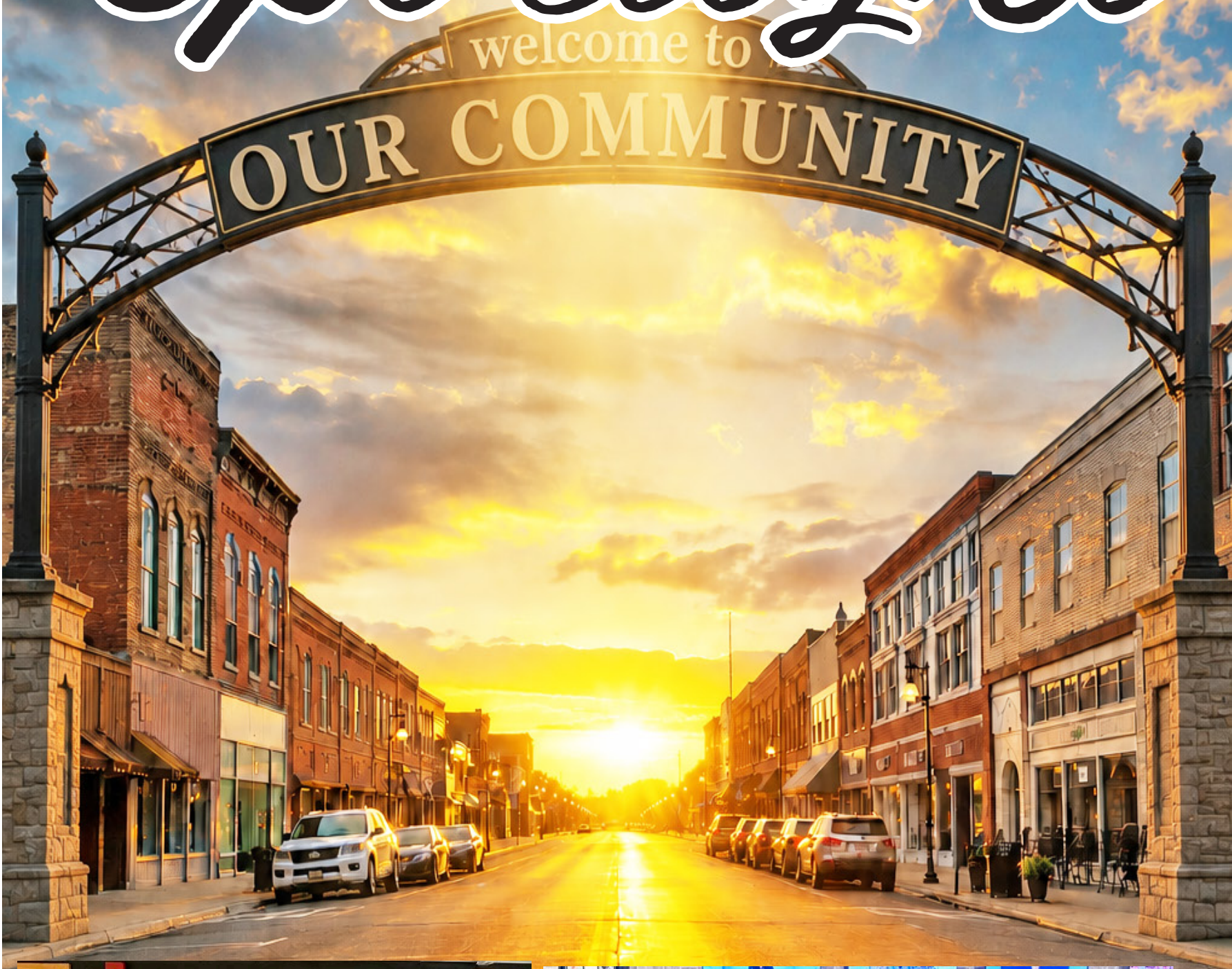


Spotlight



A publication of the
Ogemaw County
SUPERIOR NEWS
Your source for positive community news

Building a stronger community - together

Every community has something that makes it unique. In Ogemaw County, it's not just the lakes, forests, and small-town charm—it's the people behind the storefronts, service trucks, restaurants, farms and family businesses that make this area feel like home.

Every dollar spent at a locally owned business in Ogemaw County is an investment in the people, families, and future of our community. From downtown West Branch to Rose City, Prescott, Lupton, Skidway Lake and beyond, shopping locally strengthens the place we proudly call home.

Choosing to shop locally is about much more than convenience. It's about investing in neighbors who coach Little League, volunteer at community events, sponsor school athletics, donate to local fundraisers and work every day to keep our hometown thriving.

For generations, locally owned businesses have been the heart of Ogemaw County. Many have been passed from parents to children, carrying on traditions of quality workmanship, honest service and community pride. Others are new ventures started by entrepreneurs who believed in this community and chose to build their



dreams here.

Every dollar spent at a local business creates a ripple effect. It helps provide jobs for local residents, supports other area businesses, generates tax revenue for community services, and keeps more money circulating throughout Ogemaw County. Those dollars help

improve our schools, parks, roads, and local organizations while strengthening the economy for everyone.

Local business owners understand the value of personal relationships. They know their customers by name, stand behind their products and services, and take pride in providing exceptional

customer care. Their success depends on earning the trust of the community they serve.

Shopping locally also preserves the character that makes Ogemaw County special. The independent shops, hometown restaurants, skilled tradespeople, professional services, and family-owned companies create a community unlike any other. They give residents reasons to stay, visitors reasons to return, and future generations opportunities to build lives and careers close to home.

When you support a local business, you're doing more than making a purchase. You're helping a family succeed, encouraging entrepreneurship, preserving hometown traditions, and strengthening the community we all share.

The next time you need a gift, a meal, home improvement services, insurance, automotive repair, professional expertise, or everyday essentials, consider looking close to home first.

Because every time you choose local, you're helping write the next chapter of Ogemaw County's story—one built on hard work, community spirit and neighbors supporting neighbors.

