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INSIDE:

Photos from Friday's Main Street Wine

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Pen City Current Current Monday, Nov. 20, 2017 6 pages Volume 1 • Issue 270

Shields back with a big plan

Videographer
brings wife
to hometown
with idea to
help area
businesses

BY CHUCK VANDENBERG

PCC EDITOR

FORT MADISON -There's a certain palpable energy that's starting to take hold in Fort Madison

It may seem slow to emerge with some businesses opening and some closing and still seeing empty store fronts, but another piece of the puzzle may have just fell into place.

After a 5-year stint in the U.S. Navy and then 20 years working in print and broadcast journalism, Geoff Shields, a 1989 graduate of Fort Madison High School, recently moved back to the area with his wife Lisa, a Wisconsin native, and has opened a video production company to help local businesses with branding and marketing.

Earlier this year, Shields, who was the Director Of Operations at WMTV-TV in Madison Wisconsin, became subject to a reduction in force that's swallowing up local media outlets, and his



Photo by Chuck Vandenberg/PCC

Geoff Shields works in his production room setting cameras on Friday. Shields is bringing more than two decades of broadcast and print journalism experience back to his hometown with his Avenue G Productions studio on Avenue G in Fort Madison's Main Street District.

position was eliminated. to Fort Madison and

Then staring down a decision to look for another TV gig, Shields decided to go in another direction.

"I'd had enough of working for others and decided I wanted to work for myself," Shields said. "And what better place to do it then to come home to Fort Madison and start my own production company."

Lisa works from home as a world-wide service planner for Toshiba. Following her own 4-year stint in the U.S. Navy, she began working for IBM, which entailed the Shields' moving four

states early in her career.
While living in Austin,
Texas, Geoff's career
path in TV Production
took off. First as Studio
Manager at KVUE-TV
in Austin, Texas, then
progressing to Production

See **SHIELDS**, page 2

EMPTY NEST



Thanksgiving has special meaning for columnist

 T_{GITG}

Thank Goodness It's Thanks Giving! I know, Thanksgiving is one word, but I wanted to do a spinoff of TGIE.

November is a memorable month for me, and I have a lot to be thankful for. 28 years ago this November, I was so drunk in my own home, I fell and crashed through the glass top of my coffee table, cut myself to smithereens, and nearly bled to death. Outside of that, I didn't have problem with drugs and alcohol.

Turns out, it was the best thing that ever happened to me. It was a wake-up call. God grabbed me by the scruff of the neck, tossed me into AA, and my whole life turned around for the better.

Which brings up a subject I've been wanting to talk about—the opioid crisis in the United States. Opioids are killing more people than car accidents. I'm a little confused when I hear such statements as, "What is the government going to do to handle this crisis? We do not have treatment facilities or government funding needed to handle this crisis in addiction."

Chances are you have the most successful treatment program in the world right there in your own community, and it's free. It's called AA—Alcoholics Anonymous. In my 28 years of being clean and sober, I have seen many, many hardcore drug addicts find relief and recovery through this 12-step program. Alcohol is a drug. Its chemical formula is C2H5OH. Just substitute the word narcotics for alcohol and it's the same 12-step program.

If you're fortunate enough to have Narcotics Anonymous in your community, utilize it or start a NA program. There is no better treatment in the world than one addict helping another.

I just read an article in the newspaper by Dr. Oz, about how the opioid epidemic is costing the country

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From the Front

Move is an invesment for Shields couple

SHIELDS - Continued from Page 1

and Operations Manager of WEAU-TV in Eau Claire, Wisconsin, finally moving to the Madison area in 2007.

With more than two decades of broadcast production leadership skills in his back pocket, Shields said the decision he and his wife made to move back to the area didn't come easily. He said his plan for retirement was to work in video production on the side to help people with their branding.

"When we were researching it, my wife and I talked about what's next. We could literally go anywhere.," Shields said. "I could look for another job in broadcasting. It's a small industry where I know a lot of people, and they know me. But I really wanted to do something different."

So they purchased a building on Main Street.... Avenue G, and set up a

The name isn't an accident. I'm from here, and hopefully that means something to the people lere.."

