WINTERSET
Living
MAGAZINE
NOVEMBER 2026

RESIDENTS' CHOICE AWARDS

IOWA Living MAGAZINES
RESIDENTS' CHOICE AWARD
MADISON COUNTY
think local • 2026

Madison County residents share their favorites

Stuffed peppers
RECIPE

Honoring those who served
VETERANS SALUTES

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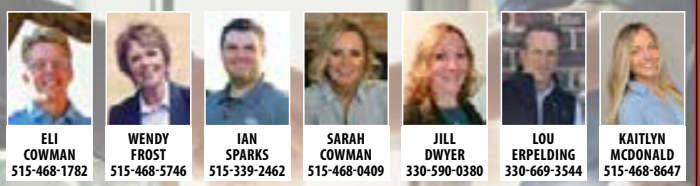


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VOTING made easy



Voting for elected officials, bond issues or related items can be a lot of work. Voters should research the candidates or issues in advance and make selections that match their views. They often need to take time off from work or home activities to be available in person to cast their ballots. And, sometimes, they need to stand in line for lengthy periods of time to even get inside the polling places.

Nobody said voting was easy — unless you are voting in the Residents' Choice polls in our Living magazines. We keep it simple, and you can vote in the comfort of your own home on your personal computer, tablet or phone. Easy peasy.

A few decades ago, when we were first conducting reader polls in CITYVIEW magazine, all the votes were submitted on the paper ballots we published. Choices were written in by hand, and the votes were counted by hand, too. It was a tedious process, and, as a result, very few votes were cast compared to today.

Now, we subscribe to an online polling service so readers can cast their votes digitally. Voters still have to fill in the blanks, as we don't load the ballot with predetermined choices like some other polls do. It certainly would be easier to count the results if we loaded your options, but we think it is important to keep the choices for our readers' favorite people, businesses, places and events wide open. And, since our Living magazines are mailed to every household in the communities we serve, everyone is eligible to vote. You don't have to register. You don't have to be a certain age. You don't even have to vote in more than one category if you so choose.

There have always been, and always will be, cheaters in this world, including in this poll. Cheating doesn't work, though, as we easily identify those and throw them out. What does work is being a great person, being involved in a great organization or running a great business — and that is what the winners in this year's readers' poll are.

I thank all of you who took the time to vote in this year's Residents' Choice poll. And, if you didn't vote, well, there is always next year.

Thanks for reading. ■

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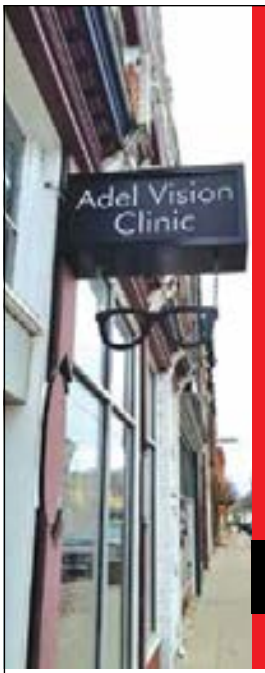
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RESIDENTS' CHOICE AWARDS

Madison County residents share their favorites



Kylee Tindle, Spoons Full of Sugar Boutique, Residents' Choice for favorite boutique

Once again, residents in Madison County have given kudos to the people, places, events and businesses that help make living in the area a pleasure and a breeze. Quality services, products, amenities and more are close to home, and those who live in the area tipped their hats to them by choosing their favorites in our annual Residents' Choice Poll.

With sometimes only a handful of votes between the winner and the runners up, we consider all three to be winners. If you are unfamiliar with any of them, pay them a visit and give them a chance to become one of your favorites, too. They come highly recommended by the voters in our poll, who also happen to be your neighbors.

Residents' Choice for Favorite Madison County …

(Please note: Runners up are listed in alphabetical order.) * Denotes repeat winner from last year.

Restaurant
The Drift
Runners up: Sports Page Grill; The Talk Shop Lounge

Restaurant for breakfast
*** Montross Pharmacy Cafe**
Runners up: Hitchin' Post Grill; The Bakery Unlimited

Restaurant for lunch
Montross Pharmacy Cafe
Runners up: China Cafe; Sports Page Grill

Restaurant for dinner
Sports Page Grill
Runners up: The Drift; The Talk Shop Lounge

Restaurant for dessert
*** Frostee's**
Runners up: Harvest Market; The Bakery Unlimited

Place for ice cream
***Frostee's**
Runners up: Montross Pharmacy; Tiki Treats Iowa

Pizza establishment
***Casey's**
Runners up: Pizza Hut; Pizza Ranch

Bar
*** The Drift**
Runners up: Sports Page Grill; The Skillet Pub and Grub

Brewery / distillery / winery
Madison County Winery
Runners up: Big Rack Brew Haus; Winterset Cidery

Server / bartender
Candi Lehman, Sports Page Grill
Runners up: Gina Robinson, Winterset Cidery; Katie Johnston, The Drift

Auto service
R&B Tire and Auto
Runners up: Main Street Garage; Quality Car Care



Skyler Knutson, Dr. Tiffany McKnight, Dr. Amanda Queck, Evan Queck, Lance Queck and Lynn Breakenridge with Flourish Chiropractic & Wellness, Residents' Choice for favorite chiropractor

Auto body shop
***Roush Collision & Restoration**
Runners up: Al's Body and Customs; Borne Again Rides

Preschool / daycare
***Stepping Stones Child Care Center**
Runners up: Sprouts Preschool & Daycare; Wee Learners Preschool

Park
***Winterset City Park**
Runners up: Pammel State Park; St. Charles City Park

Community festival or event
***The Covered Bridge Festival**
Runners up: The Earlham Freedom Fest; Madison County Fall Crawl

Church
***Redeemer Church**
Runners up: Winterset Community Church; St. Paul Lutheran Church, ELCA

Pastor
*** Jaysson Gurwell, Redeemer Church**
Runners up: Erick Swanson, St. Paul Lutheran Church, ELCA; Scott O'Conner, Winterset Community Church

Place for a field trip
***Pammel State Park**
Runners up: Howell's Greenhouse and Pumpkin Patch; Rusty Stars Alpacas

Spot for a picnic
***Winterset City Park**
Runners up: Clark Tower; Imes Covered Bridge

