

The Arnold Sentinel

“Serving the South Loup River Valley”

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Arnold Grad Launches Clever Line of Hot Chocolate

Packaging finally puts an end to how to pronounce the name.



Courtesy photo

Since starting her business in 2020, a new automated product and measuring machine has helped Ashley Andreas speed up the time it takes to package Beshaler Hot Chocolate - a product that is gaining popularity across the country - in stores and online.

By Janet Larreau

Beesh-ler or Besh-ler. Which is it? Ashley Andreas cleverly spells it out on the packaging of her new line of hot cocoa mixes that are now being sold across the United States: it's BEESH-ler!

"As long as I can remember, there's always been some discrepancy in how to pronounce my maiden name, Beshaler. Both are right I suppose, but I grew up as Ashley (pronounced) Beesh-ler, which is how I remember most of us in Arnold saying it. As I grew older and our family met ex-

tended family members, the pronunciation of Besh-ler became used more and more. Since I am now an Andreas, I wanted a company that leaves a legacy of my birth name the way I remember it and slyly, to promote the 'right' way of pronouncing it," said Ashley with a grin.

Ashley, who is the daughter of John and Mary Beshaler, graduated from A.H.S. in 2001 and went on to receive a degree in psychology from Nebraska Wesleyan University. After graduating from college, she married and moved to Sidney, Nebraska, where her husband was working. She started a master's

degree in clinical psychology and began working at Cabela's corporate offices. After a handful of months, she realized that clinical psychology was not for her, but thoroughly appreciated the corporate culture of Cabela's. There, she started a career in human resources.

As she was working for Cabela's there came a time in 2017 when the purchase of the company became evident. Like most of the employees at the time, the uncertainty of the future started a natural process of brainstorming the 'what's next' in career, livelihood, location, etc. Options ranged from gutsy start-ups - like hot chocolate -

to more traditional, risk-adverse ideas. With worthwhile offers from the new company, Bass Pro Shops, and a young family, the Andreas made the decision to stay in corporate careers and move down to headquarters in Springfield, Missouri.

A few years later, after needing both a more creative outlet and a business challenge, Beshaler Hot Chocolate was born in the fall of 2020. For a while, it was just a side hustle on top of Ashley's HR leadership role at Bass Pro. Then, later in 2021, Ashley was able to put much more time and effort into the growing business.

Beshaler Hot Chocolate is hot chocolate with packaging personality. There are several flavors, with classic and some clever names such as "Flannel Jams" and "Mom Jeans."

"I love watching customers giggle about the flavor names and mugs and hearing comments about the packaging," said Ashley. "I think I've got a pretty good recipe. The drink is creamier with a fuller feel than any others. Even when making it with water, it tastes like it was mixed with milk. People drink hot chocolate for fun occasions and in enjoyable environments. It's a product that allows for a lot of fun."

The process of making and packaging the mix is extremely manual, but with help from husband Clint, who has won the company's (non-existent) Employee of the Month award consecutively over the last four months, and the couple's oldest daughters, Elliot, age 9, and Lennon, age 6, who can fold boxes with the best of them and are great at keeping inventory and product testing, the Be-

shaler Hot Chocolate gets churned out for shipping. The couple's two other children, daughter Jude and son Walsh, ages 2, will no doubt step up to the production line in the future.

Last year, Ashley said it took about five minutes a box between measuring, sealing, and labeling. They've now cut it down to about 1 to 2 minutes a box. They made up some of that time in automating the measuring of each package through the purchase of a machine and mostly in eliminating labels. Now all of the information is printed directly on the boxes.

Of course, with a husband, four kids, and a new business venture, Ashley needs more help than in the production of the product. It goes far beyond her immediate family. She hires out some of the design and marketing efforts. Her extended family have been a tremendous help in promoting the business, getting samples out, working show booths, editing the website, and watching kids while Ashley is on the road.

"I absolutely could not do this without the amazing people in my life," she said. By far, the best support I have received is from my wonderful family and great hometown of Arnold! What everyone has done for Beshaler Hot Chocolate and me is extremely humbling and ever so cherished. Orders, Facebook shares, and reviews have not gone unnoticed and I appreciate all those who have been a part of the company in any capacity thus far."