> -Greg Smith **FMHS** Principal

studio where he now runs Avenue G Productions, the video production element of Shields Media Services, LLC. Shields said that allows him to offer other services eventually, but for now he's focusing on video production, branding, and messaging using video for marketing, over-the-air media, social media and online promotion.

"The name isn't an accident - Avenue G Productions," Shields said. "I'm from here, and hopefully that means something to the people here.

Lisa said the couple is passionate about the communities in which

they live and want the business to work in that model as well.

"His enthusiasm level for this is about to the point of ridiculousness," Lisa said.

"We live here, too. We want Ft. Madison to flourish, and we want it to thrive. Taking the opportunity to move back home and start building those relationships with people who own businesses here - people who I knew from before who are still here, helping them succeed and do really well is my goal."

He said he brings skills and the knowledge of 25 years plus of working in



Photo by Chuck Vandenberg/PCC

Lisa and Geoff Shields, owners of Avenue G Productions, a subsidiary of Shields Media Services, said moving to Fort Madison represents an investment in the community they want to serve and see grow.

broadcast television in promotion and market-

"Video is such a powerful tool and an intimate medium that effects you on an emotional level. It's good to bring the experience of producing high quality video to the marketing effort of businesses in the area," he said.

"It has to be the right message for your business. And if we can create a video together to help your potential customers understand that - it's a win for you."

He said he doesn't think opening the business is a risky move.

"People talk about the risk of starting a new business, The real risk is not doing it. So why not?"

Shields can be reached at 319-246-5828 or by email at AveGProductions@gmail.com. The company's website is www.shieldsmediaservices.com.



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In observance of the Thanksgiving holiday, we will not publish an e-Edition Thursday, November 23 through Sunday, November 26. We'll resume publication on Monday, November 27. Breaking news will continue to be published on our website 24/7.

We wish you a very warm & wonderful Thanksgiving.

From our #PCC family to yours

Charles Vandenberg, Editor (319).371.1670 editor@pencitycurrent.com

Lee K. Vandenberg, Sales Manager

(319).371.4125 sales@pencitycurrent.com

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Founded in 2016



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Obituaries/Current-Lee

OBITUARIES

JACKIE C. SORRELL

Jackie C. Sorrell, 80, of Ft. Madison passed away on Saturday, November 18, 2017 at 7:25 PM at The Madison.



He was born on June 23, 1937 in Bardstown, Kentucky to Everett and Flosie Fryrear Sorrell. On October 10, 1964 he married Elizabeth Bergthold in Ft. Madison and she passed away on November 20, 2001. He then married Kirby Griffin on July 7, 2014. Jackie worked production at Wolf Packaging for several years. Jackie was an avid football fan. He enjoyed riding his bike and his moped.

SORRELL Survivors include his wife, Kirby Sorrell of Ft. Madison; a son,
Randall Sorrell of Utah; a daughter, Sandra Segismundo of Orlando,

FL; two granddaughters, Elizabeth Prudlow and Emilia Sorrell; one great grandson, Charlie; one sister, Ruby Holloway of Kentucky and a half brother, Maurice Carter of Kentucky. He was preceded in death by his parents, first wife and two brothers.

A graveside service will be held at 11 AM on Wednesday, November 22, 2017 at Sacred Heart Cemetery with Rev. Richard Dutzer officiating. The family will meet with friends from 10 AM until the time of the graveside service. Per his wishes, cremation has been entrusted to King-Lynk Funeral Home & Crematory.

A memorial has been established in his memory and online condolences may be left at www.kinglynk.com

CURRENT-LEE

The original Ivy Bake Shoppe now taking orders for holiday treats

Remember the original Ivy for your holiday desserts, sweet trays, catering, & gift certificates. Order yours by Tuesday, December 21st. Call us at Burlington Uptown Ivy (319)754.5924 or visit us at 514 Jefferson Street, downtown Burlington. Visit us online at www.ivybakeshoppe.com.



Pen City Current will list your event in this highly visible CURRENT-LEE section in increments of 25 words for \$15. Add a photo for \$5. Non-profit organizations are eligible for the reduced rate of \$10 per 25 words and \$3 per photo. To place your listing, click here or call Lee at (319)371.4125.



