

april 2014

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# GOING organic?

TIPS ON EATING HEALTHY

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The 1970s were a time when pre-packaged foods made their way into most American homes. TV dinners, pot pies and canned pasta became staples at many dining tables (or TV trays). For the most part, the decades of moms slaving away for hours in the kitchen with home-cooked meals were over. That had to be a refreshing convenience for anyone who had the task of making meals.



That trend continued through the new millennium, but the convenience, unfortunately, came with a price — both at the cash register and the doctor's office. Maybe we should have known that fresh fruits and vegetables would be better for us than Twinkies and Chef Boyardee, but they tasted so good at the time. Why would a kid opt for an apple

or an orange when the cupboard was full of Little Debbie snack cakes?

In recent years, that trend has clearly changed. It is most apparent in the aisles of our local grocery stores, but it can also be seen on restaurant menus and in food advertisements. Some of you may feel the need to get back to organic foods. Others of you likely see this as the latest fad. But most everyone agrees that eating fewer processed foods would certainly be a good thing.

In this month's cover story, we share examples of how local residents are making efforts to consume healthier foods, and we help explain what to look for when shopping for organic food.

Thanks for reading. ■

Shane Goodman  
Publisher

P.S. Would you like to write for Iowa Living magazines? If so, please contact our editor, Darren Tromblay, at darren@dmcityview.com.



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# GOING organic?

## TIPS ON EATING HEALTHY

By Alan Cross

Living a healthy lifestyle doesn't just mean going to the health club every other day and doing 30 minutes on the elliptical.

While getting enough exercise is important to healthy living, eating properly is just as important as taking that 30-minute walk every day. And losing weight is not the only reason why people are switching to a healthier diet.

Many are worried about what they are putting into their bodies. They are concerned about pesticides on their foods and ingesting too many artificial preservatives, and they wonder about the effects of bioengineering of foods.

That's why many are switching to eating more naturally grown foods and/or an organic foods diet.

"I am not going to tell a person to switch to an all-natural diet, or to eat nothing but organic foods," says Sydney Jacobson, who is a registered dietician for the Windsor Heights Hy-Vee store.

"That is a personal decision," she says. "My job is to get people to eat healthier, period. I am unbiased when it comes to promoting organic or natural over conventional foods when it comes to their diet."

The difference in conventional foods, natural foods and organic foods depends on how the food is processed or the ingredients in the food.

For example, things like artificial colors, artificial flavors, artificial preservatives, artificial fertilizers, synthetic pesticides, irradiation (foods treated with radiation) and bioengineering may be used in conventional foods.

Natural foods do not use artificial colors, flavors or preservatives, but fertilizers may be used along with synthetic pesticides, irradiation and bioengineering.

Organic foods have no artificial colors,



Photo by Alan Cross

*Organic or conventional food? Eating healthy is Sydney Jacobson's goal as dietician of the Windsor Heights Hy-Vee.*

flavors or preservatives. Organic foods are not treated with radiation, synthetic pesticides or fertilizers. No bioengineering is done on organic foods.

One would think, then, that an all-organic diet would be best way to go.

Not necessarily, says Jacobson.

"Organic foods are not more nutritious

than conventional or natural foods," she says. "For example, an organic apple has the same nutritional value as a conventional apple. So if your goal is to simply add more nutrition to your diet, then there is nothing wrong with eating a conventional apple over an organic one."

However, Jacobson says she certainly can understand why people would want to limit or

eliminate putting “unnatural” substances into their bodies.

“My focus is getting people to eat more nutritiously,” she says. “I can do that by using conventional foods. If they want to eat more nutritiously and, at the same time, reduce the amount of pesticides or growth hormones into their system, then I can help them do that as well by helping them with an organic or natural food diet.”

One of the main differences between eating organic foods over conventional foods is the cost involved, says Jacobson.

“Organic foods cost more than conventional foods,” she says. “A person needs to eat five to nine servings of fruits and vegetables a day. It would be a very expensive to switch completely over to an all-organic diet.”

The cost of food, says Jacobson, should not keep people from eating healthy. And whether people buy all organic foods, stick with conventional foods or have diet that is a combination of organic, natural and conventional foods, Jacobson says there is one more important thing to remember.

“It is very important to wash all your vegetables and fruits before you eat them regardless if they are organic, natural or conventional,” she says.



Brett Reed, produce manager for the Windsor Heights Hy-Vee store, oversees a department that offers consumers conventional, natural and organic fruits and vegetables, as well as locally grown produce items.

That’s because “organic” doesn’t necessarily mean “locally grown”, says Jacobson.

“Foods pick up all sorts of nasty stuff when they are transported,” she says. “Washing fruits and vegetables not only removes the pesticides and fertilizer residue that may be left on the food, but also other germs and such picked

up in the transportation process.”

So if “organic” doesn’t necessarily mean “locally grown,” are locally grown fruits and vegetables considered organic?

No, says Brett Reed, produce manager at the Windsor Heights Hy-Vee store.

“Local growers may do all the same prac-

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“However, to be labeled organic, foods have to go through tight guidelines by the government and have to be certified organic in order for us to label them as organic.”

The United States Department of Agriculture (USDA) developed the strict labeling rules to help consumers know the content of the food they are buying. A government-approved certifier inspects organic farms for compliance.

The labeling for organic foods range from “100 percent organic” to “made with organic ingredients.”

Reed says most of the locally produced product his store purchases has to be labeled conventional.

“We do have some growers that are certified organic that we buy from; most of what they grow is vegetables,” he says.

Some of the locally grown produce that can be purchased at the store include pumpkins, apples, sweet corn, peppers, zucchini squash, yellow squash, green cabbage, cucumbers, kale, tomatoes, carrots, sprouts, acorn squash, butternut squash, spaghetti squash, fresh homemade salsa, mushrooms, fresh herbs, apple cider, asparagus, peaches, aronia berries, eggplant, beets, radishes, collard greens and B size



Photo by Alay Cross

Kathy Schemmel is the manager of the HealthMarket section at the Windsor Heights Hy-Vee.

red potatoes.

“If there is something that a consumer wants that is grown local, we will try to find a grower to support that need,” says Reed. “We

also have the local growers fill out a form stating their growing practices and how they produce their items to make sure that the product we buy is safe for our consumers before we

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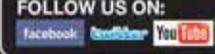


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purchase from them.”

Reed says locally produced fruits and vegetables go through an inspection process before being made available to the public.

“We partner with tremendous companies which have their own quality control,” he says. “Then when we get the produce into our warehouse we have quality control measure there to make sure that it comes in from the shipping process in great condition. Then when we receive it into our store we again are checking to make sure that the quality is perfect to put on the shelf.”

Whether locally produced items are labeled organic or conventional, the consumer is getting fresh, nutritious food, says Reed.

“My guys try each item that they can to know what it tastes like so they can relay it to the customer,” he says. “We also give customers a taste of these items if they would like to.”

But when it comes to recommending organic or conventional foods, Reed says that is strictly up to the consumer.

“It is a matter of what they feel comfortable with buying,” he says. “We give them information — such as the ‘Clean 15 and Dirty Dozen List’ — to help consumers make a choice. We encourage them to do the research and do what is best for them. We

carry a huge selection of organic produce so that we have as many organic produce items that they can choose from if they don’t want to buy conventional.”

