CREATIVE HOUSE
PRINT MEDIA CONSULTANTS

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Selling and surviving now and beyond

Publishing during COVID-19 and in better times
Welcome, New York Publishers
Three quick revenue ideas to get started
Who is at elevated risk for COVID-19?

COVID-19 continues to pose serious health risks for certain groups. These groups include the elderly, individuals with underlying health conditions, and those who are immunocompromised. The CDC recommends that these groups take extra precautions to reduce their risk of infection.

How to reduce the risk of getting sick

1. Wash your hands frequently with soap and water for at least 20 seconds, especially after being in public or touching frequently touched surfaces.
2. Avoid touching your face, especially your eyes, nose, and mouth.
3. Stay home if you are sick.
4. Keep a safe distance (6 feet) from others.
5. Wear a mask when in public.
6. Get vaccinated as soon as possible.

What is a coronavirus?

A coronavirus is a type of virus that causes respiratory infections. It is spread through droplets coughed or sneezed into the air. Symptoms include fever, cough, and difficulty breathing. The majority of cases are mild, but severe cases can be fatal.

Prevention and Treatment

The best way to prevent COVID-19 is to get vaccinated. This helps reduce the risk of severe illness and hospitalization. Additionally, wearing a mask, maintaining social distancing, and washing your hands regularly are important steps in preventing the spread of the virus.

Coronavirus sparks worldwide concern

The COVID-19 pandemic has had a global impact, causing widespread concern and disruption. The rapid spread of the virus has led to international travel restrictions, economic impacts, and a focus on public health and safety. The World Health Organization has declared it a global health emergency.

How COVID-19 is transmitted

COVID-19 is transmitted through respiratory droplets. This means that infected individuals can spread the virus to others through coughing, sneezing, or talking. The virus can also be transmitted through direct contact with contaminated surfaces.

What is COVID-19?

COVID-19, or coronavirus disease 19, is a respiratory illness caused by the SARS-CoV-2 virus. It is highly contagious and can spread rapidly among people. The virus can cause a range of symptoms, from mild to severe, and can be fatal in some cases.

Coronavirus and your family member

It is important to keep your family member safe, relaxed, and comfortable. Immediate openings are available in our Memory Care and Assisted Living facilities. Call and talk to Cat or Brandi today!
How families can confront remote learning

PLEASE YOUR FAMILY
with delicious food from these Hy-Vee “healthy eating” departments

VINE & SPIRITS 3.08 sq ft of source
CATERING Choose from our menu or have us customize one for you. We’ll take your wants and budget into consideration and make the tastiest decisions.

SEASONAL GREENHOUSE Open in the summer with plants and outdoor items
CUSTOMER SERVICE located at the entrance for the store and convenience
PHARMACY With drive-up service and private consultation rooms

How to support local businesses during mandatory restrictions

Here’s how you can help small businesses get through this crisis.

EXPERT REPAIR SERVICE
SUPER H TECH
106 CENTRAL AVE S
ORANGE CITY, IA 50854
319-303-1714
WWW.SUPERH-TECH.COM
The Super Highway to all of your business computer needs

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

GROCERY
Large selection of pantry items and coffee
ROASTERY A wonderful selection of fresh fish items from Easley’s Bakery
SEAFOOD
Selection of fresh fish
PRODUCE
More produce than ever before in front of the store
FRZ/BIN Variety of refrigerated items
SANDWICH SHOP Features sub, panini, foccacia, ciabatta and Mediterranean salads
DELI Shaved meat and cheese
MICROWAVE House featuring a large selection of items, the best menu
ITALIAN Fresh made pizzas in a variety of flavors and sizes

Hy-Vee 712-324-2516
199 Park Street, Sheldon

100% Satisfaction Guarantee

During times of uncertainty, we are here to help!

Ability to troubleshoot/fixed PC’s remotely
Ability to assist businesses in setting up monitors and networking equipment

WEB SERVICES: BlackBerry, Blackberry, iPhone, and iPad

Business to help speed up with

Ability to call/text

Ability to chat with customers via

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www.superh-tech.com

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Phone and Samsung Smart Phones INSTOCK

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319-324-9977

The Super Highway to all of your business computer needs

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WWW.SUPERH-TECH.COM

MARCH 26, 2020
COVID-19 Your Local Survival Guide
THE PIVOT WEEKLY REVIEW
Some challenges of going remote with your business

The number of professionals working remotely has been dramatically increased over the past few years. According to an analysis from Fidely and Global Workplace analytics, there was a 259 percent increase in remote between 2000 and 2020. This shift toward remote work has brought about a new set of challenges for business. In 2020, the average number of remote workers reached record levels, with the majority of employees working remotely at least some of the time. This has led to a number of new issues that companies need to address.

Remote work can lead to a number of issues, including:

1. Communication: Communication between remote workers can be an issue. Frequent use of instant messaging apps like Slack to facilitate communication can help, but it’s important to ensure that all team members are available and that the messaging is clear.

2. Technology: Technology is crucial for remote work, but some companies may not have the necessary infrastructure in place. This can lead to issues with video conferencing, file sharing, and other tools that are essential for remote work.