Spotlight

Summer 2026

Shining
a light
on local
businesses and
organizations

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Table of contents

313 Designs	Page 7	Northstar Tattooz.....	Page 8
Ace Electric Plumbing & Heating	Page 15	Ogemaw County Historical Society.....	Page 5
Bernard Lumber.....	Page 9	Ogemaw County Superior News.....	Page 4
Christi Neubecker - State Farm.....	Page 13	Ogemaw Lanes & Lounge	Page 13
Dean Arbour Ford of West Branc	Page 6	Outdoor Spaces Landscaping	Page 6
Erickson Family Agency.....	Page 16	Rob & Big’s Moving Co.	Page 7
Finished Concrete	Page 14	Team Hodges	Page 3
Kimmie’s Pub N Grub.....	Page 8	The Body Shop Chiropractic	Page 5
Klemmers Processing.....	Page 12	The Glass Slipper	Page 10
Lehner’s Collision.....	Page 6	The Silver Lining Boutique	Page 13
M&I Graphics & Promotions.....	Page 8	Top Notch Power Washing.....	Page 13
Moonlight Graphics	Page 10	Wise Heating & Cooling, Inc.	Page 10
Morse Clark Furniture Co.....	Page 5		

Top 10 Reasons to Shop Local

1. Keeps Money in the Community

Local businesses often reinvest earnings back into the community through jobs, services, schools, and local organizations.

2. Supports Local Jobs

Small businesses help create employment opportunities for local residents and families.

3. Strengthens the Local Economy

Thriving local businesses help communities grow stronger and more financially stable.

4. Preserves Community Character

Unique shops, restaurants, and businesses give towns their personality and hometown charm.

5. Provides Personalized Customer Service

Local business owners often know their customers personally and provide friendly, individualized service.

6. Supports Local Schools and Events

Many small businesses sponsor sports



teams, school programs, festivals, and community fundraisers.

7. Encourages Entrepreneurship

Shopping local helps support hardworking entrepreneurs and family-owned businesses.

8. Offers Unique Products and Services

Independent businesses often carry one-of-a-kind items and specialty products you cannot find elsewhere.

9. Helps Build Community Pride

Busy local businesses create vibrant

downtowns and encourage stronger community connections.

10. Makes a Big Difference

Even small purchases at local businesses help families, neighbors, and the community thrive.

Closing Thought

“When you shop local, you support more than a business — you support a dream, a family, and a community.”

SHOP LOCAL • DINE LOCAL • SUPPORT LOCAL • LOVE LOCAL

Team Hodges

Sixty years of driving Ogemaw County forward

Some businesses sell products. Others become part of a community's story.

For six decades, Team Hodges has been one of those places where milestones begin. It's where parents purchased the family station wagon, teenagers drove home in their very first car, farmers found dependable work trucks and countless families returned year after year because they knew they would be treated like neighbors.

The story began in September 1966, when Ben and Lillian Hodges purchased Smith Motors in downtown West Branch and renamed it Ben Hodges Chevrolet-Oldsmobile. Although it marked the beginning of the Hodges name in the dealership business, Ben's automotive career had started years earlier.

At just 18 years old, he worked as a gas station attendant before joining George Wright at Wismer-Wright Chevrolet. Through determination and a willingness to learn, Ben mastered every aspect of the business—from maintenance and repairs to the parts department and eventually the showroom floor. After serving as general manager, he fulfilled a lifelong dream of owning a dealership of his own.

The original dealership, located on Houghton Avenue, quickly became known for honest service and friendly faces. As business flourished, however, it became clear that the growing operation needed room to expand.

In the early 1970s, Ben purchased property along the I-75 Business Loop with a vision of creating a modern dealership that could serve northern Michigan for generations.

When the doors opened in August



Three generations of Hodges men – Jeff, Ron, (late) Ben, Terry and Terry Jr. Team Hodges is celebrating its 60th anniversary in business this year.

1973, the dealership entered a new chapter. The spacious showroom and expanded service department allowed the business to better serve a growing customer base—and more than 50 years later, that same location remains home to Team Hodges.

In 1994, Ben passed the keys to the next generation when sons Terry and Ron Hodges purchased the dealership and renamed it Team Hodges.

Today, the dealership is led by the third generation, with Terry Hodges Jr. and Jeff Hodges continuing the family tradition of customer service and community involvement.

The future is already taking shape.

During school breaks, visitors may spot a young member of the fourth generation lending a hand around the dealership—raking leaves, shoveling snow, and learning firsthand that every job matters. Like his great-grandfather before him, he is discovering that success is built from the ground up.

Their commitment has extended far beyond the showroom. Members of the family have supported organizations and numerous local charities and fundraising events. They played an important role in the development of the West Branch Community Airport, helping establish the annual fly-ins that continue to draw visitors from across the region. They

have sponsored golf outings, youth activities, civic events, and countless community projects, quietly giving back to the place they proudly call home.

That spirit of service has earned Team Hodges something more valuable than customer loyalty—it has earned generations of friendships.

Team Hodges, located at 2265 S. M-76, West Branch, is open Monday to Friday, 8 a.m. to 6 p.m., Saturday 9 a.m. to 2 p.m., and closed on Sunday. For more information, call 989-345-1022 or online at www.teamhodges.com.



Ogemaw County Superior News

Keeping the community connected

For several years, the *Ogemaw County Superior News*, formerly the *Ogemaw County Voice*, has been dedicated to sharing the positive stories, events and people that make our community special.

As the only locally owned newspaper in Ogemaw County, the *Superior News* takes pride in delivering trusted local news while supporting the businesses, schools, organizations and residents it serves every day.

Unlike larger media outlets, the *Superior News* focuses on the people and events close to home. The staff takes pride in building relationships with readers, business owners, community leaders and local organizations while providing accurate and meaningful coverage.

“Our mission has always been simple — to tell the stories of our community with integrity, pride and heart,” said publisher Deanna Surbrook. “Local journalism plays an important role in preserving the voice and spirit of small towns.”

Founded by the late Grange Bell in 2012, on the belief that strong communities deserve positive uplifting stories, the *Ogemaw County Superior News*, remains committed to providing coverage of local schools, sports, community events, business spotlights and hometown achievements. The goal is keeping their readers informed, connected and engaged.

The newspaper actively supports community growth by partnering with local businesses, promoting charitable

events, and celebrating the people who make a difference throughout the area.

The *Superior News* was recently awarded the 2025 “Most Dedicated Member of the Year Award” by the West Branch Area Chamber of Commerce.

Beyond reporting the news, the *Superior News* offers affordable and effective advertising opportunities designed to help local businesses connect with community readers. From print ads, website ads, business spotlights to special sections, the publication remains committed to supporting hometown businesses and helping the local economy thrive.

Whether promoting a grand opening, seasonal sale, community event or ongoing services, the newspaper

remains committed to helping local businesses succeed and flourish.

With a focus on community values and hometown connections, the *Ogemaw County Superior News* continues to serve as a trusted source of positive community and a proud supporter of local life.

For more information on editorial issues or general questions, contact Publisher Deanna Surbrook at 989-482-7695 or email deanna@superior-news.com. For advertising needs, contact Marketing and Sales Manager Kathy Collins at 989-450-6163 or email kathy@superior-news.com.

