

Leading in Business

JANUARY 2024



Quad-City
Times

Midwest Bath Leading in '24

Midwest Bath Co. has always known that a shower is more than just a shower. It's a place of peace and relaxation, where we visit every day to wash away the detriment of the day and emerge a fresher version of myself.

In order to give you the shower experience of your dreams, Midwest Bath Co. is committed to being more than just a bath installation provider, but also a reliable community partner you can trust to create an experience you'll enjoy every single day.

Expanding in Our Hometown

A 2023 acquisition by SageHome set Midwest Bath Co. up for another year of expansion with the tools and resources needed to provide even better service to their customers.

The company was able to add more locations and warehouses, with a new location soon to come in Sioux Falls, South Dakota. The added capacity and corporate support has meant their hometown operations is growing, too.

"Moline, Illinois is our foundation and headquarters," said General Manager Darron Steagall. "We're continuing to grow our employment opportunities and involving ourselves more in our community."

Steagall was promoted from Operations Manager to General Manager this last year, signaling the company's growth in capacity. They have more positions opening up in areas like sales, consulting, and installation.

The company is committed to providing the best possible experience for both their customers and their employees. In addition to the access to technical advancements for the business, the extra resources from the acquisition has also allowed them to expand their benefits packages for their dedicated workers.

"We still have that small business flavor and feel, but we have all the benefits of a major corporation for our employees," Steagall said. "We want to be a place where somebody wants to come to work and be a part of our family."

Midwest Bath Co. continues to prioritize community involvement as a key way to build that familial feel in their company. This year, they once again participated in "Baths for the Brave," a partnership of ten companies across the United States supporting veterans in need of bathroom upgrades. The project gives away a free bathroom to veterans of any U.S. military branch.

They also became involved in Meals on



Wheels this year, sending employees to deliver food to those in need.

"We're dedicating our time and our resources to be the number one bath company in our community as we stand today and hold stature for years to come," Steagall said.

A Values Driven Business

In order to maintain their position as the number one bath company in the Quad-Cities, Midwest Bath Co. ensures their company values drives their work. They approach every bath installation with integrity, compassion and caring, and ownership, prioritizing inclusion, innovation, and empowerment.

"Every home that we enter and every customer we work with, we take ownership of the project," Steagall said. "We look at innovative and empowering ways to complete each project and make a better

experience for our customer. We use integrity, caring, and compassion with each job to care not only for the customer but also their home. And we think of inclusion by including the client in their own process."

Midwest Bath Co. includes each customer in everything from the design process to understanding their goals and plans for their entire home. After understanding how the client will use their bathroom, they seek to understand the color schemes of the house and if they plan to do any remodeling.

They want to work on the bathroom space one time so it can fit in with the home for years to come.

"We want people to take ownership of their home so they can love it for years and years," Steagall said. "Many programs for baths and showers just give cookie cutter showers, but we take the time to involve

the client and include them in the project. We want our customers to love their new bath or shower, not just have a new bath or shower."

Midwest Bath Co. has strengthened their relationships with their manufacturers Jacuzzi and Kohler. They are the only bath and shower installer fully supported by their manufacturers, installing directly for the two companies rather than purchasing products from them to install.

This means that when Midwest Bath Co. installs your bath or shower, you're backed by a lifetime manufacturer's warranty. This ensures that the company can provide you with top-notch service and the best equipment that you won't regret.

"We want the only reason for our customers to call us back is to either install a shower in a different bathroom or refer a friend," said Steagall.



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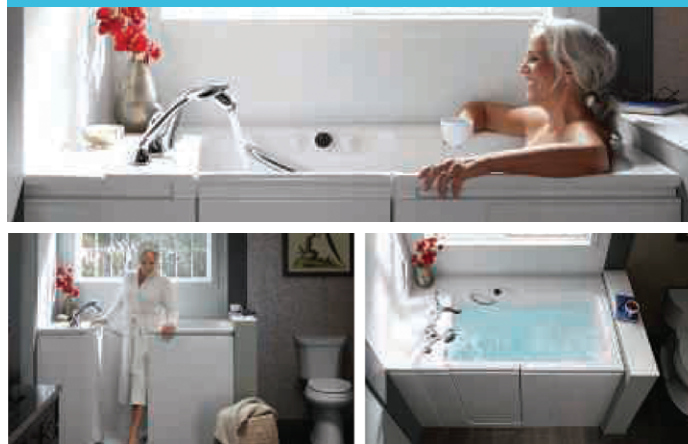
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Emanuel Ax

JOINS QCSO ON APRIL 27, 2024

7:30 PM | ADLER THEATRE, DAVENPORT, IA

The QCSO's Gala Concert tradition continues with world-renowned pianist Emanuel Ax. The multi-Grammy®-award-winning artist will join the QCSO to perform Wolfgang Amadeus Mozart's lyrical and heroic Piano Concerto No. 25 followed by his darker and more tempestuous Piano Concerto No. 20. Experience the full colors of the orchestra with Gustav Mahler's shimmering *Blumine* to open the concert and Igor Stravinsky's dazzling and triumphant *The Firebird Suite* to close the evening.

GUSTAV MAHLER *Blumine*

WOLFGANG AMADEUS MOZART Piano Concerto No. 25, K. 503

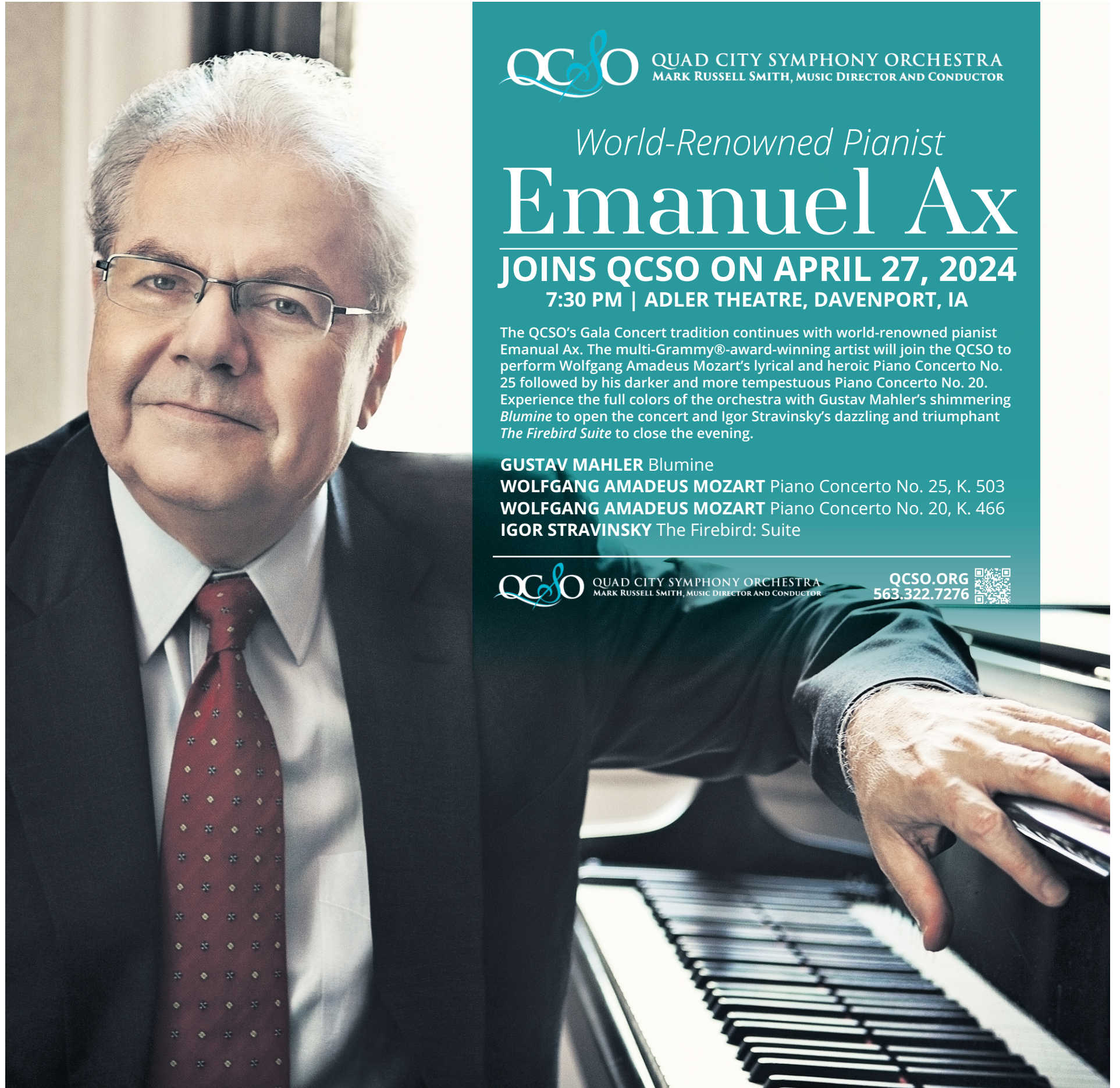
WOLFGANG AMADEUS MOZART Piano Concerto No. 20, K. 466

IGOR STRAVINSKY *The Firebird: Suite*



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Carpetland USA: Three Generations of Excellence in Flooring

BY MACEY SPENSLEY

With over fifty-two years of experience and roots that run there's no one better to call for your flooring needs than Carpetland USA.

