

101

NORTH

THE MAGAZINE OF
SCOTTSDALE & BEYOND

*your*Style

JANUARY 2008

personal
space

Find more room
at home

pet style

Dogs and cats
unleashed

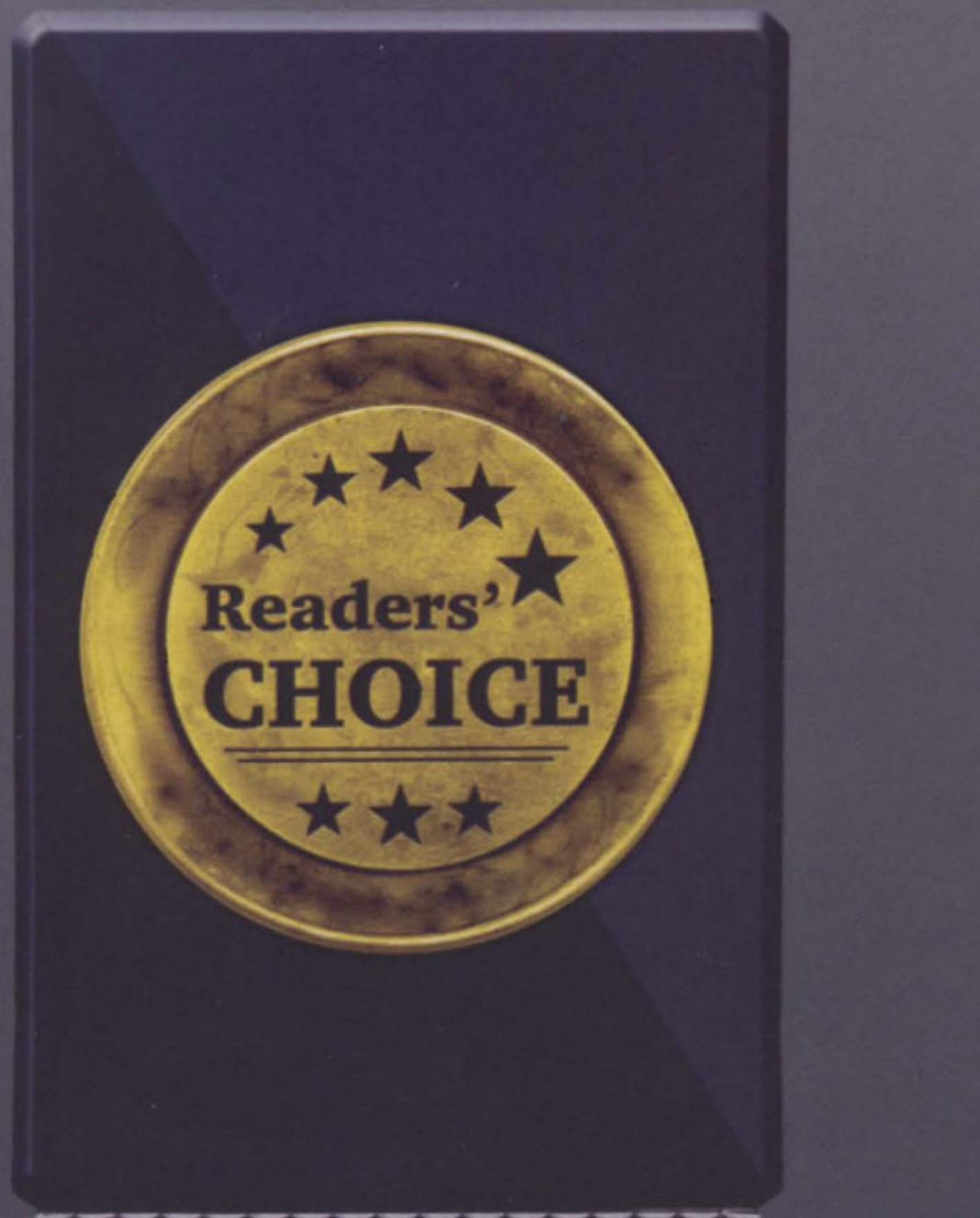
readers'
choice

Meet the winners

clothes.to
cruise in

Fashion fit for spa and ship

Readers pick the best professionals



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yourStyle

LAST FALL, 101 NORTH magazine asked its readers to tell us which business or business professional was their favorite in each of several categories. More than 500 readers cast their vote for their favorite Scottsdale business or practitioner for the 2007 Readers' Choice awards.