You can also visit them online at www.superior-news.com and on Facebook.

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Ogemaw County Historical Society

Bringing history alive

Celebrating the people, places and moments that shaped our region, the Ogemaw County Historical Society serves as one of the county’s most dedicated guardians of local heritage since 1978.

With a mission rooted in preservation, education and community pride, the organization works tirelessly to ensure that Ogemaw County’s rich past is never forgotten.

Fueled by passionate volunteers, led by Curator Sally Rea, the Historical Society continues to grow its collections and expand its outreach.

Operating from its welcoming home in downtown West Branch, located at 135 S. Second St., the Historical Society maintains an impressive collection of artifacts, photographs, documents and personal stories that paint a vivid picture of life throughout the county’s history.

From early lumbering communities and rural homesteads to small-town milestones and beloved traditions, the Society brings Ogemaw County’s story to life for residents and visitors alike.



The Historical Society also sells Rada cutlery, as well as books they have published and others from local writers.

The Society is funded through memberships and community donations. For more information, call 989-701-2525, via email at oghs1978@gmail.com, online at www.ogemawcountyhistoricalsociety.com or visit their Facebook page.

The museum is open from Memorial Day to Labor Day on Thursday and Friday, 10 a.m. to 2 p.m.

The Body Shop Chiropractic

Helping the community move better

With more than two decades of chiropractic experience, Dr. Angela Scarffe is dedicated to helping patients move better, feel better and live healthier lives.

At The Body Shop Chiropractic in West Branch, she provides gentle, personalized care using precise instrument-assisted techniques to address joint misalignment, relieve pain and improve overall wellness.

Known for her compassionate approach and commitment to patient care, Dr. Scarffe welcomes new patients seeking natural solutions for better health.

Committed to treating the whole person, Dr. Scarffe works with patients of all ages, helping them find relief from pain, improve mobility and maintain overall wellness.

She believes people need chiropractic services now more than ever in this era of relying on drugs and surgery.

Her patient-centered approach and dedication to the community have made The Body Shop Chiropractic a trusted local healthcare resource.



Dr. Angela Scarffe

Whether addressing injuries, chronic discomfort, or preventive care, Dr. Scarffe is passionate about helping her patients feel their best and live healthier lives.

Clinic hours are Monday and Wednesday, 10 a.m. to 6 p.m. For more information or to schedule an appointment, visit www.thebodyshopWB.janeapp.com or call 989-930-1001.

Morse Clark Furniture Company

Bringing together comfort, style and community together

For more than four generations, Morse Clark Furniture Company has helped local families turn houses into homes with quality furniture, friendly service and hometown values.

As a locally owned and operated business, the store has become a trusted destination for customers seeking comfort, style and personalized attention.

Founded in 1933 by Charles Morse, the business entered a new chapter when his daughter, Genevieve married Al Clark, bringing together the Morse and Clark family names to create the legacy that continues today. With a deep commitment to serving the community, Morse Clark has remained a family tradition for more than nine decades. Today, fourth-generation owners Joey Clark and Andrea Clark Rose proudly carry on the values and dedication passed down through generations, following in the footsteps of their parents, Joe and Clara Clark.

Morse Clark offers a wide selection of living room, dining room, bedroom and home décor pieces designed to fit a variety of styles and budgets. Whether customers are furnishing a new home or updating a favorite room, the knowledgeable staff takes pride in helping families find the perfect pieces to match their needs.

They carry Hunter Douglas blinds, which have a variety of options with power, including specialty windows. In addition, they sell Shaw and



Third-generation owners Joe and Clara Clark.

Mohawk flooring, La-Z-Boy and Kincaid furniture and Simmons and Spring Air bedding.

Unlike large chain retailers, the business focuses on building relationships with customers and providing a welcoming shopping experience. Many shoppers return generation after generation, appreciating the store’s honest service and commitment to quality.

“We have a great staff that is very

personable, knowledgeable and active in the community,” Andrea said.

Beyond the showroom, Morse Clark remains actively involved in the area through sponsorships, local events, school fundraisers, and charitable programs.

With a reputation built on trust, service, and hometown pride, Morse Clark continues to help families create spaces they love while strengthening the

area it proudly calls home.

Morse Clark Furniture Company is located at 219 W. Houghton Ave., in downtown West Branch. Hours of operation are Monday to Friday, 8 a.m. to 5:30 p.m., 8 a.m. to 4 p.m. on Saturday and closed on Sunday.

For more information, call 989-345-0355, online at www.morseclark.com or search Morse Clark Furniture and Morse Clark Clearance on Facebook.



Fourth-generation owners Joey Clark and Andrea Clark Rose celebrating Oktoberfest in West Branch, along with employee Deanna Frechette.

Dean Arbour Ford

Driving trust, service and community commitment



Since 1970, Dean Arbour Ford of West Branch has proudly served the Ogemaw County community with dependable vehicles, honest service and a commitment to customer satisfaction.

Family-owned and operated by Matt and Michelle Arbour, the dealership offers a wide selection of new and pre-owned vehicles to fit every lifestyle and budget.

Known for its friendly staff and no-pressure approach, Dean Arbour Ford believes buying a vehicle should be a simple and enjoyable experience. From first-time buyers to longtime customers, the team works hard to help every driver find the right vehicle at the right price.

In addition to vehicle sales, the

dealership features a certified service department staffed by experienced technicians dedicated to keeping customers safely on the road.

What sets Dean Arbour Ford apart is its deep local roots. The team’s dedication extends far beyond the showroom, with ongoing support for community events, youth programs and civic organizations that strengthen the Ogemaw County area.

The dealership is located at 3382 W. M-55, West Branch. Showroom hours are Monday to Friday, 8 a.m. to 6 p.m. and 8 a.m. to 2 p.m. on Saturday.

For more information, call 989-345-1590 or visit online at www.deanarbourford.com.

Outdoor Spaces Landscaping

Creating spaces where memories grow

Some businesses build landscapes. Others build memories.

Whether it’s a welcoming front entrance, a cozy backyard fire pit, an expansive patio for entertaining or a complete landscape makeover, every project completed by Outdoor Spaces Landscaping is thoughtfully designed with quality, function and lasting beauty in mind.

Founded in September 2012, by Crystufer and Emily Reed in Genesee County, they relocated both their business and their lives to the Clear Lake area in the spring of 2021. Their greatest addition came in 2023, with the birth of their daughter, Eliana.

When Crystufer and Emily Reed launched Outdoor Spaces, their initial goal was simple: build a business that would help them pay off significant student loan debt. What began as a practical decision soon grew into a thriving family business rooted in hard work, creativity and a passion for serving their community.