Eric Langan is the current president and owner of Carpetland, and the business runs deep in his blood. His grandfather started the business in Davenport in 1971, opening a second location in Clinton in the late 1970s. Langan's father, Mike, bought the business in the early 1980s, and continued to expand.

Langan took the reins in 2004, expanding the business to the nine stores they have today and serving his customers with quality flooring services ever since. The company is a full service floorcovering provider, installing and servicing all categories of flooring.

"There's not a lot of stores or businesses or companies that can say they've been around for 50-plus years. I was always in and around the business as a kid, helping out with chores and tasks. In my teenage years, I started doing summer work and really learning the business, and I did every aspect of the job," Langan said. "After my first summer on the sales floor, I really started taking a liking to it. I liked interacting with people and with our supplier reps, and really enjoyed the camaraderie of it all."

Carpetland has six locations in Iowa and three locations in Illinois, all within a two-hour radius of the Quad-Cities. Serving local customers has remained an important pillar of their company since the beginning.

"I've spent my entire life within 45 minutes of Davenport. I was raised in the North Scott area and went to North Scott High School. I went to college across the river at Augustana College. I got married and now I'm raising my family in Bettendorf," Langan said. "When you live and work and operate in the town that you have a business, it becomes a lot more personal. You're a lot more vested and engaged in what you do, and I think the community sees that."

As a family-owned business, Carpetland treats its employees like family, too. They operate with an understanding that their employees will spend a large period

of their lives at work, and they want it to be enjoyable. The company is flexible and encourages their employees to have a healthy work-life balance.

The impact of their company culture is shown by the commitment their employees have to the company. The company is regularly celebrating employee anniversaries at their annual holiday party that range from 10 years to more than 30 years.

They even had a recently retired employee who had been with the company for 42 years, and worked for each generation of the Langans.

Of course, the longevity of their employees benefits Carpetland on the business side, but it's an advantage for their customers as well.

"Our customers have somebody that they're working with that has decades of experience in floorcovering," said Langan. "After their house and their car, remodeling their home is probably the third biggest expense that they're going to incur. You would want to work with a professional if you're going to make that kind of investment. We're able to provide our customers with those professionals time in and time out at all of our stores."

Carpetland is a customer-centric organization and trains all of its employees on the motto that "the customer is not an interruption of your work but rather the purpose of it." Langan said they want to be more than just a flooring company, and they've built customer service standards that go beyond many other companies.

"We put an emphasis on second mile services. It's as simple as opening up the door for a customer or carrying out samples, or meeting them at their house to make the buying experience as enjoyable as possible," he said. "Nothing happens without taking care of the customer."

As a full-service provider, Carpetland's customers can trust them to provide quality service from start to finish.

They serve both retail and commercial customers, and their employees cover every aspect of the flooring process.

"You deal with us directly from point



From left to right: Brady Langan, Jenny Langan, Carpetland USA President and Owner Eric Langan, and Bryce Langan

"When you buy from a local business, you're just reinvesting in your community. It's also the business's job to reinvest in the community. We try to say yes as much as we can. We're very thankful for the opportunity to be in business for 50-plus years in the nine marketplaces that we are in."

Eric Langan

A to point B," Langan said. "Our flooring consultants assist the customer with product selection. We'll set up the measuring, we'll do all the figuring and estimating, we'll schedule the installation for you so you don't have to call somebody and find your own installer. We will make sure the job is done, to the customer's liking and to our standard."

Carpetland also serves its customers through investing in the communities in which they operate. As a family-owned business that has operated for over 52 years, the company has built deep connections with those they serve and live near.

"They see us out in public, at restaurants or at the schools or at the grocery stores, and it feels more personal to them," Langan said. "At the end of the day, people buy from people. It's a relationship-based world. That's our big point of difference—we're more personable and have formed more of a relationship with our customers than the big box stores or other retailers that may be in town."

The company donates to as many causes as they're able. They spread their charitable donation throughout their nine stores, and are heavily involved sponsoring youth sports. Langan said the company takes their obligation to be a good community partner seriously.

"When you buy from the big box stores or online, two-thirds of that revenue doesn't stay in the local community," he said. "When you buy from a local business, you're just reinvesting in your community. It's also the business's job to reinvest in the community. We try to say yes as much as we can. We're very thankful for the opportunity to be in business for 50-plus years in the nine marketplaces that we are in. It's a blessing, and we don't take that for granted. We really appreciate each and every customer that's trusted us with their business. We look forward to being around for the foreseeable future, and we're very thankful for each and every opportunity."



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3rd Generation President & Owner Eric Langan,
his wife Jenny, and sons Brady & Bryce

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Welcome to Digital Banking

Digital banking seems an ominous word – complicated and hard to learn. When just the opposite is true. Digital banking is nothing more than performing banking online. The term digital banking combines online and mobile banking services under one umbrella.

Online banking has consumers accessing banking features and services via the financial institution's website from your PC, laptop or smartphone. Consumer's login to their accounts to check balance, make account-to-account transfers or to pay bills. Often, there are additional features to expedite and facilitate consumer needs such as applying for a loan or credit card.

Online banking allows consumers to do their banking at home in the safety, security and leisure of their home environment. Consumers manage their personal finance needs without ever having to leave the home, something for which the family pet is likely most grateful.

Mobile banking means using an app to access many banking features via mobile devices such as smartphones or tablets. The app is proprietary to the financial institution and is available through the financial institution where the consumer banks and holds their accounts. Login is typically the same as that of the online banking portal.

Designed for people on the go or who enjoy utilizing their smart devices, mobile banking apps tend to provide the most frequently used banking features such as mobile check deposit, funds transfers and bill payment. Apps may also offer features like peer-to-peer payments through systems like Zelle or Venmo. Financial institutions use mobile apps to send important alerts such those related to fraud detection and low balance notifications.

In summary: *Online Banking + Mobile Banking = Digital Banking*

Credit unions often are innovators of service. Digital banking began during October 1994, when Stanford Federal Credit Union granted access to its members banking functions via the new World Wide Web. Today almost all U.S. financial institutions offer banking online. As of 2022, 78% of adults in the U.S. prefer to bank via a mobile app or website.

Advantages of online banking?

To gain efficiency and to reduce errors are two primary reasons. Digital banking offers benefits for both consumers and business owners. Here are several:



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- **Ease of Access.** With access via computer or smart device available 24 hours a day, 7 days a week (24/7), digital banking allows anytime access to manage finances not available with brick and mortar banking hours.

- **More Choices.** Consumers have choices beyond their local financial institutions. It is easier with digital banking to compare rates and fee structures to find the best financial institution to meet a consumer's needs anywhere around the nation or the globe. Imagine your banker residing in Atlanta, New York or Atlanta.

- **Equity.** The playing field for banking has become more level. Digital banking is reaching unbanked and underbanked communities that rely heavily on smartphones but may not have ready access to physical bank branches.

Drawbacks to Digital Banking

Digital banking is not perfect and does have its drawbacks.

- **System or Internet Downtime.** Consumers may find it challenging to access your accounts should their financial experience an online or mobile app outage and there closet branch is a distant drive.

- **Learning curve.** For those who are not savvy when it comes to navigating the internet, online experiences, online banking, and mobile banking apps may seem initially confusing.

- **Security.** Fraudsters are getting better at their game, and it is not impossible for a consumer's username and password to be hacked; however, financial institutions are meeting the challenges presented by fraudsters by implementing daily security protocols and risk-reducing security protections, such as multi-factor authentication to keep funds safe and secure – as well as a consumer's privacy.

DuTrac offers its members the best of both worlds - in-person service and digital banking where each seems to be best

utilized and whichever members prefer. DuTrac offers a personal receptionist when members call in or visit branch offices to best direct members to a person best suited to assist them. Yet, members may also perform their banking online 24/7 with DuTrac's online solution – e-Banking – or may choose mobile banking available through the DuTrac app. For those more comfortable with their telephones, DuTrac offers Accessline for members to manage their accounts.

Thinking first and foremost of serving the DuTrac members and soon-to-be members, DuTrac is leveraging the best of digital and in-person banking to fit member needs. Safe, secure and intuitive digital banking solutions are available 24/7 and if digital does not meet your needs, an expert staff that are both friendly and helpful are ready to listen and assist you with your banking needs.

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New and Expanded Programs Helps Black Hawk College Meet the Needs of Community Employers

BY: MACEY SHOFROTH

As the Quad Cities region continues to grow and transform, employers are searching for workers with the skills necessary to compete in the growing economy.

Black Hawk College (BHC) has been listening to the needs of local businesses for years, and their new and expanded programs will help them to fulfill these employers' needs in 2024.

Esports Club to Provide Skill Building for all Disciplines

Over the years, students at Black Hawk College have gathered in many different areas around campus to bond over a shared love of gaming. Leaders at the school realized it was time to make these gatherings more official.

The Black Hawk College Esports Club will officially launch this year. Esports is short for electronic sports, in which teams gather to play video games in an organized and competitive environment.

