

OUR GRINNELL



Our Grinnell Media Corp.

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Volume N° 03 – Issue N° 01

FOCUS ON

NUTRITION

Most of us know the benefits of choosing carrots over cookies, but having a nutritionist guide you might be key to discovering a new you

FEATURED

FITNESS

There are several fitness options here in Grinnell. Read on to decide which facility is best for you...

EXCLUSIVE

ALTERNATIVE

Consider taking a holistic approach to health this year with an ancient therapy that's made a difference for millions of people worldwide...

LIFE

TRANSITIONS

Hospice offers comfort at the end of one's life, not just for the patient, but for family, as well...



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A New Year Brings a New Publication to Grinnellian's

It's a new year for Our Grinnell, as well. We've bid farewell to 2015, and with it, the Grinnell Business Journal. The swan song of the publication brought you the riveting stories of soldiers, past and present, who bravely fought for our country. It was an issue we remain very proud of. Things change, however, and we're just as proud to present our new publication: Our Grinnell - Print Edition. Although many things about OG will be different, our goal remains the same: to remind the community that there are always stories to tell about the town we call home.

Welcome

Many of us make healthy New Year's resolutions, but it's challenging to see them through to fruition. Jobs, children, stress, and the constant reminder that donuts are more fun than dieting often derail the best of intentions.

That's why it seemed timely to present the launch publication of Our Grinnell - Print Edition as a motivational issue, packed with ideas of how to make your resolutions stick. One of the best things about the community of Grinnell is that it's constantly evolving and growing, never stagnant. Our goal with this issue is to extend that sentiment, to help the members of this community from remaining stationary.

The good news is, there's actually a wide variety of options in Grinnell - whether you're someone who struggles with making healthier food choices, are competitive in nature, or prefer a more zen approach to life. There's really something for everyone, and we hope you discover it in this issue - or at least feel inspired to find whatever makes you the best version of yourself.

Wherever you are in life, may 2016 be your best year yet.

– Sarah Breemer Pfennigs,
Features Editor, Our Grinnell

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AN APPLE A DAY

HYVEE OFFERS A NUTRITIONIST'S APPROACH TO HEALTH AND WELL-BEING



Emily Barker, Hy-Vee's RD/LN

By Keith Brake

Registered and Licensed Dietitian (RD/LD) Emily Barker has been extolling the merits of good health through nutrition at the Grinnell Hy-Vee for 18 months and is enthusiastic about the services the company provides to ensure overall well-being.

"I really enjoy it when I know that I have helped someone," she enthused.

That help includes being able to translate food and nutrition science into practical information customers can use. Currently, she provides a number of services to anyone who can benefit

from them, including:

SUPERMARKET TOURS - Barker teaches customers how to read food labels and discover new food choices. She focuses on diabetes, weight management, heart health, sports nutrition, quick meal ideas, and how to stretch your food budget. The tours are complimentary.

HY-VEE BEGIN PROGRAM - A 10-week healthy lifestyle and weight management program that's available to individuals or groups.

HY-VEE BEGIN 4 KIDS - A four-week lifestyle management program emphasizing food groups, activity and eating for good health.

MEDICAL NUTRITION THERAPY - With referral from a physician, Barker will meet with you individually to develop a personalized plan with achievable goals.

COMMUNITY AND WORKSITE WELLNESS SERVICES - This can include cooking classes, teaching the Begin Program, providing health screenings, offering immunization clinics or presenting a nutrition topic geared to the group's interests.

WELLNESS WORKSHOPS - Barker offers kids' nutrition events, cooking classes and be a part of health fairs.

COMMUNITY PRESENTATIONS - She offers a variety of health and wellness programs for businesses or organizations. She can do them in-store, or visit your location.

Barker, who is an Iowa State University graduate, says the birth of her first son sparked her interest in nutrition. She and her husband are expecting their second child soon. In addition to being a registered and licensed dietitian, Barker is also the manager of the Health Market at Hy-Vee, which is known for its variety of gluten-free items, a dietary trend that's been percolating for a few years.

"People are cutting out wheat products from their diets," Barker said. "[They're] becoming more health conscious and concerned about what they are eating."

Because the nutritional landscape is constantly changing and evolving, Barker would like to see more people take advantage of the free supermarket tours. Still, for those who can't make the time, Barker posts a weekly dietitian tip on the store's Facebook page.

"I reach 50 to 100 people that way and I like dealing with our regular customers," she said.

Barker, who hasn't ruled out starting her own business someday, is partial to the nutritional needs of kids and senior citizens.

"It's a family kind of thing and I like that," she smiled.





A HEALTHY COMMUNITY

A HEALTHY GRINNELL IS THE PRIMARY GOAL OF THE PAUL W. AHRENS FITNESS CENTER

By J.O. PARKER

If you are looking to improve your health in the new year, a good place to start is by joining the Paul W. Ahrens (PWA) Fitness Center in Grinnell.

Under the direction of Grinnell Regional Medical Center (GRMC), the fitness center is located at Postels Community Health Park at 824 Commercial St., in Grinnell. The center is open 24 hours, 7 days a week, 365 days per year.

Chad Nath, director of wellness, fitness and interrogated health at the center, said the goal of the fitness center is to help people function better and enjoy a healthier lifestyle.

“That is the reason we do this,” said Nath. “We want a healthier community. A healthier community means healthier corporations and healthier employees. A healthier community also leads to a healthier county and healthier state.”

Nath said studies show that people who work out miss less work due to illness and

are more productive in the workplace. Membership to the PWA Fitness Center is more than just running on the treadmill, riding an exercise bike or lifting weights, there are a variety of high and low impact exercise classes taught by certified and qualified trainers geared toward people of all ages and skill levels.

“We’ve had clients into their 90s who come in on a regular basis and those as young as age 10,” said Nath.

As a member, participants can workout on their own or participate in a more personalized training session. Nath said that could be in one of several group exercise classes or one-on-one personal training in a class tailored to fit the needs of the participant.

