Selling and surviving now and beyond

PREPARED EXCLUSIVELY FOR THE
New York Press Association

Publishing during COVID-19 and in better times
Welcome, New York Publishers
Who is at elevated risk for COVID-19?

C OVID-19 continues to dominate headlines across the globe. However, data continues to surface about the most vulnerable groups of people who are at heightened risk for severe disease from COVID-19. These groups include older adults, people with certain underlying conditions, and those who are immunocompromised. The intersection of these groups is particularly concerning for those who are also working or living in close proximity to others. Here are some common underlying conditions that put people at risk for severe COVID-19 disease:

- Diabetes
- Heart disease
- High blood pressure
- Certain cancers
- Chronic lung disease or asthma
- Chronic kidney disease
- Liver disease
- HIV/AIDS

How people in these groups can reduce their risk of getting sick

It's important that everyone do their part to keep themselves and others healthy. Here are some tips on how to reduce your risk of getting sick from COVID-19:

- Wear a mask in public settings
- Maintain social distancing
- Wash your hands frequently
- Avoid close contact with sick people
- Stay home if you are feeling unwell

Immediate Openings in our Memory Care & Assisted Living

Call and talk to Carol or Brandi today!

2591 E 8th St. Shaler, IA. 712.324.1238

CORONAVIRUS SPARKS WORLDWIDE CONCERN

What is COVID-19?

The World Health Organization (WHO) declared COVID-19 a pandemic on March 11, 2020. COVID-19 is caused by a new strain of coronavirus, which is highly contagious and can cause illness ranging from mild to severe. The virus spreads primarily through airborne droplets when an infected person coughs, sneezes, or talks. Symptoms can include fever, cough, shortness of breath, and fatigue. In severe cases, the virus can cause pneumonia, kidney failure, and death.

Prevention and Treatment

The best way to prevent COVID-19 is to avoid exposure to the virus. This can be done by avoiding close contact with sick people, wearing a mask when in public settings, and washing your hands frequently. If you do become ill with COVID-19, seek medical treatment and follow the advice of your healthcare provider.

How COVID-19 is transmitted

COVID-19 is primarily transmitted through respiratory droplets when an infected person coughs, sneezes, or talks. This can happen when people are in close contact with one another, typically within 6 feet. Additionally, some people may be able to spread the virus before they show symptoms, which can make it difficult to prevent transmission. To reduce your risk of getting sick from COVID-19, it's important to keep a safe distance from others, wash your hands regularly, and avoid close contact with sick people.
How to clean when faced with a shortage of supplies

In light of concerns about COVID-19, various health organizations have issued specific instructions on how to maintain personal safety and cleanliness. These recommendations involve using common household products to sanitize hands, offices, and public spaces. Among these precautions, many are looking to new or expanded methods — such as sanitizing everything — as a way to stay safe.

Everything from hand sanitizers to paper towels might run out as we prepare for the possibility of an outbreak. Here’s where you can find the answers to what you can do to maintain your workplace or home health.

The local community is currently in a state of emergency. If you don’t have an envelope around here that makes you more aware of where you can purchase these products, you may have to look outside your normal supply routes.

**Hot water and soap**

The most important thing you can do in the face of shortages is to be careful about what you use and resell. An easy way to do this is by making sure you have water on hand.

For instance, if you’re using hand sanitizer to wash your hands, you might also choose to use a wipe instead. Just remember to follow the instructions on the label.

**Sanitizers**

Sanitizers are one of the first products to disappear, but if you’ve ever used one, you know how helpful they can be. In fact, the Centers for Disease Control and Prevention (CDC) recommend using alcohol-based hand sanitizers.

For those who can acquire Lysol disinfectant wipes, the company says they’re a good alternative if you can’t get a commercial one.

**Avoiding-touch**

Food preparation is another area where you might want to be careful. If you’re preparing food for others, make sure you’re using clean, sanitized surfaces.

If you’re not sure what to do, ask your local health department for advice.

Your Sheldon Hy-Vee Pharmacy is your source for the latest in local health news.

Your good health, and the health of your family, is important to us.

Your Sheldon Hy-Vee Pharmacy is a convenient source for your family’s healthy lifestyle needs. You’ll find our pharmacist and support team to be friendly, professional, and understanding of your special needs. But call, or visit our Hy-Vee Pharmacy to find it at the front of our store.

Consider using these special services during the COVID-19 separation period:

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  - Get prescriptions automatically filled ahead of time and ready when you are.
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How families can confront remote learning

Remote learning requires cooperation of school staff and parents/guardians. Patience is necessary, understanding and support must be shown in their daily schedules. Themselves tips can be an enormous advantage in navigating remote learning.

