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ISSUE 2018

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## ABOUT THE COVER:

*Pioneer Bank is one of our featured projects, designed by PLaN, an architecture firm located in Downtown Sioux City.*



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# Hello, Siouxland!



Photo By Becca Feauto

## Spring 2018 Volume 11 • Number 1

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There are some changes around here! First, my name. I'm still Susan...just Susan O'Brien! And, we are changing up our look and feel of the magazine for 2018. The spring issue is design focused, so it is perfect timing for a design change! We will still have the same consistently great content, but we are just adding to it and bundling it a little differently. We hope you like it.

Again, we had several submissions from area designers, and we love showcasing their beautiful work. It is so fun to see how ideas come together and become a reality. Thanks to all of the designers who submitted this year. We hope these designs inspire our readers!

It's a cold, blustery day out in Siouxland right now, but we know that spring and summer are right around the corner, and we can't wait! Enjoy the warmer weather in days to come!

Best,

—Susan O'Brien, Editor



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*If you want to be included in the summer issue of Siouxland Magazine, contact us soon!*

**Deadline To Reserve Space Is April 23!**

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# 2018

## DESIGN SPOTLIGHT

This year, we again asked for submissions from local designers in Siouxland. As unique as these designers are, so are their project submissions. We are excited and honored to display projects and share information from the following trendsetters in our area. The list of talented companies that created these projects are listed below.

**FEH DESIGN's New Office, Sioux City, IA**  
*FEH DESIGN*

**Pioneer Bank, Dakota Dunes, SD**  
*PLaN Architecture*

**Sioux City Railroad Museum, Sioux City, IA**  
*RML Architects, LLC*



# FEH DESIGN's New Office, Sioux City, IA

Presented By FEH Design



## FEH DESIGN

**Company:** FEH DESIGN

**Lead Designers:** Ronald Speckmann, AIA, Principal; Vice President, Edward Storm, AIA, Principal; Toi Sullivan, AIA, Principal; Matthew Basye, AIA, Principal

**Description of the Firm:** FEH DESIGN's founding father, Andrew H. Foss, started the firm in 1898 designing railroad depots. From that start, FEH has grown into one of the region's longest operating architecture, engineering and interiors firms with offices in Sioux City, Des Moines, Dubuque, Iowa and Delafield, Wisconsin.

FEH is a service based firm with experience in a wide range of facilities including: municipal, civic, libraries, public safety, corporate, commercial, government, military, recreation, museum, worship and education from K-12 to college/university.

**Project Client & Summary:** FEH DESIGN's New Office | 1201 4th Street, Suite 201, Sioux City, Iowa

FEH DESIGN had rented office space for nearly 60 years and we were ready for a place of our own. After consideration of several existing building options and new construction plans, the opportunity to purchase the former Mac Behrs Sports Bar building became a viable option with a partnership with Ave Medical Spa. The thought of being in the vibrant downtown historic district was too exciting to pass up.