The winner in each category is: Dentist, Dr. Brenda Taege; Jeweler, Hamra Jewelers; Home Builder, Desert Sky Development; Doctor, Dr. Susan Wilder; Financial Expert, Strategic Financial Concepts; Financial Services Provider, 1st National Bank of Arizona; Home Décor, The Great Indoors; Real Estate Agent, RE/MAX; Resort, Fairmont Princess; Restaurant, Eddie V's; Spa, Willow Stream; and Veterinarian, KC Animal Hospital.

Each month, 101 North magazine will highlight a different category from our Readers' Choice in a special section. This month the focus is Dentists. The 101 North magazine's winner, Dr. Brenda Taege and runner-up Dr. Gregory Graber tell their stories on pages 32 and 33. Look for winners from the Jewelers category in February.

BRENDA TAEGE, DENTIST

What sets Brenda Taege's North Scottsdale dentistry practice apart is, "good relationships with our patients," says Amber Klehr, office manager at Brenda Taege, D.D.S., L.L.C.

Voted one of the top-25 Scottsdale dentists in 2005 and 2006, Taege is now the 2007 101 North magazine's Readers' Choice winner.

From cosmetic to family and general dentistry, Taege's focus is on patient care and accessibility.

"We had three people from one company in one day," Klehr says, adding that happy, returning patients offer the best testament of Taege's quality care.

Providing a low-key, no pressure atmosphere with convenient hours is important to Taege, who likes to keep things comfortable.

HAMRA JEWELERS, JEWELER

Hamra Jewelers on North Scottsdale Road is the 2007 jeweler of choice. Family owned and operated, Jeff and Paul Hamra have followed in their father's footsteps by offering custom jewelry creations, quality timepieces and top-notch service.

According to their customers and the 101 North readers, legendary service by attentive staff in an elegant setting that is not intimidating is key to the company's success. A trusted jeweler with a reputation for quality, Hamra's is the only distributor of the Patek Philippe watch line in Arizona. Hamra also carries Breitling and Rolex brands.

DESERT SKY DEVELOPMENT CUSTOM HOMES, INC., HOME BUILDER

Creating custom homes in North Scottsdale is the specialty of Desert Sky Development Custom Homes, Inc. Concentrating on "unparalleled customer service," the company is owned by brothers Charlie and Mike Frat. With repeat customers as proof of the company's quality work, Mike says the sibling partnership works. "Comments from our clients are that we are so hands-on, we are accessible, on site daily, meet the clients any time that is convenient for them, and we really are proud of our homes," Mike says. "They really are statements for us."

SUSAN WILDER, DOCTOR

A past winner of the "People's Choice" award at 101 North magazine, Dr. Susan Wilder is accustomed to accolades. The founder and chief executive officer of LifeScape Medical Associates, a primary care facility in Scottsdale, Wilder says, "What sets us apart is that we are extremely innovative and patient-centered."

The focus as LifeScape Medical Associates, Wilder says, is on quality care and state-of-the-art technology.

STRATEGIC FINANCIAL CONCEPTS, FINANCIAL EXPERT

Joe Scheid, sole proprietor of Strategic Financial Concepts helps others manage money.

"In our business you find a lot of people that specialize in a product or category, such as asset management," Scheid says. "We take a holistic approach, an all-inclusive snapshot as to where people are and what it is they want to accomplish."

A Phoenix native, Scheid is contracted with Massachusetts Mutual Life Insurance Company (MassMutual). "Client relationships are much more important to me than having a bunch of letters after my name," he says. Operating under four key values, Scheid's company focuses on character, integrity excellence and service. "We strive to honor those four principles every day," he says.