Crystufer earned a Bachelor of Science in Mechanical Engineering with a business minor from Kettering



Emily, Eliana and Crystufer Reed

University in Flint, while Emily graduated from Spring Arbor University with a Bachelor of Arts, concentrating in Graphic Design and Photography.

Together, they have combined their unique talents - engineering precision, artistic vision and entrepreneurial spirit - to create beautiful outdoor spaces that families can enjoy for years to come.

The company specializes in large-scale retaining walls, seawalls, custom landscape design and stunning patios that turn everyday yards into exceptional outdoor retreats.

For more information, call 810-373-5296 from 9 a.m. to 5 p.m. or visit them online at LandscapeMyOutdoorSpace.com



Lehner’s Collision

Quality repair with a local reputation

For almost three decades, Lehner's Collision has been helping families throughout northern Michigan get safely back on the road. Under the leadership of Tim Lehner, the West Branch business, which opened in December 1997, has earned a reputation for exceptional craftsmanship, honest service and a commitment to treating every customer like family.

Conveniently located at 2789 S. M-76 M-76 in West Branch, Lehner's Collision provides complete collision repair services for all makes and models. From minor dents and paintless dent repair to major collision restoration, frame straightening, calibrations, auto glass replacement and insurance claim assistance, the experienced team combines advanced repair technology with meticulous attention to detail.

“I wanted to open an auto body repair shop in a small town because many residents have limited access to reliable collision and body repair services without traveling a long distance,” said Tim. “Owning a local business allows me to serve my community by putting families back into safe vehicles, as well as building long lasting trustworthy customer relationship.

That relationship with customers is what truly sets Lehner's Collision apart. The knowledgeable staff works closely

with



Tim Lehner, far left, pictured with his crew, Dave, Tia, Mike, Jason, John, Garrett, Shane, Kale, Ashley and Mike. Not pictured Vanessa Lehner

customers throughout the repair process, helping navigate insurance claims while keeping them informed every step of the way. Free estimates, professional communication and dependable service have earned the business the trust of generations of local families.

As the collision repair industry has evolved, Tim Lehner and his team have remained committed to investing in the

latest equipment, ongoing technician training and industry-leading repair methods while maintaining the hometown values that have defined the business since it opened.

Today, Lehner's Collision continues to be a trusted name throughout Ogemaw County and beyond, proving that quality workmanship, integrity and personalized service never go out of style. Whether repairing a family vehicle after an accident or

restoring it to like-new condition, the team remains dedicated to excellence with every vehicle that enters the shop.

“We would like to thank our customers for putting their trust in us over the years,” Tim said.

Lehner’s Collision is open Monday to Friday, 8 a.m. to 5 p.m. For more information, call 989-343-0577, online at www.lehnerscollision.com or on Facebook.

Rob & Big's
Moving Company

Delivering reliable service with a personal touch

313 Designs

Bringing custom creativity to West Branch



For families and businesses throughout Michigan, moving day becomes a little less stressful thanks to Rob and Big's Moving Co., LLC.

Based in West Branch, this family-owned business has built a strong reputation for dependable, professional moving services and a commitment to treating every customer's belongings with care and respect.

Since opening in 2017, the owners, Rob & Kelsey DeGentenaar, have helped families, businesses and individuals relocate throughout Michigan. Their services include residential and commercial moves, loading and unloading assistance, in-home moves, and specialty-item transportation. Whether moving across town or across the state, the team focuses on making the process as smooth and worry-free as possible.

"We would like to become more of a household name with a family feel," said Rob and Kelsey.

What sets the company apart is its hands-on approach and dedication to customer satisfaction. Positive reviews frequently highlight the crew's professionalism, efficiency and willingness to go the extra mile to ensure every move is completed safely and on time.

As an active member of the local business community, the company proudly serves West Branch, Houghton Lake, Gladwin, East Tawas, Grayling, Standish, and communities across Michigan. Their continued growth reflects a simple philosophy: provide honest service, work hard, and treat customers like neighbors.

For anyone preparing for a move, Rob and Big's Moving Co. offers the experience, reliability and hometown service that help turn a challenging day into a successful new beginning.

For more information or to schedule a move, call 989-387-6713 or online at Robandbigmoving36@gmail.com.



From personalized gifts to custom promotional products, 313 Designs, located in the heart of downtown West Branch, combines creativity, quality and hometown service to help customers turn ideas into lasting impressions.

Owned and operated by Rob and Kelsey DeGentenaar, the business specializes in creating unique products tailored to customers' needs, including custom glassware, mugs, tumblers, keychains, apparel and much more.

Kelsey said she opened the business as an opportunity to express herself and provide a much-needed service to the West Branch area.

"We can customize anything," she said.

Since opening its storefront in February 2024, 313 Designs has built a reputation for quality craftsmanship and personalized customer service.

Whether helping businesses promote their brand, creating one-of-a-kind gifts, or producing custom items for organizations and events, the team works closely with customers to bring their ideas to life.

As a locally owned small business, 313 Designs is proud to serve the West Branch community while helping other local businesses, schools, teams and families showcase their identity through custom products. Their commitment to creativity, attention to detail, and community involvement has made them a valued part of the downtown business community.

Hours of operation are Tuesday to Friday, 9 a.m. to 5 p.m., Saturday 9 a.m. to 1 p.m. Closed on Sunday and Monday. For more information, call 989-343-5032 or online at www.313designswb.com.



Rob & Kelsey DeGentenaar, with their children, Maddi and Theo

Kimmie’s Pub N Grub

Serving hometown flavor with friendly service

For residents and visitors alike, Kimmie’s Pub N Grub has become a popular gathering place in Skidway Lake, offering a welcoming atmosphere, hearty meals and small-town hospitality.

Located at 1869 Greenwood Road, the locally owned restaurant serves breakfast, lunch and dinner, providing a comfortable setting where friends, families and neighbors can come together to enjoy great food and conversation.

“We strive for excellent customer service and high-quality food,” said owner Kimmie Bluemlein, who opened the restaurant in October 2018.

With decades of experience in the restaurant industry, including years in leadership and management roles, Kimmie Bluemlein embraced the opportunity to fulfill her longtime dream of owning a restaurant of her own.

Earlier this year, when severe winter storms left much of the area without power, Kimmie’s stepped up to serve the community, welcoming utility crews, first responders and residents



who needed a warm meal and a place to gather. The restaurant has also supported numerous local fundraisers, charitable events, and organizations throughout the year, reflecting its commitment to giving back to the community that supports it.

Through hard work, generosity, and a welcoming spirit, Kimmie’s Pub N Grub has become a place where neighbors connect, friendships grow, and the traditions of Skidway Lake continue around every table.