"The club is currently being defined by students and the coach," said Dr. Richard Bush, Associate Vice President for Economic and Workforce Development. "Typically, we see greater discipline and creativity on the part of students that participate in esports. They develop skills that help them work better in teams, critically think through problems quickly, and apply appropriate solutions."

The esports club will be open to all students at BHC. Administration realized an esports club was a draw for prospective students, regardless of area of study.

In fact, Dr. Bush said any person in any industry will benefit from the skills developed by esports.

"The attention to detail, the critical thinking, the ability to communicate effectively with your teammates. These are all skills that translate very well regardless of discipline or occupation. These are good life skills," he said.

BHC is currently in the process of renovating several buildings on campus. When the Building 2 renovation finishes, esports will have its own room dedicated to its activities.

"Esports will have its own room, place to congregate, study, and practice their games and competitions and to interact with one another, as well as the coach," said Dr. Bush.



Advanced Manufacturing Expands

Several other programs will benefit from the campus renovations, including the programs related to Advanced Manufacturing.

Cheri Bustos, former United States Representative for Illinois's 17th congressional district, supported the school in securing funding to procure equipment to expand these programs. This has allowed BHC to bring IGNITE to both campus locations, a program designed to introduce students to the aspects of manufacturing.

"The IGNITE allows students to explore the myriad of occupations associated with manufacturing, providing them the base knowledge and experience to inform their choice of occupation," Dr. Bush said. "From that, they'll be able to explore further the area they may want to pursue in greater depth, such as engineering technology, CAD/CAM welding, CNC machining, robotics, industrial and preventive maintenance, just to mention a few."

At the Welding and Skilled Trades Center in Kewanee, the college has received and installed two new CNC machines.

"The addition of CNC Manufacturing program in our Kewanee location addresses a need employers express for skilled manpower in all areas of manufacturing," said Dr. Bush.

Upon completion of renovations to Building 2, BHC will build out advanced manufacturing even further on the Quad Cities campus. The school will bring in new programs such as industrial and preventive maintenance, smart manufacturing, and welding, currently not offered on the Quad-Cities campus.

BHC has ongoing relationships with local businesses to learn where their business needs are, and address their need for skilled workers. The expansion of the manufacturing programming is in direct response to employer and community needs.

"This is really a direct response to listening to our community, aligning our programs with the needs of our area employers, and taking it off the drawing board and putting them into action," said Dr. Bush.

Fulfilling the Future Needs of Local Employers

Through advisory boards and partnerships to provide students with experiential learning, BHC continues to work with local businesses to address needs in all industries. Two other programs that will join the BHC curriculum in the near future are Occupational Therapy Assisting and Drone and Aviation related classes.

"We just hired our program director for Occupational Therapy Assisting, who will

be working to make sure that we align with the accreditation standards necessary for the accreditation of the program," Dr. Bush said. "She'll also be working to set up and build a student pipeline that will be the first cohort when we're authorized as an accredited program."

Over the next year, the program director and the field coordinator will be working on developing and refining the curriculum so that it meets the standards of the accrediting body for the occupational therapy occupation.

The school anticipates the first Occupational Therapy Assistant cohort to begin in the Fall of 2025. They'll continue to work with local medical partners to provide students with top notch experiential learning.

BHC is currently working on receiving approvals to launch aviation courses, which is especially pertinent as the aviation industry faces shortages. They will partner with local aviation schools to bring more pilots to the area.

The school is also looking for a drone flight school partner to deliver one of the three courses that will allow a student to sit for the FAA 107 examination to become a licensed drone pilot. This certificate can help students establish a career where they can be their own boss and make a great living.

"There are several opportunities for drone pilots. As a heavily agricultural area, drone pilots can do many things that help the farmer with the care and maintenance of their crops. Police and fire departments use drones as well to survey situations," said Dr. Bush. "Additionally, drones are used in the news and broadcast media to tell the story as well as help supplement a story with B roll images. Real Estate Brokers use them as well to sell properties. Being a drone pilot can be a very lucrative occupation."

As BHC continues to update buildings on their campus, they look forward to providing technical education that will bolster the local economy. Working with local employers remains a core focus as they mold their offerings to fit local needs.

"Employers and our communities have become clearer about their needs for skilled workers in our areas," said Dr. Bush. "We are committed to continuing to listen and respond."

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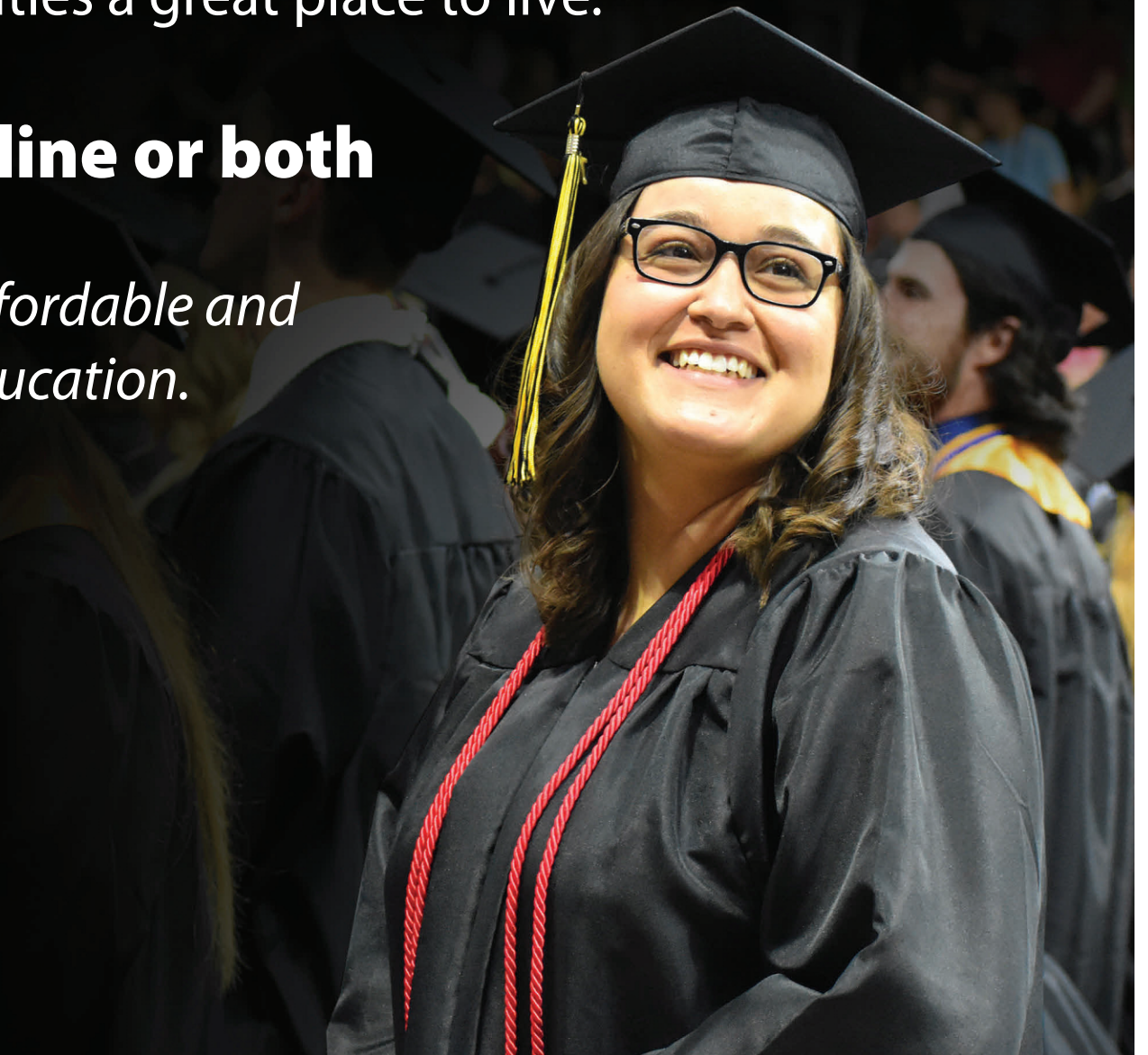
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Olde Town HVAC: Placing Priority on Service

KRISTIN DEMARR

Service is a priority for Olde Town HVAC. They have over thirty years of experience, and they want to be sure to give their customers a solution that lasts. Derek Wilson, Vice President of Operations, emphasized the company's commitment to the customer. Wilson states of the technicians, and all of the employees, "They all really care about the work they do, the work they produce, and the way they treat other people. It's our culture that we make sure we remember that we are also consumers. We are treating people as we would want to be treated as consumers. Exceptional service is our priority in a generation where service seems to be lacking and poor, we want to make sure we take advantage of that and offer exceptional service to excel." Wilson explained how his experience has helped him in this capacity, "I started in this industry as a customer, in large senior housing communities. So, I have an understanding of what a customer expects. And with expectations, my goal is to exceed those expectations. Those experiences help me serve at a higher level because I've been on both sides of the table."

Wilson explained, "There is service and then there is exceptional service, and the only thing acceptable for us is the exceptional service." He wants to leave people with the feeling that they have experienced better service than what they expected. He stated, "A lot of that is communication. Communication with our customers, communication internally, but also, understanding that over-communicating is better than under-communicating."

