



**METRO**<sup>®</sup>  
CREATIVE GRAPHICS, INC.

**Best of the Best**

*2022 Revenue Ideas*



**Darrell Davis**  
Vice President of  
Creative Services

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**Jackie Ulloa-Thines**  
Client Services  
Specialist

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# Best of the Best Revenue Ideas





# Jennifer Chciuk LIVINGSTON HISTORY West Essex Tribune



- \*Reader-inspired IDEA!  
Readers love local history and had been responsive
- \*In person selling to new and older businesses + BID
- \*Worked with local historical society and local library for research
- \*Section run during quieter month
- \*Earns generally \$8-12K each time it's run

February 16, 2023 West Essex Tribune B-1

*Celebrate Livingston's History  
1813-2023*

**News of 1929 Livingston**  
A historical feature of the town was a frequent and a national news column was...  
The town was a quiet, clean, and light-hearted town...  
The town was a quiet, clean, and light-hearted town...  
The town was a quiet, clean, and light-hearted town...

**Brother Is Gone**  
Brother's...  
The town was a quiet, clean, and light-hearted town...

**Track Trains Into Home**  
A train track...  
The town was a quiet, clean, and light-hearted town...

**4th Year of Junior**  
The town was a quiet, clean, and light-hearted town...

**Northfield Pharmacy**  
The town was a quiet, clean, and light-hearted town...

**Section B**  
**Tribune**  
FEBRUARY 16, 2023

**News of 1929 Livingston**

**Radio**  
The town was a quiet, clean, and light-hearted town...

**Event News: Oct. 11, 1928**  
The town was a quiet, clean, and light-hearted town...

**That's Old News!**  
The town was a quiet, clean, and light-hearted town...

**John H. H. H.**  
The town was a quiet, clean, and light-hearted town...

**Also making news**  
The town was a quiet, clean, and light-hearted town...

**Celebrating 106 Years**  
**Michael M. Corvelli**  
Plumbing and Heating

**4th Year of Junior**  
The town was a quiet, clean, and light-hearted town...

**Celebrating 10 Years**  
**Northfield Pharmacy**

**Celebrating 10 Years**  
**FIRE FIGHTER'S PAINTING**

**Service to Livingston**  
**LIVINGSTON PBA LOCAL #265**

**TOP 1% COMPANIES**

**Weichert**  
LIVINGSTON

**DONNA GETS RESULTS!**  
973-992-1247

**973-992-1240**

To contact the PBA or to make a donation, visit [www.livingstonpba.org](http://www.livingstonpba.org)



# Debbie Coffman HOLIDAY GIFT GUIDE The Bulletin



**\*Inspired by Metro's TSS Holiday Gift Guide, adapted here as CO HOLIDAY GUIDE**

**\*Printed a tab inserted into paper, posted to social media accounts & provided online link to access through the holidays**

**\*Sold advertising packages. With a full page ad, you received 2 gift guide spots.**

**\*ROI on this: \$10K**

**\*Readers loved the magazine-quality layout and gift guide ideas**



1. **Feather Weight Seed and Suet Feeder** Designed to offer both bird seed and suet, the feeder will attract a great variety of feathered friends. Durable recycled plastic construction that comes in a cool, clean color scheme. Holds 2 quarts of bird seed and 2 suet cakes (sold separately). **\$69.99**
2. **Wild Birds Unlimited Gift Cards** Get exactly what they want every time with a Wild Birds Unlimited gift card! **\$10-\$50**
3. **Bird Food Characters** Celebrate the season with bird food characters! Formulated to attract a wide range of backyard songbirds, these seed characters are one part bird feeder, one part decoration. From **\$12.99**
4. **Hummingbird Share the Joy Gift Box** Share the wonder of hummingbirds this holiday season. The Hummingbird Share the Joy Gift Box comes loaded with everything - a hummingbird feeder, nectar, a convenient nectar bottle for making and storing the nectar, and a brush for cleaning the feeder. **\$48.99**