Fruits and vegetables aren’t the only thing labeled organic. Things like eggs, milk, cereal, meat and poultry can also be organic.

Years ago, consumers would be hard pressed to find such things on store shelf. Now, stores such as the Windsor Heights Hy-Vee have a section devoted to organic and natural foods. At Hy-Vee, they call it the “HealthMarket.”

“The HealthMarket has doubled over the years due to the customer demand,” says HealthMarket manager Kathy Schemmel. “This is why we set up new stores with larger a HealthMarket.”

The HealthMarket section contains items found in the conventional section of the store, such as flour, pancake mixes, salad dressing, tortilla chips, potato chips, popcorn, cake mixes, canned soups, spaghetti and pasta. The difference, of course, is the way those items are processed.

For example, a person can buy chicken from the regular meat department in the store or purchase chicken with a “range-free” certification from the HealthMarket section. “Range-

free” means the chickens raised for meat have access to the outdoors.

But, as it is with fruits and vegetables, purchasing organic or natural items in the HealthMarket section cost more than items in the conventional section. Schemmel says there are ways for consumers to get the foods they desire without spending tons more for it.

“My advice is to ask your local HealthMarket when their Wellness Wednesday or discount day is,” she says. “At Windsor Heights, every Wednesday we have 10 percent off the HealthMarket items. This includes the vitamins, bulk, everything in the HealthMarket and organic fruits/vegetables in the produce aisle.”

There are benefits to organically produced foods over foods grown conventionally besides the consumer health aspect. For example, farmers who grow organic foods endure less exposure to harmful chemicals. Organic farming reduces groundwater contamination, reduces soil erosion and improves the soil quality.

“Again, it is a choice for the consumer whether to make organic and natural foods a part of their diet,” says Jacobson. “But now the consumer has more options as they make that change to a healthy diet.” ■

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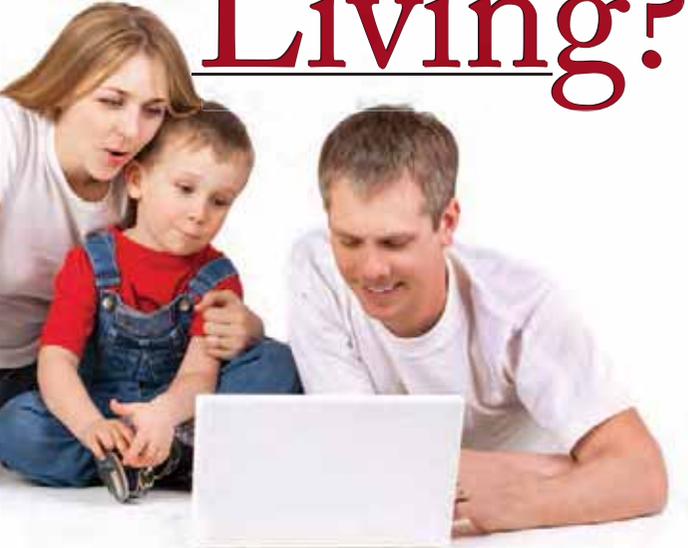


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# Choose laughter

The key to aging gracefully

By Susan Ray, executive director, The Reserve

Are you stressed? Feeling gloomy? Just had a “bad” day? As you age, the feelings of being “blue” or having a “bad” day may arise for a number of reasons.

The feeling of being disconnected from family members and the lack of socialization are two contributing factors for feeling gloomy. You might consider going for a long walk or sharing with a friend or your spouse to change your mood. But if you want more immediate results, you can just laugh it off. Laughter is a simple method to a better and healthier life that has been around forever. Laughter gives us better health, better relationships and better lives.

As you go through the process of aging you may feel you have less and less control. However, there are a number of things you can control. Recent studies indicate there is nothing in life that can keep you young at heart like a good laugh. Whether laughing over a shared memory with a close friend, watching a movie or forcing a laugh to ward off a bad mood, a good laugh can boost your attitude and leave you in a happier state of mind.

The fact is that laughter itself changes us physiologically. Like exercise or jumping up and down, laughter boosts the heart rate and increases blood flow, so we breathe faster and more oxygen is getting to the body’s tissues. In fact, the simple act of smiling can alter your mood almost immediately.

Laughter helps to decrease stress by causing the release of natural soothing chemical in the body. When we laugh out loud, substances such as endorphins are released which result in a calming and well-being, making you feel good about yourself. Laughter also helps us to view ourselves and our



environment differently.

Here are a few fun facts about laughter:

- **Laughter strengthens the immune system.** A hearty laugh decreases stress hormones and increases production of T-cells, immune proteins and infection-fighting antibodies.

- **Laughter helps the heart.** When we laugh we increase blood flow and the function of blood vessels, which can help prevent cardiovascular problems.

- **Laughter relaxes the whole body.** One good belly laugh can relieve physical tension and relax your muscles for up to 45 minutes.

- **Laughter helps you recharge.** By reducing stress levels and increasing your energy, laughter can help you focus and achieve more.

- **Laughter causes deep muscle relaxation.** If you have ever laughed so hard you have wet your pants, you know what I’m talking about.

- **Laughter is a universal language.** Laughter is a unique human phenomenon that happens in every culture. It helps us to go beyond our cultural differences by focusing on what we have in common.

- **Laughter promotes communication.**

So, not only is a good ole belly laugh a lot of fun, it’s good for you. ■

Information provided by Susan Ray, executive director, The Reserve on Walnut Creek, 2727 82nd Place, Urbandale, 515-727-5927, [reserveonwalnutcreek.com](http://reserveonwalnutcreek.com).

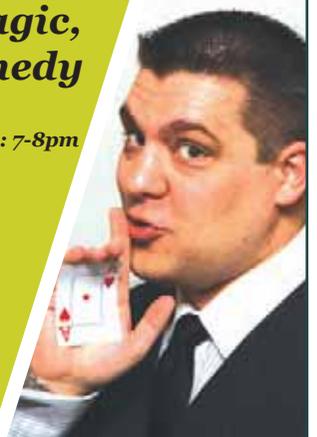
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## Friday, April 18

- Good Friday
- No School - WDMPS
- Iowa Cubs vs. New Orleans at home, 7:05 p.m.
- RHS 9/JV/V Girls Soccer vs. Marshalltown, 4:45/6:15 p.m.
- RHS 9/JV/V Boys Soccer at Marshalltown, 4:45/6/7:30 p.m.
- VHS 9 Boys Soccer at Waukee, 4:45 p.m.
- VHS V Boys Soccer Tournament, 5:30 p.m.

## Saturday, April 19

- Iowa Cubs vs. Round Rock at home, 7:05 p.m.
- Annual Easter Egg Hunt, ages 5-12, 9 a.m., Colby Park.
- VHS V Boys Soccer Tournament, 8 a.m.

## Sunday, April 20

- Easter
- Iowa Cubs vs. Round Rock at home, 1:05 p.m.