Summer hours are Sunday to Thursday, 7 a.m. to 9 p.m., Friday and Saturday, 7 a.m. to 10 p.m. Delivery and take-out is also available.

For more information or to place an order, call 989-873-1717 or 989-873-1720. You can also visit them on Facebook.

M & I Graphics & Promotions

Helping businesses make a lasting impression

Behind nearly every successful community event, fundraiser, business promotion or grand opening is someone working quietly behind the scenes to help make it shine. For more than a decade, Kathy Collins, owner of M & I Graphics & Promotions, has been doing just that for businesses and organizations throughout Ogemaw County.

M & I Graphics & Promotions, purchased by Kathy in 2014 from Margie McKenna, has become a trusted source for custom promotional products, business printing, marketing materials and branded merchandise.

Products available include pens and pencils, sticky notes, coffee mugs, tote bags, drink coozies, banners, business cards, posters, trade show items and much more.

Kathy helps businesses find creative ways to showcase their brand while staying within budget.

What truly sets Kathy apart is her commitment to personal service. Her more than 30 years of experience in sales, marketing and community relations have made her a valuable partner for local businesses, schools, nonprofits, festivals and civic organizations throughout Northern Michigan.



Kathy Collins

Kathy’s dedication extends well beyond her business. She has long been active with the West Branch Area Chamber of Commerce, local service organizations and numerous community events. Her passion for supporting fellow businesses has earned her several Chamber recognitions, including Person of Achievement, Chamber Ambassador of the Year, Emerging Chamber Member and Business After Hours of the Year for M & I Graphics & Promotions. She is also a member of the Optimist Club of West Branch and the West Branch Area Business and Professional Women.

Hours are by appointment. For more information, call Kathy at 989-450-6163.

NorthStar Tattooz

Where personal stories become permanent works of art

For 48 years, Mark White, owner of NorthStar Tattooz, originally Whitehouse Tattooz, has been helping clients turn meaningful ideas into lasting works of art.

Now located in downtown West Branch, the studio has built a reputation for custom tattoo designs, professional body piercing services, permanent cosmetics and a welcoming, friendly atmosphere where creativity and self-expression come together. The business also carries a variety of T-shirts, cups, tumblers, coozies and much more.

Mark’s son, Cody, has followed in his father’s footsteps and has taken over the studio in Houghton Lake. Mark and Cody are both proud to have served their country in the military. Beyond the studio, Mark is one of the largest donators to non-profits in Ogemaw County.

Known for commitment to quality, the team works closely with clients to create unique pieces that reflect individual stories, interests and personal style. Whether it is a first tattoo, a custom design or an addition to an existing

collection, they strive to make every experience comfortable and memorable.

Every design is carefully planned and customized to ensure each piece is as individual as the person wearing it.

“The best part of owning a business is helping the county in many ways,” said Mark. “And seeing the smiling glow of our patrons.”

The studio’s focus on artistry, cleanliness and customer service has earned the trust of generations of clients throughout Ogemaw County and beyond. With a passion for creative expression and attention to detail, NorthStar Tattooz continues to be a destination for those looking to celebrate life’s milestones through body art.

NorthStar Tattooz is conveniently located at 305 W. Houghton Ave., downtown West Branch. Hours are Monday to Sunday, 11 a.m. to 8 p.m. For more information or to schedule an appointment, contact Mark at 989-345-5349 or Cody at 989-390-0405. You can also visit them on Facebook at NorthStar Tattooz and NorthStar Tattooz II.



Bernard Lumber

Helping Northern Michigan build better



In 1958, a young couple named Berk and Beatty Bernard built a 24' x 40' shop next to their home in Hale, Mich., and opened Bernard Woodworking – a small shop specializing in wood-framed windows. It was a tiny operation; Berk built the windows, and Beatty kept the books while their young children ran underfoot and tagged along for deliveries.

Such were the humble beginnings of Bernard Building Center, now a multi-location lumberyard, building supply and home center, and currently the largest independent lumber dealer in northeast Michigan.

It took three ambitious generations of the Bernard family to build the business into what it is today. The momentum began with Berk and Beatty. For 35 years they added, updated and refined buildings and product offerings, also purchasing a local lumberyard along the way.

When the couple retired from the flagship Hale store, their sons Bruce, Bryon and Daryn, took the helm and grew the business extensively, adding three new locations in Au Gres, Hillman and Cheboygan. The brothers successfully ran the business as co-owners for 25 years.

Today, Bruce's sons, Chris and Doug, are the third generation of the Bernard family to own Bernard Building Center. With unwavering dedication toward a long-term future, the brothers have committed their careers to the venture their grandparents began decades before.

The business has come a long way from a small window shop. It now carries an extensive inventory of lumber and building supplies. Additional offerings include roofing, siding and decking, doors and windows, docks, plumbing, electrical and hardware, flooring, cabinets, paint and Milwaukee and DeWalt power tools.

The business serves a wide range of customers, from licensed builders working on large scale projects to homeowners who simply need a few 2x4s or a gallon of paint. Staff members are eager to help, and work with each person based on the customer's level of experience. Building professionals and brand new DIYers with questions are both welcome at Bernard Building Center.



For customers planning to build or remodel, specialists on staff can assist with material take-offs, (creating a materials estimate based on customer-supplied plans), ready-made building plans, supply lists with estimates, sales, special orders, delivery staging, and even cabinet design services.

Deliveries are available six days a week throughout upper and lower Michigan. (Reasonable fees apply.) Bernard Building Center

has a variety of delivery fleet trucks, including a boom truck for rooftop deliveries and Moffett trucks with onboard forklifts. Whatever your building supply needs, Bernard Building Center is there to help.

For more information, please visit bernardbuilding.com, call 989-728-2211, or stop by Bernard Building Center in Hale, Hillman, Cheboygan or Au Gres.



Moonlight Graphics

Helping local businesses stand out

For businesses looking to make a lasting impression, Moonlight Graphics, owned by Rich and Sue Heavlin, of West Branch, is a trusted source for high-quality custom LED signage, commercial embroidery and laser engraving.

Serving the region since 2011, they also specialize in vehicle lettering, banners, custom apparel, trophies and plaques and more to help businesses, organizations and schools showcase their brand with professional results.

Whether creating eye-catching storefront signage or producing custom promotional items for an event, Moonlight Graphics combines creativity, craftsmanship and personalized service to bring each customer's vision to life.

It's truly a mom-and-pop operation as Rich and Sue operate the business from their West Branch home and are dedicated to delivering quality products, dependable service and attention to detail that keeps customers coming back.