<http://wbu.com/bend>

5. **Helfinger G2 Clog in Chiff** Featuring superior wood for warmth and arch support for comfort, our easy-on, classic, clog slippers keep feet toasty warm and comfortable; season after season. \*Only available at Bend Shoe Co. **Start \$145**
6. **Bluestone Boot Care Kit** For all types boot care. Contains a range of Bluestone boot care products. Renewing cream (50ml) designed to help maintain the color and finish of your boots. Bluestone treated tuffing cloth for cream application. Waterproofing spray (125ml) formulated to protect from water and stains. Polishing pad pre-saturated sponge that rejuvenates the leather of your boots. **\$34.60**

[www.bendshoeco.com](http://www.bendshoeco.com)

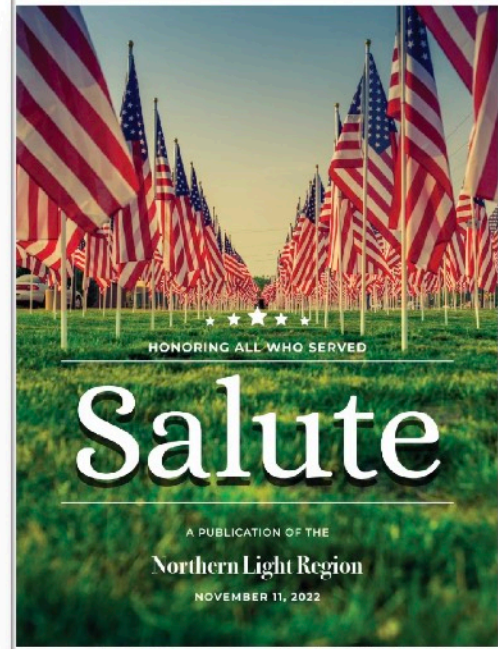




Julie Bergman  
**SALUTE TO VETERANS**  
Northern Light Region



- \*Inspiration was a new veteran memorial created in town
- \*Sold space/listings via direct contact sales/soliciting as well as Facebook, print ads and site ads
- \*Readers loved the section! A local veteran told the publisher that he had finally felt represented and 'seen'
- \*Did reprints and readers stopped by to buy extras and send to family members
- \*Total sales: \$9,549



**POW-MIA Table**



**W**e call your attention to this small table that serves a place of dignity and honor. It is set for you, symbolizing the fact that thousands of our armed forces are missing from our ranks. They are referred to as POWs and MIAs. We call them comrades. They are unable to be with

their loved ones and families as we, old together, to pay tribute to them, and to bear witness to their continued absence. The table is small, symbolizing the frailty of one prisoner, alone against his or her oppressors. The table is subtle, symbolizing the purity of their intent: to respond to their country's call to arms. The table rises in the view suggests that they have been seen. Its sacrifice to ensure the freedom of our beloved United States of America. This is the table that sits at the feet of the thousands who demand, with unyielding determination, a proper account of our comrades who are not coming home. A slice of heaven on the table reminds us of their happy life. The table symbolizes on the table remains is of the countless fallen heroes of the families as they wait. The glass is broken. They cannot live with us at this time. The chair is empty, they are not here. The candle is lit, in the light of hope that lives in our hearts to illuminate their way home, away from their captors, to the open arms of a grateful nation. The American flag reminds us that many of them may never return -- and have paid the supreme sacrifice to ensure our freedom. Let us pray to the Supreme Commander that all of our comrades will soon be back with our ranks. Let us remember -- and never forget their sacrifice. May God forever watch over them and protect them and their families.

- IN HONOR OF David Gubbels Navy
- IN HONOR OF David Michael Gubbels Fairfax
- IN HONOR OF Luke Gubbels Army
- IN HONOR OF Monte Gubbels United States Army
- IN HONOR OF Henry Gubbels Navy

**OLSON CONSTRUCTION**

Office 218-834-1102  
Christian 218-526-9407  
George 218-434-0556

We're proud of all the courageous men and women who have served and who are serving our great country.