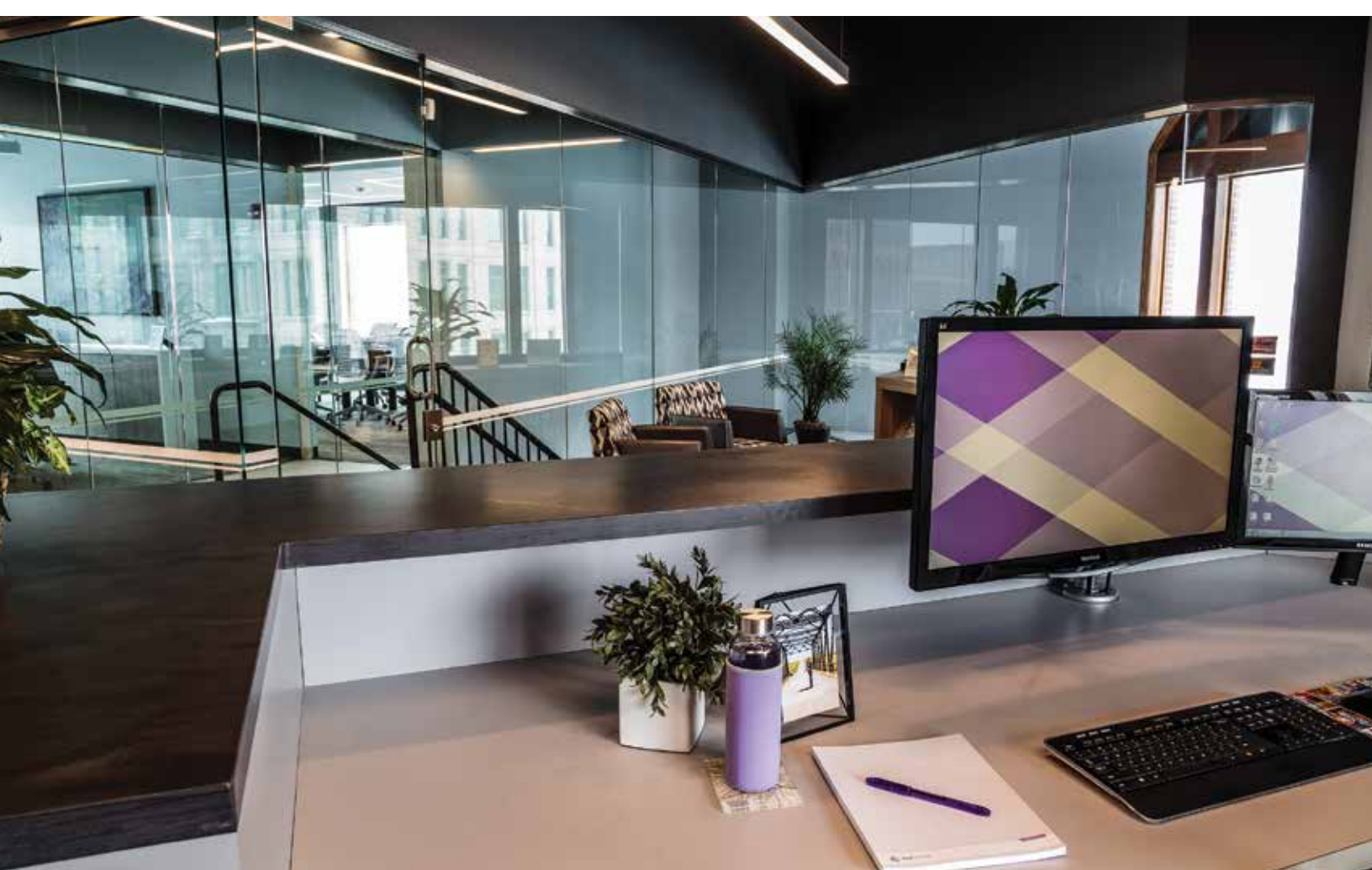
### **Materials Used:**

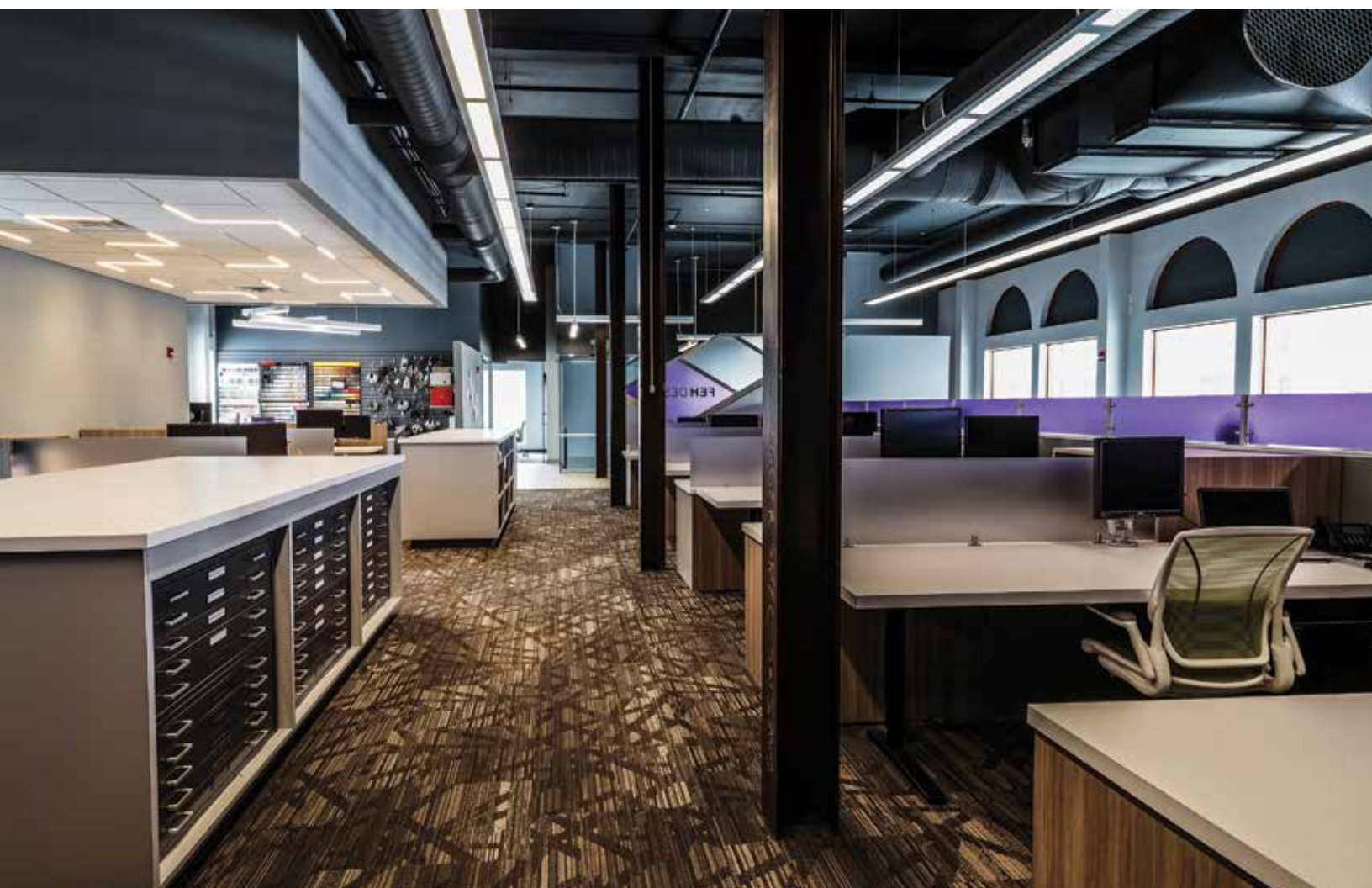
- Up-Lift Desks
- Unique LED Lighting
- Glass Panels
- Acrylic Feature Wall
- And a piece left over from Mac Behrs - "Uncle Stinky's Booze O Rama" glass sign

**Process Description:** Our new office project brought us closer together as a team. As architects designing a space for ourselves, we were probably our most challenging client. Ultimately, the open office concept was embraced and became the core of our design. This was a major change from our previous location where we had several individual offices. The change was crucial to how we actually work and already inherent in how we interact with each other. Today, conversations occur 'over the walls' all day long (the walls are essentially the height of our Up-Lift desks at their highest level).

**Final Project Description:** As you enter the space, a portion of our logo has been blown up to create the back wall focal point of lobby. Step behind the purple logo wall and you see our entire office; each station furnished with Up-Lift desks to allow standing or sitting at work. The existing large windows create a wonderful atmosphere to work in. Minimal obstructions across the office means that everyone has a window view of Sioux City.

The new office is now a showpiece for clients, illustrating what we can do.









**Company:** PLaN Architecture

**Lead Designer:** Nathan Kalaher, AIA of PLaN Architecture

**Description of the Firm:** PLaN Architecture is a nationally recognized architectural design firm with a strong focus on community activism.

**Project Client & Summary:** Pioneer Bank, Dakota Dunes, SD

Pioneer Bank approached us to create a bank space that doesn't feel like other banks. They were looking for a sense of excitement and surprise while still providing comfort and convenience to their customers.

The project is an interior build-out within a one-story office building in Dakota Dunes, SD. To design the space, we worked with the Owner to think about what are the quintessential experiences of a bank from the customer's perspective – such as the teller counter, the table where you may wait or fill out a deposit slip, the lobby chairs you sit in while waiting and the safe deposit box area. With that list of customer-based spaces we developed a design scheme that created strong features for those elements that will be remembered.

From the moment one walks into the space you understand this bank is different than most. There was a concerted effort to use glass walls to create a sense of openness to add to the feeling of being welcome. There is a very open floor plan that has only customer-based spaces floating within it, such as the teller line or the vault containing safe-deposit boxes.

#### **Materials Used:**

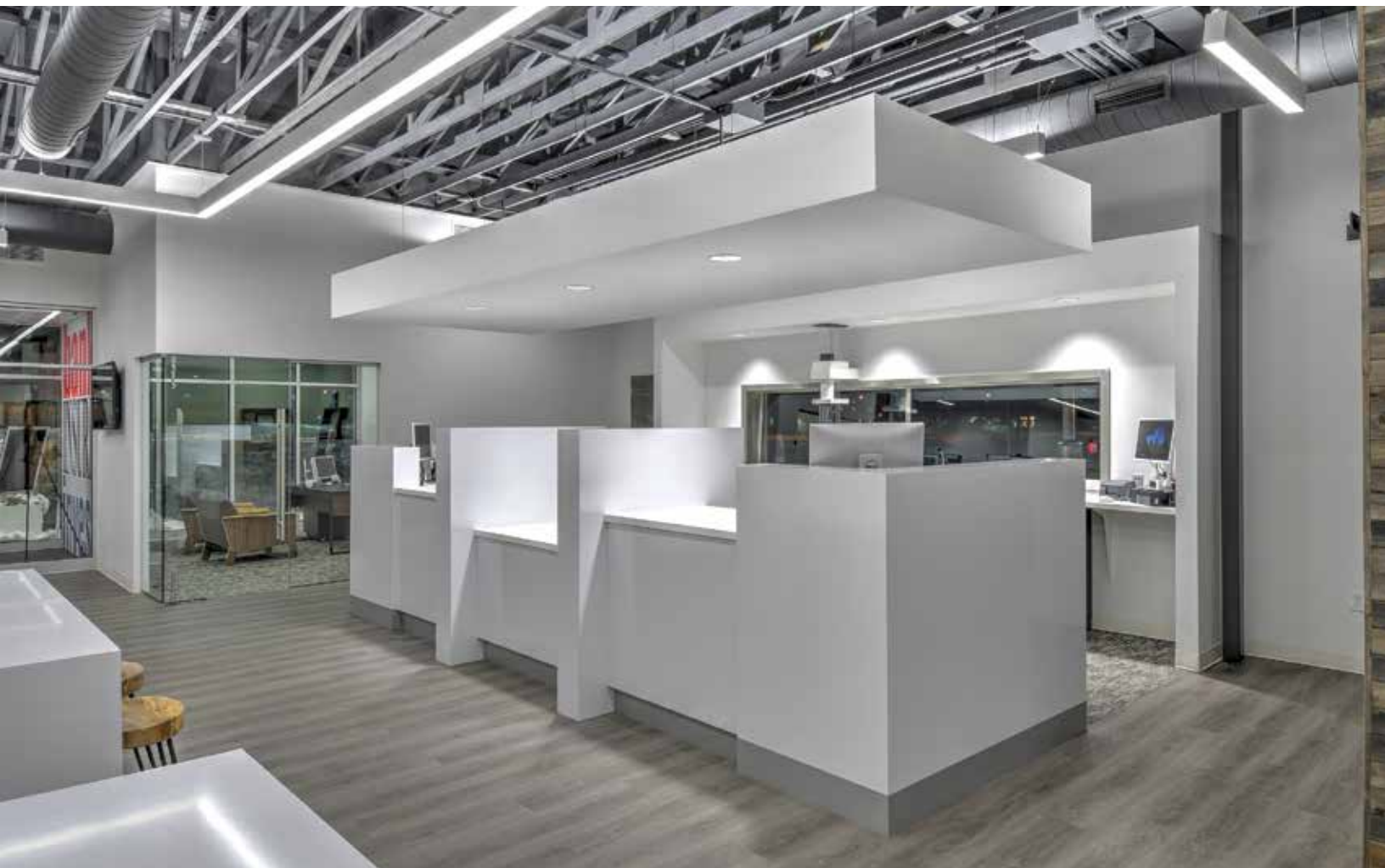
- Walls: White sheetrock for added light and art display. Black-stained cedar siding to provide warmth and texture.
- Cast-concrete is used at the vault to provide a sense of permanence and security.
- Lighting: All lighting is LED, energy efficient. The lighting used throughout the main lobby is a system of linear pendants.