Grocery store
***Fareway**
Runners up: Hometown Market in Earlham; Hy-Vee

Boutique
Spoons Full of Sugar Boutique
Runners up: Evergreen and Lily Floral Studio & Gifts; Whompy Bear Boutique

Retail store
Bomgaars
Runners up: Angel Wings and CT; White Cottage Market

Florist
***Evergreen and Lily Floral Studio & Gifts**
Runners up: PepperHarrow Farm; The Botanical Bodega

FEATURE

Home improvement retail store
***Brothers Ace**
Runners up: Bomgaars; EBC - Earlham Building Center

Place to purchase a gift for a man
*__Bomgaars__
Runners up: Brothers Ace; EBC - Earlham Building Center

Place to purchase a gift for a woman
***Angel Wings and CT**
Runners up: Madison County Mercantile; Spoons Full of Sugar Boutique

Dad / child date spot
Winterset City Park
Runners up: Pammel State Park; The Iowa Theater

Mom / child date spot
***Winterset City Park**
Runners up: The Iowa Theater; Winterset Public Library

Place to take your mom and dad
Sports Page Grill
Runners up: Clark Tower; The Drift

Place to take your kids or grandkids
***Winterset City Park**
Runners up: Clark Tower; Frostee's

Place for children's birthday parties
***Winterset City Park**
Runners up: Pizza Ranch; The Warehouse On 2nd

Summer camp
***Wildwood Hills Ranch**
Runners up: Bricker Price Summer Camp; Pammel State Park

Camping spot
Pammel State Park
Runners up: Criss Cove Campground; Winterset City Park Campground

Hair salon
***Salon 107**
Runners up: Foil and Fade; Wild River Studios

Dental office
Earlham Family Dentistry
Runners up: Summit Dental; Winterset Dental

Chiropractor
***Flourish Chiropractic & Wellness**
Runners up: Infinite Chiropractic & Wellness Clinic; Meyer Chiropractic Clinic

Health club or gym
JET Fitness Center
Runners up: Bit of a Stretch Yoga Studio; Kardio Kick Gym

Doctor
Dr. Joseph Kimball, DO
Runners up: Clarice Blanchard, PA-C; Dr. Jonathan Suddarth, DO

Pharmacy
*** Montross Pharmacy**
Runners up: Hy-Vee; Medicap

Financial planner
***Whitney Messerschmitt, Edward Jones**
Runners up: Jason Kleemeier, One Wealth; Marissa Dombrowski, Northwestern Mutual

Law firm
***Jordan, Oliver, Walters & Smith**
Runners up: Flander Casper & Rosien; Peer, Nelson & Braland

Lawn care business
***Midwest Services**
Runners up: 5 Sons, Landscape and Design; B & B Lawn Care

Nursery or landscaping company
***Midwest Services**
Runners up: 5 Sons, Landscape and Design; Earthly Possibilities

Heating and cooling business
Miner Heating and Cooling
Runners up: Bill Jensen Heating and Cooling; Lillie Plumbing, Heating and Electrical

Electrician (business)
Nate Purdy
Runners up: Hirsch Electric; Lillie Plumbing, Heating and Electrical

Plumbing company
Lillie Plumbing, Heating and Electrical
Runners up: Herr Plumbing; Switech Plumbing

Senior living facility
***Azria Health Winterset**
Runner up: Northward Plaza



Trevor Heimbaugh and Rob Nelson with Jordan, Oliver, Walters & Smith, Residents' Choice for favorite law firm

Insurance agency
Charlotte Speer, State Farm
Runners up: Pro Team Insurance; Scot Clark, Farm Bureau

Realtor
***Rachel Eller, Summerset Realty**
Runners up: Jennifer Stover, Madison County Realty Co.; Sarah Cowman, Homefront Real Estate

Bank / credit union
*** Union State Bank**
Runners up: Earlham Savings Bank; Farmers & Merchants State Bank

Photographer
LeAnn Tucker
Runners up: Katie Cooke, BK Photography Creations; Gracelynn Brown, Gracie B Photography

Place for guests to stay
***Cobblestone Inn & Suites**
Runners up: Aerie Loft; Cottage on Court

Home builder
***Complete Construction**
Runners up: Johnson Construction; Sawyers Custom Homes

Home improvement contractor
Lincoln Concrete and Structures
Runners up: Falke Construction; JD Gordon Superior Home Improvements

Accounting firm
***Shahan Walsh**
Runners up: Bridges Financial Inc.; Negley Tax & Consulting

Painting company
***Cleghorn Painting**
Runners up: Dan Shaver; Matt Wiseman Painting ■

RECIPE

By Jolene Goodman

A FAMILY dinner classic for cooler days



Each week we have the family over for dinner, and I love finding meals that feel a little more special simply because everyone is gathered around the table. As the weather starts to cool, I naturally gravitate toward those hearty, comforting recipes that fill the kitchen with wonderful smells and make everyone want to linger a little longer.

Classic Stuffed Peppers are one of those meals. Colorful bell peppers are filled with a savory mixture of seasoned ground beef, rice, tomatoes and cheese, then baked until everything is hot, bubbly and tender. It's the kind of old-fashioned comfort food that doesn't need much fuss — and it's easy to make enough to feed a hungry group.

There's something about stuffed peppers that reminds me of the kind of meals we grew up with: simple ingredients, familiar flavors and a dish that comes out of the oven ready to share. I also like that they can be prepared ahead of time, which makes them especially handy when company is coming.

Served with a simple salad or some crusty bread, stuffed peppers make a satisfying dinner without requiring a lot of extras. And, of course, having the family around the table is the best part. Enjoy! ■

Information provided by Jolene Goodman, vice president of Big Green Umbrella Media.