*We sleep peacefully in our beds at night only because rough men stand ready to do violence on our behalf.*  
George Orwell

that veterans need the support of their people whose freedom they protect. According to a 2020 study from researchers at Brown University's Watson Institute for International and Public Affairs, the percentage of veterans with disabilities is significantly higher among post-9/11 veterans (64 percent) than it was with veterans from previous eras (23 percent for Gulf War veterans and 14 percent for veterans of previous wars). Veterans can benefit from support legislation by elected officials in Washington, D.C., but the more ordinary citizens can do to show how much

**HAPPY VETERANS DAY** Thank you for your service!

Your hometown place to drink!

**HOMETOWN HANK**

84006, MN 218-634-2366  
www.hometownhank.com

**Celebrating Our Veterans**

**We Salute All** the Men and Women who are or were part our nation's great military.

We are honored with your courageous service.

**Thank You!**

**VETERANS DAY**

**COOP SERVICE INC.**  
903 Main St W  
Baudette  
218-634-1313

**lake of the woods DIESEL**  
1159 St Hwy 172 NW  
Baudette  
218-634-3262

**Conex TIRE SHOP**  
218-634-1461  
1150 St Hwy 172 NW  
Baudette Mn. 56623

stations or other ways to do their part to ensure no veteran sleeps on the street. Veterans Day is a time to show veterans that their service and sacrifices are not forgotten. Wounded warriors and supporting efforts to ensure veterans get what they need to live full, healthy and happy lives is a great way to send the message that veterans are appreciated.

November 11, 2022 **SALUTE** | November 11, 2022 Page 13



Abigail Obert  
**LEHIGH VALLEY PRESS**

Cindy Gaedeart  
**THE COUNTY JOURNAL**

Mary Lou Loehr  
**THE ROCKDALE REPORTER**

**CUT & PASTE YOUR WAY FOR A CHANCE TO WIN AN**



**IRONPIGS VIP Experience**  
FOR THE FRIDAY, MAY 13TH, 7:05 PM GAME AGAINST THE BUFFALO BISON

**PLAY THE IRONPIGS TOKEN COLLECT GAME**

You'll find these three images in the Lehigh Valley Press or Times News newspaper publishing over the next three weeks. Clip each one out and paste it on this gameboard/entry form. All completed entries must be post marked by Saturday, May 7, 2022 or hand delivered to the Lehigh Valley Press or Times News Office by May 9, 2022.

**PACKAGE INCLUDES:**

- 4 Tickets
- 1 Parking Pass
- Personal and Photo Opportunity
- 4 of the Evening's Giveaway Items
- Opportunity for One Family Member to Throw Out the First Pitch of the Game

**Token 1**

IN TODAY'S NEWS PAPER



**Token 2**

IN THE 4/26/2022 NEWSPAPER



**Token 3**

IN THE 4/27/2022 NEWSPAPER



When you have collected all three tokens, complete the rest of the form and send the entire gameboard to:  
**\*TIMES NEWS LEHIGH VALLEY PRESS IRONPIGS TOKEN COLLECT P.O. Box 239, Lehigh, PA 18235\***

NAME \_\_\_\_\_ DATE OF BIRTH \_\_\_\_/\_\_\_\_/\_\_\_\_

ADDRESS \_\_\_\_\_ PHONE \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_ EMAIL \_\_\_\_\_

FOR A COMPLETE SET OF RULES GO TO [LYPNEWS.COM/TOKENRULES](http://LYPNEWS.COM/TOKENRULES)

