

## IWU Marketing Class, Business Histories

McLean County Museum of History		
Illinois Wesleyan University Marketing Class Papers		
Collection Info		
Size: 2 boxes		
Date range: 1991 - present		
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Brief History and Scope		
Associate Professor of Business Administration Fred Hoyt has long asked his students to each study the marketing of a local business. Each study may include the history of the business, business environment, marketing strategies and channels, competition, challenges, etc.		
The list below shows the businesses studied, along with the number of papers prepared on that business.		
Business Name	# Doc.	
A.Renee	1	
Aaberg Claim Professionals, Inc.	1	
A-B Hatchery Garden Center	1	
About Books	1	
Acme Comics	1	
AFG	1	
Akemia	1	
Alamo II	1	
Alexander Lumber Co.	2	
All Seasons Entertainment Center	1	
All Seasons Golf Learning Center	1	
Annie's Eats	1	
American Vision Center	1	
Apricot Lane Boutique	1	
Arnie's	1	
Artful Designs	2	
Avanti's Restaurant	2	
B & J Sales	1	
Babbitt's Books	1	
Bakery Banc	1	
Baird's Auto Repair Industry	1	

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Business Name	# Doc.	
Barker GMC Cadillac Chevrolet	1	
Bead Parlor	1	
Beautiful Life	4	
Beer Nuts	2	
Beich Candy (also see Nestle-Beich)	2	
Beningo's Italian Restaurant	1	
Best Western Eastland Suites	1	
Biaggi's Ristorante Italiano	1	
Blain's Farm & Fleet	1	
Bloomington Center for the Performing Arts	3	
Bloomington Country Club	1	
Bloomington Cycle and Fitness	1	
Bloomington Edge	1	
Bloomington Journal	2	
Bloomington Meats	1	
Bloomington Offset Process, Inc.	1	
Bloomington-Normal Audiology	1	
Bloomington-Normal Factory Stores	1	
Bloomington-Normal Firestone	2	
Bloom's Coffee Bar	1	
Bobbi's Bridal & Savvi Formalwear	1	
Boylan's Candies	1	
Boys & Girls Club of B-N	1	
Brad Barker Honda	1	
Brady Homes	1	
Brady, Connolly, Masuda, PC	1	
Brass Pig Smoke & Alehouse	1	
BreweHaw's Bar & Grill	1	
BroMenn Regional Medical Center	1	
C & G Landscaping	1	
Cable Television in B-N	1	
Campus Town Supply	1	
Capodice Wholesale	1	
Carlock General Stores	4	
Carl's Ice Cream	2	
Carmody-Flynn Williamsburg Fun. Home	2	
Casey's Garden Shop & Florist	1	
Castle Theater	1	
Central Station	1	
Central Supply Co.	1	
Chateau	1	
Cheek's Bar and Grill	1	
Chicago & Alton Railroad	2	

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Business Name	# Doc.	
Chill Out Frozen Yogurt	1	
Chipolte Mexican Grill	1	
Chocolatier	1	
Chuck E. Cheese	2	
Churchill's Formal Wear	2	
CJ's Restaurant and Catering	1	
Clemens & Associates	1	
Coffee Hound	1	
Coffeehouse and Deli	2	
Colfax Business District	1	
Commercial Packaging	1	
Common Ground	3	
Converse	1	
Cookies By Design	2	
CornBelters	1	
Country Companies Insurance	2	
Country Financial	1	
Crazy Planet Kitchen	1	
Crossroads Handcrafts of the World	1	
D. P. Dough	1	
David Davis Mansion	1	
Den at Fox Creek Golf Course	1	
Denny's Doughnuts and Bakery	1	
Destihl Restaurant and Brew Works	2	
Diamond-Star Motors	1	
Dollar Tree - Main Street	1	
Downtown Bloomington Farmers' Market	1	
Dixie Truckers Home	1	
Domino's Pizza -- Tobin's Pizza	1	
Don Smith Paint Company	1	
Donny B's Gourmet Popcorn and Gifts	1	
Downtown Bloomington, resurgence	1	
Dry Storage Corporation	1	
Dunkin' Donuts	1	
Dunn, Willard, Arkell & Bugg Law Firm	1	
Dwelling Place	3	
Easter-Seals -- UCP Timber Ridge	1	
Eastland Chiropractic and Lifestyle Center	1	
Eastland Shopping Center	1	
Edna's Health Foods	1	
Eleven	1	
Elroy's	1	
Enchantment	3	

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Business Name	# Doc.	
Ensenberger's & Sons Furniture	4	
Enterprise Rent-A-Car	1	
Epiphany Farms Enterprise (EFE)	2	
Eureka Company	2	
Family Video	1	
Famous Dave's	1	
Fasking's Amoco	2	
Fastenal	1	
Feel Good Flowers	2	
First Wok Xinran Ma	1	
Fleet Feet Sports	1	
Flinger's Pizza	3	
Fox & Hounds Hair Studio	1	
Fox Computers	1	
Freeways	1	
Fresh Market	1	
Friar Tuck and University Liquors	1	
Funk Farms Trust	1	
Funks Grove Maple Sirup	2	
Fusion Brew	3	
G3 Machining	2	
G.K.C.Theaters	1	
Garcia's	1	
Garlic Press	1	
Gene's Dairy Delight	1	
GiGi Bottega	1	
Gingerbread House	1	
Girl Scouts / Centrillo Council	2	
Godfather's Pizza in Normal, IL	2	
Golf Discount Outlet	1	
Grand Café	1	
Green Gables	1	
Gronemeier	1	
Growmark, Inc.	1	
GTE	1	
Hampton Inn and Suites	1	
Hanks's hair We Are	1	
Harold's Chicken Shack #32	1	
Hattie's Fine Coffee	1	
Heller Stores	1	
Heritage Enterprises, Inc.	1	
Hewlett-Packard in B-N	2	
Heyworth, IL	1	