Classic Stuffed Peppers



INGREDIENTS:

- 4-6 bell peppers, use any color — green, yellow, red, orange
- 1 tablespoon olive oil
- 1 pound ground beef (or turkey)
- 1 onion, chopped
- 5 cloves garlic chopped
- 14.5 ounces chopped tomatoes
- 1 8-ounce can tomato sauce
- 1 cup cooked rice
- 1 cup shredded cheddar cheese
- 1 tablespoon paprika
- 1 teaspoon dried oregano
- 1 teaspoon dried basil
- 1/2 teaspoon garlic salt
- Salt and pepper to taste

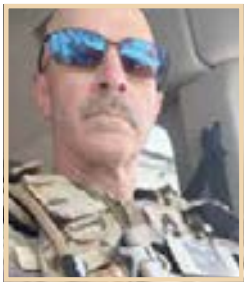
DIRECTIONS:

- Pre-heat oven to 375 degrees. Bring a pot of water (enough to cover the bell peppers) to a boil. Wash peppers, cut off the tops and clean out the insides. Chop tops. Blanch large peppers 5 minutes to slightly soften. Set the softened peppers into a lightly oiled baking dish. Heat the oil in a pan over medium heat and add the onions and chopped pepper tops. Cook for 5 minutes to soften. Add the garlic and cook 1 minute. Add ground beef. When beef is cooked, add tomatoes, tomato sauce, seasonings and cooked rice. Stir together and remove from heat. Stir in half of the shredded cheese. Stuff each pepper with the meat filling mixture. Top each pepper with the remaining shredded cheese. Roast the stuffed peppers for 15-20 minutes or until the peppers are tender to your preference, and the cheese is nice and bubbly.



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Jayson Gibson



Winterset
Military branch: Iowa Army National Guard
Rank: Sergeant First Class/E7
Served: 1988-1996 and 2016 to present
"We live in a country that is free, and this comes at a cost. Some have given more than others, but all that serve have given something. The day that people stop volunteering to serve, we have a chance to lose what people before us paid for. It is an honor to serve not only Iowa but the United States of America.

Bryner Gibson



Winterset
Military branch: Iowa Army National Guard
Rank: Staff Sergeant/E6
Served: 2018 to present

Jennifer Crowl



Winterset
Military branch: Army Reserves and National Guard
Rank: E5
Served: 1996-2004
"Serving my country allowed me to meet some incredible people as well as gave me more confidence to do what I do today."

Gary Marlin



Rural Winterset
Military branch: U.S. Navy
Rank: DC3
Served: 1956-1959
"I went into the Navy at age 17 under the three-year 'Kiddie Cruiser' program. I was proud to serve most of my time on the USS Iowa Battleship."

Stephen B. Chesebro



Winterset
Military branch: U.S. Army, 25th Infantry
Rank: SP4
Served: March 6, 1969, to March 18, 1971
"I am proud to have served my country."

Kohlton Pike



Winterset
Military branch: Army National Guard
Rank: Sergeant
Served: June 28, 2018, to current
"Despite the ups and downs, I'll always be thankful for the military. I wouldn't be who I am or have the life I have without it."

VETERANS DAY IS WEDNESDAY, NOV. 11, 2026

Jack McLallen



Winterset
Military branch: U.S. Marine Corps
Rank: Master Sergeant (E-8)
Served: May 15, 1998 – July 1, 2020
"Serving our amazing country was the highest calling and honor of my life, next to being a dad."

Jacob McQuoid



Winterset
Military branch: U.S. Air Force
Rank: E-5 Staff Sergeant
Served: 11 years until 2023
"I'm grateful I had the opportunity to serve. My time in the Air Force took me around the world, helped shape who I am today, and taught me lessons about life, growth and family that I'll carry with me forever. I'm especially grateful to have served alongside my wife, Kambria."

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BEAUTY By Annie Wiseman

THE NEED to protect



Hot tools like blow dryers, curling irons and flat irons are essential to many styling routines, but repeated heat exposure can take a toll on your hair. That is where heat protectants come in. These products help minimize damage while keeping your hair looking and feeling its best.

Heat protectants work by creating a lightweight, protective layer around the hair strand. Ingredients such as silicones, polymers and conditioning agents help distribute heat more evenly, reduce friction and slow the transfer of heat into the hair. This barrier helps limit damage to the cuticle, the hair's outer protective layer, and reduces moisture loss during styling.

When hair is exposed to excessive heat, its natural proteins can become damaged, the cuticle may become rough or lifted, and the hair can lose moisture. Over time, this can lead to dryness, breakage, split ends and dullness. Heat protectants help reduce these effects.

The benefits go beyond protection. Many heat protectants also help smooth the hair, reduce frizz, add shine and improve manageability. Some formulas provide added conditioning, helping hair feel softer and making brushing and styling easier.

For the best results, apply your heat protectant evenly before using hot tools, paying special attention to the mid-lengths and ends, which are often the most vulnerable to damage. Ask your trusted stylist which heat protectant best serves your hair's needs. ■

Information provided by Annie Wiseman, owner of Salon 107 and a licensed cosmetologist with 25 years of experience. 107 John Wayne Drive, Winterset, 515-462-4247, salon107style@gmail.com.



HEALTH By Dr. Amanda Queck

BENEFITS of laser therapy

A natural approach to pain relief and healing



Living with pain, inflammation or a lingering injury can make everyday activities more difficult than they need to be. Laser therapy offers a noninvasive, drug-free treatment option designed to support the body's natural healing processes. By delivering specific wavelengths of light to targeted tissues, therapeutic laser therapy may help reduce pain and inflammation, improve circulation and promote tissue repair.

The biggest benefit of incorporating laser therapy into your care plan is that it generally does not require long-term care. Where chiropractic care is known to be a long-term solution to support your nervous system, laser therapy often requires as few as 6-12 visits to receive lasting results, especially when used in conjunction with regular chiropractic care.

Some of the more common conditions treated with this type of therapy include neuropathy, osteoarthritis, chronic pain/inflammation, post-surgical recovery and acute injuries.

Whether you are recovering from an injury, managing chronic discomfort or looking for additional support in your recovery, laser therapy may be a valuable addition to your personalized care plan. ■

Information provided by Dr. Amanda Queck, D.C. Flourish Chiropractic & Wellness, 108 W. Court Ave., Winterset, 515-384-0360, www.flourishchiro.life.

By Dr. Jason Phelps

DENTAL care during pregnancy



Pregnancy brings many changes to your body, including changes that can affect your teeth and gums. Hormonal shifts, changes in eating habits and morning sickness can increase your risk of oral health problems. Fortunately, dental care and good daily habits can help protect your smile throughout pregnancy.

Hormonal changes can make your gums more sensitive to plaque, the sticky film of bacteria that collects on teeth. Your gums may become swollen, tender or prone to bleeding when you brush or floss. This inflammation, often called pregnancy gingivitis, is a reason to improve your oral hygiene and schedule a dental visit.