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Game	Draw Days	Sales Cutoff Time	Approx. Drawing Time
Lucky for Life [®]	Mon & Thu	8:30 pm	9:38 pm
Mega Millions®	Tues & Fri	8:59 pm	10:00 pm
Powerball [®]	Wed & Sat	8:59 pm	9:59 pm
Lotto America ^{sм}	Wed & Sat	8:59 pm	10:00 pm
Pick 3 - Midday Pick 3 - Evening	Daily Daily	Noon 9:40 pm	12:20 pm 10:00 pm
Pick 4 - Midday Pick 4 - Evening	Daily Daily	Noon 9:40 pm	12:20 pm 10:00 pm



11/19 MID-DAY 8 6 8 11/19 EVENING 2 2 0



11/19 MID-DAY 7 5 0 1 **11/19 EVENING** 3 8 3 8 Pen City
Current
encourages
you to play
responsibly.

Addiction help of any kind is readily available

SWARM - Continued from Page 1

500 billion a year and that the government needs to spend so many millions of dollars to cope with the emergency. Not a word was mentioned about AA.

C'MON PEOPLE, WAKE UP! Every in-patient treatment program I know of, and I've known quite a few, state bluntly that continued sobriety and hap-



piness following release from the treatment program is only achieved by continued attendance in a 12-step program.

Note: Treatment centers can be a Godsend, especially for the hardcore addict, in that they offer a safe place to detoxify.

There may be some stigmas associated with AA. (1) That AA is for "low-bottom" drunks, those people you see with the bottle in a brown paper bag. Addiction does not discriminate. I've known doctors, lawyers, and world-famous people of all races in AA, as well as Skid Row drunks and everything in-between. And I've seen the Skid Row drunk help that doctor or lawyer.

(2) AA is for alcohol addiction only. An addiction is an addiction whether it's alcohol, narcotics, sex, food, gambling, work, smoking, you name it. It's the same 12-step program. True, AA has a "singleness of purpose." However, in my 28 years of sobriety I have never seen anyone being asked to leave a meeting because he or she wanted to talk about their problem with food or any other addiction.

(3) You're an atheist or agnostic and don't like the use of the word "God." No problem. Use "Higher Power." Surely you can think of some power greater than yourself, like the "Universe" for example. Use it like your life depends on it, because it probably does.

Check out the meeting schedule for AA, NA, Al Anon (for spouses of addicts), and Alateen (for children of addicts) in your local newspaper. In the phone book, look under the "A's" for AA or "alcohol." Help is as close as your phone.

Have a good story? Call or text Curt Swarm in Mt. Pleasant at 319-217-0526, email him at curtswarm@yahoo.com or find him on Facebook. Curt's stories are also read at 106.3 FM in Farmington.



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PUBLIC NOTICES

PUBLIC NOTICE
Lee County, Iowa
Board of Supervisors
Regular Meeting
Agenda
DATE: TUESDAY,
November 21, 2017
MEETING
CONVENING TIME:

9:00 A.M.
LOCATION:
Correctional Center,
2530 250th Street,
Montrose, IA 52639
AGENDA

Pledge of Allegiance Approve Agenda Consider Approval of Thursday, November 9 and Tuesday, November 14, 2017 Board Minutes Consider Approval of Claims Public Input

Presentation from National Association of Counties

Update on Mooar/Powdertown Sanitary Sewer System

Consider Approval of Contract and Contractor's Bond for Culvert Project on 170th A venue

Consider Approval of Flexible Benefits Renewal Consider Approval of Resolution Setting Sheriffs Fees

Consider Approval of Resolution Setting Credit Card Limit for PSAP Employee

Consider Approval of Tax Abatement Resolutions (2) Consider Approval of Taxable and Assessed Value of Utilities for 2017

Personnel Actions:

A. Step Increase-Secondary Roads (3)
B. New Hire-Sheriffs
Office

C. Step Increase-Sheriffs Office

Reports:

A.Manure Management Annual Update-Henry Pieper Corp in Green Bay Township

Commission or Committee Reports

Adjourn

PUBLIC MEETING -CITIZENS WELCOME

Workshop to follow

Vision and hearing assistance available upon request

Contact Title VI Administrator

PUBLIC NOTICE NOTICE OF PUBLIC

319-372-3705

County Website:

www.leecounty.org

HEARING

Notice is hereby provided that the City Council of the City of West Point, Iowa, will conduct a public hearing on Monday, December 11, 2017, at 6:30 p.m. in the Public Library Conference Room, 317 Fifth Street, West Point, Iowa 52656 concerning a petition for vacation and sale of a parcel described as:

"Auditor's Parcel "K" in part of Lot 13, Block 33, and part of Outlot 2, all in the Original Plat, City of West Point, Iowa described as follows:

Commencing at the

northeast corner of said Lot 13, Block 33, thence South 88°29'57" West, along the north line of said Lot 13, a distance of 118.00 feet to the Point of Beginning; thence, continuing along said line and an extension thereof, South 88°29'57" West, 60.12 feet; thence South 01°11'03" East, 54.74 feet; thence North 88°26'45" East, along the south line of said Lot 13 and an extension thereof, 60.21 feet; thence North 01°16'49" West, 54.68 feet to the Point of Beginning, containing 0.08

The above bearings are based on Iowa State Plane South Coordinates and all distances are horizontal ground distances."

A copy of the cited petition and preliminary resolution to dispose of real property are on file at City Hall, 313 Fifth Street, West Point, Iowa 52656, and may be viewed by the public during normal business hours.

Diane E. Smith, City Clerk

City of West Point, Iowa



Real Estate/Commercial/Ag

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Classifieds

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Faeth's Cigar Store: 10% off Fishing Poles The Fort Diner: Breakfast & Lunch Specials Fort Mad Emporium: Free Pencil & 10% off The Funky Cowgirl: Treats & 20% off

For more details click here or call 319-372-5471

FMAAA: Decorate you own ornaments for only \$5 Harvestville Farm Mercantile: 10% off one single item Junque To Gems: Free cookies

Parthenon Restaurant: Free Ice Cream with every meal Scrub Impressions: Free coffee, tea & cocoa 20% off all regular items

SiP: Buy One Large Specialty Latte & Get One 1/2 price The Schnitzelbank: Treats & 25% off Harvest & Christmas Decor & 10% off Candles

Stage 2: Treats & 10% off entire purchase Under the Sun & Under the Sun Next Door: Wine Tasting & Gourmet Food Sampling

The Victoria Gallery: Treats & 10% off Art Lessons & Books Velocity Dance & Tumbling: Free Mini Classes

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Local News/Area News

5-DAY WEATHER FORECAST

MON 20 Nov -

Clear Skies

High - 48.5° F | Low - 47.2° F

TUE 21 Nov -

Clear Skies High- 41.5° F | Low - 25.1° F

WED 22 Nov -

High– 32.7° F | Low – 23.7° F

THU 23 Nov ——

Light Snow High - 38.9° F | Low - 25.2° F

FRI 24 Nov



Clear Skies High- 44.7° F | Low - 48.5° F

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At top, a line forms at Dodd Printing & Stationery while a wine vendor pours samples for the hundreds that meandered down Avenue G in Fort Madison for the Fort Madison Main Street's Wine Walk. At right, Stag had microbrews on tap, including a Ghost Pepper Beer that had people talking up and down the street.



MP H&H employees donate to cancer center

WEST BURLINGTON - Great River Cancer Center has received a donation of \$2,431.70 from Hearth and Home Technologies. Employees of the Mount Pleasant, Iowa, business raised \$1,215.85,

and the employer matched the contribution. Fundraisers included T-shirt and bake sales.

The donation will support the cancer center's Hair, Hats & More program. All patients who have lost their hair because of cancer treatment receive a soft cotton sleep hat to improve comfort and reduce heat loss. Because some chemotherapy drugs increase sensitivity to cold weather, Great

River Cancer Center also provides new hats, scarves and gloves, or women may choose a wig instead.

For more information about Great River Cancer Center, please call 319-768-3434.

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