Olde Town HVAC offers residential and commercial heating and air services. Some of the services they offer include, heating installation and repair services, air filtration services, and air conditioning installation and repair services (which includes rooftop AC installation services). They can also help with the plans and management of your HVAC equipment. They offer free estimates on all of their services.

Olde Town HVAC is a member of the local 91 union. When asked what stands out about Olde Town HVAC, Wilson stated, "The culture that we have and that we will continue to

grow and maintain is that our employees will be appreciated as people. We are a union shop and sometimes as they grow large, technicians aren't always treated as humans and people, they're treated as a number. So, we will always maintain the culture of care and caring for our employees. That means their personal life as well as their work life."

Olde Town HVAC is also invested in the care of the local community. Wilson said, "We do a lot in the community. We do a lot for charitable organizations and making sure we're visible, but also making an impact. You know, it's one thing to show up, but it's a different thing to make an impact, and our goal is to make an impact not only in the community, but in the industry and with the people."

Not only do they add value to the community, but they are committed to education and routinely hire apprentices and pre-apprentices. Wilson explained, "It's a very important part of growth. And it's not only an important part of growth for our business, but the industry in general. So, it is important to keep that ladder from top to bottom. And generations have changed to where you need a softer touch. We recognize in that growth that softer touch to our apprentices for them to learn, as well as treating them, you know, like family and being concerned with their situations." That culture of care goes a long way and helps with the growth and stability of the company.

Looking forward, Wilson stated, "We are in a great growth situation. We have talented people, and we have a lot of talented people we're bringing on, and a lot of talented people that are interested because of that culture. So, you know we are going into not only who we are serving, the apartments, the condos, the residential, but also local businesses and local businesses that require their heating and cooling to work for their businesses to operate. Now that could be an office that could be a hospital, that could be a lab room. It could be a number of different situations but our growth and looking forward is that commercial side and when it comes to commercial, and buildings that rely on their heating and cooling, 'We'll be there tomorrow' is not acceptable. It's a 'We're on the way'."





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The Cities Private Wealth Group: Committed to Community

KRISTIN DEMARR

The Cities Private Wealth Group, a private wealth advisory group of Ameriprise Financial Services LLC, is dedicated to being a leader in financial planning and advice. They also pride themselves on involvement within the community, and service to the community, as well as emphasize the many philanthropic projects they do within the community. Their mission statement is to “Provide financial peace of mind and to assure clients take actions that are aligned with their core values. Our passion is in our process, and that is to create an enjoyable journey for our clients, while ensuring their success. We are a team with integrity, a supportive culture, a desire to provide meaningful service, and a motivation to be deeply involved in our community.”

Courtney O’Connor, Operations and Marketing Manager, explained that “Some people look at our company and think it’s just the investment management piece. Our emphasis is really on the financial planning conversation. Obviously, we do the investment management too, but we think the most impactful piece is the financial planning aspect. So, you know getting them excited to retire, helping them buy their dream retirement home, whatever that looks like, or ensuring that they can travel once they retire. So having those impactful conversations with them.”

In 2023, they achieved Forbes Best-In-State Wealth Management Teams, and the Ameriprise Financial Circle of Success. O’Connor stated that, “To earn this achievement, The Cities Group Team established themselves as one of the company’s top team of advisors. Only a select number of high-performing advisor teams earn this distinction.”

Aside from the business achievements, one of the most important achievements they made in 2023 was the huge success in their support of the Soldiers’ Angels Treats for Troops. This organization collects excess candy after Halloween to send to VA Hospitals and troops around the world. This is the third year they have supported this organization. They also donate \$3 for every pound of candy collected to the Soldiers’ Angels organization. This year, their goal was to collect 500 lbs. of candy. They exceeded that goal and collected over 1000 lbs., of which they were able to distribute 400 lbs. locally to the Iowa City Veterans Medical Center.

The Cities Private Wealth Group continues to give back to the community through



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fundraising and supporting local organizations. They have a Jeans Day Initiative where every Friday employees can wear jeans for a \$5 donation, which goes towards a collection that supports a different organization each quarter. In the past, a couple of those organizations have been Christian Care Quad Cities (which they also did a hygiene drive for), and The Unpaid Lunch Program for Davenport Schools where they were able to donate \$900 towards unpaid lunch accounts. Their “priority is making sure that the students can eat.” For the past four years, they have sponsored individuals and provided Christmas gifts through the Big Brothers Big Sisters Christmas Gift Program. They have also sponsored a table at the annual fundraising event for Rally for Reid and sponsored their Rally for Reid Football Camp. Other fundraising events they have sponsored in the past year include, Project Outrun Golf Outing, Davenport Central High School Booster Club Golf Outing, Cartee Open Golf Outing, and the St. Ambrose Wine Festival. This year, they also supplied 200+ holiday greeting cards for CASI’s holiday luncheon.

This year, they have also introduced “Finn” as a traveling companion for clients. O’Connor stated that “Finn,” the porpoise, or as they call “pur-poise”

“goes with our theme of providing that purpose or being a part of that purpose to our client. We always encourage clients to take Finn with them and chronicle their memories, and then share that with our team so we can enjoy those and then share them on our social media pages, which is usually really fun for the clients.” Some of the client events they sponsored in 2023 included an Annual River Bandits baseball game, Annual Sip and Paint night, Annual March Madness Basketball Watch Party, Annual Cities Group Golf Outing, a shopping trip to Oakbrook Shopping Center, and a Charcuterie with The Cities & Cooking Class.

The Cities Private Wealth Group is also focused on growth. They went from a team of three in 2018 to a current team of eleven. In 2021 they built a new building on Utica Ridge Road in Davenport, IA. Looking forward, some things that O’Connor wants to continue focusing on is “being able to provide, we always call it the best client experience, so that might involve more client events and outreach type projects, whether that be virtual seminars we’re doing with our clients. We love to host client events and we love to celebrate with our clients, whether that’s a wedding anniversary or a new home they have purchased.”

More information

The Cities Private Wealth Group, a private wealth advisory practice of Ameriprise Financial Services, LLC

- 877.743.4040
- www.thecitiesgroup.com
- 4840 Utica Ridge Rd.
- Davenport, IA 52807

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Iowa 80: Celebrating 60 Years at the World's Largest Truckstop!



The Iowa 80 Truckstop began as a small building with six diesel pumps and a 50-seat restaurant on what would become Exit 284. Bill Moon located the spot for Standard Oil before the interstate was completed. Standard Oil built and opened the truck stop with Bill taking over management a year later, in 1965. Years passed, Interstate 80 was completed and hundreds, then thousands of truckers and travelers stopped by Iowa 80 to fuel, grab a bite to eat and head on down the road. In 1984, Standard Oil decided to sell the facility. Bill Moon, who had been managing the place for nearly 20 years, jumped at the chance. He and his wife Carolyn, leveraged everything they had, including borrowing money from friends, to purchase Iowa 80.

Once the Moon Family owned Iowa 80, they could expand the building and add services as needed. Today, after 32 expansions and remodels, Iowa 80 is overseen by the second generation of the Moon Family, who have dedicated their lives to providing a home away from home for the thousands of people who visit Iowa 80 each day. One of the Truckstop's crown jewels is its expansive Super Truck Showroom, a paradise for truck drivers wanting to deck out their rig. Here, one can find an array of accessories, parts and more. The Iowa 80 Truckstop also boasts a robust service center to help trucks stay in top condition, a testament to the Truckstop's commitment to safety and efficiency on the road.



This year, as we celebrate its 60th anniversary, we look to the future and celebrate the past, taking a nostalgic road trip through the history and the features of this haven for travelers and truckers alike. The story of Iowa 80 is one of growth and innovation. Initially catering to the needs of truckers traveling on Interstate 80, which spans coast to coast, it rapidly expanded to include a variety of amenities. The Iowa 80 Truckstop includes a gift store, the Super Truck Showroom, a dentist, a barber shop, a chiropractor, a workout room, laundry facilities, a 60-seat movie theatre, a trucker's TV lounge, 24 private showers, and many restaurant options. As we mark 60 years of the Iowa 80 Truckstop, it's not just about commemorating the Truckstop's history; it's about recognizing a pivotal landmark that continues to fuel the heart and soul of America's truckers and travelers today and into the future. Iowa 80 Truckstop is more than just a stop on the highway; it's a destination, a community, and a testament to the enduring spirit of the open road.

Iowa 80 currently serves over 5,000 customers per day and has well-lit parking spaces for 900 tractor-trailers, 250 cars and 20 buses. There are no keys to the doors, as Iowa 80 is always open. For more information about Iowa 80, visit www.iowa80truckstop.com or find Iowa 80 on Facebook at www.facebook.com/iowa80WLT.





Celebrating 60 Years of Serving America

Iowa 80 Truckstop - World's Largest Truckstop

1964 – 2024 THEN AND NOW!

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RELAX**

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A Place Where People Want to Stop

Iowa 80 is not just a stop; it's a community. An expansive food court, a barbershop, a dentist, and a chapel provide respite from the long road hours. It's where drivers find a sense of belonging and rejuvenation.

60 Years of Iowa 80: A Destination, a Community, a Legacy

As Iowa 80 Truckstop marks 60 years, it's not just about commemorating history; it's about recognizing a pivotal landmark that fuels the heart and soul of America's truckers and travelers. More than a stop on the highway, it's a destination, a community, and a testament to the enduring spirit of the open road.