## Monday, April 21

- Iowa Cubs vs. Round Rock at home, 6:35 p.m.
- City Council Meeting, 6 p.m.
- VHS V Girls Golf Invitational, 10 a.m.
- VHS JV Boys Track Invitational, 4 p.m.
- VHS 8 Boys Track at Indianola, 4:30 p.m.
- VHS 8 Girls Track at Johnston, 4:30 p.m.
- VHS JV/V Girls Track at Marshalltown, 4:30 p.m.
- VHS JV Boys Tennis at Ames, 5 p.m.
- VHS JV Girls Tennis vs. Ames, 5 p.m.
- VHS JV/V Girls Track at Marshalltown, 5 p.m.
- VHS JV/V Girls Soccer at DM Hoover, 6/7:30 p.m.
- RHS V Girls Golf at Valley, 10 a.m.
- RHS V Girls Track at Dowling, 4 p.m.
- RHS JV/V Boys Soccer vs. Fort Dodge, 4:45/6:15 pm.
- RHS V Girls Soccer at Fort

Dodge, 6 p.m.

## Tuesday, April 22

- Earth Day
- Iowa Cubs vs. Round Rock at home, 12:05 p.m.
- Sustainable Living Spring Educational Series, 6 p.m., Community and Events Center.
- VHS JV/V Girls Tennis at DM Lincoln, 4 p.m.
- VHS JV/V Boys Tennis vs. DM Lincoln, 4 p.m.
- VHS JV/V Boys Soccer vs. DM Hoover, 6/7:30 p.m.
- RHS V Boys Track at Ankeny, TBD.
- RHS JV/V Boys Tennis at Dowling, 4 p.m.
- RHS JV/V Girls Tennis vs. Dowling, 4 p.m.

## Wednesday, April 23

- No School-Grades 9/10/12- DMPS
- Foundations supper, \$2.50/person, stay to learn how/why God interacts with people today as in ancient days, activities for all ages, K-12 and adult, 5-7 p.m., Mt. Olive Lutheran Church & School, 5625 Franklin Ave.
- Planning and Zoning Meeting, 4:30 p.m., City Hall.
- VHS JV/V Girls Golf at Dowling, 2 p.m.

## Thursday, April 24

- No School Grade 11-DMPS
- VHS V Girls/Boys Track at Drake, TBD.
- VHS V Girls Golf at Ankeny, 9 a.m.
- VHS 9 Girls Golf at Waukee, 3:30 p.m.
- VHS JV/V Girls Tennis at Ames, 4 p.m.
- VHS JV/V Boys Tennis vs. Ames, 4 p.m.
- VHS 9 Boys Soccer vs. Waukee, 4:45 p.m.
- VHS JV/V Boys Soccer at Ottumwa, 6/7 p.m.
- VHS JV/V Girls Soccer vs. Ottumwa, 6/7:30 p.m.
- RHS V Girls/Boys Track at Drake, TBD.
- RHS JV/V Girls Tennis at DM

East, 4 p.m.

- RHS JV/V Boys Tennis vs. DM East, 4 p.m.
- RHS 9/JV/V Girls Soccer vs. Mason City, 4:45/6:15 p.m.
- RHS JV/V Boys Soccer at Mason City, 4:45/6:15 p.m.

## Friday, April 25

- Arbor Day
- VHS V Girls/Boys Track at Drake, TBD.
- VHS Spring Play, 7 p.m.
- RHS V Boys Soccer at Sioux City North, TBD.
- RHS V Girls/Boys Track at Drake, TBD.

## Saturday, April 26

- Annual Spring Clean Up, volunteer to pick up litter around the community, 8:30-10:30 a.m., Burger King, 73rd St.
- VHS V Girls/Boys Track at Drake, TBD.
- VHS V Boys Tennis at Ankeny, 9 a.m.
- VHS Spring Play, 7 p.m.
- RHS V Boys Soccer at Sioux City North, TBD.
- RHS V Girls/Boys Track at Drake, TBD.
- RHS V Girls Soccer at Nevada, 9 a.m.
- RHS JV Boys Soccer at SEP, 9 a.m.

## Sunday, April 27

- VHS Spring Play, 2 p.m.

## Monday, April 28

- Iowa Cubs vs. Omaha at home, 6:35 p.m.
- RHS V Girls Golf at Ames, 1 p.m.
- RHS V Girls Track at Ankeny, 4:30 p.m.
- RHS JV Girls/Boys Soccer at DM Hoover, 4:45/6 p.m.
- WDMPS Board Meeting, 7 p.m.
- VHS JV Girls Golf at Ames, 1 p.m.
- VHS JV/V Boys Track at Johnston, 4:30 p.m.
- VHS JV/V Girls Track at Ankeny, 4:30 p.m.

## Tuesday, April 29

- Iowa Cubs vs. Omaha at home, 6:35 p.m.
- RHS V Girls Golf at DM East, 3:30 p.m.
- RHS JV/V Boys Tennis at DM North, 4 p.m.
- RHS JV/V Girls Tennis vs. DM North, 4 p.m.
- RHS V Girls/Boys Soccer vs. DM Hoover, 5/6:30 p.m.
- RHS V Boys Track at South Tama, 5 p.m.
- RHS Parent-Teacher Conferences, 4-8 p.m.
- VHS JV/V Girls Golf vs. Johnston, 3:30 p.m.
- VHS JV/V Boys Tennis at Ankeny, 4 p.m.
- VHS JV/V Girls Tennis vs. Ankeny, 4 p.m.
- VHS 9/JV/V Boys Soccer at SEP, 4:45/6/7:30 p.m.
- VHS 9/JV/V Girls Soccer vs. SEP, 4:45/6/7:30 p.m.



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## Wednesday, April 30

- Iowa Cubs vs. Omaha at home, 12:05 p.m.
- VHS 9 Girls Golf vs. Dowling, 3:30 p.m.

## Thursday, May 1

- May Day
- Iowa Cubs vs. Omaha at home, 12:05 p.m.
- RHS JV/V Boys Tennis at DM Lincoln, 4 p.m.
- RHS JV/V Girls Tennis vs. DM Lincoln, 4 p.m.
- RHS JV/V Boys Soccer vs. Indianola, 4:45/6:15 p.m.
- RHS JV/V Girls Soccer at Indianola, 5:30/7 p.m.
- VHS/VSW Orchestra Spring Concert, 7:30 p.m., VHS Cafeteria.
- VHS JV/V Girls Golf at SEP, 3:30 p.m.
- VHS JV/V Girls Tennis at Dowling, 4 p.m.
- VHS JV/V Boys Tennis vs. Dowling, 4 p.m.
- VHS V Girls/Boys Track at Urbandale, 4:30 p.m.

## Friday, May 2

- RHS JV/V Girls Soccer vs. Grinnell, 4:45/6:15 p.m.
- VHS V Girls Soccer at Burlington, TBD.

## Saturday, May 3

- VHS V Girls Soccer at Burlington, TBD.
- VHS 9/JV Boys Soccer Tournament, 8/11 a.m.
- VHS JV Boys Tennis at Johnston, 9 a.m.

## Sunday, May 4

- Give It Away 5K, proceeds are donated to support the Comfort Therapies provided by UnityPoint Hospice, visit [www.giveitaway5k.com](http://www.giveitaway5k.com) for more info and registration details, 9 a.m., Water Works Park, 2201 George Flagg Pkwy.