Classes offered include high and low intensity workouts spanning a spectrum of abilities. Classes are held beginning at 5:30 a.m., Monday through Saturday, and are held in various intervals throughout the day.

Classes include spinning, body blast, yoga, gentle yoga, ripped and boot camp. A new



Feel the burn: HITT Fusion Workout at PWA Fitness Center

class offering on the menu is HITT (High Impact Interval Training) Fusion. Participants meet over the noon hour twice a week where they go through an intense 30-minute interval workout using weights, ropes and other exercise equipment.

“The instructors mix it up so you never know what you will be doing each time, which makes it exciting and less redundant,” said participant Laura Manatt. “It is different each time.”

“It’s a lot of the same people who go during the lunch hour, so that makes it fun to catch up with everybody during each session,” continued Manatt. “The instructors keep it high energy and keep you motivated during class. There are really good instructors there.”

Nath said the staff at the PWA Fitness Center meets people where they are on their journey.

“There is no judgment here,” he said.

“We work with each person to help them achieve their goals.”

Memberships to the PWA Fitness Center is \$40 per month for individuals, \$60 per month for couples and \$80 per month for families. Memberships are month-to-month and participants can freeze their account with no penalty.

Membership offers other benefits including access to an online membership management software, Mind-Body, which allows users to log in with their own password to monitor their account, payments and activity log.

Childcare is offered Monday through Friday from 3:30 – 6:30 p.m., with other times available by giving a 24-hour advance reservation notice. A fee of \$2 per child is charged. A locker room is also available.

RUNNING GROUP GOES THE DISTANCE

By J.O. PARKER

A love of distance running and helping others live a fit life is what led Bill Ford to form the Grinnell Running and Recreation group, also known as GRR.

Approximately eight years ago, Ford began running again after a hiatus and began working on a way to reach out to others who had similar goals. Running tips and area race and event alerts seemed an appropriate place to start.

“I started a Facebook running group and begin inviting fellow runners,” he said. “Races were taking place (in the area) that I didn’t know about and other runners didn’t as well.”

Since its early days, GRR has grown to about 300 members.



Grinnell Running and Recreation Group

“IT’S A PLACE WHERE RUNNERS CAN CONVERSE, FIND RUNNING PARTNERS, STAY INFORMED AND INSPIRE EACH OTHER,” FORD SAID OF THE FACEBOOK PAGE.

The group holds several local races including the popular Grinnell Turkey Trot 5K / Fun Run, held annually on Thanksgiving morning. Other popular local race outings include the Jingle Jog, an early evening run held around Christmas so participants can tour the local holiday lights displays. The New Year’s Day run is geared to flush out the toxins that accumulate from overindulging the night

before. Most runs begin at the west shelter at Merrill Park in Grinnell.

There are also group trail runs held at Krumm Nature Preserve at various times throughout the year.

In addition, the group hosts multiple track workout session at different times and days on the indoor and outdoor tracks at Grinnell College, depending on weather and temperatures. The workouts are designed to improve runners’ speed, form and teach them to be safer and reduce injury. Joining Ford in hosting the workout sessions is Jennifer Briggs Latham.

Ford said the track sessions are just another way the group can help runners improve and inspire people to get moving. On occasion, the group will host a running seminar by inviting a speaker to address the group about running topics. Ford, who is a certified personal trainer and running coach, said the group is not only about running, it’s about recreation and is open to anybody who is moving and being active.

“One of the reasons I chose Grinnell Running and Recreation is I didn’t want it to be limited to just running,” said Ford. “It’s for anybody who is moving and being active.”

Ford said people in wheelchairs have taken part in local races and those with pets, strollers and walkers have participated.

“We’ve had three generations of families in the Turkey Trot,” he said. “That is really cool to see.”

There is no charge to be involved with GRR and participation in local races is also free.

“The goal is to maximize participation and build camaraderie,” noted Ford.

For more info or to join the Grinnell Running and Recreation group, visit them on Facebook.



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FITNESS...ANYTIME, DAY OR NIGHT

A CONVENIENT, AFFORDABLE, AND FUN FITNESS OPTION FOR GRINNLIANS

By J.O. PARKER

There are a number of options when selecting a gym or workout facility in the greater Grinnell area.

At the top of that list is Anytime Fitness Club located at 105 West St., Suite A.

Opened in 2007 by Wade and Cecelia Thalberg of Grinnell, Anytime Fitness Club provides members 24-hour access, 7 days a week, 365 days per year.

The gym, managed by Rebekah Stokes, supports six treadmills, five ellipticals, four regular bikes, three spin bikes, two Stairmasters, a rowing machine and a large selection of free weights. There is also a Jacobs Ladder Cardio Machine, which uses low impact exercise to improve the user's health.

Additionally, a number of classes are available, including pump-weights, combat (similar to boot camp) and a 24-hour aerobics systems called Wexer, a 100-inch television screen that allows the user to take classes on their own schedule.

"There are classes from yoga to spin and even kickboxing," said Cecelia of the Wexer system.

For the Thalbergs, owning the gym is more than a business – it's a story of their own lives.

Wade opened the first Anytime Fitness in Marshalltown in 2006 following an automobile accident that nearly cost him his life. Cecelia said after the accident he wanted to improve his health and the health of others.

Cecelia, a native of Newfoundland, Canada, and active runner, said at one time she weighed 220 pounds. Thanks to hard work and an improved lifestyle, she has lost more than 100 pounds. She brings that knowledge to the gym everyday.

The couple opened a third location in Toledo in 2010.

Cecelia said membership to the Grinnell location gives the user access to any of the 3,000 Anytime Fitness Clubs worldwide

"So, there is no excuse not to workout when you travel," said Cecelia.



Dylan Pitcher of Grinnell giving it his all on a Jacobs Ladder Cardio Machine

Anytime Fitness has two programs for the mature users. Silver Sneakers and Silver and Fit are offered in connection with different insurance companies. Cecelia said the goal of the programs is to keep clients healthy and active. In addition to its external health options, the gym also sells a variety of healthy supplements such as protein drinks and other aids to keep your insides healthy, as well.