**Process Description:** In working with a client that truly understands what both the staff and the customers get out of such a space, we were able to distill the bank down to its core elements and develop the other support spaces literally around those. So, not only does the bank as a business state that they put the customer first, but the space puts the customer needs front and center as well.

One of the concerns with the space is balancing the rough exposed elements of a sheek office space with warm and elegant elements. In the end we used combinations of cold and warm materials such as concrete and wood, and we used dark and light colored surfaces to play off of each other. In working with the electrical engineer and the owner, we designed creative lighting scenarios to accent the various colors, textures and forms within the space.

**Final Project Description:** In the end, in no small part due to the creativity of the Bank as well, we were able to help design a space that is rather unique for a bank and that is considerate of those who use the space.









# Sioux City Railroad Museum, Sioux City, IA

Presented By RML Architects, LLC



**Company:** RML Architects, LLC

**Lead Designers:** Robert M. Lee, NCARB, Architect and Regina Smith, NCARB, Architect

**Description of the Firm:** Full service Architectural and Design firm with a passion to provide quality environments for our clients.

**Project Client & Summary:** Sioux City Railroad Museum, Sioux City, IA

The project consisted of master planning the site along with the restoration, reconstruction, and recovery of existing historic buildings for the local Sioux City Railroad Museum owned by Siouxland Historical Railroad Association (SHRA). The Owner is restoring buildings in order to foster understanding of railroad history and provide educational experiences. We consider it a privilege to assist such a community conscious organization with our professional services.

**Materials Used:**

The warm materials include original and reclaimed brick, exposed cedar wood structure, and beautiful wood flooring.

**Process Description:** The buildings themselves are inspiring. To bring a building back to life when it's on its way out brings great satisfaction. It's even better when that building can be repurposed in a useful way that benefits others.

**Final Project Description:** The 1917 buildings restored in 2015 are beautiful and functional including a sand house repurposed as a theatre, a carpenter shop repurposed as a learning center/reception hall, a water closet repurposed as storage, and a tool shed repurposed as an admissions building. These are the last of a series of buildings that have been restored on the site. Only a handful of these historic places exist in the United States. We believe the design inspires, delights and motivates visitors to learn more about the railroad and its fascinating history.

**Additional Notes/Comments:** The buildings are frequently used and enjoyed by thousands of people each year, giving the public the opportunity to experience the heritage of the railroad that helped build America. This project and the displays immerse visitors in a living history of a twentieth century experience. This site has become a destination not only to Siouxlanders, but also to all railroad enthusiasts.



Car Shop Before



Car Shop After



Car Shop After



Sandhouse Before



Sandhouse After



Sandhouse Interior



Sandhouse Wall Before



Sandhouse Wall After



Water Closet Before



Water Closet After



Water Closet Roof Before



Water Closet Roof After

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# Innovation Market 2018

By Lorna Kohn



Kaylynn Sortino



Sarah & Adrian

Have you ever thought of a really great idea and couldn't wait to get started solving all the world's problems only to hear that voice from your bank account saying "mmm better not"?

You aren't alone. Twenty-five other Siouxland entrepreneurs had that same voice telling them to slow down but they didn't listen. They signed up for Sioux City Growth Organization's Innovation Market.

Innovation Market is a business competition for local people trying to get their startup business off the ground. They offer CASH prizes to the top three ideas voted on by a carefully selected panel of judges. First prize will receive a check for \$5000, then \$2500 and \$1000, respectfully. This year's event took place on February 15, 2018 at the Sioux City Public Museum. The public will vote on their favorite entry and the top five finalists will go on to present to the judges. The judges will announce their decision in mid-March.

Submissions for this year proved to be as creative as they were diverse. From heated tables to breweries, coffee shops and apps - young entrepreneurs in Siouxland proved the future looks bright.

"The submissions this year were awesome," said Kaylynn Sortino, chair of Sioux City GO's Innovation Market Committee. "Each and every one has the potential to greatly enhance Sioux City's economy."

If previous Innovation Market winners are any indication of that, Sioux City is going to continue to thrive for years to come.

Sara Gotch was the winner of the 2017 Innovation Market, her product Gnarly Pepper, blends signature spices with greek yogurt to create a healthy dip alternative. You can now purchase Gnarly Pepper at [gnarlypepper.com](http://gnarlypepper.com) or at Hy Vee stores across Siouxland and Sioux Falls, SD.

Past winners include Lumin Therapy, LLC in 2016 and Jackson Street Brewery in 2015. Stay tuned for the announcement of the 2018 winner by following Sioux City Growth Organization on Facebook or at [siouxcitygo.com](http://siouxcitygo.com).

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# Amy Robach – Anchor On ABC's Good Morning America & Contributor To 20/20

Offered By The United Way



United Way of Siouxland is excited to welcome Amy Robach, anchor on "Good Morning America" to keynote the Women's Power Lunch on **April 25, 2018**. Amy will speak about her exciting life as a journalist, covering events such as the terrorist bombings in Brussels and the mass shooting at Pulse nightclub in Orlando. She has contributed to network-

wide coverage on Election Night 2016 from Trump headquarters and covered the 2017 presidential inauguration from the Washington Mall in Washington, DC.

Amy will also share details of her personal battles. In 2015, she wrote "Better: How I Let Go of Control, Held On to Hope, and Found Joy in My Darkest Hour," a New York Times bestseller about her journey defeating breast cancer.

Women's Power Lunch began in 2001 as a way to bring awareness and resources to issues impacting Siouxland women. Over the years, it became apparent that there was a deficit when it came to affordable education for single parents in the area. With that revelation, United Way of Siouxland determined that the proceeds raised during this event would benefit scholarships for single parents in Siouxland to attend one of our local colleges. To date, nearly 90 single parents have been awarded \$360,000 to further their education and provide stability for their family's future.

Leading the charge for the 18th Annual United Way of Siouxland's Women's Power Lunch are Sharon Messerschmidt, Committee Chair (Briar Cliff University), and Kathy Spohr, Vice-Chair (Iowa-Nebraska State Bank), along with a team of over 30 outstanding local volunteers.

If you would like the opportunity to meet Amy and have your photo taken with her, you can register for the VIP Reception beginning at 10:30 a.m., preceding the luncheon. The luncheon will begin promptly at 11:30 a.m. and the program will conclude approximately at 1:30 p.m. with the Power of the Purse raffle.

Over 100 gorgeous purses have been donated for the Power of the Purse raffle. Tickets for the raffle can be purchased at the event or from United Way for \$5 each or \$20 for a bundle of five; you need not attend the event to purchase tickets.

Tickets to the event are available at [www.WPL2018.eventbrite.com](http://www.WPL2018.eventbrite.com). For more information call United Way of Siouxland at 712-255-3551 or visit [www.unitedwaysiouxland.com](http://www.unitedwaysiouxland.com).



# Walking For A Better Life, MS

By Debbie LaCroix



Christina only knew one person who had MS, a teacher at North High School named Mrs. Atwood. She rode around in a scooter. That's all Christina knew about the disease (which affects everyone differently). When Christina was in college, she started having numbness and pain in her legs and was referred to CNOS. They did a MRI and a spinal tap that led to her diagnosis, Multiple Sclerosis. She was devastated. But it didn't stop her from finishing college.

Today Christina feels much more educated and says that MS doesn't define her. It has made her stronger. But life with MS isn't easy. "It affects me most by fatigue, chronic pain, tremors and spasms," says Christina. She has learned to listen to her body, and knows when to take breaks. Often she requires these breaks multiple times a day.

Christina is a stay at home mom to Olivia and Amelia, and doesn't let MS stop her from doing what she loves. She is a very involved parent, volunteers for Noah Hope Animal rescue, her children's school Booster Club, and the MS Walk. The rest of her "free" time is spent at doctor's appointments and resting.

Christina is one of the top fundraisers for WALK MS, and this year's Ambassador. "The walk is important to me because it spreads awareness. Money is needed to fund research which will make so much difference, not only in my life, but others who deal with MS.

