

Entrepreneur
Tom "Squad" Raven
grows his business,
Envision Sports Designs,
through sheer
Force of Personality

- PLUS**
- Impact Award Winners
 - Tax Time Tips
 - House of China

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Where's Wando?
We've hidden Wando somewhere in this issue of 365ink. Can you find the master of movies buried within these pages?
Hint: He's tiny and could be anywhere! Good Luck!

Sometimes it's really easy to pop out my inkubator for an issue and other times it's like torture finding something that I think is interesting enough that you might want to hear about it for more than two sentences. And then there are weeks like this one, where something's very much on the tip of my brain, but simply not for public consumption. So suffice it to say, I had a very close friend hit an extremely low point in his life this week and it has weighed heavily on me. But I see bright sides in this very dark period and it gives me hope for his future. I guess they say sometimes you have to hit rock bottom before you pick yourself back up. I hope with all my heart that this is where we are now and tomorrow is day one of a different future. I believe in you, my friend. Just believe in yourself and all this will be nothing more than an anecdote in your life's success story.

As for other topics I've just been avoiding writing about, and there are plenty, the one I'm most dying to dive into is my sweet lovely wife Christy's love/hate relationship with food. But I also need my key to work in the door when I get home at night, so I must tread very lightly.

I think it best that I don't touch on our varying philosophies on holistic healing, et al. I think I understand it and can get behind a lot of it, but at some point, I start to roll my eyes and she doesn't like that very much. And if it makes her happy and feel better, I could care less. Go for it.

But there is a part of it that does directly affect my life. The food. And if you know me, or have ever caught my profile in a dark alley, you know that I'm pretty serious about my food. My wife has made a conscious and healthy choice to cut sugar and refined flour out of her diet. So as much as I can, I am too. In addition to this, she is trying to eat gluten free. Not because she has celiac disease, but because she has "sensitivities" according to her acupuncturist. Yes, this is the part where my eyes start twitching. Not because of the needles, I just don't buy into the whole allergy elimination shtick. But I just smile and go with the flow. So she can have gluten, she just chooses not to. Thus, we do not. For what it's worth, it turns out that I LOVE GLUTEN!

In many areas we have found easy ways to live under the same roof with these constraints. She eats gluten-free or spelt bread and I eat "normal" people bread. But it doesn't make sense to make two kinds of pasta every time, so I fiddled a bit with the big ring on my left hand and took the plunger. I eat gluten free pasta with her. After a couple months of it, I

gotta say, I don't really notice so much anymore. It's kind of like when I broke down and stopped drinking sugared soda. At first it was not so pleasant, but now sugar pop is just too sweet. I've even taken to eating spelt bread on occasion. That occasion being when I am completely out of real bread.

All in all, the whole thing really has us eating way healthier as a family. Is two a family? We barely touch processed food and that which is processed is usually organic, which is more expensive, but generally tastes the same. We've even found some edible gems that I would have never tried had I not spent so much time in the Hy-Vee Health Market (which is 10% off on Wednesdays). Her crutch has gone from full meals of chocolate chip cookies, to organic potato chips, which is also not the best thing, but if you ever saw her stare down a plate of Toll House cookies, I think it is progress. And she crosses the line for special occasions, or as you and I call it, "dark chocolate."

One big change we've made is shopping at the farmers market. We buy a lot of meat, eggs, and potatoes at the Winter Farmer's Market. The prices are actually great and the high quality is, of course, fresh, local, and mostly organic. We eat a lot of potatoes, man. Sliced and baked with a bit of oil and spices is our favorite.

You need to be careful and do a lot of trial and error with organics and especially gluten free or low carb foods. Quite often, they are disgusting. But there are gems in the rough. Christy found a coconut milk-based ice cream that she really likes. I found organic spaghetti sauces that are lower in sugar that are still good. But we still hit the occasional grenade, a spelt bread that tastes like sawdust or worse, a gluten free pizza crust that is bitter and gross. But we've found our favorites and worked them into our regular buying.

I'll keep you posted on how it goes. But I have to say, even this fat guy has found a way to eat smarter, eat better, eat local, and still enjoy eating. And my wife knows enough not to even suggest cutting bacon out of our diet. I'd say it's because she loves me, but I know she likes it too. And she loves me.

Wife's note: 10 months of going primarily gluten-free, sugar free, and dairy free have made a big difference in how I feel. Thankfully I have a fairly easy-going husband who is supportive (except for the eye-twitching part). And he loves me more than gluten (usually, unless there is a cheesecake involved).

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Growing Sustainable Communities Conference

**Grand River Center
March 9 @ 9 am-6 pm**

Mayor Roy Buol and the Dubuque City Council invite everyone to participate in the third annual Growing Sustainable Communities Conference. Scheduled for Tuesday, March 9 from 9 am to 6 pm at the Grand River Center, this year's conference focuses on the theme "Sustainability: A Tool for Community and Economic Development."

Once driven by more ecological concerns, community and business leaders both locally and across the country have come to realize that sustainability efforts offer economic development opportunities beyond the usual "green" issues and quality of life improvements. This year's Growing Sustainable Communities Conference will gather not only elected officials, but also business and industry leaders from the around the Midwest to share ideas at the crossroads where sustainability and economic opportunity meet.

The conference will feature keynote speaker Ambassador Richard Swett. A former



congressman from New Hampshire and US Ambassador to Denmark, Swett has thirty years of experience in the fields of architecture and energy. An entrepreneur in alternative energy, Swett most recently managed the DC office and international contracts of Leo A. Daly Architects.

Cost to attend this year's conference is \$20 per person. A limited number of scholarships for students are available. For more information, or to register for the conference, visit cityofdubuque.org.

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Community Events

**Sunday, March 7
Resurrection Scout Breakfast**

Resurrection Boy Scouts Troop 91 will hold their annual breakfast on Sunday, March 7 from 7 a.m. to 1 p.m. in the Multi-purpose room of Resurrection School, 4300 Asbury Road (Please enter through door #2). The breakfast menu will include scrambled eggs, pancakes, sausage, hash brown casserole, cinnamon rolls, applesauce and beverages. There will also be baked goods for sale that were made by Troop 91 Boy Scouts and their families. All proceeds go to the Boy Scouts and Troop 91.

Advanced tickets for the Resurrection Scouts Breakfast are \$6 for adults, \$5.50 for seniors, \$3.50 for children, with kids under 2 free. Tickets at the door are \$6.50, \$6 and \$4. Tickets can be purchased in advance by calling Jeff Link at 563-599-5550, Jennifer Tigges at 563-583-7128 or contacting any Resurrection Boy Scout.

**Thursday, March 11
Free Movie: The Cove**

Dubuque's Carnegie-Stout Public Library offers a free screening of documentary movie "The Cove" on Thursday, March 11, at 6 pm in the 3rd Floor Auditorium. Directed by Dubuque native Louie Psihoyos, "The Cove," a shocking documentary about the herding and slaughter of thousands of bottlenose dolphins off the coast of Japan is a front-runner the Academy Award for Best Documentary Feature. Admission and snacks are free, and open discussion will be encouraged after the show. The movie is 92 minutes long and is rated PG-13.

For more information, please call the Library Information Desk at 563-589-4225, option 4, or visit the Library's web site at dubuque.lib.ia.us.

**Sunday, March 13
Dubuqueland Irish St. Patrick's Day Family Party**

The Dubuqueland Irish celebrate St. Patrick's Day a wee bit early by hosting a St. Patrick's Day Family Party at Dubuque County Fairgrounds Ballroom Saturday, March 13. Featuring plenty of food and drink, the celebration will also include a performance by the Claddagh Irish Dancers, a DJ playing Irish music, kids activities, and drawings for prizes. Children 3-12 years of age can register at the door for a drawing for Little Miss Shamrock & Little Mr. Leprechaun with



the winners to receive a \$25 savings bond. There will be contests for Best Dressed Man, Best Dressed Woman, and Largest Clan. For more information contact Maureen Siegert, at 563-556-5935. Admission is just \$5 for adults, and children are free!

**Tuesday, March 16
The 1960s: A Decade of Promise and Protest**

Central Alternative High School presents this educational seminar with featured speakers Scott Carpenter and William Fox at the Grand River Center, 500 Bell Street, on March 16, beginning at 6 pm.

Scott Carpenter is one of the original Mercury Seven astronauts selected by NASA for America's manned space program. He flew into space on May 24, 1962, was the second American to orbit the Earth and the fourth American in space. William Fox was the engineering and program manager for the famous Lockheed SR-71 "Blackbird," and played a key role in developing the Stealth fighter program. Mr. Fox is also an inductee of the Iowa Aviation Hall of Fame. Admission is \$5. High school students with ID can get in for \$2.

**Wednesday, March 17
Galena's St. Patrick's Day Parade**

Galena loves its parades, and the St. Patrick's Day Parade is always one of its favorites. Scheduled for the evening of March 17 (actual St. Patrick's Day!) parade bands, floats, and other participants will line up at 4:30 pm on Water Street by the post office, and march down Main Street at about 5:30 pm so be sure to get to Galena early to find a place to park (first) and then a place along Main Street to watch the parade! For more information or to register to participate, call 815-777-0467.

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St. Patrick's Day Parade Downtown Dyersville March 13

Is everyone in Dyersville Irish? They are on St. Patrick's Day, or at least the Saturday before the holiday this year when the whole town turns out to celebrate the patron saint of the Emerald Isle. As the actual holiday inconveniently falls on a Wednesday (March 17) the Dyersville community will celebrate the holiday a wee bit early on Saturday, March 13. And speaking of early, the devout begin the celebration with a traditional Irish Mass at St. Francis Xavier Basilica at 10:30 am. Best to get your weekly obligation out of the way before the serious fun begins.

The parade itself, traditionally organized by the Ancient Order of the Hibernians, gets underway at 1:30 pm traveling through downtown Dyersville. The parade will feature traditional Irish bagpipes, Irish choirs, and a variety of bands and unique floats. Prizes are awarded for the best Irish-themed float and best Irish-themed individual or group. This year's parade is sponsored by Big River United Energy, LLC, with the parade cash prizes sponsored by Iowa Telecom. Parade organizers will be collecting non-perishable



food items along the parade route for the St. Patrick's Hunger Project food drive.

Festivities for the day also include the Ride the Shamrock Bike Ride from Dyersville to Petersburg where there's even more traditional Irish stuff including games, food, and live music. Those not so inclined to make the trip via pedal power can opt to ride the shuttle bus running to and from Dyersville and Petersburg. Those who prefer to travel on their own two legs can join a 5K run sponsored by Dyersville's Total Fitness. The run is dubbed the "Gaelic Gallop" for adults and the "Leprechaun Leap" for youth. For more information, visit dyersville.org or call Parade Chair and Vice President of the Ancient Order of the Hibernians (sounds rather official, doesn't it?) Greg Keegan at 563-599-8343.



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Envision Sports Design

Tom "Squad" Rauen builds his business one friend at a time.

by mike ironside

It's no secret that these are not the brightest of economic times. The much hoped-for economic recovery seems caught in a catch 22 situation: consumers are waiting for signs of an economic rebound before they're willing to spend – a rebound dependent on consumer spending. Despite the doom and gloom (or at least the shoulder shrugs) of recent market reports, one young local businessman seems

to be doing a rather brisk business, despite the fact that he spends a fair amount of time fooling around on Facebook.

Facebook? The social networking web site where friends (or at least acquaintances who accept "friend" status on the site) update each other on important things like what

they just ate or that they are about to take a nap. Yeah, that Facebook.

The young businessman in question is Tom Rauen of Envision Sports Design, his custom apparel printing business at 3220 Dodge Street in Dubuque. (He's the guy on the cover in that wacky St. Patty's day getup.) Envision will print pretty much anything for anyone, but the business specializes in custom T-shirts and other sports apparel for teams from Little League to adult softball league with all kinds of high school and college team in between.

Rauen keeps pretty busy and while there are a variety of reasons for that, a great deal of his success comes down to social networking, including social media like the aforementioned Facebook. In fact, because of his facility with social networking and social media, the Diamond Jo Casino asked Rauen to manage the Facebook account for the property's signature Mississippi Moon Bar. After one year, the MMB has over 3,000 Facebook friends. Rauen himself has over 3,500 friends on Facebook. Why does that matter? Because many of them are also customers. More about that in a bit, but first a little background.

Rauen started Envision Sports Design about four years ago, beginning the business right out of college. In high school, college, and as an intern at a local radio station, Rauen was always the guy that was in charge of ordering T-shirts for whatever sports team or promotion he was involved with. "When I got out (of school), it just seemed like something that was just fun to do," he says of his decision to start the business. It didn't hurt that he already knew who many of his potential customers would be, having worked and played with them in the past.

A fun, outgoing guy (to say the least) there might be some reading this story who are wondering if Tom Rauen is the Tom they know from high school, college, or Dubuque's downtown nightlife (Hmm ... this guy sounds familiar but I don't know if that's his name...) Those people know Rauen by his nickname "Tom Squad."