"The ability to meet and exceed our customers needs and expectations is (the best part owning a business)," said



Rich and Sue Heavlin

Rich. "We are a small shop, and we specialize in personal service."

Moonlight Graphics, located at 3575 S. M-33, West Branch, hours of operation are Monday to Friday, 8 a.m. to 8 p.m., and 10 a.m. to 4 p.m. on Saturday.

For more information, contact Rich at 989-345-3954, email richheavlin@gmail.com, online at www.moonlightgraphicswb.com or on Facebook.

The Glass Slipper

Where every celebration begins

For more than two decades, The Glass Slipper has been helping families throughout Ogemaw County celebrate life's most treasured moments. Located in the heart of downtown West Branch, the family-owned business has become a destination for brides, prom-goers and anyone preparing for a special occasion.

The Glass Slipper first opened its doors in 2001, born from a vision to provide beautiful attire, exceptional service and stress-free event planning. Today, owners Jessica and Kevin Zettle proudly run the boutique alongside their children, bringing a dedicated family touch to every client's special occasion.

What began as a bridal boutique has grown into a full-service formalwear and event business, offering bridal gowns, bridesmaid dresses, tuxedo rentals, alterations, event decorating, and professional wedding coordination.

Jessica and her team have built a



The Zettle family

reputation on treating every customer like family. Whether helping a bride discover her dream dress, coordinating the details of a wedding day or transforming a reception venue into something unforgettable, she believes every celebration deserves personal attention..

The Glass Slipper continues to be a cornerstone of downtown West Branch, where memories are created one celebration at a time.

The Glass Slipper is located at 321 W. Houghton Ave., West Branch. Hours of operation are Monday to Friday, 10 a.m. to 6 p.m., Saturday 10 a.m. to 3 p.m., closed on Sunday.

For more information, call 989-345-4125 or on Facebook.

Wise Heating & Cooling, Inc.

Keeping homes comfortable, one customer at a time

For the past 40 years, Wise Heating & Cooling, Inc., of West Branch, has helped families stay comfortable through every season.

From freezing winter nights to hot summer afternoons, the company has built a reputation for dependable service, honest pricing and customer-first care.

Founded by Ron and Deb Vittitow, the business started with a commitment to treating customers like neighbors and that has never changed throughout the years.

The company offers furnace repair and installation, air conditioning service, Generac generators, seasonal maintenance and emergency repairs. Technicians are trained to diagnose problems quickly and help customers find affordable solutions that fit their needs.

As a family-, veteran-, and woman-owned business, Wise Heating & Cooling has remained deeply connected to the communities it serves. Their team continually

trains on the latest technology while maintaining the personal service and integrity that have defined the company for generations. Whether responding to an emergency heating call on a winter night or installing high-efficiency systems for growing families, the Wise team understands that comfort means more than temperature—it means peace of mind.

As Ron and Deb look toward retirement, the future of Wise Heating & Cooling remains in good hands. Their grandson is preparing to carry the family business into its next chapter, continuing a tradition of hard work, integrity, and dedicated service that has kept Northern Michigan families comfortable for generations. Wise Heating & Cooling, Inc., located at 2268 S. M-76, is open Monday to Friday, 8 a.m. to 5 p.m., but they do offer 24/7 emergency assistance.

For more information, contact Karla at 989-345-0680, visit their website www.wiseheating.com or find them on Facebook.



Ron and Deb Vittitow



West Branch Collision

Restoring more than vehicles for over four decades



First-generation owners Larry and Judy Sancrant.

For more than 45 years, West Branch Collision has been helping drivers throughout northern Michigan get back on the road with confidence.

Owner Gary Sancrant, working alongside with his son, Levi, who plans to eventually take over the business, the family-operated establishment has built its reputation one repair at a time through skilled craftsmanship, honesty and exceptional customer service. Tonya Sancrant keeps operations moving smoothly as the office manager.

Established in 1981, West Branch Collision has become one of the area's most trusted names in collision repair. From minor dents and scratches to major collision damage, the experienced team combines advanced repair technology with decades of hands-on expertise to restore vehicles to pre-accident condition. The shop specializes in auto body repair, frame straightening, custom paint work, fiberglass repair and auto glass replacement, while also working directly with insurance companies to simplify the repair process for customers. The business also offers free estimates and loaner vehicles during repairs.

Gary has long believed that every

customer deserves to be treated like a neighbor. That philosophy has earned West Branch Collision generations of loyal customers who continue to recommend the business to family and friends.

As the automotive industry has evolved, West Branch Collision has continued investing in modern equipment, training and repair techniques while maintaining the small-town values that have defined the business since day one. Whether repairing a family sedan, pickup truck or classic vehicle, every project receives the same attention to detail and commitment to quality.

Today, West Branch Collision remains a proud local business dedicated to serving the West Branch community and surrounding region. Its lasting success reflects a simple formula: quality workmanship, dependable service and relationships built on trust—values that have kept customers returning for decades.

West Branch Collision is located at 2515 S. M-30. Hours of operation are Monday to Friday, 8 a.m. to 5 p.m., Saturday, by appointment only. For more information or to schedule an appointment, call 989-246-8498 or visit them online at www.westbranchcollision.com.



Second-generation owner (r), Gary Sancrant pictured with son Levi, who plans to become the third-generation owner.

WEST BRANCH COLLISION, INC.

Serving the area for over 45 years.
Your #1 Unibody Frame Specialist With Precision Collision Repair



We accept all insurance! Call Gary at 989-345-7230 • www.westbranchcollision.com

Klemmer's Processing

Serving quality, tradition and community

For more than five decades, Klemmer's Processing has been a trusted name in Ogemaw County, built on a simple promise - provide quality products, honest service and treat every customer like family.

Founded in 1973, the business has served generations of local families, farmers and hunters. For the past six years, that tradition has been carried on by Mike and Sara Deyarmond, whose dedication has strengthened Klemmer's reputation as one of Northern Michigan's premier custom meat processors.

Before purchasing the business, Mike spent years as an over-the-road truck driver hauling livestock across the country. While he enjoyed the work, he wanted to spend more time at home with his growing family.

That dream became reality when he and Sara purchased Klemmer's, giving them the opportunity to build a family business while continuing a valued community tradition.

Their decision proved to be about far more than meat processing - it was about building a future rooted in home and community.

Today, Klemmer's is known for its exceptional custom beef and pork processing, wild game processing, handcrafted sausage, jerky, smoked meats and specialty products. Every order is prepared with the same attention to detail and commitment to quality that customers have relied upon for generations.