Drugs over time have gotten so much better and people can be hopeful when maybe they were unable to be before."

In fact, one of those drugs, Ocrevus, came out just last year and is considered a break through drug. Christina is one of the first to try it. "I was excited and scared at the same time. Being the very first person in Sioux City to receive it was both amazing and slightly nerve racking." Christina spent five hours being infused with her first dose of the drug. "It all went very smooth and was more scary in my head then it actually was." She has had no side effects. This is the first drug to help primary progressive MS.

If you have MS, or think you may have MS, Christina advises, "Educate yourself as much as you can and realize you will have good and bad days. Always try to focus on the good. I always tell myself it could be worse."

Christina and her family will be walking on April 21 at Riverside Park to help create awareness and fundraise for the National MS Society. The money raised during Walk MS directly supports MS research and services. Over the last five years, more than \$250 million went directly to fund research to help end MS forever and restore lost function for those living with the disease.

Everyone is invited to come walk. For more information on how you can help, visit [www.walkms.org](http://www.walkms.org).

**MS Walk  
Sioux City**  
April 21, 2018  
Riverside Park  
[www.walkms.org](http://www.walkms.org)

# History of Arnolds Park's Majestic Pavilion

By Jonathan Reed



This season's Restore The Park construction at the Majestic Pavilion revealed some puzzling items that appeared to be lost to history. Sawing through the multiple layers of hard maple floors—rink operators over the decades merely laid new flooring over old worn floors—curious long, narrow cement foundations were revealed that didn't seem to support anything and weren't where one would expect to find foundation support.

Not only that, but there were scorch marks and some burned lumber beneath newer coverings—had there been a fire at some point?

We took a look into the rink's history to find out.

## Majestic competition

Most people today forget that there were two amusement parks existing side-by-side for decades—depending on the time frame, Peck's was on one side of present-day Lake Street and Benit's was on the other. On the Peck side, Wesley Arnold had originally built an open-air pavilion and by 1912 the first roller rink was established under its tent. This became the Dreamland Rink.

When did the Majestic come along? A German immigrant, 51-year old C.P. Benit moved to the area in 1916 and incorporated the Benit & Jenkins Amusement company with T.O. Jenkins. They purchased

the A.O. Stevens amusement area in 1918, which included an ice cream parlor, souvenir stand, picnic grounds, boat livery, and other concessions. Seeing opportunity, C.P. Benit envisioned a larger, all-weather skating rink to draw locals and vacationers alike. This became his first major investment in the property.

Work commenced in the fall of 1918 clearing the grounds with the majority of construction waiting until spring, 1919. In April, news reports declared that Benit & Jenkins have "a force of men at work on extensive improvements" to the Stevens Beach area. "A skating rink of 50 x 144 feet" was going up on what was formerly picnic grounds. Construction progressed quickly, with the curious marveling at "the magnificence of the building."

By May, newspapers reported that the cement foundation was completed, ready for frame work to be erected. As was commonplace for skating rinks at the time, a center divider was planned (encouraging people to skate in a circle around the edges). But Benit built a unique drawing card: a central water fountain and cement tank for fish!

In no time, eager skaters would be found rolling over the hardwood floor, even though the building was not completed. Finishing touches were perfected just about in time for the July 4th holiday. It was christened the Majestic Rink.

There is no record of when the fish tank and fountain were covered over.

## Year-round use

Unlike the tented skating rink on the Peck Amusement Park side, Benit's was not only enclosed, but heated as well—skaters continued to glide over the hardwoods well into the winter months,



and the building also functioned as a pavilion for events like costume parties, dinners, and dances.

As part of redecorating in 1928, Benit had a new heating plant installed, the Spirit Lake Beacon reported. This enabled true year-round use of the structure and Benit announced nightly skating would continue throughout the winter. And all was good for a few years.

However, the Majestic Rink was nearly destroyed by a fire at the end of January, 1932. It was a very cold day, and as the rink was being warmed for Sunday evening skating, the unmonitored furnace overheated. Firefighters braved high winds and sub-zero temperatures to fight the blaze, drawing water not only from hydrants, but by chopping holes in the lake and drawing lake water. The effort probably saved the Majestic. "The building was badly damaged and will have to be wrecked and rebuilt," according to newspaper reports.

Benit vowed he would rebuild and reopen the Majestic as soon as possible. He kept his word: The Majestic Rink, rebuilt and redecorated in only six weeks, opened to skaters on April 17. For the absence, skaters were rewarded with new decor, lighting, and 300 pairs of new roller skates waiting for them.

## Up to today

Over the years, Benit's temporary phonograph-based source of music was replaced by a Hammond organ, as was the style of the day. Accomplished organ players from the area provided day-to-day musical enjoyment, while well-known traveling guest organists and exhibition skaters would come to town for dazzling entertainment events.

School parties, social groups, and skaters all enjoyed the Majestic Rink as park ownership and management changed several

**Arnolds Park Amusement Park is currently selling remnants of the original pavilion floor. Please contact the Park Office if you are interested. 2' x 2' pieces engraved with the logo are \$500 each.**



times through the decades. But, social interactions were evolving over time, and skating had lost most of its magic by the dawn of the 1980s.

In 1987, one of the last skating parties was held for "alumni" who had skated there over the decades and who had no doubt forged strong social—if not personal—relationships. A total of 150 skaters attended, from 20 to 75 years of age. By the time the Save The Park Campaign successfully saved Arnolds Park, roller skating was viewed as a curious antique activity...not unlike attending sock hops, wearing bobby socks, or dancing the Lindy Hop. The Majestic Rink evolved into the Majestic Pavilion for events.

## To the future

The Majestic Pavilion will now expand out to the north edge of the old ticket office, where it will be lined with windows to capture a view of the lake. This area will become part of the ballroom and the new administration offices. The flooring will be a light maple wood flooring to match the old floor. The interior will maintain the vintage aluminum ceiling tiles. Sound tiles will also be placed throughout the facility to control the noise and a new speaker system will be wired throughout. There will be a second floor on the north end of the pavilion and this will house the administration offices as well as an Ambassador area for donors. New bathrooms and a new area for brides will also be a big improvement for the guests and brides that will be using the facility. Our beautiful

new Majestic Pavilion will be home to many beautiful weddings and grand occasions.

## About the author

Jonathan Reed is the author of *OKOBOJI* and the *IOWA GREAT LAKES*, a pictorial history book published by Arcadia Publishing in May, 2017. He lives in Arnolds Park and has been watching Restore The Park efforts daily.

# Worksite Wellness: Yes, There's An App (At IBC!) For That!

By Kira Oregon,  
Director of Health  
Initiatives, IBC



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(712) 277-2424  
[IBCIns.biz](http://IBCIns.biz)

Worksite wellness is a popular benefit for many businesses. Wellness programs are implemented to help with employee recruitment and retention, healthcare cost containment, employee morale and employee productivity. Many programs include initiatives like biometric screenings, immunizations, health fairs, health coaching and health challenges. While these are all worthwhile programs, it can be challenging to track participation and effectiveness. Good news - IBC has a new tool that can help.

So many daily tasks are completed through an app or on our computer. Imagine an app that does recordkeeping for health challenges, provides participant feedback on biometric screenings, syncs with popular tracking devices like a Fitbit, plus much more. IBC's new online wellness platform and app - WellSteps - is designed and proven to perform all of these tasks- and then some. Kira Oregon, Director of Health Initiatives at IBC states, "Our Preventive Health Staff is looking forward to helping companies implement this platform. We are confident it will positively impact not only employee participation but also engagement."

**Here are some of the highlights of IBC's WellSteps online tool:**

## Personal Health Assessment (PHA)

The PHA is a simple, user-intuitive health assessment that measures several behavioral and biometric risk factors. The 34 questions cover all

areas of well-being including physical, emotional, social, mental and occupational. There's also the ability to add custom questions.

Upon completion, the employee receives immediate personalized feedback. With this feedback, they can then set personal health goals or participate in behavior change activities tailored to their specific needs, including meeting with an IBC health coach.

This assessment is typically administered annually and aggregate reports are readily available to the employer.