"Joining a gym or fitness center can add years to your life," said Stokes.

"We give free orientations to all members and help whenever needed," added Cecelia.

Anytime Fitness Club staffed hours are Monday – Thursday, 11 a.m. – 5 p.m., and Friday, 10 a.m. – 1 p.m. Saturday is available by appointment.

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ONSITE CLINIC IS WIN-WIN FOR GMRC AND EMPLOYEES

By Keith Brake

According to Grinnell Mutual Reinsurance President and CEO Larry Jansen, employees are the company's most vital asset. The Health Matters Clinic, an onsite respite for GMRC's staff and their families, is proof of that.

Health services are available with no co-pay to all Grinnell Mutual employees, as well as to dependents on the company's health plan. It's a voluntary program, but Jansen maintains that the health center is saving the company and its employees money.

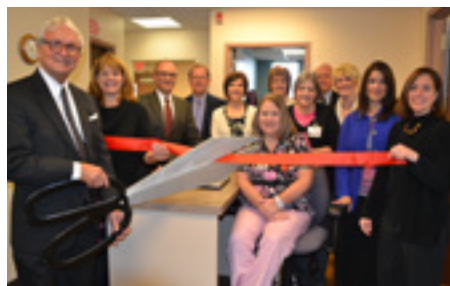
"IT'S ONE OF THE BEST THINGS WE HAVE DONE AND I'M PROUD OF IT," JANSEN SAID. "I WANT OUR EMPLOYEES TO FEEL APPRECIATED."

The Health Matters Clinic was launched in March 2013 when Surgical Associates of Grinnell approached GMRC about the concept. Surgical Associates has been contracted to provide services at Health Matters, which is open from 8 a.m. to noon Monday through Friday and has its own building on the GMRC campus.

Kasey Herbers, PA-C, provides urgent care at the clinic, while Stefanie Noun, PA-C, and Bridget Baechtel, LISW, head up a health and stress management program. Dr. David Coster oversees clinic services.



Dr. David Coster and Kasey Herbers



Ribbon cutting ceremony for the new GMRC onsite health center

A goal for the clinic is to provide convenient, same-day access to care and to serve people who haven't been engaged in the health care system through preventive services. General sick call, first aid, urgent care, one-on-one counseling for management of chronic diseases, allergy shots, blood pressure checks, blood sugar monitoring, treatment of non-work related injuries, educational/training programs, preventative screenings and stress management are all services offered at Health Matters. GMRC also self-insures its employee health care plan and pays all its own claims.

Employees maintain their "medical home" with their regular medical providers. The Health Matters Clinic staff attends to unexpected daily health issues that occur while at work, needed medical education, assistance with medication protocols, and monitoring of prescribed treatments and disease management. Wellness management is part of the service, to more effectively assure compliance with health recommendations and enhance the overall health of each employee who chooses to use the service.

There are 600 employees at the company's home campus in Grinnell. Services are available to all on-campus employees of GMRC, and approximately 150 employees located off-campus also have access to the clinic

when they are at the home office. Employee family members can enjoy the benefits of Health Matters, as well.

GMRC pays Surgical Associates a flat fee for its services, and also contracts with Hy-Vee Pharmacy to have prescriptions delivered to the clinic. Health Matters was visited over 5,000 times last year.

"It's an overall holistic approach," said Ian Bullion, vice-president of human resources/training and development. Kate Tonsfeldt, occupational health/wellness and safety manager/human resources, said the company also has a corporate wellness program. If employees pledge to meet certain criteria, they can save up to \$420 per year on their company health insurance premiums. With that in mind, GMRC provides its employees and their families with an on-campus fitness center that boasts measured trails in the hallways of the building, and - when in season

- outdoors, as well. They even provide vouchers for employees to use the Paul W. Ahrens Fitness Center in Grinnell, where they can devote one work hour per week to exercise. GMRC is also currently working with the hospital to create blocks of time for clinic patients to get annual mammograms.

All of these employee perks not only help GMRC attract and retain employees, it also reduces work absences. "Access to healthcare for education, advice and routine health management can be restricted due to provider office hours and employee and family schedules," said Jansen. "This program should remove some of those barriers and thus assist not only the patient/employee in achieving better health, but also their regular provider in care management. It's an innovative partnership with the Grinnell medical community. We are making it easier for employees to attend to their health."

2015-16

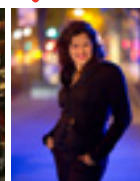
Public Events Series



7:30 p.m. Feb. 19, 2016

The Gabriel Espinosa Latin Jazz Quartet with Antonio Sanchez and Anat Cohen

Sebring-Lewis Hall
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7:30 p.m. April 16, 2016

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Herrick Chapel
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7:30 p.m. March 8, 2016

Six Appeal

Herrick Chapel
Tickets available March 2

Tickets: Tickets are available free of charge at the box office in the Bucksbaum Center, between noon and 5 p.m. weekdays; a few tickets are available at the downtown Pioneer Bookshop. For more information, please call 641-269-3101.

 GRINNELL COLLEGE



A PRAYER ANSWERED

SEELAND PARK LIVING IS A GODSEND TO COUPLE DEALING WITH PRIMARY-PROGRESSIVE MULTIPLE SCLEROSIS (PPMS)

When he was young, Gary Shebeck's parents both worked at a retirement community in Washington, Iowa – his father worked in the maintenance shop and his mother was a cook. It was in these formative years where Gary learned the value of having compassionate, caring people working with the residents of a retirement community.

When Gary and his wife Connie moved to Seeland Park, a 55+ living community in Grinnell, there were a number of factors that influenced their choice. While decisions like these are different for each and every family, the Shebecks had a unique path that led them to Seeland Park.

