

Best of the Best



By many accounts five years is a long time. It's the average length of a car loan. It's a successful Hollywood marriage. It's about the time it takes most of us to get through college and it's the average life expectancy of a beaver.

For What's Up, our fifth Best of the Best is a major feat. We didn't know how we'd pull off the first year alone, much less make it to five. But here we are.

Nominate. Vote. Party. Then publish. That's how we do it. Readers have every chance to join in, and those who participate determine the results.

Everything about it this year was bigger and better.

Starting with increased reader nominations last spring, to the biggest turnout at the What's Up Dig, our official voting party. More than 1,000 came to vote at The Place at Union Plaza on May 14. In addition to mulling over 85 categories on the Official Ballot, voters/partiers got to check out art from competing artists and evaluate local funny men in a comedic showcase. And just for fun, we threw in a bartender skills contest to boot.

The Dig was crazier than ever. Support and campaigns for every kind of nominee were in full force – non-profit volunteers, models, business men and women, company mascots and adult entertainers. And just to see who did the best job, we opened up the "Best What's Up Dig Campaigner" category as a write-in vote on the ballot. We weren't surprised to find that Susan Eisen won. With every neon necklace she bestowed on a voter's head, you bet many of those checked her name on the ballot.

And for as much flak as we get for some of our categories, guess which ones were our voters' favorites? No. 1 Best Public Place to Have a Quickie, No. 2 Best Restroom, No. 3 Best Entrepreneur Under 40.

At the close of the night we picked up every last ballot we could find, including those fallen on the floor. We brought them back and spent the next five weeks counting votes.

So here we are. The next 23 pages are filled with your selections of our quinquennial Best of the Best. You'll probably agree with many. You'll be disappointed with others. And if you're anything like us, you'll be outraged at a few.

But don't kill the messenger. We don't determine the winners; we facilitate the process. It's your vote that counts, and in the end, separates the winners from the rest.

To View the the final results, click here: [2008 Best of the Best](#)