## Behavior Change Campaigns & Challenges

Campaigns and challenges are an effective way to help employees adopt and maintain healthy behaviors. WellSteps campaigns are 4-8 weeks long and can be team-based, while a challenge is usually 2 weeks long and an individual effort. Each week, employees will watch behavior change videos, complete healthy behavior tasks and use other behavior change tools and resources. These campaigns and challenges cover all areas of well-being. They range from physical activity to performing random acts of kindness to turning off one's electronic devices at night. All campaigns and challenges are available in paper form and of course, employers get a report of enrollment, completion numbers, behavior change improvements and testimonials.

There's also a 'super campaign' called Therapeutic Lifestyle Change (TLC) which allows the employee to progress at their own pace through a series of 17 videos. TLC will take participants on a lifestyle change journey. This feature includes videos and corresponding behavior change action items that will help employees understand how to create and enjoy their own culture of health.

## Fitness Device Integration

Several popular fitness devices including Fitbit, Garmin and Jawbone devices can be synchronized with WellSteps. Map My Fitness, a popular smart phone app, can also be utilized to track exercise for challenges, monthly incentives, or whatever the employer chooses.

*"The TLC Campaign truly takes a holistic approach to health and well-being. The format of this program is very unique and unlike any other campaign or challenge included in the program. It captures very intriguing and interesting information through videos and activities that can be applied to people's everyday lives."*

- Sarah Davy





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## Biometric Screenings & Dashboard

Biometric screenings continue to be a popular component of many worksite wellness programs. IBC's WellSteps auto-integrates this data into the health assessment and allows employees to track their progress year over year. Once again, employers will receive an aggregated report of the results and these results can then be used to drive program participation in activities and programs that will actually help employees understand and improve their most significant risk factors. Another helpful option - IBC's health coaching which can be offered to high-risk employees.

*"WellSteps is an inclusive wellness platform that offers several customizable features. WellSteps provides a conducive environment for employees, making them more engaged in achieving optimal health & well-being."* - Chase Funk, Preventive Health Specialist @ IBC.

extra work involved for the employer. IBC will do all of the work behind the scenes with verifying activities. The best part - whether you are just beginning or you've been doing it for years, IBC will help you build a wellness incentive system that best helps your employees stay motivated.

In addition to the WellSteps platform, IBC continues to offer its first-class suite of wellness services. Whether it is wellness program consulting, wellness team leadership, incentive design, biometric screenings, health coaching or other wellness initiatives, IBC's Preventive Health Services team is ready to help you and your employees achieve their optimal well-being.

## Incentive & Activity Tracking with Rewards

This powerful activity tracking solution works for companies of any size. Administration, tracking and activity verification of wellness activities can go on auto-pilot. Employees can track and view their progress as well as verify that they have completed wellness activities by uploading images with their cell phone. By the way - there's no

**For More Information, Contact IBC Preventive Health Team at 712-277-2424 or [ibcins.biz](http://ibcins.biz)**

# 1000 Degrees Neapolitan Pizzeria

By Kolby DeWitt



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[1000DegreesPizza.com](http://1000DegreesPizza.com)

Speed and efficiency aren't generally the first two words that come to mind upon the mention of pizza. However, 1000 Degrees Neapolitan Pizzeria on Hamilton Boulevard is breaking that paradigm.

The not-so secret is found in the name: the fast-casual restaurant boasts a large custom-built oven (that can actually reach a sweltering 1,400 degrees Fahrenheit) which cooks pizzas in as little as two minutes. "We offer the convenience and speed that others cannot, and we never compromise on product," says Derek Benson-Williams, Regional Manager of 1000 Degrees Neapolitan Pizza. "Because, who really has an hour to kill for a lunch break anymore?"

1000 Degrees Neapolitan Pizzeria aims to keep the customer front-and-center to the entire experience. It features an unlimited toppings option where one could theoretically put any number of their 40+ toppings on their pie. "We give our patrons the opportunity to build whatever they want for the same cost," said Benson-Williams, as if to challenge hungry Siouxlanders! They give consumers the options to create whatever variation they'd like, or choose from one of their mainstays.

Pre-made options include Smokey Pollo (smokey bourbon barbecue sauce, shredded mozzarella, blue cheese crumbles, grilled chicken, bacon, and various peppers), The Philly (balsamic onions, shredded mozzarella, and steak), Quattro Formaggio (signature marinara, shredded mozzarella, asiago, parmesan, and oregano), and many more.

I opted for more traditional themes: The Sausage & Peppers (signature marinara, shredded mozzarella, Italian sausage, red

and green peppers, and red onions) and The Meatza (signature marinara, shredded mozzarella, pepperoni, bacon, Italian sausage, and crumbled meatballs). The veggies were fresh and flavorful, due to the flash baking process. The crust is light and airy, retaining its soft features, true to Neapolitan form. It comes out with a light crisp upon receiving its searing (hence the black spots on the crust). "We use different flour and materials that you cannot find anywhere else," says Benson-Williams, noting that they also create a gluten-free pizza. "We take great care and use our gluten-free only tools when making those pizzas, to protect those who are sensitive to gluten or have celiac disease." If you fall in love with the sauce (which also comes in a spicy Sriracha variety), you can purchase it by the can!

The menu also has lunch and supper staples, containing salads, cheesy bread, and fire roasted Buffalo wings. The endless options don't end with the food: They also have a Coca-Cola Freestyle machine, which has hundreds of options of flavored soda (give me a Cherry-Vanilla Coke anyway). For those who can't conquer their meal, there are boxes aplenty to take the vestiges home.

Along with keeping customers in mind, 1000 Degrees Neapolitan Pizzeria also has a robust loyalty program. A person enrolled earns 1 point per dollar spent, and there are rewards for each 50 points. "On top of the regular schedule of rewards, we give out random incentives," says Benson-Williams.

1000 Degrees Neapolitan Pizzeria has an impressive design: the venue is sharp and modern with an industrial flair complete with an octopus chandelier that is made of utility cords and Edison lights. The deep, tomato red is accented with sheet metal. "The Sioux City location is actually the prototype for the brand," Benson-Williams says with a sense of pride.

Benson-Williams manages three locations total (locations in Omaha and Elkhorn, Nebraska) for the region. Entrepreneurial by nature, he is just as likely to be found on the road and in his office as he is to be found on the line and checking up on customers to assure their experience is exceptional. "My background is in the world of corporate sales and management," he says. After experiencing two forced closures, Benson-Williams felt it was time for a change. "Food is all new to me, but it is always evolving and changing, and incredibly fast paced." Which is precisely how Benson-Williams likes to live life.

"Seeing the door open and close with the faces of regular customers and new alike is what makes this worth it. Having the satisfaction of knowing that we have a product that customers are driven to come back for is what it's all about."



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# Of Sticks and Stones: Sculptures by Jeff Baldus

Reception: Friday, May 18, 5:00-7:00pm

Offered By The Sioux City Art Center



225 Nebraska St | Sioux City, IA 51101

(712) 279-6272

[SiouxCityArtCenter.com](http://SiouxCityArtCenter.com)

## *Of Sticks and Stones: Sculptures by Jeff Baldus*

May 19 - September 5, 2018

Reception: Friday, May 18, 5:00-7:00pm

The work of Sioux City artist Jeff Baldus is familiar to many in our community. He has made some of our region's most consistently elegant pottery for many years, shaping clay into a variety of both traditional and surprising forms. Once glazed and fired, his ceramic works have found their way into countless homes and businesses throughout Siouxland, including the Sioux City Art Center's permanent collection.

However, Jeff expanded his artistic output greatly during his time in graduate school at the University of South Dakota, where he completed his degree in 2012. He has found great beauty and meaning in the simplest and humblest of natural objects, from fallen branches to stones. Using a variety of sculptural skills, Jeff transforms decaying sticks into majestic bronzes or combines clay and wood to make large, stone-like, ceramic orbs. In 2017, he received a grant from the Iowa Arts Council to support the production of many of the cast metal sculptures included in this exhibition.

This exhibition has also been funded in part by a donation from the Aalfs Family Foundation.



Scholar Rock



Orb 5

# A Conversation With Dan Buettner, The Creator Of The Blue Zones Project

By Susan O'Brien



Dan Buettner is best known for starting the Blue Zones Projects by researching and visiting areas where people have lived very long, happy and healthy lives. He has found many key reasons that people in certain areas of the world live longer and better than others, having to do with everything from social connections to diet to physical activity. Recently, he shared his perspective with me some keys to designing a home in a way that provides you more good health and happiness.