Without proper care, gum disease can progress to periodontitis, a more serious condition that damages the tissues and bone supporting your teeth. Treatment may require a professional cleaning beneath the gumline. Studies have found associations between periodontitis and pregnancy complications, including premature delivery, low birth weight and preeclampsia, a potentially serious condition involving high blood pressure. These associations do not prove that gum disease causes these complications, but they reinforce the importance of maintaining oral health.

Pregnancy can also create challenges for your teeth. Frequent snacking and cravings for sweets expose teeth to more opportunities for cavity formation. Vomiting introduces stomach acid into the mouth, which can soften and gradually wear away protective tooth enamel. This damage may cause sensitivity and leave teeth more vulnerable to decay.

To protect your teeth and gums, brush twice daily for two minutes with fluoride toothpaste. Clean between your teeth every day with floss or another interdental cleaner. Choose nutritious foods and limit sugary snacks and drinks, especially between meals.

After vomiting, avoid brushing immediately because softened enamel can be damaged. Instead, rinse with one teaspoon of baking soda mixed into one cup of water to help wash away and neutralize stomach acid.

Continue regular dental visits and tell your dentist that you are pregnant. Also, share any medications you take and any concerns or complications related to your pregnancy. Your dental team can tailor your care and coordinate with your prenatal care provider when needed.

Dental care during pregnancy is generally safe. Necessary dental X-rays, local anesthetics used to numb the mouth and most dental treatments can be provided during pregnancy. Delaying needed treatment may allow problems to worsen.

A healthy mouth is an important part of a healthy pregnancy. Consistent home care and professional attention can help keep you comfortable and smiling. ■

Information provided by Dr. Jason Phelps, Winterset Dental, 225 Wambold Drive, Winterset, 515-462-5755, Instagram: dr._jason_phelps. Source: Journal of the American Dental Association.



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515-468-5285


Madison Lafrenz
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REAL ESTATE

By Madison LaFrenz

AUTUMN advantage

Why fall is still a great time to sell.



When the leaves fall, many homeowners assume the real estate market slows down — but that is not always true. In fact, selling in the cooler months can bring unique advantages.

Fewer listings mean less competition. With fewer homes on the market, your property stands out to serious buyers who are ready to move before the holidays or start the new year fresh. Plus, buyers who are house-hunting in November tend to be motivated. No one browses open houses in 30-degree weather just for fun.

This season is also your chance to make your home feel warm and inviting. Simple touches like a cozy throw blanket, a simmer pot on the stove, or soft lighting can transform your space into one buyers instantly connect with. Think "comfort meets curb appeal."

And, while outdoor photos shine in summer, fall's natural backdrop — golden trees, pumpkins on the porch and crisp light — makes for some of the most beautiful listing photography of the year.

So, if you have been thinking about selling, do not wait for spring. The fall market might be the hidden opportunity your home has been waiting for. ■

Information provided by Madison LaFrenz, 515-739-0336, Madison County Realty, 65 W. Jefferson St., Winterset, madison.lafrenz@gmail.com. Licensed in Iowa.

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AUTOMOTIVE

By Dawn Lauer

TIRE basics



Tires are not something you frequently purchase, so it is understandable if you are confused by the array of brands, sizes and tire types to choose from. However, a little knowledge and a trusted advisor can make the process a breeze. First, you must identify the proper size tire for your vehicle.

Check your owner's manual or the tire and loading information label located on the driver's side door edge or post. Once you have the correct size, you need to choose which type of tire best suits your needs. There are three main types of tires used in our area: all-season, winter and all-terrain.

All-season tires are the most common and can handle a variety of road conditions. Winter tires are more effective than all-season tires in deep snow. All-terrain tires are mainly used on four-wheel-drive vehicles. They provide a good compromise.

After you know the size and type, you must decide which brand of tire to purchase. With a wide variety of brands to choose from, we recommend discussing the options with your repair shop. Once you have the perfect tires, keep in mind that proper tire maintenance, such as rotation, balance and alignment, is essential to your tires lasting longer and making you as safe as possible. ■

Information provided by Dawn Lauer, marketing specialist, Quality Car Care, 1012 N. 10th St., Winterset, 515-462-1035. Sources: www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/11084a_tirehome_102918_vs_tag_O.pdf.

INVESTMENT

By Jason Kleemeier

STAYING financially organized throughout life

Simple systems that create long-term confidence



Financial organization is not about having perfectly labeled folders or color-coded spreadsheets. It is about creating a simple system that makes important information easy to find when you need it most. Whether you are preparing for tax season, meeting with your financial advisor or helping a loved one during an emergency, an organized financial life can save time and reduce stress.

Start by gathering your most important information in one secure location. This may include account information, insurance policies, estate planning documents, tax records, mortgage details and a list of trusted professional contacts. Whether your system is digital, paper, or a combination of both, consistency is more important than complexity.

Financial organization also benefits the people you care about. If an unexpected illness or emergency occurs, knowing where essential information is stored can make an already difficult situation much easier to manage.

Organization isn't about perfection — it is about creating confidence. A few hours spent getting organized today can help make important information easier to find and important decisions easier to navigate in the future.

Quick tip: Set a recurring annual calendar reminder for your "Financial Organization Day" to review documents, update beneficiaries and remove outdated records. ■

About the Advisors: Jason Kleemeier, CFP® and Casey Kleemeier are Financial Advisors at One Wealth, helping families make confident financial decisions through every stage of life with practical, personalized guidance. One Wealth, 224 E. Highway 92, Suite B, Winterset, IA 50273, 515-462-4608, www.onewealth4me.com.
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WINTERS HU