## Monday, May 5

- Cinco de Mayo
- City Council Meeting, 6 p.m.
- RHS JV/V Girls Golf vs. Ottumwa, 3:30 p.m.
- RHS 9/JV/V Boys Soccer at DM East, 4:45/6/7:30 p.m.
- RHS 9/JV/V Girls Soccer vs. DM East, 4:45/6:15 p.m.
- VHS V Girls Golf at Johnston, 12:30 p.m.
- VHS 9/JV Girls Golf Invitational, 3:30 p.m.
- VHS 8 Girls/Boys Track at Waukee, 4 p.m.
- VHS JV Boys Track at Ankeny, 4:30 p.m.
- Stilwell 7th Grade Vocal Concert, 6:30 p.m.

## Tuesday, May 6

- RHS 9/JV Girls Soccer at ADM, 4:30/6 p.m.
- VHS JV/V Girls Golf vs. Urbandale, 3:30 p.m.
- VHS JV/V Boys Tennis at Johnston, 4 p.m.
- VHS JV/V Girls Tennis vs. Johnston, 4 p.m.
- VHS 8 Girls Track Meet, 4 p.m.
- VHS 9/JV/V Boys Soccer at Ames, 4:45/6/7:30 p.m.
- VHS 9/JV/V Girls Soccer vs. Ames, 4:45/6/7:30 p.m.

## Wednesday, May 7

- RHS V Girls Golf at Johnston, 11 a.m.

## Thursday, May 8

- RHS V Girls Golf at Ottumwa, noon.
- RHS JV/V Girls Tennis at Ottumwa, 4 p.m.
- RHS JV/V Boys Tennis vs. Ottumwa, 4 p.m.
- RHS V Girls/Boys Track at Simpson, 4:30 p.m.
- RHS 9 Boys Soccer vs. DM East, 4:45 p.m.
- RHS JV/V Boys Soccer vs. DM North, 4:45/6:15 p.m.
- RHS V Girls Soccer at DM

North, 6 p.m.

- VHS V Girls/Boys Track at Waukee, 3:30 p.m.
- VHS JV/V Girls Tennis vs. Urbandale, 4 p.m.
- VHS JV/V Boys Tennis at Urbandale, 4 p.m.
- VHS 8 Girls Track at DCG, 4:30 p.m.
- VHS 9/JV/V Boys Soccer vs. Johnston, 4:45/6/7:30 p.m.
- Stilwell 8th Grade Vocal Concert, 7:30 p.m.

## Friday, May 9

- RHS 9/JV Boys Soccer vs. ADM, 4:45/6 p.m.
- VHS 9/JV/V Girls Soccer at Johnston, 4:45/6/7:30 p.m.

## Saturday, May 10

- Iowa Cubs vs. Nashville at home, 7:05 p.m.
- Hazardous Waste Drop-Off, visit [www.windsorheights.org](http://www.windsorheights.org) for more info, 8 a.m.- noon, Waukee Middle School.
- KWHB Plant Exchange, 1-3 p.m., Lions Park.
- RHS Prom, 8 p.m., Scottish Rite Temple.
- VHS 9 Girls/Boys Soccer at Johnston, 9 a.m.
- VHS V Girls Tennis at Red Oak, 9 a.m.
- VHS JV/V Boys Soccer vs. Sioux City West, 12/1:30 p.m.

## Sunday, May 11

- Mother's Day
- Iowa Cubs vs. Nashville at home, 1:05 p.m.

## Monday, May 12

- Iowa Cubs vs. Nashville at home, 6:35 p.m.
- RHS 9/JV/V Boys Soccer vs. DM

Lincoln, 4:45/6:15/7:30 p.m.

- RHS JV/V Girls Soccer at DM Lincoln, 4:45/6:15 p.m.
- VHS V Girls Track at TBA, 3:30 p.m.
- VHS JV Girls/Boys Track at Johnston, 4:30 p.m.
- VHS 9/JV/V Girls Soccer at SEP, 4:45/6/7:15 p.m.
- VHS V Girls Golf at Waukee, 9 a.m.

## Tuesday, May 13

- Iowa Cubs vs. Nashville at home, 12:05 p.m.
- RHS Spring Awards Concert, 7 p.m., Auditorium.
- VHS 8 Girls/Boys Track at Marshalltown, 4:15 p.m.
- VHS 9/JV/V Girls Soccer at Ankeny, 4:45/6/7:30 p.m.
- VHS 9/JV/V Boys Soccer vs. Ankeny, 4:45/6/7:30 p.m.

## Wednesday, May 14

- VHS 9/JV Girls Golf vs. Johnston, 3/3:30 p.m.

## Thursday, May 15

- Iowa Cubs vs. Round Rock at home, 6:35 p.m.
- RHS V Girls Golf at SEP, 10 a.m.
- RHS 9/JV/V Boys Soccer vs. Dowling, 4:45/6:15 p.m.
- RHS Senior Scholarship Recognition, 7 p.m., Auditorium.
- V Boys Tennis Districts
- V Boys Track Districts
- V Girls Track Regionals
- VHS V Girls Golf at SEP, 10 a.m.
- VHS 8 Boys Track at SEP, 4:30 p.m.
- Indian Hills Orchestra Concert, 6:30 p.m.

## Friday, May 16

- Iowa Cubs vs. Round Rock at home, 7:05 p.m.
- VHS 9/JV/V Boys Soccer vs. Urbandale, 4:45/6/7:30 p.m.



View events and happenings from  
this community and others at  
[www.iowalivingmagazines.com](http://www.iowalivingmagazines.com)

# PERS: Help at the push of a button

By Clint Rogers

Personal Emergency Response Systems (PERS) offer seniors, adults needing care and their loved ones the comfort of knowing that help is always close at hand — even between visits by caregivers.

By simply pushing an emergency call button on a pendant or wrist band, a senior immediately alerts — by phone line — an emergency monitoring center that is in operation 24 hours a day, seven days a week. Upon determining the nature of the situation by talking with the senior over the system's two-way speakerphone, the monitoring center operator dispatches appropriate help. For instance, an ambulance is summoned, or in the case of a minor problem, a designated neighbor or family member.

And what about a PERS subscriber who loses consciousness and can't push the call button?

Some systems sense when a senior has fallen and automatically dial the monitoring center to dispatch emergency personnel. PERS systems also can be equipped to alert caregivers when no activity is detected in a certain time period.

To meet the changing needs of seniors, certain systems can be expanded with accessory features. For instance, motion detectors, pressure-sensitive mats and window and door sensors can be added to alert the monitoring center and caregivers to the wandering of seniors who develop Alzheimer's disease or related conditions.

When selecting a PERS, make sure the system's monitoring center has professionally trained staff, emergency backup power for uninterrupted service during electrical outages and state-of-the-art computer systems that allow the PERS

staff to provide instant, complete information about your loved one to emergency personnel.

A personal emergency response system (PERS) can limit the health effects of a fall or other medical emergency by reducing the time a senior citizen has to wait for help.

A study by Concordia University of Montreal found that PERS systems reduced hospital admissions by 11.7 percent and inpatient days by 39.4 percent, according to the National Library of Medicine Gateway, a service of the U.S. National Institutes of Health.

The Centers for Disease Control report that more than one third of American adults 65 and older fall each year. However, seeking immediate medical attention usually result in quicker and fuller recovery — a much better outcome and improved chance of returning

to independent living.