3. Productivity: Remote work can lead to a decrease in productivity. Without the pressure of an office environment, some employees may struggle to stay focused and motivated.

4. Collaboration: Collaboration is key to success in remote work, but it can be difficult to maintain when team members are not in the same physical space. Tools like virtual whiteboards and shared documents can help, but it’s important to encourage regular check-ins and feedback.

5. Security: Security is a concern for remote work, especially as more employees work from home. Companies need to ensure that their remote work policies and procedures are in place to protect against potential security threats.

As companies continue to navigate remote work, it’s important to be proactive in addressing these challenges. By implementing the right tools and strategies, companies can ensure that remote work is a success for everyone involved.
SUPPORT LOCAL BUSINESS

SHOP SMALL - SHOP SMART - SHOP SHELDON

The Sheldon Chamber of Commerce is proud to be a partner in the Sheldon Marketing Association’s campaign to support local businesses.

For every $10 you spend at a local business, you can save $1 at the Sheldon Outlet. Spend $50 and you’ll receive $10; spend $75 and you will receive $15.

Maximum of $10.00 in savings is capped by one person per household.

Purchases must be dated after the promotion start date (March 19, 2020). Credit card purchases are not valid for this promotion.

Check the store’s mailing list for changes before making a purchase.

Don’t forget to check local restaurants.

Here’s how it works:

• Use yourør money at local Sheldon retailers and restaurants.
• Must be dated after the promotion start date.
• Credit card purchases are not valid for this promotion.

Examples of participating restaurants:

- The Outback
- The Pizza Place
- The Corner Deli
- The Deli
- The Coffee Shop

SAVE YOUR RETAIL & RESTAURANT RECEIPTS

Promotion runs thru Thu

Thursday, April 9

The DOORS MAY BE LOCKED, BUT PURCHASES CAN STILL BE MADE

Many members are still open and offering curbside services. For more information on sales, services and locations offering online shopping options, delivery, contactless pickup, etc., visit Sheldonchamber.com or Sheldonoutlet.com.

SHELDCOVID19.COM

offers all essential information to the community.

“Well Clinics” open
TO SERVE PATIENTS DURING OUTBREAK

With the recent outbreak of coronavirus/COVID-19 in the region, Orange City Area Health System has opened “Well Clinics” in the Medical Building at the west end of the main campus in Orange City and also at the Hospers Medical Clinic.

Examples of visits to our Well Clinic include:

- Prenatal visits
- Pediatric appointments
- Well child check-ups
- Visits with your Pediatrician – birth through age 19
- Blood draws – we have a clean draw lab in the Well Clinic
- Medication management – are you taking too much or too little?
- Medication reviews for patients with chronic conditions
- Blood pressure checks
- Anticoagulation management
- Diabetes management
- Behavioral health – now located in our Well Clinic in Orange City
- Sports management/injuries/injections – our Sports Medicine Clinic is now located in our Well Clinic in Orange City

NOTE: Patients are asked to have only one support person accompany them on visits.

Call 712-737-2000 for guidance or to make an appointment.

A message from Marty Guthmiller, CEO of Orange City Area Health System

During this time, we have implemented some important measures throughout our campuses to ensure the health, well-being, and safety of the people we serve in this region.

In addition to our Well Clinics, we have recently...

- Closed our senior care campus (Prarie Ridge Care Center and Landmeier Ridge Retirement Community) to visitors, as well as to residents/tenant outside excursions.
- Restricted visits and patient support in our hospital, ER, and birth center.
- Closed dining services at the Puddles/Jumper Grill to the public.
- Postponed elective surgeries to preserve Personal Protective Equipment supplies.
- Implemented screening protocols at each of our facilities.

Our Incident Command Team, as well as all of our skilled and compassionate patient care and support personnel, are focused and prepared to meet the challenges we face. Thank you for trusting us to be your partners for a lifetime of care.

Call 712-737-2000 with questions.
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.

205 E WARREN ST, LUVERNE, MN 56156

- Jason Oye
WE SUPPORT THE
N’West Iowa Farming Industry

The COVID-19 pandemic has caused serious damage in an already struggling farming industry. Meat processing plants are closing and with them a ready market for N’West Iowa’s hog and cattle production. Egg prices are low, and the reduced demand for ethanol is our goal even for corn production. We recognize agriculture is central to our economy.

IN THESE DIFFICULT TIMES

We want to support our farmers and ask store and federal legislators and arbitrators to take immediate action to ensure an adequate and sustainable market.