**LEHIGH VALLEY PRESS**  
A Division of TIMES NEWS Media Group

**TIMES NEWS**



**SUNSHINE'S**  
519-543-7243  
28 S. Coburn Ave., Downtown Charlotte  
www.sunshines.com

**Place your orders for Gift Baskets!**

**\$2 OFF**  
16" Breakfast Pizza  
543-0298  
www.thegrocery.net

**THE Groomery**  
PAWSPRING YOUR PETS IN STYLE!  
116 E. Lovett St., Charlotte, Michigan  
(577) 597-2050

**Dollar Treat & More**  
FROM LESS TO THE MOST!  
412 N. Anderson St., Charlotte (577) 541-9747  
Come 2 days a week!

**We're Your Official Drop Station for Unwrapped Christmas Toys & Non-perishable Food Items.**

**L.L. JOHNSON LUMBER & JOHNSON'S WORKBENCH**  
**2-DAY SALE THANKSGIVING WEEKEND**  
PUBLIC WELCOME!  
885 N. Cochran, Charlotte (704) 366-6666

**Comix Journal**

## HOLIDAY CASH GIVE-AWAY!

**WIN UP TO \$1,000 IN HOLIDAY CASH!**

**WINNER ANNOUNCED THURSDAY BY 4:00PM**

**MUST BE PRESENT IN MANY PARTICIPATING STORE TO WIN**

Every **Thursday**, the weekly \$200 winner will be announced at 4:00 p.m. at each location; winner then has until 6:00 p.m. **that Thursday** to claim their weekly prize by presenting proper identification at any participating business.

\*In case of no winner, the next week's drawing will be increased an additional \$200. Prize amount to be paid in gift certificates, redeemable at any participating business. Must be at least 18 years old to register or win. No purchase necessary.

In regard to mail, send & postmark in the envelope. www.alphaone.com. The County Journal, 245 S. Cochran Ave., Charlotte, NC 28203.

**DAVIS AUTO MART**  
Towing & Service  
411 W. Ochsler, Charlotte  
240 W. 1st St., Charlotte  
817-549-3760  
www.davisautomart.com



**ALICE WOODRUM**  
THIRD GRADE LADDER  
1412 E. 10th St., Charlotte  
704-375-1111

**Reserve our private dining room!**

**THIRSTY BIRD**  
BAR & CATERING  
DAILY LUNCH & DINNER SPECIALS  
517-541-0999  
228 S. COCHRAN, CHARLOTTE, NC

**ORIOLE NUTRITION**  
HEALTHY COOKING  
116 S. COCHRAN  
517-577-6254

**FAMILY DUO**  
1 LARGE GOURMET PIZZA & 1 LARGE Topping PIZZA  
**\$24.99**  
1712 S. W. 10th St., Charlotte  
817-541-0922

**Eaton Place Restaurant**  
FINE DINING  
Downtown Charlotte • 543-6930

**Family Special**  
16" Topping Pizza, 3 Liter of Pop & 6 order of breadsticks for 11.95-20.99  
1795 Cochran Ave., Charlotte  
817-543-7777

**20% off Outerwear!**  
1795 COCHRAN AVE., CHARLOTTE  
817-543-7377

**lilypepper**  
200 N. Cochran, Charlotte  
817-719-3650

**alpha one**

CHEVROLET BUICK

512-446-504 | 476 W. Gardner Ave. | Rockdale, Texas | M-F 9am-6pm, Sat. 9am-2pm, closed Sun.

## Investing in Rockdale, Investing in You!

**Proud sponsor of:**

**THIRD ANNUARY CELEBRATION SUNDAY, OCTOBER 24TH**

**BRETT FEST**

THE BACKYARD ROCKDALE TEXAS



October 1st-3rd 2021

**Jon Stork**

2021

**SECOND ANNUAL APACHE PASS COOK OFF & CAR SHOW**

ROCKDALE TEXAS



**Rockdale Tigers vs. Caldwell Hornets**

TIGER BUSINESS OF THE WEEK

Same 60-Year Traditions

**alpha one**

**Rodeo**

Outlets with 2021

Southwestern Show

Friday, Oct. 15 | Saturday, Oct. 16

**Also, check The Reporter biweekly for Alpha One's Inspirational Person.**

Alpha One is recognizing individuals that inspire others and/or those whose stories inspire awe and make us want to do the same.  
(The current Inspirational Person ad can be found on page 8A.)



Christmas Shopping Made Easy  
During McRoberts Furniture Mart's  
Gigantic Christmas Sale!