With an Associate's Degree in Accounting and Business Management, Gary pursued a career in human resources but always had a soft spot for retirement communities and their residents. It was that calling that eventually led him to become the executive administrator at nearby Newton Village where his in-laws lived. "My in-laws had just moved in to Newton Village in October 2003 three months after it opened, when my father in-law called and said, 'They're looking for a new administrator here' and that struck a chord with me because of my upbringing," Gary says.

Having been around retirement communities for the better part of his life, Gary knew that the time would come when he and Connie would move into a community themselves. So when Connie was diagnosed with primary-progressive multiple sclerosis (PPMS), the reality of moving to a retirement community was something they both had on their minds quite a bit. Ultimately, in December 2014, Connie had said to Gary: "I don't want something to happen to you and I'm left with all the livestock, farm equipment and the farm." This got Gary's wheels turning. "I wanted to make sure that if something happened to me that my wife would be taken care of. We needed to do something while we could still enjoy it," Gary says.

In January 2015, Gary met with Dion Schrack, executive administrator of St. Francis Manor and Seeland Park, to learn about everything the community could offer.

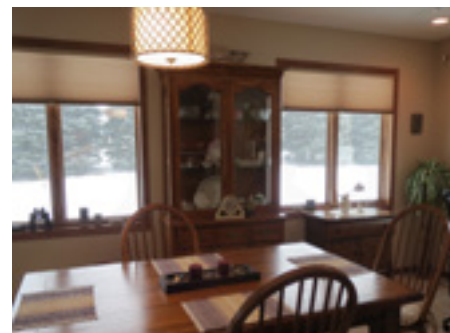
AS GARY PUTS IT, "WHEN DION SAID 'LET ME SHOW YOU THE PLANS FOR OUR NEW ASSISTED LIVING,' I FELT AS THOUGH MY PRAYERS HAD BEEN ANSWERED," GARY SAYS.



Gary and Connie Shebeck, pictured at their Seeland Park home

In December 2015, the Shebecks moved into their newly constructed single-family home in Seeland Park's new Phase VI development and one week later, Connie fell. It was during this ordeal that Gary says

something like this happens, you're going to receive care quickly," Gary says. Now, after living in Seeland Park for a little more than a month, Gary and Connie could not be happier about their decision.



A view from the Shebeck home

they experienced the type of high quality care and compassion which led them to move to Seeland Park in the first place. Within minutes of pushing their code alert pendant, Dion and a nurse arrived at their home to help. An emergency room visit and few stitches later, they were back home. "Thank goodness we were at this campus because when

"IT'S A PERFECT SCENARIO." SAYS GARY. "KNOWING THAT YOU DON'T HAVE TO WORRY ABOUT SNOW REMOVAL. KNOWING YOU DON'T HAVE TO MOW YOUR LAWN OR WORRY ABOUT THE MAINTENANCE OF YOUR HOUSE. IF THE DISHWASHER GOES OUT AND YOU NEED A REPLACEMENT, IT WON'T COST YOU A DIME. TRY TO PUT A PRICE ON THOSE THINGS.

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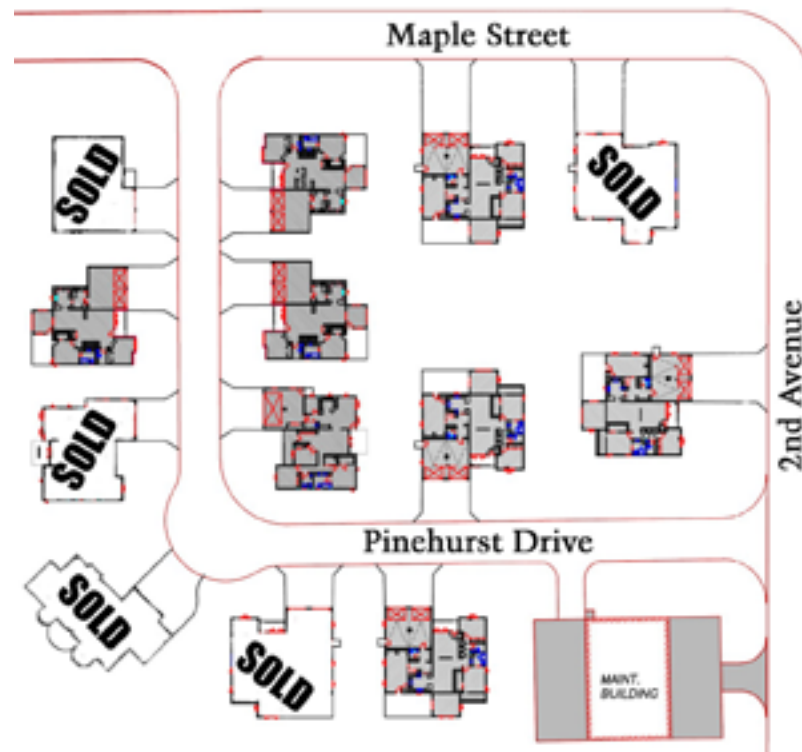


Wilma Wilson, Seeland Park homeowner since 2006



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Manager

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LOCAL FLAVOR, INTERNATIONAL APPEAL

MCNALLY'S SETS THE BAR FOR GOURMET AND ORGANIC OFFERINGS

By Sarah Bremer Pfennigs

Whether you've lived in Grinnell your entire life or have just been here for a year, McNally's Foods is an instantly recognizable landmark, despite moving from its original location two-and-a-half years ago.

Of course Randy Smith - who's owned and operated McNally's since 1988 - merely crossed the street to move Grinnell's only downtown grocery store to its current location, a completely renovated brick structure with soaring beamed ceilings and gleaming concrete floors.

"We're more visible here. I don't know why, but over there, people couldn't find us," Smith chuckled. "They'd call and say, 'Where are you?', and I'd tell them - even wave at them from the doorway - but they still couldn't see us. Now, people see us."

With an expired lease on their hands and a prohibitive increase in rent looming, Smith and his wife Julie knew it was time to move. It had also become apparent that the landscape of their business was changing - and changing

rapidly. Being an independent grocer in a small town is challenging enough, but as Smith points out, he has three competitors within a 5-mile radius. In a town of just over 9,000, that's unusual.