"In high school, me and a couple other guys named Tom basically just came up with it as a nickname," he explains. The Tom Squad – kind of like The Mod Squad of the '70s but all named Tom. "I interned at Y105 in college and needed a DJ name so I used it as my on-air personality and from there it kinda stuck as a nickname. It's easy to remember. "You know Tom ... oh Tom Squad? Yeah!" In fact he reports that many still think "Squad" is his real name. "Oh that's not your last name?" he jokes, laughing.

While it all might sound a bit silly, what Rauen was actually doing was branding himself in a way that people had fun with and even more importantly, remembered. There are whole books about this stuff, but those are for people studying marketing. The important point here is that people remembered Rauen, or at least "Tom Squad" from high school and college and when he began Envision Sports Design, many of those people were glad to step up as customers.

"It was pretty much clientele from day one," he reports. "Definitely the first year was made a lot easier through friends, family, and people I'd met through college. I've come to find out the last couple years is now everyone I went to college or high school with are either area business owners themselves – they own a business that needs shirts – or they're a high school teacher or coach. All the

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continued on page 19



2009 Impact Award Winners

Art – Dubuque Cultural Preservation Committee

For their efforts to preserve the Edward Curtis Collection for future generations.

Economic Development – Dubuque Initiatives

For leading the way through the use of tax credits & incentives in the restoration of IBM's new home in the Roshek Building as well as other Dubuque projects.

Education – Get Reel Film Festival

For leveraging the excitement of filmmaking to inspire the learning and growth of Dubuque students.

Community Pride – Veteran's Memorial Plaza

For demonstrating that the principles of duty, honor, and sacrifice know no bounds of age, rank or branch of service.

Dining – L.May

For serving up amazing meals in a warm and inviting atmosphere that feels like a neighborhood café no matter what neighborhood you are from.

Family – Asbury Movies in the Park

For investing their time and effort to help make it free and easy for family members to invest time in each other.

Health – Mercy Festival of Trees

For the joy of the Holiday season, opportunities for healing for the future.

Historic Preservation – Hotel Julien Dubuque

For reclaiming the grandeur of Dubuque's grandest hotel.

Idea Ahead of its Time – Matter Design Store

For seeding artistic expression into the practicality of daily life through designed goods made and sold by local artists.

Inclusion – Multicultural Family Center

For creating a facility and set of services to insure the inclusion of all people in Dubuque's expanding family of families.

Media – "Hear Us Out" ECIA

For attracting young people to Dubuque by showcasing the best young musical talent of our community on CD.

Music – Denny Garcia & Steve Hemmer: Midwest Music Makers

For 10 years of Midwest Music Makers, an award-winning radio show featuring local and regional talent.



Nightlife – PlayDubuque.com

For the unprecedented joint efforts of the Diamond Jo Casino and Mystique Casino to showcase Dubuque as a destination city for entertainment and nightlife.

Non-Profit Excellence – Dubuque Humane Society

For successfully facing challenges such as the increased abandonment of pets due to the economy while serving as an example of non-profit efficiency and integrity.

Shopping – Global Goods

For using Fair Trade practices to help global artists, artisans, and growers gain a market for their work while earning a fair income for their families.

Social Space – Monks Kaffee Pub

For turning a coffee shop into an art center, conference facility, music hall, community gathering place and all around perfect place for a latte or a beer.

Sports/Recreation – Radio Dubuque

For their long-time dedication to the broadcasting of local high school and youth sports.

Sustainability – North Fork Trails

For accepting the sustainability challenge of the community in the use of sustainable design elements in a groundbreaking residential development.

Volunteerism – Friends of the Mines of Spain

For setting goals for the EB Lyons Center beyond what seemed probable and delivering a community asset beyond expectation.

Youth Advocacy – Rotary Club of Dubuque

For living up to the call of "service above self" in supporting kids from Dubuque to Tanzania.

The Final Four

Overall Impact, Business

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Overall Impact, Organization

River View Center

Overall Impact, Individual

Roy Boul

Overall Impact, Idea

Sustainable Dubuque



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Three unique offerings headline the March schedule from the 2009-2010 Performing Arts Series at the University of Wisconsin-Platteville's Center for the Arts. With a line-up like this, there is definitely something for everyone. Or, if you really have class, all three are probably up your alley.

The Punch Brothers

March 6 @ 7:30 pm

They're like a classical string quintet with bluegrass instrumentation, original songs and varied covers, and they're very interesting, unique and talented. Originally from Nickel Creek, band leader and mandolin player Chris Thile describes the creation of the band like this, "We got together one night just to drop a ton of money, drink too much wine, eat steaks, and commiserate about our failed relationships. We had gotten to play together a few days before and we had said that we needed to do something musical together. With our hearts smashed to pieces, it became more urgent — our lives had gone the same way for so long. We played, and there was a serious,



instantaneous connection." Get your tickets today and make the connection for yourself. General Admission \$20, UWP Faculty and Staff and Senior Citizens \$18, Under 18 \$12, UWP students \$8. Call 608-342-1298 or visit tickets.uwplatt.edu.

Hairspray

March 7 @ 3 pm & 8 pm

Broadway's Tony Award-winning musical comedy phenomenon takes you back to 1962 Baltimore, as 16-year-old Tracy Turnblad

sets out to dance her way onto TV's most popular show. Can a big girl with big dreams — and even bigger hair — change the world ... and still have time to win the boy she loves? This mega-hit is piled bouffant-high with laughter and romance — and enough deliriously tuneful new songs to fill a nonstop platter-party. It's the winner of eight 2003 Tony Awards, including Best Musical. Enjoy a great buffet dinner between shows no matter which show you take in. General Admission tickets are \$42, UWP Faculty, Staff and

Seniors are \$40, Under 18 are \$36, and UWP students are just \$22. Call 608-342-1298 or visit tickets.uwplatt.edu.

The Wedding Singer

March 21 @ 3 pm & 8 pm

It's 1985 and rock-star wannabe Robbie Hart is New Jersey's favorite wedding singer. He's the life of the party, until his own fiancé leaves him at the altar. Shot through the heart, Robbie makes every wedding he plays as disastrous as his own. Enter Julia, a winsome waitress who wins his affection. Only trouble is Julia is about to be married to a Wall Street shark, and unless Robbie can pull off the performance of the decade, the girl of his dreams will be gone forever. With a brand new score that pays loving homage to the pop songs of the 1980s, "The Wedding Singer" takes us back to a time when hair was big, greed was good, collars were up, and a wedding singer just might be the coolest guy in the room. Once again, there is a delicious buffet between shows. General Admission tickets are \$36, UWP Faculty, Staff and Seniors are \$34, Under 18 are \$28, and UWP students are just \$18. Call 608-342-1298 or visit tickets.uwplatt.edu.

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Guys and Dolls Grand Opera House March 3-7

What do you get when a street-smart gambler sets his sights on a beautiful young missionary out to save the souls of some of New York's "sinners?" Find out at The Grand Opera House production of the classic Broadway musical Guys and Dolls, playing at the theater on 8th Street March 3-7.

The Tony Award-winning musical follows the story of New York gamblers Sky Masterson and Nathan Detroit after a chance encounter with Sergeant Sarah Brown who is doing her best for the Save a Soul Mission to recruit and reform the sinners who populate the streets of Broadway. Detroit is more interested in finding yet another location for his floating game of craps without tipping off the police than stepping up to marry his longtime fiancé, showgirl Adelaide. She's

desperate to marry but just can't believe it's ever going to happen. High roller Masterson first pursues innocent Sarah Brown on a wager, but falling in love was not something even he had bet on.

After its Broadway premier in 1950, Guys and Dolls ran for 1,200 performances. It was eventually made into a movie in 1955, which starred Marlon Brando, Jean Simmons, Frank Sinatra and Vivian Blaine. The musical features a number of favorite songs, including "I've Never Been in Love Before," "A Bushel and a Peck," and "If I Were a Bell."

Guys and Dolls is scheduled at the Grand Opera House Wednesday, March 3 through Saturday, March 6 at 7:30 pm and Sunday, March 7 at 2:00 pm. Tickets are \$18 for adults, \$12 for children 12 & under. For more information, visit thegrandoperahouse.com, or call the Grand Opera House box office at 563-588-1305.



Paul Eshelman & Gena Ollendieck Outside The Lines Art Gallery March 5 @ 7-9 pm

On Friday, March 5, 2010, Outside the Lines Art Gallery will host an artist's reception to celebrate new works by Elizabeth, IL potter Paul Eshelman and Cresco, IA artist Gena Ollendieck. This show will be on display in the gallery's exhibit space through April 25, 2010 and the opening is free and open to the public.

Simple utilitarian objects such as those produced by American Shakers offer inspiration for Paul Eshelman's slip cast red stoneware pottery. Drawn to the functional object, Eshelman feels that his clay vessels "order and dignify human life". His satiny glazes are clean and applied thoughtfully as a contrast to the unglazed portions of each piece rendering an elegant presentation for food and drink. His pieces are superbly user friendly and may be used in the microwave, dishwasher and conventional oven.

Gena Ollendieck's mixed media collage offers the viewer a peek into the great maybe. Her fantastical imagery transforms

the ordinary into the new through the use of old discarded objects, natural elements, and vintage black and white family photos. The beauty and mystery inherent in old and forgotten objects lead her to create a new story from old objects and images. These re-assemblages are a playful presentation of the feelings that coexist between the natural, physical, and imaginary worlds. They represent the beauty and mystery inherent in old and forgotten objects.

For over six years Outside the Lines has represented local and near regional artists and craftsmen. The gallery is a mixed media gallery offering the fine art, stained glass, jewelry, ceramics, sculpture and more of over 75 artists and craftsmen. They are located at 409 Bluff Street in historic Cable Car Square and offer a bridal registry as well as a wish list program for gift giving.

Gallery hours are Tuesday through Saturday: 10-5, closed on Sunday and Monday. For more information please call: 563-583-9343, or visit their web site: otlag.com.

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Adam Eikamp
Warehouse Art Gallery
March 12 @ 6-10 pm

The Warehouse Art Gallery hosts a new exhibit for the month featuring the mural painting of Adam Eikamp. An opening reception for the exhibit will provide guests with an opportunity to meet the young artist. Free and open to the public, the reception will include live music by Nothin' But Dylan, hors d'oeuvres from Kalmes Break-time, wine samples from Park Farm Winery, home-brewed beer samples from the Bluff Street Brew Haus, and bottled water from The Gym. Guests will also be able to tour the facilities of Resa James Home, Restoration Trust, and The Gym.

Adam Eikamp's Warehouse Art Gallery exhibit will be comprised of a series of paintings he calls "Micro-landscapes." "They are an intimate look at the landscape that surrounds us," he said in an artist's statement. "I tried to find patterns or unique areas of nature that most people overlook. I avoided the more common, grand view."

The Adam Eikamp will be on display through the month of March. The Warehouse Art Gallery is open Monday through Saturday from 10 am to 5 pm, and Sunday from 12 to 4 pm, or by appointment. The gallery is located at 1079 Elm Street, at the east end of the warehouse building. Guests can enter through the Resa James Home entrance. For more information, visit warehouseartgallery.com, or call 553-590-1367.



A Midsummer Night's Dream
Dubuque City Youth Ballet
The Grand Opera House
March 20-21, 26-28

Celebrating their 40th year, the Dubuque City Youth Ballet, led by Marina O'Rourke present A Midsummer Night's Dream, Friday and Saturday, March 20-21, and Friday through Sunday, March 26-28 at the Grand Opera House. Based of course on the Shakespeare play of the same name and using the

music of Felix Mendelssohn, A Midsummer Night's Dream is an original ballet, choreographed by Marina O'Rourke.

All Friday and Saturday shows are scheduled for 7:30 p.m., with Sunday performances at 2:00 p.m. Tickets for A Midsummer Night's Dream are \$18 for adults and \$12 for children 12 and under. For more information, visit thegrandoperahouse.com, or call the Grand Opera House box office at 563-588-1305.

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Dubuque Symphony Orchestra Mozart Requiem with the Dubuque Chorale

Five Flags Theater

March 13 @ 7:30 pm

March 14 @ 2 pm

The fourth in this season's "Classics" series, the Dubuque Symphony Orchestra together with the Dubuque Chorale present Mozart's Requiem, the moving final composition by the young master which he worked on leading up to his untimely death at age 35. The Orchestra will open with another classic "goodbye," Haydn's "Farewell Symphony." The performances in the beautiful Five Flags Theater are scheduled for Saturday, March 13 at 7:30 pm and Sunday, March 14 at 2 pm. Maestro William Intrilligator will conduct.

Completed in 1772, Haydn's Symphony 45 in F-sharp minor, became known as the "Farewell" Symphony because of the amusing story of its composition and initial performance. Haydn worked under the patronage of Prince Nicolaus Esterházy from 1761 to 1791 at the prince's remote summer palace of Eszterháza. Because of the remote nature of the palace, Haydn's musicians were not allowed to bring their families with them.