1ST NATIONAL BANK OF ARIZONA, FINANCIAL SERVICES PROVIDER

101 North readers voted 1st National Bank of Arizona their top Financial Services Provider. A full-service bank with many amenities, 1st National Bank prides itself on delivering top-notch service.

Commitment to its customers and solutions for both business and personal banking needs are among the reasons readers counted as priorities in their voting. With several branches throughout Scottsdale and across the Valley, 1st National Bank of Arizona strives to establish a personal relationship with its customers.

THE GREAT INDOORS, HOME DÉCOR STORE

Our readers selected Scottsdale's The Great Indoors store their choice for 2007. Located on Scottsdale Road, the store carries home décor as well as appliances, cabinets, countertops and flooring. Readers rank it high for its services in design and remodeling. Quality, selection and well-designed displays make a trip to The Great Indoors an event, says one reader.

RE/MAX, REAL ESTATE AGENT

101 North magazine's readers selected RE/MAX as the leader in the Real Estate field.

With four branches in Scottsdale, RE/MAX combines effective marketing with the utmost in professionalism. Howard Lein, owner of RE/MAX Excalibur, says it is true that no one sells more real estate than RE/MAX, thanks to agents' dedicated efforts and smart thinking.

"RE/MAX's culture demands education and excellence in a business that doesn't necessarily demand education or excellence," Lein says.

FAIRMONT SCOTTSDALE PRINCESS, RESORT

The Fairmont Scottsdale Princess was selected the premier resort for the 2007 Readers' Choice award. The award-winning hotel has been a staple in the community since 1987. Exalted for its two 18-hole championship golf courses, top-notch spa with outstanding views of the McDowell Mountains and dining that includes the AAA Four-Diamond rated La Hacienda Mexican restaurant, the hotel stood out in a category of 20 nominees.

"An honor such as this has to be attributed to our people and their service to our guests. We appreciate the recognition and pass it on to those that truly deserve it — our 1,200 employees," general manager Robert Foster says.

EDDIE V'S, RESTAURANT

Eddie V's Edgewater Grille at DC Ranch in Scottsdale satisfies the hungry readers of 101 North magazine garnering more votes in the restaurant category than any of its competitors. With features including Gulf Coast seafood and prime steaks and chops, Eddie V's is a fine dining staple settled at the base of the McDowell Mountains.

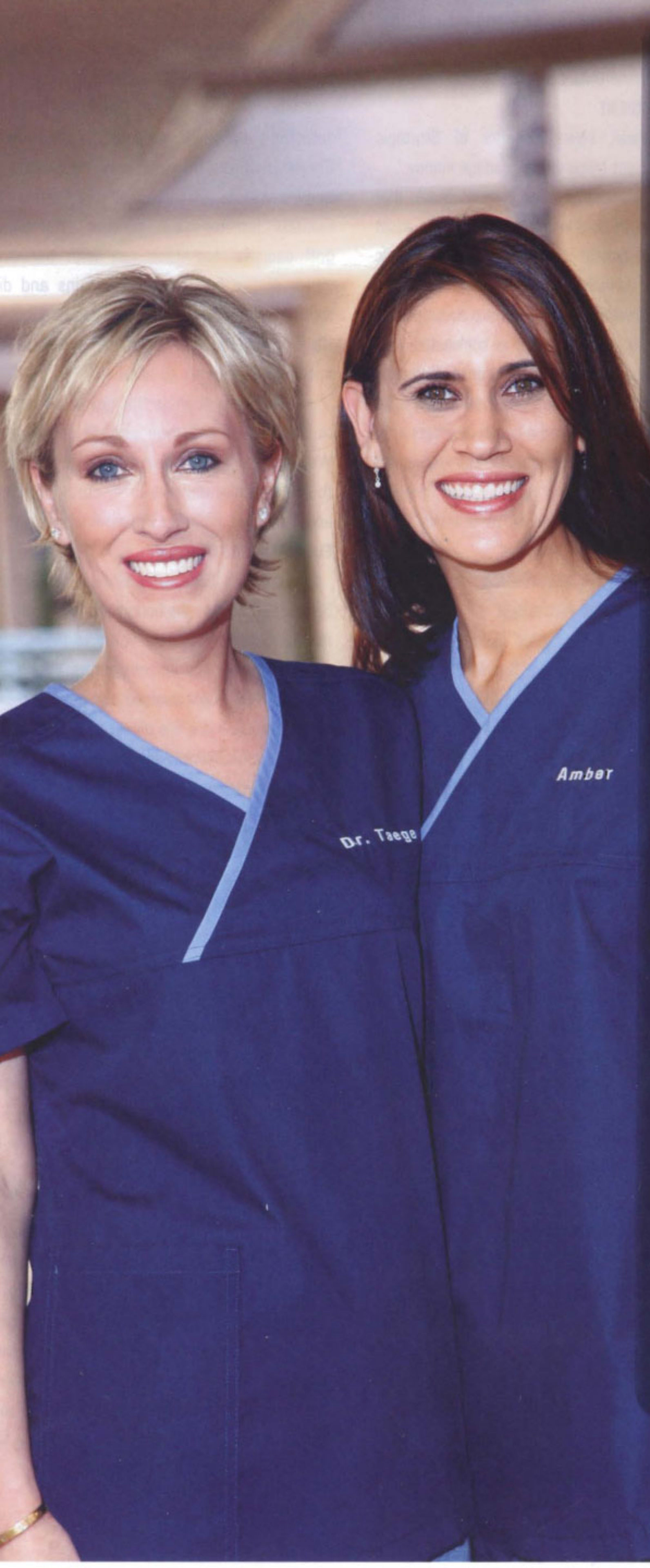
Live music, indoor and outdoor private dining rooms and an award-winning wine list are accompaniments to the oyster bar and filet mignon that help make Eddie V's the readers' choice.