IOWA Living MAGAZINES





Photos by BK Creations

V GIRLS BASKETBALL

DATE	TIME	OPPONENT	LOCATION
Nov 20	7:30PM	Des Moines Christian	Des Moines Christian
Nov 24	7:00PM	Clarke Community	Clarke
Dec 1	6:00PM	Carroll	Carroll HS
Dec 4	6:00PM	ADM	Winterset HS
Dec 8	6:00PM	Gilbert	Winterset HS
Dec 11	6:00PM	Boone	Boone HS
Dec 15	6:00PM	Ballard	Winterset HS
Dec 18	6:00PM	North Polk	North Polk HS
Dec 22	6:00PM	Newton	Winterset HS
Jan 4	6:00PM	Creston	Winterset HS
Jan 8	6:00PM	Carlisle	Carlisle HS
Jan 12	6:00PM	Bondurant-Farrar	Winterset HS
Jan 15	6:00PM	ADM	ADM HS
Jan 19	6:00PM	Gilbert	Gilbert HS
Jan 22	6:00PM	Boone	Winterset HS
Jan 26	6:00PM	Ballard	Ballard HS
Jan 29	6:00PM	North Polk	Winterset HS
Feb 1	6:00PM	Harlan Community	Harlan HS
Feb 2	6:00PM	Carlisle	Winterset HS
Feb 5	6:00PM	Bondurant-Farrar	Bondurant-Farrar I
Feb 11	6:00PM	Treynor	Winterset HS

V BOYS BASKETBALL

DATE	TIME	OPPONENT	LOCATION
Dec 1	7:30PM	Carroll	Carroll HS
Dec 4	7:30PM	ADM	Winterset HS
Dec 8	7:30PM	Gilbert	Winterset HS
Dec 11	7:30PM	Boone	Boone HS
Dec 12	5:00PM	Atlantic	Winterset HS
Dec 15	7:30PM	Ballard	Winterset HS
Dec 18	7:30PM	North Polk	North Polk HS
Dec 22	7:30PM	Newton	Winterset HS
Jan 4	7:30PM	Creston	Winterset HS
Jan 8	7:30PM	Carlisle	Carlisle HS
Jan 12	7:30PM	Bondurant-Farrar	Winterset HS
Jan 15	7:30PM	ADM	ADM HS
Jan 19	7:30PM	Gilbert	Gilbert HS
Jan 22	7:30PM	Boone	Winterset HS
Jan 26	7:30PM	Ballard	Ballard HS
Jan 29	7:30PM	North Polk	Winterset HS
Feb 1	7:30PM	Harlan Community	Harlan HS
Feb 2	7:30PM	Carlisle	Winterset HS
Feb 5	7:30PM	Bondurant-Farrar	Bondurant-Farrar HS
Feb 11	7:30PM	Treynor	Winterset HS
Feb 12	8:00PM	Clarke Community	Clarke
Feb 16	7:30PM	Des Moines Christian	DM Christian School

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WINTER SCHEDULE 26-27

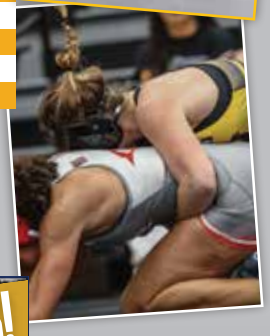
V GIRLS WRESTLING

DATE	TIME	OPPONENT	LOCATION
Nov 17	5:30PM	Triangular	Creston HS
Nov 19	5:30PM	Ballard Girls Inv.	Ballard HS Gym
Nov 21	10:00AM	Multiple Schools	Nevada HS
Dec 5	10:00AM	Ames Invite	Ames HS
Dec 10	5:30PM	Pella	Pella HS
Dec 10	5:30PM	Newton	Pella HS
Dec 11	10:00AM	Saydel Girls Inv.	Saydel HS
Dec 17	5:30PM	MSTM Quad	Martensdale-St. Marys
Dec 17	5:30PM	Girls Wrestling Tri	Ballard HS Gym
Dec 19	9:00AM	Multiple Schools	Canton HS
Jan 2	9:00AM	Belle of the Border III	St. James HS
Jan 4	4:30PM	Knight Tournament	Kuemper Catholic HS
Jan 5	5:30PM	Carlisle Duals	Carlisle HS Barn
Jan 7	5:30PM	Winterset Dual Tourn.	Winterset HS
Jan 15	4:30PM	Multiple Schools	Creston HS
Jan 21	5:30PM	Multiple Schools	Winterset HS

V BOYS WRESTLING

DATE	TIME	OPPONENT	LOCATION
Dec 3	5:00PM	Multiple Schools	ADM HS
Dec 5	10:00AM	Raider Duals	Williamsburg HS
Dec 5	10:00AM	Dan Hill Iinvite	Harlan HS
Dec 10	5:30PM	Gilbert	Winterset HS
Dec 11	1:00PM	Multiple Schools	Central Decatur HS
Dec 17	Ballard	5:30PM	Ballard HS
Dec 19	10:00AM	Multiple Schools	Roland-Story HS
Jan 7	5:30PM	Bondurant-Farrar	Winterset HS
Jan 9	9:00AM	Multiple Schools	Winterset HS
Jan 16	9:30AM	Panther Invitational	Creston HS
Jan 21	5:30PM	Multiple Schools	Winterset HS
Jan 22	4:00PM	John J. Harris Tourn.	Southwest Valley HS
Jan 23	10:00AM	John J. Harris Tourn.	Southwest Valley HS
Jan 28	5:30PM	Multiple Schools	Creston HS





FOR ALL HUSKIES SCHEDULES

Schedules are subject to change. Scan for most up-to-date schedules.















ACCOUNTING

By David Negley

BASIC tax terminology: Part 5



This month, we are tackling even more measures of income for tax purposes. As said in an earlier article, there are many terms in taxation, and the context of those terms inform what exactly is being measured.

Net profit: This is the amount of income after deductible expenses on an individual income tax return for Schedule C, business income, and Schedule F, farm income: gross profit minus expenses. These figures are your self-employment income and thus subject to self-employment tax, which is figured on Schedule SE.

Ordinary business income: Partnerships and S corporations report this figure at the bottom of their tax forms' page 1. This is their gross income minus expenses, except for some notable differences. As with businesses reported on Schedules C or F, interest, dividends and capital gains are reported elsewhere. In the case of partnerships and S corporations, those figures are found on Schedule K. Also not included in ordinary income but on Schedule K is net rental real estate income, Section 179 depreciation, charitable contributions and a host of other less typical items. The reason for this is that rules for these items are enforced at the individual level as they pass through the business to its partners, members or shareholders. ■

Information provided by David Negley, CPA, Negley Tax & Consulting LLC, 224 E. Highway 92, Suite B, Winterset, 515-462-4553, negleytax@negleytax.com.
This article is for general informational purposes only and does not constitute tax, legal or professional advice.