Here are more facts about falls:

- 50 percent of those over 80 fall each year

- At least 60 percent of falls happen at home

- Falls are the leading cause of death by injury in older Americans

- There is a higher incidence for persons with conditions such as Parkinson's, Alzheimer's, epilepsy, multiple sclerosis, muscular dystrophy, ALS and diabetes

The statistics above are considered conservative, as many falls go unreported due to embarrassment, fear of losing independence and acceptance of falls as an unavoidable part of aging. ■

Information provided by Clint Rogers, Comfort Keepers, 1300 Metro East Drive, Suite 128, Pleasant Hill, 515-243-0011.



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## MARK YOUR CALENDARS! ANNUAL SPRING CLEANUP IS MAY 16, 2014

It's time to roll up your sleeves and get rid of the things that you no longer need or want. Don't miss the opportunity to de-clutter your home and have items removed from your curb at no charge; it's a great opportunity to dispose of large household items.

Windsor Heights is hosting its annual Spring Cleanup on Friday, May 16. All items must be at the curb by 7:00 a.m. to ensure collection. All small items must be contained in a bag or box.

### *The following items are NOT accepted:*

Appliances; tires; vehicles or major auto parts; building materials; concrete (any size); shingles exceeding 65 lbs.; banned substances such as: lead, acid, batteries, oil, explosives, medical waste, drugs, poisons, combustible material, paint and hazardous waste; and animal carcasses

### *What to do with NOT accepted items?*

Appliances – Purchase Large Item Stickers from Hy-Vee or City Hall and call ASI (964-5229) to schedule curbside collection.

Hazardous Waste – House-side Service is available and local Drop-Off Events begin March 30. For more information about either option, visit [www.WhereItShouldGo.com/WH](http://www.WhereItShouldGo.com/WH).

For more information about how to properly dispose of items, visit [www.WhereItShouldGo.com](http://www.WhereItShouldGo.com) and then select the Recycling Guide.

## NOMINATIONS DUE FOR MOST BEAUTIFUL YARD

Nominations are due June 18 for Most Beautiful Yard in Windsor Heights. Each year, the Keep Windsor Heights Beautiful committee sponsors a Most Beautiful Yard Program to recognize the citizens of Windsor Heights for their efforts to beautify their properties and enhance the appearance of the community.

Residential yards inside the city limits of Windsor Heights are eligible for nomination. Any resident of Windsor Heights can submit a nomination and individuals are encouraged to nominate their own yard.

Nomination forms will be available at [www.windsorheights.org](http://www.windsorheights.org) or can be picked up at Windsor Heights City Hall, 1133 66th Street around April 18. Mail or deliver nominations to Windsor Heights City Hall at 1133 66th Street, Windsor Heights, IA, 50324. The first prize winner will receive a stepping stone valued at \$150. Two runner-ups will each receive a \$50 gift certificate from a local business. The deadline for entries is 5:00 p.m. on June 18.

## WINDSOR HEIGHTS CITY WIDE GARAGE SALE

The annual city wide garage sale will be held Saturday, May 10 from 8 a.m. to 4 p.m. If you would like to be included on a map, please email [dnelson@windsorheights.org](mailto:dnelson@windsorheights.org) and include address, items and a specific time you will be open. A map will be available on the City website and at City Hall starting Monday, May 5.

## WINDSOR HEIGHTS OFFERS SUSTAINABLE LIVING SPRING EDUCATIONAL SERIES

Please visit [www.windsorheights.org](http://www.windsorheights.org) for more information!

*Tuesday, April 22 – Debris Management in Windsor Heights,  
PW Director, Jason VanAusdall*

*Tuesday, May 27 – Make Your Own Rain Barrel, Darren Fife*

## ANNUAL EASTER EGG HUNT

The annual Easter egg hunt is scheduled for Saturday, April 19 at 9:00 a.m. in Colby Park. Ages 5 and under will hunt in the tennis courts, ages 6–9 will hunt in the ball fields and ages 10–12 will hunt in front of the Community Center. Come say *hi* and get your photo taken with the Easter Bunny and Sparky the Fire Dog! The event will take place rain or shine so please dress accordingly. There will be 7,000 candy and prize-filled eggs with a few large special prizes for the golden eggs!

## WINDSOR HEIGHTS PLANT EXCHANGE IN PARK

Members of the Keep Windsor Heights Beautiful committee have planned an afternoon in the park for individuals who want to exchange plants, discuss garden concerns and enjoy refreshments while looking forward to a rewarding garden season. The fourth annual Windsor Heights Plant Exchange takes place on Saturday, May 10, from 1:00 p.m. to 3:00 p.m. at Lion's Park (1133 66th Street behind Windsor Heights City Hall).

This free event gives participants an opportunity to diversify their garden plants and share favorite plants with others in attendance at the exchange. In addition to plants, individuals are invited to bring gently used garden accessories and garden art to trade during the event.

This year, Keep Windsor Heights Beautiful is proud to have two members presenting short seminars. Lorin Knapp, the 1:30 speaker, will focus on making your garden authentic to its setting with the inclusion of native plants, trees, and shrubs that help bring birds and butterflies into a garden. Lorin, author of *A Garden on the Edge*, will also discuss labor-saving methods that he has detailed in his book. Roger Erpelding begins his presentation at 2:00 p.m., sharing some of the gardening wisdom he learned from his mother. Roger also plans to share garden tips he has found useful over the years. Lorin and Roger will gladly answer questions after their presentations. Several Polk County master gardeners will be available during the entire exchange to address any garden challenge facing a particular individual.

The plant exchange is open to anyone who wants to participate and requires no pre-registration. The goal of this event is to encourage citizens of Windsor Heights to continue the beautification and improvement of the community.

## DONATE WITH THE HEIGHTS BLOOD DRIVE

Please help the Windsor Heights Police Department help our community. They will be sponsoring a blood drive Wednesday, April 30 from 2 p.m.–6 p.m. Schedule your appointment online at [www.lifesevbleedcenter.org](http://www.lifesevbleedcenter.org) or contact Officer Woods at (515) 645-6829.

## STARTING OR HAVE AN EXISTING HOME OCCUPATION?

Registration for a home occupation in Windsor Heights is required. A home occupation is an occupation conducted as an accessory use in or from a residential dwelling or its accessory building by persons whose principal residence is on the premises and which has no more effect on adjacent property than normal residential use. Registration is \$10 and must be renewed annually. For permit requirements and a registration form, please visit [www.windsorheights.org](http://www.windsorheights.org).

## 10/60 COMMUNITY MEETINGS

The Mayor/Administrator will begin hosting regular monthly 10/60 community meetings for Windsor Heights residents. The meetings will be held on the 1st Thursday of the month from 6 p.m. to 7 p.m. at the Windsor Heights Community and Events Center. Residents are encouraged to attend. They will have 60 minutes to ask their Mayor and Administrator any 10 questions they want. Please call 515-645-6808 with questions.

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BETTY GLOVER, COUNCIL MEMBER • DAVE BURGESS, COUNCIL MEMBER • TONY TIMM, COUNCIL MEMBER

# Meet Justin Ballard

Instructor makes fifth grade fun

By Rainey Cook

Remember those teachers who made learning fun? They were funny, helpful and nice to everyone. They were cool and you liked talking with them. That's Justin Ballard.

Having been at Windsor Elementary for one year, he has picked up the role of dean of students as well.

"Parts of that position councils the students, which keep me very busy," Ballard says.

With a student body just shy of 400, Ballard likes the diversity and the old-school style that Windsor embraces.

"Part of old-school teaching is basic being respectful, responsible and making good choices and I appreciate that it's a focus here," Ballard says.