Becoming increasingly fond of the palace, Prince Nicolaus kept Haydn and the group longer than expected during the 1772 season. Exhausted and near the breaking point, the musicians implored Haydn to intervene.

Sympathetic to his musicians' plight, Haydn devised a ploy to make a gentle point to his patron that at worst could be laughed off as a joke. He wrote a final section to be played at the end of his latest symphony in which the spirited sonata-allegro of the final movement suddenly gives way to a much

slower, melancholy adagio section. During the performance, one by one, each musician would break off in feigned exhaustion, blowing out the candle on his music stand and exiting the stage until only two violinists remained, one being Haydn himself. Finally understanding the situation, Prince Nicolaus commented, "I have realized your intention; the musicians are longing for home. Well, tomorrow we pack up."

While a great deal of mystery surrounds the creation of Mozart's final and unfinished work, most agree that the Requiem is still a stunning piece. The play "Amadeus" by Peter Shaffer, as well as the popular movie of the same name, offer one version of story widely recognized as myth – that the Requiem was commissioned by Mozart's rival Antonio Salieri.

The requiem mass was, however, commissioned by a mysterious stranger for an anonymous patron in July of 1791. Though it's likely Mozart never knew who

his mysterious patron was, his wife Constanze eventually learned it was Count Franz Walsegg-Stuppach who commissioned the requiem for his young wife Anna who died at 20. It seems that Count Walsegg, an amateur musician, was in the habit of commissioning works which he would later try to pass off as his own.

Constanze also reported that Mozart began to suffer from ill health and depression during the time he worked on the piece, making comments that he believed he was writing his own requiem. By early December of 1791 the young composer was dead, his last masterwork, unfinished.

Eager to receive the second half of the commission payment, Constanze secretly enlisted the help of first Joseph von Eybler, and later Franz Xaver Süssmayr when Eybler felt he was not up to the task of completing the requiem. It's believed that Süssmayr had some insight into Mozart's unfinished ideas, as he helped the composer when he became too ill to work on the requiem himself. A poignant final piece as completed, one wonders what the master composer would have created if he had lived to complete it himself.

Performing Mozart's Requiem with the Dubuque Symphony Orchestra will be the Dubuque Chorale with featured soprano, Esther Heideman; mezzo soprano, Emily Lodine; tenor, Robert Breault; and Warren Kaplan singing bass. Bob Demaree will direct. Tickets are available at Five Flags Center Box Office or online at dubuquesymphony.org or Ticketmaster.com.

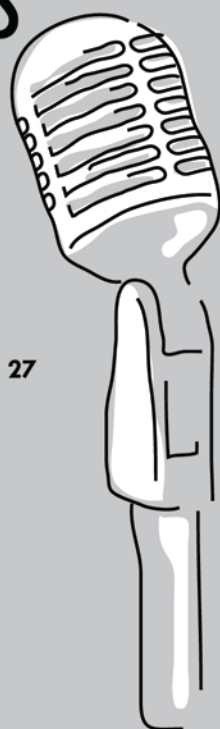
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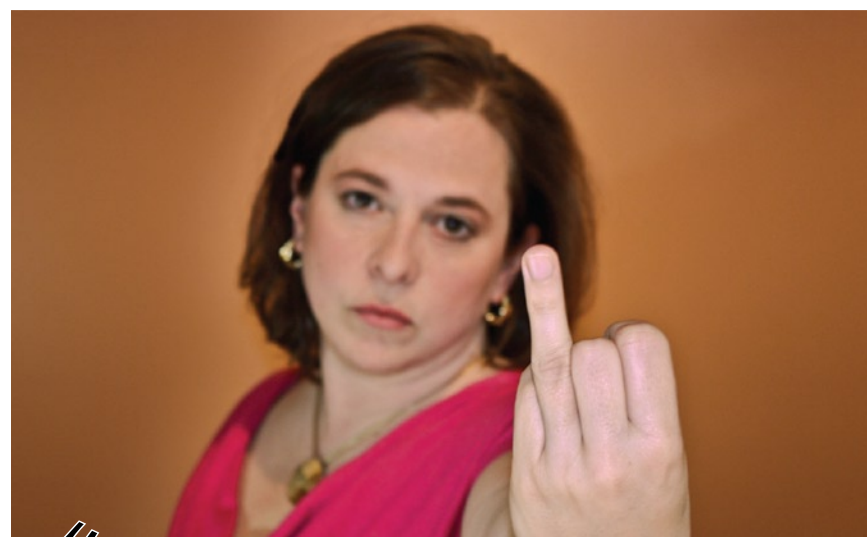
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First-Time Homebuyers Credit

by deb kipper, cpa,
tax manager,
honkamp krueger & co., p.c.

The first-time homebuyers credit has been extended until April 30, 2010. It has also been expanded to include additional taxpayers.

You are considered a first time homebuyer if you purchased your main home, which must be located in the United States, after December 31, 2008 and before May 1, 2010. If you enter into a binding contract before May 1, 2010 to purchase the property before July 1, 2010, you may also qualify for the credit. You (and your spouse if married) must not have owned any other main home during the 3-year period ending on the date of purchase.

There are a few different requirements for homes purchased on or before November 6, 2009 and for purchases made after November 6, 2009. If a home was purchased after November 6, 2009 you cannot claim the credit if any of the following apply:

- The purchase price of the home is more than \$800,000
- You can be claimed as a dependent on another person's return
- You (or your spouse if married) are under age 18 on the date of purchase. (Only one of the spouses needs to be 18 to qualify)
- You acquire the home from a person related to you or your spouse

There are also different adjusted gross income requirements depending on when

you purchased your home. You do not qualify for the credit if you acquired the home by gift or inheritance or the home was purchased from a related party. In addition, if you purchase a home from an estate of a related person, this is considered a related party and you will not qualify for the credit. The credit is the lesser of \$8,000 or 10% of the purchase price of the home. This credit does not have to be paid back if you occupy the home for a period of 36 months after the purchase date. When two unmarried individuals purchase a home together that qualifies for the credit, they may allocate the credit among themselves using any reasonable method. However, no credit can be allocated to an ineligible taxpayer.

In addition there is also a credit for a long-time resident of the same main home. You are considered a long time resident of the same main home if you (and your spouse if married) own and use the same main home for five years in a row of the last eight years, and you purchased your new main home after November 6, 2009 and before May 1, 2010. The newly acquired home must be used as your primary residence after purchase. If you entered into a binding contract before May 1, 2010 to purchase the property before July 1, 2010, you may also qualify for the credit. You do not qualify if you acquired the home by gift or inheritance or the home was purchased from a related party. The credit for the long time resident of the same main home is the lesser of \$6,500 or 10% of the purchase price. Again, there are AGI requirements to claim the credit. This credit does not have to be paid back if you occupy the home for a period of 36 months after the purchase date.

The first time homebuyer credit and long-time resident credit are refundable. Both of these credits are claimed on the IRS Form 5405, which is available at irs.gov.

tax time tips to help you save money

Ten Ways to Recession-Proof Your Business

1. However positive things are, have a "Plan B" – in case the business is hit by something unexpected;
2. Act, don't wait for things to get bad before putting plans in place;
3. Cash is king: have the best cash management approach – it's simple and is the most important part of the business;
4. Know where things are: make sure financial records are robust and up to date;
5. Have the best possible relationship with the bank – it's essential they are fully aware of the business' financial situation;
6. Take a new approach to tax – question what can be done to improve tax cash flow and ease payments and consult an adviser;
7. Even if demand is slow, always be in control of costs: know which are variable, can be acted on and how;
8. Rehearse the most difficult conversations that may need to be had with suppliers, clients, customers, employees and financiers should the worst happen;
9. Check employment terms and recognise who are the essential members of the team;
10. Price properly – don't over-react to market conditions, understand whether demand is price-sensitive and don't give profits away.

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Did you Write-Off 2009?

About 46 million people itemize their 1040s – claiming nearly \$1 trillion worth of deductions. Here are some you might be missing.

New job moving expenses.

Hey IBM'ers, moving expenses to get to a new job are tax deductible and you get this write-off even if you don't itemize. If you moved more than 50 miles, you can deduct the cost of getting yourself and your stuff to the new area – including 24 cents per mile for driving your car for a 2009 move – plus parking fees and tolls.

Out-of-pocket charitable contributions.

Big gifts are nice, but the little ones add up, too, and you can write off out-of-pocket costs incurred while doing good works. For example, ingredients in a donation to a soup kitchen and stamps you buy for a fundraising mailing count as a charitable contribution. If you drove your car for charity in 2009, remember to deduct 14 cents per mile.

Student-loan interest paid by parents

Generally, you can only deduct mortgage or student-loan interest if you are legally required to repay the debt. But if parents pay back a child's student loans, the IRS treats the money as if it was given to the child, who then paid the debt. So, a non-dependent child can qualify to deduct up to \$2,500 of student-loan interest paid by Mom and Dad. And he or she doesn't have to itemize to use this money-saver.

Reinvested dividends.

If your mutual fund dividends are automatically used to buy extra shares, remember that

each reinvestment increases your tax basis in the fund. That, in turn, reduces the taxable capital gain (or increases the tax-saving loss) when you redeem shares. Forgetting to include the reinvested dividends in your basis results in double taxation of the dividends – once when you receive them and later when they're included in the proceeds of the sale.

Child-care credit.

If you pay your child-care bills through work, it's easy to overlook the child-care credit. Although only \$5,000 in expenses can be paid through a tax-favored reimbursement account, up to \$6,000 (for the care of two or more children) can qualify for the credit. So, if you run the maximum through a plan at work but spend even more for work-related child care, you can claim the credit on as much as \$1,000 of additional expenses. That would cut your tax bill by at least \$200.

State tax paid last spring.

Did you owe tax when you filed your 2008 state tax return in the spring of 2009? Remember to include that amount in your state-tax deduction on your 2009 return, along with state income taxes withheld from your paychecks or paid via quarterly estimated payments.

Refinancing points.

When you buy a house, you get to deduct the points paid to get your mortgage at one time. When you refinance a mortgage, though, you have to deduct the points over the life of the loan. That means you can deduct 1/30th of the points a year if it's a

30-year mortgage. That's \$33 a year for each \$1,000 of points you paid.

Jury pay turned over to your employer.

Many employers pay employees' full salary while they serve on jury duty, and some require you to turn over your jury pay to the company. The IRS demands that you report those fees as taxable income. To even things out, you get to deduct the amount you pay to your employer. The write-off goes on line 36. Add your jury fees to the total of your other write-offs and write "jury pay" on the dotted line.

Property-tax deduction for non-itemizers.

Normally, to write off property taxes, you must itemize deductions. But this new rule lets homeowners who don't itemize boost their standard-deduction (by up to \$500 if they're single and up to \$1,000 if they're married and file a joint return) to account for property taxes paid during 2009. You'll need to include a Schedule L with your 2009 tax return to get this break.

Hope Credit has more hope.

In 2009, the \$2,000 Hope Credit for the first two years of college is now called the

American Opportunity Credit, and it will rebate up to \$2,500 for each qualifying student for the first FOUR years of college. The full credit is available to individuals whose modified adjusted gross income is \$80,000 or less, or \$160,000 or less for married couples filing a joint return.

Sales-tax deduction for new vehicles.

If you bought a new car, truck, motorcycle or motor home after February 16, 2009, and before the end of the year, you can deduct the sales tax paid – up to a maximum purchase price of \$49,500 per vehicle with a phase out for incomes over \$125,000 or \$250,000 for spouses.

Credit for energy-saving home improvements.

The tax credit equal to 10% of the cost of energy-saving home improvements is increased to 30% for 2009 and 2010, up to a maximum of \$1,500 in the two-year period. The credit applies to biomass fuel stoves, qualifying skylights, windows and outside doors, and high-efficiency furnaces, water heaters and central air conditioners with no limit per improvement.

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10 Questions

with mike siegert, owner of shamrock jewelers and shamrock imports in cable car square

1. How Irish is the Siegert Family?

Siegert is actually German, but my mother's maiden name is Corcoran and she's fresh from Ireland. So mom's heritage is the one that prevails in the family. Although we just visited Germany and met our relatives just north of Munich last year.

just for the Irish. There are pieces of many cultures that we take into our lives everyday and this is one piece of Irish culture that strikes a chord with many people and they are excited to display when they feel inside on the outside through the wearing of Claddagh jewelry.

2. When did Shamrock Imports and Jewelry come into existence and Why?

Shamrock imports began in 1978 and Shamrock Jewelers opened in 1989. Mom got all the kids raised and needed something to keep her busy. It also gave her a reason to travel to Ireland a lot to see family and do some buying. It's kept her busy now for over 30 years. I was working as a jeweler in Indiana and had an opportunity to move back to Dubuque and start my own business. Being in the same building with the same name just made sense.

3. What sells big around St. Patty's Day?

Sweatshirts, t-shirts, beads and jewelry sell big. Irish nick-knacks as well. It seems like a great time of the year to give a loved one a gift that last all year and has a special meaning so a lot of people buy Claddagh rings to signify that connection.