- Remind them to take breaks.
- Make sure they have a quiet place to work.
- Keep them on track with assignments.

Please your family with delicious food from these Hy-Vee “healthy eating” departments

Every fun, family moment starts with Sheldon Hy-Vee

GROCERY Large selection of grocery items and fresh produce
BAKER® A wonderful selection of mile-high pastry items from Easy’s Bakery
SEAFOOD Choices polun
PREDUCE More produce than ever found in health dealers
FRIGGIN® Variety of refrigerated items
SANDWICH SHOP Features sub, panini, focaccia, ciabatta and focacce sandwiches
DELI Sliced meats and cheeses
MICRO HOUSE Serving a large variety of ice cream, the best menu ever
ITALIAN Fresh-made pastas in variety of flavors and sizes

For a complete list of products and services, please call 1-712-324-2516 or visit our website: HyVee.com

How to support local businesses during mandatory restrictions

The impact of the recent mandatory restrictions and court orders due to COVID-19 has been felt by all of our businesses in the United States and around the world. Many small businesses are facing financial challenges and are struggling to survive. Here are some ways you can help:

- Support local businesses by paying them on time and giving them the credit they need.
- Help them with their marketing by sharing their stories on social media.
- Encourage your friends and family to support local businesses.
- Shop online or order delivery to support local businesses.
- Help them with their work by volunteering or offering your skills.

Remember, supporting local businesses is critical to maintaining a vibrant community. Together, we can help them overcome these tough times.

Here for you!

During times of uncertainty, we are here to help!

- Ability to troubleshoot IT’s remotely
- Ability to assist in setting up remote workstations and VPNs
- Ability to help speed up with networks
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Some challenges of going remote with your business

The number of professionals working remotely has been dramatically
for face-to-face meetings. According to an analysis from Deloitte and Global
Shipping, since the start of the pandemic, there has been a 20 percent increase in remote
work among business owners. This shift toward remote work may have
resulted in some challenges, but it has also opened up new opportunities for
productivity. Companies that have embraced remote work have reported
increased efficiency and lower overhead costs. However, there are some
unique challenges to consider.

Software: Many businesses have transitioned to remote work, but those
who have not are now facing the challenges of adapting their systems. For
companies that previously had a heavy presence in the office, the transition
can be difficult. Employing remote management platforms that
make it easy to access information and
services that were previously in
the office is crucial. Companies
that have already embraced
remote work have reported
increased productivity and lower
overhead costs. However, there are some
unique challenges to consider.

Communication: Communication issues can arise when
remote workers are not on the same page. This can lead to
misunderstandings and delays in project timelines. To
prevent these issues, companies should establish clear
communication protocols and regular check-ins with
remote workers.

Hand Hygiene Habits
Protect yourself against COVID-19
and other diarrheal and respiratory illnesses, and help
prevent the spread of germs to others, by following these
simple hard hygiene guidelines:

1. Wash your hands with soap and warm water, lathering for at least 20 seconds.
2. If soap is unavailable, use a hand sanitizer containing at least 60 percent alcohol to clean your hands.

Wash your hands throughout the day, and particularly under these circumstances:
- Before preparing food
- Before eating
- After using the toilet
- After changing a diaper or helping a child use the toilet
- After touching an animal or its waste
- After touching someone who is sick
- After picking up pet food or treats
- After handling garbage or garbage cans
- After being near animals
- After using the toilet
- After sneezing, coughing, or blowing your nose

Proper handwashing helps all of us stay healthy, so remember to be aware and do
your part to help protect yourself and others!

Sponsored by your friends and neighbors at IOWA INFORMATION
SUPPORTING EACH OTHER THROUGH GOOD TIMES AND BAD.
WE WILL GET THROUGH THE CORONAVIRUS SUPPORTING EACH OTHER.

Circle of friends before the Coronavirus

Circle of friends today

Yet we’ve never been closer.
STANDING APART we can slow the spread.

Sunshine Foods
We want to thank our customers for their patience, loyalty, and continued support.
To our Staff, words cannot describe my appreciation for your dedication to serving our customers.

- Jason Oye

205 E WARREN ST, LUVERNE, MN 56156
WE SUPPORT
N’West Iowa Farming Industry

IN THESE
DIFFICULT
TIMES

The COVID-19 pandemic has caused various disruptions and an already struggling farm industry. Most processing plants are closing and with them a steady market for N’West Iowa’s hog and cattle producers. Cattle prices are low, and the reduced demand for ethanol is a reduction in feed ingredients and prices. We recognize the importance of our farms and the role they play in our economy. We need to support our farmers and work to make the best decisions and options to support our farmers and their livelihoods. We must remain vigilant and ensure the safety and health of our farmers and their families during these difficult times.