"I'd been there for 25 years. Basically, ketchup was in aisle one, cereal was in aisle two," Smith remembered with a smile. "Everyone in town knew where everything was in the old store. Over the years, things evolved - with what grocery stores sell, with what kind of competition was out there for us. We were a bit out-of-whack on how we'd proportioned our different departments. Moving here, we were able to tailor more to the community's needs, and as a result, our needs."

Smith maintains that it would be a mistake to go head-to-head with his competitors, so he's chosen to appeal in a different way; namely, hard-to-find gourmet items, a well-researched wine selection, local and organic products and produce, and a sit-down deli that offers homemade lunch items at a reasonable price. There's something for everyone - from the comforting favorite of Tater Tot Casserole to more health-



Randy and Julie Smith have been greeting customers at their independently run grocery store since 1988

conscious fare like veggie burgers and salads.

"We're just gradually easing into it," Smith said. "Grinnell isn't quite Iowa City yet. I can't make this into a New Pioneer Co-op type of store. It just wouldn't work - we don't have the population or that kind of demographic here. But we've been migrating and evolving into a more health- and gourmet-conscious store for the last 10 years."

One item in particular that's impossible to come by in Grinnell unless you're strolling the aisles of McNally's is grass-fed beef. Smith gets his from Grass Run Farms in Wisconsin, an Iowa-founded entity that's committed to healthy farming practices and high quality product. It shares freezer space with pork from Tama's very own Turkey Foot Farm, as well as Kobe-style beef from Brett Burns's farm. Although it's not quite Kobe-grade, it's very close. Still, it can be tough sell due to the price.

"It's the same with the grass-fed beef, which typically goes for \$10 per pound," Smith said. "But the thing about grass-fed beef is that the benefits speak for themselves: antibiotic-free, hormone-free, more Omega 3s. It's really what nature intended."

Smith's promise to deliver local and organic fare doesn't stop at meat. He also offers farm fresh eggs, local cheeses, gluten-free items, and holistic health products. The latter came from Juli Stanford's health food store when she decided to retire.

"WE'RE KIND OF A HYBRID," SMITH ACKNOWLEDGED. "YOU PROBABLY WOULDN'T FIND A STORE LIKE US IN OTHER SMALL MIDWESTERN TOWNS. WE'RE NOT A FULL-FLEDGED HEALTH FOOD STORE, BUT WE'RE NOT A 'REGULAR' GROCERY STORE, EITHER. WE'RE A BLEND."

Because most of the growth has come from McNally's seated deli space, Smith plans to focus future plans on ramping up its appeal. Offering more breakfast options and possibly expanding into the evening hours are all possibilities, but for now, Smith prefers to take things slowly.

"We're walking, not running," he said. "Right now we just want to concentrate on offering things you can't find elsewhere."

Things like foie gras.

“We used to get the pre-packaged stuff in, and I can’t find it anymore, so I took a chance and bought the real deal. It was \$384 for four pounds, and I brought it in right when the college closed for winter break,” Smith said ruefully. “I was sort of wondering why I’d done that initially, but we’ve sold almost all of it. We just have special customers.”

Smith jokes that he was “hatched in grocery cart”, but being a grocer really was in his blood at birth. His father’s first job was candling eggs in the basement of a grocery store, and he grew up to run his own store in Red Oak, IA. After graduating from the University of Northern Iowa in 1981 (and meeting his future wife Julie), Smith took a position with Armour Dial, then a subsidiary of Greyhound, but left after a year to work for his dad’s grocery store. Smith was just 29 years old when McNally’s became available in 1988,



McNally’s offers Harvest products, premium small-batch oils and vinegars from a company based in Coralville, IA

and although he describes himself as “very green” back then, Randy and Julie grew it into a bustling store with 30 employees and a very loyal following.

Smith calls his staff “family” and has enjoyed seeing his part-time teenaged employees grow in their roles at the store and subsequently into their own adult lives.

“From the time they start to the time they leave, they really learn a lot,” Smith said. “How they deal with the public, especially. It’s neat to see a shy kid become a confident adult.”

Bob Ford, who now works for the City of Grinnell but was once an independent construction worker, is one of those kids. He not only worked for

Smith as courtesy help in the early 1990s, he played an enormous role in the renovation 2-½ years ago.

“I WAS REALLY HONORED THAT RANDY ASKED ME TO DO THE WORK,” FORD SAID. “HE PUT HIS TRUST IN ME INSTEAD OF HIRING A BIG CONSTRUCTION COMPANY. RIGHT NOW, OUR DAUGHTER WORKS FOR HIM AND I HOPE SOMEDAY OUR YOUNGER KIDS DO, TOO.”

“You look at Grinnell and it’s just a great place to be,” Smith added. “We’ve been able to raise a family here and run a good business. We haven’t gotten rich by any means, but it’s been great.”

McNally’s Foods is located at 1021 Main Street in Grinnell.

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A GUIDING LIGHT

GRINNELL REGIONAL HOSPICE PROVIDES ESSENTIAL CARE

By Sarah Bremer Pfennigs

“For most of us working in hospice, it’s so much more than a job. It’s a commitment to making an impact on the lives of the patients we care for and their families.”

- Don Schumacher, National Hospice and Palliative Care Organization

In 1981, a concerned group of community members decided to take action and develop what is now known as Grinnell Regional Hospice, an organization committed to serving terminal patients and their families. Led by J.R. Paulson, M.D., the Grinnell Hospice team was originally volunteer-based, but became Medicare-certified and merged with Grinnell Regional Medical Center in later years. The program, which takes a comprehensive approach to end-of-life services and

support, is a guiding light for people approaching their final months and days.

Becky Pryor, who’s been an RN for 20 years, is director for not only Grinnell Regional Hospice, but Home Health and Public Health, as well. Currently, Grinnell Hospice is directed by Pryor and Dr. J.R. Paulson, who has been the medical supervisor since the program was conceived. Joining Pryor and Paulson are three nurses, one social worker, a volunteer coordinator, a chaplain and a variety of other professionals, including dietitians and pharmacists. In an average year, Grinnell’s hospice sees 110 patients.