**CHEERS TO 60 YEARS
AND BEYOND!**

Iowa 80 Truckstop



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J & J Campers, Inc.: Small Business, Big History

KRISTIN DEMARR

J & J Campers, Inc. is a small business with a big history in the Quad Cities. John Pershy started with one pickup camper on a lot in 1964. He expanded to ten or twelve pickup campers and then he started selling travel trailers, fifth wheels, and motor homes. He relocated the business from Carbon Cliff, IL to a five-acre lot on Illinois Route 5 and Barstow Road in 1970. Pershy's son, Ron, took over the business in 1988. They have since expanded to eight acres that contain a sales lot, a parts store, 7 service bays, a storage lot and LP tanks. They've been voted the best place to buy an RV in the Quad Cities for the past seven years.

J & J Campers, Inc. has been a local family-owned business for sixty years. Ron Pershy and his three sons are currently running the business. While Pershy is past retirement age, he is dedicated to the business and doesn't see himself retiring very soon. When Pershy does decide to retire, he is hopeful that his sons will take over the business and continue the legacy.

Pershy has worked on expanding the business over the years. He stated, "We not only sell travel trailers and fifth wheels, but we sell enclosed trailers and flatbed trailers. We also sell dump trailers here. It's like a dump truck, only you pull it behind your pickup. It's called a dump trailer."

Some of the brand names of travel trailers and fifth wheels they specialize in are KZ- RV products that include Durango, Sportsmen®, Connect® and Sportster Toy Haulers. All come with one-year factory warranty and most come with a two-year factory warranty, Pershy stated, "Because we've been in business for 60 years, we're giving everybody that buys a new camper from us a 60 month extended warranty on their campers. Where they only come with a one-year factory warranty, we're going to give them five years."

At J & J Campers, Inc. they also do repairs. Pershy explained, "We repair any kind of camper, no matter what the brand name of it is. We fix them, we do roofs, we do wheel bearings, seals, and tires. We do about everything. The only thing we don't do is bodywork." Sales Manager, Mike Christopher, mentioned that their parts store is quite extensive. He said, "It's surprising the amount of stuff people might find in there that's not even camper related."

Sales manager, Mike Christopher, has been with J & J Campers, Inc. for over



The Pershys are all on site and ready to take care of your camping needs. From left to right: Jason Pershy, service manager; Brad Pershy, shop manager; Michael Pershy, parts manager; Ron Pershy, owner; and Bailey, J & J Campers mascot.



thirty years. He stated that "First, and foremost, they are a family business. They are low-key, and not high-pressure at all. We pride ourselves on allowing people to look at our inventory without being escorted by a salesman. We also have a couple of golf carts during the summer that a customer can use to go around and look. And then we touch base with them. We'll keep in touch with the customer to see if they have questions or find something that they

are interested in." They put an emphasis on making sure their customers are happy with the service.

J & J Campers, Inc. website (jjcamper.com) states their goal is, "To serve you before a sale, during a sale and many years after the sale. Our sales staff is dedicated to working for you to get the best possible RV to suit your needs. We will offer honest pricing, fair financing, and quality service. Simply put, our goal is to make your purchase exciting, camping fun, and your total experience enjoyable. You'll be glad you came to us!" Christopher stated that their main goal is to "treat customers with dignity rather than just a number or a profit."

Christopher explained that they have a large number of cargo trailers, and "at one time, [J & J Campers, Inc.] was in the top five for largest cargo dealer sales in the Midwest." He also explained that they are not just well known here in the Quad Cities. "So, we're well known around here, and we also sell campers from coast to coast and even to Canada." He said that they "do quite a bit of sales through the Internet, but our most and your best experience to buy a camper is right here on our lot."

"First, and foremost, they are a family business. They are low-key, and not high-pressure at all. We pride ourselves on allowing people to look at our inventory without being escorted by a salesman. We also have a couple of golf carts during the summer that a customer can use to go around and look. And then we touch base with them. We'll keep in touch with the customer to see if they have questions or find something that they are interested in."

Mike Christopher,
sales manager, J&J Campers

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Changing Lives Through Career Technical Education

“In 16-weeks, I earned a welding certificate, and it changed my life,” said Danae Kimmins, a recent graduate of Eastern Iowa Community Colleges’ (EICC) Fundamental Welding certificate program.

In a dynamic region that demands innovation and agility, EICC stands at the forefront of workforce training and development. The heart of the college’s success? Countless stories like Kimmins’ – a vibrant, determined young woman who just needed an opportunity to shine. Unable to finish high school due to an unstable home, Kimmins found herself working in food service to make ends meet. A burning desire for more led her to earn her GED, opening the door to EICC’s welding program.

“EICC has close ties with local employers, and during class we visited several companies. I made connections and landed a job immediately. I recently turned 18 and am so proud to have a career I love. I’m earning more money than I ever thought I could,” she shared.

Stories like Kimmins’, where sparks fly and skilled are honed, illustrate how EICC is pioneering a new era of career professionals. Through collaboration with local businesses, EICC translates insights into educational opportunities that shape the workforce of tomorrow.

“We are the connector between students with career goals and dreams, and local and regional businesses seeking skilled workers,” said Liang Chee Wee, EICC’s Interim Chancellor.

EICC has more than 30 career technology certificates, diplomas, and associate’s degrees in fields like welding, nursing, HVAC, cybersecurity, auto, CNC machining and more. These programs fit the needs of students who want to work with their hands and enjoy a quick return on investment.

“They graduate highly skilled and in high demand,” said Matt Schmit, EICC’s Dean of Manufacturing and Skilled Trades. Guided by local business advisory councils, EICC’s career technology programs stay ahead of industry needs and cater to what businesses need now and in the future.

“We also work one-on-one with businesses to create customized training programs that are tailored specifically to meet their workforce requirements. Our business solutions consultants even guide companies to resources that may offset the cost of that training, like the New Jobs Training Program,” said Schmit.

EICC’s commitment to workforce development reaches into area high schools, too. High school graduates seamlessly transi-



Danae Kimmins, a recent graduate of Eastern Iowa Community Colleges’ (EICC) Fundamental Welding certificate program

tion into the professional world, thanks to Career Academies that bridge the gap between education and employment. Each year, more than 5,000 students enroll in concurrent courses and Career Academy programs. They earn free college credit and gain education and skills in high demand careers.

In the past three years, EICC has built and equipped three new Career Advancement Centers. Located in Clinton, DeWitt, and Muscatine, these state-of-the-art fa-

cilities allowed EICC to expand the number of academy programs and offer those opportunities to more high school students and adult learners.

“Our Career Academies feed the workforce pipeline, and they are valuable in letting high school students explore a potential career. They get first-hand experience that helps them know if it is the right fit. The more certain they are about a career, the more dedicated they will be to their profession, which reduces turnover and

helps the business,” Wee said.

Even after an employee is hired, EICC provides training and programs so they can continue to grow. Continuing Education courses and classes in leadership, business, safety and technology are a path to up-skill or re-skill workforce.

“EICC is committed to growing and supporting our local and regional workforce, and stories like Danae’s exemplify our impact as THE Community’s College,” Wee said.



Quality training programs to propel your organization FORWARD.

At Eastern Iowa Community Colleges (EICC), our workforce and professional development training provides a wide array of options to enhance skills, increase productivity, develop leaders, and more.

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Supports businesses that are creating new jobs or relocating to Iowa.
- ▶ **Iowa Jobs Training Program (260F)**
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THE *Community's College*

QUAD-CITIES LEADERS: Downtown Spurs Economic Growth

BY GRETCHEN TESKE

Each Quad-Cities' downtown functions in its own way — with unique businesses, landmarks, challenges and solutions. How to keep the downtown thriving is the main objective for many city leaders, and the formula for success is different, depending on the municipality.

Bettendorf and the new bridge

With the interstate cutting right through the downtown, Bettendorf is in a unique position. Economic Development Director Jeff Reiter said the community started a downtown master plan in 2009 and updated it in 2016. It's getting a refresh this year, "focusing on the commercial, retail and entertainment options for downtown," Reiter said.

Interest in developing the downtown area has grown in recent years with the completion of the new I-74 bridge.

City officials had to find existing property owners or investors who were willing to assume a level of risk by developing in a downtown that was mostly a vision.

Others were more willing to take the risk by buying property and land, knowing the bridge would be a catalyst for growth. Developer Frank Levy built The Bridges, a \$22 million apartment complex completed in 2018.

The development of the 132-unit complex at 1501 State St. was a "game changer" for the area, Reiter said. Soon after, multi-million dollar developments came in the form of Ascentra Credit Union and TBK Bank building new offices in downtown.

These created a domino effect of other businesses Reiter said. In early 2020, Riverside Grille moved downtown and into the former Ascentra Building. In late 2021, Adventurous Brewing moved into 1040 State Street.

"These projects have shown that our downtown is vibrant, it is growing, and it's a place that people want to be," he said.

Davenport shifts focus to daytime traffic

Balance is the name of the game in Davenport.

Working to find that balance and continue the growth of the downtown is the Downtown Davenport Partnership — a

nonprofit that covers 52 square blocks in the heart of the city. The goal of the nonprofit is to lead and advocate for downtown economic development, planning and vitality.