With students from Somalia, Burma and Mexico, to name a few, old-school style teaching knows no boundaries. The community of staff, parents and even local churches who instill these old-school characteristics are what make a student successful, Ballard feels. He says this type of encouraging community that works so well together is also what makes Windsor Elementary unique.

More specifically, what he enjoys about his fifth graders is the fact that they are still willing to learn and they enjoy school.

"In fifth grade, I always spend time preparing my students for middle school," Ballard says. "We talk about organization, study skills



Justin Ballard teaches fifth grade at Windsor Elementary.

and note taking."

He enjoys teaching his students about real world math as well. Ballard keeps a catalog in his classroom and instructs his fifth graders to pick something out for \$10. He reminds them to include and calculate sales tax. Reading is just as important, he continues. The students don't think of learning something from a DVD manual as reading.

Fifth grade is a busy year. It's clear that Ballard has a rapport with his students. He gives them high fives and tells them to "rock on that reading competition!" In person, it's clear why his students think he is funny, helpful and nice to everyone — he is.

When not watching his two boys swim or play soccer, Ballard enjoys fishing, spending time with family and catching an Iowa State basketball game when he can. He is originally from Altoona. ■

Photos by Rainey Cook



Photo by David Mable

Dave Fish uses his mitre saw to make clean angles.

# No room for a car

Fish's woodworking projects take over garage

By David Mable

The mitre saw is the preeminent tool of any finish carpenter. Dave Fish's mitre saw, along with his other tools, takes the place of his truck in his Windsor Heights garage.

"I couldn't do what I do without a good mitre saw," says Fish recently. "When doing finish work or building cabinets or furniture, the angles have to be exact or it just doesn't look good."

Fish, a long-time finish carpenter and home builder, does much of his carpentry onsite, whether it be a remodel or new construction. Some projects, however, are best suited for his garage workshop.

"I'd much prefer to build cabinets in my workshop," says Fish. "I have a lot more control of my project when I work here."

Fish, though a talented finish carpenter, also builds homes, mostly custom. He and his wife, Julia, started their homebuilding company — Fishaus — nearly 10 years ago. They enjoy building in the Craftsman style, which is a very prevalent style in Windsor Heights and Beaverdale. It evolved

from the work of Frank Lloyd Wright and others who designed according to the principles of the Arts and Crafts movement of the early 1900s.

"We built a few houses designed by Sarah Susanka, who wrote the book 'The Not So Big House,'" says Fish. "It seemed to fit with our desire to work with sustainable design and materials. We want our houses to use less energy and require less maintenance over time, and the Not So Big House concept seemed to fit with our values."

Fishes do some remodeling, too. One of the most unique projects was the winery at Sugar Grove near Newton.

"That was an interesting project," Fish says. "Our clients bought and moved an old one-room school house five miles to their property. We set the old building on a new foundation and renovated the old structure into what is now space for wine sales and special events. All of the wine making equipment is in the new basement. It turned out really nice." ■

Contact Darren Tromblay at 953-4822 ext. 304 or [darren@dmcityview.com](mailto:darren@dmcityview.com) to recommend someone for an upcoming issue of What's In Your Garage?

## What do you like best about your teacher?



Patty Wilson: "He's funny. He teaches good work."



Grace Liggett: "He's fun. He's a hard worker."



Luther Ostby: "He's a good teacher. He makes teaching fun even though we are learning a lot."



Willie Parks: "He is helpful. He is nice to students. He rocks the classroom."

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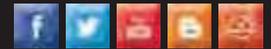
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# Disability insurance

A good idea if you are unable to work

By Matt Cale, State Farm agent

What would happen if you become disabled or ill and could not work?

How would you...

- Pay your bills?
- Make your monthly rent or mortgage loan payments?
- Buy your groceries?
- Make your car payments?
- Provide for your children's education?
- Save for retirement?

Think you're immune to accidents?

Most people don't realize the risk of becoming disabled, permanently or temporarily, at some point in their lives. But the reality is that at age 40, your chances of becoming disabled for 90 days or more prior to age 65 is 43 percent. According to the U.S. Social Security Administration, 20-year-old workers have a 1 in 4 chance of becoming disabled by age 67. In fact, the average American drawing Social Security disability benefits is 50 years old. The average Social Security Disability Insurance (SSDI) is only \$1,113 per month.

Is that enough to cover living expenses?

For most of us, the answer is likely no.

**Myth: I Can Rely on Workers' Comp.** Many people mistakenly think so. According to the Council for Disability Awareness, a small fraction of disabilities are covered by workers' compensation insurance, and the benefits are often temporary.

**What's the solution?** For maximum protection, make sure you have both short-term and long-term disability insurance. Many employers offer short-term coverage that will typically replace around 40 to 60 percent of your



income for three to six months while recovering from a temporary disability.

As the name implies, long-term coverage provides you with income during a lengthy or permanent disability. These benefits usually start three to six months after a person becomes disabled and can continue for a period of several years or even until age 70. For additional protection, consider augmenting this coverage with a personal policy.

**What should you look for in a policy?** Here are some considerations:

- "Disability" definition: Must you be unable to perform your regular job or any job? Be sure you understand the definition.

- Onset of benefits: If your savings can cover several months of expenses, reduce monthly premiums with a longer waiting period.

- Partial benefits: These can provide you with some income if you can't work full capacity.

- Cost-of-living adjustment (COLA): Adding a COLA option will increase benefits to keep pace with inflated living expenses.

It pays to do your homework and talk with a professional before selecting the policy that best fits your needs and budget. ■

Information provided by Matt Cale, State Farm Insurance, 6733 University Ave., Windsor Heights, 280-9000.

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Saturday, April 12 at 5:30pm

Sunday, April 13 at 8:30am and 10:45am

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**MAUNDY THURSDAY** • Thursday, April 17 at noon and 7pm

**GOOD FRIDAY** • Friday, April 18 at noon and 7pm

**EASTER MORNING SERVICES** • Sunday, April 20

All services celebrating Holy Communion

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# Exciting events at Walnut Creek

Congregations serves at home and abroad

By Lalonie Bowen

Walnut Creek Church in Windsor Heights is full of excitement with all the different events it participates in throughout the year.

MaryBeth Meyer, church coordinator and wedding planner for Walnut Creek Church, beams with excitement about being a part of Walnut Creek. She loves Windsor Heights and loves her significant role in the church community. She is happy to talk about and share news of Walnut Creek Church.

Walnut Creek Church has four locations — 323 E. Locust St. in Des Moines, 5905 N.W. 100th St. in Johnston, 1101 E. Army Post Road in Des Moines and 900 64th St. in Windsor Heights.

There are many great opportunities to get involved with at Walnut Creek Church, as they offer some rewarding programs.

Each year Walnut Creek Church sends several teams on international mission trips. They support a small church in the Dominican Republic where they share the love of Christ throughout the community. From March 15-30 100 missionaries from Walnut Creek went to the Dominican Republic to advance the gospel and help a new church grow.

Since the staff of Walnut Creek Church believes there are also many needs in the Des Moines area, it provides a service to people and businesses as well. This mission is called Mission To The City. The date for that is May 22 - 26. During Mission to the City the members of Walnut



MaryBeth Meyer is the church coordinator and wedding planner at Walnut Creek Church.