COVID-19 has affected many industries, including agriculture, but we must continue to support our farmers and the hard work they do to provide us with the food we need.

Supporting Iowa Farmers

Over 100 Years of Service

Thank you for all your support during these challenging times.

Central Vets

We at Forvie Farms are grateful for all the support during this difficult time.

The Hog Butcher

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Thank you for all your support during these challenging times.

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Alton Well

We at Forvie Farms are grateful for all the support during this difficult time.

Producers

We at Forvie Farms are grateful for all the support during this difficult time.

Pork processing plants have closed. Aining Johnson is a challenge.

Crop prices are down.
Spring sports canceled for 2020

Grocers see influx due to pandemic

TIME CAPSULE

MARCH 11: President Donald Trump announced the first U.S. death from COVID-19.
MARCH 12: The World Health Organization declared the pandemic.
MARCH 13: The Centers for Disease Control and Prevention recommended avoiding gatherings of 50 or more people.
MARCH 14: University of Iowa basketball coach Fran McCaffery and his wife tested positive for COVID-19.
MARCH 16: The University of Iowa announced the closure of all in-person classes.
MARCH 23: Gov. Kim Reynolds declared a state of emergency.

CONTINUING CASES IN IOWA

DATE CASES
MARCH 11: 1
MARCH 12: 4
MARCH 13: 7
MARCH 14: 39
MARCH 15: 92
MARCH 16: 138
MARCH 23: 202

TOTAL CONFIRMED CASES: 5,024
TOTAL PERSONS TESTED: 92,262
TOTAL CONFIRMED CASES IN IOWA: 1,440
TOTAL DEATHS: 18
Gas prices plunge as residents stay off roads

The price of gasoline has plummeted since the start of the COVID-19 pandemic, with many stations offering discounts as low as $2 per gallon. The lower prices are due to decreased demand for fuel and higher inventories at the refineries.

Retail closures leave many filing for unemployment

With many businesses forced to close, the number of people filing for unemployment has risen significantly. Many workers have lost their jobs and are seeking government assistance to make ends meet.

Residents take precaution via face masks, social distancing

The use of face masks and social distancing has become a new norm, with many residents taking steps to avoid spreading the virus. Businesses have also implemented measures to ensure public safety.

Groceries put limit on hours, sales

Many grocery stores have limited their operating hours and reduced their sales to prevent overcrowding and ensure safety.

Celebrate forced to cancel or postpone

Many celebrations and events have been canceled or postponed due to the pandemic. Many of these celebrations are expected to return in the future as the situation improves.

Churches transition to online worship

Many churches have moved their services online to ensure the safety of their members. This has been a significant change for many who once attended in person.

Schools close, educators go online to teach

With the pandemic, schools have been forced to close, and educators have had to develop new ways to teach their students. Many are using online platforms to deliver their lessons.

What I am doing to keep busy

People are finding creative ways to keep themselves busy during the pandemic. Some are engaging in hobbies, others are helping their communities, and still others are finding new ways to stay connected with friends and family.

Here for you

Enriching Communities

We are in this together!

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From a Neighbor’s field

Woodward Community Media

$1,000,000 Local Community Advertising Grant

TODAY AND TOMORROW...
We are standing with you!

Small businesses are the heart and soul of our country. As an employee-owned company, we understand that these are challenging times for all small businesses.

In a show of support, Woodward Community Media has established a one million dollar advertising matching grant fund to assist locally owned businesses during this economically challenging time. The grant provides funds for businesses to purchase advertising in our local newspapers and online sites in order to increase visibility and customer support.

To qualify, businesses must submit a proposal detailing how the grant will be used to enhance their advertising efforts. The grant will be awarded based on the quality and impact of the proposal. Applications will be accepted until the grant fund is depleted.

If you or someone you know is a local business owner and is interested in applying for the grant, please visit our website for more information and to access the application form. Let’s work together to support our local businesses and ensure their success.

Woodward Community Media

[Woodward Community Media Logo]
TY RUSHING
Has worked at Iowa Information for: 3 years collectively
Position: Managing Editor
E-mail: trushing@nwestiowa.com
I live in: Sheldon, IA

6 ISSUES FREE!
The Sheldon Mail-Sun

712-324-5347
It's Up to Me To Be Drug Free

Red Ribbon Week serves as a vehicle for communities and individuals to take a stand for the hopes and dreams of our children through a commitment to drug prevention and education and a personal commitment to the drug free future with the ultimate goal being the creation of drug free America.