4. What is the deal with Claddagh Rings?

The Claddagh ring is the ultimate love, friendship and loyalty symbol in Irish tradition. The heart represents love, the hands represent friendship and the crown represents loyalty. There are two ways to wear the Claddagh ring. When the point of the heart is facing toward your own heart, that represents that you are spoken for whether it be marriage or just committed. When it is pointing away from your heart, that means you would be available. So it's not just for couples. It's really for everyone. There are hundreds of styles of rings in the store for men and women to fit all tastes.

5. Do non-Irish wear them as well?

They do. They are very popular for any type of heritage. The symbology of the ring isn't

6. Once a year, everybody wants to be Irish. Do you mind?

I think it's great to see people dressed up and it's just one more fun social thing to do on St. Patrick's Day. Many bars and restaurants step-up and have traditional Irish music and food. We're just happy to have a culture that knows how to party and people enjoy being associated with.

7. How can a commoner tell a "Dance a Jig" Irishman from a "punch you in the face" Irishman.

Look for the angle of the moon... and check him over for facial scars and missing teeth.

8. What's your favorite thing about St. Patty's Day.

Getting together with friends and family, listening to traditional Irish music and drinking green beer and Irish Car bombs... and other stuff that I don't remember.

9. Are you going to be in the Dyersville Parade this year?

I usually go out every year with the brothers and sisters and run into many friends. Over the years we've had many floats in the parade and use the opportunity to get a little silly. After Dyersville, traditionally we find ourselves at the Dubuqueland Irish party in Dubuque, which is being held at the Fairgrounds this year on Saturday, March 13th from 6 -11 p.m. Everyone is invited. That's where you'll find the really Irish locals.

10. What's your favorite Irish phrase?

Slainté, it means cheers!



March @ the Mississippi Moon Bar Diamond Jo Casino

Master Hypnotist Jim Wand March 06 @ 8 pm

Dr. Jim Wand is back in the Tri-States for this rare appearance. Wand produces a Las Vegas hypnosis show that plays seven days a week. You won't believe the things he can make people do on stage when under hypnosis. Tickets are \$15 – \$20 and are available at the Diamond Jo Casino's Diamond Club or on line at diamondjo.com.

The Man In Black: A Tribute to Johnny Cash March 13 @ 4 & 8 pm

Shawn Barker returns to the Mississippi Moon Bar with his incredible tribute to Johnny Cash show, The Man In Black, Saturday, March 13. Barker will perform two sets, a matinee at 4 p.m. and an evening show at 8 p.m. One of the top Johnny Cash tribute artists in the country, Barker puts on an incredible show. The 365 crew was lucky enough to catch Barker's Man In Black show last April and were amazed by his uncanny portrayal of the iconic performer – from his unique voice to his stage mannerisms and even between song banter, Barker makes

you want to believe you are witnessing a return of the late, great Johnny Cash. With a great backing band and female backing singers so he can perform those songs Johnny sang with June Carter, Barker brings the whole experience. Tickets for Man in Black are \$25-\$35 each and are available at the Diamond Jo Casino's Diamond Club or on line at diamondjo.com.

Bret Michaels Birthday Bash March 15 @ 8 pm

We really don't have to say much here. After going to Bret Michaels' Rock of Love Bus Tour performance at the Mississippi Moon Bar last year, we can pretty much guess that the place is gonna be packed to the rafters with fans of the former Poison singer. And guys, most of those fans are women. We might guess that there were a few dudes who spent more time looking around than looking in the direction of the stage if it were not for the all-out show that Bret Michaels brings. Anyone who is a fan of a big rock show on a big stage featuring those big hair metal anthems of the '80s and more should be there. While reserved seating and VIP tickets are sold out, as of press time, General Admission tickets at \$30 were still available online at diamondjo.com.



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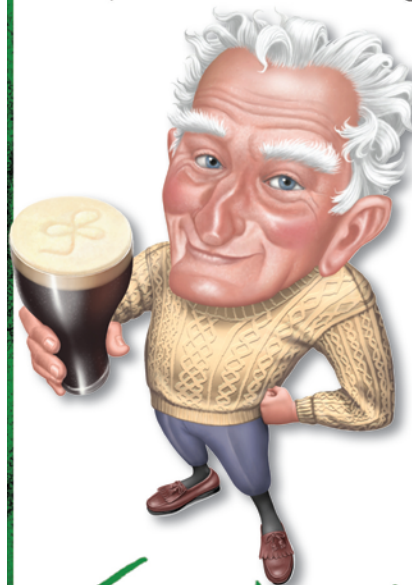
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Saturday, March 13
Irish Dancers between 6-7 P.M.
Tony Leonard, 2 P.M. & 7 P.M.
Andreas Transo, 9 P.M.

Wednesday, March 17th
Irish Dancers between 6-7 P.M.
Andreas Transo, 1 P.M.
Tony Leonard, 7:30 P.M.

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Thursday, March 4

Maureen Kilgore
Monk's Kaffee Pub, 8 PM

Open Mic with Texas Jeff
The Bank, 9 PM

Tribe of Two
The Cornerstone, 9 PM

Friday, March 5

Chuck Bregman
Mystique, 6 PM

Andrew & Sarah Miles
Mystique Encore, 8 PM

Daniel and the Lion
Monk's Kaffee Pub, 8 PM

Marty Raymon
The Cornerstone, 8:30 PM

Mondo Drag
180 Main, 9 PM

Artie & The Pink Catillacs
Potter's Mill, 9 PM

Apple Dumplin's
Sandy Hook Tavern, 10 PM

Saturday, March 6

Chuck Bregman
Mystique, 6 PM

Blue Willow
Stone Cliff Wine Bar, 7 PM

Rosalie Morgan
Taiko, 7 PM

Country Tradition
Mooney Hollow Barn, 7 PM

Jim Wand
Diamond Jo, 8 PM

Andrew & Sarah Miles
Mystique Encore, 8 PM

Alma Sub Rosa
Monk's Kaffee Pub, 8 PM

Broom Street Drifters
The Cornerstone, 8 PM

The Resistors
Red N Deb's, 8:30 PM

Frogs Gone Fishin'
180 Main, 9 PM

The Krank Daddies
The Bank, 9 PM

Falling Within
Bulldogs 9 PM

Horsin' Around Band
Jumpers, 9 PM

Johnnie Walker Trio
Northside, 9 PM

Tantrym
Knicker's, 9 PM

The Impulse Band
Budde's 9 PM



Betty & the Headlights
New Diggings Gen. Store, 9 PM

Lonely Goats
Wheel Inn, 9 PM

Renegade
Holiday, 9 PM

Outta Control
Sandy Hook Tavern, 10 PM

Sunday, March 7

A Pirate Over 50
Dog House Lounge, 4 PM

Larry Michael
Potosi Inn, 6 PM

Sam Locke-Ward
Monk's Kaffee Pub, 8 PM

Corey Jenny & Mojo Busted
Sandy Hook Tavern, 8 PM

Tuesday, March 9

Shame Train duo
Monk's Kaffee Pub, 8 PM

Wednesday, March 10

Open Mic with Bob & Ben
Monk's Kaffee Pub, 8 PM

Thursday, March 11

Maureen Kilgore
Monk's Kaffee Pub, 8 PM

Open Mic with Texas Jeff
The Bank, 9 PM

The Good Stuff
The Cornerstone, 9 PM

Friday, March 12

Chuck Bregman
Mystique, 6 PM

John Moran
Stone Cliff Wine Bar, 6:30 PM

Rosalie Morgan
Taiko, 7 PM

Diva Kai
Monk's Kaffee Pub, 8 PM

Scott Waterhouse
& Brandon Golden
The Cornerstone, 8:30 PM

Papadosio, Poverty Hash,
St. Bernadette
180 Main, 9 PM

The Breitbachs
The Bank, 9 PM

Adam Beck
Mystique Encore, 9 PM

Half Fast
Courtside, 9 PM

The Mississippi Band
Northside, 9 PM

Johnny Rockers,
Tip It Up, 9 PM

Liberty Valance
Sandy Hook Tavern, 10 PM

Saturday, March 13

Laura & the Long Hairs
Northside, 3 PM

Chuck Bregman
Mystique, 6 PM

Mary (Callahan) Mabusth
Stone Cliff Wine Bar, 6:30 PM

Full Code Band
Ace's Place, 7 PM

The Man in Black: A Tribute
to Johnny Cash
Diamond Jo, 4 PM, 8 PM

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Jeremiah Nelson
Monk's Kaffee Pub, 8 PM

Pat Reidy and the Lads, 3-7
Daryl and the Durocks, 7 PM
Blueheels, 9 PM
180 Main, 9 PM

The Steez
The Bank, 9 PM

Adam Beck
Mystique Encore, 9 PM

Betty & The Headlights
Denny's Lux Club, 9 PM

Jabberbox
Jumpers, 9 PM

Rocket Surgeons
Courtside, 9 PM

Sid V & the Human Resources
The Hub, 9 PM

Backlash
Sandy Hook Tavern, 9 PM

Boys Night Out
Wheel Inn, 9 PM

Sunday, March 14

Bryan Popp & Corey Jenny
New Diggings General
Store, 3:30 PM

Landing On The Moon,
The Photo Atlas
Easy Street, 6 PM

The Lonely Goats
Sandy Hook Tavern, 8 PM

Monday, March 15

A Pirate Over 50
Dog House Lounge, 4 PM

Bret Michaels B-day Bash
Diamond Jo, 8 PM

Blake Thomas
Monk's Kaffee Pub, 8 PM

Coolzey
Easy Street, 10 PM

Tuesday, March 16

A Lull, Group of
the Altos
Easy Street, 10 PM

Wednesday, March 17 St. Patrick's Day

Mama Bird (A.J. Steil)
The Cornerstone, 6 PM

Laura and the Long Hairs
Sandy Hook Tavern, 8 PM

Open Mic with Bob & Ben
Monk's Kaffee Pub, 8 PM

Thursday, March 18

Feast of Mutton
Monk's Kaffee Pub, 8 PM

Open Mic with Texas Jeff
The Bank, 9 PM

Johnny Rockers
The Cornerstone, 9 PM

Friday, March 19

Chuck Bregman
Mystique, 6 PM

Laura and the Long Hairs
Spirits Bar & Grill, 6 PM

Peter Balestrieri
Monk's Kaffee Pub, 8 PM

Ken Wheaton
The Cornerstone, 8:30 PM

Shame Train
180 Main, 9 PM

The Misfits
Mystique Encore, 8 PM

Nothin but Dylan
Grape Escape, 9 PM

The Midnight Ramble
Potter's Mill, 9 PM

Taste Like Chicken
Sandy Hook Tavern, 10 PM

Saturday, March 20

Chuck Bregman
Mystique, 6 PM

Blue Willow
Stone Cliff Wine Bar, 7 PM

Rosalie Morgan
Taiko, 7 PM

Angie Pierce Jennings
Monk's Kaffee Pub, 8 PM

Kevin Beck/ Johnny Walker
Spirits Bar & Grill, 8 PM

The Misfits
Mystique Encore, 8 PM

Broken Rubber Band
The Cornerstone, 8 PM

Renegade
Eichman's, 9 PM

Stranded in Iowa
Jumpers, 9 PM

Johnny Trash
Hammerhead's, 9:15 PM

Apple Dumplin's
New Diggings Gen. Store, 9 PM

Tantrym
Doolittle's, 9 PM

Johnny Trash
Hammerhead's, 9:15 PM

Six Kill
Mooney Hollow Barn, 9 PM

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St. Patrick's Day Celebrations

March 12-13 & 17

Frank O'Dowd's Irish Pub
The Irish Cottage

St. Patrick's Day, the traditional holiday to celebrate all things Irish happens to fall on a Wednesday this year, smack dab in the middle of the week. No worries! Frank O'Dowd's Irish Pub & Grill at The Irish Cottage in Galena offers three opportunities to get your Irish on. Starting the Friday and Saturday before, March 12-13, and then picking up again on the actual holiday, Wednesday, March 17. There is no cover charge for any of the celebrations and what better place is there to celebrate Paddy's Day than Frank O'Dowd's Irish Pub at The Irish Cottage?

Friday, March 12

Tony Leonard

The party gets started on Friday night at 6 p.m. with a traditional dance performance by the Mayer McHugh Irish Dancers. There will be great Irish food available and of course your favorite Irish drinks. At 7:30 p.m. Tony Leonard will take the stage to entertain with a selection of traditional Irish pub songs. Join the craic and sing-along!

Saturday, March 13

Tony Leonard & Andreas Tranzo

The celebration continues Saturday afternoon with Tony Leonard performing from 2 to 5 p.m.,

with more great food and beverages available to make it a party. Between 6 and 7 p.m., the Mayer McHugh Irish Dancers will perform a twenty-minute show, followed by another performance by Tony Leonard at 7 p.m. At 9 p.m. Andreas Tranzo will take the stage to perform a variety of folk and Irish roots music on guitar, mandolin, bodhran, spoons, and tin whistle. Tranzo has collaborated or shared the stage with the likes of Paddy Keenan, Gaelic Storm, Fionna Molloy, and Rising Gael, among many others.