**McRoberts**  
Furniture Mart, Inc.

**KENTON**  
Countdown to Christmas

Stop in for all the fixins For your Holiday Parties!

**LEE'S**  
Barbecue Chicken

**Redbank**  
Transport

**DECEMBER 2022**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	1	2	3
28	27	26	25	24	23	22
4	5	6	7	8	9	10
21	20	19	18	17	16	15
11	12	13	14	15	16	17
14	13	12	11	10	9	8
18	19	20	21	22	23	24
7	6	5	4	3	2	1
25	26	27	28	29	30	31
CHRISTMAS DAY!	THE CLERMONT SUN	THE BEE	THE NEWS DEMOCRAT	THE PEOPLE'S DEFENDER	THE LEADER NEWS	

**The Gift of Health**  
for you and your family

Welcoming...  
Jason Isard, MD  
Elgonia Fryman, APRN  
Elizabeth Moss DeAtley, PA-C  
Cary Ramoisy, PA-C

**Primary Plus**  
www.primaryplus.net

# OCTOBER

BREAST CANCER AWARENESS MONTH

Follow along all 4 weeks in October as we spread awareness about breast cancer prevention, diagnosis, recovery and life after breast cancer.

**Breast Cancer Awareness SERIES**  
Sponsored By:

**Van Bortel**  
SUBARU Ford CHEVROLET

Breast cancer is the most common cancer in American women, except for skin cancers. It is estimated that in 2022, approximately 30% of all new women cancer diagnoses will be breast cancer.

**FAQ**  
What can I do to reduce my risk of breast cancer?  

- Limit alcohol. The more alcohol you drink, the greater your risk of developing breast cancer.
- Maintain a healthy weight. If your weight is healthy, work to maintain that weight.
- Be physically active.
- Breast feed.
- Limit postmenopausal hormone therapy.

Physical activity really reduce breast cancer risk?

Physical activity can be a significant weapon in a woman's arsenal as they continue their efforts to prevent and overcome breast cancer.

**Cancer Awareness SERIES**  
Sponsored By:

**Van Bortel**  
SUBARU Ford CHEVROLET

None of the participants had cancer when they started, but researchers found that women who sat for six or more hours per day during their free time had a 10 percent greater risk for invasive breast cancer than women who sat for less than three hours per day during free time.

Physical activity can be a significant weapon in a woman's arsenal as they continue their efforts to prevent and overcome breast cancer.

**Cancer Awareness SERIES**  
Sponsored By:

**Van Bortel**  
SUBARU Ford CHEVROLET

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**Cancer Awareness SERIES**  
Sponsored By:

**Van Bortel**  
SUBARU Ford CHEVROLET

Get help in the cancer

Physical activity really reduce breast cancer risk?

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SUBARU Ford CHEVROLET



Sherry Mehling  
**WINKLER INC**

Melanie King  
**MCNAIRY COUNTY NEWS**

Wendy Vosberg  
**TELEGRAPH-HERALD MEDIA**

**KINGSFORD**  
**Charcoal Coupon**

This coupon will be running in the 4th of July ad the week of June 29th.

**SAVE \$1.00**  
on any 16 Lb. Bag of Kingsford Charcoal

**4th OF JULY**

\*This is a Winkler Foods generated coupon. It is not a manufacturer's coupon. It can be used with prior or original offers. Terms: An including a page that you can print and cut out if you need extra coupons or run a device.†  
\*Coupons valid June 28th thru July 13, 2022.  
\*To redeem this coupon, send via text to Sherry Winkler, or email the amount of coupons you have to sherry@winklerinc.com  
\*Once coupons are received, you will receive a credit for the amount collected.

Any questions? Please contact Sherry Wylucki at 812-224-2926 or sherryw@winklerinc.com.

McNAIRY COUNTY NEWS

## Administrative Professionals Day

A Salute to our Administrative Professionals in McNairy County.