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EDUCATION

By T.K. West

MEET Jodi DeVore

Supporting students, one step at a time



This school year marks Jodi DeVore's fourth year as a special education teacher at the junior high.

After graduating from Central College with a degree in psychology, Jodi DeVore earned a master's degree in social work from the University of Iowa. DeVore and her family then lived in Illinois for approximately 10 years before returning to Iowa in 2016 to be closer to family.

DeVore has worked for Winterset Schools in some capacity for more than eight years. After working as a paraprofessional and substitute in the district, DeVore decided to become a teacher and return to school to earn a master's degree in special education. This school year marks her fourth year as a special education teacher at the junior high.

"I have always had a sense of welcome and belonging while working in the district. My children have had positive experiences in the district as well. I love how supportive and caring the staff are at Winterset Schools," DeVore said.

As a special education teacher, DeVore's typical day includes co-teaching in general education classrooms, pulling out small groups for specially designed instruction, providing behavioral interventions, administering academic probes, collecting and entering data, and writing individualized education programs (IEPs). She also supports the paraprofessionals on her team, collaborates with general education teachers and attends meetings.

DeVore said the most rewarding part of her job is seeing students grow academically and behaviorally.

"Some of the most meaningful moments are when I see a student recognize their own progress, gain confidence or use a skill independently that we have been working on together," DeVore said.

For the past two school years, the junior high has kicked off the school year with an event at Wildwood Hills Ranch. The event allows students to learn about junior high expectations and build relationships with educators and staff while having fun.

The junior high also holds Passion Weeks, during which students participate in activities such as playing games and sports and creating crafts during WIN time. For each session, teachers choose an activity based on their interests, and students sign up for the one they want to try.

"My favorite thing about working with students at the junior high level is that kids in this age group are hilarious, and we have great conversations," DeVore said.

This school year, DeVore is looking forward to mentoring a new teacher. She is excited to be someone the new teacher can turn to for questions, encouragement and support as she navigates her first year at Winterset Junior High.

DeVore is also looking forward to learning from the new teacher and seeing how her ideas and perspective bring something new to the team. ■

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By Kristine McDonald

WHAT makes your business better than the competition?



In today's competitive marketplace, being good at what you do isn't always enough. Consumers have more choices than ever, and businesses are constantly competing for their attention, loyalty and dollars. So, what makes a customer choose your business over another? If the answer isn't immediately clear, it may be time to take a closer look at what sets you apart.

Every successful business has something that makes it unique. It might be a specialized service, a particular area of expertise, an exceptional customer experience, a commitment to quality or a deep understanding of a specific audience. The key is identifying that distinction and communicating it in a way that makes your value clear to potential customers.

This is your niche — the space your business can own in the marketplace.

Start by understanding what you do best. What products or services generate the strongest results? What do your customers consistently compliment? What problems do you solve better than others? Sometimes, your greatest competitive advantage is something you take for granted because it comes naturally to you. Asking employees, longtime customers and trusted business partners for their perspectives can reveal strengths you may have overlooked.

Next, consider who benefits most from what you offer. Trying to appeal to everyone can make it difficult to stand out to anyone. Defining your ideal customer allows you to focus your messaging, marketing efforts and resources on the people most likely to need your products or services. When customers recognize you understand their specific needs, your business becomes more relevant and memorable.

Once you identify your specialty, make sure your marketing reflects it. Your website, advertising, social media, sales conversations and printed materials should consistently communicate what makes your business different and why that difference matters. Simply claiming to offer great service or quality products isn't enough. Explain what that means to your customers. Do you provide faster turnaround times, personalized recommendations, specialized knowledge or solutions tailored to a particular industry? Specifics build credibility.

Remember, your niche doesn't have to be groundbreaking or completely exclusive. It simply needs to give customers a compelling reason to choose you. It should also be authentic, supported by your team's capabilities and aligned with what your customers value.

Defining your competitive advantage isn't a one-time exercise. Regularly evaluating your position helps ensure your business remains relevant and continues delivering meaningful value.

Ultimately, the goal isn't to be everything to everyone. It's to be the right choice for the customers who need what you do best.

When you can clearly answer the question, "Why should someone choose us?" you give your customers a reason to remember your business, trust your expertise and return when they need you again. ■

Information provided by Kristine McDonald, Advertising Account Executive, Big Green Umbrella Media, 8101 Birchwood Court, Suite D, Johnston, Iowa 50131, 515-975-3543, kristine@iowalivingmagazines.com.

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Roush

Roush Collision & Towing: A Local Story Built in Winterset

When Joe Roush opened Roush Collision & Towing in January 2012, he wasn't just starting a business—he was investing in the same community that raised him. Both Joe and his wife, April, grew up in Winterset, going completely through the Winterset school system. Today, their roots run even deeper as they raise their own four boys—Joey, 11; Jack, 8; Johnny, 2; and another baby boy arriving in February—right here in the place they've always called home.

Roush Collision & Towing offers full-service collision repair, 24/7 towing, and convenient rental vehicles, but what truly sets the shop apart is its commitment to local talent. Joe believes in building careers, not just filling positions. Most of his technicians come directly from the Winterset High School MOC program, where students spend half their day learning hands-on skills in the shop. The business has also welcomed a student from the Martensdale St. Marys program and is currently collaborating with Earlham schools.

For Joe, giving young technicians real-world experience—and watching them grow into skilled, confident professionals—is one of the most rewarding parts of the business. It's a way to give back to the community that shaped him and ensure the next generation has opportunities close to home.

More than a body shop, Roush Collision & Towing is a homegrown operation powered by hometown pride. Joe, April, and their team are grateful every day for the trust and support of their neighbors, customers, and the Winterset community they love.

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Square. I've got

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display area for
mputer repair, as
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and be part of the

ks nicely with my
tem of restoring old

buildings to their former glory.

I really like renovating old houses, and these 1870s building give me the chance I've always wanted with restoring historic buildings. So far, we've ripped out the dropped ceilings and torn down about 15 rooms exposing the original 1800s tin ceilings up above. I also plan to remove about 5 layers of flooring, then strip and refinish the original Fir floors. We've also painted the exteriors with Sherwin Williams historic colors to help spruce up the Square. So much fun!

It's hard to believe all that has changed in the 5 years since starting Michael's Computer Repair. It started as something to do to keep busy in a little 14x20 shop. Now I have this huge expanse with no boundries and all of the freedom I want.