Looking toward the future, the family continues to invest in both their business and the community. Plans include expanding the retail space to offer even more locally made products while increasing custom processing capacity through their newly expanded harvesting facility, ensuring they can better serve customers for years to come.

Their commitment has earned well-deserved recognition. Klemmer's Processing was honored as the West Branch Area Chamber of Commerce Emerging Member of the Year and received a Michigan Economic Development Corporation Match on Main grant to support business expansion. The business also proudly participates in the Michigan Sportsmen Against Hunger program, helping provide nutritious venison to families in need throughout the region.

Whether preparing a family's freezer order, processing a successful hunting season harvest or crafting award-worthy smoked meats, Klemmer's Processing



The Klemmers team – Back row (l-r) Gavin Davis, owners Sara and Mike Deyarmond, Jerimiha, Caleb Hamilton, Lyle Vanhorn and Kyle Cypher. Front row (l-r) Jacob, Faye, Annabelle and Percy (standing in front of Sara).

continues to stand for the values that have defined it since 1973 - quality workmanship, hometown service and a genuine commitment to the people they serve.

At Klemmer's, quality and service remain at the heart of everything they do - one customer and one cut at a time.

Klemmer's Processing is located at 2831 S. M-76 in West Branch and is open Monday through Saturday from 9 a.m. to 7 p.m. Customers placing larger or custom orders are encouraged to call ahead at 989-345-2869. Additional information and updates can also be found on the business's Facebook page.



Sara and Mike Deyarmond

Christi Neubecker – State Farm

A good neighbor, every step of the way

In a small community, trust is built one relationship at a time. For residents of Rose City and surrounding areas, Christi Neubecker, a local State Farm agent, has become a familiar resource for protecting the people, property and dreams that matter most.

Christi Neubecker and her dedicated and experienced team provide personalized insurance and financial services with a hometown approach.



Christi Neubecker

Since becoming a State Farm agent in 2014, Christi has focused on helping families, individuals and businesses navigate life’s unexpected moments with confidence. Her office provides coverage options including auto, home, renters, life, business, motorcycle, recreational vehicle and other insurance needs. They also love helping people with Medicare and retirement planning.

“Being able to support and live in the community I love while helping customers protect what they love and prepare for the future,” said Christi on what’s the best part about owning her own agency. “My hope for the future is to continuing serving our community and continue growing our business in the years to come.”

Christi brings a strong connection to education, leadership and community service. She holds a background in education at West Branch-Rose City Area Schools and has continued that passion for helping others through her work as an insurance professional.

She and her team are dedicated to taking time to understand each customer’s unique needs and helping create protection plans that fit their lives.

The agency is located at 305 S. Bennett St., Rose City. For more information, call 989-685-3935, online at neubeckerinsurance.com or on Facebook.

Top Notch Pressure Washing

Bringing a fresh look to local properties

Top Notch Pressure Washing, owned and operated by Zander Benjamin of West Branch, is dedicated to helping homeowners and businesses restore the beauty of their properties through professional exterior cleaning services.

With a commitment to quality workmanship and customer satisfaction, the business provides dependable service designed to make buildings, driveways, sidewalks and outdoor spaces look their best.



Zander Benjamin

Growing up in a family connected to the concrete industry, Zander developed a strong appreciation for hard work, attention to detail and taking pride in a finished project. Those values carry over into every job completed by Top Notch Pressure Washing.

Whether removing years of dirt, grime and buildup or helping customers maintain their property’s curb appeal, Top Notch Pressure Washing focuses on delivering reliable results and friendly, local service. The company takes pride in treating every project with care and ensuring customers are

satisfied with the final outcome.

As a young local entrepreneur, Zander is continuing to build a reputation for professionalism, dedication and quality service while serving the West Branch community and surrounding areas.

Top Notch Power Washing is located at 2688 Simmons Rd., West Branch. For more information, call 989-387-0630 or check them out on Facebook.

Ogemaw Lanes & Lounge

Making memories for generations



For more than half a century, Ogemaw Lanes has been a place where the sound of crashing pins has mixed with laughter, friendship and family traditions. Behind that legacy are Gerald “Chum” Illig and Lorraine Illig, whose commitment to their community transformed a bowling center into one of West Branch’s most beloved gathering places.

In 1975, Chum and Lorraine purchased Ogemaw Lanes with a simple vision: create a place where everyone—from young children learning to bowl to lifelong league members—would feel welcome. Through countless long days and late nights, they built not only a successful business but also a second home for generations of Ogemaw County families. Lorraine became especially known for organizing youth bowling leagues and tournaments, mentoring hundreds of young bowlers over the years and helping instill confidence, sportsmanship, and lifelong friendships.



Perry Illig, brother of owner Chris Illig, accepting an award for Ogemaw Lanes.

16 bowling lanes, miniature golf, a pro shop, a full-service lounge and restaurant.

Over the years, Ogemaw Lanes has become known throughout Michigan for hosting the annual Best Frame Tournament, drawing bowlers from across the state and beyond while showcasing West Branch’s hospitality. Local bowling leagues, school events, fundraisers, birthday parties, and family nights continue to make the lanes a year-round destination.

Today, the Illig legacy continues through the next generation, with sons Chris Illig, owner, and Jeremy Illig, general manager, carrying forward the values established by Chum and Lorraine.

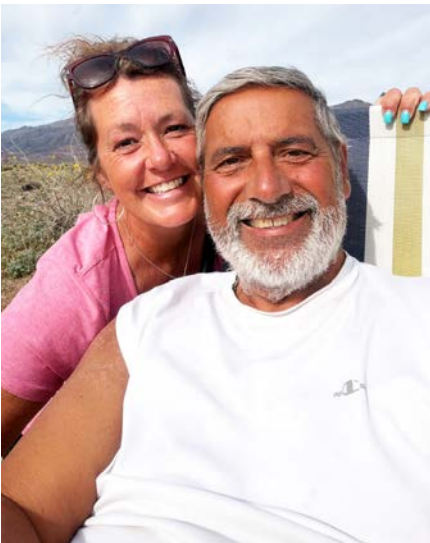
Ogemaw Lanes, located at 2357 S. M-76, West Branch, is open daily from 10 a.m. to 10 p.m. For more information, call 345-2200, online at www.ogemawlanes.com or on Facebook.

The Silver Lining

Discovering something special

Sometimes the perfect gift isn't something you planned to buy - it's something you discover.

For more than 23 years, Peter and Samantha Fabbri have made The Silver Lining a cornerstone of downtown West Branch, offering a unique shopping experience built on quality, hospitality and community pride.