COVID costs. Our nation needs farmers as much now as ever before.
END OF PART 1
How we got where we are
The news business was shaky before coronavirus began spreading during February. Since then hunger for information has sent droves of lost readers to all publications. But with businesses paused or closed the newspaper’s main source of support has disappeared.
Newspapers, until the 1960’s. had successfully kept control of their markets during the advent of radio, and later television.
But there was an influx of shoppers and FM stations
So we weren’t thinking about the Internet
Then we woke up and discovered the world and the perception of our newspapers had greatly changed.
But saying
“I don’t need newspapers,
I’ve got the internet, is like saying
I don’t need farmers,
I’ve got supermarkets.”
Q: What local news sources are you using most now?
(Check the top three)
<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Newspaper Website</td>
<td>45.4%</td>
<td>10,675</td>
</tr>
<tr>
<td>Local TV News</td>
<td>67.0%</td>
<td>15,736</td>
</tr>
<tr>
<td>National Broadcast News</td>
<td>62.4%</td>
<td>14,660</td>
</tr>
<tr>
<td>Local Radio</td>
<td>17.7%</td>
<td>4,157</td>
</tr>
<tr>
<td>Apple News</td>
<td>5.8%</td>
<td>1,364</td>
</tr>
<tr>
<td>Facebook</td>
<td>21.2%</td>
<td>4,989</td>
</tr>
<tr>
<td>Twitter</td>
<td>4.5%</td>
<td>1,060</td>
</tr>
<tr>
<td>Nextdoor</td>
<td>7.7%</td>
<td>1,798</td>
</tr>
<tr>
<td>Other</td>
<td>13.8%</td>
<td>3,240</td>
</tr>
</tbody>
</table>
Print advertising provides the greatest return for the dollars invested.

• PRINT is credible.
• PRINT is beautiful.
• PRINT is economical.
• PRINT puts the reader in control.
Print advertising provides the greatest return for the dollars invested.

The community newspaper is still offers the most reach / results in the local market.
Print advertising provides the greatest return for the dollars invested.

Local businesses want to advertise. Newspapers, as an industry, need to teach them when, what and how.
But for too long print salespeople have been nothing but "order takers", calling on the phone and sending out emails.

It is time to get on the street sharing the newspaper’s story!
But remember, newspaper display ads work better when sold in tandem with digital.
Publishers have seen a 20% increase in revenue when selling print and digital packages over selling just print.
81% of businesses offered a print and digital package have purchased the combination.
COVID-19 RESPONSE

Trucking Heroes Keep Supplies Moving

Daily life abruptly changed for millions of Americans during the coronavirus pandemic, but one group of workers has continued to do one of the most important tasks of all—delivering supplies.

America's truckers are playing a critical role in keeping people fed, stocked and safe during the unprecedented COVID-19 outbreak. Whether delivering supplies on long-haul routes or making local and regional deliveries, truck operators are keeping cargo moving at a time when America critically needs it.

KEEPING SHELVES STOCKED

Shoppers nationwide have been stockpiling supplies as they shelter in place for an unknown period of time. This has led to empty shelves and high demand for some products—such as paper towels and hand sanitizers—which have been in short supply.

The professionals keeping those shelves stocked include truck drivers, who serve as the backbone of America's supply chains. There are more than 3 million drivers of heavy and medium-duty trucks in the workforce, according to the U.S. Bureau of Labor Statistics, and they can be away from home for days or weeks at a time. They also do more than drive long distances. They are often responsible for properly securing cargo for transport, inspecting their equipment, and maintaining their trucks in good shape.

CHANGING TIMES

Operating a truck is always an important part of the American economy. Right now, however, drivers are being asked to take extraordinary steps to reduce the risk of catching and spreading the virus.

Some procedures have changed, depending on where you live. For example, drivers may be required to fill out additional paperwork for loading dock personnel, or they may be required to wear face masks while driving.

Industry suppliers are also facing challenges. Some truckers have been forced to work longer hours, which has put their health at risk. Others have been asked to work fewer hours, which has put their livelihoods at risk.

SUPPORT NEEDED

While the pandemic has been tough on truckers, there are ways you can help. One way is to donate supplies to truck drivers and keep them on the road. These supplies are in short supply, and they're needed by truckers to keep them protected.

Another way to help is to support local trucking companies. They are working hard to keep our supply chains moving, and they need our support.

Finally, you can support truckers by staying home. This will help reduce the spread of the virus and allow truckers to continue doing their important work.
Our appreciation for healthcare workers fighting Coronavirus

We stay at work for you, you STAY HOME for us!

Sponsored by these area businesses:

- Eldridge Family Funeral Homes
  712-608-3820
  Pacific, IA

- HUGO PACKAGING
  712-934-5613
  Sidney, IA

- Fred’s Heating & Air Conditioning
  712-932-6052
  Hesper, IA

- SELLMA
  712-932-0601
  Hesper, IA

- Booth Mfg.
  712-351-2374
  Harwood, IA

- Lyons Ag Services
  712-753-2156
  Larchwood, IA

- Midwest Flying Service Inc
  712-354-4000
  Sheldon, IA

- Schwarz Sanitary Service
  712-354-3543
  Sheldon, IA

- Arnold Motor
  712-324-2574
  Sheldon, IA

- Miller Equipment
  712-477-5791
  Larchwood, IA

- MJ’s Construction LLC
  712-725-6007
  Rock Valley, IA

- Cape Air
  712-465-9992
  Sutherland, IA

- Den Hartog
  712-928-2412
  Hesper, IA

- CMI
  712-937-8869
  Orange City, IA

- VMC
  712-625-2828
  Rock Valley, IA

- C&H
  712-737-6995
  Orange City, IA

- Bosma
  712-754-3661
  Sheldon, IA

- DSC NORTH STAR
  712-933-6939
  Sheldon, IA
  712-356-8000
  De Soto, IA
  712-301-7000
  Sheldon, IA
  www.dsc.org
Smaller Can Be Bigger
WEBSITE PROMOTION

Describe your business in 21 words and see how many can identify who you and your business are.
From a Neighbor’s field

As the COVID-19 pandemic continues to impact the United States and our community, the Winona Post is creating a special section honoring our local heroes who are fighting the coronavirus.