Creek Church set aside their busy schedules for a few days to serve the greater Des Moines area with thousands of hours of community service. Their prayer and their wish is that Des Moines would be blessed by their labor.

If you would like more information about Walnut Creek Church or about any of their events, call 515-279-8312 or visit their website at [www.walnut-creekcc.org](http://www.walnut-creekcc.org). They are welcoming to any new people who would like to be a part of their church community. If you would like to visit the church, you may call their office to get times of their church services. They have a large mix of age groups who attend Walnut Creek.

Meyer says she loves to see people get excited about God, who are really passionate and want to be involved. ■

# New or used: What should I do?

Decision boils down to peace of mind

By Cari Wilson, Cornerstone Community Credit Union

**M**any car purchases start with one decision: New or used? There are plenty of good vehicles out there either way.

In the end, the decision to buy new or used boils down to what you can afford and what will give you peace of mind. If you're on a tight budget, buying a used car gets you the most vehicle for the money. For less than half the price of the average new car, you can buy a three- or four-year-old used vehicle that is larger and loaded with more features than a small, bare-bones new one. But buying a used vehicle has its own risks, which could cost you over the life of the vehicle. You don't know how it's been driven or how well it's been cared for. A used vehicle will almost certainly require maintenance and possibly expensive repairs sooner than a new one.

## The case for buying new

Some people want a brand-spanking-new car. There's definitely a pride of ownership and peace of mind in being a vehicle's first owner. Some advantages include:

- **Reduced maintenance expense.** A new vehicle won't need maintenance for the first several thousand miles, and likely won't need new tires, a battery, exhaust system or brakes during its first few years of ownership, or even longer.

- **Warranty coverage.** Under a manufacturer's warranty, if something goes wrong with the car, it's the responsibility of the dealer and manufacturer to fix it. Typically, these bumper-to-bum-



per warranties last about three years or 36,000 miles (whichever comes first — an important detail to note).

- **Roadside assistance.** In addition to a comprehensive warranty, virtually all new vehicles come with some level of free roadside assistance while the vehicle remains under warranty. In addition, some automakers will reimburse you or provide alternate transportation if you are stranded far from home.

## The case for buying used

If you're not married to the idea of buying a new car, used vehicles have their own appeal.

- **Improved reliability.** Although used vehicles typically don't carry the same warranties as new ones, the original warranty on a new car is often transferable to a second owner. Often, a manufacturer will offer a longer-term warranty for certified cars, or some buyers choose to add their own extended warranties. Of course, cars have been getting more reliable, as consumers have demanded it. ■

Information from [www.cars.com/go/advice/sectionCredits.jsp#Cars.com\\_Staff](http://www.cars.com/go/advice/sectionCredits.jsp#Cars.com_Staff), provided by Cari Wilson, Cornerstone Community Credit Union, 414 61st St., Des Moines, 274-1460.

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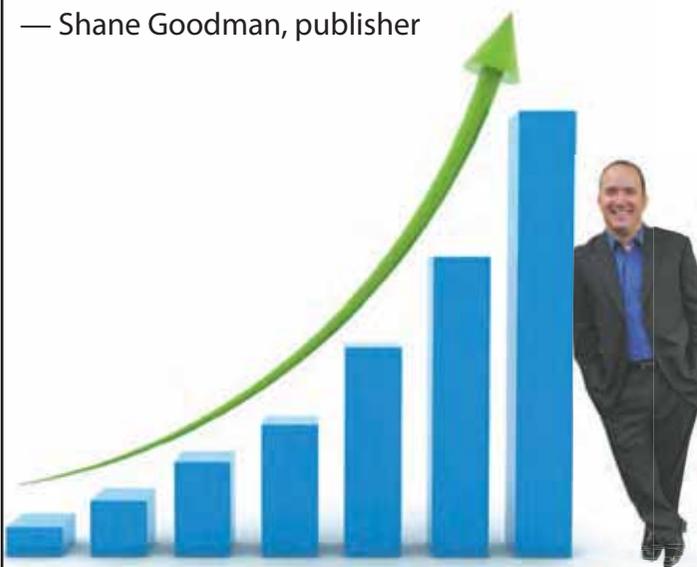
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# Chocolate mint brownies

Make treats and memories in your kitchen

By Marchelle Walter Brown

“Surely, two of the most satisfying experiences in life must be those of being a grandchild or a grandparent”.

I recently ran across this quote by Donald Norberg and, in my case, found it ever so true. When I look back on my childhood, to me it seemed perfect. In reality, I'm sure that's not entirely true, but the memories I have paint the picture that it was. Likewise, when my children speak of their time growing up and my husband's family speak of theirs, so many of the stories and memories include time spent with grandparents. Therefore, when our grandchildren visit, we always try to remember that what we are doing is making memories.

One of the grandkids favorite things to do at our house, especially when we can't be outside, is helping to make something in the kitchen. Making pancakes from scratch is almost always a “must do,” and then we try to choose a new recipe for them to help with. I try to find something with several steps so that they can take turns measuring, pouring and mixing. The recipe we chose this weekend I got from my mother-in-law, Rosemary Brown, and it's one of her most requested desserts from her grandchildren when we have family get-togethers.

Remember — the best thing about memories is making them. ■



## Chocolate mint brownies

### Cake layer

1 cup all-purpose flour  
1 cup sugar  
1 stick butter (softened)  
4 eggs  
1-1/2 cups (16 oz. can) Hershey's syrup

1. Heat oven to 350 degrees and grease a 9"x13" pan.

2. In a large mixer bowl, combine the above ingredients and beat until smooth. Pour into the prepared pan and bake 25-30 minutes or until top springs back with lightly touched.

3. COOL COMPLETELY in the pan. When cooled, spread the Mint Cream Center on cake; cover and chill.

4. Next, pour the Chocolate Topping

over the chilled dessert. Cover and chill at least 1 hour before serving.

### Mint Cream Center

2 cups confectioners sugar  
1 stick butter (softened)  
1/2 teaspoon mint extract  
3-4 drops green food color  
Combine in a small bowl and beat until smooth.

### Chocolate Topping

6 tablespoons butter  
1 cup semi-sweet chocolate chips  
In small saucepan over very low heat, melt butter and chocolate chips. Remove from heat; stir until smooth. Cool slightly before spreading.



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## Q. Is my child getting enough sleep?

**A.** Sleep is a very important aspect of healthy growth and development in children. The amount of sleep each individual child needs varies based on the age of the child and the child's specific sleep needs. Here are some general guidelines for sleep:

- Newborn-six months: 16-20 hours per day
- Six months - one year: 9-11 hours per night, plus a three hour nap during the day
- Toddlers age one-three years: 10-13 hours per night
- Preschoolers, school-age children and pre-teens: 10-12 hours per night
- Teenagers: 8.5-9.5 hours per night

Regardless of your child's age, it is important to create and maintain a regular bedtime routine. Going to sleep and waking up around the same times each day helps to establish a regular sleep schedule.

**If you have questions regarding your child's sleep habits, talk to your pediatrician.**

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# Legal issues when selling your home

Make sure required documents are in order

By Madina L. Nguyen, attorney, Abendroth and Russell Law Firm

In today's tight economy, many homeowners try to sell a house without listing it through a realtor. This For-Sale-By-Owner (or "FSBO") sale can save you thousands in commissions if you can find a buyer on your own. However, important legal issues arise when you sell your home.