“We sit down every single Thursday at 12:30 pm and we talk about all the patients and what’s going on with them,” Pryor said. “We only have to meet every other week, but we do it every Thursday because so much can change in a week with the patient. The goal is to develop a plan of care based on what the patient needs and wants, so we talk about their social network, medications, what treatments are needed, and what we can do to make them more comfortable. Much of what we do [in hospice] is based on comfort and palliative services - trying to figure out what we can do to meet the patient’s goals at the end of his or her life.”

Although doctors often refer their patients to hospice and the services are always provided in the comfort of where the patient resides, the suggestion can sometimes be met with resistance. Pryor maintains that many patients simply aren’t ready to digest a terminal diagnosis or face the unknown.

“It can be frustrating. One thing I’d like to see change is to get people into hospice earlier,” Pryor said. “Many times, a family will come to us and we can see and feel how much they need

our services, but they’re just not ready to take that step yet.”

When a patient is ready, however, the services Grinnell Hospice provides are numerous. Pain and symptom management is at the top of the list, but regular nursing and social worker visits, chaplain services, nutritional counseling, personal care, housekeeping, respite care, volunteer support, and bereavement and grief counseling are also available. Pryor credits Grinnell’s holistic approach - including integrative medicine like music and massage therapy - as to why the program consistently receives high patient satisfaction scores. That said, the true core of hospice is really about people.

“Our staff does a really great job with life review,” Pryor said. “They talk to the patients about their life, what they’ve accomplished, their family and what they treasure. Dr. Paulson is also a huge asset to this program. He’s always available to not only the patients and families, but his staff, as well. We’re very lucky to have him.”

Pryor, who also has a business degree in addition to her nursing degree, worked in the southern Illinois health department for 15 years before relocating to Grinnell for her husband’s job. She recently marked her 4th anniversary at Grinnell Regional Hospice.

“I love the community aspect of my job - helping the people who live here,” said Pryor. “We see our patients from birth to death. Honestly, birth and death are so similar in a lot of ways - there’s a lot of comfort care and services in both.”

Grinnell Regional Hospice can be reached at 641-236-2418 and is located at 210 4th Avenue in Grinnell.



BIG DECISIONS AHEAD FOR GRMC

By Keith Brake

It's decision time for Grinnell Regional Medical Center regarding its relationship with Mercy Health Network of Iowa. The hospital needs help in finding its way through the maze of inadequate government reimbursements and rising costs, and the solutions may change the way GRMC does business.

"GRMC is performing work for Medicare and Medicaid patients at 27 percent below cost," said Hospital CEO and President Todd Linden.

The raw annual number: \$5 million less than cost. Overall, GRMC will lose \$1.5 million on that work, he told the Grinnell Chamber Ambassadors on Wednesday, Jan. 5.

"WE ARE NOT SUSTAINABLE," LINDEN SAID. "I'M CONCERNED THAT PEOPLE DON'T UNDERSTAND HOW SERIOUS THIS IS, AS LONG AS THE HOSPITAL IS STILL OPEN."

The hospital's current letter of intent with the Mercy Network expires Jan. 31.

The three choices on the table include remaining in the current "affinity" agreement, GRMC becoming a Mercy-managed entity, or GRMC joining the Mercy Health Network.

These circumstances have been looming since 1984, when the government set its Medicare/Medicaid payment levels. They're based on bed size, location, and a host of other factors. Linden said payment levels favor the big population states, with costs rising as the years progress. In July 2009, GRMC and Mercy Network hospitals - about 40 in all - signed an "affiliation" agreement



GRMC President Todd Linden

and have shared contracted services and best practices ever since.

Mercy has assisted GRMC with physician recruitment and has shared expenses on quality, safety and service initiatives, as well as provided group access to specialized expertise, such as legal services. Mercy has also allowed GRMC to be a part of a larger purchasing pool for various items; specifically, equipment.

A task force, consisting of teams from the involved entities, met in late September to discuss a merger or Mercy ownership.

"A stronger affiliation with a proven and larger healthcare system offers the opportunity to share costs and cope with reductions in federal reimbursements," wrote Todd Reding, GRMC board chairman, in the November *Healthletter*. "Stronger partnerships in healthcare are occurring across the country and in Iowa as a way to improve quality service, lower costs, improve access to capital and respond to health care reform."

Reding noted that Skiff Medical Center in Newton became part of the Mercy System this past summer and that Wheaton Franciscan Healthcare announced that its three Iowa hospitals will be joining MHN. They are Covenant Medical Center in Waterloo, Sartori Memorial Hospital in Cedar Falls and Mercy Hospital of Franciscan Sisters in Oelwein.

Linden, just starting his 23rd year at GRMC, has led local groups to Washington, D.C. to meet with legislative leaders about the funding situation. He told the Ambassadors that local constituents could help by phoning their representatives in Washington.

"But when you call in, ask for the chief of staff or the legislative director," he recommended. "Don't settle for the person that answers the phone."

"THERE ARE PEOPLE IN WASHINGTON ASKING FOR MONEY FOR EVERYTHING," LINDEN CONTINUED. "WE NEED TO DO SOMETHING TO MAKE US STAND OUT FROM THE CLUTTER."

Linden said GRMC brings quite a bit to the table for a possible closer affiliation with Mercy. Reding supported Linden's sentiments when he wrote, "Our hospital is a nationally-recognized leader in patient satisfaction, innovation, quality and safety. It is our obligation (as a board) to explore new ideas to preserve our local medical center. We are committed to making the best decision possible for our stakeholders, including our patients, families, medical staff, employees, volunteers, and supporters."

A deeper integration will mean some loss of local control, up to and including choosing the CEO, having the final say over budget matters and directions taken for capital investment.

"We have had the greatest local board people to work with," Linden said. "They are so serious about what they do. We have had terrific community members and very generous donors."