This section will salute the people on the front lines of the fight: doctors, nurses, EMTs, grocery store workers, police, firefighters, sanitation workers, and more.

This will be a full size special section that will be inserted in the Post’s Wednesday, May 6, edition.

This is an ideal time to honor your employees who are battling the epidemic with a tasteful, effective message created by the Post’s award winning creative staff. Front and back page placement opportunities are available.

Copy deadline is Wednesday, April 22, at 3 p.m.

Priority placement and color available – ask your Winona Post Sales Representative for pricing and details.

507.452.1262

Full page $1,670.40
1/2 page $851.20
1/3 page $582.58
1/4 page $440.64
1/6 page $290.87
1/8 page $203.60
1/12 page $162.06
Other options available
Spring sports canceled for 2020

Grocers see influx due to pandemic

Timeline

MARCH 1:

MARCH 6:

MARCH 14:

MARCH 15:

MARCH 17:

Average Symptom Duration:

Cough: 10 days
Fever: 8 days
Fatigue: 5 days
Runny nose: 4 days
Irritability: 3 days
Sore throat: 3 days
Skin rash: 2 days
Loss of appetite
Nausea

Total confirmed cases: 2,524
Total people tested: 17,202
Total confirmed cases increased: 1,150
Total deaths: 16

SEE MORE ON PAGE 13
Gas prices plunge as residents stay off roads

Eateries go to takeout, deliveries

Celebrations forced to cancel or postpone

Retail closures leave many filing for unemployment

Residents take precaution via face masks, social distancing

Here For You

Enriching Communities
We are in this together!

Peoples Bank
END OF PART 2
Selling during the Covid-19 crisis
SELLING WITH DIGNITY

“Community newspapers are the most relied upon news source in the area they serve. Community leaders believe that their local newspapers, journalists and owners are community builders, providing relevant, truthful, local information.”

Christian Smith
Georgia College and University
The importance of **CONSISTENT ADVERTISING** during the COVID-19 crisis
More then ever, **consumers** want to know about available products and services

1. Eight in 10 newspaper readers responded after reading a print ad the last 30 days.
2. 80% say they seek more information after reading an ad that interests them.
3. 70% state “advertising makes me aware of new products and services.”
Businesses benefit by keeping ads in front of consumers even during COVID-19.

1. 80% of consumers say businesses that advertise during difficult times are **top of mind** when they eventually buy.
2. Businesses that continue to advertise project an image of **stability** to future customers.
For the best success, the advertising should . . .

1. Focus on items and services the consumers need and **can use right now** such as free delivery.
2. Reinforce the steps the advertiser is taking to help the reader be **safe and secure**.
3. Offer **short term specials** or incentives with the underlying theme “**We are all in this together.**”
Yes, COVID-19 is a challenge . . . .

Many of us have seen tough times before but during a slow economy we all end up stronger, weaker or gone.

To survive, create a plan and work that plan.● Stay focused.● Prospect businesses that need your help or are aggressive in the marketplace. ● Sell smarter and offer fantastic service.● Eliminate inefficiency and ineffectiveness.● Offer exceptional promotions and packages.● Stay alert for new opportunities.
COVID-19’s best prospects . . . (1)

1. Wealth managers and financial planners. Pitch a quiz that educates and engages while collecting leads at the same time.

2. Grocery stores. Goals: Short-term, to build their database, long-term to position themselves as important in the community.

3. Pharmacies. There was f ever there were a good time for local pharmacies.
COVID-19’s best prospects . . . (2)

1. **Wine and liquor stores** are doing great business because they’re open as essential in almost all states. But they want to emerge from the pandemic as the number one store in their market.

2. **Delivery companies.** Grubhub, DoorDash, UberEats, are all benefiting from the closure of dine-in restaurants. Many are lowering their delivery fees. Grubhub, is spending $30 million to help restaurants.
We’re here to serve YOU!

We were strong through it. Not just a phrase, it is a commitment to believing in and serving our community.

In these difficult times it’s important that we support our local economy and small businesses. They are the backbone of our HealthyTampa Bay.

Did you know...

- 99.9% of businesses in the United States are small businesses, with a maximum of 1,000 employees or fewer.
- 56% of our nation’s wealth is owned by small businesses.
- 60-65% of small businesses account for the new jobs we need in the future. 
- 75% of every dollar spent at a small business stays in our local community.

Please patronize these businesses as they remain strong in keeping their businesses OPEN TO YOU!

Check here weekly for updates!
CALL TODAY!!!
605-336-3276

SAVE THOUSANDS!

Order Now for Spring Delivery

isemanhomes.com
4733 N. Cliff Avenue • Sioux Falls, SD • 605-336-3276

Senior Living Community • Vista Prairie Communities • Assisted Living & Memory Care

Vista Prairie at Fielderest, LLC provides the perfect lifestyle balance for seniors who value their independence but enjoy having access to personal care and supportive services.