"The idea that place matters and that investing in place is deeply rooted in Davenport," said Kyle Carter, executive director of the Downtown Davenport Partnership.

The Downtown Davenport Partnership has a full staff, but the ideas and inspiration come from those who are investing in the area.

"This comes from our own people. Our district is governed and funded by the business (owners) that live and work here," he said. "At the end of the day, it's very much our own people driving our own future."

And, he said, they have been doing so for years. Change and development do not happen overnight.

"People forget quickly what it used to be, or how it used to be," he said.

A project he highlighted was the expansion of Redband Coffee into downtown. In 2012, the shop opened at the corner of 4th and Iowa Streets in the former Crescent Cleaners building. The building was "pretty rough," he said, and for the most part, people have forgotten that. But, that's a good thing, Carter said.

The goal of the Downtown Davenport Partnership is to continuously improve the area and create positive feelings around downtown. In the works now are lighted archways over the alleys on E. 2nd Street on Emerson Alley that will tie in the history of Motor Row and Bucktown.

"That's the fun stuff. That's place making," he said. "It's physical improvements and doing things that are inspired by the history and the authenticity of your space." A big example of that are the murals popped up in downtown over the summer, namely on Third Street.

Another key element of place making is walkability. In 2017, the Downtown Davenport Partnership entered an agreement with the city to share the costs of street upgrades like brick banding, trash cans, flowers and benches.

"Those are very expensive, very complicated engineering projects," he said. "We're going to tackle some of the nuts and bolts out there, as well as the bigger beautification projects."

Rock Island looks to activate downtown

Downtown Rock Island has no shortage of opportunity, according to Miles Brainard, community economic development director for the city. In an effort to jumpstart that development, the city council approved the formation of a Special Service District, SSA, in December.

The SSA works similar to a TIF District in that businesses in the designated geographic area pay an increased tax. The proceeds from that tax then go toward improvements that will benefit the area.

Property owners in the SSA pay an additional 1.15% tax on their assessed value, generating about \$315,000 a year. The money can be used for a plethora of projects, including beautification.

"The idea there is we want it to be an attractive, well maintained space," he said.

Creating a diverse, engaging space is where the main focus lies. Brainard said it's not about narrowing in on any one idea, but being open to everything. Place making, with improvements to the environment, like sidewalks, streets and lighting will give the space a "refresh physically," he said.

That refresh helps create a welcoming environment that will help with Rock Island's plan to increase the number of festivals and events, like farmer's markets. Brainard said this will help bring people in, and the existing businesses will help keep them there.

"The hope would be that they would also be looking at some of the nearby restaurants for lunch and grab a drink in the evening," he said. "Basically, a ripple effect kind of approach."

"We don't look at it as anything other than the typical tried and true approach to downtown revitalization," he said. "What we're looking to have is a healthy mix of different types of business."

To achieve that, the city works with many different partners to collaborate, attract and maintain the existing businesses. Brainard said the city does not cold call businesses to recruit them, but instead tries to create an environment that will attract and pull business in.

"We want them to come to us with what we have available, and then we take it from there," he said.

Moline switches gears from attraction to retention

Downtown Moline has established itself as a great place to visit, but Renew Moline CEO Alexandra Elias said the next goal is to establish it as a great place to live.

"We have the building blocks for sure, we just need to fill it in," she said.

Landmarks like Vibrant Arena at The Mark and the John Deere Pavilion bring in thousands of visitors yearly. But people only visit for special occasions.

"Those are attracting people, but we want to give them other reasons to be here and other reasons to stay," she said. "We have the infrastructure. We just need the people." Specifically for pedestrians and bikers, the area is very accessible with the installment of the new I-74 bridge. Increasing foot traffic has been on their radar for some time, she said.

"That's become our focus," she said.

Slow and steady is the name of the game, with Renew Moline already working on a residential dwelling project. Last year, Renew was donated RiverStone Group's former headquarters at 1701 5th Ave. The donation includes the 35,064-square-foot building and a parking lot directly north of the building.

Renew has its eye on another big landmark in Moline. Right off the bridge sits a red brick warehouse known as the Spiegel Building.

The city of Moline purchased the building for \$303,000 in 2016 from Tom Spiegel. Elias said there are plenty of "lofty ideas" about what the building could look like in the future, but one that continues to resurface is the idea of a food hall on the first floor. The food hall would be set up similar to a food court in a shopping mall.

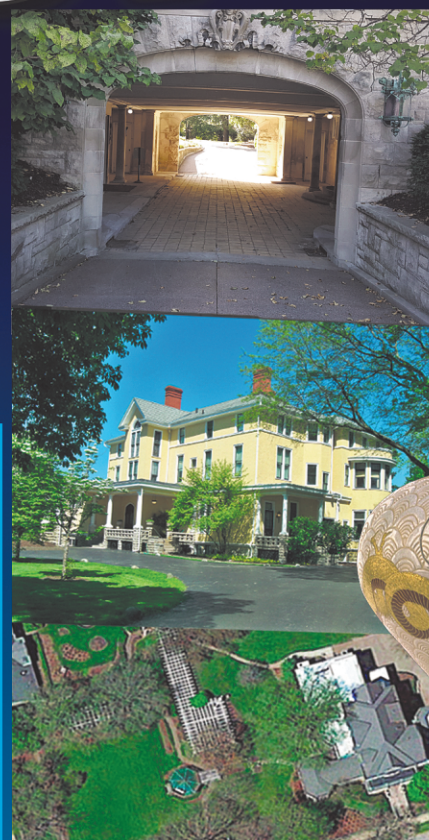
Other ideas for the rest of the building include a business incubator space, a commercial kitchen and even a rooftop restaurant.

"We think that creating very special places like that will continue to attract people," Elias said.

The city is in the process of hiring a consultant to perform a "riverfront master plan" that will extend up to 7th Avenue. World class firms have responded to requests for proposals, she said, creating a buzz around the potential it holds.

Previously published in the Quad-City Times, October 2023.

Explore



Kids' Activities:

- Learn about pioneers in the 1830s
- Activity Sheets
- Learn about John Deere's trip west
- Music on the Lawn concerts

Community Use:

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Quad Cities Builders and Remodelers Association: Building a Better Quad Cities

The Quad Cities Builders and Remodelers Association (QCBR) is a non-profit organization in the Quad Cities. They are a leader in the building & remodeling industry, focusing on affordable housing, education, safety, networking and most anything to do with building or remodeling your home.

The QCBR is a part of the National Association of Home Builders (NAHB) in Washington, D.C., and the State of Iowa & Illinois Home Builders Associations. Mona Peiffer, the Executive Officer, explained their members are vetted and approved by their board of directors, ensuring the quality of their work meets the QCBR expectations. "Our members include all aspects of the building & remodeling industry. From the obvious builders and remodelers to interior designers, realtors, financial institutions and more" Peiffer said.

The QCBR also hosts the **ONE AND ONLY HOME SHOW!** This will be the 47th year the QCBR has put on the Home Show. It will be held on February 16th, 17th & 18th and will be at the Bend XPO in East Moline, IL. "Our show was at the Mississippi Valley Fairgrounds last year, but it just wasn't large enough to accommodate all of our vendors, causing us to be in 2 buildings, which just wasn't ideal. The Bend XPO offers all the amenities we were looking for. A large well-lit venue with ample parking and a location with easy access for both sides of the river. I feel our Home Show has finally found its home! Our Home Show is a must if you are interested in anything and everything home related! With over 220 booths and 112 different businesses showcasing their products and services, you will not leave disappointed" Peiffer stated.

It sounds like the QCBR Home Show will be the place to be, with 2 live radio remotes on Saturday, February 17th with Dwyer & Michaels from 97X and Leuck & Howe from WLLR. Plus, added attractions such as a Student Trades Room, featuring benches, dog houses and more built by local & surrounding high school students. These will be sold via a silent auction with the proceeds going back to the schools and to the QCBR Student Scholarship Fund. "We have also invited local animal shelters to bring adoptable pets to the show



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February 16, 17 & 18
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 Sunday 10am-4pm • \$10

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Dwyer & Michaels 97X • 10-12pm
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Over 220 booths & 112 vendors!

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Contact QCBR for more information (563)441-5692

where there will be a reserved room to see and play with some great animals that need homes, plus the QCBR will be giving back to those participating organizations. A lot of this is made possible because of our amazing Home Show sponsors including Seiffert Building Supplies, Electric Doctor and Jackson Generator & Home Services" Peiffer stated.

The QCBR also hosts the **Fall & Spring Parade of Homes** each year. "This is a free event open to the public which showcases homes in the Quad Cities area built by lo-

cal builders and QCBR members. These homes feature the latest trends in flooring, cabinets, lighting, appliances, siding, paint colors and are also energy efficient. If you are wanting to remodel, build a new home or just get fantastic ideas to update your existing home, you need to walk through these beautifully designed creations!" Peiffer said.

The Quad Cities Builders & Remodelers Association is very involved in the student trades workforce. Hosting such events as the **Hands-on Expo**, where lo-

"This is a free event open to the public which showcases homes in the Quad Cities area built by local builders and QCBR members."