April 27, 2021

**Happy Administrative Professionals Day!**  
Thank you to you, our administrative professionals!  
Rhonda Teague & Chisty Walker  
For your hard work, your dedication and your smile!  
Thank you to the McNairy County Administrative Professionals!  
McNairy County District Attorney  
200 East Main St., Paducah, KY

**Thank You**  
Jessica Kiebler and Pat Ray  
Allstate  
629 E. Main St., Paducah, KY  
731-645-8397

**Thank You**  
Tina Churchwell & Angie Pickers  
The hard you go to work every day to help us get our business up and running!  
B&B Propane Gas  
200 E. Main St., Paducah, KY  
731-645-8397

**We appreciate All You Do For The Business.**  
We could not make it without you!  
Jeanne Humphrey  
GIT 'ER DONE  
1237 Hwy 400, Paducah, KY 731-613-3024

**Thank You**  
Shelby Warren, Kudoskin Price, Damaris Brewer, Channin Young, Hope Parker  
McNairy County Mayor  
Larry Smith

**Thank You**  
Dena Morris & Kristin Smith  
I appreciate everything you both do!  
BODFORD-WHITE INSURANCE  
584 Mulberry Ave., Salem, TN  
Phone: (615) 645-6131

**Thank You**  
for everything you both do!  
Angela Yalder & Wendy Clowe  
McNairy County Tax Assessor  
Brandon Moore

**Thank You**  
Bustene Whitaker & Patricia Smith  
I appreciate you both!  
McNairy County Register of Deeds  
Brian Dickert

**Thank You**  
Mary Cassel & Nicole Wilkins  
NORTON LAW OFFICE  
100 Mulberry Ave., Salem, TN  
Phone: (615) 645-6131

**Thank You**  
Amy Glickson, Jennifer Smith, and Judy Lynch  
Thank you for everything you do. I truly appreciate you!  
McNairy County Trustee  
Stanley Mitchell

**Thank You**  
Jennifer Moore  
So Much For All You Do!  
PRECISION ASSEMBLY  
911 Bellvue at Park Dr., Paducah, KY  
731-645-1818

**Thank You**  
Joyce Monroe & Amy Hodge  
Thank you for all that you do. You are the best!  
Farm Bureau INSURANCE  
221 McNairy Ave., Paducah, KY 731-645-3333

**Thank You**  
Deberrry Drugs  
Thank you for everything you do!  
Farm Bureau INSURANCE  
221 McNairy Ave., Paducah, KY 731-645-3333

**Thank You**  
Cathy Bowen  
Thank You so much for everything you do!  
Flowers Repair Services  
800 E. Main St., Paducah, KY  
731-645-8397

**Thank You**  
Mary Kirk & Janice Wiggins  
for everything that you do to keep our office running. We appreciate you!  
G&P Printing  
180 Commerce Avenue, Paducah, KY  
731-645-2528

**Thank You**  
Heather Prater  
for everything you do!  
Farm Bureau INSURANCE  
221 McNairy Ave., Paducah, KY 731-645-3333

**Thank You To My Right Hand Ladies**  
Shawn S. Agard  
Hiding In Plain Sight  
Absolute Wellness & Skin Perfection  
State Farm  
100 E. Main St., Paducah, KY  
731-645-8397

**Thank You**  
ALAYNA WARD  
Thank you for everything you do!  
STEVE SWEET BODYSHOP  
100 E. Main St., Paducah, KY  
731-645-7034

**MAKE A BIG IMPACT SHOP SMALL**  
SMALL BUSINESS SATURDAY

**SHOP SMALL**

November 26

**PRELACK FRIDAY SALES EVENT**  
Now through November 26th!  
TAKE 25% OFF ALL MOST ALL REGULAR PRICED APPAREL AND 50% OFF ALL OUTDOORS

**Shop Small Business Saturday!**  
At a new year sale, shop local and support your community!  
175+ ARTISTS SHOWING LOCAL

**LOCATED ON MAIN ST IN GALENA & DUBUQUE**

**Outside the Lines**

**GOTTA HAVE IT**  
315 W. T. 3rd, Dubuque, IA  
563-288-4906

**JUST POP IN!**  
Popcorn makes a great stocking stuffer!  
November 26th  
Join us for free popcorn, cookies, and more while you shop! In the courtyard at American Warehouse and more.