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Business Name	# Doc.	
Hibbett Sports	1	
Hobbyland	1	
Hundman Lumber	1	
Hunter Oaks Equestrian Center	2	
Hy-Vee Bloomington	1	
Illinois Cycle and Fitness	1	
Illinois Heart & Lung	1	
Illinois Hotel	1	
Illinois Symphony Orchestra	2	
Insurance Services of Bloomington	2	
Irvin Brothers Pepsi-Cola Bottling Co.	1	
ISU -- Athletic Dept.	1	
IWU	1	
IWU -- Bookstore	1	
Jack Lewis Fine Jewelry	1	
JC Sales	1	
Jean's Flower Basket	1	
Jim's Steakhouse	1	
JMC Photo & Digital Services, Inc.	2	
Jumer's Hotels	1	
Kagel, Dennis Financial Services	3	
Keg Grove Brewing Company	1	
Kelly's Bakery and Café	1	
Kibler-Smith Memorial Home	1	
Killarney's Irish Pub	1	
King's Full Hairstyling	1	
Kip's	2	
Klemm's (see Vertin Bros.)	1	
Kmart in Bloomington	1	
Kroger Foods	2	
La Carniceria Mexicana	1	
La Gondola Spaghetti House	2	
La Taqueria El Porton	1	
Laesch Dairy	1	
Lifeguard Store	7	
Livingston, Barger, Brandt & Schroder	1	
Looter Lure	2	
Lucca Grill	1	
Maguire's Bar & Grill	1	
Main Street Scoop	1	
Manahan, Edward State Garm Agent	2	
Mavidea Technology Group	3	
Maxwell Counters Inc.	1	

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Business Name	# Doc.	
McDonald's in B-N	1	
McLean County Arts Center	1	
McLean County Asphalt Concrete Co.	1	
McLean County Historical Society	1	
McLean, Rick State Farm Agent	1	
Medici in Normal	1	
Medusa's	1	
Method Sports Performance Center	1	
Mid-America Tower Service, Inc.	1	
Miller Hardware	1	
Minier Co-op	1	
Mitch's Import Auto Center	1	
Mitsubishi	1	
Montessori Children's Center	3	
Morris Packaging	1	
Morris Tick	2	
Movie Fan	2	
Mugsy's Pub	1	
Naturally Yours Grocery	1	
Nestle-Beich (also see Beich)	1	
Niepagen Florists	1	
Nierstheimer's Drugs	2	
Normal Theater	1	
Nova Products, Inc.	1	
Nybakke Vacuum Shop	1	
Often Running	2	
Operation Recycle	2	
Orthopedic & Sports Enhancement Center	2	
Osborn & DeLong	1	
Osco Drug	1	
Pantagraph	1	
Papa John's Pizza	1	
People's Bank of Bloomington	1	
Pet Supply Center	1	
Planned Parenthood	1	
Prairie Land Golf and Utility Cars	1	
Premium Pet Supply	1	
Princess Theatre	2	
Pub I	3	
Pub II	1	
Putnam Co., W. M.	6	
Quinn's Service Station	2	
Rader Farms	1	

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Business Name	# Doc.	
Read's Sporting Goods	2	
Reality Bites Inc.	1	
Red Raccoon Games	1	
Rhino's	1	
Roberson Corporation	1	
Rod's Pool & Spa	1	
Roland's	1	
Rosie's Restaurant & Bar	1	
Sabrina's	1	
Schertz's Music Center	1	
Schlotsky's Deli and Cinnabon	1	
Schooners	1	
Select Archery and Outdoor Supply, Inc.	1	
Shear Dimensions	1	
Shield Jewelers	1	
Sign-Pro	1	
Six Strings Club	1	
Smith, Don Paint Company (See Don Smith)	1	
Snyder Corporations	1	
Socialite	1	
Sodexo Food Services	1	
Solid Gold	1	
Specs Around Town, Ltd.	1	
Sports Medicine Industry	3	
Stackhouse-Moore Funeral Homes	3	
Star Uniforms & Gifts	1	
State Farm Insurance Companies	1	
Station 220 (Central Station Café)	1	
Steak 'n Shake	1	
Stephens Auto Glass	1	
Stivers Hair Studio	1	
Street Tribe	1	
Subway	1	
Sud's	1	
Sugar Mama Bakery	1	
Suzi Davis Travel	1	
Tami's Place	1	
TI Group Automotive Systems	2	
Tile for Less, Inc.	6	
Times Past Inn	2	
TM Hair Design and Spa	1	
Tobin's Pizza	1	
U S Cellular Coliseum	1	

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Union Planters Bank	1	
Unlimited Treasures	1	
Upper Limits	1	
Van Gundy, Insurance	1	
Verizon <b>MISSING</b>	1	
Vertin Bros./Klemm's	1	
Vitesse Cycle Shop	2	
Vrooman Bed and Breakfast	1	
Waiting Room Records	1	
Walgreen's	1	
Wal-Mart	1	
Wannemacher Electric	1	
Washburn Flowers	2	
Waynesville, IL	1	
Weaver's Rent-All	1	
West Side Clothing	4	
Westminster Village	1	
Western Avenue Community Center	1	
Wild Country	1	
Wildwood Industries	2	
Williams Oil-O-Matic	1	
Winnie's Menswear	1	
WishBone Canine Rescue	1	
WJBC	2	
Zayre	1	