Mona Peiffer

cal & surrounding 8th grade students are introduced to the building & remodeling industry by getting their hands on tools and materials. They experience masonry, roofing, electrical, framing, plumbing & more. Peiffer explained, "This gives 8th grade students the chance to explore different aspects of the trades professions to see what interests them, and then they can choose to further their interest by taking high school industrial trades classes or by getting involved with the Student Built Home programs."

They also host an event called **Build Your Career Forum**, which is offered to local & surrounding 12th graders. This is set up as a round table discussion with students and local business owners, contractors, builders & remodelers to offer an open dialogue between the mentors and the students. "The students can ask how they got started in their profession, what kind of training was required, salary expectations, and what a typical day is like in that particular job. There are also guest speakers, and the students are able to make connections with employers that may be hiring as well" Peiffer said.

The QCBR is a proud contributor to the North Scott and Davenport Student Built Home Programs, generously awarding scholarships to these students to help them purchase tools, boots, laptops and other items related to the construction industry. If you would like to be more involved or make a donation, please contact Mona Peiffer at (563) 441-5692/mpeiffer@qcb.org.

All in all, if you are a business that wants to be part of a great organization or if you are someone looking for a business to help with any home projects, make sure you contact the Quad Cities Builders & Remodelers Association, where **Building a Better Community** is their focus.

See you at the Home Show!



CONGRATULATIONS!

Quad Cities Builders & Remodelers Association 2024 Board of Directors and 2023 QC BR Award Winners

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TERRY KNUTSEN



Vice President



JAMES REANS



Past President



JERRY FELSING



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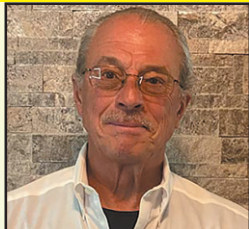
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LINDA ROMANS

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RACHAEL DOOLEY

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RIVER CITY PELLA



Builder of the Year

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TERRY KNUTSEN



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Action Coach – Marcia Erickson

If the recent past has shown us anything, it's the importance of reassessing all aspects, staying adaptable, and seeking alternative resources. Numerous businesses globally have embraced business coaching as a means to gain a competitive edge.

It's 5:00pm and you know that you should be going home to be with your friends and family, but your stomach turns. Your mind begins to race with the same old thoughts of "I need to go home to be with my family"; "If I just work a little longer"; and "Where have my sales gone?" So many business leaders have similar concerns but have no one to turn to. That's where a business coach comes in. No matter what size or type of business you're in, a business coach could be the key to your success, both in and out of the office.

Marcia Erickson is not just aware of how business leaders think and feel, she's been there. Throughout her career, she found herself having many of these same thoughts and knew there had to be a better way. She now dedicates her professional training and experience helping other business leaders to reach their full potential. She does this by sharing proven systems, business skills, and mindset tools with her clients and their teams to ensure that they are always on the right course to what they need to succeed. Marcia has chosen to partner with the world-renowned business coaching practice ActionCOACH, and is excited to share these incredible resources with business leaders throughout the Quad Cities area.

According to Marcia, "I love this community

and want it to be successful. The backbone of this economy are the businesses and nonprofits who choose to operate here. What's exciting about business is that it's all a big puzzle and each one of us, whether you're a business owner, employee, customer or funder, are a piece. A successful community takes all of us doing our part. For my part, I want to help business leaders be successful so that they can pay it forward."

Three main reasons you should consider working with a business coach:

- Focus on your goals - the step-by-step processes to get you there as well as the positive effect on you and your business results.
- Accountability to yourself and your business- you're making an investment in your success – and she's committed to get you there.
- Profit building strategies- whether your goal is to make more money, work fewer hours, or both ... she can help make your goals become a reality.

Getting started couldn't be easier. Marcia begins with a half-day strategic planning session. Here, she will learn about your business, goals, challenges, sales, marketing, finances, and so much more. This learning is done to get to know exactly where your business is now, to clarify both your personal and professional goals, and to get the crucial pieces of information needed to create your personalized Action Plan.

Coaching can look different, depending on your individual needs. You may choose one-to-one coaching, where Marcia will meet with you weekly, guiding you through your goals

to improve sales, marketing, team building, business development and other elements of the action plan you create during their strategic planning session. You may participate in group coaching, designed for leaders who want to share the time and investment, creating a working group of colleagues. Other options include Marcia's business education series, learning more about yourself and your team through the DISC Behavioral Assessment, and drawing upon her years of experience by facilitating Strategic Planning sessions. Regardless of what program you are involved in, Marcia meets with all her clients each quarter for an entire day to develop their quarterly plan. Based on their quarterly goals, she helps clients develop simple, impactful weekly actions that drive their performance.

Unlike a consultant, Marcia will do more than just show you what to do; she will be with you when you need her the most ... as each idea takes shape, as each campaign is put into place, as you need the little pointers to make things happen. She will also be there when you need someone to help you overcome challenges and plan what to do next. When you hire Marcia, you hire the full resources of the entire ActionCOACH team to find a solution for each and every challenge you may have.

Before you take another step, waste another dollar, lose another sale, work too many more hours, miss another family event, or forget another special occasion, call Marcia and schedule time for coffee or attend one of her workshops. Together, you can achieve great things!





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The Summit of Bettendorf

The Summit of Bettendorf brought a new kind of senior living to the Quad Cities when it opened in 2021. With a focus on health and well-being, extraordinary attention to design detail, and programming and experiences designed to create joy in the lives of residents and team members, The Summit is a far cry from the “retirement homes” of yesteryear.

The community, located at 4699 53rd Ave. off Middle Road in Bettendorf, was the first community designed and built by WellSpire, a partnership of the Des Moines-based WesleyLife, Iowa’s largest non-profit provider of services to older adults, and Quad Cities healthcare leader Genesis Health System.

WellSpire formed in 2019, taking on Genesis’s existing senior living communities and immediately making plans to create The Summit.

“We had a vision right away of building on Genesis’s already strong portfolio by introducing a community that focused on holistic health and well-being for people 55 and older, and to adapt that premise to the existing communities: Illini Restorative Care and Crosstown Square in Silvis and Westwing Place in DeWitt, which we redeveloped into Fieldstone of DeWitt — and that’s another great growth-and-development story!” Ward Phillips, vice president of market strategy and business development for WesleyLife, said.

“We knew this market would welcome an enhancement of services for older adults, and we were honored to become part of that offering.”

Like some other campuses, The Summit offers levels of living ranging from independent and assisted living to memory support, short-term rehabilitation, and long-term nursing care. But Phillips said the community differs from others in the market because it blends comprehensive levels of service with a culture and an array of amenities that encourage residents to “become healthier and live happier.”

“So many people think of senior living as something someone HAS to decide to be a part of — but as people lead active and longer lives, they realize that senior living can be a great part of a vibrant, active life experience,” Phillips said.



WellSpire leaders based The Summit’s premise on studies of the “Blue Zones,” areas of the world where people live significantly longer than in other areas. Lifestyles in these regions promote moving naturally, cultivating and maintaining a positive outlook, eating healthily, and connecting socially and emotionally as ways to help ensure long, healthy lives.

In addition to offering yoga, Tai Chi, a golf simulator, and a state-of-the-art fitness center, The Summit offers numerous opportunities for residents to enhance their holistic well-being, including

spiritual programming, meditation classes, and opportunities for lifelong learning. Each of the campus’s several restaurants provides vegan and gluten-free options, and a striking rooftop bar is perfect for parties or quiet socializing with friends. WellSpire chose the Bettendorf site for The Summit due to the city’s rapid growth over the past several years, as well as its projected continued growth and economic health. Phillips said Bettendorf’s community leadership was a solid partner in facilitating development of the community as plans got under way