**ANDERSEN WINDOW & DOOR**

**SUPPORT LOCAL BUSINESSES**  
Happy Holidays from TH MEDIA

**Shop Small Business Saturday on November 26th!**  
Corporate Gifts • Gift Cards • Coffee  
Peanut Butter • Bulk Foods  
Tasty Treats - and more  
Taste the difference!

**SHOP MALL SATURDAY**  
SAT NOV 26th  
9:00-4:00

**COMFORT AND STYLE - ALL DAY, EVERY DAY!**



## Winter SCAVENGER HUNT

**HELP HAROLD FIND ALL THE ICONS  
IN THE SCAVENGER HUNT!**

Winter icons are hidden throughout local businesses in Clinton, IA. Fill out your scavenger hunt card with each location and return it to the Clinton Herald to be entered into a drawing. Every Monday, one winner will receive a: **\$25 VISA GIFT CARD!**

**SCAVENGER HUNT LOCATIONS:**

**Cafe Fantasio**  
122 5th Ave S - Clinton  
563-212-3157

**SAWMILL**  
AN AMERICAN LAMP COMPANY  
2231 Grant Street - Clinton  
563-242-4043

**Zirkelbach**  
HOME APPLIANCES  
225 5th Ave. S. - Clinton  
563-242-6121

**Clover Hills**  
2001 N 2nd St - Clinton  
(563) 242-5208

**DON'S JEWELRY**  
200 MAIN AVENUE - CLINTON  
563-242-2683

**Deja Vu**  
Furniture & Accessories  
101 5th Ave S - Clinton  
563-242-3358

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\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Name: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

**Complete your scavenger hunt card with the correct locations and return it to the Clinton Herald to be entered into a drawing.**

**Every Monday, one lucky winner will receive a:**

**\$25 VISA GIFT CARD!**

ENTER ONLINE BY VISITING:  
[www.clintonherald.com/contests](http://www.clintonherald.com/contests)

No purchase necessary. Must be 18 years or older to enter. Contest begins on January 15, 2023. One winner will be picked each Monday, starting on January 22, 2023. Final drawing will be on February 27, 2023. Visit [www.clintonherald.com](http://www.clintonherald.com) for more information.

**CLINTON HERALD**  
News About You!

321 6TH AVENUE SOUTH, CLINTON, IA  
563-212-7101 | CLINTONHERALD.COM

CLINTON HERALD  
*News About You!*

# CHRISTMAS COLORING BOOK

**DON'S JEWELRY**  
A MEMBER OF THE  
200 MAIN AVENUE - CLINTON, IA 563-242-2683  
[WWW.DONSJEWELRYCLINTON.COM](http://WWW.DONSJEWELRYCLINTON.COM)

317 N 2ND ST, CLINTON, IA 52732 | 563-242-6411

CLINTON PARKS & REC | 1401 10TH AVE N, CLINTON, IA | 563-243-1260



# giving thanks

## TO ALL PARAMEDICS & SCHOOL NURSES IN TRAIL COUNTY

Your diligence and care to our community is without a doubt a blessing. **RURAL PARAMEDICS**, often the most highly skilled medical providers on emergency response crews, make a difference in rural areas especially when health services are hours away. **SCHOOL NURSES**, address the physical, mental, emotional, and social health needs which are crucial to students and families.

We wish all our rural paramedics and school nurses a Happy Thanksgiving!

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# giving thanks

## TO ALL MULTI-GENERATIONAL FARM FAMILIES IN TRAIL COUNTY

*Legacy. Agricultural Skills. Familiarity of Land. Operational Practices. New Perspectives. Heritage.*

Multi-generational farm families are truly essential to the growth of our communities.