Call the All of Us Coalition and Drug Free America Toll Free 1-877-238-7384 or visit drugfree.org

NATIONAL RED RIBBON WEEK
OCTOBER 22-30, 2011

Tips for throwing a GRADUATION PARTY

1. Set clear rules in advance for the night of the party. Discuss the rules and consequences of breaking them before the event. Parents should include no drugs or alcohol and no leaving property and damaging.

2. Other alcoholism/binge drinking must die. One parent must know that being wild and drinking is that they are under adult supervision. It’s illegal. Everyone happens to stay home and chilled in beach who will drink.

3. Some guests at the door. Watch for large groups that planning your homecoming and drinking plans, just their happening to a place close to the party, you will be Murphy’s owner live. If they are out of the party then alcohol

4. Set rules for parents to implement with you. If you have a large number of people, you will need some rules to help keep order and the party and to help keep your own rules. Then your rules and number of people by the counsel keeping people who might know and work without our discipline.

5. Make it clear that you will not allow any unauthorized people to appear the party. This can add to or clarify the number of people who will appear. Then you think about the party is limited they should be in the unknowns.

6. The program of your rules was designed. It’s your own rules to the party already done of the parents because you used to be prepared to call parents in case and problems arise. Sometimes these rules with other parents aboard of them as they understand the consequences it has on their behavior becomes a problem.

Be Smart, Grads: DON'T DRINK & DRIVE!
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- Unity Christian High School
- Western Christian High School
- Trinity Christian High School
- Northwest Iowa Community College

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SALUTE TO THE BLUE

WE WOULD LIKE TO SAY THANK YOU TO ALL OUR LOCAL LAW ENFORCEMENT AGENCIES FOR ALL YOU DO!
THE COMMITMENT FROM EACH OF YOU TO CONTINUE YOUR EFFORTS TO PROTECT AND SERVE IS HUMBLING TO ALL OF US FOR THAT, WE ARE VERY GRATEFUL—THANK YOU AND GOD BLESS

“All that is necessary for evil to triumph is for good men to do nothing.”
—Edmund Burke

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“My heroes are those who risk their lives to protect our world and make it a better place.”
—Sydney Sheldon

SALUTE TO THE BLUE

WE WOULD LIKE TO SAY THANK YOU TO ALL OUR LOCAL LAW ENFORCEMENT AGENCIES FOR ALL YOU DO!
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“All that is necessary for evil to triumph is for good men to do nothing.”
—Edmund Burke
Winning Efforts

Each week our teams of reporters, photographers, sales and marketing staff work together to create a product that covers the news, sports, features and advertisements of importance to the West.

2018 Iowa Newspaper Association Better Newspaper Contest

2018 Iowa Newspaper Association Better Newspaper Contest

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1st PLACE AWARDS

- Overall Excellence
- First Page
- News Page
- Opinion Page
- Editorial Page
- Sports Page
- Magazine
- Newspaper Design
- News
- Headlines
- Photo

2nd PLACE AWARDS

- Overall Excellence
- First Page
- News Page
- Opinion Page
- Editorial Page
- Sports Page
- Magazine
- Newspaper Design
- News
- Headlines
- Photo

3rd PLACE AWARDS

- Overall Excellence
- First Page
- News Page
- Opinion Page
- Editorial Page
- Sports Page
- Magazine
- Newspaper Design
- News
- Headlines
- Photo
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First Drawing will be June 15
First Block Party will be the week of June 22

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**Avera**

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- Ensure all employees are treated fairly and with respect.
- Performance reports and evaluations for all employees.
- Ensure all employees are trained properly and help direct daily tasks.
- Must be willing to work in a team environment.

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- Responsible for the successful operation of a full-service restaurant and all associated operations.
- Ensure all employees are treated fairly and with respect.
- Performance reports and evaluations for all employees.
- Ensure all employees are trained properly and help direct daily tasks.
- Must be willing to work in a team environment.
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Today we salute the working men and women who make progress possible through their hard and daily efforts. Our network labor force is the backbone of our economy, and we thank all of the local workers for the important roles they play in our community and in our daily lives. To all of the hardworking individuals who make up the U.S. workforce, we salute your contributions to our country. We recognize the extraordinary accomplishments that result from hard work and persistence, and we extend our congratulations to you for your continued success in working and creating jobs in this wonderful community.

WISHING YOU A SAFE AND ENJOYABLE HOLIDAY WEEKEND
HAPPY LABOR DAY!
Am I the only one... who believes in the future of the printed paper?

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