In order for an agreement to sell real estate to be binding, it must be in writing. The purchase agreement should contain the specifics of the transaction, such as the sales price, the closing date, the financing terms for the buyer and any special contingencies, such as seller-paid closing costs or the sale of the buyer's home. The purchase agreement should also spell out the rights and remedies of the parties and under what conditions the transaction can be canceled.

Iowa law requires that the seller provide a written disclosure statement to a purchaser. The seller's disclosure statement is required even if a property is being sold in "as-is" condition. For homes built prior to 1978, a lead-based paint disclosure statement is required by federal law. New legislation requires that a seller inform a buyer about radon testing.

Once you have a buyer, you should locate your original abstract to your property. This is a key item that will cause delays if not processed quickly. The abstract of title must be brought up to date and the buyers and sellers must be searched to identify any adverse liens and judgments. The abstract



will then be examined by an attorney on behalf of the buyer. There may be title issues to address, such as the death of a titleholder or judgments against a person of a similar name.

Once a title opinion has been generated, you will need to execute a deed and other supporting documents to transfer title to the new buyer. The recording statutes have very specific requirements for the format of the deed and is it vital to correctly vest title. The deed must be accompanied by a declaration of value, which is delivered to the local assessor's office. A groundwater hazard statement is required on all properties to disclose potential groundwater contamination. If the home has a septic system, a new law requires that the system be inspected prior to sale.

Selling a home involves more than shaking hands on a price. Finding a buyer is only the first step through the legal process. ■

Information provided by Madina L. Nguyen, attorney for Abendroth and Russell Law Firm, 2560 73rd St., Urbandale, 278-0623, www.ARPCLaw.com.

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# Church takes chili honors

Walnut Creek Community is cookoff winner

By Deb Bengtson, executive director, Windsor Heights Chamber

The Windsor Heights Chamber inaugural Chili Cook-off has a winner — Walnut Creek Community Church.

The Windsor Heights Chamber wants to thank the following businesses: Bankers Trust, 3E, Matt Cole-State Farm Insurance, The City of Windsor Heights, The Windsor Heights Police, Hy-Vee, Angelo's on 8th and Walnut Creek YMCA. We are planning for next year to make it better than ever.

WHYPro (Windsor Height Young Professional Group) is a strong part of the Windsor Heights Chamber. They join together for networking, leadership and service opportunities. This group gathers for social time and networking the third Thursday of each month at 5:30 p.m. The April social will be held April 17 at 515 Brewery (7700 University). In addition to business and professional development, WHYPro organizes events to build camaraderie and volunteerism for the community throughout the year. Keep current on WHYPro events on the website-[www.windsorheightschamber.com](http://www.windsorheightschamber.com) or Meetup.com.

WHYPro is planning a Terry Fox Run in September. The Terry Fox Run is a non-competitive charity event held around the world in commemoration of Canadian activist Terry Fox and his Marathon of Hope, which helps raise money for cancer research. Participants are able to make the event as creative as they want and recruit friends and family to attend. Watch for further details.

WHYPro also is hosting the first morning networking on April 18 at 7:30 a.m. Grounds for Celebration is providing coffee. Join WHYPro to meet other



Deb Bengtson

young professionals from the Windsor Heights community.

On April 21 (third Monday of the month) the monthly membership luncheon will be held at Angelo's on 8th, 11:45 a.m. - 1 p.m. Raylee Melton from Moth Media will speak on Power, Purpose and Profit of Internet Marketing. We have all jumped in on the social mobile revolution. Using the Internet widens the reach to attract the right clients from all over the country. It sounds so incredibly easy. Just create a page and the business will come. So, why do you post and get nothing? You've not only need to stand out and apply a consistent stream of activity with your marketing, but you need pull in prospects from your social media feed. In our time together, we are going to address these problems and give you useful real life tips to increase your online presence and success.

April 23 (fourth Wednesday of the month) is Do Business, a morning networking event. Our host is Dr. Allison Carlson. Attend from 7:30 - 8:30 a.m. to meet the business community and learn more about their businesses. ■



## WHYPRO

WINDSOR HEIGHTS YOUNG PROFESSIONALS

### Monthly Business Meetings

Get to know your peers in the community for our monthly get-togethers.

### Quarterly Networking Lunch

Network with your peers and join us for our quarterly lunches.

### After Work Socials

Network with WHYPro members after work each month at 515 Brewing.

### Volunteer

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### Athletics

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Carolyn and Dave Nagel at the Chili Cook-Off in Windsor Heights on March 27.



Chief Dennis McDaniel serving the police department's chili at the Chili Cook-Off in Windsor Heights on March 27.



Josh Van Ryswyk serving HyVee's chili at the Chili Cook-Off in Windsor Heights on March 27.



Steve Kroner and Matt Conrad serving Angelo's chili at the Chili Cook-Off in Windsor Heights on March 27.



Jeff Fiegenschuh and Matt Reiff at the Chili Cook-Off in Windsor Heights on March 27.



Sabina Kneifl, Miles Kneifl, Matt Kneifl and Warren Taylor at the Chili Cook-Off in Windsor Heights on March 27.



Spencer Shafer, Steve Pope and Brook Wade serving Bankers Trust's chili at the Chili Cook-Off in Windsor Heights on March 27.



Katie Skillman, Ricki Meyer, MaryBeth Meyer and Phil Cooper serving Walnut Creek's chili at the Chili Cook-Off in Windsor Heights on March 27.



Chris Hammers, Kendal Bartlett and Matt Cale serving State Farm's chili at the Chili Cook-Off in Windsor Heights on March 27.



Diana Willits and Flo Hunter serving the City of Windsor Heights chili at the Chili Cook-Off in Windsor Heights on March 27.



Judy Patterson, Britt German and Mark Patterson serving the Windsor Heights YMCA's chili at the Chili Cook-Off in Windsor Heights on March 27.



Allison Carlson, Betty Ridout and Deb Bengtson at the Chili Cook-Off in Windsor Heights on March 27.

See more photos online at [www.iowalivingmagazines.com](http://www.iowalivingmagazines.com)



Lynn Yong, Hannah Hartsell and Rachel Tyler at the Chili Cook-Off in Windsor Heights on March 27.



Becky Hiu, Megan Lyon, Chrissy Bloom and Kayla Osegera at the Chili Cook-Off in Windsor Heights on March 27.



Leng Vong-Reiff and Sheena Danzer at the Chili Cook-Off in Windsor Heights on March 27.



Matt Nuetzman at the Chili Cook-Off in Windsor Heights on March 27.



Connie Stivers and Ed Ridnour at the Chili Cook-Off in Windsor Heights on March 27.



Donna Jordan reading "Ike's Incredible Ink" at the Franklin Library Crafty Readers in Beaverdale on April 8.



Leilah and Roman Chiamonte at the Franklin Library Crafty Readers in Beaverdale on April 8.



Jericho and Katie Chiamonte at the Franklin Library Crafty Readers in Beaverdale on April 8.



Olivia, Beth and Ella Kiernan at the Franklin Library Crafty Readers in Beaverdale on April 8.



Hannah Simcox and Emberlee Braune at the Franklin Library Crafty Readers in Beaverdale on April 8.



Jessica and Elle Frazier at the Franklin Library Crafty Readers in Beaverdale on April 8.

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