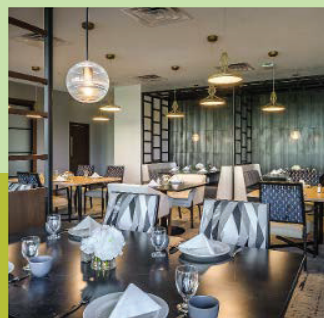
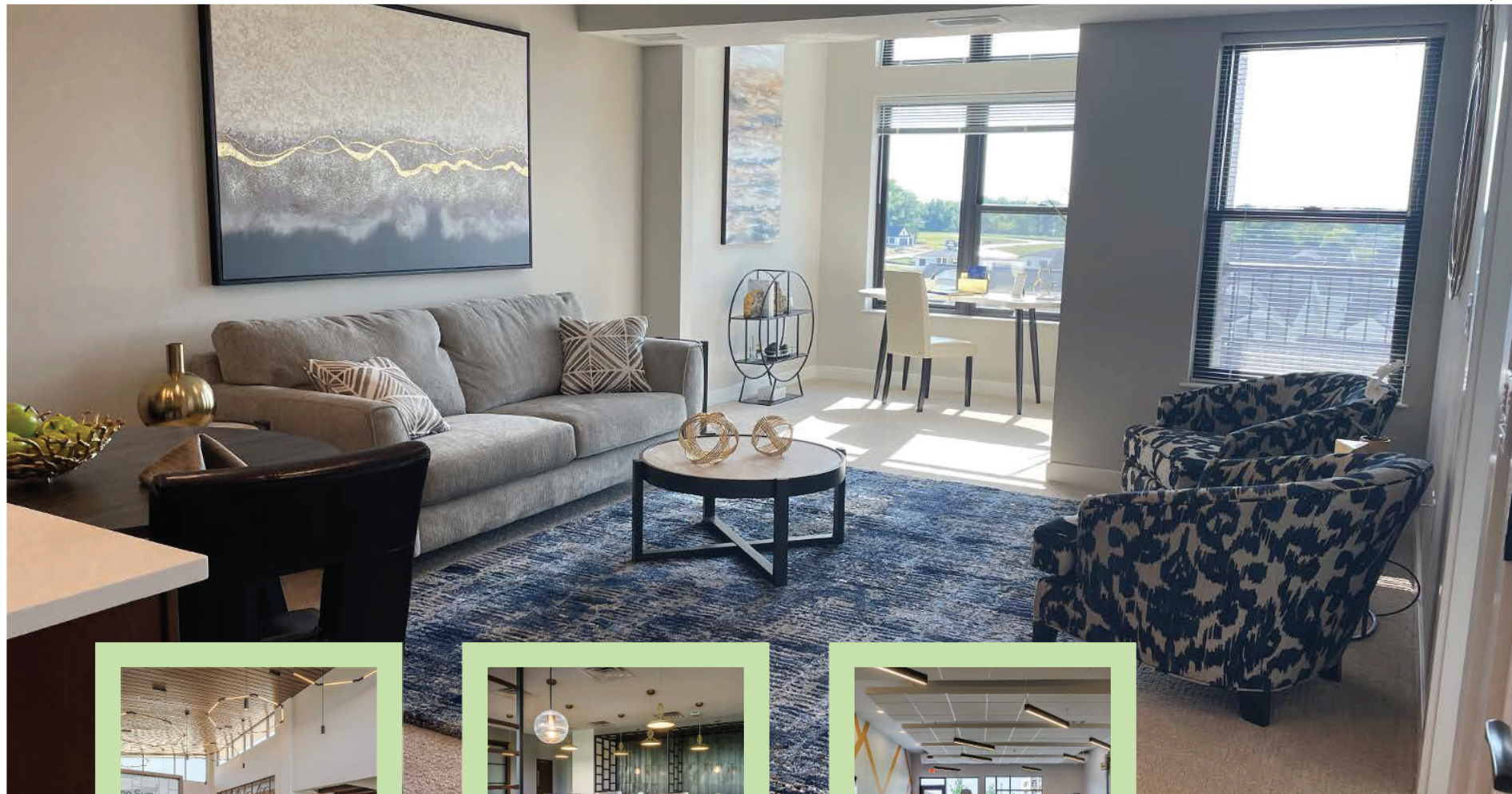
“They couldn’t have been more welcoming to us as an organization, or as a new community,” Phillips said. “We are thrilled to be a part of everything this market has to offer, and the response has been everything we could have hoped for. We have a great group of residents and team members; there is an ambience on the campus that is just so welcoming and positive. It’s a special place.”

The Summit includes 105 independent living apartments, 17 assisted living, 16 assisted living memory support, 20 short-term rehabilitation suites, and 20 long-term nursing care suites. Matt Garcia, regional director of campus operations for Wesley Life, explained that because The Summit was built with connections in mind, the community’s design features several gathering spaces — some large, others more intimate — that encourage residents to socialize. “Residents have remarked about how quickly the community has felt like home, and that’s by design,” Garcia said.

“They design elements and the finishes are beautiful in the public areas as well as in the apartments, but at the same time, everything feels comfortable and welcoming. It’s a very nice flow and aesthetic, but also a very nice feeling. You walk in to the foyer and you immediately feel like you belong.”

That was the Rev. David Steinle’s experience. Steinle, a retired Catholic priest and one of The Summit’s first residents, said he had a good feeling about the community the first time he entered it — even though it was still under construction!

“Moving here was a wonderful decision — I’ve met so many great people, and my life is filled daily with things I want to be doing, and activities that make me healthier and happier,” Steinle said. “The independent living here, where I live, is truly just that — independent living. You live life as you want to, with these wonderful amenities and so much to do. Moving here was a very good decision for me.” A limited number of apartments are currently available at The Summit. To learn more about everything the community has to offer, visit wesleylife.org/thesummit, or contact Phillips at (515) 669-2205.



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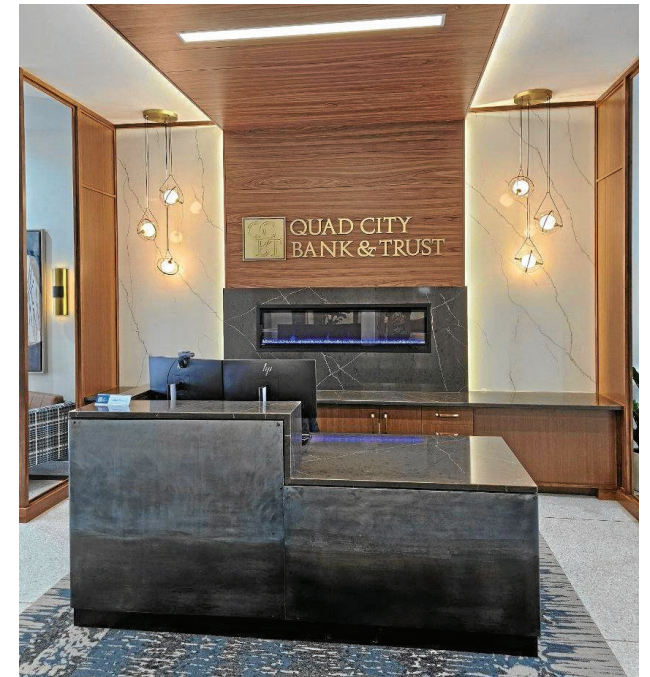
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Quad City Bank & Trust celebrates 30th year by continuing legacy of community-based banking

Last December, a group from Quad City Bank & Trust gathered at Me & Billy in downtown Davenport. Over great food and great company, they talked about everything their business had accomplished since opening in Bettendorf in 1994.

This gathering was extra special. In honor of their upcoming 30th anniversary, the team invited the organizations 3 co-founders and a group of original employees. The group reminisced on those early years, establishing themselves as a community-focused banking institution.

“Even though it was an incredibly cold day in January, we opened 300 accounts the very 1st day we were open, so we just started with a lot of momentum,” said co-founder Doug Hultquist.

The momentum hasn’t stopped.

With \$2.4 billion in assets, five locations, 158 employees, and the number one market share in the Quad-Cities, Quad City Bank & Trust continues to cement its place as the banking institution Quad-Citizens can count on.

Caring for their employees and offering their customers top-tier service remain their top priorities as they celebrate 30 years of investing in the Quad-Cities community.

Employee-Centric Culture

Quad City Bank & Trust’s commitment to their employees has been ingrained in their operations since the beginning.

“One of the things we talked about all the time is that the best customer service comes from employees who like their jobs,” said co-founder Mike Bauer.

Today, the bank continues to adapt to offer their employees the best possible benefits. The company’s sabbatical program offers employees four paid weeks off after ten years of service, and subsequent milestones after, promoting longevity.

They also recently implemented volunteer time off, giving employees eight paid hours per year to volunteer in their community in addition to a long-standing program that donates to non-profits based on employees’ volunteer hours logged.

The bank is dedicated to ensuring its employees and clients have the best community to live in, as well. In 2023, the company donated over \$500,000 benefiting 97 local organizations. They’ve also encouraged volunteerism among their employees, which resulted in over 7,500 employee volunteer hours in the community.

Their service-oriented, people-first culture has helped to build a workplace where

people are proud to work. It shows in their level of service.

“To be able to work amongst these people and this talent and to be able to see them do what they do so well and deliver it then to our customers, that has me excited,” said President and Chief Relationship Officer Laura “Divot” Ekizian.

Brady Street Gets an Upgrade

If you’ve driven past Quad City Bank & Trust’s Brady Street location in Davenport in the last 3 years, you may have noticed some work getting done around the building.

That’s because the building has recently gone through a multimillion-dollar renovation to ensure customers and employees can enjoy a first-class place to do business.

The renovation began with the lower-level training rooms and break room, as well as the upper-level for the non-customer facing work groups. The bank began here knowing the importance of a modern, updated work space that employees enjoy coming to.

The work then turned to updating customer facing spaces, creating a state-of-the-art space on the main level. The crown jewel of the building, the lobby and the atrium, were redone to meet the needs of

the modern customer. In the spirit of their 30th anniversary, the company considered how banking has changed since they first opened and what they would need to be that first-class place for business in the Quad Cities.

A Community Celebration

The renovations to Brady Street happened to conclude right around the business’s 30th anniversary. The planned coincidence allowed Quad City Bank & Trust to gather the community to celebrate.

On January 24th, the company held a celebration in the new Brady Street location. The attendees included the founders, current and former employees, board members, contractors and union reps involved with the project, community dignitaries and community members.

“The thing that makes me most excited about this organization, frankly it’s the people,” said CEO John Anderson. “That is the easiest thing for me to immediately gravitate to.”

The celebration served as a reminder of their mission: to be the premier relationship-driven community bank of choice. As they look to an exciting 2024, the bank will continue focusing on relationship and community building.



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