network of contacts. It'll help you as you graduate and start looking for that first job. And, when you do start looking, we hope you'll take the time to learn about Wells Fargo and consider us."



West Ames CrossFit

Favorite fitness class

What sets your business apart?

"CrossFit is functional fitness to invoke your inner athlete while getting great results in a short amount of time. It's a fun place to be for everyone!"

How does it feel to be voted best?

"Very excited! Testament to hard work out here!"

How long have you been in business?

"November 2010, training since February 2009."

West Street Deli

Best Sandwich Shop



What sets your business apart?

"The fact that we make everything from scratch and we're family owned."

How does it feel to be voted the best?

"It's an honor and compliment."

How long have you been in business?

"Over 14 years."

Wilson Toyota



Best Car Dealership

What sets your business apart?

"Wilson is a family owned business and is deeply tied to the community. Taking care of Ames and Story County is our top priority."

How does it feel to be voted the best?

"It feels fantastic. Iowa State is very important to us and the opinion of the students is very important to us."

How long have you been in business?

"Since February 1982."

What is your favorite ISU tradition?

"Sports, tailgating, athletes and coaches here."

Why did you start your business?

"There is a need a for it in Ames, we are very passionate about crossfit."

What would you like to say to students?

"Thanks for everyone who voted! We couldn't be here without you!"

A piece of advice you'd like to give?

"Always push forward. Hard work pays off, hard work never ends. You can always be better professionally, personally and in all aspects of life."

"Over 14 years."

What is your favorite ISU tradition?

"Veishea, football, basketball. We also have a hockey player on staff, so it's nice to support those teams."

Why did you start your business?

"My father owned a carpet cleaning business for years in Ames, and we've always been into cooking and wanted to have our own place."

What would you like to say to students?

"Thanks for your support!"

A piece of advice you would like to give?

"It's smart if businesses look into purchasing their own place instead of renting."

What is your favorite ISU tradition?

"Veishea Parade and the Kaleidoquiz. We've sponsored them for over 10 years."

Why did you start your business?

"Danny Wilson has been in the car business his entire life. It has allowed him to take care of many people."

What would you like to say to students?

"Thank you! A lot of our success is tied to Iowa State."

A piece of advice?

"Go to class. Pay attention. Do your schoolwork. It's easy to get distracted, so pay attention to the decisions you make now."



STUDENT CHOICE

THANK YOU!