## Throughout your home...

Dan shares that you want to create space at your home for interaction with others, "Emphasize the outside front deck instead of the back. Studies show that happier people engage in social interaction 6-7 hours per day, and a front deck nudges you into interacting with others who may walk by or are next door." Clean air can be attained by having more plants inside the home, and Dan points out that they, "provide a positive edge in your home." Along those lines, making sure you have at least one big window that looks out onto green space and offers good, natural light is important to include in the design of your home.

Also, set aside one place in your home that triggers a feeling of pride, such as photos of your children, vacations you have enjoyed, awards you have attained, and other things that make you feel good about your life. "Positive affect comes from the sum of pleasurable moments throughout the day," Dan remarks, and having a place of pride in your home is a great way to ensure those moments for yourself.

Designing the home for physical activity is possible, as Dan explains, "I put my television/family room on the 3rd floor so that I have to walk up 36 stairs to get there, and if I want a snack, I'm walking 72 to get down and back." Dan says that watching more than one hour of television per day detracts from a person's happiness, and having only one screen in the home that is out of the way is an easy way to make television watching intentional.

## The Kitchen

Dan says to remove the toaster from the kitchen counter, "Having the toaster available all the time makes it much easier to eat toasted foods that are not good for you. Instead of the toaster, put out a beautiful bowl

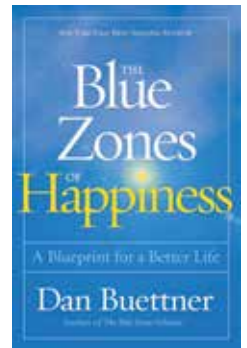
of fresh fruit, ideally in its own light. This goes along with the 'see food' diet, in that if you see healthy food instead of junk, you are more apt to eat healthy." Dan also says that you should put junk food in an out of the way drawer where you do not think about it, and on your refrigerator you can post the following:

### Foods that Lead to a Long Life:

1. Sweet potatoes
2. Nuts
3. Favorite fruit
4. Beans

### Foods that do not Lead to a Long Life:

1. Soda
2. Chips
3. Packaged sweets
4. Processed meat



Also, keep the television out of the kitchen, as you are more apt to grab unhealthy food and eat it while watching the television.

"Doing these things can nudge you into healthy habits each day," says Dan.

## In the Bedroom

In the Bedroom, Dan says that all electronics should be removed, as you do not want that blue light in your eyes before you rest. Additionally, the bedroom should be for two things, sleep and sex. The room should be completely dark at night, and ideally have the thermostat set to 61 degrees.

## In Your Life

Finally, you can design your lifestyle to enhance your health, as Dan explains, "Think about your lifestyle. Many people get up, feed the kids, go to a job they don't really like, come home and make dinner and sit in front of the TV for 4+ hours. We are forgetting the wisdom of our elders who went outside, gardened, talked to other people, took walks." Dan says to take real stock in who you surround yourself with and curate a strong social circle accordingly, "Make sure you are surrounding yourself with people who want to get up and get out and do things. It's important that your circle wants to eat healthy, and they can have meaningful conversations. You really want people in your life who share the same healthy outlook on life."

Dan recently wrote a new book entitled, *Blue Zones of Happiness*, where you can learn more about Dan's research and perspective on creating a long, healthy, and happy life for yourself.



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# Park Güell, Barcelona

By Wendy VanHatten



*"There are no straight lines or corners in nature. Therefore, buildings must have no straight lines or sharp corners."*

- Antoni Gaudi

That quote rings true when you walk through Park Güell in Barcelona.

Park Güell was commissioned by Eusebi Güell who wanted to create a stylish park for Barcelona aristocracy. When he acquired this large estate in the late 1800s, he deemed it the perfect place for a park worthy of his wealthy clientele. After all, the views looking out over the sea and all of Barcelona were unbeatable. His plan was to design and then sell the plots.

He hired Antoni Gaudi, a practitioner of Catalan Modernism. Gaudi already had built or was in the process of building a wine cellar in El Garraf, the church of the Colonia Gruell, Palacio Güell, Casa Mila, Casa Vicens, work on the Nativity façade and crypt of La Sagrada Família. Quite the architect.

His vision was that the 60 triangular plots with their complex network of roads, viaducts, and stairs would wind through the estate. All this while working within severe restrictions. Only one sixth of the entire plot could be built and he had to stay within the height requirements, so he didn't disturb the views of other residents.

Gaudi respected the existing vegetation, like carob trees and olive groves. When he introduced new species, he chose Mediterranean plants. He also devised systems for collecting and storing water from the cooking systems he learned as a child.

All good ideas.

However, the complex conditions of the sale of plots, old contracts, the lack of adequate transportation, and the very exclusive character of the urbanization made it unfeasible. In the absence of buyers, the works were abandoned in 1914. Only two of the 60 planned houses had been built. The park thus became a large private garden, which Güell ceded for public events. At this time, it began to appear in the tourist guides of Barcelona as one of the attractions of the city.

Eusebi Güell died in his house in Park Güell in 1918 and his heirs offered the park to the City Council. In 1926 it was opened as a municipal park. The house of the Güell family was qualified as a public school, which took the name of Baldiri Reixac pedagogue.

Thanks to the work of Gaudí's Friends, Gaudí's house at the Park Güell opened to the public as a Casa Museu Gaudí in 1963.

Park Güell thus became a public park highly valued by the locals and an important focus of attraction for visitors. It was recognized





as an artistic monument in 1969 and was declared World Cultural Heritage by UNESCO in 1984.

Walk around. It's not hard to imagine this as a planned urban development. Views are spectacular. I mean...who wouldn't want to live here?

At the top of the park is a terraced area where you can view the entire park and Barcelona. Take some time to sit on one of the many vibrant, multi-colored tiled mosaic seats. They look hard and not very comfortable. Just sit. The way they are constructed provides a delightful seat with just the right amount of back support. Trust me, you'll want to sit here and enjoy the afternoon.

Gaudí's use of colored tile is everywhere. I do mean everywhere. I love the famous Gaudí dragon fountain at the entrance. Everyone wants their picture taken with it.

Try to envision yourself living here. Even in the early 1900s, this would have been the place to be. It's that special.

Every time we thought we had seen it all, something new caught our eye. As we left, we meandered through the central walkway, supported by twisting rock pillars that appear to be growing right out of the ground. It was easy to see how Gaudí used nature in his design. It's evident throughout.

We planned on spending a couple of hours here. It stretched to more than that.

**If You Go:** Park Güell is located on Olot street in Barcelona. To reach in the most convenient and practical way in the Monumental Axis three accesses are recommended: the one of the street of Larrard (main entrance), the one of the highway of the Carmel, no. 23, where there is also the car park for tourist coaches, and a third, the one from the pass of Sant Josep de la Muntanya, which is accessed by escalators. Be prepared for a lot of walking.



# National Vaccine Injury Compensation Program (VICP)

Offered By Moore, Heffernan, Moeller, Johnson & Meis, LLP

Since 1986, a little-known program set up and administered by the federal government, called the National Vaccine Injury Compensation Program (VICP), has been awarding money to persons suffering injuries from certain vaccinations. A Vaccine Injury occurs when a child or adult experiences certain adverse reactions after receiving one of several vaccinations covered under the VICP, and the condition lasts at least six months. Most routine vaccinations are included in the program, including the seasonal flu shot.

The program addresses the reality that while vaccines are as safe and life-saving as health authorities say they are, there are still risks to receiving a vaccine, however rare. Since millions of individuals get vaccinated every year, even a few bad outcomes could subject the drug-makers to law suits. So to keep vaccines affordable and widely available, Congress created the VICP by establishing a trust fund for awards that are financed by an excise tax of 75 cents on each dose of vaccine administered. A claim is made by

filing a petition with the Court of Federal Claims, Office of Special Master. As the name of that Court suggests, the judges assigned to vaccine injury claims are called "Special Masters." These are the only kinds of cases they handle.