Please contact Calvin Deirmendjian for more information
712.324.2338 or calvindiermann@vistaprairie.org

3301 East 84th Street, Sheldon IA 51201
712-324-2238 • www.vistaprairie.org/fielderest

DEPENDING ON YOUR NEEDS
COOPERATIVE ENERGY FOR ALL YOUR

- PROPANE - CENEX REFINED DRIED DISSIL FUEL - CONSISTENT PRODUCT - QUALITY SERVICE - ON-TIME CASH FUEL SERVICE - FUEL DELIVERY - CENEX PRODUCTS - 100% OIL EXHAUST FILLED

CONVENIENT LOCATIONS

13 OF TOWN WITH
24/7 CAR THRU SERVICE

SAVE NOW $1.00 on
every gallon of
bulk oil delivered
in March

Order Bulk Oil
NOW for delivery starting March 16

PRODUCTS AVAILABLE: TOWN NORTHERN IOWA, DAVIS, AND WINTerset, IA (30%)

1-800-342-7360
Thank you to all these businesses for helping us bring you some fun!

EAT. DRINK. SHOP. AUSTIN

Cheers Liquor Store
507-437-6771
1300 4th Street SE, Austin, MN
www.cheersliquorstore.com

053943302

The Chamber
507-436-0011
www.dickchamber.com

Oakwood Cemetery
1000 S 9th St NW, Austin, MN 55912

Thank you for all your support!

CLUES ACROSS

1. German military social group
2. Cash monkey
3. Vegetarian
4. Wine tasting event
5. Whose
6. Too much of a good thing
7. Open
8. Stripper
9. Internal combustion engine
10. Museum of Art
11. True (phrase)
12. Commercial
13. Mule
14. English breakfast
15. King of hearts
16. Price
17. Express train
18. Ball of aluminum
19. Expensive phonograph
20. Complete (alt.)
22. Whirl
23. Business

CLUES DOWN

24. A type of vinegar
25. Primitive root
26. Crisp
27. Unusual
28. Mandated square
29. Ombre
30. 4-letter word
31. Olympic Games
32. Uniforms
33.inary (alt.)
34. Lion
35. Sensation
36. One of the earth's four elements
37. 4-letter word
38. 4-letter word
39. Rare, per dinner
40. Defeat, hide and seekootnote{Have you heard of this game?}
41. Hide
42. Pay for service
43. Aces
44. 80's band
45. Lawnmower
46. Rock & Roll legend
47. A camel
48. 4-letter word
49. A type of soda
50. 4-letter word
51. The exhibit (alt.)
52. 4-letter word
53. Seat of power
54. Prance
55. 4-letter word
56. 4-letter word
57. 4-letter word
58. 4-letter word
59. 4-letter word

WORD SCRAMBLE

Rearrange the letters to spell something pertaining to philosophy.

POTURSP

Answere: Dialectics

C L I 2456 9 2 1 7
O 3 6 8 5 9 2 1
U 7 5 4 3 2 1 9
T 8 4 3 2 1 9
E 5 6 7 8 9 2 1
R 2 1 9
O 3

CUSTOMER WORD SEARCH

PCIQACSNYLUPNCPCOQUEY
RTRMVQUALUAYUUCMCOAG
ITXVFXSNAISHON
E

OBUSINESSOTOYTHEEACEE
RLYWUFYTOISATMGPACX
IULOPIIERTNEWSTMEMANY
TMERVYEOPIQUMGHHPFA
YNMCQSPRMSSSHHEEUETATS
PYHNNPORMFNYNFVCMLTYNO
N

NECOATSTI
OL

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D

OSSSSPCMLIYYVQNLNPEBI
EHAPCTRASQRLLTTPPPERR
OTIXLARYQEOIQIORORL
IOL

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GHNQLCHAPRANCGHMTGPNP
XXUSURFPNVTVESTGCNHLNOA
L

L

CYHXXETRESOLUTIONLCT

PEATWTLHEIMPROVER
GLMGQVXAXMECEINERPXE

Find the words hidden vertically, horizontally, diagonally, and backwards.
Selling print advertising
in a changing economic environment

Tell your unique story:
• Paper’s connection to the community.
• Demographics (or the readers you reach).
• Special marketing services you provide.
• Any broadcast or digital opportunities.
• Ways the paper can help build revenue.
• Rates, deadlines, distribution.
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 critical time. We are committed to helping

© Car Stock Photo / iuc2010135
INSTEAD, WE’RE OFFERING A NEW PROMOTION
Spend $1 more than last year during the month of May and we’ll double your inches.
Holding on to what you have

Community newspapers are **not dead** and will not be anytime in the foreseeable future.

Sears, K-Mart, Hy-Vee, Menards.
Holding on to what you have

The same sales approach and follow-up does not work every time or for every person.

We all have our own unique personality, selling style and customer management skills.
Holding on to what you have

Short cuts and fast talk don’t normally result in a closed sale.

Manipulative, aggressive, high-pressure sales tactics don't create loyal customers.
Holding on to what you have

It’s never wise to make a sales call without a specific plan.