See Beshaler Hot Chocolate, Page 2

Callaway Museum Seeking Pictures of Lattin Brothers Barns

Back in the day, the Lattin Brothers of Callaway built many barns in the Arnold and Callaway area. The Callaway Museum is currently seeking photos of barns built by the brothers. The pictures will be added to a display that is being put together by the museum.

"We have a tool box with Lattin on the top and a photo of

the brothers in their retirement years, but we would love to get the word out and ask residents if their barn or their family's barn was built by them. It would be great to have dates and a little information, if known, of the barn," said museum volunteer Jo Chesley.

To submit a photo, please call or text Jo at 308-870-4611.



Courtesy photo

First State Insurance Managing Agent Becky Dailey stands by the historical marker that has been placed on the building.

barber for 40 years, Comer sold to Bill Young in 1967. Young then sold to Jim Foran in 1970. Foran moved the barber business back to its original location on Arnold Avenue once Pete Chesley left. This building then became home to insurance businesses up to the present time. One of those was Don Kellenbarger's Arnold Insurance business. When

Wayne Preston bought Kellenbarger's business, Laron Wright, working with Wayne, focused on doing taxes while Preston managed the insurance business. Wayne moved his Arnold Insurance Agency to the Finch Drug Store building. In 1975, Rich Brengleman's insurance business was the next

See Historical Marker, Page 2

Marker Tells History of Peoples State Bank

Rotary Historical Marker project coordinator Berni Crow has placed a historical marker on what was originally Peoples State Bank and is now the First State Insurance building. The marker reads as follows:

Peoples State Bank - 1909

At various points in time, there were five banks operating in the growing town of Arnold. The bank names, locations if known, and the year they incorporated were: Robertson's Bank (1886 - Krista Eggleston's Kreative Edge), Farmers State Bank (1905 - Arnold Café Building), Peoples State Bank (1909 - First State Insurance), Security State Bank (1917-Pinnacle Bank.), and Arnold State Bank (formerly Peoples State Bank, 9/15/1930-Pinnacle Bank). The aforementioned bank was managed by Basil C. Wehrman, father of Ken Wehrman, who also worked in that bank starting in 1954. During the early 1900s, three of these banks were operating simultaneously. Peoples State Bank was located on this site (presently First State Insurance). May 25, 1909, when Peoples State Bank opened for business, it was a small tin covered structure, located just

south of Mrs. Imboden's Hotel (Custer Hotel site) before her hotel had burned to the ground. People's State Bank had three members of the Jennings family working in the bank. The president was William Jennings, with H. B. Jennings as vice-president, and the cashier was William Jennings Jr. William Witthuhn also worked in the bank at that time. When I took my fourth grade classes to Pioneer Village in Minden, I would show them the safe that had been in Peoples State Bank in Arnold NE over 100 years ago. In 1913, Peoples State Bank was renamed Arnold State Bank and they bought out Farmers State Bank (presently located on the SW corner of Walnut and Arnold Avenue). William Jennings Jr. was still the cashier when the move was made to the new building. Phillip G. Houghton, already a successful farmer and rancher, moved to Arnold in 1908, embarking on a real estate, insurance, and loan business. S. A. Perkins, like Houghton, also started out as a farmer switching to a real estate, insurance, and loan business in 1912. In 1917, Houghton & Perkins formed a partnership and the two cre-

ated a very successful business located on this lot. John and Sarah Roten moved to Arnold from her Kinkaid claim 12 miles north of Arnold to run Rotton Café (also on this site) until her death in 1925. Will Baldwin was operating the café when it burned in 1927. At one time, this same spot was home to a Barber Shop, with several barbers having run their business there. John Priess came in from his farm and began building a variety of businesses. He finished a filling station (Nansel's) in 1923, then started on his Red, White, and Blue Garage (it was east of the telephone building), and built a residence across the street in 1925. After that, he built a beauty shop and an insurance building (present structure) on the lot where Baldwin's café had burned down. Andy Comer had moved his barber business to a barbershop that was built in 1933 (near Krista Eggleston's Salon), then moved to this location in 1938. (There's a street photo in Norene Hall Mills book showing the barber pole between First State Insurance and the store to the south. First State Insurance is comprised of both buildings now.) Having been a