Wednesday, March 17

Andreas Tranzo & Tony Leonard

The party picks up again on Wednesday afternoon with Frank O'Dowd's Irish Pub & Grill's special St. Patrick's Day celebration. In addition to great food, drink, and entertainment, there will be contests, prizes, and party favors. Andreas Tranzo will get things started at 1 p.m. performing until 5 p.m. The Mayer McHugh Irish Dancers will perform a twenty-minute show between 6 and 7 p.m. followed by a performance by Tony Leonard at 7:30 p.m. Join the party!



envision sports designs continued from page 6

area high school teachers or coaches (from) when I was in high school were nearing retirement. Now it's the perfect thing – it's all my generation of teachers and coaches ... friends working with friends, basically."

From social networking the old fashioned way, through friends and family, Rauhen began to find new friends and reconnect with old friends through social media tools like Facebook, Myspace, LinkedIn, Twitter, and even YouTube. Though he uses all of them, he's found Facebook to be the most commonly used of the bunch, at least in this market.

"A lot of these friends I may have gone to college or high school with, (but) I didn't stay connected with the high school friends throughout college as much," he explains. "I maybe knew where they went, maybe off to Chicago or somewhere, but then all of a sudden you add them as a friend on Facebook and you say, 'Oh, I didn't know they were coaching soccer at this school in Chicago!' Shoot them a little message and the next thing you know you're shipping shirts to Chicago! Or down to Davenport – last year we picked up all the YMCAs in the Davenport/Quad Cities area. There are actually two people that I went to college with that are working as coaches in different sections of the YMCA down there. One is in the sports, and one is in the camp area."

Living and working in Dubuque where the cost of living is lower, Rauhen can afford to be competitive in other regional markets, using one-day shipping if needed to get shirts to customers in time for their special event. He arranged the YMCA sales through a few messages using Facebook. Working with one YMCA led to work with others, which led to work with other camping facilities through his friends' Facebook friends. But



isn't a Facebook message, just another form of email? Why not just email somebody?

"As soon as someone sends me a 'regular' email, I take their name, I type it into Facebook to see if they have a Facebook account," he explains. "Because when you get an email, you don't quite have that connection of a 'handshake deal' with somebody, because they're living in the Quad Cities or Cedar Rapids or somewhere. But you add them on Facebook and all of a sudden they can see 'oh this guy likes golfing or football,' and you see a picture of what he's all about, maybe out having fun with friends and it takes you a little bit out of the business setting."

"It's not so much I'm trying to sell anybody anything," he adds, "it's more like 'hey let's be friends, I wanna know more about what I can do to help you out.' If you need shirts for an event or a team or organization, let me know. I'd be more than happy to help you out. (We'll) make the process easy on you,

because some people are familiar with it, (but some) don't know where to go. When I do deal with quotes or meet new people, I always add them as a friend because I can see and relate the name to the face. You want to do business with people you're friends with. It makes it much more comfortable for both parties."

Facebook has other functions that make it easy to facilitate business – he can post artwork for a proposed shirt design to a photo gallery which coworkers or teammates can easily view and share ideas towards approval, expediting the whole ordering process. "It can be done so much quicker than what it used to be that it's just mind-boggling how connected to someone that far away you can be with the whole project. The sky is really the limit as far as doing business outside of the people that walk through the front door."

Working with clients to realize their vision, Envision can tailor the process to the customer. From a rough sketch to a fully

designed image, they can use a client's existing image or create one from that crazy idea in your head. "People bring in artwork (saying) 'I had this idea last night...'" and it's written on a napkin!" Rauhen laughs, "It might be drawn out as stick figures on a napkin, but if they can describe the idea and the colors they want, we can do really anything for them."

While Envision Sports Designs does stay true to the business name, printing custom-designed T-shirts for a variety of high school, college and club sports teams, little league baseball and adult softball teams, as well as many bars and restaurants that sponsor teams, the company prints a wide range of custom apparel for all kinds of clients. "We do everything," relates Rauhen. "We do a lot of corporate customers. We do stuff for Sarah Lee on the national level, for all their trade shows, Diamond Jo merchandise for their gift shop, a lot of other

continued on page 23

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Dinner: 4:30p-9p, \$20 min

Argosy's Food For Thought by rich belmont

The Yuan family has been in the Asian food business for many generations. First in China and then in South Korea. Tsai and Shou Yuan were operating a restaurant in South Korea when they decided to move to the United States. They had planned to go to Saint Louis but after clearing US Immigration found themselves in Clinton, Iowa where Shou had friends.

Soon after, they discovered Dubuque to be a quiet place to raise kids so they looked for a place to start a new restaurant. In August 1984 they opened House of China in the space previously occupied by the Cock & Bull Bar & Restaurant. Tsai and Shou did not speak English so they ran the kitchen and put their three children, Johnny, Kevin and Ling in the front of the house. The kids didn't speak much English either, so they had to study their new language along with learning how to cook Chinese cuisine and run a full service restaurant operation that was up to American standards.

The people of Dubuque were soon finding their way to this mysterious Chinese food place located deep within the Asbury Square. After 5 years Johnny and Kevin (Ling went into a different business) knew they had grown out of their current location. So in 1989 they converted the Iowa State Liquor Store into a full scale House of China complete with state of the art stir fry woks, rice steamers and appropriate Asian décor. After all, if you are enjoying Chinese cuisine you want to look around and think you are in China, right?

Today the Yuan family can say they have proudly been serving the Dubuque community for 27 years! The food is American Chinese cuisine prepared in the Mandarin tradition. Mandarin is a style of cooking incorporating fresh, high quality meats and vegetables. Mandarin cooking combines the best elements of Chinese regional cooking found in the Cantonese, Peking, Hunan, Fukien and Szechuan-Hunan provinces. For example, Cantonese cuisine is famous for meat grilling and fried rice; Peking cooking relies on the subtle use of spices; Hunan province is known for sweet and sour; and

Szechuan-Hunan is regarded as the center of hot and spicy flavors.

Of course, the American Chinese culinary art calls for the modification of ethnic food to suit a more Western culture palate. If they cooked the way people in China like their food; trust me, most of you wouldn't eat it! This is why you will find delicious flavorings with a pleasant blend of tastes. In recent years, however, Johnny and Kevin have noticed a significant increase in the demand for more hot and spicy food. As a result their menu now contains no less than 17 spicy dishes!

There are so many scrumptious dishes to choose from. Specialties include Crabmeat Rangoon, Chicken and Chinese Vegetables, Sesame Chicken, Snow White Chicken or Shrimp. Every meal is cooked to order (with the exception of the Sunday buffet) so you are free to request modifications by having ingredients reduced or added. Don't like celery? Tell them to leave it out. Want broccoli? They will add it in. Do you prefer brown sauce (soy sauce based) or white sauce (chicken broth based)? Do you see

something on the menu you would prefer spicier? You can have any dish customized just for you!

If you are health conscious you needn't worry. All food is prepared without MSG. Many of the entrees are steamed instead of fried and the use of oil and salt is kept to a minimum. There are many low carb items identified on the menu, as well.

The Sunday buffet was the first Chinese buffet in Dubuque. It was first offered due to popular demand. The most sought after items are the Egg Drop Soup, Broccoli Beef and Spicy Chicken Wings.

The House of China is without a doubt one of Dubuque's favorite places. It is currently a nominee for the 2010 KCRG TV 9 A-List in the Eastern Iowa's Best Chinese category. It is also the winner of the Hospice of Dubuque's Best Fest 2010 Best Place for Chinese Cuisine. In fact the people of Dubuque have voted it Best Fest's Best Chinese for the last 13 consecutive years!





The Smoke Clears... A New "House" Appears!

by rich belmont

The morning of January 31, 2010, began like any other Sunday for the staff of Café Mana Java West, Dubuque. That changed when someone looked out the window across the parking lot toward House of China, 170 Kennedy Road. Something didn't look quite right. Black smoke was pouring out of all the rooftop kitchen vents and bathroom exhausts.

Danielle Rawson, a Café Manna Java employee, called the Dubuque Fire Department. They received the alarm at 8:08 a.m. and arrived at the scene within minutes at 8:12 a.m. The building was locked and unoccupied, requiring a forcible entry. Breaking the front doors the firemen encountered zero visibility. The interior was filled with smoke from floor to ceiling. The fire fighters crawled to the kitchen looking for the origin of the fire. Finding no heat they kept moving until they reached flames in a storage room. It was a strange fire. The building is made of fire resistant concrete block, has a steel roof, and is devoid of windows. The fire was unable to spread quickly and consumed the oxygen in the sealed building; it probably smoldered for several hours.

Kevin Yuan, one of the owners, had locked up at 10:30 p.m. the night before. By the time the fire was discovered at 8:00 a.m. it had been generating little heat but a lot of smoke.

Kevin was the second person called. At first he thought it was a joke. He knew he had followed all the normal closing procedures; his father turned off all the equipment and he double-checked, insuring kitchen appliances and gas-fired woks were shut off. His second thought was of his father, Shou Yuan, who opened the restaurant around 8:00 a.m. every morning. Kevin knew he would have gone into the building to find out what was wrong. Surely Shou would have been overcome by the smoke. Kevin raced to the restaurant. When he arrived about 8:20 a.m. he found the firemen inside. They had already extinguished the fire, broken a hole through the roof, and used their fans to dissipate the smoke. But Kevin's father was missing! The firemen did not find him in the building. After several frantic phone calls Kevin learned that Shou had deviated from his usual routine and had gone to Sam's Club to buy supplies. Shou was safe. None of the firemen were injured.

So why the fire? Since the cause could not be immediately determined Dubuque Fire Marshall, Mark Ludescher, was called in. He discovered the fire originated in a small room where kitchen equipment was stored and kitchen towels were cleaned in a washing machine and then placed in this storage room to air dry. He knew even washed kitchen towels still contain oils and grease capable of igniting at low temperatures. There was probably enough oil in the cleaning rags to cause spontaneous combustion. The fire had been contained to a small area. Luckily, paper and plastic products stored

nearby did not ignite. Mark estimated \$10,000 in fire damages plus unknown smoke damage.

The Fire Department had done an excellent job. Their mission was completed in less than 20 minutes. Kevin next thought of his employees; the cooks, kitchen personnel and waitstaff all needed their jobs. So he conferred with his father, Shou, and his brother Johnny. They decided to reopen as soon as possible. They called their insurance agent, Paul Wright, of Tricor Insurance and then their contractors and suppliers. Within a couple of hours they were all there: Black Hills Energy to restart the gas lines, A & G Electric to work on the electrical problems, Giese Companies to replace heating and AC systems, MMC Mechanical Contractors to rework some of the plumbing, carpenters, roofers and flooring people. In fact more than 60 specialists worked around the clock. ServiceMaster was called in to provide fire restoration services. Tricor Insurance and Servicemaster coordinated the restoration. Because the smoke had permeated the building so thoroughly the entire restaurant had to be completely emptied. Kevin said when the building was stripped to bare walls he could not even find a pair of chopsticks! Smoke got into everything. Half the electrical wiring had

to be replaced. All of the following equipment had to be replaced: 3 heating and air conditioning units, 3 exhaust fans, 5 reach in coolers, the walk-in cooler, all the AC ducts.


The entire ceiling, carpeting, most of the light fixtures, and about 30% of the kitchen equipment was replaced. The interior was completely repainted and half the artwork is new. The main computer system had to be reworked and that alone cost \$6,000. Even the dishes and silverware had to go. The cost of cleaning would have been more expensive than buying new tableware.

With reconstruction all current Fire Codes and Americans with Disability Act standards have to be adhered to. The grease trap was relocated to underground; electrical wiring and plumbing had to be updated and relocated. The restrooms reconfigured for wheel chair accessibility.

Fire Marshall Ludescher stated smoke detectors, sprinklers and key lock boxes were not originally required because of the building size. The Fire Department strongly recommends they be installed anyway. At his urging

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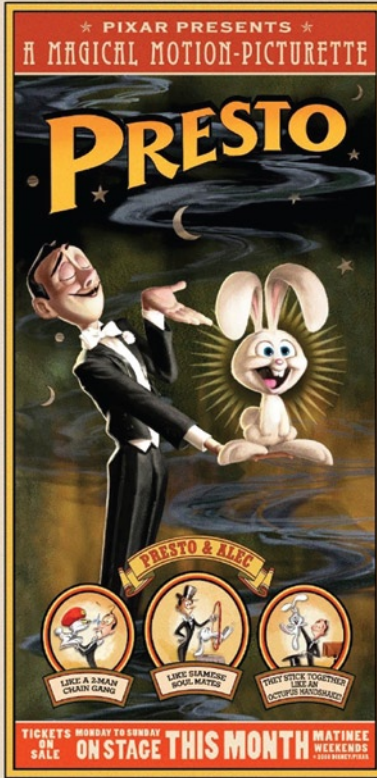


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Lavatory (Love) - Russia - 10 min

A quick look at someone who is by all practical considerations invisible. She's the attendant. What may or not be another daydream is her sighting of flowers in the tip jar. Who is her secret admirer? She may or may not have found the lover-boy. Cute.