## Compensation from the VICP can include:

- Unreimbursed medical expenses (those not paid by health insurance, Medicaid, or Medicare), and certain costs associated with ongoing care resulting from the Vaccine Injury
- Past and anticipated lost earnings or wages caused by the Vaccine Injury
- Past and projected pain and suffering and emotional distress from the Vaccine Injury, up to \$250,000

One of the most common vaccine injuries involves injuries sustained to the shoulder and surrounding structures and tissue where the shot is given. These are known as Shoulder Injury Related to Vaccine Administration, or "SIRVA" injuries and can result in a variety of symptoms including arm pain, shoulder dysfunction, limited range of motion, inflammation, shoulder bursitis, and adhesive capsulitis. The firm of Moore, Heffernan, Moeller, Johnson & Meis, LLP has been representing clients with Vaccine Injury claims since 1998. The firm does not charge persons any fees for services to visit about and investigate the claim. If the case meets certain minimum requirements, the firm will pursue the claim at no charge to the client for fees. And if there is an award, those fees are paid separately from the amount they receive so the recovery is not reduced by legal expenses. Therefore, there is no reason for a person to not be represented by a lawyer in a Vaccine Injury claim.

It is important for persons to contact a lawyer if they believe they or their child have been injured by a vaccine as there is a limited amount of time to file a claim, called a statute of limitation. This means that as soon as a person shows the first sign or symptom of the reaction, they have three years to file a claim, or two years if the person dies from the reaction. And it doesn't matter if the person isn't aware of the program or even if they are not told by their doctor that the condition they have may be from a vaccine.



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# Spring Fashion Trends

Carol Case, Carlisle Stylist  
and CMB Color Consultant



We've come a long way since the first ever 1943, New York Fashion Week was held, featuring 151 shows over a nine-day period. When U.S. journalists couldn't travel to Paris Fashion Week after Germany occupied France during World War II, Eleanor Lambert, a fashion publicist, dreamt up an event where editors would direct their attention to the new and emerging American fashion designers who had previously gotten very little coverage from the press.

Today, Fashion week has morphed into a consortium of designers, models, bloggers, and fashion enthusiasts arriving in New York for a week-long event showcasing upcoming, as well as distinguished designers in the fashion world. Self-employed style bloggers have been embraced by the fashion industry in recent years and more importantly by the

consumer. Brands have taken notice uniting fashion houses and 'real-people' blogs sharing wardrobe advice to their followers in exchange for paid sponsored posts, personal appearances and social media promotion. Generally, fashion week refers to womenswear shows that happen twice per year (February and September), although fashion blogs offer year-round style updates. This past September, Spring made its fashion debut and it looks fabulous!

## Spring Trends Include:

- Romantic florals
- City tailoring
- Statement sleeves
- Metallic touches
- Geometric lace
- Pastels, neutrals and bright saturated hues
- Anoraks
- Casual luxe
- Sporty, relaxed chic
- Embroidered denim
- Open-weave knits

This season offers a little bit of everything for everyone! For an easy Spring wardrobe update, consider adding a bright colored top to liven up a suit or paired with casual slacks. Look for a floral patterned and/or pastel colored scarf to add Spring vibrancy.

Carol Case, Carlisle Stylist & CMB Color Consultant  
[casecaro@hotmail.com](mailto:casecaro@hotmail.com).



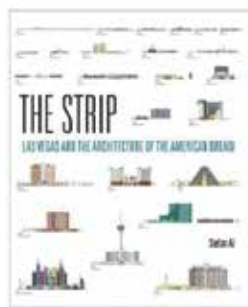


# Siouxland Magazine's Book Club

By Susan O'Brien

We invite you to join our Book Club! Go to: <https://www.facebook.com/siouxlandmagbookclub/>, where you can: share your recent reads and reviews, get recommendations on your next book, and meet other Siouxland readers in the area. Perhaps you can even share books that you have finished and are sitting in a pile at your house. We also encourage you to use our fabulous Sioux City Library branches to grab your books!

This quarter we offer a review of three recent reads, and we'd love for you to share some reviews with us. You can message us through Facebook, or send them to [susan.fey@hillhousepubs.com](mailto:susan.fey@hillhousepubs.com)!



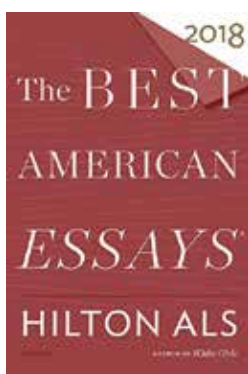
## **The Strip: Las Vegas & the Architecture of the American Dream** by Stefan Al

From the feeling of the Wild West to neon signs to replicating the Venetian Canal and New York skyscrapers, Las Vegas has designed and reinvented itself over and over to attract the masses. Al walks us through the history of design through the eyes of a renowned architect and urban designer with stunning imagery and exciting tales of what has made Las Vegas a projection of the American Dream.



## **Peach** by Emma Glass

After being violently assaulted by an unknown attacker, Peach tries to resume her life as though the assault never occurred. Without the true support from her parents and the constant mental recall of her trauma, Peach realizes the action she must take. This quick read is one you will not forget.



## **The Best American Essays 2018** by Hinton Als

Curated from 100s of magazines, websites, and journals, Als has combined the best essays into one read that covers gender, race, culture and more. A great gift idea!

We hope you check out these books, and offer up suggestions of your own! Make 2018 the year you read the most books!



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# What Will You Do with Your Tax Refund?



By Steven R. Ballard

The average refund for individual income taxpayers who received one for the fiscal year ending in September 2016 topped \$3,000, according to the IRS.<sup>1</sup> If you expect to receive a refund on your 2017 tax return, will you save or spend it? While you may be tempted to indulge, consider using the money to solidify your long-term financial position. No matter the size of your refund, there are ways you can use it to help reach your current and future financial goals. Here are a variety of ways you might be able to apply a refund based on your life stage:

## For People Starting Out In Their Careers:

- Add to your emergency fund. Consider saving enough to have the equivalent of at least three-to-six months' worth of income in an emergency fund. This could come in handy if you experience a sudden interruption to your income or a major unexpected expense.
- Pay off student loans. If you are carrying college debt or other loans, applying your refund to the balance can help reduce the total interest you pay or eliminate the debt entirely. Once you pay off your loans, allocate the amount you spent each month on student loans to another financial goal to keep building your financial foundation.
- Invest in an IRA. Think about starting a habit of investing your tax refund each year into an IRA, where any earnings can accumulate on a tax-deferred basis. While you are limited to contributing \$5,500 annually (\$6,500 for those age 50 and older), the savings can add up. For example, investing a \$3,000 refund each year from age 26 to 65 earning seven percent annually would build to more than \$640,000.

## For Those Starting Families:

- Save for a down payment on a home. A tax refund can make a meaningful impact as you accumulate enough to purchase your first home. Consider saving enough to cover at least 20 percent of the home's value. Doing so will eliminate the need for private mortgage insurance, which will cost you extra in interest payments.
- Start or add to a college fund for your children. With the cost of higher education continuing to rise, starting early and saving often can help you make funding tuition a reality. Many options may provide tax advantages so work with your financial and tax professionals to find the best strategy for you.
- Invest your refund. Consider adding your refund to your portfolio, using it to accelerate progress toward your long-term goals. Your refund could be used to purchase stocks, bonds, mutual funds, or

other investments that are aligned with your goals, risk tolerance and time horizon.

- Create or update your legacy plan. Developing a will, trust, or other estate documents is important so that your wishes are clear in the event of your death. If you need to create or update legal matters, use your refund as a reason to take the next step.

## For Those Who Have A Solid Financial Foundation:

- Apply to home improvements. If you are planning to remodel your home, you may want to use the money to fund specific upgrades, or to keep as a contingency fund throughout the project.
- Save for starting a new business. If you want to start your own business now or in retirement, the refund can provide a cash buffer to help you get started. It can either replace some of your regular income or be used to fund expenditures required to get the business up-and-running.

## For Those Approaching Retirement:

- Increase your retirement savings. As your retirement date and goals get clearer, maximizing your retirement savings should take priority. Your refund can help you make an additional investment towards your financial future. If you are 50 or older and have earned income, current tax laws allow you to invest extra dollars in your IRA and workplace retirement plan. Work with your tax professional to learn what the opportunities and limitations may be for your situation.
- Pay down your mortgage. Consider using your refund to make an additional principal payment to your home mortgage. Erasing debt prior to retirement can minimize a major financial burden.

## For Retirees:

- Spend it on your retirement dream. If you plan to travel or pursue a hobby in retirement, use the refund as a trigger to make your dream happen. Allow yourself to spend the money without guilt – after all, you've earned and planned for this opportunity.
- Invest in a Roth IRA. If you have any earned income that allows you to make retirement contributions, your tax refund can potentially be placed into a Roth IRA. This vehicle allows contributions after age 70-1/2 (contributions are not possible in a traditional IRA) and provides potential tax-free growth of any earnings.

