

## Beautiful Beginnings Boutique, always adapting to their customers

Beautiful Beginnings Boutique, located at 1523 Main Street in Great Bend marks their 8th anniversary under ownership of Scott and Jennifer Klepper. The couple has adapted to many changes over its time and is always looking to make their customers happy.

The business was purchased in October 2008 by owners Scott and Jennifer Klepper of Ellinwood. Jennifer is a 2004 graduate of Kansas State University and has a masters in Apparel Design and Marketing with a Minor in Business Administration. The Business has been around since 1985 and has been through many transformations over the years; 3 locations, 4 owners, and many clothing lines. Now, Beautiful Beginnings not only carries Wedding Gowns but also an array of ladies casual tops and bottoms, casual

and formal dresses, accessories and jewelry, and Tuxedos with name brands such as Brighton, Casablanca, SPANX, Squeem, Jim's Formalwear, Foxcroft, Alex Evenings, and Alfred Angelo.

This year the business began a new adventure by opening an online boutique. Hoping to broaden their customer base and expand their bridal in house, the company now offers a selection of casual and formal wear online at [www.Beautiful-Beginnings-Boutique.shoptiques.com](http://www.Beautiful-Beginnings-Boutique.shoptiques.com).

The Business is hoping this new online shop will allow them to focus their in shop experience more to the bride and her wedding. "Weddings are where my heart lies and where our business flourishes, but I have always loved fashion." Jennifer says. "I am hoping this online shop will allow our team to turn

our everyday focus back to the bride while keeping our casual customers happy."

Keeping up with their customers' busy lifestyles is not a new concept for Beautiful Beginnings Boutique. "Over the years, we've noticed our busy customers shopping more online and not wanting to take the time to come in house to look," says Jennifer.

Beautiful Beginnings has developed many ways of shopping to help make it more convenient for their customer. The business offers suitcase shopping, at-home trunk shows, late night appointments, facebook orders, and taking clothes home on approval to help with customers tight schedules.

They hope that over the next few years their customers will enjoy their shopping experiences more through the more convenient shopping of casual wear and

through a more attentive experience for the Bride. Store hours are Mon-

day, Tuesday and Friday 10 a.m. to 5:30 p.m., Thursday 10:00 a.m. to 7:00

p.m., Saturday 10:00 a.m. to 4:30 p.m. and Wednesday by appointment.



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## 2016 greets many benchmarks

By KRISTI LOVETT  
Hoisington Chamber Director

2016 greets many benchmarks here in the small town of Hoisington. Deep and loyal roots, now 130 years old, still show themselves here in the Central Kansas prairie we call home. We've seen things come and go. Things past, like the railroad, gas lamps down Main, and the Royal Theatre, still bring fond memories to many. Some traditions, like our Labor Day celebration which just had its 120th anniversary, stay strong even as they format themselves to the day's customs and culture. A fierce loyalty to family and hard work remain among families and businesses, and things continue to look bright for our city.

Here are some excerpts from the 1936 Labor Day program which proudly described life in Hoisington at our 50th anniversary:

"All lines of retail trade are represented, as well as professions and banking houses... Numerous new dwellings have been built in the past year, and several are being constructed at the present time... The farming community surrounding Hoisington is one of the best in Kansas and is adapted to wheat raising, livestock, dairying, poultry raising and diversified crops. It's people are progressive and courageous. While the continued dry weather of the past several years has cut deep into their income, the people of this

community are not down hearted. They are looking forward ---not backward."

This heartening testimony from this past generation proves a proud heritage that we still see strong in Hoisington today. This city has seen its fair share of disaster; two tornados, the great Depression, the dust bowl, the loss of the railroad and fires and economic slow-down which have shaped us into the community we are today. The landscape may look different, but our backbone and attitude stay the same. New and safer streets, a progressive and state-of-the-art hospital and school district, new housing, new retail businesses, an active Chamber and a City that listens are only a few of the things we can look at today and be proud of who we are.

While Main Street has certainly seen much change in the past 130 years, today's businesses and downtown still serve the purposes of our community. Many of these businesses are now transitioning into legacy businesses with children deciding to stay and trust that Hoisington will support their businesses as it has for many years. The Hoisington Chamber of Commerce has been a proud partner to these local businesses, and will celebrate 60 years of incorporation in 2017. The Chamber currently serves 130 businesses and looks forward to continuing its work to make Hoisington a place you are proud to call home for many years to come.



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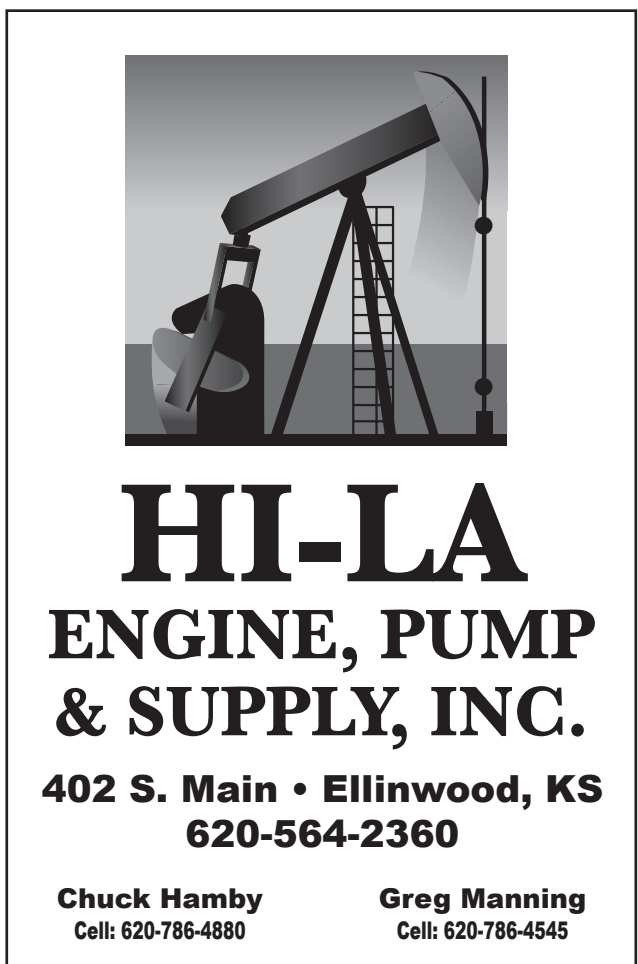
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