Peter and Samantha Fabbri

Opened in 2004, the boutique began just a block from its current location before the Fabbri’s purchased the historic 1899 building at 224 W. Houghton Avenue in 2007. With its original tin ceilings and Victorian charm, the beautifully restored building has become one of downtown West Branch’s most recognizable landmarks.

Today, The Silver Lining features an exceptional selection of sterling silver jewelry, handbags, home décor, specialty gifts, gourmet foods and locally inspired merchandise. In partnership with Modern Craft Winery, the boutique also offers a popular Michigan wine tasting experience, making it a favorite destination for

both residents and visitors.

Peter and Samantha have invested not only in their business but also in the future of downtown West Branch. Both have been active leaders in community revitalization efforts, helping promote events and initiatives that encourage residents and visitors to shop local and support small businesses.

Known for exceptional customer service and carefully curated merchandise, The Silver Lining has become much more than a boutique. It is a welcoming gathering place where history, shopping and hometown hospitality come together—reflecting Peter and Samantha Fabbri’s enduring dedication to the West Branch community.

The Silver Lining, located at 224 W. Houghton Ave., downtown West Branch, is open Monday to Saturday, 11 a.m. to 4 p.m., with special hours during events and holidays. For more information, call 989-345-5226, email info@Shopsilverlining.com, online at www.ShopTheSilverLining.com or on Facebook @TheSilverLiningWB.

Spotlight

Finished Concrete

Commercial concrete solutions built to perform

For more than two decades, Finished Concrete has earned a reputation as one of northern Michigan's leading commercial concrete contractors. Owned and operated by Justin Benjamin of West Branch, the company has become known for quality craftsmanship, dependable service and the ability to complete projects safely, efficiently and on schedule.

Justin's career in the concrete industry began in 1999 as a laborer for a local concrete company. Along with learning the technical aspects of the trade, he developed a strong understanding of leadership, project management, and customer service. In 2002, he founded Finished Concrete with a vision of building a company recognized not only for exceptional workmanship, but also for integrity, professionalism and long-term client relationships.

Today, Finished Concrete partners with general contractors, developers, municipalities, healthcare facilities, educational institutions, financial organizations and businesses throughout northern Michigan. The company specializes in commercial foundations, sidewalks, curbs, parking lots, warehouse and industrial floors, structural slabs, decorative concrete, and large-scale flatwork. Finished Concrete also provides professional commercial saw cutting and removal, along with concrete pumping and placement services to keep projects moving efficiently.

Justin and his experienced crew understand the demands of commercial construction. Every project is completed with careful planning, attention to detail and a commitment to meeting specifications, budgets, and deadlines without compromising quality. Their dedication to excellence has earned the trust of clients who return time and again for reliable results.

As a locally owned and operated



Finished
CONCRETE

business, Finished Concrete takes pride in helping build the infrastructure that supports communities across northern Michigan. From commercial developments and municipal improvements to industrial facilities and retail projects, Justin Benjamin and his team continue to leave a lasting mark through craftsmanship built to endure.

Finished Concrete is located at 2688 Simmons Road in West Branch. For more information or to schedule a quote, call 989-345-0628 or visit www.finishedconcrete.com.



Ace Electric Plumbing & Heating

Keeping Ogemaw County comfortable, connected and running strong



The Ace Electric team (l-r) Gary Hughey, Brett Hughey, Tanner Hughey, Micah Sage, Cody Nahs, Corbin Mitchell and Brad Hyde.

For four generations, Ace Electric Plumbing & Heating has been a trusted name in West Branch and the surrounding communities, providing dependable electrical, plumbing, heating and cooling services for both residential and commercial customers.

Established in 1971 by Gary Hughey, who worked with his electrician father, John, while he was in high school in the 1950’s. Gary enjoyed the work very much, and passed that passion on to his sons, Brett and Brian, and grandson Tanner, who is a fourth generational electrician, who now all run the business together.

The family said the opportunity to serve the public, meeting new people and watching their employees grow in wisdom and knowledge of their trade is the best part

of owning the business.

Since its inception, the company has built a reputation for delivering quality workmanship, reliable service and practical solutions for everyday maintenance, repairs and new installations.

As a true one-stop service provider, Ace Electric Plumbing & Heating offers expertise across multiple trades, helping homeowners and businesses address everything from electrical upgrades and plumbing repairs to furnace and air conditioning. Their HVAC equipment by Amana is the number one rated equipment, according to J.D. Power.

Their experienced team is dedicated to keeping local

homes and businesses comfortable, safe and operating efficiently year-round.

A longtime member of the local business community, the company has served the region for decades and remains committed to providing professional service with a hometown approach. Their continued presence reflects a strong commitment to customer satisfaction and to supporting the growth and well-being of the West Branch area.

Ace Electric Plumbing & Heating is located at 3222 W. Houghton Ave. (M-76), West Branch. For more information, call 989-345-2965 or email jet79_2000@yahoo.com.

ACE ELECTRIC

PLUMBING & HEATING

WEST BRANCH, MI

(989)345-2965

Farm Bureau - Erickson Family Agency

Protecting what matters most



When it comes to insurance,
COMMUNITY MATTERS.

Erickson Family Agency
(989) 345-0230



In a community where neighbors know and support one another, having a trusted insurance partner close to home makes all the difference.

Erickson Family Agency, established in 2001, by local Farm Bureau agent Jeffrey Erickson, has become a trusted source of insurance guidance and protection for individuals, families and businesses throughout West Branch and surrounding Ogemaw County communities.

Built on a foundation of personal service and local relationships, Jeff and his talented and experienced staff, are committed to helping clients find coverage that fits their needs and budgets.

Offering a wide range of insurance solutions - including home, auto, life, renters, farm, business policies and more - Erickson Family Agency takes a personalized approach to protecting what matters most. Their experienced team works closely with each client to explain options clearly, compare coverage and provide dependable support through every stage of life.

Jeff brings deep roots in the local

community to his role as a Farm Bureau Insurance agent. A lifelong area resident, Erickson grew up on his family's dairy farm near Whittemore and previously served the community as an educator, coach, athletic director and deputy of the Ogemaw County Sheriff's Office before entering the insurance industry.

For Jeff and his wife, Sandi, serving the community goes beyond the office. The agency supports local schools, organizations and community programs, including educational initiatives, scholarship efforts and events that benefit area residents.

When residents choose to shop local, they support businesses owned by people who live, work and invest in the same communities they serve. Erickson Family Agency represents the lasting value of hometown relationships — built on trust, service and a commitment to neighbors.

Erickson Family Agency is located at 426 W. Houghton Avenue, West Branch. For more information, contact Jeff at 989-345-0230, online at www.ericksonfamilyagency.com or visit them on Facebook.