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- Pay health care expenses. Today's rising health care costs are often one of the biggest expenses for retirees. Consider applying the funds to Medicare or long-term care policy premiums. If your health care expenses are manageable, save the refund to pay for future expenses.

## Review Your Tax Withholding:

If you regularly receive a large tax refund, you may want to adjust the withholding on your paycheck. Decreasing your refund may increase your monthly net pay, allowing you to allocate extra income each month to your financial goals. This strategy isn't right for everyone. Consult with your tax attorney and financial advisor before making adjustments or decisions on how to use your windfall.

1 - IRS.gov, "Returns Filed, Taxes Collected & Refunds Issued," Aug. 30, 2017. <https://www.irs.gov/statistics/returns-filed-taxes-collected-and-refunds-issued>.

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# How Can The Chamber Help Your Business?

Find out how 3 Siouxland Chamber of Commerce members utilize the benefits provided with their membership.

## Describe What Your Business Does.

Graham McGaffin, The Nature Conservancy. "The mission of The Nature Conservancy is to conserve the lands and waters on which all life depends. Our vision for Iowa is healthy lands and water, plus sustainable agriculture that supports biodiversity and provides for the needs of Iowa and the world."

Laurie Baldwin, Solid Fabrications, Inc., "We are a custom countertop shop. We install Cambria quartz and solid surface countertops such as Corian."

Bev Lessman, Isagenix. "My business is organic based nutrition. We have solutions for Health, Weight Loss, Energy, Performance, and Healthy Aging. I work with people at their level to help them set health/nutritional goals and help them achieve them."

## How Does The Chamber Help Your Business?

Graham McGaffin, The Nature Conservancy. "Working with the Siouxland Chamber has expanded my network beyond the traditional conservation partners. These connections have been a great two-way street relationship—facilitating the Siouxland community's awareness of our work and helping to keep us informed of relevant projects going on throughout Siouxland. Membership has offered opportunities to advocate for conservation with local elected officials and introduced me to decision-makers."

Laurie Baldwin, Solid Fabrications, Inc., "We appreciate that the Chamber is always at work for the betterment of our area. The more we as a community have to offer, the more interest there is in all of our businesses. Being able to be connected to people we may not have reached in other ways is a great resource."

Bev Lessman, Isagenix, "Mostly with connections and that is what my business is all about. It keeps me informed with what is going on in Siouxland. As business people it is up to us to seek out what we need and ask for help if we cannot find what we are looking for. The staff is very efficient and knowledgeable, helpful in many ways."

## What Chamber Services / Programs, Etc. Do You Utilize?

Graham McGaffin, The Nature Conservancy, "I attend the Government Relations Committee, I've attended the Chamber's annual legislative advocacy day in Des Moines. I've presented to the Community Enhancement Committee and frequently attend their meetings."

Laurie Baldwin, Solid Fabrications, Inc., "We have attended the Small Business Education Series, Rush Hour Connects and Ribbon Cuttings."

Bev Lessman, Isagenix, "I find the most connections by attending ribbon cuttings and "Rush Hour Connect". I have attended Chamber 101 and also enjoy the Small Business Education Series."

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# Real Estate Investment the Smart Way

By Brandi Jorgensen & Sarah Espiritu,  
J & M Real Estate Group



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There are so many questions when it comes to real estate investment. What opportunities are out there? How do you start investing in real estate? How much is it going to cost? And the biggest question, which is a better investment- real estate or stocks? [TheBalance.com](http://TheBalance.com) says it best: Asking this question "is like asking whether chocolate or vanilla is superior...there really isn't an answer because a lot of it comes down to your personality, preferences and style. It also comes down to the specifics of the individual investment." Let's explore.

Often times the thought of investing in real estate can be cumbersome. It's easy to get overwhelmed with the large amount of information available from self-made guru's, internet bloggers and the "get rich quick" pitches coming at you from every angle from individuals claiming to know all of the secrets to real estate investing. The truth of it is, it really comes down to a basic understanding of your investment options, the return you are looking for and how much risk you are able to assume.

In fact, you don't have to be an expert in real estate to start. That's right, you don't have to be the expert. The first step is to do your research. Gain a basic understanding of who and what resources are out there to help guide you through this journey. Local investment groups can be found on sites like [Meetup.com](http://Meetup.com), [Themeetgroup.com](http://Themeetgroup.com) or [Biggerpockets.com](http://Biggerpockets.com). These groups bring together like minded individuals that share the same goals: People who are looking for information and guidance, ways to connect and pool resources, and experts to bring the ideas to fruition.

Another important fact to consider is that, real estate, like any other business, comes down to the math. It may seem like investors speak another language when it comes to chatter about Cap Rate, Internal Rate of Return (IRR) and Cash on Cash returns; however, these are very important

buzzwords to understand. Simply put, what are you going to get out of the money you put in? That is the million dollar question!

If after digesting this information you still feel confident real estate investing is in your future, the next step is deciding where to invest. Every investment is as different as the investor themselves. There are some investors who start small with single-family homes or small commercial spaces, and there are some that go big right out of the shoot with a 100 unit multi-family acquisition or strip mall. Where do you see yourself in the mix? That is a great question to ask, and better yet, to understand.

We would suggest you start by writing down your goals, for next month, next year and for the next twenty years. How much money do you have to start? What will you do when it grows? Are you looking for short or long-term investments? Do you want to put money into the property or are you looking for cash flow? Do you want to work with an investment group or on your own? Will you self-manage or will you hire a team of experts to manage your portfolio?

Real estate investing can be exhilarating, satisfying and challenging all at the same time. It is a tangible asset that investors can see, touch and feel. These characteristics make real estate investing undeniably unique in the pool of possibilities. This can help to explain the fascination, and the mystery behind why real estate is so appealing to such a wide variety of individuals.

Do your research. Decide if real estate investing is for you. Make a game plan. Most importantly, find a qualified real estate professional who can help you make solid and informed decisions before the purchase, provide exceptional negotiation skills throughout the process and then transition with a team of experienced management after the purchase. All of these facets will be the key to your real estate investment success!

Our team of real estate experts at J & M Real Estate Group and Property Management would love the opportunity to introduce you to the world of real estate investment, our pool of qualified investors and current opportunities available. We truly are a Full-Service Real Estate Group looking to provide our clients with 'Real Estate at the Next Level'. Give us a call at 605.232.1819 or reach out via email at [brandi@jandmrealestate.com](mailto:brandi@jandmrealestate.com) or [sarah@jandmrealestate.com](mailto:sarah@jandmrealestate.com) for more information. Our new office location will be open in the heart of Dakota Dunes at 211 Sioux Point Road, Suite 150, right next to the new Pioneer Bank, as of May 1st, 2018. We would love to have you grow with our family of real estate professionals and clients!



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# Sprouter: A New Social Media Revolution

By Susan O'Brien



[GetSprouter.com](http://GetSprouter.com)

Daniel Everist, Siouxland native, is currently studying at the University of St. Thomas, Minnesota, and has launched a mobile app that aims to connect popular social media accounts into one platform.

The app, called Sprouter, connects the most popular social media accounts: Facebook, Instagram, Twitter, Snapchat, LinkedIn, Spotify, Pinterest, and VSCO. Users sync their accounts with Sprouter and create one username. Then, when meeting someone new, users can share their Sprouter username and give access to multiple accounts.

It was in a cramped dorm room (hostel) that Everist first realized this idea could work. He was a freshman at the University of St. Thomas and surrounded by his friends all introducing each other. Then, as is customary in 2017, they pulled out their phones.

"One by one, we all started adding each other on social media," Everist said. "It takes a while when you have different usernames for each social media account." Having one username with Sprouter, he says, would simplify the whole process. "There needs to be an easier way. Like an address book for social media," he said. One year later, Sprouter is now a reality and available on Google Play and the App Store. Users can download and try it out, here at [getsprouter.com](http://getsprouter.com)

Recently, Everist launched the app in Bengaluru, India in January 2018, with the latest features and plans to spend 2018 building upon the idea and making the app available to use on a desktop computer as well as on your phone. You can download Sprouter on your Android or iPhone for free through the play store.

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