WILLOW STREAM, SPA

The Willow Stream Spa at the Fairmont Scottsdale Princess creates a truly relaxing experience that guarantees pampering. Designed to reflect the beautiful Arizona environment, the spa delivers services that meet individuals' needs so well, it seems there's a treatment for everyone. Escape to the Willow Stream Spa at the Fairmont Scottsdale Princess, chosen No. 1 by the readers of 101 North magazine.

KC ANIMAL HOSPITAL, VETERINARIAN

Committed to high-quality animal care with uncompromised client service is the promise at KC Animal Hospital in Scottsdale. Since 1989, the hospital has worked to keep pets healthy. This year, the hospital is the veterinarian of choice for the readers of 101 North magazine. Dr. Daniel Pirotte is a trusted source for pet care in Scottsdale, the hospital has a boarding facility and handles emergency care as well.



Patient Satisfaction is Our Highest Priority

Brenda Taege, D.D.S.

What if there was a dentist who saw you on time, patiently listened to your concerns, and performed treatment the way you feel most comfortable. Does this sound too good to be true? Meet Dr. Brenda Taege.

"A new patient came into my practice and asked to have his front crowns replaced for a second time because he was unhappy with the appearance of them. I was among several dentists he interviewed to replace them. He had done his research and understood what the replacement process was all about, and he knew exactly what he wanted," explained Dr. Taege. "He stated that my advice most closely matched his needs and expectations. He scheduled treatment that day and has been satisfied with his new crowns for two years now."

Dr. Taege maintains a close relationship with her team of dental specialists so that a complete and well thought out treatment plan can be implemented to the patient's complete satisfaction. The patients benefit greatly from this approach and the specialists will often come into Dr. Taege's office to provide consultation and support during a given procedure. Her office provides a diverse and well planned treatment choice. This is very important so that patient satisfaction is preserved and will fit any dental situation without sending patients all over town on consultations.

Dr. Taege specializes in general and cosmetic dentistry. She is dedicated to respecting her patient's time and providing treatment that is in their best interest. Dr. Taege's dedication and commitment to her patients is exemplified by being voted a top dentist by readers of 101 North Magazine. She is a contracted provider and accepts the majority of dental insurance plans available today. To schedule your next appointment, please call Amber at (480) 860-6744.

Brenda Taege, D.D.S.
10752 N. 89th Place, Suite B-122
Scottsdale, AZ 85260
(480) 860-6744
www.brendataegedds.com