It is important to move quickly to your close. But rushing to a commitment can often cost you the sale.
Holding on to what you have

Any salesperson who decides in advance that a client wouldn’t be interested in – and therefore wouldn’t buy – a promotion is cheating the client, the publishing company and himself.
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
Appreciate *your clients*

1. be their eyes and ears.
2. offer fresh creative ideas.
3. provide exceptional service.

*When possible, buy from them.*
What are you waiting for?
Start chasing that dream

By JULIEN MUMBY
Senior Staff Writer

C

What are you waiting for? What are you doing for it? Why don’t we change the world right now?

In the words of our seniors, the world is waiting.

“All we are doing is waiting,” one student said. “We are all waiting for the world to come to us.”

The world is waiting for us to take action. We are waiting for the perfect time, the perfect moment.

But the perfect time will never come.

Instead, we must take matters into our own hands and start making changes right now.

What are you waiting for? Start chasing that dream.

By JULIEN MUMBY
Senior Staff Writer

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What are you waiting for? What are you doing for it? Why don’t we change the world right now?

In the words of our seniors, the world is waiting.

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Instead, we must take matters into our own hands and start making changes right now.

What are you waiting for? Start chasing that dream.
**Iowa State Bank**

**CONGRATULATIONS CLASS OF 2015!**

Whether you’re heading off to college or graduating into a career, let the financial experts at Iowa State Bank help you with all your financial decisions. Whether it’s mobile banking and eStatements, or financing that new car or home, our financial experts can help you along the way. Give us a call today!

Iowa State Bank celebrates the achievements of students from our local community:
- Sheldon High School
- Unity Christian High School
- Western Christian High School
- Trinity Christian High School
- Northwest Iowa Community College

Iowa State Bank

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Congratulations to the Sheldon graduates and their graduates!

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Locations in the community and close-to-home meetings at your convenience

I **A Quality-focused Investment Philosophy**

A long-term approach that focuses on quality investments and diversification

I **Highly Personal Service**

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**Memorial Day Sale**

**MAY 18 – JUNE 6**

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ON SELECT QUALITY DIAMOND
VOGEL INTERIOR & EXTERIOR
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127 1st Avenue, Sheldon, IA

Monday - Friday: 7:30 a.m. - 5:30 p.m.,
Saturday: 8:30 a.m. - 1 p.m.
Saturday, June 14, 2014

flag day

We celebrate in memory of the day in 1777 when the Continental Congress adopted the stars and stripes, the forerunner of the United States. Flag Day was first officially observed in 1916 to celebrate the 150th Anniversary of the adoption of the flag. President Woodrow Wilson established Flag Day as an annual national celebration to his proclamation issued on May 13, 1916.
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

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

“All that is necessary for evil to triumph is for good men to do nothing.”
—Edmund Burke
END OF PART 3
How can publishers help open businesses prosper.
Be ready to turn on on a dime.
Orange City rises when challenged

City of Harris decides not to participate in urban renewal
Rebuilding retail business and services
After the COVID-19 crisis is over . . .

Women - and some men – will rush out to shop the first day they can. You can depend on it. Your publication **NEEDS TO BE READY** to lead those committed buyers to the best buying opportunities. Your paper needs to be selling advertising **NOW** to run the **NEXT** following the community’s reopening.
Rebuilding retail business and services
After the COVID-19 crisis is over . . .

Shopping eating and entertainment habits will have been broken and “old favorites”, such as bars and restaurants changed by social distancing regulations. Prospects will have to be educated in the basics of how to create and distribute their message to an ideal audience.
Rebuilding retail business and services

After the COVID-19 crisis is over . . . .

Advertising salespeople will have to be more patient and responsive to the whims of their customers. Investment dollars will be tight and the buyer is going to be more selective and demanding. Advertisers are going to expect more hand-holding, data, unique copy and design ideas and the assurance that he is making the right decision. That concern will create a huge expectation that the campaign will produce noticeable results.
Rebuilding retail business and services
After the COVID-19 crisis is over . . .

When regular shopping eventually returns, customers are going to be interested in what each business has done to make sure the facility and inventory are clean and safe. Sell creative ads that tell exactly what steps the shop, bar, restaurant, event center or theater has taken to be truly “customer safe and friendly.”
Rebuilding retail business and services
After the COVID-19 crisis is over . . .

The advertiser’s mindset: They are absolutely overwhelmed by the pandemic and have fallen into a “void of uncertainty.”

Your role: to be a trusted adviser and supporter to the local businesses, providing clarity and insights.
Have a “Grand Re-Opening” package ready for every size retail and service business before you need it.
I believe in Sheldon

I’ve appreciated Sheldon all my life. The city has provided me with a place to grow and develop as a person. The people of Sheldon have been supportive of my endeavors, and I’ve had the opportunity to learn from them.

Sheldon is a place where businesses and individuals can thrive. The community is welcoming and supportive, and there are opportunities for growth and development.

I’ve had the privilege of being involved in many different aspects of the community, from local government to business ventures. Each experience has been valuable and has contributed to my personal and professional growth.

I’m excited to continue to be a part of Sheldon and to contribute to its continued success.

Ken Henegar
President, Iowa Valley Bank

I was Destined to return to Sheldon

I believe in Sheldon because it has always been a part of my life. My family has a long history in the city, and I’ve been here since I was young. Sheldon is a place where I’ve made lifelong friends and have had opportunities to grow and learn.