Pieces of Love (La Maison En Petits Cubes) - Japan - 12m

A dreadfully uninteresting cartoon about a man whose house is under water, though the photography has an impressionistic look that could have been drawn by Renoir.

Oktapodi - France - 3 min

On the typical island with its white houses and spotless streets, two colorful octopi struggle for their lives when the wind up in passenger seat of a car.

Presto - U.S. - 5 mi

This pixar animation is terrific: moving at breakneck speed, a laugh-a-second cartoon about a magician whose rabbit goes on strike because his human companion forgets to feed him a carrot.

This Way Up - UK - 9 min

A macabre tale of two employees from a funeral company dressed in black who run into serious trouble on the way to the graveyard.

On the Line (Auf der Strecke) German-Switzerland - 30min

A department store security guard who has no mercy when dealing with shoplifters, falls for a girl on his security monitor. A final shock makes for an interesting ending.

The Pig (Grisen) - Denmark - 22 min

A serio-comedy about an elderly, obese Dane in a hospital. He falls in love with a painting of a pig on the wall, considering the animal to be his guardian angel.

Manon on the Asphalt (Sur Le Bitume) - France - 15 min

When a woman on a bike on the way to her boyfriend hits a bump and is critically hurt, she casts an eye on the blur of people surrounding her as she lay in the street and ponders what she might have done to make the lives of her significant others more loving.

New Boy Ireland - 11 min

About a Irish lad who is having trouble with a couple of the white kids in an Irish elementary school, bears a concept that is a ripoff of Doubt.

Toyland (Spielzeugland) - Germany - 14 min

Toyland, giving us scenes from a German town in the early forties, describes two young lads, one Jewish, the other "Aryan," who take piano lessons together.



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OSCAR NOMINATED ANIMATED SHORTS {NR} 12:05, 4:35
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THE YOUNG VICTORIA {PG} 12:10, 2:30, 4:50, 7:15, 9:35
INVICTUS {PG13} 2:00, 8:45
NINE {R} 1:00, 7:00 No 7:00 show Sun.
COP OUT {R} 12:00, 2:20, 4:40, 7:20, 9:45
THE LAST STATION {R} 3:30, 9:25 No 9:25 show Sun.
SHUTTER ISLAND {R} 12:45, 3:45, 6:45, 9:30
VALENTINE'S DAY {PG13} 2:10, 7:05 No 7:05 show Thur.
DEAR JOHN {PG13} 11:55, 4:45, 9:40

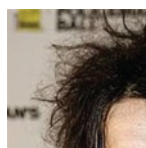
Coming Soon: Bounty Hunter, White Ribbon, A Prophet, How to Train Your Dragon.

THE OSCARS AT MINDFRAME

Mindframe Theaters is once again hosting the mother of all Oscar parties on the big screen Sunday, March 7th at 6 p.m. Enjoy hors' d'oeuvres and champagne and see if you can guess the best in our pick the winners contest. Walk the red carpet (black tie optional) and have a great time with all your friends at Mindframe. This is totally FREE!



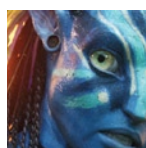
The Buzz



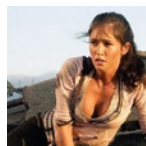
Jason Winer will direct a remake of ARTHUR from a script by Peter Baynham (a Writer on BORAT). The original movie centered on a boozy playboy who is set to inherit a fortune if he marries an heiress his family thinks will make something out of him. However, he falls in love with a working-class woman and turns to his valet for help when his family makes him choose between money and love.



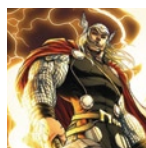
Bill Murray confirms he is supposed to die and become a ghost at the beginning of the new Ghostbusters film, but went on to tell Davind Letterman half-heartedly that he doesn't believe the movie will get made.



CEO Rupert Murdoch said on his quarterly earnings call Tuesday that the conglomerate is in "very early talks about" Avatar 2. Director James Cameron "has ideas" for a sequel, he said, adding: "We will be pushing for one." But he cautioned analysts not to "hold your breath for an early one" in a possible reference to Cameron projects often taking a long time to come to fruition.



Megan Fox is the rumored candidate to revive Lara Croft in the "Tomb Raider" series. This could very well be possible since Fox has a deal with Tomb Raider studio Paramount in place through her involvement in "Transformers" and "Transformers 2."



Aintitcool.com is reporting that Robert De Niro and Jude Law are lining up for roles in "Thor," though it was unclear which roles they would be taking on. Kenneth Branagh is directing "Thor" with Chris Hemsworth in the lead role and Natalie Portman, Jaimie Alexander and Colm Feore in supporting roles. Paramount plans to release the film in 2011.



"Avatar" star Sam Worthington has inked a deal to star in Universal Pictures' "Dracula Year Zero," a film which Alex Proyas ("Dark City," "I, Robot") is directing. It will be a big budget retelling of the origins of Dracula. The story reportedly weaves vampire mythology with the true history of Prince Vlad the Impaler.



envision sports designs continued from page 19

corporate accounts, banks ... it might have nothing to do with sports, but cover pretty much everything."

Envision also does in-house embroidery on hats and shirts and can also provide a range of other customized products from coozies to ... well, you name it. "Pretty much anything you can stitch on or print on, we can do ... or we'll give it a try!" he says laughing. "If we haven't done it, we'll give it a try." Doing embroidery in-house means Envision's turn-around time is much quicker than many places that sub-contract the work to other vendors.

Even in a down economy, Rauen's business has been brisk. "We're picking up bigger and bigger accounts, and it seems like the accounts we already have are ordering more often, which tells us we're putting out a great product and it's working. People keep coming back, especially on the retail end."

Envision supplies a number of businesses that sell apparel through their retail gift shops – repeat customers when inventory runs low. "That's nice because it's a real simple set up. We already know what the shirt is, the color of the ink and everything else. Usually on those reorders, we can get them cranked out in a couple of days because it's simple."

While it seems to be a strategy that's working, for Rauen, it's really just the way he relates to people. Much, if not most of his business has come through referrals, which saves on marketing costs, keeping his prices low. He does almost no traditional advertising and doesn't "sell." "We don't cold call," he states matter-of-factly. "I've never picked a phone number out of the phonebook and called up and said, 'I'm from Envision Sports,

do you need T-shirts?' I've never done that. I don't want to seem like that salesman. That's not my persona."

Not so much the typical salesman, Rauen's persona is much more the fun guy that many remember as Tom Squad. His online activity is only one aspect of his social approach to networking in the name of having fun. No stranger to community events or downtown Dubuque's nightlife, Rauen is likely to be seen at festivals and concerts or just hanging out with friends over a few beers. While he's just having fun (and supporting a local business) an active social life is a great opportunity to meet new people, make new friends, and maybe find new customers.

"It's something I enjoy doing. I love meeting people, I always have," he admits. "I could be sitting at a bar or a mall or anywhere in the middle of Texas or Florida or anywhere in the United States, it doesn't matter where it's at. I'll walk up and say 'Hey, I'm Tom. What's going on or how are you doing?' I'll meet anybody 'cause I love meeting people. I want to know their story, what they're all about, what they do, what they're involved with, what they like to do. The more you learn about someone, you meet them as a friend, you have a good time with them whether it's over a couple of beers or you find out they like the Cubs too – you have something in common with them and from there you just build that relationship of someone you can trust, someone you have a feel for. And if they can use the services you have to offer through business, it just helps that relationship. But just meeting people and hearing people's stories is always fun and I've done that from when I was little."

continued on page 30



St. Patrick's Celebration

Saturday, March 13th - Wednesday, March 17th



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TRIXIE KITSCH
BAD
ADVICE
FOR THE
STUPID

Dear Trixie:

I'm unavoidably thrown into business and social gatherings with a man I consider corrupt and amoral. We have been in 8 court battles (I won them all), and each of us is assiduously trying to ruin the other's career. All this is publicly known to everyone at these parties. It is a small town. So far, we have been able to maintain a polite distance although it is a wary one. I don't know his exact feelings but if he is anything like me he is ready to throw manners to the wind and say and do some things he might later regret. My question dear Trixie, is this: why is he being invited to the same gatherings when everyone knows how volatile he is? —Wesley Bieglehole III, DDS.

Dear Wes:

I can think of nothing so wonderful to break up the tedium of a staid business gathering than a fistfight between grown-up professionals. There is something deliciously wicked about watching two men in good suits swinging each other around a room by the lapels and crashing into snack tables. I believe he is being invited for the same reason you are being invited – it's highly entertaining and cheaper than paying a jazz combo.

Dear Trixie:

I have been an Executive Assistant to the CEO of a successful manufacturing company for 40 years. I have been retired for the last 3 months. In the last three months, 28 people have asked me, "Now that you're retired what have you been doing?" What do I reply to those polite, well meaning people who seem to expect to be regaled

with exciting tales of my "new life"? I have never had more than a modest social life and have never been interested in playing golf or traveling. How can I get people to quit asking me this ridiculous question? —Lois Nininger-Parsnips

Dear Lois:

People ask because they are interested in your life. It is quite irritating. If they were real friends they'd know what you've been doing because you'd call and tell them. You could tell wild tales of lusty adventures with teenage grocery clerks and stun them into silence. Or you could describe your actual day in all it's boring glory (speak in a monotone – like a robot). "I got up. I brushed my teeth at 9:32 am. My gums were tender. I decided to buy a softer bristled toothbrush. I went to the kitchen at 9:35 am and made toast. I used the second to the last piece of Brownberry bread. I decide to make eggs at 9:37 am. From 9:37 am until 9:38 am I thought poached eggs would be nice. But scrambled eggs are easier, so I changed my mind. After breakfast I sat down to read. I chose 'A Tale Of Two Cities'. It was the best of times, it was the worst times." You're retired now, Lois. You don't have to be nice to anybody ever again.

Dear Trixie:

Thanks in part to your column I have been doing many things wrong in raising my children. Will I be able to undo the damage? —Mary Monks On Maiden Lane

Dear Mary Monks On Maiden Lane:
No.



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Pisces 2/19-3/20

You find a piece of hairy gristle in your pre-formed chicken patty so you write a letter to the company. They send you a coupon for year's worth of free chicken patties. Oh goodie, you'll enjoy that.

Aries 3/21-4/19

If you start today, your olympic dreams are still way too late. Err, well, how do you feel about curling?

Taurus 4/20-5/20

A whole season of Jersey Shore in the dead of winter has you to chomping at the bit to totally tramp it out this Spring. You go girl.

Gemini 5/21-6/21

The USDA has added a new level to the pyramid, chicken wings, right in between fruits and vegetables. Dreams do come true.

Cancer 6/22-7/22

You've lost how many cell phones in your life? And you're still contemplating whether taking naked on your phone is a good idea or not. Think of the single most important fact to consider before risking your reputation, your job, even your relationship ... how good do I look naked. Act according. And if it's that good, contemplate a little video as well.

Leo 7/23-8/22

Friends have great influence in this difficult time. Too bad your friends are all idiots.

Virgo 8/23-9/22

Try as you might with the early spring cleaning. No matter how much scrubbing or demolition you do to your house, it's not going to warm up until it's good and ready. Then again, if you want to scrub my house, I might be able to talk to someone.

Libra 9/23-10/22

Get a new hobby that takes up your time so you have a valid excuse when you avoid spending time with your best friend and her new super ugly baby.

Scorpio 10/23-11/21

Your new date doesn't get butter on their popcorn, caffeine in their coffee or meat on their pizza and you seriously can't figure out what it is about them that's not right? Wait till you till try foreplay. This should end abruptly.

Sagittarius 11/22-12/21

Weather in the 40's and still a good snow-pack on the ground at Sundown? Two words ... bikini skiing! Why are you still reading?

Capricorn 12/22-1/19

When you try to sell your Toyota in the paper, don't use the phrase "runs well," that doesn't seem to be an issue people are so concerned with these days. Now, "parking brake works great," that's going to have some mileage in the classifieds.

Aquarius 1/20-2/18

You're thinking of going to see "Cop Out" in the theater. Don't. Seriously. Just stab yourself in the face with a fork. It's more enjoyable.

STREET JAW™



mattitude

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You Need An Attitude Adjustment!

by matt booth

If someone tells you that you need an attitude adjustment, pay attention. If someone cut this article out and set it on your desk, pay attention. By the time someone gets the guts to tell you that you need an attitude adjustment, it is serious because you've needed one for a long time. Don't try to deny it or pass them off as senseless, chances are that others, including your family members, coworkers, and friends, feel the same way. Admit it; you need an attitude adjustment.

