

DOWNNS

Chamber of Commerce

SPOTLIGHT MEMBER OF THE MONTH

Shoes Etc. was founded in 1996 by Joni Heiland as an all family shoe store. Keegan, Joni's son, was just two years old. She had been working as an area manager of nine Kansas City franchised shoe stores. Her base location was in Overland Park, Kan. Her personal goal was to raise Keegan in the area of his grandparents, who live in Beloit and Downs.

Twenty three years later...

Shoes Etc. & Stonz Jewelry is thriving more than ever! The inventory has grown beyond shoes, to a complete women's boutique featuring clothing, handbags, jewelry and accessories. Stonz Jewelry is the store's handcrafted jewelry line, creating one of a kind necklaces, bracelets, and earrings. In addition to loyal, local customers, the store has become a destination for determined shoppers from all over the state of Kansas and Nebraska. Girls trips and special occasions have brought groups of customers who traveled by several different limousines and once, even a full custom bus!

A social media presence has kept an existence beyond local and destination travelers, to shipping to customers all over the United States. The store was

recognized and featured in 2015 as a Spotlight Business by Facebook Business page, which currently has over 12 million followers. LIVE Facebook shows and creative in-store special evening events, continue to add to the excitement of the business.

Over the last two years, the Shoes Etc. & Stonz Jewelry building on Morgan Avenue has been completely remodeled from floor to lighting, both inside and out. The building is also home to Schoen's Bridal World. A unique situation with two different stores under the same roof, but it works, very well! An excellent example of small businesses working together.

The Team of Associates skillfully work hard designing new outfits, creatively merchandising products and constantly brainstorming for the next best thing, to continue to set us apart from our competition. Tiffany, Kennedy, Chyneen, Ky and Joni will do their very best, to make any shopping experience amazing!

We are very proud to be a part of the Downs Community. We hope to see you soon, either in the store or hear from you on-line.



Thank you for your support!

Shoes Etc. & Stonz Jewelry
818 Morgan Ave.
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