I’ve always been impressed by Sheldon’s Village Banking concept. It’s a unique approach to community banking that focuses on serving the needs of the local community. I’m proud to be a part of a bank that’s been a part of Sheldon’s growth and development.

It’s also been important to me that Sheldon has a strong sense of community. The people of Sheldon are passionate about the city and work together to make it a better place.

I’m grateful to have been able to take advantage of the opportunities that Sheldon has offered me, and I’m proud to call it home.

Josh Osborne
President, Iowa Valley Bank
Family activities abound year-round over 282 acres

Park offers endeavors for all seasons and recreation for all ages

Casino to offer more than just gaming tables

Many still gather at threshing bee

Trails provide safe pavement for walkers, runners, bicyclists

Lake Pabojha area is 'really nice local gem'

Green flag will drop soon

New vineyard welcomes wine testers

Start your own garden at the Knox County Master Gardener's Workshop March 31
Sheldon Hy-Vee invites you to host a
NEIGHBORHOOD BLOCK PARTY!
(712) 324-2516 • 1889 Park Street, Sheldon, IA
Open 24 Hours 7 Days A Week

A FUN TIME FOR EVERYONE!
Register now in the Hy-Vee Pharmacy Department
First Drawing will be June 15
First Block Party will be the week of June 22

Include your neighbors around the block, on the four corners, across the street and enjoy some old fashioned community fun the Hy-Vee way.

WE’LL PROVIDE A FREE DESSERT FOR UP TO 100 PEOPLE
and publish pictures of your event in the next week’s Sheldon Mail-Sun.
We’re here to be an involved part of Sheldon.
Be the first neighborhood block party this year and be featured in The Sheldon Mail-Sun with your special event!

SHOP HY-VEE FOR ALL YOUR PARTY ITEMS

Prices good now through Monday, June 8, 2015

Sioux Center Hy-Vee invites you to host a
NEIGHBORHOOD BLOCK PARTY!

A FREE FUN TIME FOR EVERYONE!
Register now in the Hy-Vee Pharmacy Department
Drawing will be July 6
Block Party will be July 13

Include your neighbors around the block, on the four corners, across the street and enjoy some old fashioned community fun the Hy-Vee way.

We’ll provide the dessert for up to 100 people and publish pictures of your special day in the next week’s Sioux Center News.
We’ll even help you serve your meal if you prefer.
We’re here to be an involved part of Sioux Center.
Register now and be the next neighborhood block party this year to make the Hy-Vee with your special event!

Heinz Ketchup
Fry Guy, 36 oz.
$2.48

Hy-Vee Foam Plates
9 in., 8 Count
99¢

Kleenex Facial Tissues
120 sheets, 8 Pack
$2.37

Leinenkugel’s Summer Shandy
8 Pack
$5.99

Hy-Vee Special Recipe Bratwurst
3.75 lb.
10/$10

Prices good now through Monday, June 8, 2015

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The Company that has built LIfelong Relationships with Proven Market Methods.

More than Health Care

Through both economic prosperity and challenging times, hospitals remain a bedrock source of jobs and economic growth in America’s communities.

Through both economic prosperity and challenging times, hospitals remain a bedrock source of jobs and economic growth in America’s communities.

Orange City Area Health System generates nearly 700 jobs that add $6.8 million to the region’s economy. Our employees spend $16 million in recall sales and contribute nearly $500,000 in state sales tax revenue.

Throughout 2013, we will continue to fulfill our promise to the people of Northwest Iowa. Our commitment to quality healthcare services ... a total healing environment ... stewardship of environmental resources ... and being an important part of all the communities we serve through good jobs and a value-added culture.

Orange City Area Health System is a comprehensive, state-of-the-art healthcare system built with "mindfulness" as our foundation. Our Care Values of integrity, commitment to excellence, dedicated colleagues, and extraordinary customer experience are critically visible.

For you, our medical community is a fully integrated practice, ... sports medicine clinic ... critical access hospital ... fertility care ... OB/GYN, diagnostic imaging, and surgical services ... physical and aquatic therapy ... home health and therapy ... senior living facility ... and nursing homes.

Reparis made here.

Here’s something to cheer about: the Sports Medicine Clinic at Orange City Area Health System.

CALL 712-737-2000 FOR APPOINTMENTS

Orange City Area Health System

We have worked hard to make our site user-friendly with all the latest technology features
**LYON COUNTY BUSINESS OF THE YEAR**

We're proud to serve our customers with QUALITY MANUFACTURING CELEBRATING 75 YEARS

1888
The company was founded in 1888 by Lewis D. and Nellie S. Hudson.

1945
In 1945, the business suffered a devastating fire.

1957
In 1957, Sutherland Iron Works modernized their facility.

1960
In 1960, Sutherland Iron Works received a contract with the national government.

1976
In 1976, Sutherland Iron Works was acquired by another company.

Today
Sutherland Iron Works continues to grow with over 150 employees.