I want to say Thank you to my customers and friends I've made along the way. You have put me on the map! I'm very grateful.

This is an amazing town, built by good people a long time ago. It's up to us to carry the baton to the next generation. We need people to step up and continue to lead by example. I encourage those that have dreams of starting a business to Challenge yourself, Dig Deep, Work harder, Believe in yourself. See it through!

The secret, as I'm often asked is to treat people right, help people out when you can, and work on believing in each other. Did you know God loves you and that you can change your outlook anytime you decide?

Thank God for the ability to turn negatives into positives!

Thank you for helping me to grow as person! Wishing you all the best luck in this new year!





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EVENTS IN THE AREA

To submit calendar items for consideration, send to tammy@iowalivingmagazines.com

Be sure to check for cancelations

Upcoming in Winterset Living magazine:

Santa's helpers: As we know, Santa needs plenty of help in spreading the Christmas spirit. If you or a group you are involved with gives Santa a hand in making Christmas happier for others, share your story with us. Email tammy@iowalivingmagazines.com.

Healthy eating and recipes: Have you made a commitment to eating healthier? Share your stories of challenges and triumphs as well as any favorite healthy recipes. Email tammy@iowalivingmagazines.com.

High school sweethearts who have passed the test of time: Are you and your high school sweetheart still together years after graduation? Share your story with us. Email tammy@iowalivingmagazines.com.

Pancake Breakfast and Bake Sale

Saturday, Nov. 14, 7-11 a.m.

Legion Post, 221 N. First Ave.

The Winterset American Legion and Auxiliary Pancake Breakfast Bake Sale is coming up It is a free-will donation for the meal. Proceeds go toward the American Legion Scholarship awarded to a WHS graduating senior. This event is honoring Veterans Day. Support your local veterans.

BINGO

First Tuesdays through May

Jackson Building, Madison County Fairgrounds, 1204 W. Summit St., Winterset

Free-will donation meal starts at 5 p.m., hosted by a variety of local groups followed by BINGO at 6 p.m.

Wednesday Winterset Wellness Support

Second and fourth Wednesdays, 5:30 p.m.

Winterset Public Library, 23 N. Second St.

A healthy lifestyle is easier to achieve when you have support. This group meets every two weeks, which gives each person enough time to work on their goals between meetings and discover what obstacles or achievements they encounter. Participants can share what has worked for them and find ways to get active and eat healthy together.

Senior Speaker Series

Fridays, 10 a.m.

105 S. Chestnut Ave., Earlham

- **Nov. 6:** Historic Buildings of Iowa with Dan Bolsem, Iowa PBS.
- **Nov. 13:** Growing Together: An Update from In Harmony Farm with Whitney Bouma.
- **Nov. 20:** Beyond the Parlor Walls: Iowa Women Who Shaped Their Communities with Ann Hanigan, Humanities Iowa.

Madison County Women's Giving Circle Holiday Potluck

Nov. 10, 6-7 p.m.

Union State Bank Community Room, 611 W. Highway 92, Winterset

You may come at 5:30 p.m. if you wish to socialize more. There will not be a business meeting. Bring your check for your annual donation to the Community Foundation Account. You are also encouraged to bring a snack, side, dessert, etc. to share at the potluck. Feel free to invite potential members to learn more about the organization.



34th Annual Holiday Hop

Saturday, Nov. 21, 8:30 a.m. to 1:30 p.m.

Make plans now to attend Winterset's 34th Annual Holiday Hop. This unique shopping event is returning to its original concept involving six churches all sponsoring their all-church bazaars on the same day. This year, each church is expanding its menu and merchandise offerings.

Pick up a punch card at the first location and get it punched at each location. Turn in the completed card by 1:30 p.m. at any of the six venues for the 2 p.m. drawing.

- First Christian Church, 103 W. Green St.
- First United Methodist Church, 309 E. Jefferson St.
- First United Presbyterian Church, 210 W. Green St.
- New Bridge Church, 1305 W. Jefferson St.
- St. Joseph Catholic Church, 1026 N. Eighth Ave.
- St. Paul Lutheran Church, 1120 N. Eighth Ave.

A Tonight Show Christmas

Saturday, Nov. 7, noon

First Christian Church, 103 W. Green St., Winterset

It's a blast from the past — 1960s style. Written and directed by Steve Hickle, this artistic presentation of the "Tonight Show" has a star-studded lineup. Join us for conversations with and performances by Judy Garland and Ethel Merman. There will also be appearances by Winterset's own Belly Up dance troupe. Don't miss this chance to relax and reminisce. This production will be held on the Fellowship Hall Stage of First Christian Church. It will kick off with a luncheon at noon with the show to follow. Reservations are encouraged. Cost is a free-will offering. To make reservations, leave a message at First Christian Church (fccwinterset@gmail.com or 515-462-1276) with your name, phone number and number of seats requested. ■

By Rachel Harrington

HOENIG donates blood like clockwork

A way to serve others

Sandy Hoenig is a faithful blood donor and has been ever since she moved to Winterset.

"I live on Eighth Avenue, and St. Paul Lutheran Church is just down the road," she said. "They do occasional blood drives, and I see LifeServe there all the time. About eight to 10 years ago, I went in to check it out. They accepted me, and I've been donating ever since."

Hoenig donates every two months on the fourth Thursday of the month, when St. Paul Lutheran Church holds blood drives. Like Hoenig, many others in Winterset show up like clockwork to donate blood.

Hoenig, 86, said donating blood is one way she can say "thank you" for her good health. Although no one person inspired her to become a blood donor, she began donating because she appreciates that blood donations are nondiscriminatory. Anyone can donate blood, the process does not take very long, and donated blood can be used for anyone with the same blood type, regardless of age, gender or ethnicity. She has a common blood type, so she donates with others in her age group in mind.

"I've just been lucky with my health. So many people my age have health challenges," she said. "My husband is one of them. Because of his health situation, he cannot give blood. Donating blood is one way for me to do service for others."

Each time Hoenig arrives at a blood drive, she fills out paperwork to determine her eligibility that day.

"There have been a couple of times when I was low on iron and had to reschedule," she recalled. "I was surprised when that happened, but I am also thankful that they are careful in how they test people to make sure they are OK to give blood and that it will be safe for both the donor and the future recipients."