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PINPOINTING THE PROBLEM

ACUPUNCTURIST DANIELLE SADLER BREATHES NEW LIFE INTO ANCIENT THERAPY

By Sarah Bremer Pfennigs

Hippocrates once said: “The greatest medicine of all is teaching people how not to need it.”

Minnesota native Danielle Sadler, L.Ac.,Dipl. O.M (Licensed Acupuncturist and Diplomate of Oriental Medicine), believes that sentiment is a formidable part of what she does for a living.

13 years ago, Sadler decided it was time to pay more attention to her well-being. She kicked a cigarette habit and took up yoga, and as she was making inroads with her health, Sadler decided to try acupuncture. It wasn't long before she was hooked.

“I struggled with anxiety and depression early in my life and had a hard time finding ways to manage it,” Sadler said. “I’m not sure if acupuncture was the catalyst or the reaction, but it spurred me in a different direction. It helped me find different management tools and techniques. I was thrilled.”

Sadler began pondering her profession-

al holistic goals after her first acupuncture treatment, but she wasn't ready to commit to a full-time program, which is quite lengthy and costly. Instead, she took a position at the University of Minnesota in their specialty clinic; specifically Pharmacy. Because she speaks fluent Spanish, Sadler was able to offer her services as a bilingual pharmacy technician, and during the decade she was employed there, she learned a great deal about chronic care and the system that supports expensive conditions.

Yet, something was missing.

Still not quite ready to make the leap into the acupuncture program, Sadler decided to embark on massage therapy school instead. Treating chronic pain problems and other health woes naturally was already on her radar, and the massage therapy was still less intimidating than the acupuncture program. She was able to adjust her schedule at work and attend school part-time.

“I learned Shiatsu, among several other types of massage,” Sadler said. “Shiatsu uses all of the acupressure points I currently use in acupuncture. You



Acupuncturist Danielle Sadler, L.Ac.,Dipl. O.M

diagnose conditions in much the same way - it's just without the needles.”

Sadler knew she wouldn't be able to make the transition into becoming a full-time massage therapist, mostly because the grueling physical nature of the job would simply be too hard on her body. Upon graduation, she practiced massage therapy part-time alongside her pharmaceutical work at the University for almost a decade.

Yet, the dream of studying acupuncture just wouldn't fade. Five years ago, Sadler and her boss at the University managed to figure out a plan where she could work as a pharmacy technician part-time while attending the acupuncture program at American Academy of Acupuncture and Oriental Medicine in Roseville, MN. She completed the four-year program, which included over 1700 hours of didactic instruction, 540 hours of bioscience-related material, and 900 hours of clinical observation and experience. Sadler also took the herbal component of the

program, which isn't actually required to become a licensed acupuncturist.

“You can prescribe herbs without taking that portion of the program, but I find that irresponsible,” Sadler said. “For myself, I wanted to know pretty extensively about herbs before I'd recommend them. That's one of the reasons acupuncture works so well - the herbal portion is a huge part of it. And different conditions respond very well to herbs - not necessarily alone, but as holistic treatment.”

Sadler was immersed in the acupuncturist program right around the time when the therapy was becoming more well-known in hospital systems across the United States, and the University of Minnesota was no exception. Nurses would regularly approach Sadler to inquire about her study - not only because it was becoming more recognized as a legitimate medical system, but because there was an increasing demand for it from patients. “People often associate acupuncture

with pain relief, but there are so many other things it's good for," Sadler said. "Also, when we think of acupuncture [in the United States], we think of traditional Chinese medicine, so it's administered as about 80% acupuncture and 20% herb. In China, it's almost the reverse. In the hospitals, they'll have large pharmacy dispensaries of the herbs - people are very used to that kind of thing. The needles are about 20% of what they do."

Because Sadler spent a decade in pharmacy, she's familiar - and disheartened - with the impassivity regarding herbal remedies. Because she spent a great deal of time discussing medicinal protocol with patients and practitioners, she's keenly aware of drug interactions, but it was status quo for a pharmacist to answer an herbal interaction question with a perfunctory "just don't take it".

"People may just stop telling their primary care providers what they're taking rather than discontinuing usage, especially if they are seeing results from herbs," said Sadler. "I believe that the burden of responsibility is on the holistic providers to know herb/drug interactions and recommend herbs carefully, and we have to take that seriously because it's not the standard being taught in pharmacy or by Western providers."

"The fortunate thing for me is that I had so much experience with medications during my time in pharmacy," she continued. "I'm not a pharmacist. I was a technician, but I still know about the interactions and what to be careful of. That was a huge help to me when I was just starting out."

Sadler will prescribe herbal supplements, but doesn't currently have inventory, mostly because she's not sure yet what she'll need in bulk. Her clinic has

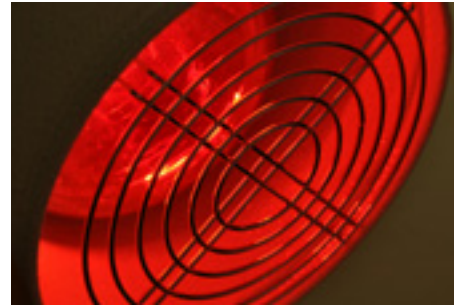
been open just over a month.

"I'll probably go on a case-by-case basis starting out," Sadler said. "Until there's a solid client base, it's hard to say what I'll be using. I don't prescribe until I know how someone is responding to the acupuncture treatments - it can be intense. If you try to push everything at once, you don't really know what's actually working or helping. It's best to take a wait-and-see approach."

Acupuncture can be very effective for acute problems: the common cold, seasonal allergies, muscle pain, but it is also often used for chronic issues like insomnia, infertility, menopausal symptoms, depression, anxiety, and headaches/ migraines. Both acute and chronic conditions can respond well on their own or in conjunction with Western medications and treatments

Often, Sadler admits, the most intimidating aspect of acupuncture is the needles. But at only 0.25 millimeters - "about the width of a hair" - the insertion is barely detectable. The idea of acupuncture is to mindfully "apply" the needles to various parts of the body to treat ailments or to improve overall health. The needle is threaded through a slender tube, pressed gently to the skin, and the needle is tapped in. Sadler maintains that once all of the needles are applied, she lets the client relax for 10-15 minutes before returning to rotate the insertions. An average appointment is about an hour in length.