The lifestyle in farming or ranching isn't just about animals or crops. It's about beliefs and values passed down through generations. Ensuring things are left better for those yet to come. It's all about legacy." — Unknown

We wish all our multi-generational farm families a Happy Thanksgiving!

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Planting the Seeds, Gathering the Harvest  
Tim Dinkins (The Sentinal)

Where can we find more sales leads? How can we meet our goals for this month? Some people make it look easy, but for most of us it is hard work! We have to be creative and resilient as we hit the pavement to make contacts and look for opportunities.

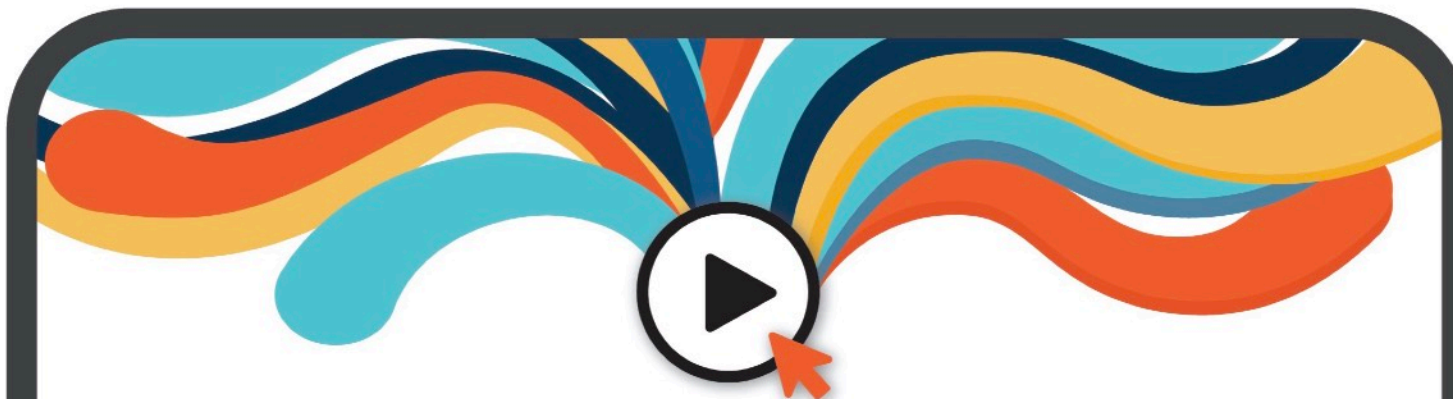
This year I decided to visit the International Ag Expo in Tulare, California. I had to drive over to Tulare county, find parking, and make my way into the world's largest exhibit of farm and agriculture equipment. This year 108,253 people were in attendance over the three day event. The Hanford Sentinal reported that there were 1,225 exhibitors on 2.6 million square feet of exhibit space. Attendees represented 49 states, the District of Columbia and 56 countries.

My plan was to stay for half of the day. I decided to focus on the vendor tents because I knew there would be hundreds of potential clients conveniently placed in a small area. I looked for the companies who I knew weren't advertising with us. I focused on local companies that I recognized as well as businesses that were offering innovative or unusual products and services. I grabbed a go bag and started shoving cards and merchandise inside. People were friendly and many were eager to talk and trade business cards. I always asked for the marketing person and usually was directed to the right person or I was given a name and number to follow up with. It is that last part that takes the most diligence. Following up with the clients afterwards can require a careful balance. I made sure not to call until the people would have time to recover from what is often an exhausting week for the exhibitors. I called one person and they told me I timed the call well because their entire team had called in sick the next week because of their strenuous schedule.

Following up with people from the Ag Expo is proving to be effective. Many people are surprised to hear me call and ask for them by name. They appreciate knowing they are getting a call from a contact they made at the expo. Several of the people I have called are interested in expanding their business into our area and they want to do so with a contact that is responsive, fiscally, and diligent. I look forward to returning to the Ag Expo next year to make more contacts!

Tim Dinkins  
Media Consultant  
The Hanford Sentinal





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