Sandy Hoenig has been a regular blood donor since moving to Winterset.

Hoenig encourages others to become blood donors because of the great need for donations.

"I often read stories in the papers about how much more blood is needed," she said.

She encourages anyone who is able and available to donate, and who is found eligible, to go ahead and do so. ■

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SCAN FOR DETAILS & SERVICE AREAS

READER PARTICIPATION

WHERE is it?

Do you recognize this closeup of a site in Winterset? Email your guess to tammy@iowalivingmagazines.com with the subject line "Winterset Where Is It." Include your name. Photos may also be submitted.





LAST MONTH'S PHOTO was of the water tower by the Winterset High School football field. ■



INSURANCE

By Eric Johnson

YOUR side hustle might not be covered by your insurance



What started as a hobby or a way to earn a little extra money has turned into a business. Maybe you are mowing lawns on weekends, selling homemade products online, doing handyman work or operating a small business from your garage. It is a great way to earn additional income, but have you considered whether your insurance provides the protection you need?

Many people assume their homeowners and personal auto insurance policies will cover them if something goes wrong. Unfortunately, that is not always the case.

Your homeowners policy has limitations

Homeowners insurance is designed primarily to protect your home, personal belongings and personal liability exposures. Most policies contain restrictions or exclusions for business activities.

For example, if you are operating a woodworking business from your garage, your tools and equipment may have limited coverage. More importantly, if a customer is injured while visiting your home for business purposes, your homeowners liability coverage may not respond.

What about your vehicle?

Using your personal vehicle for business can create additional concerns. Driving to and from a regular job is generally acceptable under a personal auto policy. However, using your vehicle for deliveries, transporting customers or certain other business activities may require different coverage. Even something as simple as using your pickup for a weekend lawn care business deserves a conversation with your insurance agent.

An LLC doesn't replace insurance

Another common misconception is that forming a limited liability company (LLC) eliminates the need for insurance. While an LLC may provide some protection for your personal assets, it doesn't prevent someone from suing your business or eliminate your responsibility for certain actions. A general liability policy can help protect against claims involving bodily injury or property damage arising from your business operations.

Protection may be more affordable than you think

The good news is that many small businesses can obtain appropriate insurance without a significant expense. Depending on the type of business, coverage might be available through an endorsement to an existing policy, a home-based business policy or a separate commercial insurance policy.

You don't need a storefront, employees or thousands of dollars in revenue to have a business exposure. If you're earning money from a hobby, side job or home-based business, take a few minutes to discuss those activities with your insurance agent. A simple conversation today could prevent an expensive surprise tomorrow. ■

Information provided by Eric Johnson, IFG Insurance, 224 E. Highway 92, Suite B, Winterset, 515-462-4553.

LOOKING BACK



The **November 2017 Winterset Living magazine** featured the story, "Small Business Saturday: Learn why Winterset residents see the value in supporting local businesses on this shopping holiday — and every day." The cover photo was of Jennifer Porter enjoying a day out shopping with her children, Raylan, Lillian and Carson (not pictured). Also pictured were Marilyn Little, who was joined by daughter Lynette Wilson and granddaughter Avery Carpenter during a shopping outing; Linda Darling, who had been visiting Winterset's local businesses since 1972; and Jay Safford, Savana Dorsey and Mike Carlson, who reminded customers to shop locally. ■

TAKE OUR POLL

HAVE YOU FACED FOOD INSECURITY OVER THE HOLIDAYS?

1. Yes, in the past and currently
2. Yes, in the past
3. Yes, currently
4. Never

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RESULTS FROM OCTOBER POLL: How often do you donate blood?



Regularly	42%
Never	42%
A couple of times a year	8%
Once in a blue moon	8%
About once a year	0%

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Brenda and Olivia Holt at the Covered Bridge Festival on Oct. 10.



Tommy Michaelson and Kaitlyn Lasher at the Covered Bridge Festival on Oct. 10.



Lauri Duff and Amy Rasmussen at the Covered Bridge Festival on Oct. 10.



Ron and Roxanne Williams at the Covered Bridge Festival on Oct. 10.



Moriah and Jason Johnston at the Covered Bridge Festival on Oct. 10.



Gage Alcorn and Riley Wood at the Covered Bridge Festival on Oct. 10.



Christine and Jeremy Hilbert at the chamber coffee on Friday, Oct. 9, at the chamber office.



Mary and Bill Seibert at the chamber coffee on Friday, Oct. 9, at the chamber office.



A ribbon cutting was held at the elementary school on Oct. 20 for the dedication of the book vending machine donated by HOYT.



A ribbon cutting and chamber coffee were held at Des Moines Winterset Memorials on Sept. 25.



A ribbon cutting and chamber coffee were held at Des Moines Winterset Memorials on Sept. 25.



Tara Kaysen and Shelly Grandstaff at the ribbon cutting and chamber coffee at Des Moines Winterset Memorials on Sept. 25.



Darlene Loiler and Karen Varley at the ribbon cutting and chamber coffee at Des Moines Winterset Memorials on Sept. 25.



Peter and Beth Loiler and Theresa Caligiuri at the ribbon cutting and chamber coffee at Des Moines Winterset Memorials on Sept. 25.



Rachel Lincoln and Jared McDonald at the ribbon cutting and chamber coffee at Des Moines Winterset Memorials on Sept. 25.



Jen Frease and Beth Hunsberger at the chamber coffee on Friday, Oct. 9, at the chamber office.



Ian Sparks and Shelly Grandstaff at the chamber coffee on Friday, Oct. 9, at the chamber office.



Jeff Longman and Michael Wulfekuhle at the chamber coffee on Friday, Oct. 9, at the chamber office.

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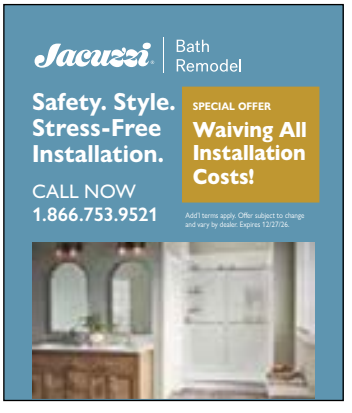
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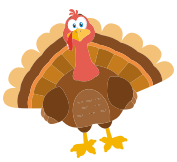


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