Sadler also offers electro-acupuncture, which is used to treat muscle and nerve injuries, and cupping, another ancient form of alternative medicine that is believed to mobilize blood flow in order to promote healing. Cupping is mostly used to treat soft tissue injuries or sore muscles.



Heat is often utilized in tandem with acupuncture

Sadler has been happily surprised by how many people in Grinnell are aware and knowledgeable about acupuncture and other holistic approaches to health. She opened her clinic - Acupuncture Grinnell - in December 2015 after moving here with her partner, Andrew Kaufman, an associate art professor at Grinnell College.

"It was an ideal situation, because I would have been able to set up a practice in Minneapolis or join an existing one, but there's a large concentration of them in the Twin Cities. It's become a very popular thing there, which is fantastic, and it's getting covered more by insurance," said Sadler. "But there's a growing need in smaller communities, as well."

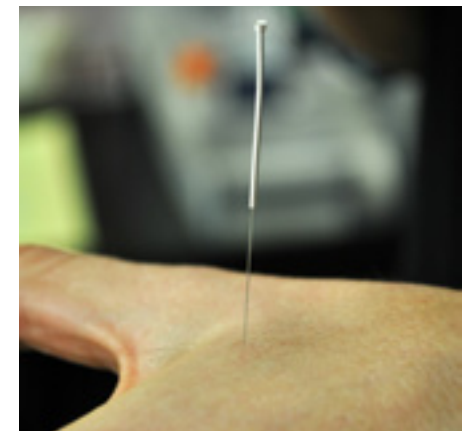
One of Sadler's goals is to offer acupuncture clinics in larger group settings. She maintains that it makes therapy less prohibitive financially and more accessible to places like retirement homes and other businesses that employ several people.

"Most people are familiar with individual treatment," said Sadler. "But in larger cities, one of the pushes has been to make it more affordable and to treat more people at the same time. So, I'd set up in a larger room with reclining chairs. There's a shorter intake - not as

much one-on-one time - but if you need to come in twice a week for say, three weeks - or six treatments - it might be more affordable to do it in a group setting. It's less than half of what a regular treatment would cost. My thought is to have hours each week where I implement that model."

For now, Sadler has clinic hours by appointment. She's been actively immersing herself in the community and getting familiar with the community and its people.

"I've been concentrating on meeting people," Sadler smiled. "I want to be part of the bigger referral pool. I don't necessarily want to be a specialist in all things. I want to know who the best person is for different areas. The most important thing is to make sure people get the resources they need."



An acupuncture needle is incredibly fine - just a quarter of a millimeter

Acupuncture Grinnell is located at 821 5th Avenue, Suite 109 in Grinnell. Sadler recommends a free 15-minute consultation. She can be reached at 641-821-0668.

THE INS AND OUTS OF INSURING YOUTHFUL DRIVERS

By Darcy Swick, Personal Lines Manager, Ramsey-Weeks, Inc.

Obtaining a driver's license is one of the most exciting moments in a young person's life. The feeling of freedom, excitement and independence when I received my license is something I will never forget. I am sure many of you can relate to this. But with the independence a driver's license provides, there is also responsibility which comes with driving a car. The choices you make when driving may well effect yourself and others.

Mistakes behind the wheel are not only made by the young and inexperienced. The statistics for this group, however, are sobering. According to the Center for Disease Control and Prevention (CDC), young people aged 15-24 represent only 14% of the U.S. population. However, they account for 30% of the total costs of motor vehicle injuries among males and 28% among females. Furthermore, per mile driven, teen drivers aged 16 to 19 are nearly

three times more likely than drivers aged 20 and older to be in a fatal crash. These statistics have very real financial consequences for all young drivers and/or their families. The result of adding a teenager to a personal auto policy is a significant premium increase. Nevertheless, it is very important to have these drivers covered. So let's review the requirements.

Once a young driver receives his/her school permit, he/she must be added to a personal auto policy as a driver. Teens with a learner's permits do not need to be added. It is only when a teen starts driving by him/herself that they are required to be covered as a driver on an auto policy. To drive a vehicle unattended by a licensed adult, a teen must have either a school permit or an actual driver's license (eligible on their 16th birthday after passing a certified driver's education course.)

Even though a young driver with a learner's permit does not need to be added to an auto policy, I encourage

our insureds to let me know when a teen in their household obtains a learner's permit. That gives me timely opportunity to inform parents about the requirements associated with insuring young drivers. I can then follow up with reminders to add that teen to your auto policy either upon receipt of a school permit or actual driver's license.

So what can you do to minimize the increase in insurance premiums due to your young drivers? Fortunately, there are options. One is to increase the physical damage deductibles on your insured vehicle(s). Another is to consider removing physical damage coverage on an older, poorer condition vehicle that your young driver is most likely to drive. Still another possibility is young driver discounts. An example is the "good student" discount which applies as long as your child has an overall grade point average of B or better.

I also encourage parents to sit down and talk with their teen driver about

the responsibility that goes with driving a vehicle. Let them know that obeying traffic laws is not only important from a safety standpoint but can help to keep insurance premiums down by avoiding tickets. Furthermore, since teens are more likely to underestimate dangerous situations, parents need to talk about how to avoid such situations that may lead to accidents.

The CDC provides on their website a template to create a written agreement between young drivers and their parents (www.cdc.gov/ParentsAreTheKey/agreement/index.html). It is a great way to help young drivers understand how to be a responsible driver who avoids accidents which keeps them safe from injuries and helps keep insurance premiums associated with young drivers in check.

If you have any questions regarding insurance coverage for young drivers, please give me a call. I would be happy to help.



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