Hegg Memorial Health Center

1202 21st Avenue, Rock Valley, IA 51247
www.heggghc.org • (712) 476-8000

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**JOB OPENING - RESTAURANT MANAGER**

If you have Food Service Management experience and are looking to turn it into a solid career path, come join our team! We are looking for a talented General Manager to oversee management, staff, and service. We offer a competitive salary and a comprehensive benefits package. If you have the skills and experience to take on this role, we want to hear from you!

**Responsibilities:**
- Develop and execute a marketing plan to drive sales
- Manage all aspects of menu development
- Maintain a high level of customer service
- Ensure compliance with Health Department regulations

**Requirements:**
- 3+ years in a similar role
- Strong leadership skills
- Experience with budget management

**Benefits:**
- Competitive salary
- Comprehensive benefits package

Send Resume to:
Valley Junction Energy Inc.
P.O. Box 78
Rock Valley, Iowa 51247
valleyjunctionenergy@gmail.com

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**DEN HARTOG INDUSTRIES JOB OPPORTUNITIES**

"Always at Your Service"

- **Quality Assurance Tech**
  - Implements quality control process, sampling
  - Qualifies and performs statistical tests

- **Quality Manager**
  - Deals directly with customers, manufacturing and engineering to improve product and processes
  - Supports our corporate director of continuous improvement and industry leading quality and customer service

- **Night Maintenance**
  - Repairs and maintains production machinery, equipment and electrical
  - Duties may involve carpentry, welding, machining and electrical

- **Night Supervisor**
  - Supervises and provides guidance to employees
  - Assure employees are trained properly and help direct daily tasks

- **Night Production**
  - Creates Acc. Rods per 100X specification
  - Must be willing to work in a team environment

---

**OVER THE ROAD TRUCK DRIVER**

- **Transport and Haul-Haulers throughout IL, IN and Canada**
- **1 to 5 day runs weekly**
- **Home on the weekends**

**(712) 752-8432**
Hosapers, Iowa

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**Send Resumes to:**
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P.O. Box 78
Rock Valley, Iowa 51247
valleyjunctionenergy@gmail.com
Come Grow With Us!

Production Operators, Full-Time
Operate cheese or whey equipment in a clean and safe environment; good attendance and teamwork required; must be able to stand and lift 55#. Earn $36,000 or more your first year!

Maintenance Technician, Full-Time
Maintain and repair all equipment including motors, valves, boilers, ammonia compressors. Perform PMs.

BENEFITS INCLUDE:
- Clean, safe, automated facility
- Double pay on Sundays and holidays, 3-day weekends
- Work only 50% of the year
- Lots of advancement opportunities in a stable, growing company!

Applications available at:
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THE PRINTED PAPER IS STILL A PUBLISHERS BEST ASSET!

Peter W. Wagner
Creative House Print Media Consultants
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FOR FREE MONTHLY NEWSLETTERS EMAILED ME AT pww@iowainformation.com
18 WAYS TO FINISH Summer

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Call the city office today to talk about our great offers at 712-950-3042

The Sanborn Community owns and operates natural gas, electric, water, wastewater, solid waste, state-of-the-art telecommunications utility which offers cable TV, high speed cable modem internet and telephone services.

Fun for all ages!

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Big city conveniences in a safe, quiet, small town setting!

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Wednesday - Saturday
August 8 - 11 • Rock Valley, Iowa

Check out the
Rock Valley
Chamber online
for more details!

www.rockvalleychamber.com

RALLY IN THE VALLEY

18th Annual Sportsman’s Banquet

September 15, 2018

Crossroads Pavilion • Sheldon, IA

Crosses off at 4:30 PM • Dinner at 6:00 PM

Tickets go on sale August 5

Adults $40 • Kids 6-12 $10 • Ages 0-5 Free

Features Chad & James Hampton

Get tickets online

www.rockvalleychamber.com

18th Annual Sportsman’s Banquet

www.rockvalleychamber.com
Today we salute the working men and women who make progress possible through their hard work and daily efforts. Our working labor force is the backbone of our economy, and we thank all of our local workers for the important roles they play in our community and across the nation.

To all of the hardworking individuals who make up the U.S. workforce, we salute your contributions to our economy. We recognize the extraordinary accomplishments that result from your hard work and dedication, and we remain committed to supporting and creating jobs in this important community.

Wishing you a safe and enjoyable holiday weekend.

Happy Labor Day!
END OF PART 4
Final thoughts
Take ownership of your market

- Sell an established **pre-planned goal** every day.
- Create a list of **best prospects** for that day.
- Stay **focused** with the project until you’ve filled all the holes or seen every prospect.
- Keep selling every account until you’ve tried at least **two different** attempts to close.
During the Great Depression, W.E. Kellogg continued marketing his cereals while all his rivals were cutting back. In doing so his firm pulled ahead of Post Cereals in sales and that was a change that has never been reversed.

It has never been so important to advertise then right now!
END OF PART 5 – AND WEBINAR
Am I the only one... who believes in the future of the printed paper?

CREATIVE HOUSE: Peter W. Wagner
Selling and surviving now and beyond

CREATIVE HOUSE
PRINT MEDIA CONSULTANTS

pww@iowainformation.com
Cell: 712-348-3550
Coronavirus Heroes

A salute to people on the front lines of America’s battle with COVID-19

Salute to Nurses

COVID-19 RESPONSE
Homeschooling Resources