Do you talk about your attitude? How often do you think about your attitude? Are you mostly an upbeat person looking on the bright side? Or are you cynical and always looking for the bad in situations and people? Your attitude reflects in all that you say and do. The ability to have a beneficial state of mind regardless of the situation is valuable. As Zig Ziglar says, "Your attitude determines your altitude". Attitudes make or break communities, companies, organizations, churches, and homes. Life is substantially enhanced with a beneficial state of mind.

You cannot adjust the past. You cannot adjust how others will act. You cannot adjust the fact that bad things still happen. You can adjust your attitude. To do this, you will have to be brutally honest with yourself and take responsibility for your attitude.

If someone just told you that you need an attitude adjustment, pay attention. Take a few moments to think about your attitude each day. You can start right now. Life is 10% what happens to you and 90% your attitude towards what happens to you.



Mattitude Improvement Tip Going Up?

People are like elevators, those that take you up and those that bring you down. Which one are you? To be sure that you are someone who brings others up, give them the Triple "A" Treatment: attention, affirmation, and appreciation. When you communicate with someone, begin by giving them your full attention, then affirm them (say something nice) and show your appreciation for them (thank them) in some way. You will be surprised by how people respond and how the Triple "A" Treatment takes them up.

Sign up today for Matt Booth's Goal Coaching Program – Monthly personal goal coaching sessions to help you identify and achieve your goals. Inquire about a free introductory session. "If you don't have written goals, you're working to achieve someone else's goals." Call 563-773-6288.

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The Batman by bob gelms

As a kid I read a lot of science fiction when all my friends were reading comic books. Bruce, who lived across the street, couldn't figure out the appeal of science fiction. I pointed out to him that this was because he never read any. He countered that I had never read any comic books. So we traded. I gave him a copy of "Childhood's End" by Arthur C. Clarke and he gave me a stack of comic books. The stack contained Superman, Green Lantern, Captain America, Wonder Woman (it didn't take long to "figure" that one out) and The Batman. Bruce turned into a sci-fi freak and I couldn't get enough of The Batman, that is, after the wonder of Wonder Woman wore off.

What appealed to me most about The Batman was that he was a human, without any superpowers and that was why Doc Savage vied for my disposable income. They were just men who had developed their human abilities about as far as they could go. The Batman got the upper hand because Doc Savage was a hero in shining armor and that was fine but The Batman, in the early issues, had a very dark side. For a long time he was mistaken as a vigilante by the Police and was hunted almost as much as the criminals he was bringing to justice. He could bleed and get hurt just like you and me. It didn't take much to think that there could be somebody out there just like him ... maybe not with all those wonder toys ... but just some guy who was sick and tired of the justice system not working. Besides, I had a much easier time pretending I was The Batman than

Superman, although, I did do the dishtowel safety pin deal once or twice attached to a white T-shirt that I had marked up with a big red "S." Stop laughing, you did it too, I'm just willing to admit it. As my wife, the Supreme Allied Commander, tells me from time to time, I don't have any trouble at all getting in touch with the little kid inside me.

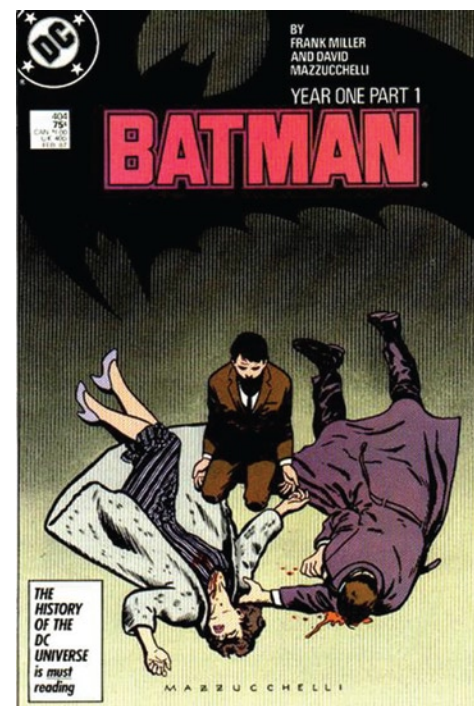
In the late 1980's most of the comic book publishers decided that their characters needed some updating since most of them were "born" in the 1940s and hadn't changed much over the years. I won't go into all the details but Frank Miller along with Lynn Varley and Klaus Jansen produced the blockbuster "Batman: The Dark Knight Returns." It showed an ageing Batman coming out of retirement to fight crime because Gotham needed him and he had some dark inner needs to satisfy. What we are talking about here is the beginning of the Graphic Novel concept of modern literature. DC Comics then felt safe enough to retell the story of the origin of The Batman and they turned to Frank Miller who collaborated with David Mazzucchelli and Richmond Lewis to produce the tour de force "Batman: Year One." It was originally published in four separate editions in the comic book format. In a new edition it's presented as a graphic novel-It's stunning.

This latest edition of Batman:Year One contains a new introduction by Mr. Miller. There are over 40 pages of material that show sketches of the characters and the page

layouts along with script pages and other material that show just how complicated it is to produce a mere comic book. To think that the originals were first printed on the cheapest high acid paper the publisher could get because it was the cheapest. Now comics from the 1940s are worth their weight in Kryptonite because these days they are literally turning to dust.

"Batman: Year One" is highly recommended. It's great fun to read and dazzling to look at. For the purists out there you won't find Batgirl or Robin mentioned anywhere. Since Bruce Wayne, apparently, never played baseball, neither will you find mention of a batboy.

What's that signal in the sky? Excuse me, I have to go. Now where did I leave those safety pins?



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Eating Healthy with Hy-Vee with nutritionists pat fisher & megan dalsing

New Beef Cut - It's What's Convenient & Healthy for Dinner

Consumers demand it all these days with the food they eat – convenience, taste, value, leanness and nutrient-packed for good health. There's a new cut of beef available from Hy-Vee that might just have all this and more. The Kansas City strip filet is for the health-conscious, time-strapped consumer wanting a convenient, quality beef product.

The Kansas City strip filet is actually hand-cut from the beef top loin muscle, (where a T-bone steak comes from). There are two different cuts of the Kansas City strip filet available – steaks (4- to 8-ounces) or roasts (1½ to 2-½ pounds). The noticeable difference is portion size. The roast is smaller than a typical beef roast and cooks in about an hour, making it a do-able weeknight meal for busy consumers. The 4- to 8-ounce portion steaks are a healthy portion size, ideal for health-conscious consumers.

One of the perks from this new cut is easy prep. The steak and roast are ready-to-cook; no trimming is necessary. Add your favorite beef seasoning and cook. Because the cut comes from the top loin and is a tender steak, cooking methods for the best results are grilling, broiling, pan-broiling and oven-roasting. Cook time is shorter because of the smaller portion; steaks cook in minutes and a roast in about an hour.

Because the Kansas City strip filet is from the top loin, it meets the USDA guidelines for a lean cut of meat. Lean beef is packed with ZIP – zinc for a healthy immune system, iron to provide oxygen to muscles for energy and protein to help control appetite and keep you satisfied.

Consumers want great taste and nutrition from the foods they eat. There's now another healthy beef option that's convenient and perfect for a weeknight meal.



March is National Nutrition Month® – “Nutrition from the Ground up”

March is designated as National Nutrition Month® by the American Dietetic Association. It's a great time of the year to review your eating habits and learn something new about good nutrition. That's where your Hy-Vee dietitian can help!

It's common knowledge that a healthy lifestyle decreases many risk factors and just overall makes you feel great. Unfortunately most people have trouble figuring out what to do without planning a complete diet makeover. During National Nutrition Month®, your Hy-Vee dietitians would like to give you some easy suggestions by starting with the basics, so you can start building your nutritional health from the ground up!

- Focus on fruits and veggies: Fruits and vegetables are the foods that should be eaten most often. For most people, this means more than doubling the amount of fruits and vegetables they eat daily. Try adding a serving each day to one meal and increase the amount every few weeks. Look for local items, Hy-Vee offers a wide variety of items right from the Midwest, an easy way to support your local farmers and eat healthy too. Plus, local fruits and veggies taste great!

- Make calories count: Think nutrient-rich rather than “good” or “bad” foods. Most food choices should be packed with vitamins, minerals, fiber and other nutrients — and be lower in calories. Be aware of portion sizes. Even low-calorie foods can add up when portions are larger than you need.
- Make the most of family mealtime: Eating meals together provides the opportunity to help children develop a healthy attitude toward food. It also enables parents to serve as role models, introduce new foods and establish a regular meal schedule.
- Keep moving: Balancing physical activity and a healthful diet is your best recipe for managing weight and promoting overall health and fitness. Set a goal to be physically active at least 30 minutes every day. Remember every little bit counts, so get out there with the entire family and build a family exercise program.

By starting slowly and giving yourself a good foundation, you too can work towards a healthier lifestyle. Contact your local Hy-Vee dietitian for more information to help you live an easier, healthier and happier life.

The information is not intended as medical advice.



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a new "house" appears
continued from page 21

some of these safeguards are included in the House of China restoration.

And what about the food? All of it had to be thrown away. Even the sealed liquor bottles. Tim Link, the Dubuque Environmental Sanitarian was there to supervise the disposal of all food and beverages. Four and half tons of food and liquor were destroyed.

Johnny Yuan is cognizant of his good fortune. This calamity occurred in winter, the slow season for his tradesmen. They were available to start rebuilding immediately, working 24/7. All of their suppliers tapped into their resources to ship in new equipment including air conditioners, coolers, smoke detectors, dishes and all the food and liquor. Not everything was

readily available. Tablecloths, some wall partitions and panels are back-ordered. The carpeting is temporary. Some seafood and other menu items were out of stock.

Johnny says there are no words, in English or Chinese, to adequately express the Yuan family's gratitude for the support provided by the City of Dubuque Fire Department, Tricor Insurance, ServiceMaster, and all the electricians, plumbers, carpenters, painters and food and liquor wholesalers. The family is indebted to its staff who all worked tirelessly to rebuild. They will be reimbursed for lost wages.

So when the smoke cleared a new House of China appeared. The reopening was February 15, 2010. Total timed closed? Two weeks! Total cost of that unknown smoke damage? One Half Million Dollars!



Sudoku

		9			2	8		5
5			9				1	
	7			3				2
9		2		5		4		
	6		8				9	
4					1			3
2			7					1
	4			8	6		3	
		6	2			7		

Super Crossword

ACROSS

- 1 Not quite closed
- 5 Doris Day refrain
- 9 Junket
- 13 Significance
- 19 Prepare a pear
- 20 Author Murdoch
- 21 Run the show
- 22 Five iron
- 23 Electrician's favorite rockers?
- 26 Shorthand inventor
- 27 Periwinkle, e.g.
- 28 Primeval upheaval
- 29 See 14 Down
- 31 Mil. policy
- 32 Lassie's mother
- 34 Puzzled
- 37 Word with song or dive
- 38 Question for a tardy electrician?
- 44 Figure
- 46 Nice time of year
- 47 Genesis name
- 48 Wordy Webster
- 50 Eloquent equine
- 52 Boa, but not cobra

55 Raven maven?

- 56 Dandy
- 58 Quick snacks
- 60 Roller-coaster feeling
- 62 Apparel
- 66 Alaric, for one
- 68 Buddies
- 70 South Seas novel
- 71 — Marie Saint
- 72 TV's "Haw"
- 73 Part of USSR
- 76 Electrician's theme song?
- 80 "Parkington" ('44 film)
- 81 GI's address
- 82 — down (destroy)
- 83 Melodious McEntire
- 84 Galba's garment
- 86 First state
- 89 Paradise
- 90 Sleeve type
- 94 — nous
- 95 Cen. segments
- 97 "— Tiki"
- 100 Clear the windshield
- 101 Loretta of "M*A*S*H"

102 Cuban currency

- 105 Ladies of the lea
- 107 Hosp. areas
- 108 "— luego"
- 111 Electrician's teatime treats?
- 115 Wading bird
- 117 '65 Righteous Brothers hit
- 119 Capote, on stage
- 120 "Unforgettable" name
- 121 Born
- 122 "— Gay"
- 126 One of the Titans
- 133 Electrician's favorite history subject?
- 137 Tidy up
- 138 Relate
- 139 "So — You" ('77 song)
- 140 — -friendly
- 141 Borgnine or Gallo
- 142 Award for 101 Across
- 143 Chore
- 144 Work in the lab

3 Surface measurement

- 4 Dwell
- 5 "— vous plait"
- 6 Skater
- 7 Heiden
- 8 Loaded
- 9 Wagner hero
- 10 Capek drama
- 11 Unwell
- 12 Italian specialty
- 13 Mischievous
- 14 With 29 Across, rum cocktail
- 15 Washington hrs.
- 16 Words on an electrician's sampler?
- 17 Lasso
- 18 Mortise's mate
- 24 Wilde work
- 25 Aim
- 30 Burro
- 33 Herd word
- 35 From — Z
- 36 Page
- 37 Bit of parsley
- 38 Singer Dottie
- 39 Craving
- 40 Parent
- 41 Diamond authority?

42 — Paulo, Brazil

- 43 Sally Struthers' birthplace
- 45 Both: prefix
- 49 Humble house
- 51 Prevent
- 53 Torn or Taylor
- 54 Defect
- 57 Perform a pirouette
- 59 "— a Lady" ('71 hit)
- 61 Andes animal
- 63 Donizetti's "L'elisir d'—"
- 64 Got a galley going
- 65 Fancy dessert
- 67 Relish
- 69 Bedtime reading
- 73 Mean Marquis
- 74 Removes the cork
- 75 Poet turned electrician?
- 77 Nebbish
- 78 Maris or Mattingly
- 79 "My word!"
- 85 Generation
- 87 La Scala songs
- 88 Moistens
- 91 Pride papa
- 92 Lot size

93 Stack role

- 96 Splinter group
- 98 Hold the deed
- 99 Safety —
- 103 "— generis"
- 104 Hospital worker
- 106 Fast way to the UK
- 109 Lodger
- 110 Lincoln or Lyman
- 112 Betting setting
- 113 Learn fast?
- 114 End product
- 115 Cockamamie
- 116 Less adorned
- 118 Ms. Midler
- 123 Leave out
- 124 Turner of "Peyton Place"
- 125 Hill dwellers
- 127 — majesty
- 128 Belligerent deity
- 129 Spanish artist
- 131 Enjoyed Thanksgiving
- 132 — Plaines, IL
- 134 Clear one's throat
- 135 Common street name
- 136 NASA affirmative

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Puzzle answers are located on page 30

Here Comes the Sun (Oh No!)

by pam kress-dunn

I love cloudy days. The greyer the better, and if those clouds began disbursing their rain or snow, all the more cause for rejoicing. I know there is an actual mental health disorder that makes many people depressed when deprived of sunlight – such as happens from mid-August through May, around these parts – but I do not have that disorder. It is called SAD, for Seasonal Affective Disorder, and it sends sufferers to antidepressants and specially designed light fixtures meant to duplicate the sun. But for me, too much sun makes me sad.

This could be a result of my raging headaches, which have been visiting me or threatening to daily for the past three-and-a-half years. Among the many fascinating things I have learned about head pain since mine settled in one day in October 2006 is that some migraines are made worse by bright light, whether it's coming from the sky, the television, the fluorescent bulbs that glow from ceilings, or the neon signs in the windows of bars. The word for this sensitivity to light is "photophobia," which sounds like "fear of light," which, I'll tell you, was an easy fear to develop once I learned the consequences of too much brightness. To say the sun dazzles me is an understatement.

I know this is weird. I try to go along with the crowd when people greet each other with, "It sure is good to see the sun!" "You bet!" I answer with as much cheer as I can muster,

while rooting in my purse for my sunglasses. On days when the sun bounces off the unbearable whiteness of snow that refuses to melt, I'd wear them indoors if I could do so without feeling like an idiot.

What about those nifty glasses that change color on their own? Some of my nearest and dearest have suggested them, but I remember the ones my parents sported back in the '80s. Of course this was the era of Gigantic Glasses (a fashion even I fell for, helpfully documented by my daughter for all the world to see on her Facebook page), so their semi-permanent grey tint was all the more obvious.

For me, an ordinary sunny day feels like those awful moments after the eye doctor has dilated your eyes and blithely sent you on your way to drive home into the noonday sun. The last time that happened, I took the doctor up on her offer of those incredibly dorky plastic shades that fit over your glasses. I felt like a blind mole rat, trying to make my way home down the Arterial, leaning forward and squinting pathetically, gas pedal pressed to the floor to get it over with quickly.

I know I'm not the only one who prefers the gentle dim to the raucous bright. I have a friend who wrote to me just today to report in her subject line, "Day is clouding up (I love it)." Oh, me too. When we first met and one of us noted that the light was growing gentle with the encroachment of thunderheads



across the sky, and what a relief that was, we knew we had found a very special kind of soul mate.

Just look at all the wonderful words for different kinds of clouds and cloudy skies there are! Fair weather clouds are "cumulus," while thick grey rain clouds are "nimbostratus," and long, airy cirrus clouds are "mare's tales." Rows and rows of cirrocumulus clouds make up a "mackerel sky," and the wisps trailing from a rain cloud that never reach the earth are "virga." Forget about seeing puppies and ducks in the sky, the clouds themselves are enough for me. Can't you just picture a "buttermilk sky"?

There should be some snappy acronym for this cloud loving disorder. What about MAD? "Make Aurora Die"? (Aurora being the Goddess of the Dawn.) Or GLAD? "Ghastly Light Array Dislike"? Or maybe FADE? "Fall Abolishes Daylight Eventually"? A friend suggests BLEAH – "Bright Light: Eyes Ache & Hurt" and SAP – "Sun Accelerates Pain." W.H. Auden famously wrote, "Stop all the clocks" when his beloved friend died; I'd like to pen an anti-sunlight poem beginning, "Douse all the lights!"

Of course I don't hate the sun. I like flowers and trees and all the happy living things that depend upon photosynthesis just as much as the next person. I even understand that a little sunlight every day can up our own production of vitamin D. I appreciate it when the gentle spring clouds do not turn into giant thunderheads that rain all over my picnic. (Here's another word: the anvil-shaped top of a thunderhead is an "incus." Is that cool, or what?)

But I'm warning you. If you come up to me and start moaning about the fact that you haven't seen the sun in a week, my smile of commiseration is going to be a forced one. As for me and my kind, I like a nice cloud cover. After all, the sun once ruined half of my winter wardrobe when it was stored in a room with a poor excuse for blinds in the window. Long, streaky fade marks ran the length of my best coats and dresses. And the sun, too, is to blame for all those so called age spots on baby-boomers' hands and faces. Yes, that's right, you knew I would get around to my favorite soapbox topic, didn't you? No cloud ever caused skin cancer! I rest my case!

So if it's sunny, you can find me under a shady tree, hoping for a buttermilk sky.

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cover story

envision sports designs continued from page 23

Breaking it down to basics he adds, "At the end of the day, by meeting people and when you're friends with someone, you're not so much being a salesman, you're helping fill a need. It's more a friend helping a friend out with something they need." Recently, it seems friends need custom T-shirts for St. Patrick's Day as more people dress for the celebration.

Rauen is also known to dress for celebration in colorful costumes that he wears not only for Halloween and St. Patrick's Day, but for just about any holiday or special event throughout the year. He's been known to show up at a sports bar in a full bear costume for a Chicago Bears game or in a mariachi outfit and sombrero at Wrigley Field (he also has an entire suit made of fabric covered in Cubs logos). One Halloween he wore three different costumes over the course of the night, including a full Pee-Wee Herman outfit and the bike. He even dressed as Mike Ditka in a fake mustache and aviator shades when Ditka came to Dubuque to speak at a Chamber event.

He explained that his love of dressing up got started in high school when he and his "superfan" friends would dress up in Western Dubuque red and black and paint their faces for football and basketball games. From there, it became another fun expression of the crazy, outgoing "Tom Squad." Now for parties or on major game days, friends wonder in anticipation what he might show up wearing.

When I asked him how many costumes he now has in his collection, he answered, "Enough to fill a room in my house." He was hard-pressed to pick a favorite, though he says the sombrero is pretty reliable for letting people know you are there to have a good time. "If a guy shows up in a sombrero for no apparent reason, he's probably ready to party," he pointed out. Fair enough.

Fake mustaches are highly recommended as well. It's all about having fun and making an event memorable, even if that event is just Saturday night. "You might ask someone what they did last night and they might say, 'oh, we went out ... it was okay.' But if you show up in costume and have a few beers and have fun with people ... that makes it stand out. They're gonna have a story to tell their friends."



Rauen also has a few Jedi mind tricks he seems to be able to employ to meet celebrities or score invitations to parties at the Playboy mansion. He's got a whole gallery of photos on his Facebook (and a couple on our cover) with everyone from Rudi Giuliani to Charlie Sheen. He may not be ready to share all his secrets, but he says that knowing people and being in the right place at the right time is a big part of it, along with a fair amount of good luck. Being an easygoing guy that can talk to anybody certainly doesn't hurt though.

Whether he's asking his Facebook friends to relate their favorite Winter Olympics moment, partying in a sombrero, or hanging out with celebrities, Rauen's approach to business networking is really an extension of his fun loving, outgoing personality. He loves people. It just so happens that the community he lives in is made up of people. (Note: customers are also people too.)

"You get active in the community and you support the community and the community supports you back," he says. "You know, I go downtown and I go out to eat at Lot 1 or I go for drinks at Hammerhead's or somewhere ... well, they see me down there, they know I'm supporting their business so in turn, they're going to support me. Now in this economy, I see people supporting local businesses in a 'you scratch my back, I'll scratch your back' type of thing where you're working together with one another,

but why not? Why not work with each other? I think that's really big in the community ... getting involved. It just makes it more fun."

After the devastating January earthquake in Haiti, Rauen applied his community spirit in a bit broader fashion, embodying the axiom "Think globally, act locally." Selling the now ubiquitous red "Help Haiti" T-shirts for \$10 each with all the proceeds going toward the fundraising effort, Envision has raised \$18,000 for Red Cross relief efforts in Haiti. It's all in a day's work for Rauen, if you can call it that.

"At the end of the day, it doesn't feel like work," he admits. "I come to work every day, and people ask me if I work a lot and I say, 'I haven't worked a day in my life!' I come to Envision, but I've never worked. I enjoy what I do. It feels like a hobby." He continues, repeating the often-quoted advice, "Find something you love to do and you'll never work a day in your life."

"I love what I do," he says. "I love meeting people, whether it's coaches from sports teams, bar owners, restaurant owners, or whoever comes through the door because I never know what that next project is."

To learn more about Envision Sports Design, check out the web site at envisiontees.com, call 563-584-8000, or stop by the shop at 3220 Dodge Street.

Puzzle answers from page 28

Sudoku

1	3	9	4	6	2	8	7	5
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2	5	3	7	4	9	6	8	1
7	4	1	5	8	6	2	3	9
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Crossword

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Crime and Safety: 10 Crime Myths by mayor roy d. Buol

Just over 1000 households in Dubuque receive federal (HUD) assistance to help with their rent. This is known as the Section 8 Program, and it's been operating in the city since 1976. We receive about \$4 million annually, paid to area landlords, on behalf of families who qualify according to income. In this installment of a three-part series, we will address 5 of 10 myths many citizens have about the Section 8 Program. In the next issue we will address 5 more Section 8 myths, and finally in the last installment, we will look at a variety of solutions to the challenges of crime prevention and response.

Myth No. 1: The Housing Department recruits out-of-town families to come to Dubuque and receive assistance. We've all heard it: billboards in downtown Chicago advertising free housing in Dubuque. People really believe we do this.

Fact: The City of Dubuque does not recruit anyone, from anywhere. Not from Chicago, not from Maquoketa. The only advertising

we do is in Dubuque. It's a federal program, and any US citizen is eligible to apply. But the City of Dubuque does not promote the program beyond our corporate boundaries, in any way.

Myth No.2: The Housing Department gives preference to African-Americans, disregards criminal records and denies housing to local people.

Fact: The Housing Commission has established a system for assigning preferences to all applicants. Only residents of the City of Dubuque are eligible to apply. Elderly and disabled persons receive preference points, as do youth aging out of the foster care system and persons receiving residentially-based support services from selected local service providers.

Every applicant is screened for criminal history. We check each state the family has lived in for the past three years, working with state police offices. If an applicant has committed a crime involving physical violence or drugs during the past three years, they are denied. If

they've cooked meth, they are banned for life. If they are registered as a sex offender, they are banned for life. If they commit any of these crimes once they begin receiving our assistance, they are terminated from the program.

Myth No. 3: Section 8 families are lazy and don't work

Fact: Of the 1000 households on our program, 36% have at least one working adult. Average earned income in these working households is \$7950. Participants receive less housing assistance as their earnings increase. Of all the households on the program, about 400 are either elderly or disabled. So this means that of the other 600 "able-bodied" (non-elderly, non-disabled) Section 8 households, 60% have at least one adult working.

Myth No. 4: It's easier to get Section 8 housing in Dubuque than other places

Fact: The federal regulations which govern this program work the same way in every state. You have to qualify by income and criminal history the same in Dubuque as you do in Indianapolis or Council Bluffs. In

addition, housing agencies are allowed by HUD to set local policies for administration of their housing programs. Dubuque's Section 8 program actually has stricter eligibility standards than many other cities. Our Housing Commission approved tough criminal eligibility requirements years before HUD adopted similar ones.

Myth No.5: Once a family is on the program, other family members and friends move in and nothing is done about it

Fact: If our participants are breaking the rules – which includes having unauthorized guests – loss of housing assistance is the consequence. The City Council approved a Police Corporal to work in the Housing Department, as a full-time investigator beginning in March 2008. Cpl Mike Kane investigates all allegations of fraud or unauthorized occupants, regularly visiting families in assisted units and responding to all complaints about disturbances or illegal activities. Persons found in violation of the regulations have their assistance terminated.

See our next issue for 5 more myths many citizens have about the Section 8 Program.

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